

# **Teaching Program for the Major of Digital Media Art in the Cultural Creativity and Tourism School**

## **(Full-time in Foshan Campus)**

### **1. Training Goals**

With the concept and characteristics of interdisciplinary integration, we are committed to cultivating innovative professionals who can engage in video content production and operation in various fields, especially in the related fields of mobile Internet. Those professionals should not only understand the development status and future trends of domestic and foreign networks, interactive media and film and television industries, but also master the knowledge, skills and specific application of digital technology in the fields of film and television art and network multimedia art. Moreover, they should also be familiar with network communication, operation rules and product development process, and master a series of cutting-edge technologies including digital video special effects production technology, Internet interactive design and production and network communication.

### **2. Training Requirements**

Students in this major mainly study the basic knowledge related to the theory and practice of digital media art, and should have the basic ability of internet, mobile internet product planning, product development, content creation, or digital film and television special effects, dynamic graphics and online media content creation. At the same time, the ability to create network content, interactive works or film and television special effects works with a certain artistic level or market value is the principal ability training requirement of students majoring in this major. Graduates are expected to acquire the following knowledge and abilities:

- 1). Master the basic theory and knowledge of digital media art, and be familiar with the artistic trends related to digital media art, and understand the history of digital art at home and abroad, as well as acquire a certain degree of understanding of related social sciences, humanities and natural sciences;
- 2). Proficiency in mastering a series of business skills including Internet product planning, development, content creation and digital film and television special effects, and be able to undertake specific division of labor or overall coordination tasks in Internet products or digital film and television business processes, and have strong business innovation capabilities;

3). Proficiency in marketing knowledge and related economics knowledge centered on Internet product management, as well as resource organization and project management knowledge centered on film and television industry management;

4). Obtain comprehensive Internet products and digital film and television development, marketing, creative thinking, innovative practice and scientific research capabilities, and hold an exploratory spirit in new art fields;

5). Have good physical and psychological qualities, perfect moral personality, innovative thinking ability, good at communication and exchange, and full of teamwork spirit.

### **3. Main Discipline**

Drama and Film Studies, Design Science, Computer Science and Technology

### **4. Specialty Category**

Drama and Film Studies

### **5. Professional Core Curriculum**

Introduction to Digital Media Art, Visual Arts Programming Foundation, Digital Photography, Audio-visual language, Design Thinking, Digital Photography and Editing, Digital Movie Special Effects and Synthesis, Three-dimensional Animation Principle and Technology, Digital Interactive Design, Information Visualization, Digital Speech Processing, The Principle and Application of Virtual Reality, etc

### **6. Standard Length of Schooling**

Four years

### **7. Degree to be Granted**

Bachelor of Arts

### **8. Requirements for Studying**

Students majoring in this major should get 166 credits (excluding extra-curricular credits), including 53 credits for general compulsory courses, 15 credits for general elective courses, and 22 credits for basic courses, as well as 58 credits for professional compulsory courses and 18 credits for professional elective courses; Meanwhile, students majoring in this major must obtain 10 extra-curricular credits for quality development. The total credits for minor courses are 45 credits, including 6 credits for basic courses and 39 credits for compulsory courses. For the students from Hong Kong, Macao and Taiwan in our university, two national conditions courses, including the General Situation of China and Theory and Practice of Socialism with Chinese Characteristics, are used to replace the courses of Military Theory (including military training) and Political Theory.

**Table: Curriculum of Digital Media Art Program**

Course type	Course module	Course nature	Course ID	Course name	Credits	Teaching weeks	Total class hours	Time allocation			Starting semester		Suggested study semester	Minor courses	
								Hours for Theory Teaching	Hours for practice			Spring semester			Fall Semester
									Experiment	Practice	Others				
General courses	Ideological and political education	compulsory	The five ideological and political courses are offered according to the sequential semesters. The credits are 15 in total. The suggested study semester is Term1-5												
			19410041	Military Theory I	1	16	16	16	0	0	0			1	N
			19410041	Military Theory II	1	16	16	16	0	0	0			1	N
			16123602	Situation & Policy	2	16	32	32	0	0	0			1,2,3,4,5,6	N
			18140023	Outline of Modern Chinese History	2	16	32	32	0	0	0	√	√	1-6	N
			18140042	Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics I	3	16	48	32	0	16	0	√	√	1-6	N
			16048504	Ideological and Moral Cultivation and Legal Basis	4	16	64	48	0	16	0	√	√	1-5	N
			16130303	Introduction to Maoism and Theoretical	3	16	48	32	0	16	0	√	√	1-5	N

			System of Socialism												
		18140033	Basic Principles of Marxism	3	16	48	32	0	16	0	√	√	1-5	N	
Natur e, science and technology	Compulsory	16131702	Basics of Computer Application	2	15	30	8	22	0	0		√	1	N	
	Optional	Please refer to Table of General Optional Courses Setting of Guandong University of Finance & Economics in 2020.													
Literature and art	Compulsory	16073203	College Chinese	3	16	48	48	0	0	0	√		2	N	
	Optional	Please refer to Table of General Optional Courses Setting of Guandong University of Finance & Economics in 2020.													
Sports and health	compulsory	Eight credits for sports. For the details course setting, please refer to Table of Sports Course Setting of Guandong University of Finance & Economics													
		16234701	Health Education for University Students	1	16	16	16	0	0	0				2	N
		16145501	Psychological Health Education for College Students	1	16	16	16	0	0	0				2	N
	Optional	Please refer to Table of General Optional Courses Setting of Guandong University of Finance & Economics in 2020.													
Innovation and Entreprene urship	Compulsory	1614150X	Career and Development Planning	0.5	8	8	8	0	0	0			1	N	
		1614480X	Career Guidance	0.5	8	8	8	0	0	0			5	N	
		16141202	Basics of Entrepreneurship	2	16	32	32	0	0	0		√	5	N	
	Optional	Please refer to Table of General Optional Courses Setting of Guandong University of Finance & Economics in 2020.													

Expression and communication	Compulsory	16312204	Arts English I	4	15	60	45	15	0	0		N	1	N	
		16312304	Arts English II	4	16	64	48	16	0	0	√	N	5	N	
		16312404	Arts English III	4	16	64	48	16	0	0	√	N			
		16312504	Arts English IV	4	16	64	48	16	0	0	√	N	5	N	
	Optional	Please refer to Table of General Optional Courses Setting of Guandong University of Finance & Economics in 2020.													
Interdisciplinary and inter-disciplinary	Optional	Please refer to Table of General Optional Courses Setting of Guandong University of Finance & Economics in 2020.													
Rule by law and society	Optional	Please refer to Table of General Optional Courses Setting of Guandong University of Finance & Economics in 2020.													
Thinking and methods	Optional	Please refer to Table of General Optional Courses Setting of Guandong University of Finance & Economics in 2020.													

Discipline Fundamental Courses	Basic courses	Compulsory	16061102	Introduction to Art	2	15	30	22	8	0	0			1	N
			19170074	Basics of Modeling	4	15	60	20	40	0	0			1	N
			18230043	Basics of Color	3	16	48	12	36	0	0			1	N
			18230513	Cultural Creative Industry Management	3	16	48	48	0	0	0	√		2	N
			18230022	Communication of New Media Art	2	16	32	32	0	0	0		√	3	Y
			19230014	Basics of Visual Arts Programming	4	16	64	24	40	0	0		√	3	N
			18230104	Designing thinking	4	16	64	24	40	0	0	√		6	Y
Specialty Courses	Specialty Fundamental Courses	Compulsory	18230053	Introduction to Digital Media Art	3	15	45	45	0	0	0			1	N
			20230493	Television and Film Performance	3	16	48	12	36	0	0	√		2	N
			18230154	Basics of Design	4	16	64	24	40	0	0	√		2	N
			18230123	Digital Photography	3	16	48	18	30	0	0	√		2	N
			20230513	Audio and Visual language of Television and Film	3	16	48	48	0	0	0		√	3	Y
			18230134	Digital Cinematography and Editing	4	16	64	24	40	0	0		√	3	Y
			18230363	Special Effects in Digital Film and Television I	3	16	48	18	30	0	0		√	3	Y
			18230403	Principle and Technology of 3D Animation	3	16	48	18	30	0	0	√		4	Y

		18230413	Digital Sound Processing	3	16	48	18	30	0	0	√		4	Y
		18230643	Special Effects in Digital Film and Television II	3	16	48	18	30	0	0	√		4	Y
		20230483	Cultural and Creative Products Development	3	16	48	48	0	0	0		√	5	Y
		18230244	Digital Interaction Design	4	16	64	24	40	0	0		√	5	Y
		18230283	Information Visualization	3	16	48	24	24	0	0		√	5	Y
		18230663	Principle and Application of Virtual Reality	3	16	48	18	30	0	0	√		6	Y
		18230194	Microfilm Creation	4	16	64	16	48	0	0	√		6	Y
Specialty courses	Optional	18230423	Concepts of Modern Art	3	16	48	48	0	0	0	√		2	N
		18230013	Principles of Advertising	3	15	45	45	0	0	0	√		2	N
		20230472	Social Research Methods	2	16	32	32	0	0	0		√	3	N
		18230213	Frontiers of Digital Media Art Technology	3	16	48	48	0	0	0		√	3	N
		20230232	Foshan Culture and Its Transmission	2	16	32	32	0	0	0	√		4	N
		20230202	Overview of Film and Television Industry	2	16	32	32	0	0	0	√		4	N
		18230443	Creation of Digital Animation	3	16	48	12	36	0	0		√	5	N
		18230433	Creation of Interactive Advertisement	3	16	48	12	36	0	0		√	5	N
		20230402	Film and Television Industry in GBA	2	16	32	32	0	0	0			6	N

		18230453	Creation of Stereoscopic Image	3	16	48	12	36	0	0	√		6	N
		18230463	Development of Interactive Product	3	16	48	12	36	0	0	√		6	N
		20230212	Film and Television Tourism	2	16	32	16	16	0	0		√	7	N
		20230502	Management of Film Production	2	16	32	32	0	0	0		√	7	N
Comprehensive application	Compulsory	17013901	Term Paper	1	0	0	0	0	0	0			6	N
		20230262	Professional Labor and Internship	3	0	0	0	0	0	0			6	N
		17014205	Graduation Design	5	0	0	0	0	0	0			8	Y
		17014103	Graduation Internship	3	0	0	0	0	0	0			8	N

Notes:

1、Fifteen credits are required for the general optional courses. The students are required to study the courses in four modules at least.

2、Minor majors

(1)The minor majors shall be inter-discipline. Students may select minor courses from the third semester.

(2)Forty-five credits are required for the minor courses.

(3)The interdisciplinary courses in the modules which are the same as the minor courses can be selected with equal effectiveness to the latter.

(4)For students who have obtained 30 to 44 credits and meet requirements for the certificate for the minor major, certificates will be granted. For students who have obtained 45 or more credits and meet the requirements of the minor major degree, the Bachelor's Degree of the minor major will be granted.