

Digital Media Arts
Major
Course Manual
Collection

Digital Media Art Teaching and Research Section

catalogue

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Ideological, Moral and Legal Education

Module name	Ideological, Moral and Legal Education		
Semester of module instruction	Semester 1		
Module Owner	Li Yifan		
language	the Chinese language		
Relationship to the course	General education compulsory course		
Teaching method	<p>Teacher-centered methods: lecture, case teaching, questioning;</p> <p>Interactive methods: inquiry-based problem learning, teaching seminars (including group discussions);</p> <p>Personalized approach: Cloud Class completes homework and video learning resources</p> <p>Practical approach: Project practice</p>		
Workload (including teaching hours and self-study hours)	<p>Total workload (estimated): 75 class hours</p> <p>Teaching hours: 3 hours per week for 18 weeks, 54 hours in total</p> <p>Self-study hours: 1 hour and 16 minutes per week for 18 weeks, totaling 21 hours, including homework and exam preparation time.</p>		
credit	3 credits		
Prerequisites and recommendations for joining this module	not have		
Module Goals/Expected learning outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Be able to understand the basic principles of Marxism and the modern and contemporary history of China, practice the core socialist values, and demonstrate political identity and patriotic feelings.	R1.1
	CLO2	Able to abide by laws and regulations, show integrity, professional spirit and sense of responsibility, and have good social ethics and professional ethics.	R1.2
	CLO3	Familiar with national policies related to digital art, as well as laws and regulations related to intellectual property rights.	R2.1
	CLO4	Be able to use their professional knowledge to engage in cultural inheritance work.	R4.4
Content	Through this course, students will master the basic knowledge and theory of outlook on life, values, ethics and law; have the basic ability to		

	<p>analyze and solve problems; constantly improve their ideological and moral quality and legal literacy, and grow into a new generation of the times who consciously shoulder the great task of national rejuvenation.</p> <p>Course Introduction: Weight 5/75</p> <p>Knowledge objectives: To make students recognize that they are currently in the new era of socialism with Chinese characteristics;</p> <p>Ability objectives: to improve students' ability to adapt to the environment, adapt to the university life and learning style, improve the ability to analyze problems, improve the ability to communicate, etc.;</p> <p>Quality goal: Through teaching, students should realize that the new generation should take the national rejuvenation as their own responsibility.</p> <p>Chapter 1: Understanding the True Meaning of Life and Grasping the Direction of Life, Weight: 20/75</p> <p>Knowledge objective: Guide and help students to systematically understand the marxist outlook on life and the theory of life value.</p> <p>Ability objectives: Guide and help students to master the dialectical treatment of life contradictions, create a meaningful life, and improve the ability to analyze problems with the Marxist standpoint and viewpoint.</p> <p>Quality goal: establish a correct view of happiness, bitterness and optimism, gain and loss, honor and disgrace, and plan and practice a brilliant life.</p> <p>Chapter 2: Pursuing lofty ideals and firming up lofty beliefs, weight: 20/75</p> <p>Knowledge objectives: Guide and help students to systematically understand the connotation and importance of ideals and beliefs; correctly understand the relationship between ideals and reality, and the relationship between personal ideals and social ideals;</p> <p>Ability objectives: the ability to accurately grasp the scientific connotation and basic characteristics of the Marxist faith, the common ideal of socialism with Chinese characteristics, and the lofty ideal of communism;</p> <p>Quality goal: to help students to closely link their personal aspirations with the future and destiny of the country and the nation, and to closely link their personal progress with the prosperity of the motherland.</p> <p>Chapter 3: Inheriting Fine Traditions and Promoting the Spirit of China, Weight: 15/75</p> <p>Knowledge objectives: To deeply understand the basic connotation of China's spirit, national spirit, spirit of the times, and patriotism, to recognize patriotism in the new era, and to understand that reform and innovation are the requirements of the times;</p> <p>Ability objectives: Guide and help students to deeply understand the historical depth and rich connotation of the spirit of China from the combination of history and reality;</p> <p>Quality objectives: Theoretical understanding and practical comprehension of the spirit of China, inspiring students to demonstrate the youthful vigor of promoting the spirit of China through concrete actions.</p> <p>Chapter 4: Clarifying Value Pursuits and Practicing Value</p>
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	<p>Principles, Weight:10/75</p> <p>Knowledge objective: Students scientifically master the basic content and significance of socialist core values;</p> <p>Ability goal: guide students to analyze the reasons for the implementation of socialist core values in China, guide students to analyze the internal values of various behaviors in daily life;</p> <p>Quality objectives: To strengthen confidence in core values and actively practice socialist core values in action.</p> <p>Chapter 5: Adherence to Ethical Standards and Moral Character Development, Weight: 12/54</p> <p>Knowledge objectives: Master the basic content of morality and its changes in Marxist ethics; Understand and master the excellent moral achievements of human civilization, such as the fine moral traditions of the Chinese nation and the revolutionary morality of China;</p> <p>Ability goal: cultivate students' thinking ability for socialist moral construction, so as to form cultural confidence, especially deep value confidence;</p> <p>Quality goal: establish a conscious awareness of great morality, public morality and strict private morality.</p> <p>Chapter 6: Learning the Rule of Law and Improving Legal Literacy, Weight: 8/54</p> <p>Knowledge objectives: to scientifically grasp the essential characteristics and operational mechanisms of socialist law; to understand the necessity and importance of following the path of socialist rule of law with Chinese characteristics;</p> <p>Ability objectives: Firmly establish the Marxist view of law, so that students have the ability to initially apply the socialist jurisprudence theory with Chinese characteristics to analyze some specific problems in the practice of the rule of law;</p> <p>Quality objectives: develop the habit of thinking in accordance with the rule of law, cultivate the ability to exercise rights and fulfill obligations in accordance with the law, and strive to grow into a new generation of people with excellent legal literacy and consciously undertake the great task of national rejuvenation.</p>
Assessment format	<p>1. The course assessment consists of process assessment and summative assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 40% of the total score.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It primarily evaluates the teaching content through written exams, assessing the achievement of the course's knowledge, ability, and literacy objectives.</p>
Learning and exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading list	(1) Recommended teaching material "Ideological Morality and Rule of Law", edited by the compilation group, Higher Education Press,

	<p>February 2023.</p> <p>References</p> <p>[1] Political Science and Life, by Ross King, translated by Lin Zhen, People's University Press, 2014.</p> <p>[2] The Spirit of the Laws, by Montesquieu, translated by Zhang Yanshen, Commercial Press, 2012.</p> <p>[3] Walden, by Thoreau, translated by Li Jihong, Tianjin People's Publishing House, 2018.</p> <p>[4] 1984, by George Orwell, translated by Fu Xia, Times Literature and Art Publishing House, 2018.</p> <p>[5] "Xi Jinping's Seven Years as a Rural Youth", published by the CPC Central Party School Press in 2017.</p> <p>[6] Xi Jinping on the Overall National Security Concept, Central Literature Press, 2018.</p> <p>[7] On Upholding the Rule of Law in All respects, Central Literature Press, 2020.</p> <p>[8] Xi Jinping: The Governance of China, Vol. 3, China Foreign Languages Publishing House, 2020 edition.</p> <p>[9] Compilation of Documents of the 20th National Congress of the Communist Party of China, Party Building Literature Publishing House, 2022.</p> <p>[10] "100 Questions on the Study of the 20th Party Congress", Party Building Literature Publishing House, 2022 edition.</p> <p>[11] "A Special Compilation of Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era", Party Building Literature Publishing House, 2024 edition.</p>
Version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

An Overview of Xi Jinpings Thought on Socialism with Chinese Characteristics for a New Era

Module name	An Overview of Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era		
Semester of module instruction	Semester 1		
Module owner	Li Yiyuan		
language	the Chinese language		
Relationship to the course	General education compulsory course		
Teaching method	Teacher-centered methods: lecture, case teaching, questioning; Methods of interaction: inquiry-based problem learning, teaching discussion (including group discussion); Individualized approach: Complete homework and video learning on the cloud class platform; The practice method: practical teaching.		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 75 class hours Teaching hours: 3 hours per week for 18 weeks, 54 hours in total Self-study hours: 1.2 hours per week for 18 weeks, totaling 21 hours, including homework and exam preparation time.		
credit	3 credits		
Prerequisites and recommendations for joining this module	not have		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Be able to understand the basic principles of Marxism and the modern and contemporary history of China, practice the core socialist values, and demonstrate political identity and patriotic feelings	R 1.1
	CLO2	Familiar with national policies related to digital art, as well as laws and regulations related to intellectual property rights	R 2.1
	CLO3	Be able to use their professional knowledge to engage in cultural inheritance works.	R 4.4
content	"An Overview of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era" is a core course in the political theory curriculum of regular higher education institutions nationwide. The course systematically expounds the scientific theoretical system of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. Through the study of topics such as the new leap in the Sinicization		

	<p>of Marxism, the overarching task of upholding and developing socialism with Chinese characteristics, the comprehensive leadership of the Party, putting people at the center, guiding high-quality development with new development concepts, comprehensively deepening reform, developing whole-process people's democracy, comprehensively advancing the rule of law, building a strong socialist cultural country, strengthening social construction with a focus on people's livelihood, building a socialist ecological civilization, fully building the people's army into a world-class force, comprehensively implementing the overall national security outlook, upholding "one country, two systems" and advancing national reunification, promoting the building of a community with a shared future for mankind, comprehensively governing the Party with strict discipline, and bravely taking the lead in the new journey, students can fully grasp and effectively apply this latest theoretical achievement of the Sinicization of Marxism, establish correct worldviews, outlooks on life, and values; students can consciously apply the Marxist standpoint, viewpoint, and methodology to enhance their ability to analyze and solve practical problems arising in the construction of socialism with Chinese characteristics in the new era; students can establish the common ideals and beliefs of socialism with Chinese characteristics in the new era.</p> <p>content of courses :</p> <p>Introduction (5/75 credits, Level: Memory + Understanding + Analysis)</p> <p>Chapter 1 Upholding and Developing Socialism with Chinese Characteristics in the New Era (Weight: 5/75, Level: Memory + Understanding + Analysis)</p> <p>Chapter 2: Advancing the Great Rejuvenation of the Chinese Nation Through Chinese-Style Modernization (Weight: 5/75; Level: Memory + Understanding + Analysis)</p> <p>Chapter 3: Upholding the Party's Overall Leadership (5/75 Weight, Level: Memorization + Understanding + Analysis)</p> <p>Chapter 4: Upholding People-Centric Governance (5/75Weight, Level: Memory + Understanding + Analysis)</p> <p>Chapter 5: Comprehensive Reform and Deepening (5/75 Weight, Level: Memorization + Understanding + Analysis)</p> <p>Chapter 6 Promoting High-Quality Development (Weight: 5/75, Level: Memory + Understanding + Analysis)</p> <p>Chapter 7: Education, Science, and Talent Strategies for Socialist Modernization (5/75 Weight, Level: Memorization + Understanding + Analysis)</p> <p>Chapter 8: Developing People's Democracy Throughout the Entire Process (Weight: 5/75; Level: Memorization + Understanding + Analysis)</p> <p>Chapter 9 Comprehensive Rule of Law (5/75 weight, Level: Memory + Understanding + Analysis)</p> <p>Chapter 10: Building a Socialist Cultural Powerhouse (Weight: 5/75; Level: Memory + Understanding + Analysis)</p> <p>Chapter 11: Strengthening Social Development with a Focus on Ensuring and Improving People's Livelihood (Weight: 5/75, Level: Memory + Understanding + Analysis)</p> <p>Chapter 12: Building a Socialist Ecological Civilization (Weight: 5/75; Level: Memory + Understanding + Analysis)</p>
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	<p>Chapter 13 Safeguarding and Building National Security (3/75 Weight, Level: Memory + Understanding + Analysis)</p> <p>Chapter 14: Building a Strong National Defense and People's Army (Weight: 3/75; Level: Memory + Understanding + Analysis)</p> <p>Chapter 15: Upholding 'One Country, Two Systems' and Advancing the Complete Reunification of the Motherland (Weight: 3/75; Level: Memorization + Understanding + Analysis)</p> <p>Chapter 16 China's distinctive major-country diplomacy and promoting the building of a community with a shared future for mankind (weight 3/75, level: memory + understanding + analysis)</p> <p>Chapter 17: Comprehensive Strict Governance of the Party (Weight: 3/75; Level: Memorization + Understanding + Analysis)</p>
Assessment format	<p>1. The course assessment consists of process assessment and summative assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process-based assessment + 60% of summative assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 40% of the total score, including classroom performance, independent learning, periodic test, practical teaching, etc.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It primarily evaluates the teaching content through written exams, assessing the achievement of the course's knowledge, ability, and literacy objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	<p>1. "An Overview of Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era" Higher Education Press, People's Publishing House, August 2023 edition</p> <p>2. A Guide to the Report of the 20th CPC National Congress, People's Publishing House, October 2022</p> <p>3. A Guide to 100 Questions on the Study of the Report of the 20th CPC National Congress, published by Learning Publishing House and Party Building Literature Publishing House in October 2022</p>
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

Basic principles of Marxism

Module name	Basic principles of Marxism
Semester of module instruction	Second semester
Module owner	Shen Shiqiang

Language	the Chinese language		
Relationship to the course	General Education Courses		
Teaching method	Teacher-centered methods: lecture, case teaching, questioning; Interactive methods: inquiry-based problem learning, teaching seminars (including group discussions); Practical approach: Project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 75 class hours Teaching hours: 3 hours per week for 18 weeks, 54 hours in total Practice hours: 1.2 hours per week for 18 weeks, 24 hours total		
credit	3 credits		
Prerequisites and recommendations for joining this module	Ideological and Moral Education and Rule of Law, Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Be able to understand the basic principles of Marxism and the modern and contemporary history of China, practice the core socialist values, and demonstrate political identity and patriotic feelings;	R1.1
	CLO2	Understand the law of art development, have high humanistic quality, aesthetic ability and appreciation ability.	R1.4
	CLO3	Familiar with national policies related to digital art, as well as laws and regulations related to intellectual property rights.	R2.1
content	<p>This course is a systematic lecture on the basic theories of Marxism, integrating the three main components of Marxism—Marxist philosophy, political economy, and scientific socialism—into an organic whole. It aims to help students correctly understand the fundamental laws of human social development, accurately grasp the historical process of capitalist development, establish correct worldviews, outlooks on life, and values, cultivate and enhance students' ability to analyze and solve practical problems using Marxist theory, and strengthen their ideals and convictions in striving for the great cause of socialism with Chinese characteristics. The specific objectives are as follows:</p> <p>Course Objective 1: To explain the developmental patterns of nature, cognition, and human society, and to apply Marxist fundamental perspectives, positions, and methodologies in understanding and analyzing various challenges and situations faced by preschool education professionals. By guiding students with positive, scientific, and correct values, this objective aims to help preschool children establish proper</p>		

	<p>worldviews, life philosophies, and value systems.</p> <p>Course Objective 2: To explain the fundamental Marxist approach to understanding and transforming the world, apply core Marxist principles and methodologies to analyze challenges and contexts faced by preschool children, and develop practical educational plans tailored to individual needs, thereby enhancing the relevance and effectiveness of childcare and education services.</p> <p>Course Objective 3: To articulate the scientific worldview and methodology of Marxism, develop critical thinking skills, and discern the developmental trajectory of the world through analyzing the relationship between existence and cognition. This will enhance one's ability to understand the world, foster reflective thinking regarding diverse preschool children's circumstances, and continuously improve teaching competencies to adapt to various preschool education scenarios.</p> <p>content of courses :</p> <p>Introduction (10/75 weight, Level: Memory)</p> <p>Chapter 1: The Materiality of Matter and Its Developmental Laws (Weight: 110/75, Levels: Memorization, Comprehension, Evaluation)</p> <p>Chapter 2: Practice, Cognition, and Their Developmental Patterns (Weight: 15/75; Levels: Memorization, Comprehension, Evaluation)</p> <p>Chapter 3: Human Society and Its Developmental Patterns (Weight: 10/75; Levels: Memorization, Comprehension, Evaluation)</p> <p>Chapter 4: The Essence and Laws of Capitalism (Weight: 10/75, Level: Memorization and Understanding)</p> <p>Chapter 5: The Development and Trends of Capitalism (Weight:10/75, Level: Memorization and Understanding)</p> <p>Chapter 6: The Development of Socialism and Its Laws (Weight: 10/75, Level: Memorization and Understanding)</p> <p>Chapter 7: The Noble Ideal of Communism and Its Ultimate Realization (Weight: 10/75, Level: Memory & Comprehension)</p>
<p>Assessment format</p>	<p>1. The course assessment consists of process assessment and summative assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 40% of the total score.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It primarily evaluates the teaching content through written exams, assessing the achievement of the course's knowledge, ability, and literacy objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
<p>Learning and Exam Requirements</p>	<p>The course is scored out of 100, with 60 being the passing mark.</p>
<p>Reading List</p>	<p>1. Marx: "Economic and Philosophic Manuscripts of 1844", "Theses on Feuerbach", "Introduction to the Critique of Hegel's Philosophy of</p>

	<p>Right", "Das Kapital", "Critique of the Gotha Program", "The German Ideology".</p> <p>2. Engels: "Speech at Marx's Grave", "Ludwig Feuerbach and the End of German Classical Philosophy", "The Origin of the Family, Private Property and the State", "Anti-Dühring", "Dialectics of Nature" (relevant chapters).</p> <p>3. Marx and Engels: The Communist Manifesto, Nine Letters on Historical Materialism</p> <p>4. Lenin: "Karl Marx", "Friedrich Engels", "On Several Features of the Historical Development of Marxism", "The Three Sources and Three Components of Marxism", "On Dialectics", "Elements of Dialectics".</p> <p>5. Mao Zedong: "Concern for the People's Livelihood and Attention to Working Methods", "On Practice", "On Contradiction", "Where Do Correct Human Thoughts Come From?", "Reforming Our Study", "Serving the People".</p> <p>6 Stalin: On the Foundations of Leninism, On Dialectical Materialism and Historical Materialism.</p> <p>7 Deng Xiaoping: "Emancipate the mind, seek truth from facts, and unite as one to look forward", "Building socialism with Chinese characteristics", "Unity can only be achieved by ideals and discipline", "Key points of talks in Wuchang, Shenzhen, Zhuhai, Shanghai, etc."</p> <p>8. Jiang Zemin: "On the Three Represents", "Speech at the Celebration of the 80th Anniversary of the Founding of the Communist Party of China", and "Speech by Chairman Jiang Zemin at the Panel Discussion of the Millennium Summit of the United Nations".</p> <p>9 Hu Jintao: "Speech at the Symposium on the Important Theory of the Three Represents", "Unswervingly Advancing Along the Path of Socialism with Chinese Characteristics for the Building of a Moderately Prosperous Society in All Respects — Report at the 18th National Congress of the Communist Party of China", "Speech at the Symposium on Enhancing the Ability of Leading Officials at the Provincial and Ministerial Levels to Build a Socialist Harmonious Society".</p> <p>10 Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, Publicity Department of the CPC Central Committee, People's Publishing House, June 2019 edition.</p> <p>11 Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, 30 Lectures, Publicity Department of the CPC Central Committee, Study Press, May 2018 edition.</p> <p>12 Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, 2023 Edition, Learning Publishing House and People's Publishing House, 2023 Edition.</p> <p>13 Selected Works of Xi Jinping, Vol. 1 and Vol. 2, People's Publishing House, 2023.</p>
<p>version number</p>	<p>Version 2024 takes effect in September 2024</p> <p>V2024.1, Update: ECTS-based credit and workload calculation</p>

Essentials of Chinese Modern History

Module Name	Essentials of Chinese Modern History		
Semester of module instruction	Second semester		
Module Owner	Xie Lilei		
language	the Chinese language		
Relationship to the course	General Education Required Courses		
teaching method	Teacher-centered methods: lecture method, case analysis method; Interactive methods: inquiry-based problem learning, teaching seminars (including group discussions); Practical method: practical teaching		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 75 class hours Teaching hours: 3 hours per week for 18 weeks, 54 hours in total Self-study hours: 1.2 hours per week for 18 weeks, totaling 21 hours, including homework and exam preparation time.		
credit	3 credits		
Prerequisites and recommendations for joining this module	Ideological and Moral Education and Rule of Law, Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Be able to understand the basic principles of Marxism and the modern and contemporary history of China, practice the core socialist values, and demonstrate political identity and patriotic feelings	R1.1
	CLO2	Understand the law of art development, have high humanistic quality, aesthetic ability and appreciation ability	R1.4
	CLO3	Be able to use their professional knowledge to engage in cultural inheritance work.	R4.4

content	<p>Through this course, students will understand the profound suffering inflicted on the Chinese nation and the Chinese people by foreign capital-imperialist aggression and its collusion with Chinese feudal forces; comprehend the two historical tasks facing China since modern times: striving for national independence and people's liberation, and achieving national prosperity and people's well-being; learn about the arduous explorations and tenacious struggles of China's advanced individuals and the masses for national salvation and survival, along with their lessons and experiences; connect with the domestic and international environment after the founding of New China to understand the historical inevitability of the Chinese people embarking on the socialist path led by the Communist Party; deeply grasp how history and the people chose Marxism, the Communist Party of China, the socialist path, and reform and opening-up. Closely integrating with the historical realities of modern China, students will enhance their ability to analyze historical issues and discern historical truths and falsehoods through scientific historical perspectives and methodologies by analyzing relevant historical processes, events, and figures. By drawing lessons from history, students will reflect on and explore the cultural essence that enabled the Chinese nation to achieve modernization, cultivating a new national cultural psychology that is neither arrogant nor self-deprecating, yet confident and humble.</p> <p>content of courses :</p> <p>Introduction (Weight: 7/75, Level: Memory-Evaluation)</p> <p>Chapter 1: The Chinese Nation's Struggles and Resistance in the Modern Era (Weight: 7/75, Category: Memory-Evaluation)</p> <p>Chapter 2: Early Explorations of National Development by Various Social Forces (Weight: 7/75, Category: Memory-Evaluation)</p> <p>Chapter 3: The Xinhai Revolution and the End of Monarchical Autocracy (Weight: 7/75, Category: Memory-Evaluation)</p> <p>Chapter 4: The Founding of the Communist Party of China and the New Situation of the China Revolution (Weight 7/75, Level: Memory-Evaluation)</p> <p>Chapter 5: New Path of China Revolution (Weight 7/75, Level: Memory-Evaluation)</p> <p>Chapter 6: China's War of Resistance Against Japan (Weight: 7/75, Category: Memory-Evaluation)</p> <p>Chapter 7: Striving to Establish a New China (Weight 7/75, Level: Memory-Evaluation)</p> <p>Chapter 8 The Founding of the People's Republic of China and the Exploration of the Socialist Construction Path of China (Weight 7/75, Level: Memory-Evaluation)</p> <p>Chapter 9 Reform and Opening-up and the Founding and Development of Socialism with Chinese Characteristics (Weight 7/75, Level: Memory-Evaluation)</p> <p>Chapter 10: China's Socialism with Chinese Characteristics Enters a New Era (Weight 12/75, Level: Memory-Evaluation)</p>
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Assessment format	<p>1. The course assessment consists of process assessment and summative assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process-based assessment, scored on a percentage basis, accounts for 40% of the final grade. It evaluates students' self-directed learning, classroom participation, assignments, periodic tests, practical teaching, and component scores.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It primarily evaluates the teaching content through a final exam, assessing the achievement of the course's knowledge, ability, and literacy objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	<ol style="list-style-type: none"> 1. "Basic Principles of Steel Structures" edited by Shen Zuyan, China Architecture & Building Press, June 2018. 2. "Basic Principles of Steel Structures" edited by Cui Jia, China Architecture & Building Press, published in September 2019. 3. "Steel Structure Design Standard" (GB50017-2017), China Architecture & Building Press, 2017. 1. From the Opium War to the May 4th Movement (Part II), People's Publishing House, 2010. 2. Selected Works of MAO Zedong (volumes 1-4), People's Publishing House, 1991. 3. Selected Works of Deng Xiaoping (Volume III), People's Publishing House, 1993. 4. Selected Documents of the CPC Central Committee, CPC Central Party School Press, 1994. 5. Selected Works of Jiang Zemin (Vol. 1), People's Publishing House, 2006. 6. "Learning Reader of Scientific Outlook on Development", Learning Press, 2006 edition. 7. Selected Important Documents Since the Founding of the People's Republic of China, Central Literature Press, 2011. 8. Xi Jinping: The Governance of China, Foreign Languages Press, 2014. 9. "Ninety Years of the Communist Party of China", published by CPC History Press and Party Building Literature Press in 2016. 10. A Brief History of the Communist Party of China, CPC History Press, 2021. 11. "100 Questions on the Study of the Resolution of the Sixth Plenary Session of the 19th CPC Central Committee", Party Building Literature Publishing House, Study Daily Publishing House, 2021 edition. 12. "100 Questions on the Study of the Report of the 20th CPC National Congress", Party Building Literature Publishing House, Study Daily Publishing House, 2022 edition.

version number	Version 2022 took effect in September 2022 V2022.1, update: ECTS-based credit and workload calculation
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An Overview of Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics

Module Name	An Overview of Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics		
Semester of module instruction	3rd semester		
Module Owner	Li Di		
language	the Chinese language		
Relationship to the course	General Education Required Courses		
teaching method	Teacher-centered methods: lecture method, case analysis method; Interactive methods: inquiry-based problem learning, teaching seminars (including group discussions); Practical method: practical teaching		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 75 class hours Teaching hours: 3 hours per week for 18 weeks, 54 hours in total Self-study hours: 1.2 hours per week for 18 weeks, totaling 21 hours, including homework and exam preparation time.		
credit	3 credits		
Prerequisites and recommendations for joining this module	Ideological and Moral Education and Rule of Law, An Overview of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, Basic Principles of Marxism, Outline of Modern and Contemporary History of China		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Be able to understand the basic principles of Marxism and the modern and contemporary history of China, practice the core socialist values, and demonstrate political identity and patriotic feelings.	R1.1
	CLO2	Respect and understand the differences of multiculturalism, and have an international vision and cross-cultural understanding ability.	R1.5
content	Through studying this course, students first strive to master basic theories. They gain an understanding of the historical process, transformations, and achievements of the Communist Party of China leading the people in revolution, construction, and reform. They develop a deeper comprehension of how the Communist Party of China adheres to combining the basic principles of Marxism with China's specific		

	<p>realities and with the excellent traditional Chinese culture, continuously advancing the Sinicization and modernization of Marxism. They also achieve a more accurate grasp of the theoretical achievements formed in the process of the Sinicization and modernization of Marxism, strengthening their confidence in the path, theory, system, and culture of socialism with Chinese characteristics, and enhancing political, ideological, and emotional identification. Second, the course cultivates students' theoretical thinking. By learning to grasp the ideas behind theories, the strategies within them, and the wisdom contained within strategies, students are inspired by ideas, enlightened by strategies, and enlightened by wisdom. This continuously improves their theoretical and ideological level and enhances their ability to analyze and solve problems. Third, the course helps students connect theory with practice. It closely links the history of the Party, the history of New China, the history of reform and opening up, the history of socialist development, and the history of the Chinese nation's development. It integrates the great practice of the great struggle, the great project of construction, the great cause of advancement, and the great dream of realization, aligns with the actual construction of a modern socialist country, and connects with students' own ideological realities. By organically unifying theory with practice, ideals with reality, subjectivity with objectivity, and knowledge with action, students are consciously engaged in the great practice of socialism with Chinese characteristics and make due contributions to the great rejuvenation of the Chinese nation.</p> <p>content of courses :</p> <p>Introduction: The Historical Process and Theoretical Achievements of Sinicizing and Modernizing Marxism (Weight: 10/75, Category: Memory-Evaluation)</p> <p>Chapter 1 Mao Zedong Thought and Its Historical Significance (Weight: 6/54, Category: Memorization-Evaluation)</p> <p>Chapter 2: New Democratic Revolution Theory (Weight: 6/54, Category: Memory-Evaluation)</p> <p>Chapter 3: Socialist Transformation Theory (Weight: 6/54, Category: Memorization-Evaluation)</p> <p>Chapter 4: Theoretical Achievements of Initial Exploration in Socialist Construction (Weight: 8/54, Category: Memory-Evaluation)</p> <p>Chapter 5 The Formation and Development of the Theoretical System of Socialism with Chinese Characteristics (Weight: 6/54, Level: Memory-Evaluation)</p> <p>Chapter 6 Deng Xiaoping Theory (Weight: 8/54, Category: Memorization-Evaluation)</p> <p>Chapter 7: The Important Thought of the Three Represents (Weight: 4/54, Category: Memorization-Evaluation)</p> <p>Chapter 8 Scientific Outlook on Development (Weight: 6/54, Category: Memorization-Evaluation)</p>
<p>Assessment format</p>	<p>1. The course assessment consists of process assessment and final assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process-based assessment, scored on a percentage basis, accounts for</p>

	<p>40% of the final grade. It evaluates students' self-directed learning, classroom participation, after-class assignments, and periodic assessments, with each component contributing to the final score.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It primarily evaluates the teaching content through a final exam, assessing the achievement of the course's knowledge, ability, and literacy objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	<ol style="list-style-type: none"> 1. "An Overview of the Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics (2021 Edition)" edited by the Editorial Group. "An Overview of the Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics". Beijing: Higher Education Press: 2021 2. Sun Jutao. An Introduction to Deng Xiaoping Theory and the Important Thought of the Three Represents. Wuhan: Wuhan University Press, 2003. 3. Zhuang Fuling (Ed.). Mao Zedong Thought: An Introduction. Beijing: Renmin University of China Press, 1991. 4. Selected Works of Mao Zedong, Volumes 1, 2, 3, and 4, People's Publishing House, 1991 5. Mao Zedong's Collected Works, Volumes 1-8, People's Publishing House, 1999 edition. Renmin University of China Press. 6. Selected Works of Deng Xiaoping, Volumes 1, 2, and 3, People's Publishing House, 1994 edition 7. The report of the 17th National Congress of the Communist Party of China "Hold high the great banner of socialism with Chinese characteristics and strive for new victories in building a moderately prosperous society in all respects" 8. The report of the 18th National Congress of the Communist Party of China "Unswervingly advance along the path of socialism with Chinese characteristics and strive for the building of a moderately prosperous society in all respects" 9. Report of the 19th National Congress of the Communist Party of China "Decisive Victory in Building a Moderately Prosperous Society in All Respects and Securing Great Success for Socialism with Chinese Characteristics in the New Era", People's Publishing House, 2017 edition. 10. "Thirty Lectures on Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era", Publicity Department of the CPC Central Committee, Learning Publishing House, May 2018 edition. 11. "Study Outline of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era", Publicity Department of the CPC Central Committee, Study Press, June 2019 edition. 12. "Xi Jinping on 'Staying True to Our Original Aspiration and Keeping Our Mission Firmly in Mind'," edited by the Central Party History and Literature Research Institute, Party Building Literature Publishing House, August 2019 edition.

	<p>13. The report of the 20th National Congress of the Communist Party of China "Hold high the great banner of socialism with Chinese characteristics and unite to build a modern socialist country in an all-round way"</p> <p>14. "Study Outline of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era (2023 Edition)", Publicity Department of the CPC Central Committee, Study Press, People's Publishing House</p>
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

Situation and Policy

Module Name	Situation and Policy		
Semester of module instruction	Second semester		
Module Owner	Roddan		
language	the Chinese language		
Relationship to the course	General education compulsory course		
teaching method	Teacher-centered methods: lecture, case teaching, questioning; Interactive methods: inquiry-based problem learning, teaching seminars (including group discussions); Individualized approach: Complete homework and video learning on the cloud class platform;		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 50 class hours Teaching hours: 2.7 hours per week for 18 weeks, 48 hours in total Self-study hours: 0.5 hours per week for 4 weeks, 2 hours in total, including homework and preparation time		
credit	2 credits		
Prerequisites and recommendations for joining this module	not have		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Be able to understand the basic principles of Marxism and the modern and contemporary history of China, practice the core socialist values, and demonstrate political identity and patriotic feelings	R1.1
	CLO2	Familiar with national policies related to digital art, as well as laws and regulations related to intellectual property rights.	R2.1
content	The course "Situation and Policy" takes the Sinicization of Marxism as its main thread, focusing on expounding the main content, essence, historical status, and guiding significance of the theoretical achievements of the Sinicization of Marxism. It fully reflects the historical process and basic experience of the Communist Party of China in continuously advancing the combination of the basic principles of Marxism with the specific realities of China. With the latest achievements of the Sinicization of Marxism as the focus, it comprehensively grasps the new era of socialism with Chinese characteristics, systematically expounds the main content and historical		

	<p>status of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, and fully reflects the strategic deployment of building a modern socialist country.</p> <p>content of courses :</p> <p>Introduction (10/50 credits, Level: Memory + Understanding + Analysis)</p> <p>Topic 1: Accelerating the Development of a Socialist Cultural Powerhouse (Weight: 10/50; Level: Memory + Understanding + Analysis)</p> <p>Special Topic 2: Cultivating a Green Foundation to Build a Beautiful China (Weight: 10/50, Level: Memory + Understanding + Analysis)</p> <p>Topic 3: Advancing from an Educational Powerhouse to a Global Education Leader (Weight: 10/50; Level: Memory + Comprehension + Analysis)</p> <p>Topic 4: Charting the Path for China-US Relations in the New Era (Weight: 20/50; Level: Memory + Comprehension + Analysis)</p>
Assessment format	<p>1. The course assessment consists of process assessment and final assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 40% of the total score, including classroom performance, independent learning, etc.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It primarily evaluates the teaching content through online open-book exams, assessing the achievement of the course's knowledge, ability, and literacy objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Learning and Exam Requirements	<p>The course is scored out of 100, with 60 being the passing mark.</p>
Reading List	<p>1. Current Affairs Report for College Students, published by the Publicity Department of the CPC Central Committee and Current Affairs Report Magazine, March 2025 edition</p> <p>2. A Guide to the Report of the 20th CPC National Congress, People's Publishing House, October 2022 edition</p> <p>3. A Guide to 100 Questions on the Study of the Report of the 20th CPC National Congress, published by Learning Publishing House and Party Building Literature Publishing House in October 2022</p>
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

College Chinese

Module Name	College Chinese		
Semester of module instruction	Second semester		
Module Owner	Qian Li		
language	the Chinese language		
Relationship to the course	General education required courses		
teaching method	<p>Teacher-centered approaches: lecture method, close reading method, and cultural extension method.</p> <p>Interaction methods: heuristic discussion method, cross-text comparison method, cooperative inquiry method;</p> <p>Practical approaches: task-driven creation, contextualized enactment, and cultural project practice</p>		
Workload (including teaching hours and self-study hours)	<p>Total workload (estimated): 50 class hours</p> <p>Teaching hours: 2 hours per week for 18 weeks, 36 hours in total</p> <p>Self-study hours: 0.78 hours per week for 18 weeks, totaling 14 hours, including after-class assignments, exam preparation time, etc.</p>		
credit	2 credits		
Prerequisites and recommendations for joining this module	high school Chinese		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Understand the law of art development, have high humanistic quality, aesthetic ability and appreciation ability.	R1.4
	CLO2	Familiar with national policies related to digital art, as well as laws and regulations related to intellectual property rights.	R2.1

	CLO3	Be able to use their professional knowledge to engage in cultural inheritance work.	R4.4
content	<p>This course systematically cultivates students' abilities in reading analysis, text comprehension, aesthetic appreciation, and creative expression within the field of language and literature. It equips students to accurately interpret classic literary works, grasp cultural connotations, and skillfully employ standardized written and spoken language for professional communication. Simultaneously, the program immerses students in China's outstanding traditional culture, enhancing their literary aesthetic literacy, reinforcing humanistic foundations, and developing interdisciplinary thinking capabilities to establish a solid humanistic base for academic studies and career development. Additionally, it guides students to establish scientific worldviews, life philosophies, and value systems, deepen patriotic sentiments, cultivate professional dedication and lifelong learning awareness, achieving an organic integration of humanistic spirit and professional competence. This approach helps students adapt to diverse career scenarios with comprehensive, sustainable development capabilities. Course content:</p> <p>Introduction: Literary History Overview (1/36 weight, Level: Memory + Understanding)</p> <p>Chapter 1: Pre-Qin, Han, Wei, and Jin Literature (10/50 Weight, Level: Memorization + Understanding + Analysis)</p> <p>Chapter 2: Literature of Sui, Tang, Five Dynasties and Song Dynasties (Weight: 10/50; Level: Memorization, Comprehension, Application, Evaluation)</p> <p>Chapter 3: Modern Literature of Yuan, Ming, and Qing Dynasties (10/50 weight, Memory + Understanding + Analysis)</p> <p>Chapter 4: Overview of Modern and Contemporary Chinese Literature (Weight 10/50, Level: Memory + Understanding + Evaluation + Creation)</p> <p>Chapter 5: Overview of Foreign Literature (10/50credits, Level: Memory + Understanding + Analysis + Evaluation)</p>		
Assessment format	<p>1. The course assessment consists of process assessment and summative assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 40% of the total score.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It primarily evaluates the teaching content through written exams, assessing the achievement of the course's knowledge, ability, and literacy objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>		
Learning and Exam Requirements	The course is evaluated on a 100-point scale, and 60 points are required to pass the course.		
Reading List	<p>1. College Chinese, edited by Xu Zhongyu, Qi Senhua, and Tan Fan, East China Normal University Press, 11th edition, December 2018.</p> <p>2. College Chinese, edited by Xu Zhongyu and Tao Xingchuan, Peking University</p>		

	<p>Press, 10th edition, November 2018.</p> <p>3. College Chinese, edited by Xu Zhongyu, Higher Education Press, 5th edition, July 2016.</p> <p>4. College Chinese, edited by Zhang Shouxing and Hu Yudong, Peking University Press, 1st edition, August 2011.</p> <p>5. College Chinese, edited by Cheng Qing and Liu Hanbo, Peking University Press, 1st edition, February 2012.</p> <p>6. New Edition of College Chinese, edited by Ma Xiuping and Jiang Xueyan, Peking University Press, 1st edition, August 2007.</p> <p>7. "China Literary History", edited by Yuan Xingpei, Xinhua Publishing House, 1st edition, May 1998.</p> <p>8. "General Theory of Ancient Chinese Literature", edited by Fu Xuancong and Jiang Yin, Liaoning People's Publishing House, 1st edition, July 2010.</p> <p>9. "A History of Modern and Contemporary Chinese Literature", edited by Cao Wansheng, China Renmin University Press, 3rd edition, February 2016.</p> <p>10. Selected Foreign Literary Works, edited by Wang Xiangyuan and Gao Hongtao, Beijing Normal University Press, 1st edition, March 2010.</p>
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

College Foreign Language (1)

Module Name	Foreign Language for College (1)		
Semester of module instruction	Semester 1		
Module Owner	Qi Wen		
language	Chinese, English		
Relationship to the course	General education required courses		
teaching method	Teacher-centered methods: lecture method, heuristic teaching method; Methods of interaction: comparative teaching method, cooperative learning teaching method, discussion teaching method; Practical methods: task-driven teaching method, topic-based teaching method		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 120 class hours Teaching hours: 3.56 hours per week for 18 weeks, 64 hours in total Self-study hours: 3.11 hours per week for 18 weeks, totaling 56 hours, including homework and exam preparation time		
credit	4 credits		
Prerequisites and recommendations for joining this module	High School English		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Understand the law of art development, have high humanistic quality, aesthetic ability and appreciation ability.	R1.4
	CLO2	Be able to understand the basic content of a foreign language, complete simple listening, speaking and reading tasks, and support cross-cultural communication in professional fields.	R4.5
content	<p>This course focuses on English language knowledge and application skills, learning strategies, and intercultural communication, guided by foreign language teaching theories. Its goal is to develop students' comprehensive English proficiency. Through this course, students will enhance their listening, speaking, reading, and writing skills, as well as self-directed learning abilities. The program equips them to effectively communicate information orally and in writing in English for future studies, careers, and social interactions, while strengthening their independent learning capabilities and improving overall cultural literacy.</p> <p>content of courses :</p> <p>Unit 1: College Life (Weight:24/120, Level: Memory + Comprehension</p>		

	<p>+ Application)</p> <p>Unit 2: Reading (Weight: 28/120, Level: Memory + Comprehension + Application)</p> <p>Unit 3: Color (Weight 20/120, Level: Memory + Comprehension + Application)</p> <p>Unit 4: Interview (24/120 total score, covering memory, comprehension, and application)</p> <p>Unit 5: Festival (Weight: 24/120, Level: Memory + Comprehension + Application)</p>
Assessment format	<p>1. The course assessment consists of process assessment and summative assessment.</p> <p>2. Grade Evaluation: The final course grade = 30% process assessment + 70% final assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 30% of the total score.</p> <p>(2) The final assessment, worth 70% of the total score, is out of 100 points and is converted from the National College English Test Band 4 (CET-4) score.</p> <p>The final course assessment score = National College English Test Band 4 score * 0.2</p>
Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	<p>1. Zhang Zhihua (Ed.). General University English: Reading and Writing Course, Revised Edition, Vol. 1. Beijing: Science Press, 2022.06</p> <p>2. Zhang Zhihua (Ed.). General University English: Listening and Speaking Course, Revised Edition, Vol. 1. Beijing: Science Press, 2022.06</p> <p>3. Ministry of Education, Higher Education Foreign Language Teaching Steering Committee, University English Teaching Guide (2020 Edition). Beijing: Higher Education Press, 2020.12</p> <p>4. Ministry of Education, National Language Commission, "China English Proficiency Rating Scale".2018.06</p> <p>5. Compiled by the National College English Test (CET-4 and CET-6) Committee. National College English Test Syllabus (2016 Revised Edition). Shanghai: Shanghai Foreign Language Education Press, 2016.09</p> <p>6. Yan Wenqing (Ed.). Teaching Guide for Ideological and Political Education in College English Courses. Shanghai: East China Normal University Press, 2021.05</p>
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

College Foreign Language (2)

Module Name	Foreign Language for College (2)
Semester of module instruction	Second semester
Module Owner	Qi Wen
language	Chinese, English
Relationship to the course	General education required courses
teaching method	Teacher-centered methods: lecture method, heuristic teaching method; Methods of interaction: comparative teaching method, cooperative learning teaching method, discussion teaching method; Practical methods: task-driven teaching method, topic-based teaching method
Workload (including teaching hours and self-study hours)	Total workload (estimated): 120 class hours Teaching hours: 3.56 hours per week for 18 weeks, 64 hours in total Self-study hours: 3.11 hours per week for 18 weeks, totaling 56 hours, including homework and exam preparation time
credit	4 credits
Prerequisites and	College Foreign Language (1)

recommendations for joining this module			
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Understand the law of art development, have high humanistic quality, aesthetic ability and appreciation ability.	R1.4
	CLO2	Be able to understand the basic content of a foreign language, complete simple listening, speaking and reading tasks, and support cross-cultural communication in professional fields.	R4.5
content	<p>This course focuses on English language knowledge and application skills, learning strategies, and intercultural communication, guided by foreign language teaching theories. Its goal is to develop students' comprehensive English proficiency. Through this course, students will enhance their listening, speaking, reading, and writing skills, as well as self-directed learning abilities. The program equips them to effectively communicate information orally and in writing in English for future studies, careers, and social interactions, while strengthening their independent learning capabilities and improving overall cultural literacy.</p> <p>content of courses :</p> <p>Unit 1: Affection (Weight: 24/120, Level: Memory + Understanding + Application)</p> <p>Unit 2: Education (Weight: 28/120, Level: Memory + Comprehension + Application)</p> <p>Unit 3: Personality (Weight: 20/120, Level: Memory + Comprehension + Application)</p> <p>Unit 4: Name and Appearance (Weight: 24/120; Focus: Memory, Comprehension, Application)</p> <p>Unit 5: Traditional Chinese Medicine (Weight: 24/120, Level: Memory + Comprehension + Application)</p>		
Assessment format	<p>1. The course assessment consists of process assessment and final assessment.</p> <p>2. Grade Evaluation: The final course grade = 30% process assessment + 70% final assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 30% of the total score.</p> <p>(2) The final assessment, worth 70% of the total score, is out of 100 points and is converted from the National College English Test Band 4 (CET-4) score.</p> <p>The final course assessment score = National College English Test Band 4 score * 0.2</p>		
Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.		
Reading List	1. Zhang Zhihua (Ed.). General University English: Reading and Writing		

	<p>Course, Revised Edition, Vol. 2. Beijing: Science Press, 2022.06</p> <p>2. Zhang Zhihua (Ed.). General University English: Listening and Speaking Course, Revised Edition, Vol. 2. Beijing: Science Press, 2022.06</p> <p>3. Ministry of Education, Higher Education Foreign Language Teaching Steering Committee, "College English Teaching Guide (2020 Edition)". Beijing: Higher Education Press, 2020.12</p> <p>4. Ministry of Education, National Language Commission, "China English Proficiency Rating Scale".2018.06</p> <p>5. Compiled by the National College English Test (CET-4 and CET-6) Committee. National College English Test Syllabus (2016 Revised Edition). Shanghai: Shanghai Foreign Language Education Press, 2016.09</p> <p>6. Yan Wenqing (Ed.). Teaching Guide for Ideological and Political Education in College English Courses. Shanghai: East China Normal University Press, 2021.05</p>
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

College Foreign Language (3)

Module Name	Foreign Language for College (3)		
Semester of module instruction	3rd semester		
Module Owner	Qi Wen		
language	Chinese, English		
Relationship to the course	General education required courses		
teaching method	Teacher-centered methods: lecture method, heuristic teaching method; Methods of interaction: comparative teaching method, cooperative learning teaching method, discussion teaching method; Practical methods: task-driven teaching method, topic-based teaching method		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 36 class hours Teaching hours: 2 hours per week for 18 weeks, 36 hours in total Self-study hours: 1 hour per week for 18 weeks, totaling 18 hours, including after-class assignments, exam preparation time, etc.		
credit	2 credits		
Prerequisites and recommendations for joining this module	College Foreign for Language (1), College Foreign for Language (2)		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Understand the law of art development, have high humanistic quality, aesthetic ability and appreciation ability.	R1.4
	CLO2	Be able to understand the basic content of a foreign language, complete simple listening, speaking and reading tasks, and support cross-cultural communication in professional fields.	R4.5
content	<p>This course focuses on English language knowledge and application skills, learning strategies, and intercultural communication, guided by foreign language teaching theories. Its goal is to develop students' comprehensive English proficiency. Through this course, students will enhance their listening, speaking, reading, and writing skills, as well as self-directed learning abilities. The program equips them to effectively communicate information orally and in writing in English for future studies, careers, and social interactions, while strengthening their independent learning capabilities and improving overall cultural literacy.</p> <p>content of courses :</p> <p>Unit 1: Life Insights (Weight: 12/60, Level: Memory + Comprehension</p>		

	<p>+ Application)</p> <p>Unit 2: Stories (Weight: 16/60, Level: Memory + Comprehension + Application)</p> <p>Unit 3: Animals (1) (Weight: 8/60, Level: Memory + Comprehension + Application)</p> <p>Unit 4: Food (Weight: 14/60, Memory + Comprehension + Application)</p> <p>Unit 5: Current Affairs (Weight: 10/60, Level: Memorization + Understanding + Application)</p>
Assessment format	<p>1. The course assessment consists of process assessment and summative assessment.</p> <p>2. Grade Evaluation: The final course grade = 30% process assessment + 70% final assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 30% of the total score.</p> <p>(2) The final assessment, worth 70% of the total score, is out of 100 points and is converted from the National College English Test Band 4 (CET-4) score.</p> <p>The final course assessment score = National College English Test Band 4 score * 0.2</p>
Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	<p>1. Zhang Zhihua (Ed.). General University English: Reading and Writing Course, 3rd Revised Edition. Beijing: Science Press, 2021.06</p> <p>2. Zhang Zhihua (Ed.). General University English: Listening and Speaking Course, Revised Edition, Vol. 3. Beijing: Science Press, 2021.06</p> <p>3. Ministry of Education, Higher Education Foreign Language Teaching Steering Committee, University English Teaching Guide (2020 Edition). Beijing: Higher Education Press, 2020.12</p> <p>4. Ministry of Education, National Language Commission, "China English Proficiency Rating Scale".2018.06</p> <p>5. Compiled by the National College English Test (CET-4 and CET-6) Committee. National College English Test Syllabus (2016 Revised Edition). Shanghai: Shanghai Foreign Language Education Press, 2016.09</p> <p>6. Yan Wenqing (Ed.). Teaching Guide for Ideological and Political Education in College English Courses. Shanghai: East China Normal University Press, 2021.05</p>
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

University Foreign Language (4)

Module Name	Foreign Language for College (4)		
Semester of module instruction	4th semester		
Module Owner	Qi Wen		
language	Chinese, English		
Relationship to the course	General education compulsory courses		
teaching method	Teacher-centered methods: lecture method, heuristic teaching method; Methods of interaction: comparative teaching method, cooperative learning teaching method, discussion teaching method; Practical methods: task-driven teaching method, topic-based teaching method		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 60class hours Teaching hours: 1.78 hours per week for 18 weeks, 32 hours in total Self-study hours: 1.56 hour per week for 18 weeks, totaling 28 hours, including after-class assignments, exam preparation time, etc.		
credit	2 credits		
Prerequisites and recommendations for joining this module	College Foreign Language (1), College Foreign Language (2), College Foreign Language (3)		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Understand the law of art development, have high humanistic quality, aesthetic ability and appreciation ability.	R1.4
	CLO2	Be able to understand the basic content of a foreign language, complete simple listening, speaking and reading tasks, and support cross-cultural communication in professional fields.	R4.5
content	<p>This course focuses on English language knowledge and application skills, learning strategies, and intercultural communication, guided by foreign language teaching theories. Its goal is to develop students' comprehensive English proficiency. Through this program, students will enhance their listening, speaking, reading, and writing skills while cultivating self-directed learning abilities. The course equips learners to effectively communicate information orally and in writing in English for future studies, careers, and social interactions, while strengthening their independent learning capabilities and improving overall cultural literacy.</p> <p>content of courses :</p> <p>Unit 1: Art (Weight: 12/60, Level: Memory + Comprehension +</p>		

	<p>Application)</p> <p>Unit 2: Digital Technology (Weight: 16/60, Level: Memory + Understanding + Application)</p> <p>Unit 3: Environmental Protection (Weight: 8/60, Level: Memory + Comprehension + Application)</p> <p>Unit 4: Health (Weight 14/60, Memory + Comprehension + Application)</p> <p>Unit 5: On Friendship (Weight: 10/60, Level: Memory + Comprehension + Application)</p>
Assessment format	<p>1. The course assessment consists of process assessment and final assessment.</p> <p>2. Grade Evaluation: The final course grade = 30% process assessment + 70% final assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 30% of the total score.</p> <p>(2) The final assessment, worth 70% of the total score, is out of 100 points and is converted from the National College English Test Band 4 (CET-4) score.</p> <p style="padding-left: 40px;">The final course assessment score = National College English Test Band 4 score * 0.2</p>
Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	<p>1. Zhang Zhihua (Ed.). General University English: Reading and Writing Course, 4th Revised Edition. Beijing: Science Press, 2024.03</p> <p>2. Zhang Zhihua (Ed.). General University English: Listening and Speaking Course, Revised Edition, Vol. 4. Beijing: Science Press, 2024.03</p> <p>3. Ministry of Education, Higher Education Foreign Language Teaching Steering Committee, University English Teaching Guide (2020 Edition). Beijing: Higher Education Press, 2020.12</p> <p>4. Ministry of Education, National Language Commission, "China English Proficiency Rating Scale".2018.06</p> <p>5. Compiled by the National College English Test (CET-4 and CET-6) Committee. National College English Test Syllabus (2016 Revised Edition). Shanghai: Shanghai Foreign Language Education Press, 2016.09</p> <p>6. Yan Wenqing (Ed.). Teaching Guide for Ideological and Political Education in College English Courses. Shanghai: East China Normal University Press, 2021.05</p>
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

Beauty and Life—(The Ladys School / The Gentlemans School)

Module Name	Beauty and Life—(The Ladys School / The Gentlemans School)		
Semester of module instruction	Semester 1		
Module Owner	Chen Su		
language	the Chinese language		
Relationship to the course	General education required courses		
teaching method	<p>Teacher-centered methods: lecture demonstration method, case analysis method, situational simulation guidance method;</p> <p>Interactive methods: group discussion method, role-playing method;</p> <p>Practice methods: skill practice training method, social practice experience method, project planning practice method;</p>		
Workload (including teaching hours and self-study hours)	<p>Total workload (estimated): 18 credit hours</p> <p>Teaching hours: 1 hour per week for 18 weeks, totaling 18 hours</p> <p>Self-study hours: 0.39 hours per week for 18 weeks, totaling 7 hours, including after-class assignments, exam preparation time, etc.</p>		
credit	1 credit		
Prerequisites and recommendations for joining this module	not have		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Understand the law of art development, have high humanistic quality, aesthetic ability and appreciation ability.	R1.4
	CLO3	ave the ability to communicate effectively with peers and the public in the field of digital media ar.	R4.2
	CLO4	Be able to use their professional knowledge to engage in cultural inheritance work	R4.4

content	<p>The course is primarily designed for contemporary female college students, aiming to cultivate their appearance, speech, manners, thinking, and behavioral habits, enabling them to possess feminine charm rich in the essence of China's beauty. Based on the excellent concepts of traditional culture, it guides contemporary female college students to be virtuous, elegant, and self-reliant, teaching them basic daily life skills and guiding them to explore their interests and hobbies. It promotes the healthy development of women's potential, helping them achieve both moral integrity and artistic accomplishment, with a fulfilling spirit and refined taste, better adapting to societal demands and striving to become modern professional women who are "self-respecting, self-confident, self-reliant, and self-improving."</p> <p>content of courses :</p> <p>Chapter 1 Introduction to Health Education Course (Weight: 5/50, Level: Understanding)</p> <p>Chapter 2 Adjustment to College Life (Weight: 5/50, Level: Understanding, Application, Analysis)</p> <p>Chapter 3 Sexual Health Education for College Students (Weight: 5/50, Level: Understanding, Application, Analysis)</p> <p>Chapter 4 Healthy Lifestyle (Weight: 5/50, Level: Understanding, Application, Analysis)</p> <p>Chapter 5 Interpersonal Communication (Weight: 5/50, Level: Understanding, Application, Analysis)</p> <p>Chapter 6 AIDS Prevention Education (Weight: 3/50, Level: Understanding, Application)</p> <p>Chapter 7 Disease Prevention (Weight: 3/50, Level: Understanding, Application, Analysis)</p> <p>Chapter 8 Common Psychological Problems among College Students and Intervention (Weight: 3/50, Level: Understanding, Application, Analysis)</p> <p>Chapter 9 Love Psychology (Weight: 3/50, Level: Understanding, Application, Analysis)</p> <p>Chapter 10 Shaping of Healthy Personality (Weight: 3/50, Level: Understanding, Application, Analysis)</p> <p>Chapter 11 Drug Prevention (Weight: 3/50, Level: Understanding, Application, Analysis)</p> <p>Chapter 12 Emotional Regulation and Stress Management (Weight: 3/50, Level: Understanding, Application, Analysis)</p> <p>Chapter 13 Life Education (Weight: 3/50, Level: Understanding, Application, Analysis)</p> <p>Chapter 14 Safety and Emergency Evacuation (Weight: 3/50, Level: Understanding, Application, Analysis)</p>
Assessment format	<p>1. The course assessment consists of process assessment and summative assessment.</p> <p>2. Grade Evaluation: The final course grade = 60% of process assessment + 40% of final assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 60% of the total score.</p>

	<p>(2) The final assessment, with a full score of 100 points, accounts for 40% of the total grade. It is mainly assessed through course papers to evaluate the achievement of the course's competency and literacy objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Learning and Exam Requirements	The course is evaluated on a 100-point scale, and 60 points are required to pass the course.
Reading List	<ol style="list-style-type: none"> 1. "Good Love", edited by Chen Guo, People's Daily Press, April 2018; 2. "Psychology of Women", edited by Song Xintian, Shanxi Normal University Press, September 2012; 3. Women and Power, by Mary Beard, Tianjin People's Publishing House, February 2019; 4. "The Feelings and Sexuality of Chinese Women", Li Yinhe, Inner Mongolia University Press, August 2009; 5. "Manual for the Use of the Female Body", Wang Shu, China Zhi Gong Press, published in January 2007; 6. "Eight Tips for Working Women", Harvard Business Review, Zhejiang Publishing Group, October 2018.
version number	Version 2022 took effect in September 2022 V2022.1, update: ECTS-based credit and workload calculation

Health Education for College Students

Module Name	Health Education for College Etudents
Semester of module instruction	1st-2nd semester
Module Owner	Zhuang Yanling, Liu Shuting, Luo Jing

language	the Chinese language		
Relationship to the course	General Education Required Courses		
teaching method	Teacher-centered methods: lecture method, case teaching, questioning; Interactive methods: inquiry-based problem learning, teaching seminars (including group discussions); A practical approach: group counseling		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 50class hours Teaching hours: 2 hours per week for 18 weeks, 36hours in total Self-study hours: 0.44 hours per week for 18 weeks, totaling 8 hours, including: after-class assignments and pre-class preparation		
credit	2 credits		
Prerequisites and recommendations for joining this module	not have		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Able to abide by laws and regulations, show integrity, professional spirit and sense of responsibility, and have good social ethics and professional ethics;	R1.2
	CLO2	Respect and understand the differences of multiculturalism, and have an international vision and cross-cultural understanding ability.	R1.5
content	<p>The "College Student Health Education" course aims to help students understand health standards and their significance. It equips students with knowledge about physical and mental health conditions, infectious disease prevention, emergency response, medication use, and psychological development characteristics. The program fosters a scientific understanding of mental health, encourages self-awareness and self-acceptance, and promotes continuous improvement in psychological resilience. Students will master skills for self-exploration, stress management, interpersonal challenges, and psychological crisis resolution. By enhancing students' self-motivation to maintain mental health and improving their ability to self-care and disease prevention, the course ultimately guides them to consciously adopt healthy behaviors and lifestyles, thereby promoting comprehensive physical and mental well-being.</p> <p>content of courses :</p> <p>Chapter 1: Introduction to Health Education Curriculum (Weight: 1/36, Level: Understanding)</p> <p>Chapter 2: Adaptation for Newcomers (Weight: 1/36; Level:</p>		

	<p>Understanding, Application, Analysis)</p> <p>Chapter 3: Sexual Health Education for College Students (Weight: 2/36, Level: Understanding, Application, Analysis)</p> <p>Chapter 4: Healthy Lifestyle (Weight 2/36, Level: Understanding, Application, Analysis)</p> <p>Chapter 5: Interpersonal Communication (Weight: 2/36, Level: Understanding, Application, Analysis)</p> <p>Chapter 6: AIDS Prevention Education (3/36 Weight, Level: Understanding and Application)</p> <p>Chapter 7 Disease Prevention (Weight: 3/36, Level: Understanding, Application, Analysis)</p> <p>Chapter 8: Common Psychological Issues Among College Students and Interventions (Weight: 4/36, Level: Understanding, Application, Analysis)</p> <p>Chapter 9: Romantic Psychology (3/36 Weight, Level: Understanding, Application, Analysis)</p> <p>Chapter 10: Developing Healthy Personality (Weight: 3/36, Level: Understanding, Application, Analysis)</p> <p>Chapter 11 Drug Prevention (Weight: 3/36, Level: Understanding, Application, Analysis)</p> <p>Chapter 12 Emotional Regulation and Stress Management (Weight 4/36, Level: Understanding, Application, Analysis)</p> <p>Chapter 13 Life Education (3/36 credits, Level: Understanding, Application, Analysis)</p> <p>Chapter 14 Safety and Emergency Risk Management (Weight: 2/36, Level: Understanding, Application, Analysis)</p>
Assessment format	<p>1. The course assessment consists of process assessment and final assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process-based assessment + 60% of summative assessment</p> <p>(1) Process-based assessment, scored on a percentage basis, accounts for 40% of the final grade. It evaluates students' performance in class participation, assignments, periodic tests, and self-directed learning, with corresponding point allocations.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It primarily evaluates the teaching content through a final written exam and assesses the achievement of the course objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	1. "Health Education for College Students", edited by He Yushan and Liang Jinyun, published by Huazhong University of Science and Technology Press in July 2024.
version number	Version 2022 took effect in September 2022

	V2022.1, update: ECTS-based credit and workload calculation
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Military Theory and Training

Module Name	Military Theory and Training
Semester of module instruction	Semester 1
Module Owner	Zhao Liping、Li Ruqiang
language	the Chinese language
Relationship to the course	Public required courses
teaching method	Teacher-centered methods: lectures, case teaching, questioning; Interactive methods: inquiry-based problem learning, teaching seminars (including group discussions); A practical approach: military training
Workload (including teaching hours and self-study hours)	Total workload (estimated): 148 class hours Teaching hours: 2 hours per week for 18 weeks, 36 hours in total Self-study hours: 6.22 hour per week for 18 weeks, totaling 112 hours,

	including after-class assignments, exam preparation time, etc.		
credit	2 credits		
Prerequisites and recommendations for joining this module	The basic knowledge of history, geography and politics in high school enables students to understand the basic concepts of international relations and national security.		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Be able to understand the basic principles of Marxism and the modern and contemporary history of China, practice the core socialist values, and demonstrate political identity and patriotic feelings	R1.1
	CLO2	Ability to work with cross-disciplinary teams.	R4.6
content	<p>Through the study of this course, students will understand and master the basic knowledge of military affairs, enhance the concept of national defense, national security awareness and crisis awareness, carry forward the patriotic spirit, inherit the red gene, and improve the comprehensive national defense quality of students.</p> <p>content of courses :</p> <p>Chapter 1 China's National Defense (Weight 20/148, Level: Understanding, Application)</p> <p>Chapter 2 National Security (Weight: 16/148, Level: Understanding, Application)</p> <p>Chapter 3 Military Thought (Weight: 16/148, Level: Understanding, Analysis, Application)</p> <p>Chapter 4 Modern Warfare (Weight: 16/148, Level: Understanding, Analysis, Application)</p> <p>Chapter 5: Information Technology Equipment (Weight: 16/148, Level: Understanding and Application)</p> <p>Chapter 6 :Common Doctrine Education and Training (Weight 16/148, Level: Comprehension)</p> <p>Chapter 7 :Shooting and Tactical Training (Weight 8/148, Level: Comprehension, Application)</p> <p>Chapter 8 :Defensive Skills and Wartime Protection Training (Weight 20/148, Level: Comprehension, Application)</p> <p>Chapter 9 Basic and Applied Combat Readiness Training (Weight 20/148, Level: Comprehension, Application)</p>		
Assessment format	<p>1. The course assessment consists of process assessment and final assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 40% of the</p>		

	<p>total score.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It primarily evaluates the teaching content through written exams, assessing the achievement of the course's knowledge, ability, and literacy objectives.</p>
Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	<p>1. National Defense Education Office. A Brief History of National Defense [M]. Beijing: National Defense University Press, 2012.</p> <p>2. Xun Ji. New Military Course Tutorial for College Students [M]. Beijing: National Defense University Press, 2015.</p> <p>3. Xu Yan. Du Wenlong, Military Theory. National Defense University of the People's Liberation Army, 2025.</p>
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

University Sports (Clubs)

Module Name	University Sports (Club)		
Semester of module instruction	Semester 1, 2, 3, 4,5		
Module Owner	Wang You		
language	the Chinese language		
Relationship to the course	General education compulsory courses		
teaching method	<p>Teacher-centered methods: lecture method, demonstration method, questioning;</p> <p>Interactive methods: inquiry-based problem learning, group discussion, cooperative learning method;</p> <p>Individualized learning methods: Feynman learning method, physical education teaching</p> <p>Practical methods: task-driven method, practice</p>		
Workload (including teaching hours and self-study hours)	Total Workload (Estimated): 144 class hours Teaching Hours: 8 hours per week, 18 weeks in total, 144 hours		
credit	5 credit		
Prerequisites and recommendations for joining this module	not have		
Module Objective/Expected Learning Outcomes	Course Learning Outcome	description	Support graduation require

	es		ments
	CLO1	Have interdisciplinary teamwork ability	R4.6
content	<p>The "University Sports (Club)" course is a compulsory general education program for all undergraduate majors across the university. Designed to enhance students' physical fitness, health, and sports literacy through physical exercises, scientific training, and well-structured sports education, this course serves as both a cornerstone of the academic curriculum and a central component of the university's sports initiatives. It plays a vital role in implementing quality education and cultivating well-rounded talents. Guided by the philosophy of "Health First, Holistic Development, Key Focus, Local Service," the course enables students to learn and exercise joyfully while mastering at least two sports skills, laying the foundation for lifelong physical activity. The curriculum encompasses psychological development elements such as competition, confrontation, teamwork, challenges, victories, and setbacks, alongside sports-related humanistic values including fairness, perseverance, self-sacrifice, and team spirit. It supports the three graduation requirements outlined in the "Undergraduate Talent Cultivation Plan for All Majors": value standards, quality standards, and general competencies. As a foundational discipline, it is essential for nurturing well-rounded socialist modernization talents with moral integrity, intellectual depth, physical fitness, and aesthetic appreciation. The course also helps students develop stable career awareness and professional ethics, serving as a primary pathway to achieve the university's educational objectives and playing a crucial role in realizing the overarching educational goals. The first semester focuses on basketball, volleyball, and track and field. In the second semester, students choose a subject based on their interests, hobbies, and strengths (such as basketball, football, volleyball, badminton, table tennis, or martial arts). The third and fourth semesters cover the same subjects as the second semester, reinforcing and advancing the knowledge gained.</p> <p>Course Objective 1: To cultivate students' proper understanding of this course and enhance their awareness of physical activity participation, enabling them to engage in regular, proactive, and conscious exercise routines. Students will master the fundamental principles and methods of scientific physical training, including effective fitness approaches, prevention and management of sports injuries, and self-assessment of exercise outcomes. This knowledge will guide their practical application through scientific theoretical frameworks.</p> <p>Course Objective 2: Through physical education courses, students will master two favorite sports and exercise methods, developing specific hobbies and interests. They will learn to exercise scientifically, improve athletic abilities, and cultivate sports talents. Additionally, they will participate in challenging activities and sports competitions, laying a solid foundation for lifelong physical activity.</p> <p>Course Objective 3: Design physical education curriculum goals; consciously improve psychological well-being and overcome mental barriers through sports activities, cultivating a positive and optimistic outlook on life; apply appropriate methods to regulate emotions; experience the joy and sense of achievement in sports. Demonstrate strong sportsmanship and cooperative spirit, properly handling competition and collaboration.</p> <p>content of courses :</p>		

	<p>Part I: Sports Theory Knowledge (44/144 score, Level: Memorization + Understanding + Application)</p> <p>Part II: Fundamental Sports Techniques (100/144 score, Level: Memorization + Understanding + Application)</p>
Assessment format	<p>1. The course assessment consists of process assessment and final assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process-based assessment, scored on a percentage basis, accounts for 40% of the final grade. It evaluates students' classroom participation, health runs, assignments, self-directed learning, and completion of periodic tests.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It mainly assesses the teaching content through skill tests and evaluates the achievement of the course objectives.</p>
Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	<p>1. "University Physical Education and Health Tutorial", edited by Zhang Juan et al., Beijing Sport University Press, 1st edition, September 2019.</p> <p>2. "University Physical Education and Health (Illustrated Demonstration + Video Guidance)", edited by Yuan Shoulong, People's Posts and Telecommunications Press, 1st edition, 2022.</p> <p>3. University Physical Education and Health Education, edited by Li Nianmao et al., Beijing Institute of Technology Press, 1st edition, April 2022.</p>
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

Entrepreneurship Education (1)

Module Name	Entrepreneurship Education (1)		
Semester of the Module	2nd Semester		
Module Leader	Dong Li		
Language	Chinese		
Relationship with Courses	Public Compulsory Course		
Teaching Methods	Teacher-centered methods: Lectures, case teaching, questioning; Interactive methods: Inquiry-based problem learning, teaching discussions (including group discussions); Practical methods: Military training		
Workload (Including Teaching Hours and Self-study Hours)	Total Workload (Estimated): 12 class hours Teaching Hours: 9 hours per week, 1 week in total, 9 hours Self-study Hours: 3 hours per week, 1 week in total, 3hours, including: Homework, exam preparation time, etc.		
Credits	0.5 credit hours		
Prerequisites Required and Recommended for Joining the Module	Basic knowledge of history, geography, politics in high school, and ability to understand basic concepts such as international relations and national security.		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	Description	Supporting Graduation Requirements
	CLO1	Able to understand the basic principles of Marxism and modern Chinese	R1.1

	history, practice core socialist values, and demonstrate political identity and patriotic feelings.	
CLO2	Able to abide by laws and regulations, demonstrate integrity, professional spirit and sense of responsibility, and possess good social morality and professional ethics.	R1.2
CLO3	Respect and understand the differences of diverse cultures, and have international perspective and cross-cultural understanding ability.	R1.5
CLO4	Possess the ability to communicate effectively with the public.	R4.2
CLO5	Have interdisciplinary teamwork ability.	R4.6
Content	<p>Entrepreneurship Education (1) is an introductory course in the entrepreneurship curriculum system. This course enables students to explain the basic concepts and functions of innovation and entrepreneurship, the process and elements of entrepreneurship, the connotation of entrepreneurial spirit, and the awareness of preventing entrepreneurial risks for college students. It stimulates students' awareness of innovation and entrepreneurship, changes students' views on entrepreneurship—entrepreneurship is not simply starting a business, but should be a way of thinking and a</p>	

	<p>spirit. It enables students to understand the connotation of entrepreneurship, retell the basic elements and processes of entrepreneurship, explain the relationship between entrepreneurship and life development, and make students understand and pay attention to the current situation and trends of employment and entrepreneurship in their major. While paying attention to the development, employment and entrepreneurship of their major, students can acquire the ability to adapt to and break through the uncertain future. The teaching of this course mainly serves the "developable" link in the professional talent training goal, and corresponds to the "innovation awareness and ability" and "continuous learning ability" in the graduation requirement indicators. Through the course, students are aware that the world is changing all the time, and they should also cultivate the awareness and ability to adapt to the rapidly changing society.</p> <p>Course content includes: Chapter 1: Connotation of Innovation and Entrepreneurship (Weight: 1/9, Level: Understanding) Chapter 2: Key Elements and Basic Types of Entrepreneurship (Weight: 6/9, Level: Understanding, Application) Chapter 3: Entrepreneurial Spirit (Weight: 2/9, Level: Understanding, Application)</p>
Assessment Methods	<ol style="list-style-type: none"> 1. Process assessment accounts for 60%, including independent learning (30%), classroom performance (30%), and homework (40%). 2. Summative assessment mainly evaluates the teaching content by scoring students' elaboration on entrepreneurial projects, accounting for 40% of the total score.
Learning and Exam Requirements	Hundred-mark system, 60 points is the passing score for this course
Reading List	<ol style="list-style-type: none"> 1. Entrepreneurship Basics, edited by Jiao Yanjun, Liu Wenfeng, Jin Ling, Beijing: University of Electronic Science and Technology Press, January 2023. 2. Entrepreneurship Management, edited by Zhang Yuli, Machinery Industry Press, February 2015, 3rd edition. 3. How to Teach Entrepreneurship: The Practice-Based Babson Teaching Method, edited by Heidi M. Neck, Patricia G. Green, Candida G. Brush, Machinery Industry Press, April 2015, 1st edition. 4. Entrepreneurship Basics and Innovative Practice, edited by Cai Jian, Wu Ge, Wang Chenhuizi, Peking University Press, March

	2015, 1st edition.
Version Number	V2022, major version effective from September 2022V2022.1, update: Calculate credits and workload according to ECTS

Entrepreneurship Education (2)

Module Name	Entrepreneurship Education (2)		
Semester of the Module	3rd Semester		
Module Leader	Jin Ling		
Language	Chinese		
Relationship with Courses	Public Compulsory Course		
Teaching Methods	Teacher-centered methods: Lectures, case teaching, questioning;Interactive methods: Inquiry-based problem learning, teaching discussions (including group discussions);Practical methods: Military training		
Workload (Including Teaching Hours and Self-study Hours)	Total Workload (Estimated): 38 class hours Teaching Hours: 27 hours per week, 1 week in total, 27 hoursSelf-study Hours: 11 hours per week, 1 week in total, 11 hours, including: Homework, exam preparation time, etc.		
Credits	1.5 credit hours		
Prerequisites Required and Recommended for Joining the Module	Able to understand basic concepts such as international relations and national security, and have studied the course Entrepreneurship Education (1)		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	Description	Supporting Graduation Requirements

	CLO1	Able to understand the basic principles of Marxism and modern Chinese history, practice core socialist values, and demonstrate political identity and patriotic feelings.	R1.1
	CLO2	Able to abide by laws and regulations, demonstrate integrity, professional spirit and sense of responsibility, and possess good social morality and professional ethics.	R1.2
	CLO3	Respect and understand the differences of diverse cultures, and have international perspective and cross-cultural understanding ability.	R1.5
	CLO4	Possess the ability to communicate effectively with the public.	R4.2
	CLO5	Have interdisciplinary teamwork ability.	R4.6
Content	This course adopts a practice-based teaching method, relying on the entrepreneurial wisdom classroom to integrate the five modules of entrepreneurial education practice theory "Task, Empathy, Creation, Experiment, Reflection" into the basic entrepreneurship		

	<p>education. It is carried out in the form of flipped classroom. The course teaching changes the traditional classroom teaching method of "teacher's one-man show, students passively learning" to "teacher guidance, teacher-student interaction, students' independent learning". In each teaching period, teachers will conduct targeted teaching guidance for Entrepreneurship Education (2) for relevant majors based on the training program of the School of Art and Media. Teachers design links such as games, Q&A, teacher-student interaction, and simulated scenario teaching to allow students to experience entrepreneurship, understand and master basic entrepreneurial knowledge and skills.</p> <p>Course content includes:Module 1: Entrepreneurs and Entrepreneurial Teams (Weight: 1/27, Level: Understanding)Module 2: Business Presentation (Weight: 2/27, Level: Understanding)Module 3: Design Thinking (Weight: 2/27, Level: Understanding, Application)Module 4: Patent Application (Weight: 4/27, Level: Understanding, Application)Module 5: Product Prototype Design (Weight: 4/27, Level: Understanding, Application)Module 6: Business Model Design (Weight: 5/27, Level: Understanding, Application)Module 7: Enterprise Simulation Operation (Weight: 4/27, Level: Understanding, Application)Module 8: Marketing Planning (Weight: 2/27, Level: Understanding, Application)Module 9: Business Plan (Weight: 3/27, Level: Understanding, Application)</p>
<p>Assessment Methods</p>	<ol style="list-style-type: none"> 1. Process assessment accounts for 60%, including independent learning (30%), classroom performance (30%), and homework (40%). 2. Summative assessment mainly evaluates the teaching content by scoring students' elaboration on entrepreneurial projects, accounting for 40% of the total score.
<p>Learning and Exam Requirements</p>	<p>Hundred-mark system, 60 points is the passing score for this course</p>
<p>Reading List</p>	<ol style="list-style-type: none"> 1. Entrepreneurship Basics, edited by Jiao Yanjun, Liu Wenfeng, Jin Ling, Beijing: University of Electronic Science and Technology Press, January 2023. 2. Entrepreneurship Management, edited by Zhang Yuli, Machinery Industry Press, February 2015, 3rd edition. 3. How to Teach Entrepreneurship: The Practice-Based Babson Teaching Method, edited by Heidi M. Neck, Patricia G. Green,

	<p>Candida G. Brush, Machinery Industry Press, April 2015, 1st edition.</p> <p>4. Entrepreneurship Basics and Innovative Practice, edited by Cai Jian, Wu Ge, Wang Chenhuizi, Peking University Press, March 2015, 1st edition.</p>
Version Number	V2022, major version effective from September 2022V2022.1, update: Calculate credits and workload according to ECTS

University Computer Basics

Module Name	University Computer Basics		
Semester of module instruction	Semester 1		
Module Owner	Zuo Jihuai		
language	the Chinese language		
Relationship to the course	General education compulsory courses		
teaching method	<p>Teacher-centered methods: lecture method, demonstration method, questioning;</p> <p>Interactive methods: inquiry-based problem learning, group discussion, cooperative learning method;</p> <p>Individualized learning methods: Feynman learning method, computer teaching</p> <p>Practical methods: task-driven method, practice</p>		
Workload (including teaching hours and self-study hours)	<p>Total workload (estimated): 50 class hours</p> <p>Teaching hours: 2 hours per week for 18 weeks, 36 hours in total</p> <p>Self-study hours: 0.78 hours per week for 18 weeks, totaling 14 hours, including after-class assignments, exam preparation time, etc.</p>		
credit	2 credits		
Prerequisites and recommendations for joining this module	not have		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	To understand the basic and universal core concepts, methods and technologies in computer science, master the basic knowledge and skills of computer, cultivate students 'computational thinking ability, improve students' information	R2.1

	literacy, understand the role and value of information technology in the new era, and convey the scientific spirit.	
	CLO2 Familiar with the basic operation of office software, able to skillfully use office software to complete daily document processing, data processing and information management tasks, with good ability to use office software.	R3.1
	CLO3 Be able to use computers to obtain information, comprehensively use information technology to analyze specific problems, explore ways to solve problems; establish correct information values and ethics, establish the concept of lifelong learning.	R3.3
content	<p>Through this course, students will gain proficiency in commonly used information retrieval tools and methodologies. They will master fundamental computer knowledge and operational skills, become adept at using office software, and learn to analyze, process, and present data in their professional fields using modern technological tools. The program aims to enhance students' computer application capabilities, cultivate computational thinking and self-directed learning abilities, while fostering a lifelong learning mindset.</p> <p>content of courses :</p> <p>Chapter 1: Basic Computer Knowledge (Weight: 2/36, Level: Memory + Understanding)</p> <p>Chapter 2 Computer System Knowledge (Weight 2/36, Level: Memory + Understanding + Application)</p> <p>Chapter 3: Word Processing Software (Weight 10/36, Level: Understanding + Application)</p> <p>Chapter 4: Spreadsheet Software (Weight: 12/36, Level: Understanding + Application)</p> <p>Chapter 5 Presentation Software (Weight: 4/36, Level: Understanding + Application)</p> <p>Chapter 6 Computer Networks (Weight 2/36, Level: Memory + Understanding + Application)</p> <p>Chapter 7: Python Primer (4/36 credits, Level: Memorization + Understanding)</p>	
Assessment format	<p>1. The course assessment consists of process assessment and summative assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total grade. It mainly evaluates students' classroom performance, self-directed learning, homework, and completion of periodic tests.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It mainly assesses the teaching content through computer-based testing and evaluates the achievement of the course objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>	

Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	<ol style="list-style-type: none">1. Zhang Shujuan, Zhou Yanping (eds.). University Computer. Xi 'an: Xi' an Jiaotong University Press, 2020.7.2. Pu Yunwei (Ed.). Computational Thinking and Network Literacy in University Computer Science. Beijing: People's Posts and Telecommunications Press, March 2019.3. Zhang Yongxin, Wang Tingzhong (Ed.). Basic Computer Science for College (Ideological and Political Education Edition) (Micro-Lecture Edition). Beijing: Tsinghua University Press, 2022.9.
version number	Version 2022 took effect in September 2022 V2022.1, update: ECTS-based credit and workload calculation

Introduction to Digital Media

Module Name	Introduction to Digital Media		
The semester this module is taught	Semester 1		
Module Leader	Xiao Xue		
language	Chinese		
Relationship with the course	Compulsory courses for the major		
Teaching Methods	Teacher-centered approach: case teaching, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions);		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 112 hours Teaching hours: 4 hours per week, 18 weeks, 72 hours Self-study hours: 2.22 hours per week , 18 weeks, 40 hours in total , including homework, exam preparation, etc.		
credit	4 credits		
Required and recommended prerequisites for joining this module	none		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Be able to discover, distinguish and analyze, question, and evaluate phenomena and problems in the professional field, and express criticism.	R 1.3
	CLO2	Master the development history, cutting-edge knowledge and innovation directions of the major, and be able to apply the learned knowledge to interpret relevant works in the professional field.	R 2.2
	CLO3	Understand the creative process and basic theories of Digital Media Art, master the professional knowledge of the Digital Media Art discipline field along with the innovation	R 2.3

	and development of the cultural industry and the local industry's demands on the digital media industry, and possess comprehensive abilities in art, technology and interdisciplinarity.	
	CLO4 Explore the latest industry trends and master the communication theories and application methods of Digital Media Art.	R 2.4
	CLO5 Be able to effectively apply the knowledge and skills of Digital Media Art to serve local economic development.	R 4.3
	CLO6 Have interdisciplinary teamwork ability.	R 4.5
content	<p>Through studying this course, students will be introduced to the characteristics of the cross-integration of digital media from the perspectives of science and art, focusing on the teaching of popular knowledge such as basic theories and expression methods. The basic task of this course is to introduce the basic concepts of digital media technology and art, as well as the five major forms of digital media in technology-related and art-related aspects, and ultimately achieve the goal of enabling beginners to fully and macroscopically understand the basic characteristics, scope of involvement, related expression methods, etc. of the digital media industry, lay a theoretical foundation for the systematic training of subsequent digital media professional courses, cultivate basic cognition of art and technology integration, and accumulate basic means of digital media expression.</p> <p>Teaching content:</p> <p>Chapter 1: Overview of Digital Media (Weight 4 / 72 , Level: Understanding)</p> <p>Chapter 2 Digital Media Creation Theory and Practice (Weight 4 / 72 , Level: Understanding)</p> <p>Chapter 3 Digital Images and Visual Creative Expression (Weight 8 / 72 , Level: Memory)</p> <p>Chapter 4 Digital Animation and Film and Television Production (Weight 12 / 72 , Level: Application)</p> <p>Chapter 5 Interactive Art (Weight 12 / 72 , Level: Creative)</p> <p>Chapter 6 Virtual Reality Technology (Weight 12 / 72 , Level: Memory + Understanding + Evaluation)</p> <p>Chapter 7 A Brief History of Digital Media Art (Weight 12 / 72 , Level: Memory - Evaluation)</p> <p>Chapter 8: Reconstructing Aesthetics in Digital Media Art (Weight 4 / 72 , Level: Knowledge - Analysis)</p> <p>Chapter 9 Digital Media and Cultural Creative Industries (Weight 4 / 72 , Level: Evaluation)</p>	

Assessment form	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. This is done by preparing three difficulty levels of examination papers based on the content learned, namely, high, medium and low, and then conducting a closed-book examination. This formally assesses the teaching content and evaluates the degree of achievement of the course knowledge objectives, ability objectives and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Study and examination requirements	<p>The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.</p>
Reading List	<ol style="list-style-type: none"> 1. Li Sida, ed. Introduction to Digital Media Art. Beijing: Tsinghua University Press, 4th edition, January 2020. 2. Chen Wei. Introduction to Digital Media Art. Beijing: Publishing House of Electronics Industry, first edition, October 2017. 3. Jia Xiuqing. Reconstructing Aesthetics: The Nature of Digital Media Art. Beijing: China Radio and Television Publishing House, first edition November 2006. 4. Chen Zhihua. "Digital Media Foundation and Practice". Shanghai: East China Normal University Press, first edition August 2022.
Version number	<p>V202 2 , the major version will take effect in September 202 2</p> <p>V202 2 . 1 , Update: Calculate credits and workload according to ECTS</p>

Modeling Basics (1)

Module Name	Modeling Basics (1)		
The semester this module is taught	Semester 1		
Module Leader	Liu Qianyu		
language	Chinese		
Relationship with the course	Compulsory courses for the major		
Teaching Methods	Teacher-centered approach: lectures, case studies, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 56 academic hours Teaching hours: 2 hours per week over 18 weeks, totalling 36 hours Self-study hours: 1.11 hours per week over 18 weeks, totalling 20 hours, including: homework assignments, exam preparation time, etc.		
credit	2 credits		
Required and recommended prerequisites for joining this module	none		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Understand the creative process and basic theories of Digital Media Art, master the professional knowledge in the field of Digital Media Art discipline, and possess comprehensive abilities in art, technology and interdisciplinarity.	R 2.3
	CLO2	Explore the latest industry trends and master the communication of Digital Media Art.	R 2.4
	CLO3	Be able to use technologies such as animation, film and television post-production, network interaction, and information audio-visual to create digital media art works.	R3.1

	<table border="1"> <tr> <td>CLO4</td> <td>Explore the latest industry trends and master the communication theories and application methods of Digital Media Art.</td> <td>R3.2</td> </tr> <tr> <td>CLO5</td> <td>Have the ability to select and use appropriate modern design tools to solve design problems in the field of Digital Media Art.</td> <td>R3.3</td> </tr> <tr> <td>CLO6</td> <td>Be able to apply modern digital technologies and software tools to collect, analyze and process information data, write reports or design manuscripts, and clearly express professional insights.</td> <td>R4.1</td> </tr> </table>	CLO4	Explore the latest industry trends and master the communication theories and application methods of Digital Media Art.	R3.2	CLO5	Have the ability to select and use appropriate modern design tools to solve design problems in the field of Digital Media Art.	R3.3	CLO6	Be able to apply modern digital technologies and software tools to collect, analyze and process information data, write reports or design manuscripts, and clearly express professional insights.	R4.1
CLO4	Explore the latest industry trends and master the communication theories and application methods of Digital Media Art.	R3.2								
CLO5	Have the ability to select and use appropriate modern design tools to solve design problems in the field of Digital Media Art.	R3.3								
CLO6	Be able to apply modern digital technologies and software tools to collect, analyze and process information data, write reports or design manuscripts, and clearly express professional insights.	R4.1								
content	<p>"Fundamentals of Modeling (1)" is an art literacy course recommended by the "National Standards for Teaching Quality of Undergraduate Majors in General Colleges and Universities" and is one of the three indicators that support and implement the "Graduation Requirements" in the "Digital Media Art Undergraduate Talent Training Program." "Fundamentals of Modeling (1)" is a foundational course for art design disciplines. It is a comprehensive practical course that integrates knowledge of subjects such as sketching, color, composition, and form. It is also a practical starting point for training in design thinking methods and a linking course for transitioning to professional design courses. It allows students to understand the changes and applications of sketching techniques in the digital media era and lays a good foundation for future digital media design. The minor course of this course is "Art Anatomy" and the subsequent courses are "Design Composition", "Digital Two-Dimensional Motion Effect Design", "Digital Illustration Design", etc., which are important foundations for students to learn the above subsequent courses.</p> <p>Teaching content:</p> <p>Chapter 1 Sketching Basics (Weight 6 / 36 , Level: Understanding)</p> <p>Chapter 2: Design Sketching Overview (Weight 6 / 36 , Level: Understanding)</p> <p>Chapter 3 Basic Elements of Sketching (Weight 6 / 36 , Level: Understanding, Memory)</p> <p>Chapter 4: Design Sketching Procedures and Expression Techniques (Weight 6 / 36 , Level: Analysis)</p> <p>Chapter 5 Digital Sketching Software (Weight 6 / 36 , Level: Understanding)</p> <p>Chapter 6 Creative Design (Weight 6 / 36 , Level: Application , Creation)</p>									
Assessment form	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 60 % + Final Assessment × 40 %</p> <p>(1) Process assessment, scored on a 100-point scale, accounts</p>									

	<p>for 40 % of the total score. It mainly assesses students' classroom performance, homework, periodic tests, online learning , etc. and their composition scores.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60 % of the total score. It mainly assesses the teaching content through works and participation in competitions , and evaluates the achievement of the course knowledge goals, ability goals, and literacy goals.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Study and examination requirements	The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.
Reading List	<p>1.Lu Yi, ed. Basics of Modeling. Beijing: People ' s Fine Arts Publishing House, December 1, 2021.</p> <p>2. Meng Xianyun and Xiang Yungen. Modern Design Sketching Techniques. Hunan: Hunan People's Fine Arts Publishing House, 2007.</p>
Version number	<p>V202 2 , the major version will take effect in September 202 2</p> <p>V202 2 . 1 , Update: Calculate credits and workload according to ECTS</p>

Modeling Basics (2)

Module Name	Modeling Basics (2)		
The semester this module is taught	Semester 1		
Module Leader	Liu Qianyu		
language	Chinese		
Relationship with the course	Compulsory courses for the major		
Teaching Methods	Teacher-centered approach: lectures, case studies, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 56 academic hours Teaching hours: 2 hours per week over 18 weeks, totalling 36 hours Self-study hours: 1.11 hours per week over 18 weeks, totalling 20 hours, including: homework assignments, exam preparation time, etc.		
credit	2 credits		
Required and recommended prerequisites for joining this module	Modeling Basics 1		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Understand the creative process and basic theories of Digital Media Art, master the professional knowledge in the field of Digital Media Art discipline, and possess comprehensive abilities in art, technology and interdisciplinarity.	R 2.3
	CLO2	Explore the latest industry trends and master the communication of Digital Media Art.	R 2.4
	CLO3	Be able to use technologies such as animation, film and television post-production, network interaction, and information audio-visual to create digital media art works.	R3.1

	<table border="1"> <tr> <td>CLO4</td> <td>Explore the latest industry trends and master the communication theories and application methods of Digital Media Art.</td> <td>R3.2</td> </tr> <tr> <td>CLO5</td> <td>Have the ability to select and use appropriate modern design tools to solve design problems in the field of Digital Media Art.</td> <td>R3.3</td> </tr> <tr> <td>CLO6</td> <td>Be able to apply modern digital technologies and software tools to collect, analyze and process information data, write reports or design manuscripts, and clearly express professional insights.</td> <td>R4.1</td> </tr> </table>	CLO4	Explore the latest industry trends and master the communication theories and application methods of Digital Media Art.	R3.2	CLO5	Have the ability to select and use appropriate modern design tools to solve design problems in the field of Digital Media Art.	R3.3	CLO6	Be able to apply modern digital technologies and software tools to collect, analyze and process information data, write reports or design manuscripts, and clearly express professional insights.	R4.1
CLO4	Explore the latest industry trends and master the communication theories and application methods of Digital Media Art.	R3.2								
CLO5	Have the ability to select and use appropriate modern design tools to solve design problems in the field of Digital Media Art.	R3.3								
CLO6	Be able to apply modern digital technologies and software tools to collect, analyze and process information data, write reports or design manuscripts, and clearly express professional insights.	R4.1								
content	<p>Through an understanding of the color science system, students will learn and master basic color principles, the theory of color solids, color contrast and harmony, and the emotional system of color. They will also gain insights into examples and techniques for color application in digital media, master the use of color matching and toning tools, and understand the composition and expression of color on digital platforms. This will lay a solid foundation for further study and application. This fundamental theoretical knowledge is an important theoretical basis for students' color design. By understanding the properties, functions, and development trends of design colors, students will be able to better distinguish between design colors and painting colors, master a scientific color system, and be able to grasp and redesign color. The prerequisite course "Fundamentals of Design 1" is followed by "Digital Illustration Design" and "Design Composition." "Fundamentals of Design 2" provides an important foundation for students to study these subsequent courses.</p> <p>Chapter 1: Fundamentals of Color (Weight 8 / 36 , Level: Understanding)</p> <p>Chapter 2: Color Extraction, Induction, and Objective Reproduction (Weight 8/36 , Level : Understanding)</p> <p>Chapter 3: Deconstruction and Reconstruction of Color and Subjective Expression (Weight 12 / 36 , Level: Analysis)</p> <p>Chapter 4 Color and Modern Design (Weight 4/36 , Level: Application , Creation)</p> <p>Chapter 5 Personal Creation (Weight 4 / 36 , Level: Application , Creation)</p>									
Assessment form	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score. It mainly assesses students' classroom performance, independent learning, homework, and periodic tests, of which classroom performance accounts for 25% of the assessment score, independent learning accounts for 20% of the assessment score, homework accounts for 25% of</p>									

	<p>the assessment score, and periodic tests account for 30% of the assessment score.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through the form of works, and evaluates the achievement of the course knowledge objectives, ability objectives, and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Study and examination requirements	The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.
Reading List	<ol style="list-style-type: none"> 1. Qiu Song. Fundamentals of Modeling Design. Shanghai: Higher Education Press, 1st edition, September 2015. 2. Dong Chizhu. Color. Jilin Northeast Normal University Press, 1st edition, July 2014. 3. Lin Jiayang. Design Color Teaching. Beijing: Oriental Publishing Center Press, 1st edition, June 2007; 4. Lu Qi. From Color to Design. Zhejiang: China Academy of Art Press, 1st edition, February 2, 2004.
Version number	<p>V202 2 , the major version will take effect in September 202 2</p> <p>V202 2 . 1 , Update: Calculate credits and workload according to ECTS</p>

Modeling Basics (3)

Module Name	Modeling Basics (3)		
The semester this module is taught	Semester 1		
Module Leader	Liu Qianyu		
language	Chinese		
Relationship with the course	Compulsory courses for the major		
Teaching Methods	Teacher-centered approach: lectures, case studies, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 56 academic hours Teaching hours: 2 hours per week over 18 weeks, totalling 36 hours Self-study hours: 1.11 hours per week over 18 weeks, totalling 20 hours, including: homework assignments, exam preparation time, etc.		
credit	2 credits		
Required and recommended prerequisites for joining this module	Modeling 1 , Basic Modeling 2		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Understand the creative process and basic theories of Digital Media Art, master the professional knowledge in the field of Digital Media Art discipline, and possess comprehensive abilities in art, technology and interdisciplinarity.	R 2.3
	CLO2	Explore the latest industry trends and master the communication of Digital Media Art.	R 2.4
	CLO3	Be able to use technologies such as animation, film and television post-production, network interaction, and information audio-visual to create digital media art works.	R3.1

	<table border="1"> <tr> <td>CLO4</td> <td>Explore the latest industry trends and master the communication theories and application methods of Digital Media Art.</td> <td>R3.2</td> </tr> <tr> <td>CLO5</td> <td>Have the ability to select and use appropriate modern design tools to solve design problems in the field of Digital Media Art.</td> <td>R3.3</td> </tr> <tr> <td>CLO6</td> <td>Be able to apply modern digital technologies and software tools to collect, analyze and process information data, write reports or design manuscripts, and clearly express professional insights.</td> <td>R4.1</td> </tr> </table>	CLO4	Explore the latest industry trends and master the communication theories and application methods of Digital Media Art.	R3.2	CLO5	Have the ability to select and use appropriate modern design tools to solve design problems in the field of Digital Media Art.	R3.3	CLO6	Be able to apply modern digital technologies and software tools to collect, analyze and process information data, write reports or design manuscripts, and clearly express professional insights.	R4.1
CLO4	Explore the latest industry trends and master the communication theories and application methods of Digital Media Art.	R3.2								
CLO5	Have the ability to select and use appropriate modern design tools to solve design problems in the field of Digital Media Art.	R3.3								
CLO6	Be able to apply modern digital technologies and software tools to collect, analyze and process information data, write reports or design manuscripts, and clearly express professional insights.	R4.1								
content	<p>"Modeling Basics (3)" is an art literacy course recommended by the "National Standards for Teaching Quality of Undergraduate Majors in General Colleges and Universities" and is a required course for art design majors. Through courses on image modeling, composition, form, perspective, light and shadow, and texture, it cultivates students' ability to apply structural sketching techniques to solve practical design problems, improves their ability to analyze and solve problems, and leads them to creative thinking design. The prerequisite courses for this course are "Modeling Basics (1)" and "Modeling Basics (2)", and the subsequent course is "Design Composition". "Modeling Basics (3)" is an important foundation for students to learn these subsequent courses.</p> <p>Chapter 1 Sketching Overview Basics (Weight 6 / 36 , Level: Understanding)</p> <p>Chapter 2: Composition/Perspective of Geometric Objects (Weight 6 / 36 , Level: Understanding)</p> <p>: Sketching Combination Structures (Weight 6/36 , Level: Understanding, Memory)</p> <p>Chapter 4: Sketching a single structure, drawing the structure of a sphere, and drawing combinations (Weight 6 / 36 , Level: Analysis)</p> <p>Chapter 5 Digital Tools (Weight 6 / 36 , Level: Understanding)</p> <p>Chapter 6: Concepts and Characteristics of Design Sketching, Elements of Design Sketching Expression (Weight 6/36 , Level: Application , Creation)</p>									
Assessment form	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score. It mainly assesses students' classroom performance, independent learning, homework, and periodic tests, of which classroom performance accounts for 25% of the assessment score, independent learning accounts for 20% of the assessment score, homework accounts for 25% of the assessment score, and periodic tests account for 30% of the</p>									

		<p>assessment score.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through the form of works, and evaluates the achievement of the course knowledge objectives, ability objectives, and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Study and examination requirements	and	The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.
Reading List		<ol style="list-style-type: none"> 1. Lu Yi. Foundations of Modeling. Beijing: People's Fine Arts Publishing House, December 1, 2021. 2. Qiu Song. Fundamentals of Modeling Design. Shanghai: Higher Education Press, 1st edition, September 2015.
Version number		<p>V202 2 , the major version will take effect in September 202 2</p> <p>V202 2 . 1 , Update: Calculate credits and workload according to ECTS</p>

Design Composition

Module Name	Design Composition		
The semester this module is taught	Semester 2		
Module Leader	Xu Shoulei		
language	Chinese		
Relationship with the course	Compulsory courses for the major		
Teaching Methods	Teacher-centered approach: case teaching, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 56 hours Teaching hours: 2 hours per week, 18 weeks, 36 hours Self-study hours : 1.11 hours per week, 20 hours for 18 weeks , including homework, exam preparation, etc.		
credit	2 credits		
Required and recommended prerequisites for joining this module	《 Modeling Basics (1) 》 《 Modeling Basics (2) 》 《 Modeling Basics (3) 》		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Understand the creative process and basic theories of Digital Media Art, master the professional knowledge in the field of Digital Media Art discipline, and possess comprehensive abilities in art, technology and interdisciplinarity.	R 2.3
	CLO2	Explore the latest industry trends and master the communication theories and application methods of Digital Media Art.	R3.2
	CLO3	Have the ability to select and use appropriate modern design tools to solve design problems in the field of Digital Media Art.	R3.3
content	Design Composition is a foundational course designed to cultivate students' fundamental design skills and aesthetic perceptions. Through this course, students will master the basic		

	<p>elements, principles, and techniques of design, enhancing their sensitivity and application of visual elements such as shape, color, and texture. Through practical case analysis and design exercises, students will gain an understanding of graphic design software and 3D modeling tools, and gain an appreciation for the impact and application of digital tools on design composition. This course will also consolidate acquired knowledge, enhance design thinking and innovation, and lay a solid foundation for further study in various design disciplines.</p> <p>Teaching content:</p> <p>1: Overview of Composition Design (Weight: 6/36, Level: Understanding) - Chapter</p> <p>2: Elements of Compositional Beauty (Weight: 6/36, Level: Memory + Understanding + Creation + Application) - Chapter</p> <p>3: Types of Composition Design (Weight: 12/36, Level: Memory + Understanding + Creation + Application) - Chapter</p> <p>4: Contradictory Space Composition (Weight: 12/36, Level: Understanding + Creation)</p>
Assessment form	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score. It mainly assesses the completion of classroom performance , independent learning , homework , periodic tests , etc. and their composition scores.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through the form of works, and evaluates the achievement of the course knowledge objectives, ability objectives, and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Study and examination requirements	<p>The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.</p>
Reading List	<p>1. Liu Gangtian, Zhu Danjun, and Zhang Qian. Design Composition. Beijing: Peking University Press, October 2018</p> <p>2. Huang Yingjie. The Art of Composition. Shanghai: Tongji University Press, August 2004</p> <p>3. Yu Guorui, ed. Plane Composition (4th Edition). Beijing: Tsinghua University Press, 2024</p> <p>[4] Sun Tonghui. Graphic composition of art design textbooks in Chinese universities. Hubei: Hubei Fine Arts Publishing House, 2009</p>

Version number	V202 2 , the major version will take effect in September 202 2 V202 2 . 1 , Update: Calculate credits and workload according to ECTS
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Computer-aided Design

Module Name	Computer-aided Design		
The semester this module is taught	Semester 2		
Module Leader	Xu Shoulei		
language	Chinese		
Relationship with the course	Compulsory courses for the major		
Teaching Methods	Teacher-centered approach: case teaching, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Project Learning		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 112 hours Teaching hours: 4 hours per week, 18 weeks, 72 hours Self-study hours: 2.22 hours per week , 18 weeks, 40 hours in total , including homework, exam preparation, etc.		
credit	4 credits		
Required and recommended prerequisites for joining this module	"Modeling Basics 1", "Modeling Basics 2", "Modeling Basics 3", "Design Composition"		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Master the development history, cutting-edge knowledge and innovation directions of the major, and be able to apply the learned knowledge to interpret relevant works in the professional field.	R 2.2
	CLO2	Understand the creative process and basic theories of Digital Media Art, master the professional knowledge in the field of Digital Media Art discipline, and possess comprehensive abilities in art, technology and interdisciplinarity.	R 2.3
	CLO3	Be able to use technologies such as animation, film and television post-production, network interaction, and information audio-visual to create digital media art works.	R3.1

	<p>CLO4 Explore the latest industry trends and master the communication theories and application methods of Digital Media Art.</p>	<p>R3.2</p>
<p>content</p>	<p>This course will help students master the basics of computer-aided drafting, specific methods for drawing engineering graphics, and the initial ability to solve problems using computer-aided drafting and design software. This will further enhance students' comprehensive graphic expression and design skills, preparing them for subsequent courses. This course will help students further enhance their design skills and prepare them for subsequent courses. Students will master the expression of rectangular, polar, absolute, and relative coordinates, master the use and setting of orthogonal, polar tracking, and interval snapping, understand how to snap to special points, understand the meaning of the Regenerate command, master the basic methods of selecting and deleting graphic objects, and learn how to create personalized toolbars.</p> <p>Teaching content:</p> <p>Chapter 1 Graphic Design Basics (Weight 4 / 72 , Level: Understanding)</p> <p>Chapter 2 Basic Knowledge of Graphics and Images (Weight 4 / 72 , Level: Understanding)</p> <p>Chapter 3 Icon and Logo Design (Weight 8 / 72 , Level: Memory + Understanding + Creation + Evaluation)</p> <p>Chapter 4 Card and Poster Design (Weight 8 / 72 , Level: Memory + Understanding + Creation + Evaluation)</p> <p>Chapter 5 Banner Design (Weight 4 / 72 , Level: Memory + Understanding + Creation + Evaluation)</p> <p>Chapter 6 Advertising Design (Weight 8 / 72 , Level: Memory + Understanding + Creation + Evaluation)</p> <p>Chapter 7 Book and Picture Book Design (Weight 8 / 72 , Level: Memory + Understanding + Creation + Evaluation)</p> <p>Chapter 8 Packaging Design (Weight 4 / 72 , Level: Memory + Understanding + Creation + Evaluation)</p> <p>Chapter 9 Web Design (Weight 8 / 72 , Level: Memory + Understanding + Creation + Evaluation)</p> <p>Chapter 10 UI Design (Weight 4 / 72 , Level: Memory + Understanding + Creation + Evaluation)</p> <p>Chapter 11 H5 Design (Weight 4 / 72 , Level: Memory + Understanding + Creation + Evaluation)</p> <p>Chapter 12 VI Design (Weight 8 / 72 , Level: Memory + Understanding + Creation + Evaluation)</p>	
<p>Assessment form</p>	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts</p>	

	<p>for 40% of the total score. It mainly assesses students' classroom performance, homework, experimental training, independent learning completion, etc. and their composition scores.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through the form of works, and evaluates the achievement of the course knowledge objectives, ability objectives, and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Study and examination requirements	The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.
Reading List	<p>1. Li Jie. Design + Production + Printing + Commercial Template Photoshop + Illustrator Example Tutorial. Beijing: Digital Art Publishing Branch, 2015.</p> <p>2. Xu Liping, Sun Hong, and Liu Yang. Computer-Aided Graphic Design (PS, AI) — A Quick Start Guide to Digital Art Design Software. Shanghai: Lixin Accounting Press, 2016.</p> <p>3. Zhang Minyan and Zhang Xiaoping. Computer-Aided Graphic Design with Photoshop. Beijing: China Textile Press, 2022.</p>
Version number	<p>V202 2 , the major version will take effect in September 202 2</p> <p>V202 2 . 1 , Update: Calculate credits and workload according to ECTS</p>

History of Chinese and Foreign Design

Module Name	History of Chinese and Foreign Design		
Semester of module instruction	3rd semester		
Module Owner	Yang Shuhan		
language	the Chinese language		
Relationship to the course	Professional Foundation Courses		
teaching method	Teacher-centered methods: lectures, case teaching, questioning; Interactive methods: inquiry-based problem learning, teaching seminars (including group discussions);		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 56 class hours Teaching hours: 2 hours per week for 18 weeks, 36 hours in total Self-study hours: 1.15 hours per week for 18 weeks, totaling 20 hours, including after-class assignments, exam preparation time, etc.		
credit	2 credits		
Prerequisites and recommendations for joining this module	Introduction to Digital Media		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Understand the law of art development, have high humanistic quality, aesthetic ability and appreciation ability;	R1.4
	CLO2	Be able to use their professional knowledge to engage in cultural inheritance work;	R4.4
	CLO3	Be able to understand the basic content of a foreign language, complete simple listening, speaking and reading tasks, and support cross-cultural communication in professional fields;	R.4.5
content	By studying the history of design in China and abroad, students acquire foundational knowledge and theoretical frameworks in the field of design art. This enables them to understand the origins, development, and evolutionary processes of design across different historical periods, while mastering key milestones, significant events, notable works, and their impacts throughout the history of design. Through this curriculum, students develop aesthetic sensibilities, artistic appreciation skills, innovative thinking, and creative abilities, equipping them to apply		

	<p>design theories in their creative practice.</p> <p>content of courses :</p> <p>Chapter 1: The Origin of Design (Weight: 2/36, Level: Memory + Understanding)</p> <p>Chapter 2 China Handicraft Design and Development (Weight 8/36, Level: Memory + Understanding + Application + Creativity)</p> <p>Chapter 3: Design and Development of Foreign Handicrafts (Weight: 2/45, Level: Memory + Comprehension)</p> <p>Chapter 4: The Dawn of Modern Design – British Arts and Crafts Movement Designs (Weight: 2/36, Level: Memory + Comprehension)</p> <p>Chapter 5: The Initial Phase of Modern Design – Art Nouveau Period Design (Weight: 2/36, Level: Memory + Understanding)</p> <p>Chapter 6: Modern Design Innovations – The Art Deco Movement (Weight: 2/36, Level: Memory + Comprehension)</p> <p>Chapter 7 The Development of Modern and Contemporary Design in China (Weight 2/36, Level: Memory + Understanding + Analysis)</p> <p>Chapter 8: The Evolution of Modernist Design (Weight: 8/36, Category: Memory-Evaluation)</p> <p>Chapter 9: Alternative Designs Beyond Modernism in the 1960s (Weight: 4/36, Category: Memory-Evaluation)</p> <p>Chapter 10: Postmodern Art Design (4/36 credits, Level: Understanding and Creation)</p>
Assessment format	<p>1. The course assessment consists of process assessment and summative assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 40% of the total score.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It primarily evaluates the teaching content through written exams, assessing the achievement of the course's knowledge, ability, and literacy objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Learning and Exam Requirements	<p>The course is scored out of 100, with 60 being the passing mark.</p>
Reading List	<p>1. Geng Mingsong. History of Chinese and Foreign Design. Beijing: China Light Industry Press, 2017.13-18.</p> <p>2. Shen Aifeng. History of Chinese and Foreign Design. Beijing: China Textile Press, 2014.30-35.</p> <p>3. Yuan Xuanping. Concise History of Chinese and Foreign Design. Zhejiang: Zhejiang University Press. 2014.23-28.</p> <p>4. Wang Shunhui. History of Chinese and Foreign Design. Chengdu: Southwest Jiaotong University Press. 2021.15-30.</p> <p>5. Wang Shouzhi, History of Chinese and Foreign Design. Beijing:</p>

	China Youth Publishing House, 2009.9
version number	Version 2022 took effect in September 2022 V2022.1, update: ECTS-based credit and workload calculation

User Experience and Interaction Design Basics

Module Name	User Experience and Interaction Design Basics
Semester of module instruction	Second semester
Module Owner	Yu Mengyao
language	the Chinese language

Relationship to the course	Required Professional Courses		
teaching method	Teacher-centered methods: lectures, case teaching, questioning; Interactive methods: inquiry-based problem learning, teaching seminars (including group discussions); Practical approach: Project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 56 class hours Teaching hours: 2 hours per week for 18 weeks, 36 hours in total Self-study hours: 1.1 hours per week for 18 weeks, totaling 20 hours, including after-class assignments, exam preparation time, etc.		
credit	2 credits		
Prerequisites and recommendations for joining this module	Introduction to Digital Media Art, Computer-Aided Design (PS.AI)		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Understand the creative process and basic theory of digital media art, master the professional knowledge of digital media art discipline, and have the composite ability of art, technology and cross-discipline;	R2.3
	CLO2	Explore the latest industry trends, master the communication theory and application methods of digital media art.	R2.4
	CLO3	Ability to work with cross-disciplinary teams.	R4.6
content	<p>"Fundamentals of User Experience and Interaction Design" is an elective course recommended by the National Quality Standards for Undergraduate Programs in Higher Education Institutions. This course serves as a cornerstone for fulfilling the graduation requirements in Digital Media Arts, specifically supporting three key indicators (3.1, 5.1, and 5.3) outlined in the "Graduation Requirements" section of the "Undergraduate Talent Development Plan for Digital Media Arts". Prerequisites for this course include "Introduction to Digital Media Arts" and "Illustration Design", while subsequent courses such as "User Interface Design" build upon its foundation. The course provides essential groundwork for students to master advanced topics in these follow-up disciplines.</p> <p>content of courses :</p> <p>Project 1: Introduction to Interaction Design (Weight: 10/36, Level: Memory + Understanding)</p> <p>Item 2: Interaction Designer's Role in Team and Their Hand Journal (Weight: 2/36, Level: Memory + Understanding + Creativity)</p> <p>Project 3: Interaction Design and User Experience (Weight: 10/36,</p>		

	<p>Level: Analytical + Creative)</p> <p>Project 4: Interaction Design and Visual Arts (Weight: 2/36, Level: Analysis + Creation + Application)</p> <p>Item 5: Visualizing Product/Service Prototypes in Interaction Design – Practical Application of Interaction Design Projects (Weight: 12/36, Level: Analysis + Creation + Application)</p>
Assessment format	<p>1. The course assessment consists of process assessment and final assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process-based assessment, scored on a percentage basis, accounts for 40% of the final grade. It evaluates students' classroom participation, homework performance, periodic assessments, and self-directed learning progress, with corresponding point allocations.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It evaluates the teaching content through the form of the work, and assesses the achievement of the course's knowledge objectives, ability objectives and literacy objectives.</p>
Learning and exam requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	<p>1. Duo Wenjuan. Fundamentals and Applications of Interaction Design. Beijing: Chemical Industry Press, 2020.10-35.</p> <p>2. Digital FUN Team. *TouchDesigner: A New Interactive Design and Development Platform*. Beijing: People's Daily Press, 2020.20-35.</p> <p>reference material :</p> <p>3. Night Rain. Sketch: The Beauty of Interaction Design. Beijing: Peking University Press, 2018.10-35.</p> <p>4. (US) Coleko. *Reflections on Interaction Design*. Beijing: Machinery Industry Press, 2012.30-40.</p> <p>5. Wang Duo. *Deconstructing UI Interface Design*. Beijing: People's Posts and Telecommunications Press, 2019.10-30.</p>
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

Digital Image Capture

Module Name	Digital Image Capture
Semester of module instruction	Second semester
Module Owner	Xiang Fengyun
language	the Chinese language
Relationship to the course	Required Professional Courses
teaching method	Teacher-centered methods: lectures, case teaching, questioning; Interactive methods: inquiry-based problem learning, teaching seminars (including group discussions); Practical approach: Project practice
Workload (including teaching hours and self-study hours)	Total workload (estimated): 168 class hours Teaching hours: 4 hours per week for 18 weeks, 72 hours in total Self-study hours: 5.3 hours per week for 18 weeks, totaling 96 hours, including homework and exam preparation time.
credit	6 credits
Prerequisites and recommendations for joining this module	Shape Foundation, Design Composition

Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Able to abide by laws and regulations, show integrity, professional spirit and sense of responsibility, and have good social ethics and professional ethics;	R1.2
	CLO2	Understand the creative process and basic theory of digital media art, master the professional knowledge of digital media art discipline, and have the composite ability of art, technology and cross-discipline;	R2.3
	CLO3	Be able to use animation, film and television post-production, network interaction, information audiovisual and other technologies to create digital media art works;	R3.1
content	<p>Through this course, students can master the knowledge of calculation of steel structure tension, compression and bending components and joint connections, and apply the knowledge to the design of simple engineering cases, so as to have the ability to solve engineering problems.</p> <p>This course focuses on mastering digital camera and video camera operations, along with post-processing skills for photographs. Combining theory with practice, it emphasizes technical foundations while prioritizing the enhancement of photographic artistry. The program aims to guide students in understanding fundamental photography and videography knowledge, familiarizing them with essential equipment. Through integrating theoretical concepts with practical application, students will acquire comprehensive skills covering the entire shooting process and darkroom operations. Additionally, the curriculum equips learners with flexible mastery of common shooting techniques and creative approaches, fostering professional work ethics in photography. It cultivates observational, imaginative, and analytical thinking across social contexts, enabling students to produce contemporary works that meet modern demands. This foundational training prepares them for future academic pursuits and professional careers.</p> <p>content of courses :</p> <p>Chapter 1: Overview of Photography History (Weight: 2/72, Level: Memory)</p> <p>Chapter 2: Digital Camera Usage Techniques (Weight: 8/72, Level: Understanding + Application)</p> <p>Chapter 3: Lighting in Photography (Weight: 8/72, Level: Understanding + Application)</p> <p>Chapter 4: Photographic Composition (Weight: 8/72, Level: Understanding + Application)</p> <p>Chapter 5: Portrait and Architectural Photography (Weight: 8/72, Level:</p>		

	<p>Understanding + Application)</p> <p>Chapter 6: Advertising Photography and Still Life Photography (Weight: 8/72, Level: Understanding + Application)</p> <p>Chapter 7: Basics of Digital Video Shooting (Weight: 8/72, Level: Understanding + Application)</p> <p>Chapter 8: Digital Video Shooting and Production (Weight: 8/72, Level: Understanding + Application)</p> <p>Chapter 9: Specialized Videography (Weight: 10/72, Level: Application)</p> <p>Chapter 10 Virtual Shooting (Weight 4/72, Level: Application)</p>
Assessment format	<p>1. The course assessment consists of process assessment and summative assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 40% of the total score.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It primarily evaluates the teaching content through written exams, assessing the achievement of the course's knowledge, ability, and literacy objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	<p>1. Fundamentals of Photography and Videography, edited by Yan Pin and Zhang Lei, Peking University Press, January 2018.</p> <p>2. "Basic Tutorial of Photography", edited by Xia Zhengda, Shanghai People's Fine Arts Publishing House, published in January 2016.</p> <p>3. Basic Tutorial of University Photography, edited by Wang Lijian, People's Posts and Telecommunications Press, July 2017.</p>
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

Digital Illustration Design

Module Name	Digital Illustration Design		
Semester of module instruction	3rd semester		
Module Owner	Xu shoulei		
language	the Chinese language		
Relationship to the course	Required Professional Courses		
teaching method	Teacher-centered methods: lecture, case teaching, questioning; Interactive methods: inquiry-based problem learning, teaching seminars (including group discussions); Practical approach: Project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 168 class hours Teaching hours: 4 hours per week for 18 weeks, 72 hours in total Self-study hours: 5.3 hours per week for 18 weeks, totaling 96 hours, including after-class assignments, exam preparation time, etc.		
credit	6 credits		
Prerequisites and recommendations for joining this module	Basic Modeling (1), Basic Modeling (2), Basic Modeling (3), Design Composition, Computer-Aided Design		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Respect and understand the differences of multiculturalism, and have an international vision and cross-cultural understanding ability.	R1.5
	CLO2	Be able to explore and innovate in technology and application, and design corresponding digital media art project creation plans;	R3.2
	CLO3	Be able to effectively apply digital media art knowledge and skills to serve local economic development;	R4.3

content	<p>This course equips students with four key dimensions to broaden their horizons and master information design. Focused on exploring the modeling principles, creative methodologies, and technical techniques of illustration art, the program helps learners understand fundamental creative processes while developing practical application skills. The curriculum emphasizes resolving design concepts and mastering essential production methods in illustration design.</p> <p>content of courses :</p> <p>Chapter 1 Overview of Digital Illustration (Weight: 2/72, Level: Understanding)</p> <p>Chapter 2: Plant Illustration—Poster Design of Yunnan's Endemic Plants (Weight: 12/72; Levels: Memory, Comprehension, Creativity, Evaluation)</p> <p>Chapter 3: Animal Illustration—Illustration of Yunnan's Endemic Animal Publications (Weight: 12/72; Level: Memory + Comprehension + Creativity + Evaluation)</p> <p>Chapter 4: Character Illustration-Ethnic Minority Role Design in Yunnan (16/72 Weight, Level: Memory + Understanding + Creativity)</p> <p>Chapter 5 Still Life Illustration: Yunnan Regional Scenery Illustration (Weight: 14/72; Levels: Memory, Comprehension, Creativity, Evaluation)</p> <p>Chapter 6: Comprehensive Project Illustration (Weight: 16/72, Level: Knowledge + Analysis + Application + Evaluation)</p>
Assessment format	<p>1. The course assessment consists of process assessment and final assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process-based assessment, scored on a percentage basis, accounts for 40% of the final grade. It evaluates students' classroom participation, homework performance, periodic assessments, and self-directed learning progress, with corresponding point allocations.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It evaluates the teaching content through the form of the work, and assesses the achievement of the course's knowledge objectives, ability objectives and literacy objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Learning and Exam Requirements	<p>The course is scored out of 100, with 60 being the passing mark.</p>
Reading List	<p>1. Liu Pu, Zhang Yiyang (eds.). Digital Illustration Design. Hubei: Huazhong University of Science and Technology Press, 2022.11</p> <p>2. Yang Dongping. The Spirit of University. Shenyang: Liaohai Publishing House, 2015.15-18</p> <p>3. Yu Yutong (Ed.). Illustration Classroom. Beijing: People's Posts and Telecommunications Press, 2019.10</p> <p>4. Chen Lan (Ed.). *Illustration Techniques Tutorial*. Jilin: Northeast Normal University Press, May 2018, 1st Edition.</p>

version number	Version 2022 took effect in September 2022 V2022.1, update: ECTS-based credit and workload calculation
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Digital 2D Animation Design

Module Name	2D Animation Design		
Semester of module instruction	4th semester		
Module Owner	Liang Boqin		
language	the Chinese language		
Relationship to the course	Required Professional Courses		
teaching method	Teacher-centered methods: case teaching, questioning; Interactive methods: inquiry-based problem learning, teaching seminars (including group discussions); Practical approach: Project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 168 class hours Teaching hours: 4 hours per week for 18 weeks, 72 hours in total Self-study hours: 5.3 hours per week for 18 weeks, totaling 96 hours, including after-class assignments, exam preparation time, etc.		
credit	6 credits		
Prerequisites and recommendations for joining this module	Computer-aided digital illustration design		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Be able to use animation, film and television post-production, network interaction, information audiovisual and other technologies to create digital media art works;	R3.1
	CLO2	Be able to apply modern digital technology and software tools to collect, analyze and process information data, write reports or design documents, and clearly express professional opinions;	R4.1
	CLO3	Ability to work with cross-disciplinary teams.	R4.6
content	This course is an artistic form that combines traditional 2D animation with modern digital technology. By leveraging computer software and technical solutions, this design approach retains the essence of 2D animation while fully utilizing technological advantages to achieve richer, more dynamic, and interactive visual effects. Digital 2D animation effects are widely applied across various media and platforms,		

	<p>extensively used in fields such as film, advertising, gaming, and social media. Through this program, students will learn to create visually striking and engaging dynamic visuals that enhance brand recognition. The curriculum employs teaching methods including problem-solving approaches, case studies, task-driven learning, real-world project integration, and group discussions, all centered around cultivating students' dynamic animation design thinking, technical skills, and aesthetic sensibilities.</p> <p>content of courses :</p> <p>Chapter 1: Introduction to 2D Digital Animation (Weight: 4/72, Level: Understanding)</p> <p>Chapter 2 Principles of Motion Design (Weight 4/72, Level: Memory + Understanding)</p> <p>Chapter 3: Basic Animation Production (Weight 12/72, Level: Memory + Understanding + Application)</p> <p>Chapter 4: Scene and Character Design (Weight: 10/72, Level: Memory + Understanding + Application)</p> <p>Chapter 5: Dynamic Storyboarding Design (Weight: 8/72, Level: Memory + Understanding + Application)</p> <p>Chapter 6 Interactive Animation Design (Weight 10/72, Level: Memory + Understanding + Application)</p> <p>Chapter 7 Post-production Synthesis and Special Effects (Weight: 6/72, Level: Memory + Understanding + Application)</p> <p>Chapter 8: Comprehensive Project Practice (8/72 Weight, Level: Memory + Understanding + Application + Creativity)</p> <p>Chapter 9: Creative Expansion and Practice (Weight: 10/72, Level: Memory + Understanding + Application + Creativity)</p>
<p>Assessment format</p>	<p>1. The course assessment consists of process assessment and final assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 40% of the total score.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It primarily evaluates the teaching content through written exams, assessing the achievement of the course's knowledge, ability, and literacy objectives.</p>
<p>Learning and Exam Requirements</p>	<p>The course is scored out of 100, with 60 being the passing mark.</p>
<p>Reading List</p>	<p>1. Wang Wei. Adobe Animate CC Animation Production Case Tutorial. Beijing: Publishing House of Electronics Industry, 2019.04.</p> <p>2. Wang Wei. After Effects Dynamic Design: UI Animations, MG Animations, and Film & TV Special Effects. Beijing: People's Posts and Telecommunications Press, 2023.04.</p> <p>3. Peng Lizhu. Creating 2D Animated Shorts. Wuhan, Hubei: Huazhong</p>

	University of Science and Technology Press, 2019. 4. Chris Jackson. AE Dynamic Design: MG Animation + UI Animation. Beijing: People's Posts and Telecommunications Press, 2020.12.
version number	Version 2022 took effect in September 2022 V2022.1, update: ECTS-based credit and workload calculation

Digital Image Editing and Compositing

Module Name	Digital Image Editing and Compositing
Semester of module instruction	3rd semester
Module Owner	Xiang Fengyun

language	the Chinese language		
Relationship to the course	Required Professional Courses		
teaching method	Teacher-centered methods: lectures, case teaching, questioning; Interactive methods: inquiry-based problem learning, teaching seminars (including group discussions); Practical approach: Project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 168 class hours Teaching hours: 4 hours per week for 18 weeks, 72 hours in total Self-study hours: 5.3 hours per week for 18 weeks, totaling 96 hours, including homework and exam preparation time.		
credit	6 credits		
Prerequisites and recommendations for joining this module	Digital image capture		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Be able to use animation, film and television post-production, network interaction, information audiovisual and other technologies to create digital media art works;	R3.1
content	<p>The course "Digital Image Editing and Compositing" is specifically designed for undergraduate students in digital media majors. As a core discipline course, it aims to equip students with essential skills in film and television post-production, including video editing, audio processing, animation production, keying compositing, color correction, and special effects creation. The curriculum emphasizes both theoretical understanding of digital image editing and compositing, while providing extensive hands-on practice to master industry-standard software (such as Adobe Premiere Pro and Adobe After Effects) for creative video production.</p> <p>content of courses :</p> <p>Chapter 1: Post-Production Techniques for Film and Television (3/72 Weight, Level: Memorization)</p> <p>Chapter 2: Basic Editing Techniques (Weight: 10/72, Level: Understanding + Application)</p> <p>Chapter 3: Video and Audio Editing Techniques (Weight: 10/72, Level: Application)</p> <p>Chapter 4: Video Transition Techniques (Weight 7/72, Level: Application)</p> <p>Chapter 5: Video Motion Effect Editing (Weight 9/72, Level: Applied)</p>		

	<p>Chapter 6: Video Special Effects (Weight: 9/72, Level: Application)</p> <p>Chapter 7 Digital Audio Editing Techniques (Weight 7/72, Level: Application)</p> <p>Chapter 8: Design and Application of Subtitles (Weight 7/72, Level: Application)</p> <p>Chapter 9 Image Compositing Technology (Weight: 10/72, Level: Application)</p>
Assessment format	<p>1. The course assessment consists of process assessment and summative assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 40% of the total score.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It primarily evaluates the teaching content through written exams to assess the achievement of the course's knowledge, ability, and literacy objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	<p>1. "Adobe Premiere Pro CC 2018 Classic Tutorial (Color Edition)" by Maxim Yago, published by People's Posts and Telecommunications Press in January 2018.</p> <p>2. Digital Film and Television Post-Production Editing and Compositing, by Zhang Pingping, Shanghai Jiao Tong University Press, published in January 2023.</p> <p>3. "After Effects: Film and Television Special Effects Production (2nd Edition)" by Wei Liang, published by Shanghai Jiao Tong University Press in January 2023.</p>
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

Visual Information Design

Module Name	Visual Information Design
Semester of module instruction	4th semester
Module Owner	Xiao Xue
language	the Chinese language
Relationship to the course	Required Professional Courses
teaching method	Teacher-centered methods: lectures, case teaching, questioning; Methods of interaction: inquiry-based problem learning, teaching discussion (including group discussion); Practical approach: Project practice
Workload (including teaching hours and self-study hours)	Total workload (estimated): 168 class hours Teaching hours: 4 hours per week for 18 weeks, 72 hours in total Self-study hours: 5.3 hours per week for 18 weeks, totaling 96 hours, including after-class assignments, exam preparation time, etc.
credit	6 credits
Prerequisites and recommendations for joining this module	Fundamentals of User Experience and Interaction Design, Introduction to Digital Media Arts, Innovation Design Thinking, Computer-Aided Design (Photoshop and Illustrator),

		Digital Illustration Design, Typography and Layout Design	
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Master the development history, cutting-edge knowledge and innovation direction of the major, and be able to apply the knowledge to interpret the works related to the major.	R2.2
	CLO2	Be able to use animation, film and television post-production, network interaction, information audiovisual and other technologies to create digital media art works;	R3.1
content	<p>Through this course, students will broaden their perspectives in four key areas: understanding the evolution of information design, exploring its origins and development globally, and analyzing future trends in the big data era. By integrating and analyzing information data, students will develop problem identification, analysis, and resolution skills. The program cultivates independent thinking to address challenges in a diverse and globalized society, enabling students to research and solve both professional and social issues. Students will master visual design techniques, learn to integrate and analyze information data across different categories, and acquire artistic expression methods for data visualization. Through hands-on training projects, students will develop interdisciplinary practical skills combining artistic, humanistic, and technological competencies. Off-campus teaching utilizes museums, libraries, and training bases as data collection sources, requiring students to combine market insights with data collection and visualization.</p> <p>content of courses :</p> <p>Chapter 1: Overview of Information Design (Weight: 4/72, Level: Understanding)</p> <p>Chapter 2: Key Concepts in Information Visualization Design (Weight: 4/72, Level: Understanding)</p> <p>Chapter 3: Information Design Process and Related Theories (Weight: 8/72, Level: Memory + Understanding)</p> <p>Chapter 4: Research on Types and Presentation Methods of Information Design (Weight: 16/72, Level: Memorization + Understanding + Application)</p> <p>Chapter 5: Visual Arts and Information Visualization Design (Weight: 24/72, Level: Memory + Understanding + Creativity)</p> <p>Chapter 6: Content Classification Analysis of Information Visualization Design (Weight: 16/72, Level: Knowledge-Analysis-Evaluation)</p>		
Assessment format	<p>1. The course assessment consists of process assessment and final assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process-based assessment, scored on a percentage basis, accounts for 40% of the final grade. It evaluates students' classroom participation,</p>		

	<p>homework performance, periodic assessments, and self-directed learning progress, with corresponding point allocations.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It evaluates the teaching content through the form of the work, and assesses the achievement of the course's knowledge objectives, ability objectives and literacy objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	<p>1. Information Visualization Design, ISBN: 978-7-5503-2080-2, by Zhao Lu and Zhang Ruhe, published by China Academy of Art Press, as part of the Art Design Excellence Series for Higher Education Institutions, June 2020.</p> <p>2. Information Visualization Design, ISBN: 978-7-5503-1127-5, edited by Chen Ran and Li Fangzhou, published by China Academy of Art Press, as part of the Art Design Excellence Series for Higher Education Institutions, August 2019.</p> <p>3. "Infographics: Creating with Top Designers", ISBN: 01-2012-5560, Japan: Hiroshi Kimura (Author), translated by Wu Xiaofen and Gu Yi, People's Posts and Telecommunications Press, May 2013.</p>
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

Motion Design

Module Name	Motion Design		
Semester of module instruction	4th semester		
Module Owner	Yao Yichao		
language	the Chinese language		
Relationship to the course	Required Professional Courses		
teaching method	Teacher-centered methods: lectures, case teaching, questioning; Methods of interaction: inquiry-based problem learning, teaching discussion (including group discussion); Practical methods: Project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 168 class hours Teaching hours: 4 hours per week for 18 weeks, 72 hours in total Self-study hours: 5.3 hours per week for 18 weeks, totaling 96 hours, including after-class assignments, exam preparation time, etc.		
credit	6 credits		
Prerequisites and recommendations for joining this module	Digital image editing and compositing		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Understand the creative process and basic theory of digital media art, master the professional knowledge of digital media art discipline, and have the composite ability of art, technology and cross-discipline;	R2.3

	<p>CLO2 Be able to use animation, film and television post-production, network interaction, information audiovisual and other technologies to create digital media art works;</p>	<p>R3.1</p>
<p>content</p>	<p>The course "Dynamic Image Design" serves as a core discipline in the Digital Media program, designed to equip students with skills in dynamic image design, shooting, and post-production. Focusing on the application of dynamic imagery in the new media environment, the course integrates practical teaching to holistically develop students' creative abilities, technical proficiency, and artistic expression.</p> <p>Through this course, students will acquire fundamental theoretical knowledge of moving images, including the historical development of visual media, core elements of cinematic language, and narrative techniques. The curriculum also emphasizes hands-on training in technical requirements for motion image production, post-production editing workflows, and creative applications of film and television special effects. This comprehensive approach enables students to master the entire process from pre-production preparation and practical filming to post-production, ensuring seamless integration of technical skills and creative application.</p> <p>The course will strengthen experimental (practical) learning hours through project-based learning and case analysis, encouraging students to think independently and innovate in their designs while completing individual or team projects. It will also guide students in learning how to design and produce video works in appropriate formats according to different playback platforms and audience needs, adapting to the ever-changing media environment and market demands. Upon completion, students will acquire comprehensive skills in dynamic image design and production, laying a solid foundation for advanced digital media courses and future careers. Prerequisites for this course include "Digital Image Editing and Compositing", with subsequent courses such as "Digital 3D Motion Design". "Dynamic Image Design" serves as a crucial foundation for students to learn the aforementioned advanced courses.</p> <p>content of courses :</p> <p>Chapter 1: Overview of Films and Microfilms (Weight: 4/72, Category: Memory)</p> <p>Chapter 2: Microfilm Production Workflow (10/72 Weight, Level: Understanding + Application)</p> <p>Chapter 3 Screenwriting Techniques (Weight: 10/72, Level: Understanding + Application)</p> <p>Chapter 4: Video Post-Production Editing (Weight: 20/72, Level: Understanding + Application)</p> <p>Chapter 5: Film and Television Special Effects Technology (28/72 score, Level: Understanding and Application)</p>	
<p>Assessment format</p>	<p>1. The course assessment consists of process assessment and summative assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 40% of the total score.</p>	

	<p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It primarily evaluates the teaching content through written exams to assess the achievement of the course's knowledge, ability, and literacy objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	<ol style="list-style-type: none"> 1. "Adobe Premiere Pro CC 2018 Classic Tutorial (Color Edition)", edited by Maxim Yago, published by People's Posts and Telecommunications Press in 2018. 2. "Adobe After Effects CC 2018 Classic Tutorial (Colored Edition)", edited by Brigitte, published by People's Posts and Telecommunications Press in 2018. 3. "Microfilm Tutorial: Directing + Shooting + Composition + Lighting + Post-production", edited by Chen Qin and Tong Zhongsheng, published by People's Posts and Telecommunications Press in 2017. 4. "Microfilm Creation Record and Tutorial", edited by Li Yuning, Tsinghua University Press, 2017.
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

3D Digital Animation Design

Module Name	3D Digital Animation Design
Semester of module instruction	6th semester

Module Owner	Yao Yichao		
language	the Chinese language		
Relationship to the course	Required Professional Courses		
teaching method	Teacher-centered methods: lectures, case teaching, questioning; Interactive methods: inquiry-based problem learning, teaching seminars (including group discussions); Practical approach: Project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 252 class hours Teaching hours: 7 hours per week for 18 weeks, 126 hours in total Self-study hours: 7 hours per week for 18 weeks, totaling 126 hours, including homework and exam preparation time		
credit	9 credits		
Prerequisites and recommendations for joining this module	Computer-Aided Design, Fundamentals of Modeling, Design Composition		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Be able to use animation, film and television post-production, network interaction, information audiovisual and other technologies to create digital media art works;	R3.1
	CLO2	Be able to explore and innovate in technology and application, and design corresponding digital media art project creation plans;	R3.2
	CLO3	Ability to work with cross-disciplinary teams.	R4.6
content	<p>"Digital 3D Motion Design" is a core course recommended by the National Quality Standards for Undergraduate Programs in Higher Education Institutions. It serves as the foundation for fulfilling three key objectives outlined in the "Graduation Requirements" section of the "Digital Media Arts Undergraduate Talent Development Plan". Prerequisites for this course include "Computational and Aided Design" and "Digital 2D Motion Design", while subsequent courses such as "MAYA Special Effects and Production" build upon its knowledge. This course forms a crucial foundation for students to master advanced technical skills in motion design.</p> <p>content of courses :</p> <p>Chapter 1: Basic Software Operations (Weight: 18/126, Level: Memorization)</p>		

	<p>Chapter 2: Basic Modeling Operations-Fundamentals of 3D Animation (Weight: 18/126, Level: Understanding + Application)</p> <p>Chapter 3 Material Rendering: Creating Materials and Textures (Weight 21/126, Level: Understanding + Application)</p> <p>Chapter 4 Lighting Settings: Lighting and Rendering (Weight 21/126, Level: Understanding + Application)</p> <p>Chapter 5: Environmental Effects Rendering and 3D Motion Effects Production (Weight 24/126, Level: Understanding + Application)</p> <p>Chapter 6 Post-Processing (Weight 24/126, Level: Understanding + Application)</p>
Assessment format	<p>1. The course assessment consists of process assessment and summative assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 40% of the total score.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It primarily evaluates the teaching content through written exams to assess the achievement of the course's knowledge, ability, and literacy objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	<p>1. "Blender 3D Design Case Studies" edited by Lai Yang, published by People's Posts and Telecommunications Press in 2024.</p> <p>2. "3ds Max2022 Chinese Edition: A Complete Self-Study Guide" edited by Li Minjuan, published by Publishing House of Electronics Industry in 2022.</p> <p>3. "Cinema 4D from Beginner to Master", edited by Cao Maopeng, China Water Resources Press, 2021.</p>
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

Professional Fieldwork

Module Name	Professional Fieldwork
Semester of module instruction	Second semester
Module Owner	Yang Xiao
language	the Chinese language
Relationship to the course	Professional intensive training
teaching method	Teacher-centered methods: lectures, case teaching, questioning; Methods of interaction: inquiry-based problem learning, teaching discussion (including group discussion); Practical approach: Project practice

Workload (including teaching hours and self-study hours)	Total workload (estimated): 60 credit hours Teaching hours: 20 hours per week for 1 week, 20 hours Self-study hours: 40 hours per week for one week, including after-class assignments.		
credit	2 credits		
Prerequisites and recommendations for joining this module	History of Design in China and abroad, Computer-Aided Design, Introduction to Digital Media		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Able to abide by laws and regulations, show integrity, professional spirit and sense of responsibility, and have good social ethics and professional ethics;	R1.2
	CLO2	Respect and understand the differences of multiculturalism, and have an international vision and cross-cultural understanding ability.	R1.5
	CLO3	Have the ability to communicate effectively with peers and the public in the field of digital media art;	R4.2
content	This course focuses on cultivating students' comprehensive abilities through a one-week fieldwork program. By immersing students in real-world cultural environments, it helps them understand professional fieldwork methodologies, explore the interplay between local customs, human expressions, and cultural landscapes, while keeping up with current design trends. The practical curriculum introduces fundamental concepts of digital media art. Through field visits, investigations, and research—particularly by examining design materials and related artistic domains—students develop proactive analytical skills to interpret design trends and deepen their understanding of digital media art. Additionally, appreciating artistic visual presentations enables students to gather practical materials for future design projects. content of courses : Project 1: Sketching (8/20, Level: Memory + Understanding) Item 2: Data Collection (Photography & Videography) (8/20 Weight, Level: Memory + Understanding + Creativity) Project 3 Research Report (Weight: 4/20, Level: Analysis + Creativity)		
Assessment format	1. The course assessment consists of process assessment and summative assessment. 2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment (1) Process assessment, with a percentage score, accounts for 40% of the		

	<p>total score.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It primarily evaluates the teaching content through written exams, assessing the achievement of the course's knowledge, ability, and literacy objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	<p>1. "Design Sketching" edited by Yan Pin, Long Yinjiao, Zhao Shengling, and Chen Xue, published by China Light Industry Press in June 2018.</p> <p>2. "Color Design", edited by Zhang Geming, Shanghai People's Fine Arts Publishing House, May 2019.</p>
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

Digital Media Design Application Ability Comprehensive Practice 1

Module Name	Digital Media Design Application Ability Comprehensive Practice 1
Semester of module instruction	4th semester
Module Owner	Liang Boqin
language	the Chinese language
Relationship to the course	Required Professional Courses
teaching method	<p>Teacher-centered methods: lectures, case teaching, questioning;</p> <p>Methods of interaction: inquiry-based problem learning, teaching discussion (including group discussion);</p> <p>Practical approach: Project practice</p>
Workload (including teaching hours and self-study hours)	<p>Total workload (estimated): 60 class hours</p> <p>Teaching hours: 10 hours per week for 2 weeks, 20 hours in total</p> <p>Self-study hours: 20 hours per week for 2 weeks, totaling 40 hours, including homework and exam preparation time</p>
credit	2 credits

Prerequisites and recommendations for joining this module	Computer aided design, digital image editing and synthesis		
Module Objective/Expected Learning Outcomes	Course Learning Outcomes	description	Support graduation requirements
	CLO1	Explore the latest industry trends, master the communication theory and application methods of digital media art.	R2.4
	CLO2	Ability to select and use appropriate modern design tools to solve design problems in the field of digital media art.	R3.3
	CLO3	Ability to work with cross-disciplinary teams.	R4.6
content	<p>"Comprehensive Practical Application of Digital Media Design 1" is a core course recommended by the "National Quality Standards for Undergraduate Programs in Higher Education Institutions". As a pivotal component supporting the graduation requirements of Digital Media Arts, this course fulfills three key indicators outlined in the "Graduation Requirements" section of the "Undergraduate Talent Development Plan for Digital Media Arts". With the rapid advancement of digital technologies, digital media design has become an essential part of modern creative industries. Through hands-on practice, this course aims to deepen students' understanding of digital media design concepts, technologies, and trends while cultivating innovative thinking and practical skills. Prerequisites for this course include "Computational and Aided Design", with "Comprehensive Practical Application of Digital Media Design" serving as a crucial foundation for students to advance in subsequent courses.</p> <p>content of courses :</p> <p>Project 1: Fundamentals of Digital Media Art Creation (4/20, Level: Memory + Understanding + Application)</p> <p>Item 2: Digital Media Art Creation Experiment (Weight: 10/20, Level: Memory + Understanding + Application + Creativity)</p> <p>Project 3: Comprehensive Media Art Creation Experiment (6/20 Weight, Level: Memory + Understanding + Application + Creativity)</p>		
Assessment format	<p>1. The course assessment consists of process assessment and summative assessment.</p> <p>2. Grade Evaluation: The final course grade = 40% of process assessment + 60% of final assessment</p> <p>(1) Process assessment, with a percentage score, accounts for 40% of the</p>		

	<p>total score.</p> <p>(2) The final assessment, with a full score of 100 points, accounts for 60% of the total grade. It primarily evaluates the teaching content through written exams, assessing the achievement of the course's knowledge, ability, and literacy objectives.</p> <p>(3) Those who are absent from class for more than 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Learning and Exam Requirements	The course is scored out of 100, with 60 being the passing mark.
Reading List	<p>1. Yang Dongping. The Spirit of University. Shenyang: Liaohai Publishing House, 2015.15-18.</p> <p>2. Pei Ruopeng. Digital Media Design: Micro-lecture Edition. Beijing: Tsinghua University Press, 2020.09.</p>
version number	<p>Version 2022 took effect in September 2022</p> <p>V2022.1, update: ECTS-based credit and workload calculation</p>

Digital Media Design Application Ability Comprehensive Practice 2

Module Name	Digital Media Design Application Ability Comprehensive Practice 2
The semester this module is taught	6th Semester
Module Leader	yaoyichao
language	Chinese
Relationship with the course	Compulsory courses for the major
Teaching Methods	<p>Teacher-centered approach: case teaching ;</p> <p>Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions);</p> <p>Practice method: project practice</p>
Workload (including teaching hours and self-study hours)	<p>Total estimated workload: 60 class hours</p> <p>Teaching hours: 20 hours in total, 10 hours per week for 2 weeks</p> <p>Self-study hours: 40 hours in total, 20 hours per week for 2 weeks, including: post-class software learning and reading reference books</p>
credit	2 credits

<p>Required and recommended prerequisites for joining this module</p>	<p>on field trips and digital media design (1)</p>		
<p>Module Objectives/Expected Learning Outcomes</p>	<p>Course Learning Outcomes</p>	<p>describe</p>	<p>Support graduation requirements</p>
	<p>CLO1</p>	<p>Understand the complete process of short videos from planning, shooting, editing to publishing.</p>	<p>R 2.4</p>
	<p>CLO2</p>	<p>Creativity and content planning , able to write scripts that conform to the logic of short video dissemination and complete short video production.</p>	<p>R 3.3</p>
	<p>CLO3</p>	<p>Ability to adapt to team workflow and express creative ideas clearly.</p>	<p>R 4.6</p>
<p>content</p>	<p>The full-process short video production objective is to understand the planning and scriptwriting methods for short video topics, as well as the shooting and editing methods. Students will be able to produce short videos based on project needs , using digital cameras and smartphones to shoot beautiful and thematic short videos . Students will also be able to use various video editing software to edit and creatively produce videos.</p> <p>Teaching content: Chapter 1 Topic Selection (Weight 4/20 , Level: Understanding - Evaluation) Chapter 2 Scriptwriting (Weight 4 / 20 , Level: Understanding - Creation) Chapter 3 Short Video Shooting (Weight 6/20 , Level: Application - Creation) Chapter 3 Video Editing (Weight 6 / 20 , Level: Applied - Creative)</p>		
<p>Assessment form</p>	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>The process assessment is scored on a 100-point scale and</p>		

	<p>accounts for 40% of the total score.</p> <p>The final assessment, with a maximum score of 100 points, accounts for 60% of the total score. It primarily assesses the teaching content through the form of a project , and evaluates the degree of achievement of the course's knowledge objectives, ability objectives, and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Study and examination requirements	Five-level evaluation system, passing is the passing score for this course
Reading List	<p>1. Deng Yuanbing . Short Video Planning, Shooting and Production . Beijing : Posts and Telecommunications Press , 2022.01</p> <p>2. Lu Wenyu. Short Video Editing and Production . Beijing: Posts and Telecommunications Press , 2023.04</p>
Version number	<p>V202 2 , the major version will take effect in September 202 2</p> <p>V202 2 . 1 , Update: Calculate credits and workload according to ECTS</p>

Graduation Field Work

Module Name	Graduation Field Work		
The semester this module is taught	7th and 8th semesters		
Module Leader	Yang Shuhan		
language	Chinese		
Relationship with the course	Concentrated practical classes		
Teaching Methods	<p>Teacher-centered approach: case teaching, questioning ;</p> <p>Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions);</p> <p>Practice method: project practice</p>		
Workload (including teaching hours and self-study hours)	<p>Total estimated workload: 480 class hours</p> <p>Teaching hours: 22.5 hours per week for 16 weeks, totaling 360 hours</p> <p>Self-study hours: 7.5 hours per week for 16 weeks, totaling 120 hours, including: writing internship logs, reading industry classic books, and supplementing professional skills required for the position.</p>		
credit	16 credits		
Required and recommended prerequisites for joining this module	Digital Media Design Comprehensive Training (1), (2)		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Ability to apply what you have learned to create visual content that meets industry standards based on internship project requirements;	R 3.3
	CLO2	Able to analyze, write and implement project plans ; Participate in the entire process from planning, production to publishing of digital media projects;	R 4.2
	CLO3	Able to adapt to team work processes; learn to communicate effectively with clients and colleagues and express creative ideas	R 4.3

	clearly.
content	<p>This course is mainly aimed at digital media graduates to strengthen their understanding of society, enterprises and professions before graduation design; understand the development status and trends of the profession, and become familiar with the process and methods of digital media art design; and deeply analyze the ability requirements of society and enterprises for design talents during internships .</p> <p>Teaching content:</p> <p>Internship directions include film and television post-production (short video production, film and television editing, special effects synthesis), graphic/UI design (brand visual design, APP/web interface design), new media operation (content planning, account operation), animation/game (3D modeling, character animation, game art); during the internship, digital media theoretical knowledge and core tools are applied to create digital works.</p> <p>(Weight 180 / 180 , Level: Applied - Creative)</p>
Assessment form	<ol style="list-style-type: none"> 1. Course assessment consists of enterprise evaluation and instructor assessment. 2. Company evaluation (40%) : work attitude, task completion quality, and teamwork ability. 3. Internship instructor (60 %): Complete the job internship manual, including one weekly job internship minutes and a 3,000-word internship summary .
Study and examination requirements	Five-level evaluation system, passing is the passing score for this course
Reading List	<ol style="list-style-type: none"> 1. Michelle Gaofeng. Fundamentals of Photography (2nd Edition) . Nanjing: Nanjing University Press , 2014.10-18. 2. Donald Alexander Sheff. Photography Textbooks from the New York Institute of Photography. Beijing: China Photography Publishing House , 2018.15-30.
Version number	<p>V2022 , the major version will take effect in September 2022</p> <p>V2022.1, Update: Calculate credits and workload according to ECTS</p>

Graduation Thesis (Design)

Module Name	Graduation Thesis (Design)		
The semester this module is taught	8th semesters		
Module Leader	Yu Mengyao		
language	Chinese		
Relationship with the course	Compulsory courses for the major		
Teaching Methods	Teacher-centered approach: lectures, case studies, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total estimated workload: 420 class hours Teaching hours: 22 hours per week for 14 weeks, totaling 308 hours Self-study hours: 8 hours per week for 14 weeks, totaling 112 hours, including: after-class assignments, exam preparation time, etc.		
credit	14 credits		
Required and recommended prerequisites for joining this module	Paper Writing		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Capable of creating digital media artworks through the application of animation, film and television post-production, web interaction, audiovisual information, and other related technologies;	R 3.1
	CLO2	Capable of exploring and innovating in technology and application, and developing corresponding creative plans for digital media art projects;	R 3.2
	CLO3	Capable of selecting and utilizing appropriate modern design tools to solve design problems in the field of digital media art.	R 3.3
content	Graduation projects are the final and crucial summative component of undergraduate education. They require both		

	<p>professional theoretical and design skills and a solid foundation in mathematics and physics; imaginative and visual thinking coupled with rigorous, linear logical reasoning. Through these projects, students are able to integrate their knowledge of practical work related to their majors through social practice, gaining a perceptual understanding of the fundamental theories, skills, and professional knowledge they have learned, and develop the ability to independently analyze and solve practical problems. This integration of theory and practice is a concentrated demonstration of practical skills, combined with internship practice, laying a solid foundation for students' post-graduation careers. It also serves as a test of teaching effectiveness, accumulating experience to further improve the quality of education and teaching, cultivate qualified personnel, and lay the foundation for future research in related fields.</p> <p>Teaching content:</p> <p>Project 1 Graduation Project Description (Weight 70 / 140 , Level: Understanding + Creation)</p> <p>Project 2 Graduation Design Work (Weight 70 / 140 , Level: Understanding + Creation)</p>
Assessment form	<ol style="list-style-type: none"> 1. Obtain the signature of the graduation project instructor, pass the graduation project defense and write a comment with the official seal of the unit. 2. The intern must write a graduation project description independently. Generally, the text should be no less than 5,000 words. After the description is completed, it should be printed. The number of copies should be printed according to the number of teachers who will be defending the thesis. 3. The score is calculated based on the average of the instructor's review score and the defense group teacher's score.
Study and examination requirements	<p>The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.</p>
Reading List	<p>[1] He Hui, Zhu Heping. Graduation Design and Thesis Guidance for Design Majors. Hunan: Hunan University Press , 2018.10-25.</p> <p>[2] Zhang Xinke. Graduation Design (Thesis) for Vocational Colleges. Beijing: Chemical Industry Press , 2012.10-35.</p> <p>[3] Liang Fujun. SCI paper writing and submission. Beijing: Machinery Industry Press , 2019.20-25.</p> <p>[4] Chen Ping. Graduation Project and Thesis Guidance. Beijing: Peking University Press , 2015.20-28.</p>
Version number	<p>V2022 , the major version will take effect in September 2022</p> <p>V2022.1, Update: Calculate credits and workload according to ECTS</p>

Innovative Design Thinking

Module Name	Innovative Design Thinking		
The semester this module is taught	Semester 2		
Module Leader	Liang Boqin		
language	Chinese		
Relationship with the course	Professional elective courses		
Teaching Methods	Teacher-centered approach: lectures, case studies, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 84 hours Teaching hours: 2 hours per week, 18 weeks, 36 hours Self-study hours: 2.67 hours per week, 48 hours for 18 weeks , including homework, exam preparation, etc.		
credit	2 credits		
Required and recommended prerequisites for joining this module	Modeling Basics 1, Modeling Basics 2, Modeling Basics 3, Design Composition		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Understand the laws of artistic development and possess high humanistic qualities, aesthetic ability, and appreciation ability;	R 1.4
	CLO2	Ability to apply modern digital technologies and software tools to collect, analyze and process information data, write reports or design documents, and clearly express professional insights;	R 4.1
	CLO3	Be able to effectively apply digital media arts knowledge and skills to serve local economic development;	R 4.3
content	The "Innovative Design Thinking" course provides a systematic, process-based, and actionable approach to cultivating the innovative and creative abilities fundamental to entrepreneurship.		

	<p>Design thinking embodies an openness to experimentation, a love of storytelling, a need for collaborative collaboration with diverse individuals, and an intuitive emphasis on hands-on thinking and modeling. The course also equips students with a systematic approach to building, producing, and communicating complex concepts using simple, sophisticated techniques. It aims to enhance the innovative awareness and capabilities of digital media students, enabling them to generate innovative insights and practices, and apply the scientific research methods of innovative design thinking to comprehensively analyze and research complex digital media issues and propose corresponding strategies or solutions.</p> <p>Teaching content:</p> <p>Project 1 Design Thinking Introduction (Weight 4 / 36 , Level: Memorization + Understanding)</p> <p>Project 2 The Importance of Thinking Breakthroughs (Weight 4 / 36 , Levels: Memory + Understanding + Creativity)</p> <p>Project Three Exploring and Discovering Problems (Weight 6 / 36 , Level: Analytical + Creative)</p> <p>Project 4 Solution Envisioning (Weight 6 / 36 , Level: Analysis + Creation + Application)</p> <p>Project Five Product/Service Prototype Visualization (Weight 4 / 36 , Level: Analysis + Creation + Application)</p> <p>Project Six Product and Service Testing (Weight 4/36 , Level: Analysis + Creation + Application + Evaluation)</p> <p>Project Seven Design Thinking Practice (Weight 8/36 , Level: + Creation + Application + Evaluation)</p>
<p>Assessment form</p>	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through examination papers, and evaluates the achievement of the course knowledge objectives, ability objectives, and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
<p>Study and examination</p>	<p>The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.</p>

requirements	
Reading List	<ol style="list-style-type: none">1. Yang Dongping. University Spirit. Shenyang: Liaohai Publishing House, 2015.15-18.2. Jiao Yanjun, Zhao Rui, and Duo Wenjuan. Design Thinking. Beijing: Tsinghua University Press, July 2017.3. Tim Brown. Design Changes Everything. Shenyang: Wanjuan Publishing Company, 2015.4. Design Thinking: Essential Innovative Thinking Skills for the Right Brain Era. Beijing: China Industry and Information Technology Publishing Group. 2015.5. Lu Bainian. Innovative Design Thinking: Design Thinking Methodology and Practice Handbook. Beijing: Tsinghua University Press, 2015.
Version number	V2022 , the major version will take effect in September 2022 V2022.1, Update: Calculate credits and workload according to ECTS

Digital Storytelling Design

Module Name	Digital Storytelling Design		
The semester this module is taught	Semester 3		
Module Leader	Yao Yichao		
language	Chinese		
Relationship with the course	Professional elective courses		
Teaching Methods	Teacher-centered approach: lectures, case studies, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 84 hours Teaching hours: 2 hours per week, 18 weeks, 36 hours Self-study hours: 2.67 hours per week, 48 hours for 18 weeks , including homework, exam preparation, etc.		
credit	2 credits		
Required and recommended prerequisites for joining this module	Modeling basics, design composition, computer-aided design		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	By studying this experimental practice course, students can master the basic skills of digital narrative and have certain design appreciation and creative abilities.	R 2.2 , R 3.2 , R 4.6
	CLO2	By studying this experimental practice course, students can master the application and operation capabilities of digital narrative related software and have the ability to develop and produce animation.	R 2.2 , R 3.2 , R 4.6
	CLO3	Able to comply with relevant laws and regulations on digital storytelling, possess good media literacy and humanistic spirit, and possess high cultural literacy and	R 1.2

	cultural confidence.
content	<p>By learning the basic principles of digital storytelling, understanding the composition and lens language of film and television animation in advance, and practicing telling complete stories through continuous images, students' creative thinking will be opened up, their artistic aesthetic level will be improved, and their ability of figurative thinking, creation and expression will be increased, laying the foundation for professional creation. After the digital storytelling course, an exhibition can be held.</p> <p>Teaching content:</p> <p>Chapter 1 Character Background Design (Weight 12/36 , Level : Memory + Understanding)</p> <p>Chapter 2: Creation of a Themed Single Work (Weight 12 / 36 , Level: Understanding + Application)</p> <p>Chapter 3: Storytelling Creation (Weight 12/36 , Level: Understanding + Application)</p>
Assessment form	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through examination papers, and evaluates the achievement of the course knowledge objectives, ability objectives, and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Study and examination requirements	The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.
Reading List	<p>1. Comics Practical Tutorial, edited by Xu Peiyu, published by Shanghai People's Publishing House in 2016.</p> <p>2. Introduction to Modern Comics, edited by Wang Yongsheng, published by Ocean Press in 2010.</p> <p>3. Comic Storyboard Expression Tutorial, edited by Zhang Xian, published by Posts and Telecommunications Press in 2017.</p>
Version number	<p>V2022, the major version will take effect in September 2022</p> <p>V2022.1, Update: Calculate credits and workload according to ECTS</p>

User Interface Design

Module Name	User Interface Design		
The semester this module is taught	Semester 4		
Module Leader	Xu Shoulei		
language	Chinese		
Relationship with the course	Professional elective courses		
Teaching Methods	Teacher-centered approach: case teaching, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Project Learning		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 168 hours Teaching hours: 4 hours per week, 18 weeks, 72 hours Self-study hours: 5.33 hours per week , 18 weeks, 96 hours in total , including homework, exam preparation, etc.		
credit	4 credits		
Required and recommended prerequisites for joining this module	User Experience and Interaction Design Basics, Introduction to Digital Media Art, Design Composition » Computer-aided design » Digital illustration design» Font and layout design		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Be familiar with the development history, cutting-edge knowledge and innovative directions of this major, and be able to apply the knowledge learned to interpret related works in this professional field.	R 2.2
	CLO2	Be able to effectively apply digital media art knowledge and skills to serve local economic development.	R 4.3
content	By studying this course, students can master the basic principles and methods of user interface design, understand interaction theory and interface design methods, and acquire user interface design thinking skills, as well as master learning and information acquisition skills, as well as certain organizational and management skills. Teaching content:		

	<p>Chapter 1 User Interface Design Fundamentals (Weight 8 / 72 , Level: Understanding)</p> <p>Chapter 2 Product Analysis and User Analysis (Weight 12 / 72 , Level: Memory + Understanding)</p> <p>Chapter 3 Interface Icon Design (Weight 6 / 72 , Level: Memory + Understanding + Creation + Evaluation)</p> <p>Chapter 4 Interface Design Visual Design (Weight 20 / 72 , Level: Memory + Understanding + Creation + Evaluation)</p> <p>Chapter 5 Basic Specifications for Mobile Device Design (Weight 10 / 72 , Level: Memory + Understanding + Creation + Evaluation)</p> <p>Chapter 6 Interaction Design and Production (Weight 16 / 72 , Level: Memory + Understanding + Creation + Evaluation)</p>
Assessment form	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score. It mainly assesses students' classroom performance, regular homework, completion of periodic tests, etc. and their composition scores.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through the form of works, and evaluates the achievement of the course knowledge objectives, ability objectives, and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Study and examination requirements	The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.
Reading List	<p>1. Wang Duo, "New Impression: Structural UI Interface Design", Posts and Telecommunications Press, January 2019</p> <p>2. Duo Wenjuan, ed. "Fundamentals and Applications of Interaction Design", Chemical Industry Press, 2020</p> <p>3. Liu Juan, Zhang Chunpeng, Ke Hao, Bao Yongming, and Hu Qianqian. Interface Design, Tsinghua University Press, May 2021</p>
Version number	<p>V202 2 , the major version will take effect in September 202 2</p> <p>V202 2 . 1 , Update: Calculate credits and workload according to ECTS</p>

Digital Sound Art

Module Name	Digital Sound Art
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The semester this module is taught	Semester 4		
Module Leader	Liu Qianyu		
language	Chinese		
Relationship with the course	Professional elective courses		
Teaching Methods	Teacher-centered approach: lectures, case studies, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 84 hours Teaching hours: 2 hours per week, 18 weeks, 36 hours Self-study hours: 2.67 hours per week, 48 hours for 18 weeks , including homework, exam preparation, etc.		
credit	2 credits		
Required and recommended prerequisites for joining this module	Digital Image Editing and Synthesis		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Explore the latest industry trends and master the communication theories and application methods of digital media art;	R 2.4
	CLO2	Ability to use animation, film and television post-production, network interaction, information audio-visual and other technologies to create digital media art works;	R 3.1
content	<p>This course, "Digital Sound Art," is an elective designed for undergraduate students majoring in digital media. It aims to delve into the artistry and technical aspects of digital sound. Through comprehensive study , students will gain a comprehensive understanding of everything from basic computer music production to professional computer dubbing, including studio configuration.</p> <p>The course covers the fundamentals of sound design theory, such as sound synthesis, mixing, and audio editing, and delve into the various applications of sound in digital media. Students will acquire comprehensive music production skills through learning about MIDI messages and standards, the characteristics</p>		

	<p>of the MIDI music system, and the use of professional software (such as Overture, Band in a Box, Cakewalk Sonar 8, Nuendo 4.3, and Cool Edit Pro 2.2) for music notation, composition, and digital audio processing. Building on this theoretical foundation, the course will strengthen practical production skills, particularly in the application of advanced techniques such as sound effects processing, multitrack synthesis, and sound management and editing. Furthermore, students will be guided through the design of practical projects involving audio editing, sound effects design, and sound synthesis, further enhancing their practical sound design skills. In the music production section, students will be particularly encouraged to explore audio art and sonic innovation, understanding the creative applications and artistic expression of sound design in digital media.</p> <p>This course, which pre-requisite is "Digital Image Editing and Synthesis," provides students with an important technical and theoretical foundation for subsequent courses such as "Digital 3D Motion Effects Design." This course will lay a solid foundation for future careers in sound design, music production, and sound engineering.</p> <p>Chapter 1 MIDI Production Basics (Weight 6 / 36 , Level: Understanding)</p> <p>Chapter 2 MIDI Production Technology (Weight 6 / 36 , Level: Understanding, Memory)</p> <p>Chapter 3 Recording Production (Weight 8 / 36 , Level: Analytical)</p> <p>Chapter 4 Music Production (Weight 8 / 36 , Level: Application , Creation)</p> <p>Chapter 5: Film and Television Dubbing (Weight 8/36 , Level: Application , Creation)</p>
<p>Assessment form</p>	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score. It mainly assesses students' regular homework, attendance, etc. and their score composition.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through the form of works, and evaluates the achievement of the course knowledge objectives, ability objectives, and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
<p>Study and examination requirements</p>	<p>The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.</p>

Reading List	<ol style="list-style-type: none">1. Michael Hewitt. Audio Production and Recording Engineering. Beijing: Machinery Industry Press, 2017. 1-268.2. Adobe. Adobe Audition CS6 Chinese Edition Classic Tutorial. Beijing: Posts and Telecommunications Press, 2019.1-250.3. Li Jiazhu. Computer Notation and Music Production. Shanghai: Shanghai Jiaotong University Press, 2012.1-228.4. Zhang Jianrong. Computer Music Production Technology and Example Tutorial. Shanghai: Shanghai University Press, 2010.1-270.5.Xie Ming. Digital Audio Technology and Application. Beijing: Machinery Industry Press, 2017.1-224.
Version number	V202 2 , the major version will take effect in September 202 2 V202 2 . 1 , Update: Calculate credits and workload according to ECTS

Digital Cultural IP Design

Module Name	Digital Cultural IP Design		
The semester this module is taught	Semester 5		
Module Leader	Xiao Xue		
language	Chinese		
Relationship with the course	Professional elective courses		
Teaching Methods	Teacher-centered approach: case teaching, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 84 hours Teaching hours: 2 hours per week, 18 weeks, 36 hours Self-study hours: 2.67 hours per week, 48 hours for 18 weeks , including homework, exam preparation, etc.		
credit	2 credits		
Required and recommended prerequisites for joining this module	Basics of Modeling, Design Composition, Computer-Aided Design		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Be able to abide by laws and regulations, demonstrate integrity, professionalism and sense of responsibility, and possess good social morality and professional ethics.	R 1.2
	CLO2	Have the ability to communicate effectively with peers and the public in the field of digital media art.	R 4.2
	CLO3	Be able to effectively apply digital media art knowledge and skills to serve local economic development.	R 4.3
content	This course aims to cultivate students' awareness of dynamic expression and master the skills of digital cultural tourism IP production through the study of animation basics, text application, masking, mouse effects, visual effects, web page interaction, and comprehensive audio and video examples. It		

	<p>also aims to improve students' IP production and interactive animation integration capabilities.</p> <p>Teaching content:</p> <p>Chapter 1: Introduction (Weight 1/36 , Level : Understanding) of Digital Cultural Tourism IP Design (Weight 1/36 , Level: Understanding)</p> <p>Chapter 3: Market Analysis of Digital Cultural Tourism IP (Weight 2/36 , Level : Memory + Understanding)</p> <p>Chapter 4: Creative Planning of Digital Cultural Tourism IP (Weight 2/36 , Level : Memory + Understanding + Application)</p> <p>Chapter 5: Visual Design of Digital Cultural Tourism IP (Weight 10/36 , Level : Memory + Understanding + Creation)</p> <p>Chapter 6: Communication and Promotion of Digital Cultural Tourism IP (Weight 4/36 , Level: Memory + Understanding + Application)</p> <p>Chapter 7: Industrial Application of Digital Cultural Tourism IP (Weight 4/36 , Level : Memory + Understanding + Application)</p> <p>Chapter 8: Case Analysis and Practice (Weight 10/36 , Level : Understanding + Application + Creativity)</p> <p>Chapter 9: Future Development Trends and Challenges of Digital Cultural Tourism IP (Weight 2/36 , Level: Knowledge - Analysis - Evaluation)</p>
<p>Assessment form</p>	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score. It mainly assesses the completion of students' homework, attendance, class performance, work progress book, etc. and their composition scores.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through the form of works, and evaluates the achievement of the course knowledge objectives, ability objectives, and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
<p>Study and examination requirements</p>	<p>The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.</p>
<p>Reading List</p>	<p>1. Qian Meifang, ed. "IP Image Development Strategy". Qian Meifang: Machinery Industry Press, August 2022.</p> <p>2. Zhang Shun and Zhang Yu, eds., Secrets of Brand Cartoon Character Design in the Cartoon IP Era. Zhang Shun: Posts and Telecommunications Press, December 2013.</p> <p>3. Zeng Tu, ed., Audiovisual Language of Film and Television.</p>

	Zeng Tu: Southwest Normal University Press, 1st edition, September 2014.
Version number	V202 2 , the major version will take effect in September 202 2 V202 2 . 1 , Update: Calculate credits and workload according to ECTS

Audiovisual language

Module Name	Audiovisual language		
The semester this module is taught	Semester 3		
Module Leader	Yang Shuhan		
language	Chinese		
Relationship with the course	Professional elective courses		
Teaching Methods	<p>Teacher-centered methods: direct teaching , case teaching, questioning , and practice ;</p> <p>Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions);</p>		
Workload (including teaching hours and self-study hours)	<p>Total workload (estimated): 84 hours</p> <p>Teaching hours: 2 hours per week, 18 weeks, 36 hours</p> <p>Self-study hours: 2.67 hours per week, 48 hours for 18 weeks , including homework, exam preparation, etc.</p>		
credit	2 credits		
Required and recommended prerequisites for joining this module	Digital imaging		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Understand the basic elements of audiovisual language: shot (frame, angle, movement), light, color, composition, editing (montage, axis rules), and sound (dialogue, sound effects, music) ; Analyze the narrative structure of classic film and television works ;	R 1.2
	CLO2	Apply editing and pacing skills to create logical narrative editing ; Shot design and analysis skills , using storyboards or text descriptions to design shot combinations that meet narrative intent ;	R 4.2
	CLO3	Creating film and television works that can convey warmth and attitude through audio-	R 4.3

	visual language ;
content	<p>By learning audio-visual language, understanding audio-visual elements such as scene, angle, light, color, montage, etc. , and applying audio-visual language knowledge to shoot various works, the ability to analyze various film and television works and enhance the innovative creativity of shooting works.</p> <p>Teaching content:</p> <p>: The Generation and Evolution of Film and Television Art (Weight 4/36 , Level: Memory + Understanding)</p> <p>Foundations of Digital Film and Television Art (Weight 4/36 , Level: Memory + Understanding)</p> <p>Chapter 3 Audiovisual Language of Digital Film and Television (Weight 4/45 , Level: Memory + Comprehension)</p> <p>Five Basic Visual Elements (Weight 4/36 , Level: Memory + Understanding + Application + Creation)</p> <p>Chapter 5 Axis (Weight 4 / 36 , Level: Understanding + Application + Creation)</p> <p>6 : Misérable Scenes and Viewpoint (Weight 4 / 36 , Level: Understanding + Application + Creativity)</p> <p>7 Editing (Weight 4 / 36 , Level: Understanding + Application + Creativity)</p> <p>8 Auditory Elements of Film and Television Art - Sound (Weight 4 / 36 , Level: Understanding + Application + Creativity)</p> <p>9 : The Challenges and Impacts of Digitalization on Traditional Film and Television Language (Weight 4/36 , Level: Understanding-Evaluation)</p>
Assessment form	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score.</p> <p>(2) Final assessment, with a maximum score of 100 points, accounting for 60% of the total score. It mainly assesses the degree of achievement of the course knowledge objectives, ability objectives, and literacy objectives through the work .</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Study and examination requirements	<p>The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.</p>
Reading List	<p>1. Shao Qingfeng . Audiovisual Language (3rd Edition) . Beijing: Communication University of China Press , 2017</p> <p>2. Louis Gianetti. Understanding Film. Published by Zhejiang</p>

	Literature and Art Publishing House, USA . 2021 3. Song Jie, ed. Audiovisual Language: Image and Sound. China Radio and Television Publishing House: Song Jie, 2015
Version number	V2022 , the major version will take effect in September 2022 V2022.1, Update: Calculate credits and workload according to ECTS

Digital Media Art and National Cultural Communication

Module Name	Digital Media Art and National Cultural Communication		
The semester this module is taught	6th Semester		
Module Leader	Liang Boqin		
language	Chinese		
Relationship with the course	Professional elective courses		
Teaching Methods	Teacher-centered approach: lectures, case studies, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 84 hours Teaching hours: 2 hours per week, 18 weeks, 36 hours Self-study hours: 2.67 hours per week, 48 hours for 18 weeks ,including homework, exam preparation, etc.		
credit	3 credits		
Required and recommended prerequisites for joining this module	Ethnic handicraft design, digital narrative design		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	1.4 Understand the laws of artistic development and possess high humanistic qualities, aesthetic ability, and appreciation ability ;	R 1 . 4
	CLO2	2.4 Explore the latest industry trends and master the communication theories and application methods of digital media art ;	R 2.4
	CLO3	4.4 Be able to apply professional knowledge to engage in cultural heritage work;	R 4 .4
content	This course aims to help students master the creative concepts of digital art through solid theoretical study and the study of digital art design examples. It also fosters their ability to analyze, solve, and evaluate problems within digital technology platforms, as well as their capacity to expand their knowledge and pursue		

	<p>further learning. This course is a research-based course, addressing diverse issues such as research methods, perspectives, and scope. Ethnic cultural communication is a marginal discipline and an interdisciplinary research course. Due to its nature, the course focuses on thematic classroom instruction tailored to the specific needs of the students. The primary focus is to analyze a wide range of real-world cases to foster interest in the study of ethnic culture, particularly the cultural communication of Yunnan's ethnic minorities.</p> <p>Teaching content:</p> <p>Chapter 1 Overview of Digital Media Arts (Weight 4 / 36 , Level: Memory + Understanding)</p> <p>Chapter 2 Digital Media Art Theory Research (Weight 4/36 , Level: Memory + Understanding + Analysis)</p> <p>Chapter 3 Digital Media Arts and Traditional Arts (Weight 10/36 , Level: Memory + Comprehension + Analysis)</p> <p>Chapter 4 National cultural communication media (weighted 8/36 , level: memory + understanding + analysis)</p> <p>Chapter 5 Appreciation of Yunnan's Ethnic Cultural Artworks (Weight 10 / 36 , Level: Understanding + Analysis + Evaluation)</p>
Assessment form	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through examination papers, and evaluates the achievement of the course knowledge objectives, ability objectives, and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Study and examination requirements	<p>The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.</p>
Reading List	<p>1. Deqing Yangzhen . Research on the digital publishing path of ethnic books in the media context. Ethnic Publishing House . February 2023.</p> <p>2. Li Lifang , Qiu Hao , and Xie Xiaoxia . Research on the Communication of National Culture. Beijing: People's Publishing House . 2017.</p> <p>3. Hao Puning . Description of the Theory of Ethnic Cultural Communication. Yunnan: Yunnan University Press Co., Ltd. ,</p>

	2007.
Version number	V202 2 , the major version will take effect in September 202 2 V202 2 . 1 , Update: Calculate credits and workload according to ECTS

Online Advertising Creativity and Design

Module Name	Online Advertising Creativity and Design		
The semester this module is taught	Semester 4		
Module Leader	Xiao Xue		
language	Chinese		
Relationship with the course	Professional elective courses		
Teaching Methods	Teacher-centered approach: case teaching, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 84 hours Teaching hours: 2 hours per week, 18 weeks, 36 hours Self-study hours: 2.67 hours per week, 48 hours for 18 weeks ,including homework, exam preparation, etc.		
credit	2 credits		
Required and recommended prerequisites for joining this module	Design Composition, Information Visual Design, Computer-Aided Design		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Be able to abide by laws and regulations, demonstrate integrity, professionalism and sense of responsibility, and possess good social morality and professional ethics.	R 1.2
	CLO2	Be able to use animation, film and television post-production, network interaction, information audio-visual and other technologies to create digital media art works.	R 3.1
	CLO3	Be able to effectively apply digital media art knowledge and skills to serve local economic development.	R 4.3
content	This course aims to help students develop a modern advertising and project-oriented mindset, understand and master the principles and techniques of online advertising and marketing,		

	<p>and apply them in practice. Upon graduation, students will be prepared for a variety of careers in new media operations and management. Currently, online advertising has become a highly competitive and creative new media format, characterized by its wide, 24/7 reach, strong interactivity, and accurate audience statistics. Therefore, this course strives to integrate the fundamental principles and foundational knowledge of modern advertising, summarizing practical experiences and techniques in online advertising, laying the foundation for subsequent online media planning and design courses.</p> <p>Teaching content:</p> <p>Chapter 1: Overview of Online Advertising (Weight 2 / 36 , Level: Understanding)</p> <p>Chapter 2: Design Principles of Online Advertising (Weight 2/36 , Level : Understanding + Application)</p> <p>Chapter 3 Online Advertising Design (Weight 10/36 , Level : Memory + Understanding + Creativity)</p> <p>Chapter 4 Animation Production for Online Advertising (Weight 8/36 , Level: Understanding + Creativity)</p> <p>Chapter 5 Interactive Technology of Online Advertising (Weight 6/36 , Level: Understanding + Application)</p> <p>Chapter 6: Examples of Online Advertising Production (Weight 8/36 , Level: Understanding + Application + Creativity)</p>
Assessment form	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score. It mainly assesses the completion of students' homework, attendance, class performance, work progress book, etc. and their composition scores.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through the form of works, and evaluates the achievement of the course knowledge objectives, ability objectives, and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Study and examination requirements	<p>The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.</p>
Reading List	<p>1. Feng Kailin, ed., Internet Advertising Design and Production, Higher Education Press, 2009.</p> <p>2. Li Yongming, ed., Online Advertising, Suzhou University Press, 2019.</p> <p>3. Zhou Luohua, ed., Internet Advertising Design and Production, Huazhong University of Science and Technology Press, 2014.</p>

	4. Wang Huaiming, ed., Principles of Advertising Psychology, Tsinghua University Press, 2012.
Version number	V202 2 , the major version will take effect in September 202 2 V202 2 . 1 , Update: Calculate credits and workload according to ECTS

Creative Graphic Design

Module Name	Creative Graphic Design		
The semester this module is taught	Semester 5		
Module Leader	Yang Xiao		
language	Chinese		
Relationship with the course	Professional elective courses		
Teaching Methods	Teacher-centered approach: lectures, case studies, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 84 hours Teaching hours: 2 hours per week, 18 weeks, 36 hours Self-study hours: 2.67 hours per week, 48 hours for 18 weeks ,including homework		
credit	2 credits		
Required and recommended prerequisites for joining this module	Design Composition, Graphic Creativity, Digital Illustration Design, Font and Typography Design		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Understand the law of art development, have high humanistic quality, aesthetic ability and appreciation ability.	1.4
	CLO2	Master the development history, cutting-edge knowledge and innovation direction of the major, and be able to apply the knowledge to interpret the works related to the major.	2.2
	CLO3	Understand the creative process and basic theory of digital media art, master the professional knowledge of digital media art discipline, and have the composite ability of art, technology and cross-discipline;	R 2.3

	<p>CLO4 Be able to use animation, film and television post-production, network interaction, information audiovisual and other technologies to create digital media art works;</p>	R3.1
	<p>CLO5 Be able to explore and innovate in technology and application, and design corresponding digital media art project creation plans;</p>	R3.2
content	<p>"Graphic Creative Design" is a professional elective course recommended by the "National Standards for Undergraduate Professional Teaching Quality in Ordinary Institutions of Higher Education". It is an important course to support the graduation requirements of digital media arts. At the same time, it supports and realizes the three indicators of "Graduation Requirements" in the "Digital Media Arts Undergraduate Talent Training Program". The prerequisite courses for this course are "Design Composition", "Graphic Creativity", "Digital Illustration Design", and "Font and Layout Design". The subsequent courses are "Digital Media Art and National Cultural Communication", "Field Research and Literature Research", etc. "Graphic Creative Design" is an important foundation for students to learn the above subsequent courses. Teaching content:</p> <p>Project 1: Graphic Creativity Foundation (Weight 4/36, Level: Memory + Understanding)</p> <p>Project 2: Animals, Architecture, People, Plants (Weight 8/36 , Level: Memory + Understanding + Creativity)</p> <p>Project 3: IP Image Design (Weight 4/36 , Level: Memory + Understanding + Creativity)</p> <p>Project 4 : Poster Graphic Design (Weight 6/36 , Level: Memory + Understanding + Creativity)</p> <p>Project 5: Graphic Creativity in Brand Image Design (Weight 6/36 , Level: Memory + Understanding + Creativity)</p> <p>Project 6: Graphic Design for App Design (Weight 8/36 , Level: Memory + Understanding + Creativity)</p>	
Assessment form	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through examination papers, and evaluates the achievement of the course knowledge objectives, ability</p>	

	<p>objectives, and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Study and examination requirements	The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.
Reading List	<ol style="list-style-type: none"> 1. "Hand-Drawing for the Postgraduate Entrance Examination in Visual Communication Design" edited by Fu Tao, Wang Hanying, and Zhang Hui, published by China Architecture & Building Press in July 2018. 2. "Strategies for High Scores in the Visual Communication Design Postgraduate Entrance Examination," Jiangsu Science and Technology Press, July 2016. 3. Mike Hand-Drawing: Quick Sketching of Visual Communication Design, edited by Liao Jian and Dai Wei, published by Posts and Telecommunications Press, 2015. 4. "Free Words: Font Design and Creativity (4th Edition)", edited by Liu Bingke, published by Posts and Telecommunications Press, October 2015.
Version number	<p>V2022, the major version will take effect in September 2022</p> <p>V2022.1, Update: Calculate credits and workload according to ECTS</p>

Modern World Design History

Module Name	Modern World Design History		
The semester this module is taught	6th Semester		
Module Leader	Yao Yichao		
language	Chinese		
Relationship with the course	Professional elective courses		
Teaching Methods	Teacher-centered approach: lectures, case studies, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 84 hours Teaching hours: 2 hours per week, 18 weeks, 36 hours Self-study hours: 2.67 hours per week, 48 hours for 18 weeks , including homework, exam preparation, etc.		
credit	3 credits		
Required and recommended prerequisites for joining this module	History of Chinese and Foreign Design, Introduction to Digital Media, Digital Narrative Design		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Able to discover, analyze, question and evaluate phenomena and problems in the professional field, and express critical opinions.	R 1.3
	CLO2	Understand the law of art development, have high humanistic quality, aesthetic ability and appreciation ability.	R 1.4
	CLO3	Respect and understand the differences of	R1.5

	multiculturalism, and have an international vision and cross-cultural understanding ability.	
	CLO4 Be able to use their professional knowledge to engage in cultural inheritance work.	R 4.4
	CLO5 Be able to understand the basic content of a foreign language, complete simple listening, speaking and reading tasks, and support cross-cultural communication in professional fields;	R4.5
content	<p>"World Modern Design History" is a professional elective course recommended by the "National Standards for Undergraduate Teaching Quality in Regular Institutions of Higher Education." It supports the three graduation requirements for digital media arts and also supports and fulfills the three graduation requirements of the "Digital Media Arts Undergraduate Talent Training Program." Prerequisites for this course are "History of Chinese and Foreign Design," "Introduction to Digital Media," and "Digital Narrative Design." Subsequent courses include "Hand-Drawn Quick Sketch Expression" and "Digital Media Art and National Cultural Communication." "World Modern Design History" provides an important foundation for students studying these subsequent courses.</p> <p>Teaching content:</p> <p>Chapter 1 Introduction (Weight 4 / 36 , Level: Memory) : The Beginning of Modern Design (Weight 4/36 , Level: Memory + Understanding)</p> <p>Chapter 3 Art Nouveau (Weight 4 / 36 , Level: Memory + Understanding)</p> <p>Chapter 4 Modernist Design (Weight 4 / 36 , Level: Memory + Understanding)</p> <p>Chapter 5: The Art Deco Movement in the Evolution of Modern Design (Weight 4 / 36 , Level: Memory + Comprehension)</p> <p>6 : The Formation of the Modernist Design Education System - Bauhaus (Weight 4 / 36 , Level: Memory + Understanding)</p> <p>7 The Mature Period of Modern Design - Design Before and After World War II (Weight 4 / 36 , Level: Understanding + Application)</p> <p>8 : The Continuity and Rebellion of Modernist Design - Design in the 1960s and 1970s (Weight 8 / 36 , Level: Understanding + Application)</p>	
Assessment form	1. Course assessment consists of process assessment and final assessment.	

	<p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through examination papers, and evaluates the achievement of the course knowledge objectives, ability objectives, and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Study and examination requirements	The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.
Reading List	<ol style="list-style-type: none"> 1. History of Modern Design in the World, edited by Wang Shouzhi, published by China Youth Publishing House in 2018. 2. History of Chinese Arts and Crafts, edited by Tian Zibing, published by Oriental Publishing Center in 1985. 3. "History of Industrial Design", edited by He Renke, published by Beijing Institute of Technology Press in 2000. 4. Introduction to Art Studies, edited by Peng Jixiang, published by Peking University Press in 2000.
Version number	<p>V2022, the major version will take effect in September 2022</p> <p>V2022.1, Update: Calculate credits and workload according to ECTS</p>

Film and Television Special Effects Design

Module Name	Film and Television Special Effects Design		
The semester this module is taught	Semester 4		
Module Leader	Xiang Fengyun		
language	Chinese		
Relationship with the course	Professional elective courses		
Teaching Methods	Teacher-centered approach: lectures, case studies, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 84 hours Teaching hours: 2 hours per week, 18 weeks, 36 hours Self-study hours: 2.67 hours per week, 48 hours for 18 weeks ,including homework, exam preparation, etc.		
credit	2 credits		
Required and recommended prerequisites for joining this module	Digital image shooting, digital image editing and synthesis		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Understand the creative process and basic theory of digital media art, master the professional knowledge of digital media art discipline, and have the composite ability of art, technology and cross-discipline;	R 2.3
	CLO2	Be able to use animation, film and television post-production, network interaction, information audiovisual and other technologies to create digital media art works;	R 3.1

	CLO3	Be able to explore and innovate in technology and application, and design corresponding digital media art project creation plans.
	CLO4	Ability to select and use appropriate modern design tools to solve design problems in the field of digital media art.
	CLO5	Be able to apply modern digital technology and software tools to collect, analyze and process information data, write reports or design documents, and clearly express professional opinions;
content	<p>This course introduces the fundamentals of post-production special effects synthesis. Through the use of Adobe After Effects, students systematically master the knowledge and methods of film and television post-production special effects synthesis, cultivating independent creative thinking, hands-on skills, and habits. It aims to help students understand and master the fundamentals of the development of digital post-production special effects synthesis for television, film, and animation, as well as the basic operations and applications of these effects synthesis. Through demonstrations of various special effects shot productions in real-world situations, students will be able to further grasp and consolidate their knowledge, enabling them to independently complete various special effects production and design tasks.</p> <p>Teaching content:</p> <p>Chapter 1: Film and Television Synthesis Knowledge (Weight 3/36 , Level: Memory)</p> <p>Chapter 2 Input and Output (Weight 3 / 36 , Level: Understanding + Application)</p> <p>Chapter 3 Layer Animation (Weight 3 / 36 , Level: Applied)</p> <p>Chapter 4 Masking and Text (Weight 5 / 36 , Level: Application)</p> <p>Chapter 5 3D Synthesis (Weight 5 / 36 , Level: Application)</p> <p>Chapter 6 Special Effects (Weight 5 / 36 , Level: Application)</p> <p>Chapter 7 : Comprehensive Special Effects (Weight 6 / 36 , Level: Application)</p> <p>Chapter 8 : Motion Graphic Production (Weight 6 / 36 , Level: Applied)</p>	
Assessment form	1. Course assessment consists of process assessment and final assessment.	

	<p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through examination papers, and evaluates the achievement of the course knowledge objectives, ability objectives, and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>
Study and examination requirements	The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.
Reading List	<p>1. Film and Television Animation Post-production Editing and Special Effects, edited by Fang Nan, published by Ocean University of China Press, January 2018.</p> <p>2. "Adobe After Effects CC 2018 Classic Tutorial Color Edition", edited by Brighenshield, published by People's Posts and Telecommunications Press, November 2018.</p> <p>3. "After Effects CC 2018: Secret Techniques for Post-production Synthesis of Animation, Film and Television Special Effects", edited by Li Jun, published by Tsinghua University Press in July 2019.</p>
Version number	<p>V2022, the major version will take effect in September 2022</p> <p>V2022.1, Update: Calculate credits and workload according to ECTS</p>

Character Design

Module Name	Character Design		
The semester this module is taught	Semester 5		
Module Leader	Yang Xiao		
language	Chinese		
Relationship with the course	Professional elective courses		
Teaching Methods	Teacher-centered approach: lectures, case studies, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 84 hours Teaching hours: 2 hours per week, 18 weeks, 36 hours Self-study hours: 2.67 hours per week, 48 hours for 18 weeks , including homework		
credit	2 credits		
Required and recommended prerequisites for joining this module	Modeling basics, design composition, computer-aided design, etc.		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Understand the creative process and basic theory of digital media art, master the professional knowledge of digital media art discipline, and have the composite ability of art, technology and cross-discipline;	R 2.3
	CLO2	Be able to explore and innovate in technology and application, and design corresponding digital media art project creation plans.	R 3.2
	CLO3	Be able to apply modern digital technology and software tools to collect, analyze and process information data, write reports or	R 4.1

	design documents, and clearly express professional opinions.	
	CLO4 Be able to effectively apply digital media art knowledge and skills to serve local economic development.	R 4.3
content	<p>Through the study of this course, students will be able to master the character special effects production process, strengthen the training of basic modeling skills, as well as different character special effects design methods such as 2D animation, 3D animation, and stop-motion animation. They will be able to deeply analyze the anatomical principles of characters and the way expressions work, and be able to freely create various characters such as people, animals, plants, monsters, mechanical creatures, etc., laying a solid foundation for their own animation creation.</p> <p>Teaching content:</p> <p>Project 1: Basics of Character Modeling Creation (Weight 8/36 , Level: Memory + Understanding + Creativity)</p> <p>Project 2: Character Special Effects Production Training (Weight12/36 , Level: Memory + Understanding + Creativity)</p> <p>Project 3: Comprehensive Project Training (Weight 16/36 , Level: Memory + Understanding + Creativity)</p>	
Assessment form	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through examination papers, and evaluates the achievement of the course knowledge objectives, ability objectives, and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>	
Study and examination requirements	The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.	
Reading List	<p>1. Animation Character Design, edited by Chen Hailu, Shanghai People's Publishing House, 2016.</p> <p>2. Animator's Work Manual: Animation Film Production, Posts and Telecommunications Press, 2019.</p> <p>3. Animation Character Design, edited by Zhang Haili and Wang</p>	

	Jingyue, published by Tsinghua University Press in 2018.
Version number	V2022, the major version will take effect in September 2022 V2022.1, Update: Calculate credits and workload according to ECTS

New Media Video Creation and Production

Module Name	New Media Video Creation and Production		
The semester this module is taught	6th Semester		
Module Leader	Xiang Fengyun		
language	Chinese		
Relationship with the course	Professional elective courses		
Teaching Methods	Teacher-centered approach: lectures, case studies, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 84hours Teaching hours: 2hours per week, 18 weeks, 36hours Self-study hours: 2.66hours per week, 48hours for 18 weeks , including homework, exam preparation, etc.		
credit	4 credits		
Required and recommended prerequisites for joining this module	Digital image shooting, digital image editing and synthesis		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Familiar with national policies related to digital art, as well as laws and regulations related to intellectual property rights;	R 2.1
	CLO2	Explore the latest industry trends, master the communication theory and application methods of digital media art.	R 2.4

	CLO3	Ability to select and use appropriate modern design tools to solve design problems in the field of digital media art.	R 3.3
	CLO4	Have the ability to communicate effectively with peers and the public in the field of digital media art.	R 4.2
content	<p>The New Media Video Creation and Production course aims to cultivate students' ability to create, produce, and disseminate videos in the new media environment. This course delve into various aspects of new media video, including market analysis, content strategy, platform characteristics, video marketing, and brand building. It emphasizes the planning, creative expression, and new media communication techniques of short video content. The course integrates theory and practice, analyzing current video trends and audience preferences across new media platforms to guide students in understanding how to effectively present and promote video content across different platforms.</p> <p>Teaching content:</p> <p>Chapter 1 New Media Video Market Analysis (Weight 4/36 , Level: Memory)</p> <p>Chapter 2 Video Content Strategy and Creative Development (Weight 4 / 36 , Level: Understanding)</p> <p>Chapter 3: New Media Platform Characteristics and Content Optimization (Weight 4/36 , Level: Understanding)</p> <p>Chapter 4: Video Marketing and Brand Building (Weight 6/36 , Level: Application)</p> <p>Chapter 5 Social Media Operations and Analysis (Weight 6/36 , Level: Application)</p> <p>Chapter 6 Comprehensive Project Practice (Weight 12 / 36 , Level: Application)</p>		
Assessment form	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through examination papers, and evaluates the achievement of the course knowledge objectives, ability objectives, and literacy objectives.</p>		

	(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.
Study and examination requirements	The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.
Reading List	<ol style="list-style-type: none">1. "Short Video Creation: Planning, Shooting, and Editing" by Wang Lingzi , published by Posts and Telecommunications Press, January 2021 .2. "Practical Short Video Operations" by Tang Zheng, Liu Chang, and Tong Haibao , published by Posts and Telecommunications Press, January 2021 .3. New Media Marketing and Operations, by Yan Zhihua , published by Posts and Telecommunications Press, January 2023.
Version number	V2022, the major version will take effect in September 2022 V2022.1, Update: Calculate credits and workload according to ECTS

Storyboard Design

Module Name	Storyboard Design		
The semester this module is taught	Semester 3		
Module Leader	Yang Xiao		
language	Chinese		
Relationship with the course	Professional elective courses		
Teaching Methods	Teacher-centered approach: lectures, case studies, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 36 hours Teaching hours: 12 hours per week, 9 weeks, 1.3 hours Self-study hours: 24 hours per week, 9 weeks, 2.7 hours, including homework		
credit	2 credits		
Required and recommended prerequisites for joining this module	Digital imaging		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Understand the creative process and basic theory of digital media art, master the professional knowledge of digital media art discipline, and have the composite ability of art, technology and cross-discipline.	R 2.3
	CLO2	Be able to apply modern digital technology and software tools to collect, analyze and process information data, write reports or design documents, and clearly express professional opinions.	R 4.1

	CLO3	Have the ability to communicate effectively with peers and the public in the field of digital media art.	R4.2
content	<p>This course, "Storyboard Design," is an elective course specifically designed for undergraduate students majoring in digital media. It aims to cultivate a deep understanding and mastery of the theoretical foundations and practical skills of storyboard design. Through 36 hours of comprehensive instruction, this course will guide students through the core content of storyboard design, from the basic forms of scriptwriting, modern play structure, to the setting of single-plot structures.</p> <p>Teaching content:</p> <p>Project 1 Introduction (Weight 2/36, Level: Memory + Understanding)</p> <p>Project 2: Story Structure Diagram (Weight 2/36, Level: Memory + Understanding)</p> <p>Project Three Characters (Weight 4/36 , Level: Memory + Understanding + Creativity)</p> <p>Project 4 Theme (Weight 4/36 , Level: Memory + Understanding + Creativity)</p> <p>Project 5: Single Line Structure Design (Weight 6/36 , Level: Memory + Understanding)</p> <p>Project 6: Other Skills (Weight 6/36 , Level: Memory + Understanding)</p> <p>point shot and audio-visual language (weighted 6/36 , level: memory + understanding)</p> <p>Project 8 Comprehensive Practice (Weight 6/36 , Level: Memory + Understanding + Creativity)</p>		
Assessment form	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through examination papers, and evaluates the achievement of the course knowledge objectives, ability objectives, and literacy objectives.</p> <p>(3) Students who are absent from classes exceeding 1/3 of the teaching hours of the course will be disqualified from the examination.</p>		
Study and examination requirements	<p>The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.</p>		
Reading List	<p>1. Animation Storyboards and Storyboards, edited by Li Tie and</p>		

	<p>Zhang Haili, published by Beijing Jiaotong University Press in 2018.</p> <p>2. "Script Writing Elements Practice Method", China Drama Publishing House, published in 2018.</p> <p>3. Storyboard Design and Film Composition, edited by Chen Liming, published by the Publishing House of Electronics Industry in 2018.</p> <p>4. Film Storyboard Design and Composition Practice, edited by Chen Yanbin, published by Beijing Broadcasting Institute Press in 2018.</p> <p>5. Storyboard Design Tutorial, edited by Jose Cristiano, Zhao Yan, and Mei Yeting, published by Beijing Youth Publishing House in 2007.</p>
Version number	<p>V2022, the major version will take effect in September 2022</p> <p>V2022.1, Update: Calculate credits and workload according to ECTS</p>

Paper Writing

Module Name	Paper Writing		
The semester this module is taught	Term 7		
Module Leader	Yu Mengyao		
language	Chinese		
Relationship with the course	Professional elective courses		
Teaching Methods	Teacher-centered approach: lectures, case studies, questioning; Interactive methods: inquiry-based problem-based learning, teaching seminars (including group discussions); Practical method: project practice		
Workload (including teaching hours and self-study hours)	Total workload (estimated): 42 hours Teaching hours: 1 hours per week, 18 weeks, 36 hours Self-study hours: 1.33 hours per week, 24 hours in total for 18 weeks , including homework, exam preparation, etc.		
credit	1 credits		
Required and recommended prerequisites for joining this module	College Chinese		
Module Objectives/Expected Learning Outcomes	Course Learning Outcomes	describe	Support graduation requirements
	CLO1	Understand the creative process and basic theories of digital media art, master the professional knowledge in the disciplinary field of digital media art, and possess comprehensive capabilities integrating art, technology, and interdisciplinarity.	R 2.3
	CLO2	Be able to apply modern digital technologies and software tools to collect, analyze and process information and data, compile reports or design documents, and clearly express professional insights.	R 4.1
	CLO3	Possess the ability to communicate effectively with both peers and the public in the field of digital media art.	R 4.2
content	This course, designed for students majoring in digital media arts,		

	<p>aims to enhance their writing skills in academic research and practical reflection. Focusing on the characteristics and methods of research in the digital media field, the course covers topics such as topic selection, literature search and review, research framework construction, case analysis, illustrated content organization, formatting standards, and citation methods. The course emphasizes the specific characteristics of the major, guiding students to conduct systematic analysis and expression from the perspectives of practical projects, design cases, interactive experiences, and user research. Through a combination of specialized lectures and writing training, students will be helped to complete high-quality papers or project reports, laying a solid foundation for graduation projects, project research, and subsequent further studies.</p> <p>Teaching content:</p> <p>Project 1 Thesis topic (weighted 4/18 , level: memory + understanding)</p> <p>Project 2: Review of thesis materials (weight 4/18 , level: memory + understanding + creativity)</p> <p>Project Three Drafting of thesis outline (weight 4/18 , level: analysis + creation)</p> <p>Project 4 Essay Writing and Argumentation (weighted 6/18 , level: analysis + creation + application)</p>
Assessment form	<p>1. Course assessment consists of process assessment and final assessment.</p> <p>2. Grade Assessment: Overall Course Grade = Process Assessment × 40% + Final Assessment × 60%</p> <p>(1) Process assessment, scored on a 100-point scale, accounts for 40% of the total score. It mainly assesses students' classroom performance, completion of the work progress booklet, and the composition of the score.</p> <p>(2) Final assessment, with a total score of 100 points, accounting for 60% of the total score. It mainly assesses the teaching content through essay writing, and evaluates the achievement of the course knowledge objectives, ability objectives, and literacy objectives.</p>
Study and examination requirements	<p>The evaluation is based on a 100-point scale, with 60 points being the passing score for this course.</p>
Reading List	<p>1. Xiong Hao. A Guide to Writing a Dissertation: From Initial Idea to Complete Research. Shanghai: Fudan University Press . 2019.10-25.</p> <p>2. Li Wu , Mao Yuanyi , and Xiao Dongfa . Dissertation Writing and Academic Norms. Beijing: Peking University Press . 2020.10-20.</p> <p>3. Du Yonghong , Qin Xiaohong , and Liang Linmeng . Paper Writing. Beijing: Tsinghua University Press . 2021. pp. 30-46.</p>
Version number	<p>V2022 , the major version will take effect in September 2022</p>

	V2022.1, Update: Calculate credits and workload according to ECTS
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