

Syllabus of Digital Media Arts

Shanghai 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: Shanghai University

School: School of Arts

Major: Digital Media Arts

Duration: 4 Years

Awarding Degree: Bachelor of Art

2. Teaching Outcome

This major takes the development of the Internet and new media industry as the background, focuses on the fundamental task of cultivating people with morality, meets the major needs of the country, the development and construction of international urban culture, inherits the Shanghai-style culture, and cultivates international vision, humanistic quality, artistic accomplishment, aesthetics, professional practical ability. The students are able to adapt to the development of the digital age and

information society, master the basic theory, basic knowledge, artistic principles and creative laws of digital media art, and be a compound application talent who can carry out digital creative design.

3. Curriculum

1. Main subjects: design, art

2. Main courses

Subject Basic Courses: Digital Modeling, Digital Color, Image Expression, Graphic Creativity, Technical Fundamentals, Sound Effects, Moving Image Art, Dynamic Composition, UX Design, UI Design, Infographic Design

Subject optional Courses: creative thinking, experimental short film, interactive design of virtual space, mixed media design, service design and business model, social innovation design, comprehensive design of big data, interactive installation art, shared innovation course, information visualization design

3. Main practical modules

Creation practice, research practice, design workshop (1-3), sketching, graduation design (thesis), etc.

4. Graduation and Degree Awarding Requirements

(1) Have good humanities and social science literacy, strong sense of

social responsibility, good professional ethics, and high aesthetic judgment;

(2) Have a broad international vision and a keen sense of the times, understand the current situation and trends of industrial development in this major, and have the knowledge of arts, humanities and social sciences and natural sciences required to engage in digital media industry, digital product design or professional work;

(3) Master the basic theories and design methods in the field of digital media art and digital product design, and be able to carry out artistic creation and innovative design according to user needs;

(4) Ability to use creative copywriting, hand-painted models, digital tools, interactive prototypes, service design tools and other means for creative communication, visual communication, technical communication, media research and visual performance;

(5) Master the relevant knowledge of digital design, media design and media communication, and have systematic professional practice learning experience;

(6) Be proficient in a foreign language, be able to consult and use relevant foreign language materials, master the basic methods of document retrieval, design investigation and use modern information technology to obtain relevant information, and have the basic ability to write research reports, design notes, and monographs, mandarin

proficiency at Level 2 or above;

(7) Possess the sense of competition and collaborative work required to engage in digital media creation and design, the sense of self-learning and lifelong learning, and the ability to continuously learn and adapt to development.