

Undergraduate Talent Training Program for Digital Media Arts

(Version:V2022.03)

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Program Director: Qiu Yunjie(Associate Professor)

I. Basic information

School: Faculty of Art and Communication	
Discipline: Art Studies	Major Category: Design Studies
Major Name: Digital Media Arts	Major Code:130580
Duration: 4years	Degree Awarded: Bachelor of Arts
Total Credits of Chinese Rules: 160	Total Teaching Hours: 2552
ECTS:205	Workload: 5701

II. Program Overview

The Digital Media Arts program, launched in 2018, is a university-level pilot initiative integrating specialized education with innovation. Closely aligned with the demands of the digital economy era, this program is strategically positioned to "serve local communities and specialize in digital cultural tourism," ensuring deep integration between applied talent development and industry needs. Graduates can pursue careers in government agencies, internet companies, digital publishing, and research institutions. The program uniquely emphasizes Yunnans ethnic culture, blending digital media with traditional ethnic heritage. It cultivates professionals with multidisciplinary thinking that combines scientific-artistic approaches, ethnic traditions, and commercial media expertise. Through comprehensive practical training and theoretical studies, students master core digital media skills while developing integrated design and problem-solving capabilities that prioritize openness, perceptual awareness, and experiential learning. Ultimately, they contribute to the preservation and advancement of ethnic cultural heritage through innovative digital media expressions.

III. Training Objectives

Rooted in Yunnan Province, this program cultivates professionals who meet the needs of local socio-economic development. Graduates will possess both artistic and technical expertise, along with strong innovative thinking and creative capabilities. They will develop solid skills in art design and new media integration, including digital visual innovation design, Digital Video Shooting, and production.

These talents will be equipped to work in national government agencies, internet companies, digital publishing, and research institutions, engaging in strategic planning and design roles across art fields such as digital imaging, interactive online media, and digital product design. The program aims to produce high-level applied and technical professionals with practical skills in these industries.

IV. Graduation Standards and Requirements

(1) Graduation criteria

Students shall achieve all aspects of moral, intellectual, physical, aesthetic and labor development, complete all teaching links stipulated in the training program, complete at least 218 credits, pass the graduation project (thesis) defense, and meet the requirements of the National Student Physical Health Standard, and be granted graduation.

1. Complete 65 credits of general education curriculum, including at least 14 credits of general education electives;

2. Complete 153 credits of professional education curriculum, including at least 22 credits of professional education electives;

3. The total credits of comprehensive quality education should be 8, including 3 credits of innovation and entrepreneurship practice project, 3 credits of quality education expansion project and 2 credits of social practice project.

4. Professional qualification requirements: Digital Art Designer Series certification (choose 1 out of 6 options).

No.	Professional Qualification Certificate Name	Issuing Authority	Remarks
1	Photographer and Videographer	NCAE for Industry and Information Technology	Graduation Requirements
2	Film and video editor	NCAE for Industry and Information Technology	Graduation Requirements
3	Film and TV Special Effects Designer	NCAE for Industry and Information Technology	Graduation Requirements
4	Illustrator	NCAE for Industry and Information Technology	Graduation Requirements
5	Animation Designer	NCAE for Industry and Information Technology	Graduation Requirements

6	Digital Artist	NCAE for Industry and Information Technology	Graduation Requirements
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(II) Graduation requirements

Basic graduation requirements	Sub-indicator
Graduation Requirements: Ideas and quality requirements	1.1 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; 1.2 Able to abide by laws and regulations, show integrity, professional spirit and sense of responsibility, and have good social ethics and professional ethics; 1.3 Able to discover, analyze, question and evaluate phenomena and problems in the professional field, and express critical opinions; 1.4 Understand the law of art development, have high humanistic quality, aesthetic ability and appreciation ability; 1.5 Respect and understand the differences of multiculturalism, and have an international vision and cross-cultural understanding ability.
Graduation requirement 2: Professional expertise required	2.1 Familiar with national policies related to digital art, as well as laws and regulations related to intellectual property rights; 2.2. 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. 2.3 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; 2.4 Explore the latest industry trends, master the communication theory and application methods of digital media art.
Graduation requirement 3: Professional Competency Requirements	3.1 Be able to use animation, film and television post-production, network interaction, information audiovisual and other technologies to create digital media art works; 3.2 Be able to explore and innovate in technology and application, and design corresponding digital media art project creation plans; 3.3 Ability to select and use appropriate modern design tools to solve design problems in the field of digital media art.
Graduation requirement 4: General capability requirements	4.1 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; 4.2 Have the ability to communicate effectively with peers and the public in the field of digital media art; 4.3 Be able to effectively apply digital media art knowledge and skills to serve local economic development; 4.4 Be able to use their professional knowledge to engage in cultural inheritance work; 4.5 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; 4.6 Ability to work with cross-disciplinary teams.

V. Core Disciplines, Competency Modules, Core Courses, and Graduation Requirements Matrix

(1) Main disciplines

Art and Design, Multimedia Technology

(2) Professional competence module

1. Module names: Self-Development Module, Foundations and Theories Module , Software and Technical Skills Module, Digital Content Industry Module, Innovation and Entrepreneurship Module

2. Core courses: Digital Video Shooting, Digital Illustration Design, Digital 2D Motion Design, Digital Video Editing & Compositing, Information Visual Design, Motion Graphics Design, Digital 3D Motion Design.

3. Modules

Module Name	Supporting Courses	Preparatory Course	Total Study Volume	
			Workoadl Hours	ECTS Credit

<p>Self-Development Module</p>	<p>Ideological, Moral and Legal Education</p> <p>An Overview of Xi Jinpings Thought on Socialism with Chinese Characteristics for a New Era</p> <p>Basic Principles of Marxism</p> <p>Essentials of Chinese Modern History</p> <p>An Overview of Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics</p> <p>Situation and Policy</p> <p>College Chinese</p> <p>Foreign Language for College</p> <p>Beauty and Life (The Ladys School / The Gentlemans School)</p> <p>Health Education for College Students</p> <p>Military Theory and Training</p> <p>University Sports (Clubs)</p> <p>Career Planning and Employment Guidance</p> <p>Entrepreneurship Education</p> <p>University Computer Basics</p> <p>General Education Elective Courses (including four histories, Chinese excellent traditional culture, and other optional compulsory courses in ideological and political education)</p>	<p>not have</p>	<p>1677</p>	<p>63</p>
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<p style="text-align: center;">Fundamental Module</p>	<p>Design Foundation: Design Composition、 Digital Illustration Design</p> <p>Theoretical Basis: History of Chinese and Foreign Design、 Introduction to Digital Media、 Modern World Design History</p>	<p>1.Modeling Fundamentals(1)</p> <p>2.Modeling Fundamentals(2)</p> <p>3.Modeling Fundamentals(3)</p>	<p style="text-align: center;">458</p>	<p style="text-align: center;">17</p>
<p style="text-align: center;">Software Technology Module</p>	<p>2D: Digital 2D Motion Design、 Motion Graphics Design</p> <p>3D:Digital 3D Motion Design</p> <p>Interaction Design: User Experience and Interaction Design Basics、 Visual Information Design、 User Interface Design</p> <p>Post-production: Digital Image Editing and Compositing、 Film and Television Special Effects Design</p>	<p>Computer-aided Design、 Digital Video Shooting</p>	<p style="text-align: center;">1049</p>	<p style="text-align: center;">43</p>
<p style="text-align: center;">Digital Content Industry Module</p>	<p>Digital Cultural Tourism IP Design、 Digital Media art and National Culture Communication、 New Media Video Creation and Production</p>	<p>Story Board Design、 Character Design</p>	<p style="text-align: center;">252</p>	<p style="text-align: center;">9</p>

Innovation and Entrepreneurship Module	Comprehensive Practice of Digital Media Design Application I, Digital Media Design Application Ability Comprehensive Practice Graduation Field Work Graduation Thesis (Design)	Innovative Design Thinking 、 Digital Sound Art 、 Audiovisual language	1020	34
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VI. Main practical links of the major

order number	curriculum	Required	Main practice projects	workload hours	ECTS	Semester/Week	Location (including off-campus)
1	Shape Foundation	Yes	Design Sketch	84	3	1/1-18	studio
2			Design Color	84	3	1/1-18	Art studio, training room
3	Design Composition	Yes	Constitute	56	2	2/1-18	Design Studio
4	CAD	Yes	PS/AI	112	4	2/1-18	Design a server room
5	Digital Video Shooting	Yes	Photography, video, and editing	1 68	6	2/1-18	Photo Studio
6	Digital Illustration Design	Yes	Illustration Design	1 68	6	3/1-18	Digital Art Creative Studio Training Room
7	User Experience and Interaction Design Basics	Yes	User Experience Analysis	56	2	3/1-18	Digital Art Creative Studio Training Room
8	Digital 2D Motion Design	Yes	UI Dynamic Effect	1 68	6	4/1-18	Design a server room
9	Digital Image Editing and Compositing	Yes	Post-Effects	1 68	6	4/1-18	Design a server room
10	Information Visual Design	Yes	Visual language	1 68	6	4/1-18	Design a server

order number	curriculum	Required	Main practice projects	workload hours	ECTS	Semester/Week	Location (including off-campus)
			Communication				room
11	Motion Graphics Design	Yes	MG cartoon	1 68	6	4/1-18	Design a server room
12	Digital 3D Motion Design	Yes	Digital 3D Motion Design	2 52	9	5/1-18	Design a server room
13	Professional Fieldwork	Yes	Fieldwork	60	2	2/15	outside school
14	Comprehensive Practice of Digital Media Design Application I	Yes	Project Practice	60	2	4/15	On campus and off campus
15	Comprehensive Practice of Digital Media Design Application II	Yes	Project Practice	60	2	6/15	On campus and off campus
16	Graduation Field Work	Yes	Graduation Field Work	4 80	16	9-20/1-4	practice base
17	Graduation Thesis (design)	Yes	Graduation Thesis (Design)	4 20	1 4	5-18	On campus and off campus

Note: Practical teaching components include experiments (training), internships, social practice, graduation projects (theses), and course designs. The venue must specify the name of the laboratory or internship base.

VII. Teaching plan and implementation

1. Teaching week allocation table for each semester (unit: week)

Project	First Year		Second Year		Third Year		Fourth Year		Amount to
	1	2	3	4	5	6	7	8	
Military Theory and Training	2	---	---	---	---	---	---	---	2
Course Instruction	16	18	18	18	18	18	7	---	113
Graduation Field Work	---	---	---	---	---	---	12	4	16
Graduation Thesis (Design)	---	---	---	---	---	---	---	14	14
Exam/Credit Recognition/Graduation Qualification Review	2	2	2	2	2	2	1	2	15

Project	First Year		Second Year		Third Year		Fourth Year		Amount to
	1	2	3	4	5	6	7	8	
Total weeks of Education	20	20	20	20	20	20	20	20	160
Winter Vacation and Summer Vacation	5	7	5	7	5	7	5	--	41
School Year Weeks	52		52		52		45		201

2. Professional education theme activities

order number	activity theme	educational objective	form of activity	constitutor	school term
1	Professional Awareness	Professional awareness	a course of lectures	college	1
2	Career Planning Lecture	Understand the future employment direction of this major	a course of lectures	college	2
3	Original Artist Series Lecture and Skills Competition	Learn about the characteristics of a game artists work	Lectures, Skills Competition	teaching and research section	3
4	3D Animation Series to Enterprise Internship	Learn about the characteristics of a game designers job	social practice	teaching and research section	4
5	Film and Television Short Film Creation Skills Competition Series	Learn about the scope and characteristics of film and television careers and put them into practice	Skills Competition	teaching and research section	5
6	Virtual Reality Creation Lecture Series	Learn about the scope and characteristics of virtual reality careers	Lecture, Skills Competition	teaching and research section	6
7	Photography and Videography Lectures	Learn photography, videography skills and artistic aesthetic ability	Lecture, Skills Competition	teaching and research section	2-6
8	Intangible Cultural Heritage	Learn about Yunnans intangible cultural heritage, including ethnic cultural projects, craft production, and the promotion and protection of knowledge.	a course of lectures	teaching and research section	2-6

VIII. Academic Degree Course Information Sheet

Course Category	Course Type	course title	Course Code	EC TS	Workload	China credits	Total Contact hours	Semester teaching weeks and class hours allocation										
								Total Contact hours		First year		Second academic year		Third Year		Fourth Year		
								theory	practice	1st	2nd	3rd	4th	5th	6th	7th	8th	
								18 weeks	18 weeks	18 weeks	18 weeks	18 weeks	18 weeks	18 weeks	18 weeks	18 weeks	18 weeks	
General Education Platform	General Education Courses	Ideological, Moral and Legal Education	914020033	3	75	3	54	46	8	3								
		An Overview of Xi Jinpings Thought on Socialism with Chinese Characteristics for a New Era	914020031	3	75	3	54	46	8	3								
		Basic principles of Marxism	914020018	3	75	3	54	48	6		3							
		Essentials of Chinese Modern History	914020024	3	75	3	54	46	8		3							
		An Overview of Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics	914020042	3	75	3	54	48	6			3						
		Situation and Policy	914020022	2	50	2	48	48	0	0.5	0.5	0.3	0.3	0.2	0.2	•		
		College Chinese	911090017	2	50	2	36	36	0		2							
		Foreign Language for College	911090016	12	360	12	216	192	24	4	4	2	2					
		Beauty and Life (The Ladys School / The Gentlemans School)	911090021	1	25	1	18	8	10	1								
		Health Education for College Students	913020007	2	50	2	36	32	4	1	1							
		Military Theory and Training	913020023	5	148	4	36	36	112	5								
		University Sports (Clubs)	911070001	5	144	4	144	16	128	1	1	1	1	1				
		Career Planning and Employment Guidance	913020004	1	25	1	18	8	10	0.5		0.2	0.3					
		Entrepreneurship Education	911080001	2	50	2	36	16	20		0.5	1.5						
University Computer Basics	911090023	2	50	2	36	14	22	2										
Take as an Elective	General Education Elective Courses (including four histories, Chinese	914020021	14	350	14	252	252	0					6	6	2			

		course	excellent traditional culture, and other optional compulsory courses in ideological and political education)																		
		Accumulative Total			63	1677	61	1146	892	366	21	15	8	3.6	7.2	6.2	2				
Professional Education Platform	Professional Foundation Courses	Obligatory	Introduction to Digital Media	100240069	4	112	4	72	72	0	4										
			Modeling Fundamentals(1)	100240070	2	56	2	36	12	24	2										
			Modeling Fundamentals(2)	100240071	2	56	2	36	12	24	2										
			Modeling Fundamentals(3)	100240072	2	56	2	36	12	24	2										
			Design Composition	100240104	2	56	2	36	10	26		2									
			Computer-aided Design	1100240101	4	112	4	72	12	60		4									
			History of Chinese and Foreign Design	100240105	2	56	2	36	36	0				2							
			User Experience and Interaction Design Basics	100240106	2	56	2	36	10	26				2							
			Subtotal		20	560	20	360	176	184	10	6	4	0	0	0	0	0	0	0	
	Core Professional Courses	Obligatory	Digital Video Shooting	100240098	6	168	4	72	20	52		6									
			Digital Illustration Design	100240107	6	168	4	72	12	60			6								
			Digital 2D Motion Design	100240114	6	168	4	72	18	54				6							
			Digital Image Editing and Compositing	100240108	6	168	4	72	12	60				6							
			Visual Information Design	100240115	6	168	4	72	36	36					6						
			Motion Design	100240120	6	168	4	72	18	54					6						
			Digital 3D Motion Design	100240073	9	252	7	126	54	72						9					
			Subtotal		45	1260	31	558	170	388	0	6	12	18	9	0	0				
	Professional Practice	Obligatory	Professional Fieldwork	100240099	2	60	1	20	0	20		2									
			Comprehensive Practice of Digital Media Design Application I	100240016	2	60	1	20	0	20				2							
			Comprehensive Practice of Digital Media Design Application II	100240084	2	60	1	20	0	20							2				
			Graduation Field Work	102401112	16	480	8	16 weeks	0	16 weeks									8	8	
			Graduation Thesis (Design)	120141011	14	420	7	14 weeks	0	14 weeks										14	
			Subtotal		36	1080	18	60	0	60	0	2	0	2		2	8	22			
Elective Courses	Limited Options	Innovative Design Thinking	100240100	3	84	2	36	12	24		3										
		Digital Storytelling Design	100240109	3	84	2	36	6	30			3									
		User Interface Design	100240117	6	168	4	72	36	36				6								
		Digital Sound Art	100240118	3	84	2	36	18	18				3								
		Digital Cultural Tourism IP Design	100240075	3	84	2	36	18	18						3						

		Audiovisual language	100240110	2	84	2	36	36	0			3					
		Digital Media art and National Culture CommuniCation	100240085	3	84	2	36	18	18						3		
		Online Advertising Creativity and Design	100240076	3	84	2	36	18	18					3			
		Graphic Creativity Design	100240086	3	84	2	36	9	27						3		
		Modern World Design History	100240087	3	84	2	36	36	0						3		
		Film and Television Special Effects Design	100240121	3	84	2	36	9	27				3				
		Character Design	100240079	3	84	2	36	18	18					3			
		New Media Video Creation and Production	100240088	3	84	2	36	9	27						3		
		Storyboard Design	100240111	3	84	2	36	12	24			3					
		Paper Writing	100240026	1.5	42	1	18	18	0							1.5	
		Subtotal		33	924	22	396	273	285			6	6	9	12		
		Accumulative Total		134	3824	33	594	291	303	10	14	22	26	18	14	9.5	22
Comprehensive Quality Education	Obligatory	Innovation and Entrepreneur Ship Practice Project	--	3	-75	3	-60		-60	√	√	√	√		√		3
		Quality Education Extension Program	--	3	(75)	3	-60		-60	√	√	√	√		√		3
		Social Practice	--	2	50	2	36	0	-36	√	√	√	√	2	√		√
	Subtotal		8	8	200	8	156		156	0	0	0	0	2	0	0	6
Amount to				205	5701	160	2552			31	29	30	29.6	27.2	20.2	11.5	28

Revision Concentration	Director of The Teaching and Research Office Sign	Zhang Wei					
	Professional leader Sign	Qiu Yunjie	Signed by The academic leader			Liu Enpeng	
Review	ViceDean of Teaching Sign	Guo Luyao					
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