Undergraduate Talent Training Plan — Digital Media Arts

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I. Programme Basic Information

School: School of Art and Communication	
Discipline: Art Studies	Speciality Category: Design Studies
Programme Name: Digital Media Arts	Programme Code: 130580
Duration: 4 years	Degree Conferred: Bachelor of Arts
Domestic Total Credits: 150	Total Teaching Hours: 2,334
ECTS Credits: 193	Total Workload: 5,550 hours

II. Programme Overview

This programme enrolled its first cohort in 2018. Rooted in Yunnan and serving the whole country, it responds to the upgrading of the digital media industry and Yunnan's "3815" strategic development goals, deeply integrating into the park economy, border-port economy, and resource economy as well as eight key industries. The programme focuses on digital cultural tourism, digital preservation of ethnic culture, and new media content creation. Adhering to the educational philosophy of integrating moral and technical development and fusing arts with science, the programme builds an "Art + Technology + Industry" curriculum system. It systematically cultivates students' fundamental theories, professional knowledge, and core skills in Digital Media Arts, proficiently applying cutting-edge technologies such as AIGC design, digital imaging, interactive programming, and 3D modeling, while developing a deep understanding of ethnic culture and cultural tourism industry needs. Through systematic project-based teaching and industry-education integration practice, students acquire five core competencies: creative planning, technical implementation, project execution, teamwork, and lifelong learning. Graduates are prepared to independently complete end-to-end work in digital visual design, motion video production, interactive product development, and cultural tourism digital content creation. They are well-rounded, application-oriented and interdisciplinary talents who meet industry job demands, have strong employability, and achieve high programme objective attainment.

III. Training Objectives

Aligned with the development needs of the digital economy and intelligent media industry, the programme leverages the Yunnan Provincial Department of Industry and Information Technology's Provincial Enterprise Technology Center (Kunming Weixiang Zhisen

Technology Co., Ltd. Enterprise Technology Center) and the Yunnan Provincial Department of Science and Technology's Provincial Engineering Technology Center (Yunnan 3D Panoramic Technology Public Service Platform). It builds a four-dimensional linked practical teaching system of "enterprise real problems + real projects + competition-driven + graduation design." The programme implements the teaching reform model of "one course, one enterprise; one course, one exhibition; one course, one competition," and promotes "dual-mentor system" and "project-based studio" teaching, achieving seamless alignment between classroom teaching and enterprise job requirements. Enterprise real projects are integrated into course teaching, subject competitions test staged teaching outcomes, and the graduation design comprehensively presents four years of learning. Graduates may work in internet companies, game and animation studios, film and television production institutions, cultural media companies, cultural tourism groups, digital publishing units, and design departments of enterprises and public institutions, engaging in creative design, content production, project planning, interactive development, and operations promotion. They may also pursue master's degrees in related disciplines.

Objective 1 (Visual Design Ability): Possess solid visual design theory and AIGC-assisted design ability, able to accurately translate abstract concepts into visual images; qualified for digital media graphic design, brand visual design, and AIGC visual creativity positions.

Objective 2 (Motion Imaging Ability): Possess full-process dynamic visual production capability, able to master film and television shooting, post-production effects, and audiovisual narrative; qualified for film production, short video creation, and program packaging positions.

Objective 3 (Interaction Design Ability): Possess user-centered thinking and interaction design ability, able to transform artistic creativity into interactive digital products and immersive experiences; qualified for UI/UX design, interaction experience design, and immersive content planning positions.

Objective 4 (3D Design Ability): Possess 3D modeling, material lighting, animation rendering, and scene construction ability, able to independently create 3D digital content; qualified for 3D modeling, 3D animation, game art design, and virtual scene design positions.

Objective 5 (Cultural Creativity Ability): Based on Yunnan ethnic cultural resources and digital cultural tourism industry needs, possess end-to-end development capability for cultural tourism digital products such as intangible cultural heritage digital preservation, cultural tourism experience design, and digital curation.

Objective 6 (Holistic Development Ability): Possess comprehensive qualities of teamwork, project management, and self-directed learning; able to continuously track frontier technology trends such as AIGC and virtual reality and integrate them into creative practice; qualified for creative design, content production, project planning, interactive development, and operations promotion roles across internet, cultural media, cultural

tourism, film, and game industries, with sustainable career development potential and readiness for further postgraduate study.

IV. Graduation Standards and Requirements

A. Graduation Standards

Students who are well-rounded in moral, intellectual, physical, aesthetic, and labor development, complete all teaching components prescribed by this training plan, earn a minimum of 150 credits, pass the graduation thesis (design) defense, meet the National Student Physical Health Standard, and comply with the Yunnan University of Business Management Bachelor's Degree Conferral Measures are eligible for graduation and awarded the Bachelor of Arts degree.

1. General Education curriculum: 54 credits required, including at least 10 credits of general education electives.

2. Professional Education curriculum: 88 credits required, including at least 13 credits of professional electives.

3. Second Classroom: 8 credits.

4. Vocational Qualification Certificate: Obtain one of the following — Graphic Designer, Digital Interaction Specialist, Video Editor/VFX Artist, or User Experience Designer.

B. Graduation Requirements

1. Industry and Profession Demand for Talent

- Composite knowledge and skill structures have become essential. The industry no longer demands single-skilled professionals; it urgently needs talents who possess both solid artistic foundation and aesthetic literacy, and are proficient in digital tools (UI/UX design, 3D animation, film post-production, interaction engines, etc.). Students must be able to efficiently realize artistic creativity through cutting-edge technology, mastering the full process from planning and design to production.
- Technology adaptation and continuous learning ability are critical. Artificial Intelligence (AIGC), metaverse, real-time rendering and other new technologies are reshaping the industry ecosystem. Enterprises highly value talent's technical sensitivity and rapid learning ability, requiring them to continuously update their knowledge reserves and integrate new tools and platforms into creative practice, to respond to the rapidly changing market and technology environment.
- Project practice and teamwork ability are core requirements. Digital media projects are mostly collaborative products that emphasize cross-domain communication and project management awareness. The industry requires talents to not only master their own position's skills but also understand planning, programming, operations, and other collaborative links, with clear role awareness and efficient teamwork spirit.

- Cultural understanding and innovation integration ability have significant value. In the context of cultural confidence and cultural-tourism integration, talents who can deeply explore local culture and regional characteristics (e.g., Yunnan ethnic culture) and apply digital means for creative transformation and dissemination are more competitive. Combining traditional cultural IP with modern digital art has become an important direction for industry content innovation.
- Comprehensive literacy with product thinking and user awareness is essential, especially in interaction design, gaming, and internet product fields. Talents need to transform from pure "creators" to "design thinkers," possessing user research, experience design, data analysis, and other product thinking, so that artistic works have both commercial value and user value.

2. Career Positions and Competency Requirements

No.	Core Position Group	Typical Tasks	Competency Requirements	Vocational Qualification Certificate
1	Digital Media Graphic Art Design	1.1 Conduct market research and analysis for digital media graphic design; establish accurate design positioning.	1.1.1 Ability to independently complete design research; 1.1.2 Ability to coordinate and collaborate within a team; 1.1.3 Ability to correctly analyze the market.	Graphic Designer
		1.2 Conceptualize creative ideas for digital media graphic design; produce creative sketches and execute flat visual advertising presentation.	1.2.1 Ability to understand consumer psychology; 1.2.2 Ability to innovate in digital media graphic design.	
		1.3 Accurately grasp digital media product attributes or advertising themes;	1.3.1 Ability in graphic creativity for digital media design; 1.3.2 Ability in	

		perform typography design, copywriting, and reasonable layout and color matching.	commercial typography design.	
		1.4 Use digital media channels to accurately communicate product information and social activities.	1.4.1 Ability in digital media layout and composition; 1.4.2 Ability to proficiently use graphic design software and digital multimedia tools.	
2	Digital Interaction Design	2.1 Conduct accurate user positioning for mobile APP and website product styles.	2.1.1 Ability to independently complete APP and website design; 2.1.2 Ability to coordinate and collaborate within a team.	Digital Interaction Specialist
		2.2 Perform basic website maintenance.	2.2.1 Ability to continuously update website resources; 2.2.2 Ability to update information in real time.	
		2.3 Design and produce mobile APP icons, website logos, and advertising illustrations.	2.3.1 Creative thinking and innovation ability; 2.3.2 Advertising design ability.	
		2.4 Design interface layout for mobile APP products and enterprise websites.	2.4.1 Ability to plan and design standard conventional projects; 2.4.2 Ability to proficiently use	

			relevant design software.	
		2.5 Manage and promote the brand image of mobile APPs and enterprise websites.	2.5.1 Ability to develop internal and external brand communication plans for enterprise websites; 2.5.2 Ability to manage and maintain enterprise website image.	
3	Digital Compositing	3.1 Conduct market research for digital compositing projects; accurately grasp market information, define compositing objectives and tasks; perform market segmentation and positioning.	3.1.1 Good communication ability; 3.1.2 Overall planning and execution ability; 3.1.3 Team coordination ability; 3.1.4 Accurate forecasting ability; 3.1.5 Ability to conduct project market research and accurately grasp relevant market information.	Video Editor / VFX Artist
		3.2 Position compositing objectives; define digital compositing appeal information; conduct project positioning.	3.2.1 Ability to perform market segmentation, market positioning, product positioning, and define digital compositing project appeal information; 3.2.2 Ability in program packaging	

			positioning.	
		3.3 Generate digital compositing creativity; execute design and presentation.	3.3.1 Ability to design and present project creativity and program packaging.	
		3.4 Develop program packaging plans; select and combine media for program packaging.	3.4.1 Ability to formulate project compositing delivery plans; 3.4.2 Ability in project selection and combination.	
		3.5 Evaluate digital film and television VFX production outcomes and prepare budgets.	3.5.1 Ability to evaluate outcomes and manage budgets.	
		3.6 Prepare digital compositing proposals and project pitches.	3.6.1 Ability to write project proposals and deliver project pitches.	
4	Virtual Reality Content Design and Production	4.1 Conduct market research for VR content design and production projects; accurately grasp market information; perform market segmentation and positioning.	4.1.1 Good communication ability; 4.1.2 Team coordination ability; 4.1.3 Ability to conduct project market research and accurately grasp relevant market information.	User Experience Designer
		4.2 Design and produce VR 3D models.	4.2.1 Ability to use common 3D software to create models and scene assets;	

			4.2.2 Skill to import 3D models in common formats into VR production tools; 4.2.3 Ability to produce VR digital resources.	
		4.3 Design and produce VR 3D animations.	4.3.1 Ability to create frame-by-frame animation, physics-based animation, and character animation using 3D software; 4.3.2 Basic skill to create simple interactive animations using VR production platforms; 4.3.3 Basic ability to produce VR animation resources.	
		4.4 Design and produce VR digital resources.	4.4.1 Skill to produce VR digital resources using common VR platforms.	
		4.5 Design and produce VR projects.	4.5.1 Ability to beautify and design project scenes and characters using VR platforms; 4.5.2 Ability to use visual programming (Unreal Engine	

			Blueprints, Unity Bolt, etc.) for VR project development and production.	

3. Graduation Requirements

Structure	Element Description
1. Value Requirements	1.1 Firmly uphold the leadership of the Communist Party of China and the socialist system; master the standpoint, viewpoint, and method of Marxism; understand the history of the Communist Party of China, New China, reform and opening up, and socialist development; strengthen the "Four Confidences." 1.2 Systematically study Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, the Important Thought of Three Represents, and the Scientific Outlook on Development; deeply understand and grasp Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era; enhance national condition awareness and social responsibility; consciously practice core socialist values. 1.3 Comprehensively promote curriculum-based ideological and political education, integrating education on the Chinese dream, rule of law, labor, mental health, and fine traditional Chinese culture into the whole education and teaching process; cultivate students' firm ideals and convictions, political identity, patriotism, cultural confidence, rule of law awareness, and moral character.
2. Quality Requirements	2.1 Abide by laws and regulations; possess good professional ethics, integrity, responsibility, and social ethics. 2.2 Possess high humanistic literacy, aesthetic taste, and scientific spirit; form a rigorous, truth-seeking, and critical way of thinking. 2.3 Physical and mental health; possess sound personality, robust physique, and civilized behavior habits. 2.4 Possess critical thinking and innovation awareness; able to discover, analyze,

	evaluate, and express phenomena and problems in the professional field. 2.5 Possess international vision and intercultural understanding; master at least one foreign language; able to use foreign languages for basic communication and professional exchange. 2.6 Respect cultural diversity; possess literacy for effective communication and collaboration in a globalized context; possess good language literacy, digital literacy, and cultural and artistic literacy.
3. Knowledge Requirements	3.1 Possess humanities, social sciences, and natural science knowledge; possess systematic and solid professional knowledge and skills. 3.2 Master basic research methods; understand the history, current status, and development trends of the discipline; understand relevant national policies. 3.3 Understand the application status and development trends of cutting-edge technologies such as Artificial Intelligence and VR/AR in the field of Digital Media Arts; master relevant basic theories and tool characteristics. 3.4 Master basic knowledge of Yunnan ethnic culture, history, and art forms; understand their cultural connotation and contemporary value.
4. General Competencies	4.1 Digital & IT Application: Proficient in modern information technology tools; master data collection, analysis, and visualization methods; possess basic programming and AI tool application ability; adapt to digitalized professional environments. 4.2 Innovation Ability: Able to discover problems and propose innovative solutions in real situations; possess comprehensive ability to carry out project design, operation, and optimization. 4.3 Research & Analysis: Able to apply scientific research methods to comprehensively analyze complex problems in Digital Media Arts and propose corresponding countermeasures or solutions. 4.4 Communication & Expression: Possess good Chinese expression and writing

	ability; able to use oral, written, and body language for rigorous, standardized, and effective interpersonal communication, exchange, and presentation within and outside organizations, including report writing, design documents, and clear response to instructions. 4.5 Lifelong Learning: Possess self-directed learning and continuous development awareness; able to deepen and horizontally transfer knowledge and skills through continuous learning; adapt to technological change and career development needs. 4.6 Teamwork & Leadership: Possess team awareness, role recognition, and collaborative spirit; able to play an active role in multidisciplinary teams to drive goal achievement.
5. Professional Competencies	5.1 Master basic creative and research methods in Digital Media Arts; able to carry out innovation at the intersection of art and science; initially possess the ability to use AIGC-assisted tools for creative generation, design optimization, and efficiency improvement; independently or collaboratively complete artwork creation. 5.2 Possess good aesthetic judgment and design expression ability; master visual design methods for digital graphics, illustration, information visualization, and motion graphics; possess the ability to transform complex information into clear, beautiful, and appealing visual language. 5.3 Master photography, storyboarding, audiovisual language, and other foundational knowledge; possess the complete ability to plan, shoot, edit, composite, and add effects to micro-videos and short films; able to use film language to tell stories and express emotions. 5.4 Master basic principles and methods of user research, interface design, and interaction logic design; possess the ability of interactive product prototyping and user testing; understand the core role of user experience in product development. 5.5 Master the basic workflow of 3D modeling, materials, lighting, animation, and rendering; possess foundational ability in VR and AR content design and

	production; able to construct immersive digital 3D scenes. 5.6 Combined with Yunnan ethnic culture and regional characteristics, possess the ability for creative planning and design realization of transforming traditional art and intangible cultural heritage elements into modern digital cultural tourism products. 5.7 Master the complete workflow of digital media projects from concept, design, production to compositing; possess basic project planning, teamwork, schedule control, and communication ability; understand the basic operation of internet platforms and media enterprises. 5.8 Possess initial awareness and communication ability for cross-disciplinary project collaboration with literature, history, computer science, tourism management, and other majors; possess inquiry learning ability for new knowledge and new technologies; able to adapt to industry development and possess lifelong learning and sustainable development potential.

V. Main Disciplines, Competence Modules, Core Courses, and Graduation Requirements Matrix

A. Main Discipline

Art Studies

B. Professional Competence Modules and Core Courses

1. Module Names

Visual Design Foundation Module, Dynamic Narrative & Film Packaging Module, Intelligent Interactive Arts Module, Digital Cultural Tourism Creative Practice Module.

2. Professional Core Courses

Digital Narrative and Screenwriting: This is a professional core course of the Digital Media Arts programme, following foundational audiovisual language training and opening the door to digital content creation. The course takes digital narrative as its research object, covering basic narratology theory, story structure and plot architecture, character development and conflict design, and digital media narrative characteristics. It integrates

cutting-edge theories such as interactive narrative and nonlinear narrative, guiding students to master the full creative process from creative inspiration to final screenplay. Combining Yunnan's rich ethnic folklore and intangible cultural heritage resources, the course conducts local story collection and digital transformation training, guiding students through the "material – story – screenplay" creative process, and cultivating cross-media narrative ability and cultural translation expression ability, laying a narrative foundation for subsequent film and video production, game design, and other professional courses.

2D Digital Assets: This is a professional foundational course, following digital painting training and opening the door to digital asset creation. The course takes the creation and management of 2D digital assets as its research object, covering character design, scene design, prop design, UI interface elements, emoji packs, and dynamic stickers. It integrates stylized expression, asset standardization, and digital asset management knowledge. Combined with ethnic traditional patterns and visual symbols, the course conducts digital translation training, guiding students through the "concept – design – asset" creative process, cultivating asset creation ability in digital cultural & creative, game art, and virtual space fields, and providing content asset support for subsequent game design and interaction design courses.

Motion Graphics Design: This is a professional core course, following graphic design and basic animation training and opening the door to dynamic visual design. The course takes motion graphics as its research object, covering motion graphics concepts and historical development, keyframe animation and frame-by-frame animation, chart animation and transition design, dynamic layout and information arrangement. It integrates dynamic aesthetics and visual psychology knowledge, combined with brand dynamic identity and digital exhibition dynamic visual application scenarios for practical training. Students are guided to reconstruct graphic language in motion, completing the visual upgrade from "static – dynamic – interactive," cultivating dynamic visual thinking and cross-media design ability, and laying a dynamic design foundation for subsequent film post-production and information visualization courses.

Film and TV Post-production Compositing and Editing: This is a professional core course, following image shooting and digital compositing fundamentals and opening the door to film and television post-production. The course takes the full film and television post-production process as its research object, covering nonlinear editing, digital VFX compositing, color correction and grading, motion tracking and keying, and audio-visual synchronization. It integrates film aesthetics and audiovisual language knowledge, conducting practical teaching through real projects such as promotional videos, short videos, and digital exhibitions. The course emphasizes the unity of art and technology, guiding students through the "footage – editing – compositing" post-production workflow, cultivating film and television post-production creation ability and digital image aesthetic judgment, and providing a technical foundation for digital image creation and comprehensive practice.

3D Digital Assets: This is a professional core course, following 3D modeling fundamentals and opening the door to 3D digital content creation. The course takes the creation and application of 3D digital assets as its research object, covering 3D modeling, texture mapping, UV unwrapping, lighting setup, rendering output, character rigging, and basic animation. It integrates digital sculpting, PBR material workflow, and other industry standards, conducting full-process project training combined with game, film, virtual reality, and metaverse application scenarios. Students are guided through the "model – material – rendering" asset creation process, cultivating 3D spatial modeling ability and digital asset production ability, and providing 3D content support for game design and intelligent interaction design courses.

Information Visualization Design: This is a professional core course, following graphic design and data fundamentals and opening the door to information visual translation. The course takes information visualization design as its research object, covering information collection and organization, information architecture and structural models, chart model design, data visualization and interactive visualization. It integrates cognitive psychology and communication studies knowledge, conducting visualization practice combined with social data, cultural data, and business data. Students are guided through the translation process from "data – information – visual," cultivating information integration ability and data visual expression ability, and providing information design support for digital narrative and intelligent interaction design courses.

Digital Intellectual Property and AI Ethics: This is a professional frontier course, following digital creation fundamentals and opening the door to digital ethics and compliance awareness. The course takes digital intellectual property and artificial intelligence ethics as its research object, covering copyright law and digital rights ownership, ownership disputes of AI-generated content, legality of training data and personal information protection, and ethical boundaries in human-machine collaborative creation. It integrates law, ethics, and philosophy of science knowledge, conducting case-based analysis and discussion combined with practical examples of generative AI in artistic creation. Students are guided to develop digital IP protection awareness and AI ethical deliberation ability, providing a legal and ethical framework for digital creation practice across all professional courses.

Intelligent Interaction Design: This is a professional core course, following interaction fundamentals and programming training and opening the door to intelligent interactive experience design. The course takes intelligent interaction design as its research object, covering human-computer interaction theory and user experience design, multimodal interaction and perceptual interaction technology, AR/VR/MR immersive interaction, and AI-driven interaction and intelligent generation. It integrates design thinking and user research methods, conducting project-based teaching combined with digital exhibition, cultural tourism experience, and smart product application scenarios. Students are guided through the "requirement – prototype – interaction" design process, cultivating user-

centered intelligent interaction design ability and cross-media interactive creation ability, and laying an interaction foundation for comprehensive practice and innovation design.

Game Design: This is a professional core course, following digital asset and interaction design training and opening the door to game content creation. The course takes game design as its research object, covering game overview and game psychology, game planning and concept design, game level design and mechanics design, game user experience and interface design, and game prototyping and testing. It integrates game industry analysis and project management knowledge, conducting creative practice in directions such as functional games, serious games, and cultural educational games. Students are guided through the game development process of "planning – design – prototype," cultivating game creative planning ability and cross-disciplinary collaboration ability, and delivering professional talents for the digital entertainment and interactive content industry.

3. Teaching Objectives and Learning Outcomes

Module Name	Supporting Courses	Teaching Objectives and Learning Outcomes	Prerequisite Courses	Total Workload	
				Workload hours	ECTS Credits
Digital Visual Design Foundation	Fundamental Visual Design AIGC Digital Creative Design History of Chinese and Foreign Design Digital Graphics and Image Art Digital Commercial Illustration Typography and Layout Design Creative Graphics Character Design	Objective: Cultivate application-oriented talents with solid aesthetic judgment and digital visual expression ability, able to accurately translate abstract concepts into visual images. Outcome: Master core visual foundation abilities such as form, color, composition, and creative expression for digital media; able to proficiently use digital tools and	None	750	25

		AIGC-assisted methods for visual presentation.			
Dynamic Imaging and Digital Content	Audiovisual Language and Digital Storyboarding Digital Imaging and Cinematography Digital Narrative and Screenwriting 2D Digital Assets Motion Graphics Design Film and TV Post-production Compositing and Editing Digital Sound Art	Objective: Cultivate interdisciplinary talents who can master the full chain of film shooting, 2D/3D animation, post-production effects, and audiovisual narrative. Outcome: Master the full-chain dynamic visual creation technology from pre-planning to post-compositing; possess complete visual narrative and film packaging ability.	Fundamental Visual Design, Digital Graphics and Image Art	960	32
Intelligent Interaction and 3D Design	3D Digital Assets Information Visualization Design Intelligent Interaction Design Game Design Interaction Interface Design	Objective: Cultivate interdisciplinary talents with user-centered thinking, interaction design, and 3D digital content creation ability, able to transform artistic creativity into interactive digital products and immersive experiences. Outcome: Master core technologies such as UI/UX	Motion Graphics Design, Film and TV Post-production Compositing and Editing	945	31.5

		design, interactive prototyping, 3D modeling, and game design; possess user-centered product thinking and artistic interactive content creation ability.			
Cultural Tourism Digital Creative Practice	Professional Orientation and Industry Research, Thematic Design: Digital Preservation of Intangible Cultural Heritage, Thematic Design: Immersive Cultural Tourism Experience Design, Graduation Internship, Graduation Thesis (Design Project) Digital Content Planning and Operation	Objective: Cultivate practice-oriented talents with cultural mission, project execution ability, and professional literacy, able to use digital technology for intangible heritage recording, cultural transformation, and cultural tourism content creation. Outcome: Deeply understand Yunnan regional culture; able to use digital means for innovative design and communication; through real-world projects, bridge the path from classroom to industry and achieve job competency.	Foundation courses of all modules	1050	35

VI. Teaching Plan and Execution

1. Weekly Time Allocation by Semester (unit: weeks)

Item	Year 1		Year 2		Year 3		Year 4		Total
	Sem 1	Sem 2	Sem 3	Sem 4	Sem 5	Sem 6	Sem 7	Sem 8	
Military Theory and Training	3	——	——	——	——	——	——	——	3
Course Teaching	16	16	16	16	16	16	——	——	96
Practice Weeks	——	2	2	2	2	2	——	——	10
Graduation Internship	——	——	——	——	——	——	——	——	
Graduation Thesis (Design)	——	——	——	——	——	——	——	——	
Examination / Credit Recognition / Graduation Qualification Review	1	2	2	2	2	2	1	4	16
Total Education Weeks	20	20	20	20	20	20	20	20	160
Winter and Summer Vacations	5 7		5 7		5 7		5 ——		41
Total Year Weeks	52		52		52		45		201

2. Study Plan(see Attachment 1)

3 Course-Graduation Requirements Support Matrix(see Attachment 2)

VII. Main Professional Practice Components

No.	Course	Required / Elective	Main Practice Projects	Hours	Semester / Weeks	Location (including off-campus)
1	Fundamental Visual Design	Required	Still life structural sketch, spatial perspective, material	120	Sem 1 / 16 weeks	K4-602

			expression			
2	AIGC Digital Creative Design	Required	Vector graphics, digital image processing, layout design	60	Sem 1 / 16 weeks	K4-602
3	Digital Graphics and Image Art	Required	AIGC tool operation, intelligent design, assisted creation	120	Sem 2 / 16 weeks	K4-602
4	Digital Imaging and Cinematography	Required	Design school research, case analysis, literature review	120	Sem 2 / 16 weeks	K4-402
5	Audiovisual Language and Digital Storyboarding	Required	Shot analysis, storyboard design, sound and picture coordination	120	Sem 3 / 16 weeks	K4-506
6	Digital Commercial Illustration	Required	Illustration creation, character design, ethnic element application	120	Sem 3 / 16 weeks	K4-503
7	Digital Narrative and Screenwriting	Required	Photography and cinematography, lighting, multi-camera shooting, short film creation	90	Sem 3 / 16 weeks	K4-508
8	2D Digital Assets	Required	Script conception, story structure, dialogue writing	180	Sem 3 / 16 weeks	K2-301
9	Motion Graphics Design	Required	MG animation, dynamic posters, program packaging, motion effects	180	Sem 3 / 16 weeks	K4-508
10	Film and TV Post-production Compositing and Editing	Required	Editing, color grading, VFX compositing, short film packaging	180	Sem 4 / 16 weeks	K4-508
11	3D Digital	Required	Concept design,	270	Sem 4 /	K4-506

	Assets		character, scene assets, VFX drawing		16 weeks	
12	Information Visualization Design	Required	3D modeling, materials, textures and lighting, animation and VFX	180	Sem 4 / 16 weeks	K4-506
13	Digital Property Rights and AI Ethics	Required	Data charts, information posters, dynamic visualization creation	90	Sem 5 / 16 weeks	K4-508
14	Intelligent Interaction Design	Required	UI/UX design, prototyping, user experience testing	180	Sem 5 / 16 weeks	K4-506
15	Game Design	Required	Game planning, character and scene design, interactive demo	225	Sem 6 / 16 weeks	K2-205
16	Professional Orientation	Required	Enterprise visits, position research	60	1 week	Off-campus
17	Industry Research	Required	Position research, report writing	60	1 week	Off-campus
18	Thematic Design: Digital Preservation of Intangible Cultural Heritage Practice	Required	Intangible heritage collection, digital restoration, visualization design	120	2 weeks	Off-campus
19	Thematic Design: Immersive Cultural Tourism Experience Design	Required	Cultural tourism scenes, immersive content, interactive experience development	120	2 weeks	Off-campus
20	Graduation Internship	Required	Full-time practice, project participation, professional training	360	16 weeks	Off-campus / On-campus

21	Graduation Thesis (Design)	Required	Thesis writing, graduation design project	240	8 weeks	On-campus
	Total			3195		

Note: Practice teaching components include experiments/training, internships, social practice, graduation thesis (design), course design, etc. Venues should specify laboratory names or internship bases.