**Beijing University of Posts and Telecommunications**

**School of Digital Media and Design Arts**

**Undergraduate Course Descriptions**

**(2017)**



**School of Digital Media and Design Arts**

**Academic Affairs Office of BUPT**

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1.< Fundamental of Programming Design > Course Description

**Course:** Fundamental of Programming Design

**Course No.:** 3162103000

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

This course is an introductory course on computer science and programming language. Its main purpose is to guide students to think in terms of an algorithm, and to effectively utilize the existing programming ideas to achieve creative design. The content of this course will fully cover topics involved in digital media programming such as conceptual abstraction, algorithms, data structures, program encapsulation, resource invocation, security issues, computer networks and website design. The course will be based on Python as the main programming language, and take advantage of the easy-to-use language and abundant resources of third-party modules to provide students with ways to deepen computer programming concepts through practical project practices.

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2.< Algorithm and Data Structure > Course Description

**Course:** Algorithm and Data Structure

**Course No.:** 3162103100

**Credit / Course Hours:** 3/48

**Preparatory Course:** Java Program Language

**Course Description:**

This course is an important specialized core courses Data structure and algorithm mainly discuss how to effectively organize data, represent data and process data when we solve problems by computers and how to correctly design algorithm and evaluate it. This course will teach students how common data structure, method to organize and represent data, method to effective process data, method to evaluate algorithm. The content of this course is divided into two parts: Data Structure and Algorithm. Data Structure will introduce the implement and basic operation of linear table, tree, graph. Algorithm will introduce sort, search and dynamic programming.

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3.< Fundamental of Programming Design > Course Description

**Course:** Fundamental of Programming Design

**Course No.:** 3162100270

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

This course is an introductory course on computer science and programming language for digital media arts. Its main purpose is to guide students to think in terms of computational thinking and to complete simple digital art works through computer programs. The content of this course will cover the topics involved in programming such as variables, processes, logic operations, process control and data structures. This course will use Scratch as the main programming language. Scratch is easy to get started, and it is a pure programming graphical programming language. It provides a convenient way to help students to deepen the concept of computer programming through the actual practice of the project.

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4.< Introduction to technology and creativity > Course Description

**Course:** Introduction to technology and creativity

**Course No.:** 3162103010

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

As an entry-level course, this course will introduce some basic concepts and knowledges in the field of science and technology as well as innovation and creativity through lectures. Two topics will be addressed, the first one is about industrial design, including the characteristics of industrial design, theory behind industrial design and fundamental methods of innovative design. The second one is concerned with basic digital media technology, such as some basic concepts of digital media, theory of signal processing, artificial intelligent and digital media. A lot of carefully selected design cases and examples will be used to help student master the general idea and stimulate their interests, which will be in favor of major selection.

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5.< The Basis of Constitution Design > Course Description

**Course:** The Basis of Constitution Design

**Course No.:**  3162103020

**Credit / Course Hours:** 3/48

**Preparatory Course:** None

**Course Description:**

This course combines basic and applied features. Mainly include two aspects of plane formation and interaction of color. On the one hand, this course helps students understand and master the basic theory and basic knowledge of plane composition, through point, line, surface and visual language training performance, achieve a variety of image size, direction, gradual change, balance, contrast, unity, launch, group, special and other visual changes, improve students' constitute ability of rhythm, prosodic sense and sense of form; On the other hand, by explaining the contrast and reconciliation between colors, students should master the basic theory of color, the principle of formal beauty and the technique of color matching, learn to use color to express composition of the design idea in point, line and surface, to achieve the point, line, surface space in the colorful composition and design. At the same time, through the training of two-dimensional space thinking, students develop visual language performance ability, cultivate students’ flexible image thinking ability and enhance the design sensibility and expressiveness. In short, the task of this course is to help students understand the beauty of rhythm and order in point, line, surface and color, enhance students' abilities of abstract thinking and design creativity, and lay a solid foundation for future design.

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6.< The Basic of Design Thinking > Course Description

**Course:** The Basic of Design Thinking

**Course No.:** 3162103030

**Credit / Course Hours:** 2/32

**Preparatory Course:** Introduction to science and technology and creativity, The basic of Composition design

**Course Description:**

This course is an introductory course for creative design thinking. The course mainly introduces the "user centered" design thinking process. Finally, the students can use the design thinking for preliminary innovative design.

The curriculum has designed three targeted small topics, which are mainly aimed at the 3 key links in the process of design thinking: The first task is to train students to have the ability to define the problem space and the ability to use divergent thinking to solve problems; The second task is to train students to have the ability to use design thinking to shape the product form; The third task is to train students to have the ability to use design thinking to analyze user behavior and discover product opportunities.

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7.< Computer aided design > Course Description

**Course:** Computer aided design

**Course No.:** 3162105160

**Credit / Course Hours:** 32

**Preparatory Course:** None

**Course Description:**

The fundamentals of graphic design software, which mainly teaches Photoshop and Illustrator, are two of the most powerful in the field of graphic design, as well as two common design software. The curriculum enables students to master the basic theory and basic methods of computer graphic visual image processing, and cultivate students' logical thinking ability and improve the ability of graphic visual expression of the design scheme. Through the study of this course, make students establish the plane visual form the basic concept of digital image, grasp the digital image drawing, editing, writing, such as the basic method, mainly including image synthesis, digital mapping, visual design, typography, and other basic method. Based on the graphic design software technology of Photoshop and Illustrator, it lays the foundation for the design and application of digital image processing in the future.

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8.< Foundation of Intelligent Open Source Hardware > Course Description

**Course:** Foundation of Intelligent Open Source Hardware

**Course No.:** 3162103050

**Credit / Course Hours:** 2/32

**Preparatory Course:** Advanced Mathematics, Program Designing Foundations

**Course Description:**

This course is aimed at students of digital media technology, industrial design and other majors, who will engage in interactive design, game development, video technology support, mobile applications, network application development and other related industries. Based on the content of circuit analysis and digital circuit, the course covers the application of open source hardware Arduino and basic sensors, expanding new knowledge with international new technology and keeping pace with the times. This course aims to improve the students' basic skills and the application ability of new technology and new means, and completes the teaching requirements of theory and practice, laying the foundation for the follow-up study of professional courses. In order to better grasp the knowledge of this course, the course is equipped with <Design and Practice of Intelligent Hardware> (2 credits), the main knowledge points for practice and design. The course not only uses theory and practice to deepen students' understanding and mastery of the theory, but also enhances students' interest in learning theoretical knowledge, improves students' soft and hardware capabilities, and makes the course more integrated with practice, laying the foundation for the subsequent professional learning.

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9.< Basis of User Interface Design > Course Description

**Course:** Basis of User Interface Design

**Course No.:** 3162103060

**Credit / Course Hours:** two credits / 32 Hours

**Preparatory Course:** Computer-Aided Graphic Design

**Course Description:**

This course is an essential course of Interaction Design. It aims to train students to understand the basic theory system of web user experience design, master the principles and methods in user-centered design, and be familiar with the basic methods of user study and innovative design. Students are expected to propose innovative design solutions based on the lectures and collaborative design practice. Furthermore, students should be able to complete the user interface design of web product systematically, applying knowledge learned from other related courses. This course focuses on developing students' awareness and skills of innovative design and enables students to master preliminary user study and teamwork skills.

**Reference Books:**

1. Jesse James Garrett. The Elements of User Experience: User-Centered Design for the Web and Beyond. Mechanical Industry Press. 2011.

2. Yang Ni. Web Design. Shanghai People's Fine Arts Press. 2016.

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10.< Fundamentals of User Interface Technique > Course Description

**Course:** Fundamentals of User Interface Technique

**Course No.:** 3162103070

**Credit / Course Hours:** 2/32

**Preparatory Course:** Programming Design, Data Structure and Algorithm, Computer Network

**Course Description:** This course takes the user interface technology as the teaching content and the Web front-end as the technology carrier to cultivate the students' technical ability to build the user interface and lay a solid comprehensive ability from the user interface design to the technology realization. Through the learning of user interface technology, students can understand the principle of user interface technology, grasp the implementation method of user interface technology, understand and master some of the current mainstream user interface technology tools. Grasp the basic concepts and generic terms of user interface technology, master the basic flow of user interface technology, master the current mainstream tools developed by user interface technology, master the basic method of building a user interface development environment, according to the user interface design, Requirements from the point of view, the completion of the user interface technology development process, to achieve the technical design of the user interface restore.

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11.<Artificial Intelligence> Course Description

**Course:** Artificial Intelligence

**Course No.:** 3162103080

**Credit / Course Hours:** 2/32

**Preparatory Course:** Advance Programming Design, Computer Fundamentals

**Course Description:**

(1) the concept, background, development history, research methods and applications of artificial intelligence;

(2) knowledge representation methods: predicate logic representation, generative representation, semantic network representation, frame representation method and reduction representation; 3) search strategy: state space search technology based on blind search, heuristic search and optimization of genetic algorithm and simulated annealing algorithm to search strategy; 4) the basic concept and structure of expert system, and just get the principle; 5) the principle of BP neural network back propagation, and the convolutional neural network and recurrent neural network 6) machine learning: k-nearest neighbor, decision tree learning, support vector the content such as machine principle and implementation.

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12.< Aesthetic and Criticism > Course Description

**Course:** Aesthetic and Criticism

**Course No.:** 3162103090

**Credit / Course Hours:** 2/32

**Preparatory Course:** Nothing

**Course Description:**

This course aims to understand the basic characteristics of aesthetics and its important role in human spiritual life. Students should be able to analyze the important design works, gain a deeper understanding of the aesthetics contained therein, integrate the aesthetics into the design, and guide the design with aesthetics . Through the study of this course, on the one hand, the designer is encouraged to establish a conscious aesthetic awareness and make the design work more in line with the aesthetic psychology of the people; on the other hand, the designer is encouraged to have a conscious awareness of humanistic concern from the aspects of man and nature, man and society , The relationship between man and the universe and other more broad vision to think about design, deepen the study of aesthetics and cultural knowledge, improve the spirit taste of the design.

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13.<Design of User Interface > Course Description

**Course:** Design of User Interface

**Course No.:** 3162103110

**Credit / Course Hours:** 2/32

**Preparatory Course:** The Basis of Constitution Design, Design Thinking

**Course Description:**

"Design of User Interface" course use user interface in the software interface, web interface, game interface to explain and exercises and help students understand and master the interface design process, task analysis, and function orientation; make clear the basic requirements of interface design; learn to use the interface design principles of beauty in form and layout design method, interface different elements of design techniques, interface design tools; understand the relation between user interface design and user experience, and help students understand and regulate the UI interface design evaluation and testing standards, so as to create a clear positioning, to get a good sense of the user experience design. This course will enable students to have the user interface design thinking and visual expression ability, and lay the foundation for future work.

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14.< Introduction to Digital Media Arts > Course Description

**Course:** Introduction to Digital Media Arts

**Course No.:** 3162100420

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

This course is a compulsory course for students from Digital Media Arts. By introducing history of media development, modern arts and relationships between technology and arts, this course aims to help students understand concepts, categories, history and present of digital media arts, paying special attention to the relationships between media, communication, mass culture and modern arts. By explaining theories, cases, it helps students build up systematic knowledge of the subject and learn related paradigms and methodologies. By appreciating and discussing digital media arts cases, it tries to inspire students’ ideas of innovation and create art forms using basic technological means.

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15.< Introduction to Traditional Chinese Culture > Course Description

**Course:** Introduction to Traditional Chinese Culture

**Course No.:** 3162100430

**Credit / Course Hours:** two credit，32hours

**Preparatory Course:** None

**Course Description:**

Traditional chinese culture is the evolution of Chinese civilization and a reflection of the national character and the national culture integration. The national history of culture and ideology refers to the overall performance of the Chinese nation and its ancestors living in the China region, which is inherited from generation to generation for development, with the distinctive ethnic characteristics of long history and profound cultural connotation. It is the crystallization of thousands of years of civilization of the Chinese nation, in addition to the core content of Confucian culture, also contains Taoism (Religion) culture, Buddhist culture. This course pays special attention to the creative transformation and innovative development of Chinese traditional culture, and stresses the contemporary value of exploring Chinese aesthetic and artistic traditions.

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16.<Animation Appreciation> Course Description

**Course:** Animation Appreciation

**Course No.:** 3162100060

**Credit / Course Hours:** 2/ 32

**Preparatory Course:** None

**Course Description:**

With the development of computer technology and the advent of information age, animation has been integrated into all aspects of people's lives. This course is a cultural and art class, suitable for students of all grades and majors.

For engineering students, through the appreciation of a large number of animation works, on the one hand, let them understand the history of animation, a simple understanding of the basic knowledge and theory of animation production, improve aesthetic cultivation, on the other hand, to play their own as engineering students of the expertise, in the evaluation of a work, on the basis of the genre Form their own evaluation system.

For art students, on the basis of understanding the history of animation, the basic production process, through the longitudinal analysis of the development of Chinese animation and the horizontal contrast between China and Japan, from multi-angle analysis, the formation of a certain sense of innovation, try to think how to use the traditional culture in the animation of heritage.

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17.<Plane Formation > Course Description

**Course:** Plane Formation

**Course No.:** 3162101100

**Credit / Course Hours:** 2/32

**Preparatory Course:** Graphic Design Software

**Course Description:**

The “Plane Formation” curriculum is both basic and applied. It includes two aspects: first, helping students understanding and mastering the basic theory and basic knowledge of planar formation, using dot, line, surface, and visual language’s training to achieve various image’s size, direction gradient, balance, contrast, unity, emission, clustering and specific visual change, and improve students’ visual image sense of rhythm, and form aspects of the composition ability; Second, through the training of two-dimensional spatial thinking, we will cultivate students’ expressive ability of visual language, flexible and changeable image thinking ability, and enhance the design sensibility and expression. All in all, this course has a very important inspiration for modern and future designs, and the goal of this course is to help students understand the beauty of rhythm and order, and improve students’ thinking ability and design creativity.

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18.<Modelling Foundation(I)> Course Description

**Course:** Modelling Foundation(I)

**Course No.:** 3162103300

**Credit / Course Hours:** 4/64

**Preparatory Course:** None

**Course Description:**

Modelling Foundation(top)is one of the important ability for digital media art students who enter the professional courses before learning, learning method modeling based on sketch, sculptures, sketches, dictation, improve the students' ability to shape the image of the other, so as to lay a good foundation of animation professional. The basic teaching of modeling mainly starts with sketch learning, and improves the students' modeling ability and creative thinking by understanding and understanding the basic knowledge and laws of modeling. Introduction to modern visual art, sketch are subject to rigorous training in basic skills, including knowledge of science, anatomy, perspective projection and other natural science and master of law, practice and understanding of other concepts, modelling aesthetic principle, modeling the form elements and various art performance methods also include.

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19.< Scene Sketch> Course Description

**Course:** Scene Sketch

**Course No.:** 3162103310

**Credit / Course Hours:** 4/32

**Preparatory Course:** None

**Course Description:**

Scene sketching is one of the important basic skills that digital media art students need before they enter a major. The course mainly aims to enhance the students' ability to create images and their ability to handle scene space so as to lay a good foundation for animation major. Scene sketch teaching mainly start with sketching, through the sketching of the basic knowledge of scene sketches and the performance of the scene space, improve the ability of the students modeling and scene design capabilities. The course includes understanding and mastery of natural sciences such as perspectives, projection studies and anatomy. It also includes the concept of modeling, the aesthetic principles of modeling, the formal elements of modeling and the practice and understanding of various methods of artistic expression.

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20.< Chinese and Foreign Art History > Course Description

**Course:** Chinese and Foreign Art History

**Course No.:** 3162103320

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

This course is a guide to the appreciation of classical works of art in Chinese and foreign history. This course is presented in chronological order, it makes students understand the artistic achievements of different ethnic groups in different historical periods, in order to improve the students' humanities artistic accomplishment。This course will cultivate independent thinking ability and expression ability by guiding students to make theoretical analysis and value judgment on fine art works and fine arts. The course through guide the student to do transverse comparison and analysis of Chinese and foreign art, to develop the students' ability of critical thinking and communication, and helps to develop students' healthy personality and the comprehensive quality of ascension.

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21.< Audio-Visual Language > Course Description

**Course:** Audio-Visual Language

**Course No.:** 3162103330

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

This course is the basic course of digital media art，which is a specialized elementary course of Digital Media Technology and Digital Media Art, focuses on basic elements in film and television production, including visual elements, auditory elements and film editing methods, and carries out a thorough study on the production rule of the art of sound-image in film and television production, which is the major research object of the course, from shot, composition of pictures, scene, angle, motion, axis, mise-en-scine, light, color, sound, film editing and other aspects, enabling students to know the main features and common techniques of expression of audio-visual language in the film or animation, and master the basic techniques of film editing. Illustration of knowledge is combined with analysis and evaluation on specific works to help students develop audio-visual thinking, learn to analyze films and practice narrative skills with audio-visual language, and expand the space of artistic thinking, so as to lay a solid foundation for the creation of excellent film or animation works.

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22.< Basis of graphic design software > Course Description

**Course:** Basis of graphic design software

**Course No.:** 3162103340

**Credit / Course Hours:** 32

**Preparatory Course:** None

**Course Description:**

The fundamentals of graphic design software, which mainly teaches Photoshop and Illustrator, are two of the most powerful in the field of graphic design, as well as two common design software. The curriculum enables students to master the basic theory and basic methods of computer graphic visual image processing, and cultivate students' logical thinking ability and improve the ability of graphic visual expression of the design scheme. Through the study of this course, make students establish the plane visual form the basic concept of digital image, grasp the digital image drawing, editing, writing, such as the basic method, mainly including image synthesis, digital mapping, visual design, typography, and other basic method. Based on the graphic design software technology of Photoshop and Illustrator, it lays the foundation for the design and application of digital image processing in the future.

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23.< Dynamic Sketch> Course Description

**Course:** Dynamic Sketch

**Course No.:** 3162013360

**Credit / Course Hours:** 4/32

**Preparatory Course:** None

**Course Description:**

Dynamic sketch is one of the most important basic skills that digital media art students need before they enter a major. The course mainly aims to improve the ability of students to capture the dynamics of animation so as to lay a good foundation for animation major. Dynamic sketching teaching mainly starts with studying the law of character movement, and through the performance of dynamic character's structure and movement, enhances students' dynamic observation and expression ability. The course includes understanding and mastery of the human body structure, the law of the garment and the law of human movement. It also includes the concept of the form, the aesthetic principles of the form, the elements of the form and the practice and knowledge of various methods of artistic expression.

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24.<Modeling Foundation> Course Description

**Course:** Modeling Foundation (II)

**Course No.:** 3162013370

**Credit / Course Hours:** 2/32

**Preparatory Course:** Modeling Foundation (I)，Scene sketch

**Course Description:**

As a basic course of digital media art, modeling Foundation is oriented by the professional needs, and the transition from the traditional art basis to the professional course. Study on the relationship between content relates to light and color, with light to create temporal relationships, through light and color to depict the character’s psychology, emotional expression, rendering the specific environment and atmosphere, harmonious rhythm; through a large number of cases to explain and help students understand and master the use of film and television animation, color essence, emotion effect and understanding of color, clarify the color in the visual narrative power, enhancing students' understanding of animation and color; enhance the professional quality, and realize the power of color in life. And set up the corresponding training, cultivate students’ professional consciousness to draw, comprehensive and flexible use of design thinking and performance ability to solve problems, learning through color narrative to express feelings, create a meaningful form.

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25.< Introduction to Chinese and Western Literary Classics > Course Description

**Course:** Introduction to Chinese and Western Literary Classics

**Course No.:** 3162100440

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

The main content of the course is: An introduction to Literature,A brief history of Chinese literature, Introduction to Book of Songs(Guan Ju, Taoyao, Cai Wei, Yan Yan, Jian Jia), Introduction to Chu Ci(Xiang Jun,Shan Gui)*,* Tang poetry introduction(Lu Zhai and Xin Yi Wu of Wang Wei,Su Fu and Deng Lou of Du Fu,Qiu Lai and Su Xiaoxiao Mu of Li He,Wu Ti of Li Shangyin),Introduction to Song Ci Poetry(Po Zhen Zi of Li Yu,Ba Sheng Gan Zhou of Liu Yong,Ta Suo Xing of Qin Guan, Poetry as Ci of Su Shi,Mo Yu Er of Xin Qiji,Qi Tian Yue of Jiang Kui) Introduction to *Liao* Zhai Zhi *Yi*, Introduction to Stone Story, Introduction to The Deer and the Cauldron, Introduction to Crime and Punishment, Introduction to Pride and Prejudice, Introduction to Love in the Time of Cholera, Introduction to The Count of Monte Cristo.

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26.< History of Chinese and Foreign Film > Course Description

**Course:** History of Chinese and Foreign Film

**Course No.:** 3162101430

**Credit / Course Hours:** 2/32

**Preparatory Course:** Audio-Visual Language

**Course Description:**

A comprehensive and systematic introduction of the development history of Chinese film art, to enable students to understand the western film development in art history, a comprehensive understanding of the audio-visual language of artistic personality, unique charm and evolution process of understanding of movie art, artistic personality and main innovation of film art schools focus on memory. Through the study of this course, gradually develop students' professional appreciation ability and professional thinking ability in the film art, and applied to subsequent related creation. The course examination method is paper writing.

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27.< Introduction of New Media Advertising > Course Description

**Course:** Introduction of New Media Advertising

**Course No.:** 3162100670

**Credit / Course Hours:** 2 credits，32hours

**Preparatory Course:** Non**e**

**Course Description:**

The Introduction of New Media Advertising course is a basic course for digital media arts students to understand the new media advertising market and master the basic methods of new media advertising planning.

This course enables students to have a comprehensive and systematic understanding of new media advertising theory, industry and practice related content. Starting from the basic concepts, forms and theories, to the basic participants in the new media advertising market, we focus on the planning and operation of new media advertisements and, as a whole, establish a three-dimensional knowledge framework for our students. After the course, the students not only possess the theoretical knowledge of new media advertising, but also possess the industrial vision of new media advertising operation as well as the practical skills of planning process, crisis management and advertisement review.

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28.< Aesthetic Criticism > Course Description

**Course:** Aesthetic Criticism

**Course No.:** 3162101460

**Credit / Course Hours:** 2/32

**Preparatory Course:**

Introduction to Chinese Traditional Culture，A Review of Chinese and Western Literature ，Chinese and Western Art History ，Chinese and Foreign Film History

**Course Description:**

Through analyzing and combing the history of aesthetic criticism between China and the West, this course analyzes the representative works of art from different aspects such as the lens language, theme, art and expression technique so that the students can understand the development of the aesthetic trend and criticism of the school, master and learn to discern common aesthetic criticisms Category；to learn the basic method of aesthetic criticism, be proficient in using the aesthetic terminology of Chinese and Western aesthetics, literature, calligraphy, painting, music, film and television, to make a reasonable association and comparative analysis of related art works of different regions, different times and different nationalities; Cultivate the aesthetic appreciation ability of students，stimulate creative thinking, open up the aesthetic field of vision, keep the humanistic spirit, and improve the aesthetic level.

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29.< Design sketch > Course Description

**Course:** Design sketch

**Course No.:** 3162101090

**Credit / Course Hours:** 32

**Preparatory Course:** None

**Course Description:**

The curriculum main design sketch teaching in the form of three-dimensional space structure characteristic, in the perspective of visual expression, visual expression skills, visual form of evolution and the design and creation of visual form, cultivating students' observation of the three-dimensional space form, the analysis and design skills. Design thinking, design and expression of thinking ability, lay a solid innovation consciousness and design ability, training students to be integrated design ability and product thinking advanced compound talents. Through the design sketch language theory, learning make students to establish a form design abstract thinking and design skills in the form of three subject methodology, to master representation methods of top-down design gradually, refined, improve the design skills, basic mastery and ability to communicate design ideas by the method of painting.

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30.< Engineering Design Graphics >Course Description

**Course:** Engineering Design Graphics

**Course No.:** 3162105290

**Credit / Course Hours:** 2/64

**Preparatory Course:** None.

**Course Description:**

Cultivate students' abilities of design expression and engineering design thinking, and establish the solid abilities of spatial thinking, configuration and innovation. Engineering Design Graphics is a course of graphic information representation, graphics understanding and graphics drawing, which is rigorous and closely related to engineering practice. This course mainly studies the theory and method of solving space geometric problems and drawing and reading engineering drawings. Master and understand the basic theory of orthographic projection and its application. Cultivate the ability of imaginal thinking spatial form. Cultivate the basic ability of drawing and reading mechanical drawings. Master hoe to use computer software for modeling. Cultivate the consciousness of engineering and the abilities to carry out and implement the national standard. Consciously cultivate students' abilities to self-study, analyze problems and solve problems. Establish a serious and responsible work attitude.

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31.< Design Presentation I> Course Description

**Course：**Design Presentation

**Course Number：** 3162105090

**Credit / Course Hours：**2 credits，32 hours

**Preparatory Course:：** Design basis

**Course Description：**

This course includes Design Presentation Thought, Line\ Shape\ Color ExpressionTechniques, Comprehensive Layout Design and Integrated design expression. The aim of the course is cultivating students' form and color expression ability, structure and space imagination ability, so as to improve the understanding and accomplishment of design. At the same time, this course also trains students to use the industrial design thought into the sketching expression. Students need to think about the expressive object and design expression form, so that they will achieve effect of expression finally.

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32.<Design Presentation II> Course Description

**Course:** Design Presentation II

**Course No.:** 3162105100

**Credit / Course Hours:** 2/32

**Preparatory Course:** 2D-Computer Aided Design, Design Sketch

**Course Description:**

Playing as an inevitable part in design education, design presentation matters the professional level of a designer. Thus, this course aims at training students’ integrated skills of presenting ideas, including design intention, requirement analysis, and design results. That is, the major mission to students is how to use various skills to show their ideas in the way of clear and innovative. By choosing “The Integrated Design Process” as the main frame, students could learn a new procedure for developing a design, in the meantime, form a methodology of design presentation through the whole design process, such as diagram drawing of design needs, sketch of design ideas, digital drawing (2D), virtual modeling (3D), rendering, model making, and final representation. The core of this course includes cultivating students’ design capacity from abstract imagining to realization, visualization design results in different phases.

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33.<Fundamentals of Mechanical Design> Course Description

**Course:** Fundamentals of Mechanical Design

**Course No.:** 3162105110

**Credit / Course Hours:** 3/48

**Preparatory Course:** Metalworking Practice

**Course Description:**

The course mainly introduces the composition principle and the mobility criteria of the general planar mechanism; the basic concepts, the work principles and the design methodologies for kinematics of the general planar mechanisms (such as linkages, cams and gears etc.); the selection rules, the force analysis and the design calculation of universal parts (such as mechanical connection, mechanical transmission, shaft, bearing, etc.). Through this course, the students can understand and master the working principle, the characteristics, the selection, the design and calculation methodologies of the general planar mechanisms and universal part, have the ability to apply standards, specifications, manuals, brochures and modern engineering software tools in the design process of mechanical transmission device and a simple machine, and finally obtain the training for the engineering practice ability and innovation ability. The course lays a good foundation for professional courses, help students to establish the right design idea, understand the relevant technical policies and the development trend of science and technology, and create conditions for technological innovation in future.

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34.< Comprehensive Form Design Funamentals> Course Description

**Course:** Comprehensive Form Design Funamentals

**Course No.:** 3162105120

**Credit / Course Hours:** two credits，32 hours

**Course Description:**

Comprehensive Form Design Funamentals is a professional basic course. Through learning this course, and the gradual course of project design, can from thinking and concept to the actual material, structure, process and form of visual function training for students, so as to inspire the students' preliminary ability to design, form a keen observation, judgment and intuitive perception. Understand basic design process, system design knowledge system, learn to design from the perspective of human needs, have preliminary knowledge of product design. This course is a bridge between basic courses and design courses.

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35.< Infographic Design > Course Description

**Course：**Infographic Design

**Course Number：** 3162105130

**Credit / Course Hours：**2 credits，32 hours

**Preparatory Course:：** Design Presentation, Computer aided graphic design

**Course Description：**

This course mainly focuses on students' ability of expressing abstract information by means of graphs and charts and using graphical information and data to express their intention. It is intended to train students to be senior compound talents with graphic thinking, expression skills and interactive design thinking. The main teaching contents of the course are graphic grammar and chart model, helping students to understand how the visual effects connect with information, and how information and the truth behind information are presented, making the information design more interesting and the information decision-making more efficient. Through the study of this course, students can gradually build their ability of comprehending graphic language and abstraction of information, and prepare their skills and thinking for subsequent interaction design learning.

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36.<Ergonomics> course description

**Course：** Ergonomics

**Course number**： 3162105140

**Credit / Course Hours:：**two point five credits，40 hours

**Preparatory Course：**

Design Investigation , Computer aided graphic design , Computer aided 3d design, Mechanical design basis

**Course Description**：

Ergonomics is a rising comprehensive academic subject. Utilizing the methods of anthropometry, physiology, psychology and biomechanics the course take “human-computer-environment system” design as a whole. It aims at solving a design problem related with ergonomics in use of ergonomics disciplines and methods. The course covers the basic concepts,theories of ergonomics, the connotation of “human-computer-environmentsystem” and”human computer interface”, the unique features of human and machine, allocation principles, anthropometry parameters , how to measure and conduct experiment of human reaction and cognition and how to display, manipulate, how to design working space and environment. Students can develop basic ability of designing and evaluating a human-computer system.Topics include anthropometry, input system of human perception,and output system of human motion,human-computerallocation principles and human-computer evaluation methods.

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37.< Design Method> Course Description

**Course:** Design Method

**Course No.:** 3162105150

**Credit / Course Hours:** 3/48

**Preparatory Course:** The Basic of Design Thinking

**Course Description:**

This course is the core course of creative design thinking. The curriculum is mainly based on "user centered design" and is upgraded to "designer oriented design".

The course emphasizes not simple and passive according to user needs to design, but to the comprehensive design research of user, competitive products and the future trend. Then we can reshape the existence meaning of product in the scene, and find a breakthrough in design innovation. Finally we will complete the product design innovation activities using design thinking. To enable students to have a more holistic, more active design innovation thinking ability and executive ability.

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38.< Computer-aided form design > Course Description

**Course**: Computer-aided form design

**Course No**.: 3162105160

**Credit / Course Hours:** two credits，32 hours

**Preparatory Course:** None

**Course Description:**

Develop the students' ability of computer aided design expression, through the course of study, as well as the design course of gradual operation, can be used from the three dimensional modeling software techniques, 3 d model space imagination of students training, so as to cultivate the students' computer 3 d design skills. Three software interface are introduced respectively, and main functions of each part, Rhino software focus on the product detail modeling technology introduction, mainly introduces the establishment and wire connection, the set up and connection technology. 3DMAX software focuses on the construction of indoor scene and the introduction of material lighting rendering. The keyshot rendering plug-in focuses on the use of photo level rendering. The course is taught in examples. Through the production of typical cases to achieve the integration of these three software courses and design courses.

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39.< Animation and Video Basics > Course Description

**Course:** Animation and Video Basics

**Course No.:** 3162105170

**Credit / Course Hours:** 4/ 64

**Preparatory Course:** None

**Course Description:**

By learning the animation tools, students can use animation tools to complete conceptual design，improve expression ability, and try to combine image thinking with design expression. This course can exercise students’ divergent thinking and jumping animation thinking. It will lay a foundation for animation design expression, and master the general animation movement law in the digital media era. Combining image thinking with design methods, students can use graphics, image elements, music, sound effects to integrate animation video creation, use simple script language and link expression to bind the material preliminarily. Students who master the animation thinking will acquire stronger design thinking, design research, design expression and innovative design ability. Through team works of this course, students’ overall consciousness, cooperative spirit and service spirit can be enhanced.

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40.< History of Design > Course Description

**Course:** History of Design

**Course No.:**  3162105180

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

The course, by explaining the history of Chinese design and history of Western design, gives students an initial understanding of the development of traditional Chinese design and industrial design in the West and a rational understanding of the basic concepts, fields, characteristics, theories and methods of industrial design. The course focuses on the typical events, major schools and representatives from different times in the history of Chinese and foreign design so that students can understand the development of industrial design, understand the relationship between design and technology, design and culture, understand the background, development process, representative design schools and the design concept of each historical event, and its influence on later generations to help students establish the correct design awareness and design concepts for students to lay a theory for future design basis.

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41.< Brand Design > Course Description

**Course:** Brand Design

**Course No.:** 3162101280

**Credit / Course Hours:** 3/48

**Preparatory Course:**

Composition Design Basis, User Interface Design Fundamentals, Computer-aided Modeling Design

**Course Description:**

The course covers a wide range and has strong practicability. It is a course that enables students to digest and integrate the knowledge of design and market, traditional media and digital media. The course focuses on brand image and design, that is, how to understand the brand and communicate the image of the brand to the public through a visual-based design. The specific contents include the brand image of the overall planning, logo design, brand gene and corporate image, the extraction of brand genes and symbols, based system design (including multimedia design), application system design (including multimedia design) and the manufacture of brand image handbook. Ultimately, students learn the fundamentals of brand image design and master the symbol language skills of communicating corporate information in both graphic and multimedia interfaces.

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42.< Chinese and Western Art History > Course Description

**Course:** Chinese and Western Art History

**Course No.:** 3162105190

**Credit / Course Hours:** 2/32

**Preparatory Course:** The History of Design、Aesthetic Criticism

**Course Description:**

This course is a guide to the appreciation of classical works of art in Chinese and foreign history. This course is presented in chronological order, it makes students understand the artistic achievements of different ethnic groups in different historical periods, in order to improve the students' humanities artistic accomplishment。This course will cultivate independent thinking ability and expression ability by guiding students to make theoretical analysis and value judgment on fine art works and fine arts. The course through guide the student to do transverse comparison and analysis of Chinese and foreign art, to develop the students' ability of critical thinking and communication, and helps to develop students' healthy personality and the comprehensive quality of ascension.

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43.< Design Research Planning > Course Description

**Course:** Design Research Planning

**Course No.:** 3162105200

**Credit / Course Hours:** 2/32

**Preparatory Course:** Design Research and Analysis, Usability Testing Technology

**Course Description:**

This course develops students’ comprehensive abilities to design research planning, which builds a foundation for future scientific and systematic design. After the clarification of which links in the design process need design research support and what problems design research can solve，the course introduces the functions and the basic requirements of design research planning. Then, it explains how to deeply investigate users and how to effectively collect literatures, put forward new viewpoints based on these literatures in details, and write a review paper. Furthermore, in this course, students will review how to design and plan questionnaire and interview experiments, and how to dig the statistical means of information. Students will also learn the methods to design and implement clustering experiments, key factors analysis / correlation analysis experiments, comparison experiments, and selective experiments. In order to strengthen the learning effects, after each knowledge module learning, there is a practical link. In addition, through the study of relevant knowledge of ethics, the students will enhance research ethics awareness, pay more attention to protect the privacy of the participants and ensure the fairness and legitimacy of the experiment.

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44.< Digital Media Capturing > Course Description

**Course:** Digital Media Capturing

**Course No.:** 3162102000

**Credit / Course Hours:** 2/32

**Preparatory Course:**

Program Designing Foundations, Foundation of Intelligent Open Source Hardware, Design and Practice of Intelligent Hardware

**Course Description:**

This course is closely related to theory and practice, and is characterized by elicitation, discussion, openness and teamwork. This course pays attention to the comprehensive training of students' practical ability, innovation ability, scientific research ability, team cooperation ability, thesis writing ability and presentation ability. The theory of AD/DA transform, acquisition and processing, sensor, somatosensory and so on are discussed in this course. By proposing a series of complete innovative training, such as demand, market research, program development, software and hardware development, achievement display, thesis and manual writing, the semi open original intelligent system is completed with Arduino as the platform, which makes the course more in line with practice, laying the foundation for the subsequent professional learning.

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45.<Digital Photography> Course Description

**Course:** Digital Photography

**Course No.:** 3162105220

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

Digital Photography is an important professional basic course of digital media technology, it requires students to carry out systematic theoretical learning, and carry out the step-by-step practical operation under the teacher's arrangement. On this basis, students are required to master the basic operation of photography technology, and have a preliminary understanding of photography modeling. In the process of teaching, teachers can teach students in accordance with their aptitude according to their characteristics, and adopt various teaching methods to arouse students' ability of learning and active learning. Course guide students to love photography and develop good observation ability. Through the course of the study, to enable students to understand and learn the general operation of the camera, and screen, lens, color, composition, light and other content for photography has an in-depth understanding.

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46.<Motion Graphics Design > Course Description

**Course:** Motion Graphics Design

**Course No.:** 3162105210

**Credit / Course Hours:** 2/32

**Preparatory Course:** Form the basis of design; Design Thinking

**Course Description:**

As an art form of combining design with new media, motion graphics design is a small multimedia video which combines audio-visual language and graphic design. In general, motion graphics design combines a number of different elements, such as 2D and 3D animation, video materials, font boards, illustrations, photography, music, etc.. This course will make students master the form and style of motion graphics design and implementation; master technical features of motion graphics design; and through creative practice, master the motion graphics design creation, production process, equipment requirements, technical details, and have more in-depth understanding of the market prospect and development direction, play a solid foundation for subsequent courses.

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47.< The essential of digital music > Course Description

**Course:** (The essential of digital music)

**Course No.:** (3162105230)

**Credit / Course Hours:** (2/32)

**Preparatory Course:** None

**Course Description:**

This course mainly focuses on the basic theory and method of digital music development and production, cultivating the ability of students to appreciate, identify, apply and create digital musical works to eventually can select (all students) and create(music based students) suitable background music clips for picture and plot in animation, video, etc. This course will be divided into: the overview development of digital music; the accumulation of basic knowledge of music; the study on the characteristics of various types of musical instruments and the allocation of design ect under the computer program environment . Through these knowledge reserves and operation learning, so that students can make animation, film and television works to better match the content, select the appropriate music as background music, enhance the appeal of the work.

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48.< Computer Graphics > Course Description

**Course:** Computer Graphics

**Course No.:** 3162105240

**Credit / Course Hours:** 2/32

**Preparatory Course:**

Advanced Mathematics, Linear Algebra, Analytic Geometry, Fundamentals of Computers. Foundation of programming, Algorithms and Data Structures.

**Course Description:**

The computer graphics is compulsory professional class of undergraduate course for digital media technology. In this course, we will introduce the major hardware and software features of computer-graphics systems, geometric transformations, 3D viewing, curve and surfaces, geometric modeling, fractal geometry, hidden line algorithm, illumination models, ray tracing, texture mapping, interactive input methods, computer animation and so on. Through the studying of this course, make students master the basic principles and methods of computer graphics. It lays a good theoretical and practice foundation for graphics algorithm design, graphics software development and computer animation, game development and other aspects of the research work in future.

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49.< Digital Visual Effects and Compositing Technology > Course Description

**Course:** Digital Visual Effects and Compositing Technology

**Course No.:** 3162105250

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

Through the theoretical explanation, case practice, homework practice and so on, this course systematically studies the node type post synthesis software. Let students understand the principle of digital special effects and digital image synthesis, master the logic editing framework of node software, have certain digital image post production technology, master the ability of late animation, image synthesis, special effects production, for the subsequent <AR\VR Application Development>, <Game Development>, <New Media Application Development> curriculum and graduation design to provide practical technical support. The assessment of the course is based on the homework of the proposition, and the results are given according to the completion of the students' homework.

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50.< Basic 3D Animation Technology > Course Description

**Course:** Basic 3D Animation Technology

**Course No.:** 3162105260

**Credit / Course Hours:** 2/32

**Preparatory Course:** Analytic Geometry, Computer Graphics

**Course Description:**

This course through theoretical explanation, demonstration, practice, video observation and other comprehensive teaching methods, teaching basic knowledge of 3D animation technology, a comprehensive introduction of 3D modeling, texturing, rigging, animation, lighting and rendering technology module, let students understand the principle of making three-dimensional technology, understand the basic process of three-dimensional animation, cross be familiar with the platform using 3D models, textures, animation resources, for the subsequent <AR\VR Application Development>, <Game Development>, <New Media Application Development> curriculum and graduation design to provide practical technical support. The assessment of the course is based on the homework of the proposition, and the results are given according to the completion of the students' homework.

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51.<Front-end Technology of Web > Course Description

**Course:** Front-end Technology of Web

**Course No.:** 3162105270

**Credit / Course Hours:** 2/32

**Preparatory Course:** Programming Design, Data Structure and Algorithm, Computer Network

**Course Description:**

This course takes the Web front-end technology as the teaching content, cultivates the technical ability of students to build a web page, and lays a solid comprehensive ability from the design of the user interface to the realization of the technology. Through the web front-end technology to enable students to initially understand the technical principles of web interface, web interface to master the implementation methods to understand and master some of the current mainstream web front-end technology tools.

Master the basic concepts and terminology of web front-end technology, master the basic flow of web front-end technology, master the current mainstream tools of web front-end technology development, master the method of setting up web front-end technology development environment, From the perspective of technical requirements, the process of web interface technology development is completed, and the technical restoration of the web interface design scheme is realized.

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52.<Web back-end development> Course Description

**Course:** Web back-end development

**Course No.:** 3162105280

**Credit / Course Hours:** 2/32

**Preparatory Course:** GUI design, Development of Web front system

**Course Description:**

This course first presents an overview of a variety of Web backend concepts such as the differences between front-end and back-end in Web and APP applications, how the two interact, and the main frameworks of back-end. Then some general issues are examined in detail, including: JSP programming, database access, user authentication as well as image and video processing. Next, key components of back-end framework are examined, such as: Web service, HTTP protocol, load balancing, distributed data caching and optimization; interface with popular social platforms. Based on this, frameworks of four typical applications are addressed: instant messaging system, social application, location based service and push service. The courses will provide students with a solid foundation in back-end programming and system performance optimization.

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53.<Digital Photography> Course Description

**Course:** Digital Photography

**Course No.:** 3162105010

**Credit / Course Hours:** 32

**Preparatory Course:** None

**Course Description:**

Digital Photography is a professional course of undergraduates of digital media art major, which mainly study on the basic theory, basic knowledge and basic skills of digital photography. Its main content includes the method of using digital camera, the theory and methods of photography composition, using artificial and natural lighting, portrait photography, scenery photography and documentary photography, using the software of editing picture. Photography is a kind of technique which needs a lot of practices. But it is also a kind of art which is full of deep thoughts and creative ideas. The course will show excellent photographer and their pictures to students. Firstly, the course aims at making students master the basic theory, basic knowledge and basic skills so that they can make right pictures. Secondly, the course aims at raising the passion of student for photography and good habit of photography so that they can make excellent photos.

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54.< Digital Color Composition > Course Description

**Course:** Digital Color Composition

**Course No.:**  3162105000

**Credit / Course Hours:** 2/32

**Preparatory Course:** Software Foundation for Graphic Design, Plane Formation

**Course Description:**

This course combines basic and applied features. Mainly include two aspects of plane formation and interaction of color. On the one hand, this course helps students understand and master the basic theory and basic knowledge of plane composition, through point, line, surface and visual language training performance, achieve a variety of image size, direction, gradual change, balance, contrast, unity, launch, group, special and other visual changes, improve students' constitute ability of rhythm, prosodic sense and sense of form; On the other hand, by explaining the contrast and reconciliation between colors, students should master the basic theory of color, the principle of formal beauty and the technique of color matching, learn to use color to express composition of the design idea in point, line and surface, to achieve the point, line, surface space in the colorful composition and design. At the same time, through the training of two-dimensional space thinking, students develop visual language performance ability, cultivate students’ flexible image thinking ability and enhance the design sensibility and expressiveness. In short, the task of this course is to help students understand the beauty of rhythm and order in point, line, surface and color, enhance students' abilities of abstract thinking and design creativity, and lay a solid foundation for future design.

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55.< Principles of Animation > Course Description

**Course:** Principles of Animation

**Course No.:** 3162105020

**Credit / Course Hours:**3/48

**Preparatory Course:** Dynamic Sketch

**Course Description:**

This course is an obligatory course of digital media art major. It is a profession basis course. It applies to 2D, 3D, Motion Graphic and Stop-motion Animation creation. It has been widely used in TV, movies, digital games design, websites and mobile media design. This course introduces the basic principles of animation, including the law of motion in humanbeing , animals and nature. Students can gain the skill in how to create motion, cultivating thinking of expressing movement and constantly improve their artistic accomplishment. Students can enhance their creativities and digital painting ability from this course. It lays a solid foundation for the subsequent courses as < Original Design of Animation >.

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56.< Basic Digital Film Compositing > Course Description

**Course:** Basic Digital Film Compositing

**Course No.:** 3162105030

**Credit / Course Hours:** 2/32

**Preparatory Course:** Audio-Visual Language, History of Chinese and Foreign Film

**Course Description:**

Through the theoretical explanation, case practice, homework practice and so on, this course systematically studies the layer synthesis software. Let students understand the principle of digital image synthesis, grasp the basic process and basic technology of digital image post production, have a certain ability of later animation, image synthesis, special effects. To provide technical basis for the subsequent specialized courses and practical creative courses. The course examination method is the proposition big homework.

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57.< Original Design of Animation> Course Description

**Course:** Original Design of Animation

**Course No.:** 3162100480

**Credit / Course Hours:** 2/ 32

**Preparatory Course:** Principles of Animation

**Course Description:**

This course is an obligatory course of digital media art major. It has been widely used in TV, movies, websites, games design, mobile media and other media. This course based on the students grasping principles of animation skillfully. It introduces how to express the movement of character and the skill of acting with shot using. Students can get the ability to creative characters which is full of vitality and personality. It enhance students' understanding of the dynamic characteristics and development trend of animation characters in new media platform. It strengthens students' digital painting ability. Students can fully express the story intentions and promote the development of the story by the instruction of storyboards. It lays a solid foundation for the subsequent courses as <Motion Graphic Design> and <New Media Animation Creation>.

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58.< Film Analysis > Course Description

**Course:** Film Analysis

**Course No.:** 3162105040

**Credit / Course Hours:** 2/32

**Preparatory Course:**

Audio-visual language Chinese and foreign film history Foundation of digital photography Foundation of digital image synthesis

**Course Description:**

Through the analysis of typical examples of cinematographic works, the course enables students to understand cinematographic works of various genres, to understand the creation concept of different works, and to familiar with the creative background of various works, so that students can eventually have the basic ability to read film works. The course not only categorizes movie works from style and genre, but also makes different choices about the types of films such as war films, action films, science fiction films, thrillers, romance films, and musicals to make students understand the characteristics of the genre film, and extended to creative skills. The course enhances students' ability to analyze photography, scene scheduling, sports, editing, sound, performance, narrative structure, themes and so on. In addition, the course lays the foundation for students to learn "Lens Language Design" and "New Media Image Creation" and lays the foundation for their future work on the creation of film and television content.

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59.<UI Design > Course Description

**Course:** UI Design

**Course No.:** 3162105050

**Credit / Course Hours:** 2/32

**Preparatory Course:** Software Foundation of Graphic design, Plane formation，Digital color composition

**Course Description:**

UI design based on visual design and digital interface interaction design and structural design of three parts to explain and practice, to enable students to understand and clear the basic requirements of interface design, interface design, master the principles of beauty in form and layout design method, the interface of different elements of design skills, and from the appearance of the interface comfortable, pleasant user use, users are easy to understand and simple user use to enable students to master and evaluation process, standard and method of UI interface design standard.

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60.< Advanced Programming > Course Description

**Course:** Advanced Programming

**Course No.:** 3162105070

**Credit / Course Hours:** 2/32

**Preparatory Course:** Fundamental of Programming Design

**Course Description:**

This course is an advanced course on computer science and programming language. The main purpose of this course is to guide students to think in terms of an algorithm and to effectively utilize the existing programming to easily realize the idea of creative design. The content of this course will fully cover topics involved in digital media programming such as concept abstraction, algorithm, data structure, program encapsulation, resource invocation, computer graphics and animation design. The course will be based on Python as the main programming language, and take advantage of the easy-to-use language and abundant resources of third-party modules to provide students with ways to deepen computer programming concepts through practical project practices.

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61.< Music foundation and appreciation > Course Description

**Course:** Music foundation and appreciation

**Course No.:** 3162105080

**Credit / Course Hours:** 2/32

**Preparatory Course:** No

**Course Description:**

Digital media art major

Understand the basic context of music culture, music in the process of the development of various schools, all kinds of music style, music genre, master certain music appreciation ways, methods and genre, style and genre of music knowledge. Feel the artistic conception of music's works and broaden the knowledge of music which is necessary for art students.

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62.<Character and Scene Design > Course Description

**Course:** Character and Scene Design

**Course No.:** 3162100490

**Credit / Course Hours:** 2/32

**Preparatory Course:**

Modeling foundation (top)，Modeling foundation (below)，3D animation (1)，3D animation (2)，animation movement axio

**Course Description:**

This course is an important basic course for undergraduates majoring in digital media art. This course is to let students through the study and application of the theory, modeling and animation scene design art features, style and production methods, more comprehensive understanding of the various styles of different regions, different cultural backgrounds, modeling methods to master realist style based on many kinds of animation image and scene design, and the characters and scenes according to the script using different performance method. Learning and using two-dimensional and three-dimensional computer animation software to achieve its design, for the future animation production courses lay a solid foundation.

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63.< Play Basics > Course Description

**Course:** Play Basics

**Course No.:** 3162105060

**Credit / Course Hours:** 2/32

**Preparatory Course:** Film Analysis

**Course Description:**

Play Basics is a basic compulsory course for students majoring in Digital Media Arts. The course sets the goal of exploring the relationships between history, theory and reality of play. It introduces the history of basic play structures, analyzes different elements in the structure by inviting scripts with different theoretical focuses. Moreover, this course will try to extend students imagination, creativity and writing competencies under new media environment.

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64.<Machine Innovation Design> Course Description

**Course:** Machine Innovation Design

**Course No.:** 3162107220

**Credit / Course Hours:** 2/32

**Preparatory Course:** Engineering Graphics, Basis of Machinery Design

**Course Description:**

Through this course, first of all, students understand the basic theory of machine innovation design, grasp the principle and methods of machine innovation design, improve the innovative way of thinking, enhance the ability of creative thinking; Secondly, the students grasp the innovative method and evaluation method of mechanism, kinematic pairs, structure and overall scheme; Finally, through typical machine innovation design case analysis, explain the application of mechanical innovation design method, expand student's vision, improve students' comprehensive ability in engineering innovation practice.

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65.< Product Structure Design and Material Application > Course Description

**Course:** Product Structure Design and Material Application

**Course No.:** 3162107230

**Credit / Course Hours:** 3/48

**Preparatory Course:** Basis of Mechanical Designing, Computer-Aided Modeling Design

**Course Description:**

This course expounds the importance of structure and material design, explains the principles and key points of structural design in line with the requirements of processing technology, and teaches students how to solve practical problems and achieve the functional requirements of a product using structural design. The course will also give a detailed introduction to the process of structural layout design, the key points of shell design, and the design methods of commonly used structural components. In addition, in this course, the students will learn the types of materials used in product design, the characteristics of each material, their corresponding processing methods, which components are suitable for manufacturing, as well as the processing technology and development trend of special materials. Through the discussion and analysis of the existing product materials in the market, students will learn how to reasonably and effectively use materials and collocation of different materials combination to implement the design ideas. This course will provide students with a guarantee for the future product design, make the students work seamlessly with the engineers and better meet the needs of the enterprise, and maximize the creativity of the design.

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66.< Product System Deisgn > Course Description

**Course:** Product System Deisgn

**Course No.:** 3162101220

**Credit / Course Hours:** three credits，48 hours

**Preparatory Course:** None

**Course Description:**

Product system design is a specialized course. Through learning this course, can cultivate students' ability of thinking in system design, through the study of this course, and the design of the big assignments, can from thinking and ideas to the design of the actual practice of student training, so that the students have the system ability of product design. Course focuses on the system design process, design investigation, found problems, scene description, definition, iterative design, commercial canvas organically is an organic whole, for the product design and development provides a clear and complete systematic train of thought, system for students to understand the products design and development process has the very vital significance.

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67.<Interface Design I >Course Description

**Course：**Interface Design

**Course Number：**3162107160

**Credit / Course Hours：**three credits，48hours

**Preparatory Course：**

Sketch, color, Human computer engineering, design investigation, data statistics and analysis, usability testing, user interface design basis

**Course Description：**

The course of interface design for digital media is focused on three parts including visual design, interaction design and structural design, in which visual design is the important curriculum content. While explanation and training of the overall layout design of graphical interface, the course is aimed at the important and special visual elements of the digital interface to conduct in-depth analysis and design training. In addition, the course also includes interface design process, as well as the explanation and training interactive of design and evaluation. Finally the students can master the basic method of digital interface design and can design the digital UI independently.

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68.<Usability testing technology> Course Description

**Course:** Usability testing technology

**Course No.:** 3162107180

**Credit / Course Hours:** 2/32

**Preparatory Course:** Human-computer Engineering; Design Methods

**Course Description:**

Lay the theoretical foundation of usability testing. Cultivate students’ teamwork skills and establish the solid abilities to conduct design research, user research and to analyze data. Usability testing, one of the best ways to improve the product, can define the usability problems and propose solutions to make the product easier to use by observing the representative users to complete the typical task of the product. Master and understand how to conduct usability testing experiments according to the related testing principle, indexes and methods, such as user research, scenario design and task design. Master and understand how to recruit users and analysis users’ behavior. Master and understand how to design a typical task test and choice related principles and methods. Master and understand how to use the test software, hardware and related equipment. Master and understand how to write the related usability testing document and analyze the test results. Master and understand how to improve the original design scheme.

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69.<Product Semantics and Morphology> Course Description

**Course:** Product Semantics and Morphology

**Course No.:** 31622107240

**Credit / Course Hours:** 2/32

**Preparatory Course:** Design Presentation II

**Course Description:**

Design semantics has drawn upon an increasingly attention to designers nowadays. So this course aims at teaching students to cognize semantics in designed forms, and training their design thoughts based on the symbolized meanings. Which means, students need to learn the way of including psychological, social, and cultural factors in design process, and reflecting symbolized meaning of them. On the one hand, this course begins with linguistics, semiotics and design semantics, setting up a theoretical framework to students from the perspective of semiotics to semantics. On the other hand, a cognitive psychology methodology called “Blending theory” will be brought in the practical part, guiding students to develop a symbolization oriented design based on the integrated design method (between the “Conceptual blending model” and design process). The core of this course includes the establishment of students’ consideration of product design (in the sense of social and cultural identity), consolidated theoretical basis of students, and seizing new design method and putting it in design practice.

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70.<Interaction Design II> Course Description

**Course:** Interaction Design II

**Course No.:** 3162107170

**Credit / Course Hours:** 2/32

**Preparatory Course:** Programming Design, Data Structure and Algorithm, Computer Graphics

**Course Description:**

The interactive design of the three-dimensional user interface for the course as a teaching content, the virtual reality and augmented reality as the carrier, training students virtual thinking, three-dimensional user interface design thinking, and lay a solid virtual scene construction and interactive technology capabilities. Through the interaction design 2 (AR / VR) learning, students can initially establish subject methodologies of scene virtualization and three-dimensional user interface, master the methods of constructing augmented reality and virtual reality scenes, understand and master some cutting-edge three-dimensional user interface interaction design and techniques Implementing tools, basic mastery, and the ability to use a variety of virtual scene tools to build interactive virtual environments. Grasp the basic concepts of virtual reality, augmented reality and mixed reality, master the three-dimensional user interface design method and construction process, master the three-dimensional user interface construction tools, and complete the AR / VR scene design and implementation.

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71.< Measuring and Evaluating the User Experience > Course Description

**Course:** Measuring and Evaluating the User Experience

**Course No.:** 3162107190

**Credit / Course Hours:** 2/32

**Preparatory Course:** [Probability and statistics](http://www.baidu.com/link?url=JADxPnj0xQVvQydNEt4bjwKMocJVJUPa7Ny-hlakseHqb51whiVReT8wCzMyLwy70IDVrxdTIT-XXe8JRhebkoxtrNPcR8pDgoS-HQ-N53-NBifCSO6VDarOOlqQKxp624VLBnTa8YtT7Iee7MIyM_)，Data Analysis with SPSS

**Course Description:**

In this course, the students will learn the basic methods and metrics for measuring and evaluating the design of interactive product. Specifically, this course teaches independent and dependent variables, types of data, descriptive statistics, confidence intervals, sampling and sample size, relationships between variables, differences between variables, distribution of data across nominal variables. The students will get to know and master the fundamental theories, evaluation and data analysis methods from the perspective of user experience. By the end of the course, students will be able to knowledgeably design, conduct, and analyze their own evaluating projects of design by using statistical tools such as SPSS and Excel.

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72.<Information Visualization> Course Description

**Course:** Information Visualization

**Course No.:** 3162107210

**Credit / Course Hours:** 2/32

**Preparatory Course:**

Discrete Mathmatics, Data Structure and Algorithm, Computer Graphics, DataBase Technology and Applications

**Course Description:**

The course takes information visualization as the main teaching content, cultivates students' ability of thinking in data and visual thinking, and establishes a solid information visual design ability. Through the information visualization learning, students can initially establish the data abstraction, visual modeling, disciplinary methodology of analysis and design, grasp the data-driven visualization of information, understand and grasp some cutting-edge information visualization tools, master and be able to use various visual models Information visualization design of data, basically have the ability to visual design and visual analysis of information on the field based on the data. Master the basic concepts of information visualization, master the process of information visualization, master the general information visualization model, understand the information visualization model in the professional field, master the information visualization tools, design information visualization view from the data combined with information visualization model and complete the appropriate data Interaction.

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73.< Product Experience Design > Course Description

**Course:** Product Experience Design

**Course No.:** 3162107250

**Credit / Course Hours:** 3/48

**Preparatory Course:** Design Method, Product System Design

**Course Description:**

This course is a specialized course for industrial design major. The curriculum is still under the framework of design thinking. But in the teaching, we attempt to guide students from the "experience" angle to make product innovative design and development. The experience perspective emphasizes the attention to the user experience scene and the experience process, in order to obtain innovative "experience point", so as to design a better experience for the user.

The course is divided into three modules: the first module is a summary of the "experience design", which emphasize the experience design still belong to the design thinking category, and pay more attention to the perspective of experience; The second module is from the interdisciplinary perspective to help students understand the experience design; The last module three is design practice to help student really grasp the "experience design". Finally, students can use the idea of experience design for innovative design of products.

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74.<3D rapid prototyping > Course Description

**Course:** 3D rapid prototyping

**Course No.:** 3162107260

**Credit / Course Hours:** 2/32

**Preparatory Course:**

Engineering Design Graphics, Basic of Mechanical Designing, Product structure and materials, Product semantics and morphology

**Course Description:**

Cultivate students' abilities of innovation design and technology application, and establish the solid abilities of engineering modeling, product design and innovation. In the digital era, industrial designers are faced with a new platform based on digital technology. 3D rapid prototyping can solve the technical problems which cannot be solved by traditional manufacturing. 3D rapid prototyping can inject fresh power for the innovation development of traditional manufacturing industry. By taking this course, students understand and master the basic principles and methods of product digital design and the method of rapid prototyping (3D printing). By the end of this course, students can apply 3D rapid prototyping to product design to achieve the goal of rapid design, rapid modeling, rapid assessment, quick response and rapid reorganization. Consciously cultivate students' abilities to analyze problems and solve problems with a learn-by-doing approach and establish a serious and responsible work attitude.

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75.<Product Photography> Course Description

**Course:** Product Photography

**Course No.:** 3162101160

**Credit / Course Hours:** 2/32

**Preparatory Course:** Design Sketch Composition design basis

**Course Description:**

The course is based on the students' preliminary photographic basis，taking into account the needs of different art majors and employment direction, based on product photography let the students learn to analyze the photography object shape, color and feature, thus the correct conception, modeling, scenery and lighting according to different theme photography. Learn how to use professional camera to do photography creation, to use photography to expand advertising creativity, imagination, in the arrangement of different photography project thinking training, and through the outstanding photography related analysis, to stimulate students creative conception of image space, accurately express how to use the language of photography. The purpose of the course is to improve the students' appreciation and production ability, and gradually form their own understanding and view of photography, and pave the way for the future graduation design.

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76. < Operation of Internet Product> Course Description

**Course:** Operation of Internet Product

**Course No.:** 3162107200

**Credit / Course Hours:** 2/32

**Preparatory Course:** Design Thinking，Design Study and Analysis

**Course Description:**

In this course, you’ll learn the basic methodologies, skills and cases of operations of internet products. Specifically, this course teaches the operational concepts and value of operation to internet products, the business model of internet product, KPI of operations, metrics and methods of user operation, metrics and methods of product operation, metrics and methods of channel operation, operation data analysis and continuous improvement. The students will get to know and master the fundamental methodologies and skills about operation of internet products. By the end of the course, students will be able to knowledgeably implementing and participate in operations of internet products with qualified mindset and relevant skills

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77.< Mobile Application Development > Course Description

**Course:** Mobile Application Development

**Course No.:** 3162102010

**Credit / Course Hours:** 2/32

**Preparatory Course:** Java Program Language

**Course Description:**

Mobile Application Development is a specialized elective course in third grade, this course aims to make students master the method to develop a mobile application in Android platform, improve their ability to practice, analysis and solve problem. The content of this course is divided into seven parts logically, they are introduction, user interface, event, input and output, animation, component, sensors. After learning these seven parts, the students can learn each aspect of android based mobile application development. Finally, they can develop a mobile application individually or in group according their demand in their life.

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78.<Digital Image Processing> Course Description

**Course:** Digital Image Processing

**Course No.:** 3162107270

**Credit / Course Hours:** 2/32

**Preparatory Course:** Digital Signal Processing

**Course Description:**

This course helps student to understand the basic concepts and methods of digital image processing, cultivate students' ability of logical thinking and problem solving. The main content of this course includes: the mechanism of human visual system and basic characteristics, basic concepts of digital image such brightness, color, histogram, spatial filtering, etc., basic methods of digital image acquisition, storage, processing, such as image enhancement, restoration, registration as well as morphological processing technology. The Python Imaging Library (PIL) will be used to show the results of image processing as it supports many file formats, and provides powerful image processing and graphics capabilities.

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79.< Digital Audio Processing > Course Description

**Course:** Digital Audio Processing

**Course No.:** 3162107280

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

Through this course, students can learn the history of digital audio processing, principles and basic methods of digital audio processing. It can also cultivate students' scientific literacy, and improve their ability to analyze and solve problems. This course begins with the most basic concepts of digital audio such as sampling, wavetable lookup, etc. We will first describe the audio processing techniques in the time domain such as envelope, addition synthesis, subtraction synthesis, waveform shaping and particle synthesis. And then we will introduce Fourier analysis, filters and other frequency domain audio processing technology. The course will be implemented on a computer that offers a large number of audio processing systems through PureData and the Python. Through this course, students will be able to apply digital audio processing techniques to computer music, sound design, audio synthesis, and so on.

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80.<Lens language > Course Description

**Course:** Lens language

**Course No.:** 3162107320

**Credit / Course Hours:** 2/32

**Preparatory Course:** Foundation of digital photography

**Course Description:**

As the film and television work is composed of one by one lens as the basic unit, the key to a movie is the composition of the lens and the connection between the lenses. This course combined concrete examples, enables students to understand the meaning of sub-lens design, to become more familiar with the grammar of film lens language, to master the basic knowledge of film scene scheduling, to understand the meaning of in-picture and out-of-picture movements, to be familiar with basic camera movement methods, to convert text languages into cinematic. It provides students with the basic skills of converting a written language into a film lens language and enhances students' artistic accomplishments lens screen.

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81.< Digital Editing and Color Correction > Course Description

**Course:** Digital Editing and Color Correction

**Course No.:** 3162107330

**Credit / Course Hours:** 2/ 32

**Preparatory Course:** Digital Photography Basic

**Course Description:**

Digital editing and color correction is an elective course. The main goal of this course is to let students understand the digital postproduction process, master the general theory and methods of digital editing. They will have an independent ability to complete the digital video clip, use art thinking in the creation of film, learn about the latest knowledge of digital editing, the basic theory of computer digital color correction. Through the study of this course，students can use color tools to adjust, enrich and recreate the content of the picture independently. Meanwhile, they can use color adjustment to express emotion and service for content. Cultivating the ability to think independently and to analyze and identify problems.

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82.< Digital Sound Design > Course Description

**Course:** Digital Sound Design

**Course No.:** 3162107340

**Credit / Course Hours:** 2/32

**Preparatory Course:** The essential of digital music

**Course Description:**

This course is an authoring course under the digital environment and new media platform. Teaching design and production techniques for music and sound in films, anime, games and multimedia art. Through the learning of this course, students can master the performance methods and some content creation of various video and audio design through MIDI technology and computer music production means, and can accurately produce the sound matching with the picture. Skilled using digital audio workstations for audio editing, using digital audio efsfects and sound engine design sound. Master recording and phonetic technology to record and produce industry-standard digital sound with video requirements. Through a comprehensive understanding of the practice of film and television, animation, games and multimedia works of art in the creation of music and sound techniques, production processes, hardware and software industry standards and advanced concepts of artistic creation, For the follow-up game development, new media application development and other courses to lay the foundation for sound content, and guide the application and development in the market.

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83.<Digital Video Processing> Course Description

**Course:** Digital Video Processing

**Course No.:** 3162107290

**Credit / Course Hours:** 2/32

**Preparatory Course:** Digital Signal Processing, Digital Image Processing

**Course Description:**

This course gives an overview of the basic characteristics of human visual perception and some basic concepts in the field of video, such as frame, field, brightness, chroma, color synchronization, aspect ratio, composite video, component video, etc.. It will help students to master the principle of moving picture capturing, generation and composition of monochrome and color analog television signal, procedures of digital video compression coding and international standards related to video coding. It will also address how digital video is streamed in order to be transmitted over Internet. The last part of the course will give a general introduction to basic principle of video content analysis, such as object detection, identification and tracking.

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84.< Natural Language Understanding > Course Description

**Course:** Natural Language Understanding

**Course No.:** 3162107300

**Credit / Course Hours:** 2、32

**Preparatory Course:** Algorithm and Data Structure

**Course Description:**

Natural Language Processing is an import supporting technology for Human-Machine Interactive, Search Engine，Machine Translation, Information Extraction. This course will introduce the basic concept, common algorithm and application in Natural Language Process. Students should learn Bag of Words model, n-gram model, Hidden Markov Model, Naïve Bayes Model, learn how to label a word, extract information, recognize spam email and participle in Chinese. This course is divided into theory part and practice part. Theory part includes: introduce of Natural Language Process, Language Model, Deep Learning. Practice part include: corpus acquire, information extraction, Chinese participle.

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85.<Computer Vision> Course Description

**Course:** Computer Vision

**Course No.:** 3162107310

**Credit / Course Hours:** 2/32

**Preparatory Course:** Digital Image Processing

**Course Description:**

This course is an important specialized core course in the media calculation direction of digital media technology. This course will explain the important algorithms in computer vision from two aspects of theory and practice. Including: global feature extraction, local feature extraction and aggregation, image recognition, unlabeled augmented reality and VSLAM. Through the learning of this course, students master the global and local features, image classification, image segmentation, image registration and augmented reality concepts of the images. They are familiar with the classic algorithms and master the use of OpenCV. Familiar with machine learning classifier, clustering algorithm. Familiar with convex optimization of the basic knowledge.

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86.< AR/VR Application Development > Course Description

**Course:** AR/VR Application Development

**Course No.:** 3162107350

**Credit / Course Hours:** 2/32

**Preparatory Course:** 3D technology fundamental, algorithm and data structure

**Course Description:**

AR and VR are emerging human-machine interaction method, it is now attracted more and more attending. This course will teach students how to develop an AR or VR application by Unity3D. First, we will introduce the basic concept of AR and VR, its classical application and technology behind them. Then we will be familiar with the important software: Unity3D, learn the concept of camera, light, object in it, learn how to make and use pre-build, learn component in Unity3D, script. Then we will learn Vuforia, a famous AR SDK, we will learn how to use Vuforia in Unity3D, recognize image and show 3D model, 3D object recognition and show 3D model. EasyAR is another AR SDK, we will show the students how to install and use it in Unity3D, to recognize image and show correct 3D model. Then, we will learn how to use Cardboard VR and Input Utility to develop VR application, to build a scene, enable interaction between user and scene.

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87.<Game Development> Course Description

**Course:** Game Development

**Course No.:** 3162107360

**Credit / Course Hours:** 2/32

**Preparatory Course:**

Fundamental of 3D modelling, Fundamental of Digital Music, Moving Graphic Design, GUI Design

**Course Description:**

This course covers the theoretical and practical foundations of video game production using the Unity 3D game engine. After a brief introduction to the development and deployment of Unity game, how to create, acquire, modify and integrate different kinds of assets such as materials, sounds, music, animations and 3D models will be addressed. Next, the way to build game scenes, add models such as trees, grasses and stones using Unity's built-in terrain editor will be discussed. Then, some key issues will be discussed in detail such as designing effective game levels, C# programming, material and rendering, light source type and global lighting, collision detection with collider/trigger/raycast, animation recording and playback control, camera and physical components, sound control, graphics user interface, particle system, etc. Special attention is given the way of dealing with the input of conventional types of input device used with games (such as controllers, joypads, keyboard and mouse) as well as the touchscreens and movement-sensing capabilities of mobile devices using C#. In addition, synchronization mechanism used in multiplayer game is also discussed.

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88.< Application Development of New Media > Course Description

**Course:** Application development of new media

**Course No.:** 3162107370

**Credit / Course Hours:** 2/ 32

**Preparatory Course:** None

**Course Description:**

The development of digital media is a selective course, the main instructional objective is to make students understand and master the characteristics of new media applications, exercise the ability to plan the new media content, grasp the new media content creation method and process, have the ability to develop a certain new media program, according to the characteristics and needs of new media, students can complete the application of new media planning, content design and application development independently.

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89.<3D Animation I> Course Description

**Course:** 3D Animation I

**Course No.:** 3162107000

**Credit / Course Hours:** 3/48

**Preparatory Course:** None

**Course Description:**

This course through theoretical explanation, demonstration, practice, video observation and other comprehensive teaching methods, teaching basic knowledge of three-dimensional animation, let students understand the basic process of 3D animation, and master the basic technology of 3D modeling, texturing production, digital creative culture based production capacity, provide technical support for the following practice the practice courses, writing courses and graduation design. The assessment of the course is based on the homework of the proposition, and the results are given according to the completion of the students' homework.

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90.<Motion Graphics Design（I） > Course Description

**Course:** Motion Graphics Design (I)

**Course No.:** 3162107010

**Credit / Course Hours:** 2/32

**Preparatory Course:** Form the basis of design, Design thinking

**Course Description:**

As an art form of combining design with new media, motion graphics design is a small multimedia video which combines audio-visual language and graphic design. In general, motion graphics design combines a number of different elements, such as 2D and 3D animation, video materials, font boards, illustrations, photography, music, etc.. This course will make students master the form and style of motion graphics design and implementation; master technical features of motion graphics design; and through creative practice, master the motion graphics design creation, production process, equipment requirements, technical details, and have more in-depth understanding of the market prospect and development direction, play a solid foundation for subsequent courses.

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91.< User Research of New Media > Course Description

**Course:** User Research of New Media

**Course No.:** 3162107020

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

The creation of new media has strong purposes. Through conveying information to users, new media affects the user's ideas and behavior. Users are directly related to new media works. The user experience and evaluation level can directly reflect the success of the creation. The goal of this course is to cultivate students' abilities to deeply explore new media users' needs based evidence research, to think from the user's point of view, and to accurately and systematically create new media. In this course, the students will learn people’s perceptual characteristics, the way of thinking, the priority of information identifying, and the motivations of human behavior. Furthermore, the students will learn the basic methods user research, how to design the experiments, collect and analysis data, and how to make creative decisions based on the research results. The students will master the overall planning method to guide users to participate in the creation and decision making. This course provides a basis for the project planning and management of the students’ future new media creation.

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92.<3D Animation II> Course Description

**Course:** 3D Animation II

**Course No.:** 3162107040

**Credit / Course Hours:** 2/32

**Preparatory Course:** 3D Animation I

**Course Description:**

This course through theoretical explanation, demonstration, practice, video observation and other comprehensive teaching methods in the <3D Animation I> course on the basis of further teaching three-dimensional animation knowledge, let the students grasp the skeletal animation, binding, advanced material performance, product level and other advanced production technology of 3D rendering, 3D further training the students' creative ability of making practice, provide technical support for the follow-up courses, writing courses and graduation design. The assessment of the course is based on the homework of the proposition, and the results are given according to the completion of the students' homework.

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93.< Senior program design language > Course Description

**Course:** Senior program design language

**Course No.:** 3162107050

**Credit / Course Hours:** 2/32

**Preparatory Course:** advanced programming language

**Course Description:**

There are two purposes of this course, the first is to solidify Python we learnt in course advanced programming language，the second is to apply python, using it as a script language in Maya. This course will introduce the concept and current situation of Maya script automation, make them aware the property timing to automate by Python. Then we will learn two supported language in Maya, they are Mel and Python. We will start from Mel, give it an introduction, learn its grammar, write a User Interface via Mel, and its common function. After that, we will learn the package PyMel in Python, which enable the script in Maya. We will learn PyMel in detail. Finally, we end with an example, create objects in Maya, we will use PyMel to create multiple objects automate and other senior operation.

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94.< Visual Effects of Digital Film > Course Description

**Course:** Visual Effects of Digital Film

**Course No.:** 3162107060

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

The Course is designed for the major of Digital media art and meets the needs of of the Internet video production of the Internet age. Through the teaching of the history of the visual effects of film, this course enables students to understand the development of the visual effects of films. In addition, this course is based on the teaching of Nuke function and the case of composition, and enables students to master the use of Nuke, the use of key nodes, understand the key issues in the process of making visual effects of digital film, grasp the ideas to make visual effects, improve the aesthetic literacy of students, and finally finish the composition of a shot with high quality independently.

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95.< Digital Image Color Grading > Course Description

**Course:** Digital Image Color Grading

**Course No.:** 3162107070

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

The Course is designed for the major of Digital media art and meets the needs of of the Internet video production of the Internet age. It is also aimed at enabling students to master the skill to produce video of the Internet platform. This course is based on the teaching of basic knowledge of color and image color tone, and enables students to understand the principle of color science, master the tone control principle and method of the video, master the method of using Davinci Resolve and other mainstream image processing software. It also enables students to understand the basic process and related technical details of digital image production, the commonly used tone control method of bleach bypass, color grading day to night, and ultimately enable students to be able to complete the general video color grading work independently.

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96.<Motion Graphics Design (II) > Course Description

**Course:** Motion Graphics Design (II)

**Course No.:** 3162107080

**Credit / Course Hours:** 2/32

**Preparatory Course:** Form the basis of design, Design thinking，Motion Graphics（1）

**Course Description:**

As an art form of combining design with new media, motion graphics design is a small multimedia video which combines audio-visual language and graphic design. Through the theoretical study of motion graphics design, students have mastered the basic design and implementation of motion graphics. In this course, students are required to master the design style of motion graphic design; master advanced techniques motion graphic design; motion design exploration alone artistic style; and to have a deep understanding of the application and development prospect of motion graphic sdesign, and lay a solid foundation for subsequent courses.

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97.< Research on Internet Movies > Course Description

**Course:** Research on Internet Movies

**Course No.:** 3162107110

**Credit / Course Hours:** 2/32

**Preparatory Course:** Audio-Visual Language，Film Analysis

**Course Description:**

This course is the professional course of digital media art，which taking the Internet films and Television works as the research object. By systematically studying the basic theory of Internet film creation, including the theme selection and planning, the writing of script and the drawing of story board, and combined with the classic Internet film cases analysis, make students more intuitive to accept what they learned, in-depth and systematic grasp of the content of the early stage of network film creation. In the experimental segment, students practice in groups under the guidance of teacher, through learning shooting methods and editing skills, to create a complete network film works, so as to improve their overall mastery and control ability on the whole creation process of Internet films.

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98.<Lens language design> Course Description

**Course:** Lens language design

**Course No.:** 3162107030

**Credit / Course Hours:** 3/48

**Preparatory Course:**

Audio-visual language, Foundation of digital photography, Film analysis, Research of online movie

**Course Description:**

Compared to the "Audio-visual Language" and "Film Analysis" and other professional foundation courses, "Lens Language Design" is more close to the technical operation level. It based on the basic film audio-visual language and basic understanding of the film and television works, taught us the skill to learn lens language design not through the appreciation of the film but through the creative way. As the film and television work is composed of one by one lens as the basic unit, the key to a movie is the composition of the lens and the connection between the lenses. This course combined concrete examples, enables students to understand the meaning of sub-lens design, to become more familiar with the grammar of film lens language, to master the basic knowledge of film scene scheduling, to understand the meaning of in-picture and out-of-picture movements, to be familiar with basic camera movement methods, to convert text languages into cinematic. It provides students with the basic skills of converting a written language into a film lens language and enhances students' artistic accomplishments lens screen. So that we can finally master the skills of using the lens language to tell stories and express emotions and lay a solid foundation for the creation of new media images.

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99.<Brand Design> Course Description

**Course:** Brand Design

**Course No.:** 3162107090

**Credit / Course Hours:** 2/32

**Preparatory Course:** UI Design，New Media User Research

**Course Description:**

The course of "Brand Design" through analyzing the establishment process of the brand, in the mode of marketing, business operation, as related to action, concept and visual identification will produce relevance to help students understand the structure, brand planning, the basic method, cultivate research ability, master production techniques. This course is a comprehensive visual design research course; its research content involves graphics, fonts, logo, photography, color, grid systems, packaging and a series of professional knowledge, helping students to independently accomplish specific brand planning and design. By mastering the standardized drawings of the logo, the standardization mark of fonts, brand design standard color and auxiliary color, brand design specification and application specification, it lays the foundation for the future work of the students.

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100.< New Media Comic Foundation > Course Description

**Course:**New Media Comic Foundation

**Course No.:** 3162107100

**Credit / Course Hours:** 2/32

**Preparatory Course:** Scene Sketch , Dynamic Sketch , Character and Scene Design

**Course Description:**

New Media Comic Foundation is an important professional course in digital media art. This course introduces the characteristics, development process and production methods of modern digital comics in information society based on the new media platform.This course introduces the history and the artistic language of modern comic. Students can gain a thorough understanding of various artistic style of comic in different regions and cultures. Students can grasp the concept, feature, technical platform and types of artworks in new media comics. Students can fully know the innovative thinking, processes, equipment and technical details of new media comics through creation practice, and know the market prospect and trend of this art. It lays a solid foundation as the followwing course < New Media Animation Creation> .

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101.< Web Design > Course Description

**Course:** Web Design

**Course No.:** 3162107120

**Credit / Course Hours:** 2 Credits / 32 Hours

**Preparatory Course:** None

**Course Description:**

This course is a specialized course. It aims to train students to master the principles and methods of web design, understanding the framework of web user experience, and building the systematic web design philosophy. Students are expected to propose innovative web design solutions based on the collaborative design practice.

The main contents of this course include: understanding the team roles and process; building the information architecture according to the user requirements; building the easy-use navigation; drawing the wireframe to organize the page layout and interaction; creating appealing interface and brand image; implementing and testing the prototype.

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102.< Interactive Engine Application > Course Description

**Course:** Interactive Engine Application

**Course No.:** 3162107130

**Credit / Course Hours:** 2/32

**Preparatory Course:** senior program design language

**Course Description:**

This course will explain the usage of Unity3D. First, give a brief introduction of Unity3D, students should get used to its User Interface and common operation. Then student will learn how to construct a scene in Unity3D, how to build a simple 3D model or import 3D models from other software, they should be familiar with texture ball and pre-build. After that, student will learn how to control the camera and light in Unity 3D, they should also master the concept of 3D coordinate, be familiar with how to transform a point in a 3D coordinate to another 3D coordinate or 2D coordinate. Learn C# language, and can control the whole scene via C#, enable the interaction between user and scene. Finally, they will be familiar with the collider and how to trigger, handler it.

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103.< Creative Video Research > Course Description

**Course:** Creative Video Research

**Course No.:** 3162107140

**Credit / Course Hours:** 2/32

**Preparatory Course:**

Audio-visual Language / Film analysis/ Fundamentals of digital photography/ Fundamentals of digital image synthesis

**Course Description:**

This course is based on the analysis of different types of creative short films, including the creative analysis, technology disclosure, creative extension discussion, creative sharing and other ways to strengthen students' understanding and application of this type of creativity. Through this course, students will establish the basic concept of creative video creation, master the starting point of creative film, combined with the prerequisite of audio-visual language, script foundation, foundation of digital photography, foundation of digital image synthesis, to engage in creative thinking from many aspects, to play interdisciplinary advantages, have an innovative thinking acumen the concept of creation and innovation. The focus of the course is to train students' creative analysis and creative ability to prepare for creative short films in primary school, and lay a foundation for the future work of film and television content creation.

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104.< Digital Cinema Sound Composition > Course Description

**Course:** Digital Cinema Sound Composition

**Course No.:** 3162107150

**Credit / Course Hours:** 2/32

**Preparatory Course:** Music Foundation and appreciation.

**Course Description**:

This course focuses on methods and techniques of creating music and sound in digital cinema and video and multimedia art under digital environment and new media platforms. Through the learning of this course, students can master various forms of video and music expressions and some content creation through MIDI technology and computer music production technology, and can accurately select the music material matched with the screen. They are skilled in using digital audio workstations to perform audio editing and use Digital audio effects and sound engine design dynamic; master recording and pseudo-sound technology, with the video recording requirements and production in line with industry standards for digital audio engineering. Through practice, we have a comprehensive understanding of the digital movie music and sound production techniques, production processes, hardware and software industry standards and A wide range of artistic ideas for the follow-up new media animation and new media image creation courses to lay the foundation for sound content and guide in the market The application and development.

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105.< Design and Practice of Intelligent Hardware > Course Description

**Course:** Design and Practice of Intelligent Hardware

**Course No.:** 3162109070

**Credit / Course Hours:** 2/32

**Preparatory Course:**

Advanced Mathematics, Program Designing Foundations, Foundation of Intelligent Open Source Hardware

**Course Description:**

This course is aimed at students of digital media technology, industrial design and other majors, who will engage in interactive design, game development, video technology support, mobile applications, network application development and other related industries. On the basis of fully mastering the basic knowledge and basic components, the use of Arduino main control board, the use of nearly 20 kinds of sensors and the wireless communication module such as Bluetooth, RFID, WiFi, this course independently designs and completes the intelligent system with certain functions and good appearance design. The course not only uses theory and practice to deepen students' understanding and mastery of the theory, but also enhances students' interest in learning theoretical knowledge, improves students' soft and hardware capabilities, scientific research ability, innovation and entrepreneurship and team cooperation ability, laying the foundation for the subsequent professional learning.

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106.< Modeling Making of Industrial Design > Course Description

**Course:** Modeling Making of Industrial Design

**Course No.:** 3162101380

**Credit / Course Hours:** 2/32

**Preparatory Course:**

Product Structure and Materials，Integrated Molding Foundation，Ergonomics，Metalworking practice.

**Course Description:**

Behind every successful product design is a carved, refined story. It is the same that turning an idea into a real product requires a lot of hard work, involving not just make a few pictures on the computer. This course through the step-by-step model of teaching and training, first of all, to enable students to master the characteristics of the model material characteristics, production tools, principles and technical skills, more importantly, to enhance brain and hand coordination modeling ability to enhance physical concepts, This level of understanding to enhance design and re-understanding. Students can actually see the external features of the conception, such as the shape, structure, color, texture and texture of the product through the model, so as to improve and perfect the existing design.

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107.< Graduation Project I > Course Description

**Course:** Graduation Project I

**Course No.:** 3162109100

**Credit / Course Hours:** 2/32

**Preparatory Course:** All courses for Industrial Design

**Course Description:**

The graduation project design is an important link to realize the practice of major training goals, the education process of cultivating students' abilities to analyze and solve problems using the comprehensive knowledge they learned, and a comprehensive summary of the knowledge and trainings before graduation. It is an irreplaceable role in cultivating the spirit of innovation, practical ability and comprehensive quality.

In Graduation Project I, the students will utilize the literature review, data collection, and user analysis to gain the insight of future design trends. They will learn how to systematically and logically plan the design process, that will lay a good foundation for the design research and design management in future.course expounds the importance of structure and material design, explains the principles and key points of structural design in line with the requirements of processing technology, and teaches students how to solve practical problems and achieve the functional requirements of a product using structural design. The course will also give a detailed introduction to the process of structural layout design, the key points of shell design, and the design methods of commonly used structural components. In addition, in this course, the students will learn the types of materials used in product design, the characteristics of each material, their corresponding processing methods, which components are suitable for manufacturing, as well as the processing technology and development trend of special materials. Through the discussion and analysis of the existing product materials in the market, students will learn how to reasonably and effectively use materials and collocation of different materials combination to implement the design ideas. This course will provide students with a guarantee for the future product design, make the students work seamlessly with the engineers and better meet the needs of the enterprise, and maximize the creativity of the design.

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108< Graduation Project II> Course Description

**Course:** Graduation Project II

**Course No.:** 3162109110

**Credit / Course Hours:** 8/128

**Preparatory Course:** All courses for Industrial Design

**Course Description:**

The graduation project design is an important link to realize the practice of major training goals, the education process of cultivating students' abilities to analyze and solve problems using the comprehensive knowledge they learned, and a comprehensive summary of the knowledge and trainings before graduation. It is an irreplaceable role in cultivating the spirit of innovation, practical ability and comprehensive quality.

Graduation Project II focuses on cultivating the abilities to have a strong sense of innovation and put forward creative conception design using design thinking, the abilities to actualize the conception using the engineering and technical knowledge, and capacities to innovate the Internet products and intelligent hardware products. This course prepares for the work of interaction designers, product designers, product managers, UI designers, user researchers, web front-end development engineers, and other design and management positions in future.

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109.< Innovative Design 1 > Course Description

**Course：**Innovative Design 1

**Course Number：** 3162109080

**Credit / Course Hours：**2 credits，32 hours

**Preparatory Course:：**

Design Presentation, Computer Aided Form Design, Ergonomics, Methodology Design

**Course Description：**

The course is a specialized course that develops students' ability to design forward-looking concepts (products). Conceptual design, in short, is a design method that takes the design concept as its main thread and runs through the entire design process. It takes the designer's complex emotional and transient thinking up to the unified rational thinking through the design concept to complete the entire design. This course focuses on inspiring students' creativity and aims to give students a chance to experience the close relationship between innovative design theory and product design innovation through specific design practices. Specifically, the course trains students to skillfully remold the problem objects through a series of innovative design techniques and presents design concepts that address system issues and enhance the value of the product. Clear, easy to understand, impressive design concept expressions are also the focus of the course.

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110.< Design Study and Data Analysis > Course Description

**Course:** Design Study and Data Analysis

**Course No.:** 3162101360

**Credit / Course Hours:** 2/ 2 Weeks

**Preparatory Course:** Design Thinking-Entry Level, Design Methodology

**Course Description:**

In this course, the students will practice the basic methodologies and skills of conducting design research and solving design issues. Specifically, this course starts with teaching regular methods of studying users and analyzing designs and then the students have chance to apply the methods to analyze users, designs and figure out possible solutions. By the end of the course, students will be able to knowledgeably propose and implement a design research and explore suitable design solutions with high-fidelity prototype.

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111.< Innovative DesignⅡ (Internet Product) > Course Description

**Course:** Innovative DesignⅡ (Internet Product)

**Course No.:** 3162109090

**Credit / Course Hours:** two Credits/ two Weeks

**Preparatory Course:** Basis of User Interface Design, Interaction DesignⅠ

**Course Description:**

This course is a practical course of Industrial Design. It aims to train students’ innovative design thinking through internet product design practice in two weeks. It can enable children to understand the basic theory system of user experience design on internet product, master the principle, methods and evaluation techniques in innovative design, and be familiar with the human limitations. Students are expected to propose innovative human-computer interaction solutions based on the lectures and design practice. Furthermore, students should be able to complete the design of innovative internet product systematically, applying knowledge learned from other related courses.

**Reference Books:**

1. Jianlin Zhang. User Experience on Internet Product. Tsinghua University Press. 2013.
2. Bainian Lu. Innovative Design Thinking. Tsinghua University Press. 2015.

2. Alan Cooper, Robert Reimann, David Cronin, Christopher Noessel. About Face4: The Essentials of Interaction Design. Publishing House of Electronics Industry. 2015.

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112.< Professional practice of Industrial Design > Course Description

**Course:** Professional practice of Industrial Design

**Course No.:** 3162101390

**Credit / Course Hours:** 2/32

**Preparatory Course:**

Design Performance，Computer Aided Modeling Design，Design Method，Modeling Making of Industrial Design.

**Course Description:**

Professional practice is a primary course before the first semester of senior student. It is a consideration of the learning content in the first three years of the University. It mainly involves the self-assessment of students' ability, including sketch, modeling ability and comprehensive application of design research methods. At the same time, it also includes project planning, career planning and visiting learning model processing plant. In this process, students should submit a self-assessment report and career planning report according to their own situation, so as to make reasonable and effective guidance for the academic development of the senior year.

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113.< Graduation Project> Course Description

**Course:** Graduation Project

**Course No.:** 3162109170

**Credit / Course Hours:** 10/20 weeks

**Preparatory Course:** All other courses

**Course Description:**

Graduation project provides students with an opportunity to engage in an activity that will allow them to demonstrate their ability to apply the knowledge and skills they have gained throughout four years in the educational system. The project is designed to ensure that students are able to apply, analyze, synthesize, and evaluate information and to communicate significant knowledge and understanding. It is a substantial piece of scholarly training and will improve student’s ability of literature retrieval and understanding as well as ability of using the knowledge to analyze and solve problems

Through literature reading and analyzing, student will know the background and principal works of the research area, then the student will be required to propose their own solution to the dedicated problem, and verify its validness and effectiveness by simulation or test, which will improve their ability of practice and problem solving. Finally, thesis that describes the results of research the student has conducted under the supervision of teacher, will give student chance to improve their ability of expression since it reflects the writer's ability to: critically analyze the literature, present a detailed methodology and accurate results, link the topic of the thesis with the broader field. All these will help student cultivate a rigorous academic attitude.

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114.< Practice on Programming> Course Description

**Course:** Practice on Programming

**Course No.:** 3162109130

**Credit / Course Hours:** 2/64

**Preparatory Course:** Fundamental of Programming Design

**Course Description:**

This course is a practice course that connects program design language and follow-up programming course for the digital media technology program. The main purpose of this course is: 1, master the method of problem analysis and solving. 2, to improve students' ability to practice application programming, to deepen the understanding of the application of programming and development tools 3, preliminary understanding of the program tools and importance of programming in digital media technology. The content of the course is consist of two parts. The first part is an example of Android application based on App Inventor. Through the programming project, we understand the function of programming in the interface design, signal processing and mobile application development. The second part is an example of game design based on Scratch and Python for students to understand the role of programming in animation, game development.

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115.<Practice of User Interface Design > Course Description

**Course:** Practice of User Interface Design

**Course No.:** 3162109140

**Credit / Course Hours:** 2/32

**Preparatory Course:** The Basis of Constitution Design, Design Thinking，Design of User Interface

**Course Description:**

"Practice of User Interface Design" course mainly through two weeks of the user interface design training, to enable students to master the design method of interface of digital media, product development process, basic technology and evaluation standard, and certain ability of user interface design. Students should design a complete interface design with clear positioning, and a good sense of the user experience. Thus cultivate students’ design thinking and visual expression ability, and lay the foundation for future related work.

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116.< Practice of Digital Signal Processing > Course Description

**Course:** Practice of Digital Signal Processing

**Course No.:** 3162100950

**Credit / Course Hours:** 2/2weeks

**Preparatory Course:** Signal and System, Digital Signal Processing, Digital Media Collection

**Course Description:**

< Practice of Digital Signal Processing> takes MATLAB programming as the leading factor, and takes Arduino open source hardware as the platform. Combining with the professional characteristics of digital media technology, the course is from simple to difficult, from software programming to software and hardware combination. This course gradually realizes the two / 3D drawing and basic operation, the MATLAB platform of the dual tone multi frequency system, and finally realizes the dual tone multi frequency signal combining with the Arduino platform. The course not only uses theory and practice to deepen students' understanding and mastery of the theory, but also enhances students' interest in learning theoretical knowledge, improves students' soft and hardware capabilities, innovation and entrepreneurship and team cooperation ability, laying the foundation for the subsequent professional learning.

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117.< Practice of Media Computing > Course Description

**Course:** Practice of Media Computing

**Course No.:** 3162109150

**Credit / Course Hours:** 4/4 weeks

**Preparatory Course:** Signal courses, computer courses, creative courses

**Course Description:**

The course is chosen by teachers and students in the form of group joint operation. From the pre selection research to the mid-term defense, and then to complete the whole process of the project, students can integrate the theoretical knowledge of the University for three years, and apply it to the actual media computing process. This practice is guided by the intelligent analysis and understanding of digital media, emphasizing the key technologies of signal processing and computer vision involved in digital media. This course pays attention to the comprehensive training of students' practical ability, innovation and entrepreneurship ability, scientific research ability, display ability and team cooperation ability. The goal of this course is to train students become complex talents who can use theoretical knowledge to combine technology with art on practices.

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118.< Practice of Media Application > Course Description

**Course:** Practice of Media Application

**Course No.:** 3162109160

**Credit / Course Hours:** 4/4 weeks

**Preparatory Course:** Signal courses, computer courses, creative courses

**Course Description:**

The course is chosen by teachers and students in the form of group joint operation. From the pre selection research to the mid-term defense, and then to complete the whole process of the project, students can integrate the theoretical knowledge of the University for three years, and apply it to the actual media application process. This practice is to enrich the content and form of digital cultural creativity as a guide, focusing on the application of digital technology in the field of cultural and creative. This course pays attention to the comprehensive training of students' practical ability, innovation and entrepreneurship ability, creative ability, display ability and team cooperation ability. The goal of this course is to train students become complex talents who can use theoretical knowledge to combine technology with art on practices.

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119.<Art Collection> Course Description

**Course:** Art Collection

**Course No.:** 3162109000

**Credit / Course Hours:** 2/32

**Preparatory Course:** Scene Sketch，Modeling foundation，Dynamic Sketch

**Course Description:**

Art Collection as the practical teaching is an important part of the curriculum of digital media arts. It connects other basic courses and subsequent professional courses, and is an effective complement to teaching in classrooms. Using sketches and notes, photographs, images and other digital media collection to help students master collection, selection, inductive abilities and analysis abilities of art data, and could use digital media as a platform for further creation, then build a more closely and effectively link up and pave the way for the subsequent professional courses.

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120.<New Media Animation Creation（I）> Course Description

**Course:** New Media Animation Creation（I）

**Course No.:** 3162109030

**Credit / Course Hours:**8/ 8weeks

**Preparatory Course:** All the basic courses, professional basic courses and professional courses

**Course Description:**

This course aims to animation creation practice on new media platform. Compared with traditional animation, new media animation has new industry requirements and development direction in terms of its film length, script content and art design. In this course, students do the preliminary investigation and analysis to know the characteristics of various types of new media animation well. And then students do the new media animation short film creation with business level in team work. Students grasp the animation production process and gain the technical details and the relationship in the technical aspects of animation. It also helps to cultivate students' ability of creativity,cooperation and to improve their artistic accomplishment.

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121.<New Media Animation Creation（II）> Course Description

**Course:** New Media Animation Creation（II）

**Course No.:** 3162109040

**Credit / Course Hours:**8/ 8weeks

**Preparatory Course:** All the basic courses, professional basic courses and professional courses

**Course Description:**

This course is to make students do the early research and analysis, study the characteristics and development trends of new media animation, after their mastering the basic theoretical and basic creative skills of new media animation. Students do the new media experimental animation short film creation combined with new technologies (such as VR, AR technology) and new way of expression. Students gain creativity and innovation consciousness, get the relationship between the development of technology and art by practice. Students grasp the animation production process and gain the technical details and the relationship in the technical aspects of animation. It also helps to cultivate students' ability of cooperation and to improve their artistic accomplishment.

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122.< New Media Film Creation I > Course Description

**Course:** New Media Film Creation I

**Course No.:** 3162109050

**Credit / Course Hours:** 8/8 weeks

**Preparatory Course:** All courses

**Course Description:**

This course requires students to complete a new media video short film work in a team manner. The work requires clear narrative, emotional expression, excellent audio-visual effects, high degree of accomplishment, professional knowledge, and fully embodies the professional characteristics. Through the creative practice of this course, students can master the basic process of new media image creation, can understand the image creation, production in the middle and late stages of professional division of labor and ability to appeal, can cultivate team cooperation ability and professional technology application ability. To find their ability strengths and professional development direction, and through the subsequent practice curriculum and graduation design to further clarify, applied to the future professional development and career development.

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123.< New Media Film Creation (II) > Course Description

**Course:** New Media Film Creation (II)

**Course No.:** 3162109060

**Credit / Course Hours:** 8/8 weeks

**Preparatory Course:** All courses

**Course Description:**

This course requires students to complete a team approach to the new media video clips works, works form the base of traditional image creation on the combination of digital visual effects, VR panoramic audio-visual, new media interactive technology content innovation, emphasizing the integration of technology and art, creativity and making use of new technology to complete the image content the content of innovation trend embody the professional characteristics and new media. Creative practice through this course, students in the new media image creation and training team at the same time, further reflection and discovery of new media video creative development trend, find a breakthrough point of digital content creation, and application in the graduation design and future professional development and occupation development.

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124.<Graduation Project (I) > Course Description

**Course:** Graduation Project (I)

**Course No.:** 3162109010

**Credit / Course Hours:** 2/32

**Preparatory Course:** All the professional knowledge at the undergraduate level

**Course Description:**

The graduation design is to consolidate and expand the students learn the basic theory and professional knowledge, knowledge and skills to cultivate students' comprehensive use master to analyze and solve practical problems and innovation ability, and cultivate students' correct design idea, theory and practice of the style, rigorous learning attitude and innovative spirit. It is an important way for students to improve their professional skills and improve their own artistic accomplishment by making them use the knowledge and skills they have learned before, and do their best to complete the original works of individuals or teams.

Graduation design is divided into two semesters. The first semester requires students to complete the topic planning, preliminary design and part of the interim production.

Students should complete the graduation project according to the prescribed time under the guidance of the supervisor.

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125.<Graduation Project (II) > Course Description

**Course:** Graduation Project (II)

**Course No.:** 3162109020

**Credit / Course Hours:** 2/32

**Preparatory Course:** All the professional knowledge at the undergraduate level

**Course Description:**

The graduation design is to consolidate and expand the students learn the basic theory and professional knowledge, knowledge and skills to cultivate students' comprehensive use master to analyze and solve practical problems and innovation ability, and cultivate students' correct design idea, theory and practice of the style, rigorous learning attitude and innovative spirit. Let students flexibly use the knowledge and skills they learned before, and do their best to finish the original works of individuals or teams, which is a comprehensive summary and review of learning, research and practice achievements, as well as an important way to improve professional skills and improve their artistic accomplishment in practice.

The graduation design is divided into two semesters. The second semester requires students to complete the mid-term filming or production, produce the work, and complete the graduation thesis.

Under the guidance of the tutor, the students should complete the graduation design according to the prescribed time.

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126.< 3D Modeling > Course Description

**Course:** 3D Modeling

**Course No.:** 3162101450

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

Using practical examples, this course explains the using methods and skills of Rhino 3D and Keyshot. In this way, students can grasp the abilities of 3D modeling and rendering with the fastest speed. In the aspect of 3D modeling, students will first learn the basic process of design, the manufacturing methods and process flow of a model, understand the types of modeling software, and establish the thinking of 3D modeling. Then, students will learn how to use Rhino 3D to build and connect the curves and the surfaces. Finally, all the techniques of modeling are practiced synthetically through actual modeling topics. In the aspect of rendering, students will mainly learn the methods of material setting, how to set lights, and how to control scenes. After that, students can achieve the level that can complete the work of rendering independently. This course is an elective course for the whole school, which is mainly to cultivate the students' comprehensive ability and accomplishment.

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127.< BigData Visualization > Course Description

**Course:** BigData Visualization

**Course No.:** 3162101780

**Credit / Course Hours:** 2/32

**Preparatory Course:**

Discrete Mathmatics, Data Structure and Algorithm, Computer Graphics, DataBase Technology and Applications

**Course Description:**

The course uses big data visualization as teaching content, cultivates students' ability of thinking in data and visual thinking, and establishes a solid visualization ability of big data. Through the learning of big data visualization, students can initially establish the data abstraction, visual modeling, disciplinary methodology of analysis and design, grasp the data-driven visualization of big data, understand and master some of the forefront big data visualization tools, master and apply Visualization model of the data visualization of big data design, with the basic data-based on the field of data visualization design and visual analysis capabilities. Master the basic concepts of big data visualization, master the big data visualization process, master general big data visualization model, understand the big data visualization model in the professional field, master the big data visualization tool, and design big data visualization from the data combined with big data visualization model View, and complete the appropriate data exchange.

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128.< Appreciation of Literary Masterpieces at China and Abroad > Course Description

**Course:** <Appreciation of Literary Masterpieces at China and Abroad >

**Course No.:**3162101560

**Credit / Course Hours:** 2/32

**Applicable Major:** All

**Preparatory Course:** None

**Course Description:**

The main content of the course is: An introduction to Literature,A brief history of Chinese literature, Introduction to Book of Songs(Guan Ju, Taoyao, Cai Wei, Yan Yan, Jian Jia), Introduction to Chu Ci(Xiang Jun,Shan Gui), Tang poetry introduction(),Introduction to Song Ci Poetry(),Introduction to Liao Zhai Zhi Yi, Introduction to Stone Story, Introduction to The Deer and the Cauldron, Introduction to Crime and Punishment, Introduction to Pride and Prejudice, Introduction to Love in the Time of Cholera, Introduction to The Count of Monte Cristo.

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129.< Introduction to Traditional Chinese Culture > Course Description

**Course:** Introduction to Traditional Chinese Culture

**Course No.:** 3162100430

**Credit / Course Hours:** two credit，32hours

**Preparatory Course:** None

**Course Description:**

Traditional chinese culture is the evolution of Chinese civilization and a reflection of the national character and the national culture integration. The national history of culture and ideology refers to the overall performance of the Chinese nation and its ancestors living in the China region, which is inherited from generation to generation for development, with the distinctive ethnic characteristics of long history and profound cultural connotation. It is the crystallization of thousands of years of civilization of the Chinese nation, in addition to the core content of Confucian culture, also contains Taoism (Religion) culture, Buddhist culture. This course pays special attention to the creative transformation and innovative development of Chinese traditional culture, and stresses the contemporary value of exploring Chinese aesthetic and artistic traditions.

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130.<Media Economics >Course Description

**Course Number：**3162101640

**Course：**Media Economics

**Credit / Course Hours:** two credits，32 hours

**Preparatory Course:** None

**Course Description:**

This course is an public course based on management, economics, communication and other new interdisciplinary subjects. This course is offered for freshman class. The aim of this course is to enable students to understand the basic concepts and application fields of media economy through the study of the commercialization process of traditional media. In combination with the change of media convergence environment, we should guide and train students to use the knowledge they have learned, analyze and integrate media products, markets and enterprise operations. To develop and improve the ability of engineering students to apply comprehensive knowledge and analyze the communication market.

The main contents include: the basic concepts of economics, including the concept of cost, income and elasticity; characteristics of media products; regulation of media products; media market structure; media labor market and government policy.

**textbook：**Dengxiangyang. Media Economics Hunan University Press .Changsha .2006

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131.< Introduction of new media > Course Description

**Course:** Introduction of new media

**Course No.:** 3162101600

**Credit / Course Hours:** 2 credits，32hours

**Preparatory Course:** Non**e**

**Course Description:**

The " Introduction of new media " course enables students to fully and systematically understand the research content of the new media field, from the concept, basic technology, form, the audience to the content industry, management, development trends and international communication and other aspects of the new media basic knowledge.

The course insists on the combination of interesting and informative teaching methods, where you can hear the stories, development status and development strategies of the new media in the fields of radio and television, telecommunications and Internet companies.After completing the course, students are able to distinguish the various forms and characteristics of new media, have a general understanding of the new media content industry, and have a deeper understanding of the development trend of new media, cyberspace management, new media management.

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132.<Stone Story and Chinese Culture> Course Description

**Course:** <Stone Story and Chinese Culture>

**Course No.:** 3162101620

**Credit / Course Hours:** 2/32

**Applicable Major:** All

**Preparatory Course:** None

**Course Description:**

Introduction: The family background and life of Xueqin Cao; The great influence of Stone Story; The reading method of Stone Story. Topic Review: Baoyu Jia’s character and Confucian Culture: fantasized; A loser who has great talents; A brief introduction to Confucian Culture; Critique of weakness. Daiyu Lin’s character and Ancient poetry culture: The accomplishment of integrated aesthetic images; The development history of Chinese ancient poetry; Character’s change and development; The essence of Bao and Dai’s love. Baochai Xue’s Character and the Golden Mean: A moral woman; The multi-dimensional personality; The combination of Daiyu and Baochai; The Golden Mean and hypocrite. Fengjie,Jiamu,Sanchun, Analysis of girls in Stone Story. A brief introduction to Redology and Zhi's Criticism：The establishment of Redology; Two sets of systems；The Zhi’s Criticism Narratology .

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133.<Popular Culture > Course Description

**Course:** Popular Culture

**Course No.:** 3162101630

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

This course studies cultural phenomena such as spectacle movies, internet fiction, anti-Japanese drama, social media, fan economy, flash movie, popular music, media show culture, online games, animation culture, urban culture and youth culture. Cultural structure and other aspects of the study of the characteristics and impact of popular culture, cultural and social interpretation of the intersection of the intersection of the same point of interaction to enhance the students feel popular culture around and cognitive level. Through concrete and detailed textual analysis, we pay attention to the cultural phenomenon around us. We apply the western Marxist critical theory of society, the Birmingham school's cultural research methods, the semiotics, postmodernism and psychoanalysis theory of John Fisk, Roland Barthes et al. Coding - decoding analysis of popular culture texts to explain historical and realistic implications inherent in pop culture, and to form a rational and tolerant attitude toward pop culture students so as to realize the art of life and enhance their own humanistic accomplishments.

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134.<A Brief Introduction on Reading Classics on Communications>Course Description

**Course:** Reading Classics on Communications

**Course No:** 3162101510

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

Reading Classics on Communications is a course which is designed to improve and cultivate the information literacy and communications aptitude for non-communications college students in Beijing University of Posts and Communications in mediatization era. This course intends to employ some basic theories into the teaching and teach students to manipulate opinions and methodology and use them in theories. This course will implement teaching activities systematically around due themes by reading theoretical classics, case studies, group discussions, audio and video analyses, etc.

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135.< Network of Social Thoughts and Media Literacy > Course Description

**Course:** Network of Social Thoughts and Media Literacy

**Course No.:** 3162101540

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

This course combines the network public events and hot issues of public opinion to analyze the eight major social trends of contemporary Internet in China and its causes. Through theoretical analysis of various social trends of thought on the Internet, this course makes a rational analysis of network hot events, Social and contemporary culture; introduce the basic knowledge of media literacy; cultivate young students' basic literacy of network application; information production and consumption literacy of network; network interaction and social collaboration; network social participation in literacy; Network moral and ethical accomplishment, with examples to explore how to interpret news information, how to deal with media, etc., to improve young students' ability to read, understand and use media content. Understand the moral and legal aspects of cyberspace, including the ethical values of the Internet, regulation and control of the Internet, freedom of speech and content control on the Internet, cyber-intellectual property rights, privacy and the security of electronic frontiers, etc. to guide young students to become mature Internet users in the new media age.

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136.< Mobile Marketing and Creative public relations > Course Description

**Course:** Mobile Marketing and Creative public relations

**Course No.:** 3162101700

**Credit / Course Hours:** 2 credits，36hours

**Preparatory Course:** Non**e**

**Course Description:**

Mobile Marketing and Creative public relations focuses on the new changes brought by mobile Internet to marketing and public relations.

Combining with the research of new media, this course focuses on the theoretical knowledge of new media marketing and public relations, focusing on the combination of theory and practice, and responding to the new media operation in the mobile Internet communication environment , Brand management, crisis response. Aftert the course, students can understand mobile Internet development, familiar with the new media platform and marketing model, master the basic knowledge of mobile new media related marketing planning.

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137.<Appreciation of Drama and Film Television Music> Course Description

**Course:** Appreciation of Drama and Film Television Music

**Course No.:** 3162100210

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

This course is intended for University-wide elective courses. This course is based on the reality of College Students' aesthetic and artistic accomplishment, aiming at improving students' ability of appreciation of opera and film television, and cultivating noble aesthetic taste Chinese Opera: Kunqu Opera, Peking Opera, Shaoxing Opera, Henan Opera, Huangmei Opera, and Pingju Opera. Learn to sing well-known tune, and the introduction and appreciation of Chinese Opera; the introduction and appreciation of Chinese opera, Chinese ballet and film and television music works. The course will be based on Chinese and foreign outstanding film and television works, based on the introduction of some related knowledge of music theory and basic knowledge of film television music. With the interst and knowledge of drama and film television music, the music knowledge of the students is enriched, and the knowledge is broadened. So that students have a preliminary understanding of the development of drama and film television music.

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138.< Animation Appreciation > Course Description

**Course:** Animation Appreciation

**Course No.:** 3162100040

**Credit / Course Hours:** 2/ 32

**Preparatory Course:** None

**Course Description:**

With the development of computer technology and the advent of information age, animation has been integrated into all aspects of people's lives. This course is a cultural and art class, suitable for students of all grades and majors.

For engineering students, through the appreciation of a large number of animation works, on the one hand, let them understand the history of animation, a simple understanding of the basic knowledge and theory of animation production, improve aesthetic cultivation, on the other hand, to play their own as engineering students of the expertise, in the evaluation of a work, on the basis of the genre Form their own evaluation system.

For art students, on the basis of understanding the history of animation, the basic production process, through the longitudinal analysis of the development of Chinese animation and the horizontal contrast between China and Japan, from multi-angle analysis, the formation of a certain sense of innovation, try to think how to use the traditional culture in the animation of heritage.

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139.< Photoshop Fundamentals of computer art > Course Description

**Course:** Photoshop Fundamentals of computer art

**Course No.:** 3162100070

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

Photoshop is a famous graphic design software in the world. It has powerful functions of drawing, correcting pictures and image creation! The software has the advantages of friendly interface, powerful function, simple operation, and creativity and interest. This course uses some typical examples of works of art from the shallower to the deeper, the use of various tools to explain and re edit unlimited, and a large number of professional filter collection of color correction and separation technology of. Photoshop basic operation interface, tool use, filter layer, and color management, improve the practical skills to enable students to master the main function of the software in the relaxed learning environment.

Through the study, students will have a strong practical ability, creative thinking ability, and have a strong sense of innovation and practical ability, broaden their horizons, develop creative potential, can immediately engage in graphic creation and professional quality photo retouching and production, to create the world's incomparable image. Improve your computer application processing ability.

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140.<Photography basis> Course Description

**Course:** Photography basis

**Course No.:** 3162100100

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

As a public elective course of Art, <Photography basis> aims to guide students to understand photography, master the basic photography technology, and learn to appreciate good photographic works. Since the twenty-first Century, digital photography has hit every field and every industry, and has changed traditional photography skills, photography methods and concepts in its own way. To learn photography well is the basic quality that art designers and art talents should possess today, digital photography is advanced with the times, and has a certain perspective, this new photography system than traditional photography means more flexible and more effective, the prospect is immeasurable, the main task is to require students to learn photography in the new historical environment to grasp the new technology to meet the needs of the society the development of the new era.

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141.<Photography basis> Course Description

**Course:** Photography basis

**Course No.:** 3162100100

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

As a public elective course of Art, <Photography basis> aims to guide students to understand photography, master the basic photography technology, and learn to appreciate good photographic works. Since the twenty-first Century, digital photography has hit every field and every industry, and has changed traditional photography skills, photography methods and concepts in its own way. To learn photography well is the basic quality that art designers and art talents should possess today, digital photography is advanced with the times, and has a certain perspective, this new photography system than traditional photography means more flexible and more effective, the prospect is immeasurable, the main task is to require students to learn photography in the new historical environment to grasp the new technology to meet the needs of the society the development of the new era.

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142.<The Music Method > Course Description

**Course:** The Music Method

**Course No.:** 3162100110

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

The Music Method is an important fundamental course in musicology and is a cornerstone of professionalism necessary to study singing, playing and other music-related courses. It is one of the most fundamental foundational courses in the musicology curriculum. Through the study of this course, students will have good communication and coordination skills, good cooperation skills, excellent psychological quality and high integrity in their future careers. They will have a strong sense of social responsibility and a positive working attitude. Through this course, basic knowledge designed to master various musical elements includes (rhythm, tempo, tempo, tempo, interval, chord, tempo, tonality, etc.). Proficiency in using and mastering relevant knowledge can lay a solid foundation for learning other music theory courses. Can better guide the music practice (singing, performance), lay the foundation for music creation. Develop practical knowledge of singing, playing, and laying the groundwork for studying other music classes. While strengthening basic training, the teaching methods of discussion will be used to fully mobilize and inspire students' learning enthusiasm and effectiveness so that students can learn their lessons to the maximum.

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143.< Appreciation of Chinese and foreign famous music works and music theory > Course Description

**Course:** Appreciation of Chinese and foreign famous music and music theory

**Course No.:** 3162100120

**Credit / Course Hours:** 2 / 32

**Preparatory Course:** None

**Course Description:**

This course makes a selection of representative music works from Chinese and Western music according to different types of music and historical periods. In addition, the course tries to make a multi-dimensional analysis based on the cultural background, music style, the structure of works and the forms of music. Furthermore, this course will introduce the basic knowledge of Chinese traditional music theory and Western classical music theory, stress the combination of music works, and guide students to understand music theory through music appreciation. Finally, it helps students have a command of Chinese and foreign music theory, music genre, famous music works, and basic music theory, and improve the level of music appreciation, enrich the experience of aesthetic, and enhance the ability of music appreciation and music criticism.

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144.< Dance Appreciation > Course Description

**Course:** Dance Appreciation

**Course No.:** 3162100130

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

Dance appreciation as an art of public elective courses through the guide students to the Chinese and foreign dance art and classic feeling, cognition, analysis and appreciation, from dance art aesthetic humanities accomplishment and accomplishment of college students, By guiding students perception of dancing art and works of Chinese and western dance artistic analysis and value judgment, to cultivate students to independent cognitive dance art works, they can dance to do art identification and analysis of the different styles, further develop the students' ability of critical thinking and artistic expression, auxiliary students improve the artistic accomplishment and perfect personality.

The students develop their personality and improve overall quality, focusing on students 'independent thinking ability, expression skills and team spirit to improve students' artistic accomplishments. Develop students' critical thinking, communication skills and methodology.

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145.< The physique and social etiquette> Course Description

**Course:** The physique and social etiquette

**Course No.:** 3162100140

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

As an art form and social etiquette of public elective courses, by guiding the students to the etiquette culture cognition, feeling and experience, get relevant experience and practice of etiquette knowledge, thus improve the artistic humanities accomplishment and accomplishment of college students; Through guiding students' knowledge of etiquette culture and cognition, and understanding of all kinds of activity and analysis, to cultivate students to independent cognitive etiquette accomplishment and personal and social level, to further develop their a kind of good behavior habits in daily life, to further develop students' critical thinking ability of good and evil and ugliness, help students to establish a positive and healthy civilization etiquette accomplishment and perfect personality.

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146.<The Musical Appreciation> Course Description

**Course:** The Musical Appreciation

**Course No.:** 3162100150

**Credit / Course Hours:** 2/32

**Preparatory Course:** No

**Course Description:**

Through the study of this course, expand the students' music field of vision. Enable students to master a wide range of musical expressions, musical genres and other knowledge. Improve students' musical perception, imagination, understanding and appreciation skills. Master a certain degree of music aesthetics, improve and cultivate noble aesthetic taste. Students are required to learn the basic context of music culture in China and western countries, master certain music appreciation methods, methods, genre styles and genres of music. Courses covered all genres at all times and in all countries, the style of the representative music track. Almost all of the music works are DVD video playback, so that students can experience more intuitive appreciation of the conductors and performers of the famous interpretation of the world famous.

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147.<Appreciation of Fine Arts> Course Description

**Course:** Appreciation of Fine Arts

**Course No.:** 3162100170

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

This course is a guide to the appreciation of classical works of art in Chinese and foreign history. This course is presented in chronological order, it makes students understand the artistic achievements of different ethnic groups in different historical periods, in order to improve the students' humanities artistic accomplishment. This course will cultivate independent thinking ability and expression ability by guiding students to make theoretical analysis and value judgment on fine art works and fine arts. By guiding students to do a horizontal comparison and analysis of Chinese and foreign fine arts works, students' critical thinking and communication skills can be cultivated. This will help students to develop their healthy personality and enhance their comprehensive literacy.

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148.< Appreciation of Movies > Course Description

**Course:** Appreciation of Movies

**Course No.:** 3162100180

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

Film is the ninth art of human being born after literature, painting, music, dance, sculpture, architecture, drama and photography. It appears late, but the fastest growing. This course is for the freshman, based on appreciation of some classic films and popularization on the basis of knowledge. This course focuses on the artistic dimension of film art in the vast and grand cultural background and in-depth analysis in many aspects. The teaching of this course pays attention to the application of visualized teaching methods, pays attention to the guidance of students' penetrating and comprehensive modern thinking mode, emphasizes the cultivation of students' healthy, open and pluralistic artistic taste and aesthetic taste.

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149.< Overview of world music > Course Description

**Course:** Overview of world music

**Course No.:** 3162100190

**Credit / Course Hours:** 2 / 32

**Preparatory Course:** None

**Course Description:**

This course will lead students to appreciate the music culture of different music styles in the world, introduce and analyze various kinds of music and their representative musicians, main musical instruments, music styles and colors, etc. With the help of rich teaching resources and teaching methods, students can achieve the dual understanding of the combination of reason and sensibility. Through appreciation, students will have a good understanding of the world's excellent music and culture traditions and broaden their horizons, and gradually enhance the aesthetic ability of music and music criticism thinking. Finally, the students can view the excellent musical cultural traditions of different nationalities and regions in the world correctly, objectively and equally. Especially, they can get out of the misunderstanding of "Western centrism" in the cultural concept; and truly recognize that any nation's music culture has its irreplaceable value, thus establishing the diversification concept of world music culture.

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150.<The Syllabus of Introduction to Music>Course Description

**Course:** The Syllabus of Introduction to Music

**Course No.:** 3162100200

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

Through the whole-semester course, students can have deeper understanding of musical works, have more rational understanding of Chinese and Western music, learn more knowledge of different music genres, and be more interested in other arts. This course is divided into eight chapters. The first three chapters focus on the introduction of music theory and the elements of music, including rhythm, melody, concord, timbre, mode, strength and speed. When introducing relatively dull music theory, there will be some music pieces so that the students can have a vivid impression. The last four chapters focus on the introduction of various music genres. The famous compositions of both Chinese and Western music will be weaved in the introduction of music styles, thus the students can have a deep understanding of famous works. At the same time, there will be a brief introduction to the uncommon but outstanding works. The last chapter will pay much attention on the introduction of modern music and thorough explanation of Chinese and Western popular music. Appealed to the interest of the students, it can make them have rational understanding and analysis of the music they love.

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151.<The History of Western Music > Course Description

**Course:** The History of Western Music

**Course No.:** 3162100210

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

This course is intended for University-wide elective courses. Introduce the famous European composers and their works to the students by means of theoretical explanation, classroom appreciation, recording and video recording. Through the study of this course, students can understand the process and achievements of the development of western music culture. Grasp the general picture and development clue, understand the life and achievement of musicians in different periods, important musical events, music genre form and music style characteristics. Thus expanding the student's music field of vision, improve students' artistic quality of music.

Enrich the students' knowledge of music with the interest and knowledge of music, broaden the scope of knowledge and enable students to have a preliminary understanding of the development of European music.

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152.< Appreciation of Poetry > Course Description

**Course:** Appreciation of Poetry

**Course No.:** 3162100220

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

This course is aimed at the freshmen of the whole school. Based on the basic knowledge and basic principles of the intensive reading of some Chinese classical poems and the popular interpretation of poetry appreciation, this course analyzes the art of poetry in a broad aesthetic dimension and a grand cultural background. This course focuses on features of Chinese poetry, such as poetic sense, reading attitude and many other topics. This course focuses on artistic appreciation, inspires audiences to experience and appreciate the unique charm of Chinese poetry. This course emphasizes the use of reading and other teaching means, trying to make students effectively improve the artistic accomplishment, strengthen the humanistic quality, cultivate good and pluralistic open aesthetic taste.

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153.< Movie appreciation > Course Description

**Course:** Movie appreciation

**Course No.:** 3162100230

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

This course is divided into 12 chapters, including: Introduction to Film Introduction, Invention and Development of Film, Aesthetic Foundation of Film, American Film, New Wave of French Film, Italian Neo-Realistic Film, New German Film, European Film of Other Countries, Japan Movies, Chinese mainland movies, Hong Kong and Taiwan movies. The first three talks cover the basics of cinema; the sixth examines the analysis of cinema and its analysis in conjunction with the screening of films; and the others talk about the development and current status of cinema in major film-producing countries, film genres, box office films, directors and excellent films.

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154.< The Classics Appreciation of Chinese and foreign opera, dance drama, musical > Course Description

**Course:** The Classics Appreciation of Chinese and foreign opera, dance drama, musical

**Course No.:** 3162100240

**Credit / Course Hours:** two credit，32hours

**Preparatory Course:** None

**Course Description：**

The Classics Appreciation of Chinese and foreign opera, dance drama, musical is a course which mainly introduces the origin and development of Chinese and foreign opera, dance drama and musical. With the combination of theoretical knowledge and appreciation practice, the course elaborates on what aspects of opera, dance drama and musical play should be and what should be paid attention to when appreciating. By appreciation numbers of representative operas, dance drama, musicals, and the classic works of famous composers, students have better chances to understanding of how to learning and understanding them, enriching their comprehensive music knowledge, improving their ability of appreciation even their humanistic quality. Through the curriculum learning, to improve students' perception, identification, appreciation, creativity and performance ability of Art (Music) beauty. To cultivate students' lofty aesthetic ideal, correct aesthetic concept, healthy aesthetic taste.

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155.< Aesthetics and Practice of Chinese Traditional Art > Course Description

**Course:** Aesthetics and Practice of Chinese Traditional Art

**Course No.:** 3162100250

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

This course is an art public elective course which is both theoretical and practical. By teaching the background knowledge of paper-cut art and New Year painting, students can understand the cultural background and artistic characteristics of traditional Chinese decorative arts. By guiding students to experience, experience and appreciate traditional Chinese decorative art, students will achieve aesthetic enjoyment and improve their humanistic artistic quality. This course also focuses on the innovation practice of students, and by guiding students to innovate traditional Chinese art with modern vision and aesthetics, it can cultivate students’ independent thinking ability and innovation ability. This course will help students to improve their personality and improve their comprehensive quality by making students practice artistic works, it also cultivates students' practical ability and aesthetic creativity.

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156.< Appreciation of Chinese Folk Music > Course Description

**Course:** Appreciation of Chinese Folk Music

**Course No.:** 3162100011

**Credit / Course Hours:**  2

**Preparatory Course:** None

**Course Description:**

This course includes four sections: the folk songs, the Chinese opera , folk instrumental music and folk rap music . Folk songs are based on the dialects and local cultures of different nationalities, regions. The course makes the students know how to classified the genre and how to enjoy it. And it is also important to know their origin. The folk instrumental music is introduced in accordance with different performance method . We know it by hearing a quantities of music. The Chinese opera music interprets the history of Chinese opera and the paradigm of performance. Combining with the characteristics of music, it focuses on the appreciation of Kunqu Opera and Beijing Opera that is more great influential for people. And to other local operas, it is necessary to know their style and background. Folk rap music is concerned with its social function. The curriculum also related the folk music elements in film and television nowdays .

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157.< Vocal music>Course Description

**Course:** Vocal music

**Course No.:** 3162100021

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

Through a semester of teaching, students will have a brief understanding of vocal music, they can learn how to breathe and use voice in a right way. Moreover, students will have a deeper touch of many spices of music such as Chinese art songs and Italian songs. Beyond singing plenty of songs, the course will also invite specialists to give a lecture about stage performance. At the late of the course, students will also be able to attempt duet, trio as well as chorus. The final exam is a concert that every student will appear on the stage to show themselves

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158.< Appreciation of Pop Music > Course Description

**Course:** Appreciation of Pop Music

**Course No.:** 3162100260

**Credit / Course Hours:**  2

**Preparatory Course:** None

**Course Description:**

This course takes the development history of western pop music as the main thread, and introduces the thematic about Chinese pop music to make the students know the main music genres, representative styles and outstanding song of pop music . It is aimed to broaden students’ view.

Western pop music starts mainly introduces the style of jazz, country music, rock, soul, new age, world music in detail, which enables students to obtain the background and representative songs of these styles.

Chinese pop music is also take the style as a unit. It is introduced as Chinese style, Chinese folk song, Chinese rock music, Hong Kong and Taiwan pop music. By this means students have a certain understanding and learn to appreciate the details of the popular music, texture of the song. After that their appreciation can be improved.

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159.< Documentary Appreciation > Course Description

**Course:** Documentary Appreciation

**Course No.:** 3162101480

**Credit / Course Hours:** 2/ 32

**Preparatory Course:** None

**Course Description:**

Through the appreciation of the documentary and explain, this course let students understand the characteristics of filming and production of the documentary, the origin and development of the documentary and the creation of documentary style, narrative concept, classification, etc., to broaden students’ horizons, guide the students to love life, improve the students' humane accomplishment, understand the documentary’s value, develop the ability of independent thinking and analysis problem; cultivate students' critical thinking. It is helpful to improve healthy personality and improve comprehensive quality of art and life.

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160.<The Appreciation of Animation Director and Works > Course Description

**Course:** The Appreciation of Animation Director and Works

**Course No.:** 3162101490

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

The debate about animation ontology has emerged in recent years. As an elective course, the study of animation director and appreciation of works aims to answer the key question of "what is animation" through the analysis of animation works. At the same time, this course puts the works into the context of animation history, and gives an overview of the animation development, classification and production process. Through the analysis of audio-visual language, animation features and skills, students can understand the unique artistic style of the director. Learn to analyze a paragraph of animated works. Through guiding and inspiring students to make vertical and horizontal comparison of animated cartoon and animation works, students' ability of rational speculation and analysis can be cultivated so as to improve their comprehensive literacy.

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161.<Drama and Psychology > Course Description

**Course:** The History of Western Music

**Course No.:** 3162101500

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

This course is intended for University-wide elective courses. This course is intended for the history of drama development. Especially the understanding of the representative works in the period of important drama development. Through reading scripts, performing practice exercises, understanding the psychological changes of characters in drama performance. Through the study, the students can understand the relevant theories and current situation of Chinese and foreign drama performing arts, and improve the level of appreciation of drama works. At the same time, through the cultivation of students' appreciation of the drama art, combined with the essential characteristics of music, psychology related practice experience activities, so that students actively participate in, experience the drama brought about by the soul touch.

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162.<An Introduction of Art> Course Description

**Course Number：**3162101520

**Course：**An Introduction of Art

**Credit / Course Hours:：**two credit，32hours

**Course Description:**

“Introduction to Arts” is a subject, which combines theoretical knowledge and appreciation practice guiding students to appreciate the content and formation of arts, and experiencing and inspecting the value and implication of arts in order to improve arts judging ability and the level of aesthetic appreciation. This course constructs a bridge for undergraduates on their way to the acme of the world arts with combing the history of arts development and specific artistic works on every stage of historical development. The course is composed of three volumes.

**Prerequisite(s)：**None

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163.< Theory and practice of Chorus > Course Description

**Course:** Theory and practice of Chorus

**Course No.:** 3162101530

**Credit / Course Hours:** 2/32

**Preparatory Course:** None

**Course Description:**

The chorus is the common form of the music performance. As a public discipline for the graduate students, According feeling、analyzing , <Theory and practice of Chorus> leads the students to obtain the knowledge and prove the attainment. According the intonation training, the acoustic resonance training, the four methods of chorus performance and the rhythm training, the students can broaden their vision, widen the sight. And they can also improve and enrich themselves and raise their cooperation ability.

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