

Curriculum of Digital Media Art

Jiangsu University

**The information below is extracted from the existing curriculum for your reference. The university reserves the right to adjust the curriculum as appropriate. Therefore, Please refer to the curriculum used in the year of entry as final curriculum.*

1. Program Overview

University : Jiangsu University

School : Art School

Major : Digital Media Art

Duration : 4 Years(Flexible: 3-8 Years)

Awarding Degree : Bachelor of Arts

2. Teaching Outcome

This major aims to train innovative compound talents who has good humanistic and moral quality, adapt to the digital age and the development of information society, with digital innovative thinking ability, master the basic knowledge, theory and methods in the field of digital media art and design, meet the needs of the development of digital culture industry. They are also wished to be able to connect the needs of the society and the industry, to use the knowledge and professional skills learned flexibly for film and television special effects and later effects, games and interaction application design, to apply, produce, spread, operate or manage technology in the related fields of media and cultural industry.

3. Curriculum

(1) Main Subject: Arts, Fine Arts, Filmology

(2) Relevant Subjects: Introduction to Digital Media Art, Story Creation, Introduction to Film and Television Industry, Non-linear Editing of Film and Television, Digital Film and Television Packaging, Digital Game Design Foundation, Visual Programming Design, Augmented Reality Application Design, Film and Television Advertising Production, Functional Game Design, Film and Television Photography, Film and Television Special Effects Creation

(3) Detailed Curriculum for International Students

(C: Compulsory, O:optional, T: Teaching, E: Experiment, C: Computer, O: Others, SEM: Semester)

Type	C/ O	Course Name	Credits	Class Hours	Allocation				Class Hours (Week)	SEM	Demand	Note
					T	E	C	O				
General Education	C	Introduction to Maoism and Socialist Theoretical System with Chinese Characteristic	5	80	66			14	4	3		
		The Basic Principles of Marxism	3	48	42			6	3	4		
		Ideological and Moral Cultivation and Legal Basis	3	48	42			6	3	2		
		Outline of Chinese Modern History	3	48	42			6	3	1		
		College English (I)	4	64	64				4	1		
		College English (II)	4	64	64				4	2		
		College Physical Education (Basic) (I)	1	32	32				2	1		
		College Physical Education (Basic) (II)	1	32	32				2	2		
		Physical Health Test for College Students	0.5	16				16	2	7		
		Military Theory	2	36	36				2	1		
		Situation and Policy	2	32	16			16	2	7		
		Introduction to Academic Planning	1	16	16				2	1		
Subtotal			29.5	516	452		64					

Type	C/ O	Course Name	Credits	Class Hours	Allocation				Class Hours (Week)	SEM	Demand	Note	
					T	E	C	O					
General Education	O	Innovation and Entrepreneurship	1	24	24						2	Compulsory 2 credits	
		Art Aesthetic	1	24	24								
		Humanities Science	1	24	24						2	Elective 2 credits	
		Natural Engineering	1	24	24								
		Economic Management	1	24	24								
		Agriculture, Rural Areas and Farmers	1	24	24								
		Comprehensive Education	1	24	24						3	Elective 3 credits	
		OFFICE Advanced Application	3	64	32		32		4	2			
		Network Technique	3	64	32		32		4	2			
		College Physical Education (Options) (I)	1	32	32				2	3	2	Elective 2 credits	
		College Physical Education (Options) (II)	1	32	32				2	4			
		Bibliographic Search	1	16	10		6		2	7	1	Elective 1 credits	
		Subtotal		10	240	202		38					
		Sum		39.5	756	654		38	64				
Major Foundation	C	Design Sketch B	2	40	40				8	1			
		Introduction to Digital Media Art	2	40	40				8	1			
		Chinese and Foreign Film History	3	60	60				8	1			
		Story Creation	2	40	40				8	1			
		Design Color B	2	40	40				8	1			
		Design Research and Evaluation	2	40	40				8	2			
		3D Design Foundation (I)	2	52	20		32		12	2			
		Introduction to Film and Television Industry	2	40	40				8	2			
		Audio-visual Language	2	40	40				8	2			
		3D Design Foundation (II)	3	78	30		48		12	3			
		The 3D Game Scene Design	2	52	20		32		12	3			
		The 3D Character Movement Rules	3	60	60				8	3			
Film and Television Appreciation	2	40	40				8	3					

Type	C/ O	Course Name	Credits	Class Hours	Allocation				Class Hours (Week)	SEM	Demand	Note	
					T	E	C	O					
Major Foundation	C	Shooting Screen Design	2	40	40				8	3			
		Digital Sound Processing	2	52	20	32			8	3			
		Game Character Modeling Design	2.5	50	50				8	4			
		The 3D Game Character Production	2	52	20		32		12	4			
		Commercial Photography A	3	78	30	48			12	4			
		Film and Television Nonlinear Editing	2	52	20		32		12	4			
		Subtotal	42.5	946	690	80	176						
	O	Layout Design B	2	32	32				8	4	2	Elective 2 Credits	
		Design and Culture	2	32	32				8	5			
		Traditional Chinese painting	2	32	32				8	3			
		Film and Television Music	2	32	32				8	3			
		Subtotal	2	32	32								
	Sum			44.5	978	722	80	176					
	Major Courses	C	Introduction to Digital Games	3	60	60				8	5		
Fundamentals of Film and Television Photography B			2	52	20	32			12	5			
Visual Programming Design			2	52	20		32		12	5			
Film and Television Special Effects Basis			3	78	30		48		12	5			
Film and Television Advertising Production			2	52	20		32		12	6			
Interactive Interface Design			2	52	20		32		12	6			
Augmented Reality Application Design			2	52	20		32		12	6			
Film and Television Photography			3	78	30	48			12	6			
Dynamic Graphic Design A			2	52	20		32		12	6			
Digital Film and Television Packaging			2	52	20		32		12	6			
Functional Game Design			2	52	20		32		12	7			
Virtual Reality Application Design			2	52	20		32		12	7			
Film and Television Special Effects Creation			2	52	20		32		12	7			
Subtotal			29	736	320	80	336						

Type	C/ O	Course Name	Credits	Class Hours	Allocation				Class Hours (Week)	SEM	Demand	Note
					T	E	C	O				
Major Courses	O	Cultural and Creative Product Design B	3	48	48				8	5	6	Elective 6 Credits
		Cross-professional Design Topic Research	3	48	48				12	7		
		Advertising Animation B	3	48	48				8	7		
		Comprehensive Experience Design	3	48	48				8	5		
		Design Theory Study C	2	32	32				8	7		
		Design Frontier Research	3	48	48				8	7		
		Subtotal	6	96	96							
Sum		35	832	416	80	336						
Experiment and Practice	C	Military Skills Training	2	2 Weeks						1		
		Innovation and Entrepreneurship Practice (I)	1	1 Week						5		
		Innovation and Entrepreneurship Practice (II)	1	1 Week						7		
		Labor Education and Practice	1	1 Week						5		
		Scene Sketching	2	2 Weeks						2		
		Folk Art Investigation	2	2 Weeks						4		
		Professional Cognitive Practice	2	2 Weeks						5		
		Visual Programming Course Design	2	2 Weeks						5		
		Augmented Reality Application Course Design	1	1 Week						6		
		Dynamic Graphic Design Course Design	1	1 Week						6		
		Digital Film and Television Packaging Course Design	1	1 Week						6		
		Functional Game Course Design	2	2 Weeks						7		

Type	C/ O	Course Name	Credits	Class Hours	Allocation				Class Hours (Week)	SEM	Demand	Note
					T	E	C	O				
Experiment and Practice	C	Film and Television Special Effects Creation Course Design	3	3 Weeks						7		
		Graduation Project (thesis)	14	16 Weeks						8		
		Subtotal	35	37 Weeks								
	Sum	35	37 Weeks									
Independent research	O	Story Creation (II)	2	32	32						6	Elective 6 Credits
		“Four new” Courses	2	32	32							
		Undergraduate and Master's Degree Connected Training Courses	2	32	32							
		English Advanced course	2	32	32							
		Professional Advanced Courses	2	32	32							
	Subtotal	6	96	96								
Sum	6	96	96									
Sum			160	2662/37 Weeks	1888	160	550	64				

4. Graduation and Degree Awarding Requirements

For graduation,

1. Each student must receive 1 entrepreneurship course credit and 2 innovation and entrepreneurship practice credits during school. And entrepreneurship course credits are mainly obtained through elective innovation and entrepreneurship elective courses, and innovation and entrepreneurship practice credits are mainly obtained through participating in various competitions recognized by schools.
2. Each student must receive 2 aesthetic education credits and 1 labor education credit during the school period. And 1 credit of aesthetic education course is obtained through elective art aesthetic elective course, and 1 credit of art practice and 1 credit of labor education and practice is obtained according to the specific regulations of the school.
3. Each student must obtain 6 credits of independent research courses during the school period, which can be obtained by taking the independent research courses recommended by majors, or by taking elective courses according to the catalogue of independent research courses published by the university;