目录

[**1711128中国文化概论** 1](#_Toc97060372)

[**1711128 Chinese Culture Conception** 2](#_Toc97060373)

[**1711129西方文化概论** 3](#_Toc97060374)

[**1711129 Introduction to Western Culture** 4](#_Toc97060375)

[**1700019造型基础A** 6](#_Toc97060376)

[**1700019 Modeling Foundation A** 7](#_Toc97060377)

[**1700020造型基础B** 8](#_Toc97060378)

[**1700020 Modeling Foundation B** 9](#_Toc97060379)

[**1760039 设计思维** 11](#_Toc97060380)

[**1760039 Design Thinking** 12](#_Toc97060381)

[**1711150 形式语言1** 13](#_Toc97060382)

[**1711150 Form Language 1** 14](#_Toc97060383)

[**1711654 形式语言2** 15](#_Toc97060384)

[**1711654 Form Language 2** 16](#_Toc97060385)

[**1760040 图案** 17](#_Toc97060386)

[**1760040 Image** 18](#_Toc97060387)

[**1711132设计史** 19](#_Toc97060388)

[**1711132 Design History** 1](#_Toc97060389)

[**1760041 中国工艺美术史** 2](#_Toc97060390)

[**1760041 History of Chinese Arts and Crafts** 3](#_Toc97060391)

[**1760042设计技术** 4](#_Toc97060392)

[**1760042 Design Techniques** 5](#_Toc97060393)

[**1790134 速写** 6](#_Toc97060394)

[**1790134 Sketch** 7](#_Toc97060395)

[**1760152 数字媒体艺术概论** 8](#_Toc97060396)

[**1760152 Introduction to Digital Media Arts** 9](#_Toc97060397)

[**1711142电影简史** 10](#_Toc97060398)

[**1711142 Brief History of Movie** 11](#_Toc97060399)

[**1760153文字符号设计** 12](#_Toc97060400)

[**1760153 Writing Symbol Design** 13](#_Toc97060401)

[**1711324版式设计** 14](#_Toc97060402)

[**1711324 Graphic Design** 15](#_Toc97060403)

[**1760154数字表现技法** 16](#_Toc97060404)

[**1760154 Digital Displaying Techniques** 17](#_Toc97060405)

[**1760155 动画基础** 19](#_Toc97060406)

[**1760155 Basis on Animation** 20](#_Toc97060407)

[**1710762 插画** 21](#_Toc97060408)

[**1710762 Illustration** 22](#_Toc97060409)

[1760156**数字摄影与摄像** 23](#_Toc97060410)

[1760156 **Digital Photography** 24](#_Toc97060411)

[**1760157 视听语言** 25](#_Toc97060412)

[**1760157 Film and TV Special Effects** 26](#_Toc97060413)

[**1760158 影视特效** 28](#_Toc97060414)

[**1760158 Film and TV Special Effects** 29](#_Toc97060415)

[**1760159 动态影像创意** 30](#_Toc97060416)

[**1760159 Dynamic Image Creation** 32](#_Toc97060417)

[**1760160人机交互界面设计** 34](#_Toc97060418)

[**1760160 Human-computer Interaction Interface Design** 35](#_Toc97060419)

[**1760161交互设计原理** 37](#_Toc97060420)

[**1760161 Interaction Design Principle** 38](#_Toc97060421)

[**1760162 用户体验分析与交互设计** 40](#_Toc97060422)

[**1760162 UE Analysis and Interaction Design** 41](#_Toc97060423)

[**1760163 动态图形设计** 43](#_Toc97060424)

[**1760163 Dynamic Image Design** 44](#_Toc97060425)

[**1760147 3D打印模型设计** 45](#_Toc97060426)

[**1760147 3D Printing Modeling Design** 46](#_Toc97060427)

[**1710674 视听原理** 47](#_Toc97060428)

[**1710674 Audio-Visual Principle** 48](#_Toc97060429)

[**1760166 UI动效设计** 49](#_Toc97060430)

[**1760166 UI Animation Design** 50](#_Toc97060431)

[**1760167故事创作** 51](#_Toc97060432)

[**1760167 Story Creation** 52](#_Toc97060433)

[**1760168 运动规律** 53](#_Toc97060434)

[**1760168 Motion Law** 54](#_Toc97060435)

[**1760169 3D打印艺术设计** 55](#_Toc97060436)

[**1760169 3D Printing Art design** 56](#_Toc97060437)

[**1760170三维动画** 58](#_Toc97060438)

[**1760170 3D Animation** 59](#_Toc97060439)

[**1760171光线与造型研究** 60](#_Toc97060440)

[**1760171Lighting and Modelling Study** 61](#_Toc97060441)

[**1760164 数字媒体技术** 62](#_Toc97060442)

[**1760164 Digital Media Technology** 63](#_Toc97060443)

[**1760165数字建模** 64](#_Toc97060444)

[**1760165 Digital Modeling** 65](#_Toc97060445)

[**1760172经典数字艺术作品研究** 66](#_Toc97060446)

[**1760172 Study on Classic Digital Art Works** 67](#_Toc97060447)

[**1760173动漫游戏衍生品设计** 68](#_Toc97060448)

[**1760173 ACG Derivative Design** 69](#_Toc97060449)

[**1760174动漫游戏衍生品项目** 70](#_Toc97060450)

[**1760174 ACG Derivative Program** 71](#_Toc97060451)

[**1760175数字媒体创意思维实训** 72](#_Toc97060452)

[**1760175 Digital Media Creation Thinking Training** 73](#_Toc97060453)

[**1710556新生研讨课** 74](#_Toc97060454)

[**1710556 Freshmen Seminar Course** 75](#_Toc97060455)

[**1760176 数字媒体前沿** 77](#_Toc97060456)

[**1760176 Front Edge of Digital Media Study** 78](#_Toc97060457)

[**1760065 专业论文写作课** 79](#_Toc97060458)

[**1760065 Professional Thesis Writing** 80](#_Toc97060459)

[**1760064 专业写作** 82](#_Toc97060460)

[**1760064 Professional Writing** 83](#_Toc97060461)

**1711128中国文化概论**

**课程编码：1711128**

**课程名称：**中国文化概论

**英文名称：**Chinese Culture Conception

**课程类型：**公共基础必修课

**学分：** 2 **总学时：** 32

**面向对象：**设计学、美术学本科生

**先修课程：**无

**考核形式：** 平时成绩+考查

**课程简介：**

《中国文化概论》是学科基础课程和理论课程，是一门旨在全面提升学生人文素养的文化素质教育课程。本课程讲述中国文化的基本特征和发展脉络，介绍传统文化中独特的哲学思维方式，介绍中国传统文化中的艺术类型及其独特审美特征，讲授传统文化的特殊价值以及现代重建等理论问题。通过这门课程的学习，学生能够进一步全面了解中国悠久而灿烂的传统文化，扩展知识理清脉络；学生进一步深入理解中国传统文化的内在结构与审美精神，提高自身的文化理论素养和综合的人文素养，为艺术设计实践活动奠定扎实的文化基础。

**推荐教材或主要参考书：**

[1]张岱年.方克立主编．《中国文化概论》．北京：北京师范大学出版社．2004年

[2]柳诒徵著．《中国文化史》（上、下）．上海：中国大百科全书出版社．1985年

[3]钱穆著．《中国文化史导论》．北京：商务印书馆．1994年

[4]梁漱溟著．《中国文化要义》．上海：学林出版社．1987年

[5]金元浦.谭好哲，陆学明主编．《中国文化概论》．北京：首都师范大学出版社．1999年

[6]邵汉明主编．《中国文化研究二十年》．北京：人民出版社．2003年

[7]冯友兰著.《中国哲学史》 上海：华东师范大学出版社，2000年

**1711128 Chinese Culture Conception**

**Course Number: 1711128**

Course Title: Chinese Culture Conception

English name: Chinese Culture Conception

Course Type: Public Basic Compulsory Courses

**Credits:** 2 **Total Credit** Hours: 32

Students: Undergraduate students majoring in design and fine arts

Prerequisites: None

**Evaluation Method:** course participation + evaluation

**Course Description:**

Chinese Culture Conception is a discipline basic course and theoretical course, and a cultural quality education course aiming at comprehensively improving students' humanistic quality. The basic characteristics and development context of Chinese culture, the unique philosophical thinking mode, art types and unique artistic aesthetic characteristics of traditional culture, the special value of traditional culture and theoretical issues such as modern reconstruction. Through learning this course, students can further fully understand China's long and splendid traditional culture, expand their knowledge and clarify the context; students can further understand the internal structure and aesthetic spirit of Chinese traditional culture, improve their cultural theory and comprehensive humanistic quality, and lay a solid cultural foundation for art design practice.

**Recommended Textbooks/References:**

[1] Zhang Dainian, Fang Keli (Editor-in-chief), Chinese Culture Conception. Beijing: Beijing Normal University Press 2004 years

[2] Liu Yiwei, The History of Chinese Culture (Volume I&II) Shanghai: Encyclopedia of China Publishing House 1985 years

[3] Qian Mu. Introduction to Chinese Cultural History Beijing: Commercial Press. 1994 years

[4] Liang Shuming, Essentials of Chinese Culture, Shanghai: Academia Press 1987 years

[5] Jin Yuanpu, Tan Haozhe, Lu Xueming (Editor-in-chief), Chinese Culture Conception. Beijing: Capital Normal University Press 1999 years

[6] Shao Hanming (Editor-in-chief), Twenty Years of Chinese Culture Research Beijing: People's Publishing House 2003 years

[7] Feng Youlan, The History of Chinese Philosophy, Shanghai: East China Normal University Press, 2000

**1711129西方文化概论**

**课程编码：1711129**

**课程名称：**西方文化概论

**英文名称：**Western Culture Conception

**课程类型：**公共基础必修课

**学分：** 2 **总学时：** 32

**面向对象：**设计学、美术学本科生

**先修课程：**无

**考核形式：**平时成绩+考查

**课程简介：**

西方文化概论是艺术设计学院为设计类和美术类专业本科生开设的公共基础必修课程类型。本课程的任务是着重介绍西方人文思想传统的发展情况，对西方文化的发展脉络作系统性叙述，探寻西方文化的起源、形成、发展、面貌特征及对世界文化进程的影响并对其进行评价。教学内容重点：西方文化的发展历程；西方文化的体系构成；西方文化各领域的发展成果和现状；铸造人文精神和培养批判意识。教学内容的难点：视西方文化为有机生命体，梳理其内在的文化逻辑，把握其内在精神（联系），以宏观的视野和博大的胸怀，合理看待文化全球化时代的西方文化。

**推荐教材或主要参考书：**

[1] 方汉文，西方文化概论（第3版），中国人民大学出版社，2018年6月

[2] 赵林，西方文化概论（修订版），高等教育出版社，2008年3月

[3] （加）梁鹤年，西方文明的文化基因，生活•读书•新知三联书店，2014年3月

[4] （澳） [约翰·赫斯特](https://book.douban.com/author/2292382/)，你一定爱读的极简欧洲史，广州师范大学出版社，2011年11月

[5] （美）[马克·凯什岚斯基](http://book.jd.com/writer/%E9%A9%AC%E5%85%8B%C2%B7%E5%87%AF%E4%BB%80%E5%B2%9A%E6%96%AF%E5%9F%BA_1.html)，[帕特里克·吉尔里](http://book.jd.com/writer/%E5%B8%95%E7%89%B9%E9%87%8C%E5%85%8B%C2%B7%E5%90%89%E5%B0%94%E9%87%8C_1.html)，[帕特里夏·奥布赖恩](http://book.jd.com/writer/%E5%B8%95%E7%89%B9%E9%87%8C%E5%A4%8F%C2%B7%E5%A5%A5%E5%B8%83%E8%B5%96%E6%81%A9_1.html)，西方文明史：延续不断的遗产（第五版），中国人民大学出版社，2014年6月

[6] （美）[雅克·巴尔赞](http://book.jd.com/writer/%E9%9B%85%E5%85%8B%C2%B7%E5%B7%B4%E5%B0%94%E8%B5%9E_1.html)，从黎明到衰落：西方文化生活五百年，1500年至今，中信出版社，2013年11月

**1711129 Introduction to Western Culture**

**Course Number: 1711129**

Course Title: Introduction to Western Culture

**English name:** Western Culture Conception

Course Type: Public Basic Compulsory Courses

**Credits:** 2 **Total Credit** Hours: 32

Students: Undergraduate students majoring in design and fine arts

Prerequisites: None

**Evaluation Method**: course participation + evaluation

**Course Description:**

Western Culture Conception is a public basic compulsory course offered by the College of Art and Design for undergraduate students majoring in design and fine arts. The main target of this course is to mainly introduce the development of western humanistic thought tradition, systematically describe the development context of western culture, explore the origin, formation, development, features and influence of western culture on the process of world culture, and make evaluation. Course focus: The development of western culture; the system composition of western culture; the development achievements and current situation of various fields of western culture; casting humanistic spirit and cultivating critical consciousness. Difficulties of teaching content: Regard western culture as an organic life, sort out its internal cultural logic, grasp its internal spirit (connection), and treat western culture in the era of cultural globalization reasonably with a macro vision and broad mind.

**Recommended Textbooks/References:**

[1] Fang Hanwen, Western Culture Conception (3rd Edition), China Renmin University Press, June 2018

[2] Zhao Lin, Western Culture Conception (Revision), Higher Education Press, March 2008

[3] (Canada) Liang Henian, The Cultural DNA of Western Civilization, Beijing: Life•Reading•New Knowledge Sanlian Bookstore, March 2014

Ususal[4] (Australia) [John Hirst](https://book.douban.com/author/2292382/), The Shortest History of Europe, Guangzhou Normal University Press, November 2011

[5] (USA) [Mark Kishlansky](http://book.jd.com/writer/%E9%A9%AC%E5%85%8B%C2%B7%E5%87%AF%E4%BB%80%E5%B2%9A%E6%96%AF%E5%9F%BA_1.html), [Patrick Geary](http://book.jd.com/writer/%E5%B8%95%E7%89%B9%E9%87%8C%E5%85%8B%C2%B7%E5%90%89%E5%B0%94%E9%87%8C_1.html), [Patricia O'Brien](http://book.jd.com/writer/%E5%B8%95%E7%89%B9%E9%87%8C%E5%A4%8F%C2%B7%E5%A5%A5%E5%B8%83%E8%B5%96%E6%81%A9_1.html), A Brief History of Western Civilization, The Unfinished Legacy (Fifth Edition), China Renmin University Press, June 2014

[6] (USA) [Jacques·Barzun](http://book.jd.com/writer/%E9%9B%85%E5%85%8B%C2%B7%E5%B7%B4%E5%B0%94%E8%B5%9E_1.html), From Dawn to Decadence:500 Years of Western Cultural Life, 1500 to the Present, CITIC Publishing House, November 2013

**1700019造型基础A**

**课程编码：**1700019

**课程名称：**造型基础A

**英文名称：**Modeling Foundation A

**课程类型：**公共基础必修课

**学分：3 总学时：48**

**面向对象：**设计学本科一年级学生

**先修课程：**无

**考核形式：**考查

**课程简介：**

造型基础A是艺术设计学院为设计学专业本科生开设的公共基础必修课程。本课程的任务是通过对结构素描的理论知识及绘制方法的系统、科学、严格地讲授与训练，培养学生能够正确认识、分析、表现客观物象的造型形态特征和透视结构规律，训练对客观物象的二维表达与三维表达的相互转换能力，掌握概括与归纳客观对象的本质特征的能力，让学生在绘画的过程中获得正确的理性的思维方式和深入观察形态内在结构的能力与意识，为后续的专业设计课程中形态表达的需求打下良好的基础。

**推荐教材及主要参考书：**

[1] 郑泓. 设计素描. 北京：中国纺织出版社，2011年7月.

[2] 彭建斌. 设计素描. 南昌：江西美术出版社，2013年12月

[3] 吴华先 译. 设计素描:瑞士巴塞尔设计学校基础教学大纲. 上海：上海人民美术出版社，1985年5月

[4] 周至禹 造型与形式 艺术设计基础教学 新华出版社 2017年8月

**1700019** **Modeling Foundation A**

Course Number: 1700019

Course Title: Modeling Foundation A

English name: Modeling Foundation A

Course Type: Public Basic Compulsory Courses

**Credits: 3 Total Credit Hours: 48**

**Students:** Undergraduate students (freshman) majoring in design

Prerequisites: None

**Evaluation Method:** Evaluation

**Course Description:**

Modeling Foundation A is a public foundation compulsory course offered by the College of Art and Design for undergraduate students majoring in design. The main target of this course is to enable students to correctly understand, analyze and express the modeling morphological characteristics and perspective structural laws of objective objects, train the ability to convert the two-dimensional expression and three-dimensional expression of objective objects, and master the ability to summarize the essential characteristics of objective objects, acquire the correct and rational way of thinking and the ability and consciousness to deeply observe the internal structure of form in the process of painting, so as to lay a good foundation for the needs of form expression in the subsequent professional design courses, through the systematic, scientific and strict teaching and training of the theoretical knowledge and drawing methods of structural sketch.

**Recommended Textbooks/References:**

[1] Zheng Hong, Design Sketch, Beijing: China Textile Press, July 2011.

[2] Peng Jianbin, Design Sketch, Nanchang: Jiangxi Fine Arts Publishing House, December 2013

[3] Wu Huaxian (Translator), Design Sketch: Basic Syllabus of Basel Design School in Switzerland, Shanghai: Shanghai People's Art Publishing House, May 1985

[4] Zhou Zhiyu, Model and Form, Basic Teaching of Art and Design, Xinhua Publishing House, August 2017

**1700020造型基础B**

**课程编码：**1700020

**课程名称：**造型基础B

**英文名称：**Modeling Foundation B

**课程性质：**公共基础必修课

**学分：3 总学时：48**

**面向对象：**设计学本科一年级学生

**先修课程：**无

**考核形式：**平时成绩+考查

**课程简介：**

本课程是设计学类专业的公共基础必修课，是设计学专业学生进入专业学习之前的基础课程，课程内容为设计色彩的相关知识。造型基础分为形态与色彩两部分内容，本课程通过学习色彩基础理论知识，使学生了解设计色彩与绘画色彩以及艺术与设计的相互关系。通过设计色彩的相关训练，提高学生对于色彩的概括、提炼能力以及色彩的抽象表达能力，培养学生掌握正确的观察方法和敏锐的色彩感觉，掌握色彩的表现规律与方法，引导学生从感性出发到理性思考，使学生具备运用色彩进行抽象表达和主观创作的能力，为学生在后续的专业设计中色彩运用打下基础。同时，通过中外文化的比较，使学生了解中国传统文化在世界文明发展中的历史地位与特点，将民族自信、行为规范、人文素养与职业素养、思维方法、融入到学生的学习任务中。

**推荐教材及主要参考书：**

[1] 作者:[苏玲](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)《设计色彩》 [华中科技大学出版社](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%D0%BF%C6%BC%EF%BF%BD%EF%BF%BD%EF%BF%BD%D1%A7%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)， 2013年9月

[2] 作者:[梁景红](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) 《写给大家看的色彩书1——设计配色基础》[人民邮电出版社](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%CA%B5%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) 2011年1月

[3] 作者:（日）[伊达千代](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%C7%A7%EF%BF%BD%EF%BF%BD_1) 著 [悦知文化](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%D6%AA%EF%BF%BD%C4%BB%EF%BF%BD_1)　译， 《设计的原理3：色彩设计的原理》出版社:[中信出版社](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%C5%B3%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)  2011年10月

[4] 作者:（韩）[金容淑](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)　著，[武传海](http://www.dangdang.com/author/%EF%BF%BD%E4%B4%AB%EF%BF%BD%EF%BF%BD_1)，[曹婷](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)　译 《设计中的色彩心理学》 [人民邮电出版社](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%CA%B5%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)， 2011年1月

[5] 作者:钟蜀珩著，《色彩构成》，中国美术学院出版社，2005年1月.

[6] 作者:李晴著《抽象之美--抽象绘画创作论》山东美术出版社， 2012年5月

**1700020** **Modeling Foundation B**

Course Number: 1700020

Course Title: Modeling Foundation B

English name: Modeling Foundation B

Course nature: Public Basic Compulsory Courses

**Credits: 3 Total Credit Hours: 48**

**Students:** Undergraduate students (freshman) majoring in design

Prerequisites: None

**Evaluation Method**: course participation + evaluation

**Course Description:**

This course is a public basic compulsory course for students majoring in design. It is a basic course for students majoring in design before the professional study. The content of the course is related to the knowledge of color design. Modeling Foundation consists of two parts: form and color. This course aims to enable students to understand the relationship between color design and painting color, as well as art and design through learning the basic theory of color. Through relevant training of color design, this course aims to improve the students' ability to summarize and refine color and the abstract expression ability of color, cultivate students to master correct observation methods and keen color feeling, master the expression laws and methods of color, guide students to have perceptual thinking to rational thinking, and enable students to use color for abstract expression and subjective creation and lay a foundation for color use in subsequent professional design. Meanwhile, through the comparison of Chinese and foreign cultures, students can understand the historical status and characteristics of Chinese traditional culture in the development of world civilization, and integrate national self-confidence, code of conduct, humanistic and professional quality and thinking methods are integrated into learning tasks.

**Recommended Textbooks/References:**

[1] [Su Ling](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) (Author),Color Design, [Huazhong University of Science and Technology Press](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%D0%BF%C6%BC%EF%BF%BD%EF%BF%BD%EF%BF%BD%D1%A7%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), September 2013

[2] [Liang Jinghong](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) (Author), Color Book for Everyone 1---Basis of Design Color Matching, [Posts and Telecom Press](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%CA%B5%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), January 2011

[3] (Japan) [Ida Qiandai](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%C7%A7%EF%BF%BD%EF%BF%BD_1) (Author), [Delight Press](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%D6%AA%EF%BF%BD%C4%BB%EF%BF%BD_1) (Translator), Design Principle 3: Principle of Color Design, [CITIC Publishing House](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%C5%B3%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), October 2011

[4] (Korea) [Jin Rongshu](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) (Author), [Wu Chuanhai](http://www.dangdang.com/author/%EF%BF%BD%E4%B4%AB%EF%BF%BD%EF%BF%BD_1) and [Cao Ting](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) (Translator), Color Psychology in Design, [Posts and Telecom Press](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%CA%B5%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), January 2011

[5] Zhong Shuhang (Author), Color Composition, China Academy of Art Press, January 2005

[6] Li Qing (Author), The Beauty of Abstract---On the Creation of Abstract Painting, Shandong Fine Arts Publishing House, May 2012

**1760039 设计思维**

**课程编号：**1760039

**课程名称：**设计思维

**英文名称：**Design Thinking

**课程性质：**公共基础必修课

**学分：**3.0  **学时：**48

**面向对象：**数字媒体艺术本科生

**先修课程：**造型基础A、造型基础B

**考试形式：**平时成绩+考查

**课程简介：**

本课程是数字媒体艺术专业必修课程。通过本课程的学习，学生养成个体与群体正确政治意识、道德观、人格品质的独特教化功能。学生了解数字媒体思维的方法以及设计手段；了解数字媒体设计设计在社会生活各领域的应用状况，了解数字媒体艺术设计发展的最新设计观念和理论研究成果，提供设计方法和理论指导。通过课程训练，使得学生认识到数字媒体设计思维方法，培养学生在专业技能职业发展和职业道德素养的综合素质。

**推荐教材或主要参考书**：

**[1] 韦艳丽.《新媒体交互艺术》.化学工业出版社，2017年12月**

**[2] 李四达.《数字媒体艺术概论》.清华大学出版社，2015年8月**

**[3] 黄鸣奋著.《数码艺术学》.学林出版社，2004年**

**[4] 刘惠芬著.《数字媒体——技术·应用·设计》，清华大学出版社.2003年**

**[5] 于景著、《设计基础训练-开启跨级思维》，清华大学出版社2012年9月**

**1760039** **Design Thinking**

Course No: 1760039

Course Title: Design Thinking

English name: Design Thinking

Course nature: Public Basic Compulsory Courses

**Credits:** 3.0 **Credit Hours:** 48

Students: Undergraduate students majoring in digital media art

**Prerequisites:** Modeling Foundation A, Modeling Foundation B

**Exam form:** course participation + evaluation

**Course Description:**

This course is a compulsory course for students majoring in digital media art. Through learning this course, students can develop individual and group correct political consciousness, moral concept, personality character unique educational function. Students can understand the thinking methods and design means of digital media; understand the application of digital media design in various fields of social life, understand the latest design concepts and theoretical research results of the development of digital media art design, and provide design methods and theoretical guidance. Through the course training, students can understand the thinking method of digital media design, and cultivate comprehensive quality in professional skills, career development and professional ethics.

**Recommended Textbooks/References:**

**[1] Wei Yanli, Interaction Art of New Media, Chemical Industry Press, December 2017**

**[2] Li Sida, An Introduction to Digital Media Arts, Tsinghua University Press, August 2015**

**[3] Huang Mingfen, Digital Art, Academia Press, 2004**

**[4] Liu Huifen, Digital Media---Technology, Application and Design, Tsinghua University Press, 2003**

**[5] Yu Jing, Open Cross-border Thinking : Design of Basic Training, Tsinghua University Press, September 2012**

**1711150 形式语言1**

**课程编号：**1711150

**课程名称：**形式语言1

**英文名称：**Form Language 1

**课程性质：**公共基础必修课

**学分：**4.0  **学时：**64

**面向对象：**设计学专业本科生

**先修课程：**造型基础A、造型基础B

**考试形式：**平时成绩+考查

**课程简介：**

形式语言1包含平面构成和色彩构成。平面构成重点阐述以点、线、面为主要形式语言要素的形式构成法则和构成规律。讲述形态从具象到抽象，从常态到非常态的发生与演化过程与方法。色彩构成从光领域的色彩生成进入色彩构成的基本理论内容。包括色彩三要素；奥斯特瓦德、伊顿色环、孟赛尔色立体等。从色彩的调配技巧、色彩秩序、色彩空间配置到色彩专业性设计语言的转换尝试。介绍形式语言的构成手段在设计运用中的成功案例。

**推荐教材或主要参考书**：

[1] 辛华泉.《平面构成》. 湖北美术出版社，2002年8月

[2]辛华泉.《色彩构成》. 湖北美术出版社，2002年8月

**1711150** **Form Language 1**

Course No: 1711150

Course Title: Form Language 1

**English name:** Form Language 1

Course nature: Public Basic Compulsory Courses

**Credits:** 4.0 Credit Hours: 64

Students: Undergraduate students majoring in design

**Prerequisites:** Modeling Foundation A,Modeling Foundation B

**Exam form:** course participation + evaluation

**Course Description:**

Form Language 1 consists of plane composition and color composition. Plane composition focuses on the formal composition rules and composition rules with points, lines and planes as the main elements of form language. It clarifies the occurrence and evolution process and method of form from concrete to abstract, from normal to abnormal and basic theory of color composition entering the color composition from the color generation in the field of light, including three elements of color; Ostwald, Eaton color ring, Munsell color stereo, etc., from color deployment skills, color order, color space configuration to color professional design language. This course introduces the successful cases of the constituent means of form language in the application of design.

**Recommended Textbooks/References:**

[1] Xin Huaquan, Plane Composition, Hubei Fine Arts Publishing House, August 2002

[2] Xin Huaquan, Color Composition, Hubei Fine Arts Publishing House, August 2002

**1711654 形式语言2**

**课程编号：**1711654

**课程名称：**形式语言2

**英文名称：**Form Language 2

**课程性质：**公共基础必修课

**学分：**3.0 **学时：**48

**面向对象：**设计学专业本科生

**先修课程：**造型基础A、造型基础B、形式语言1

**考核形式：** 平时成绩+考查

**课程简介：**

形式语言2阐述立体构成的概念和特征，完成二维平面到三维立体的思维转换。学习从自然形态的观察到立体形态的创造，包括形态要素的分类；半立体空间的分析与创造；材料的分类与使用；材料力学；发现新材料；材料的制作工艺；线的立体形态特征与构成方法；构成的视觉关系分析、视觉概念的形式法则；面的立体形态特征与构成方法；物体的表现性、美感与空间感；体块的立体形态特征与构成方法等。

**推荐教材或主要参考书：**

[1] 辛华泉.《立体构成》. 湖北美术出版社，2002年8月

[2] 刘汉民.《立体构成》. 清华大学出版社，2010年

[3] 张佳宁，易琳.《立体构成及应用》. 清华大学出版社，2010年

**1711654** **Form Language 2**

Course No: 1711654

Course Title: Form Language 2

**English name:** Form Language 2

Course nature: Public Basic Compulsory Courses

**Credits:** 3.0 **Credit Hours:** 48

Students: Undergraduate students majoring in design

Prerequisites: Modeling Foundation A,Modeling Foundation B, Form Language 1

**Evaluation Method:** course participation + evaluation

**Course Description:**

Form Language 2 clarifies the concept and characteristics of 3D composition and completes the transformation from 2D to 3D thinking. Students can learn from the observation of natural form to the creation of three-dimensional form, including the classification of form elements; analysis and creation of semi three-dimensional space; classification and use of materials; mechanics of materials; discovery of new materials; manufacturing process of materials; the three-dimensional morphological characteristics and composition methods of lines; the analysis of visual relations and the formal rules of visual concepts; the three-dimensional morphological characteristics and composition methods of the surface; the expressiveness, aesthetic feeling and sense of space of objects; and the three-dimensional morphological characteristics and composition methods of the block.

**Recommended Textbooks/References:**

[1] Xin Huaquan, 3D Composition, Hubei Fine Arts Publishing House, August 2002

[2] Liu Hanmin, 3D Composition, Tsinghua University Press, 2010

[3] Zhang Jianing, Yi Lin, 3D Composition and Application, Tsinghua University Press, 2010

**1760040 图案**

**课程编码：**1760040

**课程名称：**图案

**英文名称：**Image

**课程类型：**公共基础必修课

**学分：** 3 **总学时：** 48

**面向对象：**设计学专业本科学生

**先修课程：**无

**考核形式：** 平时成绩+考查

**课程简介：**

 图案是艺术设计学院为设计学专业本科生开设的公共基础必修课程。本课程的任务是了解中国传统纹样发展的多样性，通过临摹，体会传统构图方式、造型方法及色彩的运用。教学内容重点：学习图案的构成规律, 并通过练习逐步掌握单独纹样、适合纹样、二方连续等基本的构成方法。教学内容的难点：让学生在探究式的学习中感悟到中国传统图案纹样的造型方法是以朴素、单纯、富有生趣的一种独特的形式来表达的，理解图案的形式美法则，从而使学生在今后的设计领域和艺术创作中为传统图案纹样运用提供更大的空间。

**推荐教材或主要参考书：**

[1] 雷圭元 著 杨成寅、林文霞记录整理，《雷圭元论图案艺术》，浙江美术学院出版社，1992年

[2] 廖延彦 编 《雷圭元文集》，山东美术出版社，2011年3月

**1760040** **Image**

Course Number: 1760040

Course Title: Image

English name: Image

Course Type: Public Basic Compulsory Courses

**Credits:** 3 **Total Credit** **Hours:** 48

Students: Undergraduate students majoring in design

Prerequisites: None

**Evaluation Method:** course participation + evaluation

**Course Description:**

Image is a public foundation compulsory course offered by the College of Art and Design for undergraduate students majoring in design. The main target of this course is to understand the diversity of the development of Chinese traditional patterns and experience the traditional composition methods, modeling methods and the use of color through copying. Course focus: Learn the composition rules of image, and gradually master the basic composition methods of individual patterns, suitable patterns and two-way continuity through practice. The difficulties of teaching content: Students can realize that the modeling method of Chinese traditional patterns is expressed in a simple, pure and interesting unique form in inquiry learning, and understand the formal beauty law of patterns, so that students can provide more space for the application of traditional patterns in the field of design and art creation in the future.

**Recommended Textbooks/References:**

[1] Lei Guiyuan, sorted byYang Chengyin, Lin Wenxia, Lei Guiyuan on Pattern Art, Zhejiang Fine Arts Publishing House, 1992

[2] Liao Yanyan, Collected Works by Lei Guiyuan, Shandong Fine Arts Publishing House, March 2011

**1711132设计史**

**课程编码：1711132**

**课程类型：公共基础必修课**

**学分：2** **总学时：32**学时

**面向对象：**设计学专业本科生

**先修课程：** 无

**考核形式：** 平时成绩+考试

**课程简介：**

本课程是艺术设计学院本科生开设的公共基础理论课程。本课程的任务是在学生进入学科的初级阶段提高专业理论认知与评价能力，提高专业素质，夯实专业基础知识储备。教学内容重点是设计的学科定位及设计发展历史中的重点事件、人物、风格及作品等内容，学生学习期间领会设计概念来源与近百年设计发展历史，以工业革命后的设计风格演变为基础内容，难点是设计与市场、设计与环境、设计与文化、设计教育、设计的发展趋势等，增加学生进入学科前的专业理解程度，达到提升未来设计发展潜力的深度目的。

**推荐教材或主要参考书：**

**[1]**《世界设计史》 .王受之. 中国青年出版社. 2002.9.1

[2]《**平面设计简史**》**扈秀丽编..北京理工大学出版社，2009.**

[3]《西方现代艺术设计简史》郑立君等著 上海人民美术出版社，2005.

[4] 《视觉与眼睛[:图画再现心理学的再研究》](http://www.amazon.cn/%E5%9B%BE%E5%83%8F%E4%B8%8E%E7%9C%BC%E7%9D%9B-%E5%9B%BE%E7%94%BB%E5%86%8D%E7%8E%B0%E5%BF%83%E7%90%86%E5%AD%A6%E7%9A%84%E5%86%8D%E7%A0%94%E7%A9%B6-E-H-%E8%B4%A1%E5%B8%83%E9%87%8C%E5%B8%8C/dp/B00EXH7V76/ref%3Dsr_1_fkmr0_1?s=books&ie=UTF8&qid=1451972309&sr=1-1-fkmr0&keywords=%E8%A7%86%E8%A7%89%E4%B8%8E%E7%9C%BC%E7%9D%9B+++%E8%B4%A1%E5%B8%83%E9%87%8C%E5%B8%8C)E.H.贡布里希 (E.H.Gombrich)(作者), 范景中(译者),杨思梁(译者),徐一维(译者). 广西美术出版社 . 2013.7.1.

**1711132** **Design History**

**Course Number: 1711132**

**Course Type: Public Basic Compulsory Courses**

**Credits: 2** **Total Credit Hours: 32**

**Students:** Undergraduate students majoring in design

**Prerequisites:** None.

**Evaluation Method:** course participation + written exams

**Course Description:**

This course is a public basic theory course for undergraduate students of the College of Art and Design. The main target of this course is to improve students' professional theoretical cognition and evaluation ability, improve the professional quality and consolidate the reserve of professional basic knowledge at the primary stage of the discipline study. This course focuses on the disciplinary orientation of design and the key events, characters, styles and works in the history of design development. During the study, students can understand the source of design concepts and the development history of design in recent 100 years. Based on the evolution of design style after the industrial revolution, the difficulties are design and market, design and environment, design and culture, design education and the development trend of design, so as to increase students' professional understanding before entering the discipline and achieve the in-depth purpose of improving the development potential of design in the future.

**Recommended Textbooks/References:**

**[1]** Wang Shouzhi, World History of Design, China Youth Publishing House, September 1, 2002

[2] Hu Xiuli, **A Brief History of Graphic Design,** **Beijing Institute of Technology Press, 2009**

[3] Zheng Lijun, et al, A Brief History of Western Modern Art and Design, Shanghai People's Fine Arts Publishing House, 2005

[4] E.H. Gombrich (Author), Fan Jingzhong (Translator), Yang Siliang (Translator), Xu Yiwei (Translator), The Image & the Eye Further [Studies in the Psychology of Pictorial Representation](http://www.amazon.cn/%E5%9B%BE%E5%83%8F%E4%B8%8E%E7%9C%BC%E7%9D%9B-%E5%9B%BE%E7%94%BB%E5%86%8D%E7%8E%B0%E5%BF%83%E7%90%86%E5%AD%A6%E7%9A%84%E5%86%8D%E7%A0%94%E7%A9%B6-E-H-%E8%B4%A1%E5%B8%83%E9%87%8C%E5%B8%8C/dp/B00EXH7V76/ref%3Dsr_1_fkmr0_1?s=books&ie=UTF8&qid=1451972309&sr=1-1-fkmr0&keywords=视觉与眼睛+++贡布里希), Guangxi Fine Arts Publishing House, July 1, 2013

**1760041 中国工艺美术史**

**课程编码：**1760041

**课程名称：**中国工艺美术史

**英文名称：**History of Chinese Arts and Crafts

**课程类型：**公共基础必修课

**学分：** 2 **总学时：** 32

**面向对象：**设计学专业本科生

**先修课程：**无

**考核形式：** 平时成绩+考试

**课程简介：**

中国工艺美术史是艺术设计学院为设计类专业本科生开设的学科基础必修课程类型。本课程的任务是依托大量的文献史料和相关图片，在介绍各历史时期各工艺类别代表性作品的同时，对相关的工艺技法进行解读，从而进一步梳理中国文化的发展脉络和审美的变迁，做到古物新知。教学内容重点：较为全面的对我国不同时期工艺美术的背景、发展、成就、艺术风格进行介绍，明晰各工艺美术类别的发展进程，对我国在造物中的优秀传统文化有认知。教学内容的难点：让学生对不同时代不同造物有对应性的审美，从而对中国工艺美术品具备一定的鉴赏能力和批评能力，并可以对工艺美术作品做出深入有效的分析认识，为日后的设计实践积累素材。

 [1] 田自秉，中国工艺美术史，东方出版社，2010年4月

[2] 尚刚，中国工艺美术史新编，高等教育出版社，2007年2月

**1760041** **History of Chinese Arts and Crafts**

**Course Number:** 1760041

**Course Title:** History of Chinese Arts and Crafts

**English name:** History of Chinese Arts and Crafts

**Course Type:** Public Basic Compulsory Courses

**Credits:** 2 **Total Credit** **Hours:** 32

**Students:** Undergraduate students majoring in design

**Prerequisites:** None

**Evaluation Method:** course participation + written exams

**Course Description:**

History of Chinese Arts and Crafts is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring in design. The main target of this course is to introduce the representative works of various craft categories in various historical periods, and interpret the relevant craft techniques based on a large number of documents, historical materials and relevant pictures, so as to further sort out the development context of Chinese culture and aesthetic changes and learn new knowledge of antiquities. Course focus: A more comprehensive introduction to the background, development, achievement and artistic style of China's arts and crafts in different periods, clear understanding of the development process of each category of arts and crafts, and the cognition of China's excellent traditional culture in the creation. The difficulties of teaching content: Enable students to have corresponding aesthetics of different creations in different times, so as to have a certain appreciation and criticism ability of Chinese arts and crafts, make in-depth and effective analysis and understanding of arts and crafts works, and accumulate materials for future design practice.

[1] Tian Zibing, History of Chinese Arts and Crafts, Oriental Press, April 2010

[2] Shang Gang, New History of Chinese Arts and Crafts, Higher Education Press, February 2007

**1760042设计技术**

**课程编码：**1760042

**课程名称：**设计技术

**英文名称：**Design Techniques

**课程类型：**公共基础必修课

**学分：** 2 **总学时：** 32

**面向对象：**设计学类专业本科学生

**先修课程：**无

**考核形式：** 平时成绩+主题作业成绩

**课程简介：**

该课程是计算机辅助设计课程，学生需配备个人电脑。课堂教学是育人主渠道，培养学生立足时代、扎根人民、深入生活，并树立正确艺术观和创作观。讲解平面领域数字表现基本方法与技巧，熟悉计算机辅助设计流程。教学中以代表性设计案例作为切入点，讲授与实践相结合，旨在让学生能够利用现代设计方法表达设计诉求，为后续课程奠定扎实基础。教学中坚持以美育人、以美化人，积极弘扬中华美育精神，引导学生自觉传承和弘扬中华优秀传统文化，全面提高学生审美和人文素养，增强文化自信。

**推荐教材或主要参考书：**

**[1]安德鲁·福克纳**.**《Adobe Photoshop CC 2019经典教程》**.人民邮电出版社，2019年12月

**[2]**赵飒飒.**《中文版Illustrator商业案例项目设计完全解析》**.清华大学出版社，2019年9月

**1760042** **Design Techniques**

Course Number: 1760042

Course Title: Design Techniques

English name: Design Techniques

Course Type: Public Basic Compulsory Courses

**Credits:** 2 **Total Credit** Hours: 32

Students: Undergraduate students majoring in design

Prerequisites: None

**Evaluation Method:** Course participation + Subject assignment performance

**Course Description:**

This course is a computer-aided design course and students need to be equipped with a personal computer. Classroom teaching is the main channel of education, aiming to cultivate students to keep up with the times, care about the people, experience the life, and establish a correct outlook on art and creation. Explain the basic methods and skills of graphic digital expression, and get familiar with the process of computer-aided design. Taking typical design cases as the starting point and combining teaching with practice, it aims to enable students to use modern design methods to express design demands and lay a solid foundation for subsequent courses. In teaching, adhere to aesthetic education and beautification, actively carry forward the spirit of Chinese aesthetic education, guide students to consciously inherit and carry forward Chinese excellent traditional culture, comprehensively improve students' aesthetic and humanistic quality, and enhance cultural self-confidence.

**Recommended Textbooks/References:**

**[1] Andrew Faulkner**, **Adobe Photoshop CC 2019** Classic Course, Posts and Telecom Press, December 2019

**[2]** Zhao Sasa, **Chinese Version of Illustrator Full Analysis of Business Case Project Design,** Tsinghua University Press, September 2019

**1790134 速写**

**课程编码：**1790134

**课程名称：**速写

**英文名称：Sketch**

**课程类型：**公共基础必修课

**学分：** 1 **总学时：**16

**面向对象：**设计学类本科学生

**先修课程：**无

**考核形式：** 平时成绩+考查

**课程简介：**

速写课程是艺术设计专业的公共基础必修课，它是艺术设计专业学习的前提。

速写是为了培养我们敏锐地观察能力，善于捕捉生活中美好的瞬间。培养我们的绘画概括能力，使我们在短时间内能够准确表现出对象的特征。 速写能为我们的创作收集大量素材，好的速写本身就是一幅完美作品，能提高我们对形象的记忆能力和概括能力。教学中坚持以美育人、以美化人，积极弘扬中华美育精神，引导学生自觉传承和弘扬中华优秀传统文化，全面提高学生审美和人文素养，增强文化自信。

**推荐教材或主要参考书：**

[1] 乔治伯里曼 《伯里曼人体结构教学》 广西美术出版社 2008年出版

[2] 菲尔梅咨格 《绘画透视基础》 上海人民美术出版社 2001年出版

[3] 路易斯 《艺用人体运动解剖》 上海人民美术出版社2014年出版

**1790134** **Sketch**

Course Number: 1790134

Course Title: Sketch

English name: **Sketch**

Course Type: Public Basic Compulsory Courses

**Credits:** 1 Total Credit Hours: 16

**Students:** Undergraduate students majoring in design

Prerequisites: None

**Evaluation Method:** course participation + evaluation

**Course Description:**

Sketch is a public basic compulsory course for undergraduate students majoring in art and design, which is a prerequisite of art and design majors.

Sketch is to cultivate our acute observation ability and capture the beautiful moments in life. Cultivate our drawing generalization ability, so that we can accurately show the characteristics of the object in a short time. Sketch can collect a lot of materials for students' creation. Good sketch is a perfect work, which can improve students' memory ability and generalization ability of image. In teaching, adhere to aesthetic education and beautification, actively carry forward the spirit of Chinese aesthetic education, guide students to consciously inherit and carry forward Chinese excellent traditional culture, comprehensively improve students' aesthetic and humanistic quality, and enhance cultural self-confidence.

**Recommended Textbooks/References:**

[1] Geomge Brandt Bridgman, Bridgman's Drawing Bodies, Guangxi Fine Arts Publishing House, 2008

[2] Phil Metzger, Basis of Perspective Drawing, Shanghai People's Fine Arts Publishing House, 2001

[3] Louis, Human Motor Anatomy for Art, Shanghai People's Fine Arts Publishing House, 2014

**1760152 数字媒体艺术概论**

**课程编码：**1760152

**课程名称：**数字媒体艺术概论

**英文名称：**Introduction to Digital Media Arts

**课程类型：学科基础必修课**

**学分：** 3 **总学时：** 48

**面向对象：**数字媒体艺术专业本科学生

**先修课程：**无

**考核形式：**平时成绩+考查

**课程简介：**

本课程是数字媒体艺术专业的学科基础必修课程。通过本课程的学习，使学生了解数字媒体艺术的概念和基本构成；了解数字媒体艺术的发展历程和学科特征；并全面介绍数字媒体艺术在社会生活各领域的应用状况，使学生了解数字媒体艺术设计发展的最新设计观念和理论研究成果，为专业学习提供宏观的设计方向指导。培养学生在认识美、发现美、创造美的基础上，认识到数字媒体艺术特有的吸引力、感染力与影响力，以及具有养成个体与群体正确政治意识、道德观、人格品质的独特教化功能。

**推荐教材或主要参考书：**

**教材及参考书：**

**[1] 陈永东、王林彤、张静著. 《数字媒体艺术设计概论》. 中国青年出版社，2018年8月**

**[2] 韦艳丽.《新媒体交互艺术》.化学工业出版社，2017年12月**

**[3] 李四达.《数字媒体艺术概论》.清华大学出版社，2015年8月**

**[4] 黄鸣奋著.《数码艺术学》.学林出版社，2004年**

[5] **刘惠芬著.《数字媒体——技术·应用·设计》，清华大学出版社.2003年**

**1760152** **Introduction to Digital Media Arts**

Course Number: 1760152

Course Title: Introduction to Digital Media Arts

**English name:** Introduction to Digital Media Arts

Course Type: **Discipline basic compulsory courses**

**Credits:** 3 **Total Credit** Hours: 48

Students: Undergraduate students majoring in digital media

Prerequisites: None

**Evaluation Method**: course participation + evaluation

**Course Description:**

This course is a discipline basic course for students majoring in digital media art. Through learning this course, students can understand the concept and basic composition of digital media art; understand the development process and discipline characteristics of digital media art. Through comprehensive introduction of the application of digital media art in various fields of social life, students can understand the latest design concepts and theoretical research results of the development of digital media art design, and provide macro design direction guidance for professional learning. On the basis of understanding, discovering and creating beauty, students are trained to realize the unique attraction, appeal and influence of digital media art, as well as the unique educational function of cultivating the correct political consciousness, morality and personality of individuals and groups.

**Recommended Textbooks/References:**

**Recommended Textbooks/References:**

**[1] Chen Yongdong, Wang Lintong, Zhang Jing, Introduction to Digital Media Arts, China Youth Publishing House, August 2018**

**[2] Wei Yanli, Interaction Art of New Media, Chemical Industry Press, December 2017**

**[3] Li Sida, An Introduction to Digital Media Arts, Tsinghua University Press, August 2015**

**[4] Huang Mingfen, Digital Art, Academia Press, 2004**

[5] **Liu Huifen, Digital Media---Technology, Application and Design, Tsinghua University Press, 2003**

**1711142电影简史**

**课程编码：**1711142

**课程名称：**《电影简史》

**英文名称：**Brief History of Movie

**课程类型：**学科基础必修课

**学分：**2 **总学时：** 32

**面向对象：**数字媒体艺术专业本科生

**先修课程：**无

**考核形式：** 平时成绩+考查

**课程简介：**

电影简史课是艺术设计学院为数字媒体专业本科生开设的学科基础必修课。

本课程的任务：课程主要对世界各国的电影概况、思潮流派、创作倾向、重要作品和人物做概括的讲解和论述，通过课程学生对电影史有比较全面的认知，培养学生正确的思想政治倾向和情感价值观，了解电影和动画以及与现实生活的密切关系，从而开阔视野，拓宽思路，为学生进一步的专业学习创造条件。

教学内容重点：了解电影的基本发展概况，形成期、成熟期和发展期，以及电影美学和艺术发展状况，重点是了解和理解以美国好莱坞为代表的电影技术主义传统，以及意大利新现实主义等写实主义传统的发展和特点。

教学内容的难点：了解电影中的现代主义流派特点，如法国先锋派电影运动、法国新浪潮电影运动、作家电影等。

**推荐教材或主要参考书：**

**[1]**《西方电影史概论》，邵牧君著，中国电影出版社，1996年

**[2]**《世界电影史》，（法）乔治 萨杜尔，中国电影出版社，1995年

**[3]《世界电影史》（第二版），大卫 波德维尔，北京大学出版社，2014年2月**

**1711142** **Brief History of Movie**

Course Number: 1711142

Course Title: Brief History of Movie

English name: Brief History of Movie

Course Type: Discipline basic compulsory courses

Credits: 2 Total Credit Hours: 32

Students: Undergraduate students majoring in digital media

Prerequisites: None

**Evaluation Method:** course participation + evaluation

**Course Description:**

Brief History of Movie is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring in digital media.

The main target of this course is to introduce and discuss the general situation of films, ideological trends, genres, creative tendencies, important works and characters all over the world. Through learning the course, students will comprehensively understand the Brief History of Movie, have correct ideological and political tendencies and emotional values, and understand the close relationship between films and animation and real life, so as to broaden their horizons, widen their thinking, and create conditions for the professional learning in the future.

Course focus: Understand the basic development overview, formation period, maturity period and development period of film, as well as the development of film aesthetics and art. The focus is to understand the development and characteristics of film technicism tradition represented by American Hollywood and realism tradition such as Italian new realism.

The difficulties of teaching content: Understand the characteristics of modernism in films, such as French avant-garde film movement, French New Wave film movement and writer's film.

**Recommended Textbooks/References:**

**[1]** Shao Mujun, Essay on Western Brief History of Movie, China Film Press, 1996

**[2]** (France) Georges Sadoul, World Brief History of Movie, China Film Press,1995

**[3] David Podwell, World Brief History of Movie (2nd Edition), Peking University Press, February 2014**

**1760153文字符号设计**

**课程编码：**1760153

**课程名称：**文字符号设计

**英文名称：**Writing Symbol Design

**课程类型：**学科基础必修课

**学分：** 2 **总学时：** 32

**面向对象：**数字媒体艺术专业本科学生

**先修课程：**造型基础A、造型基础B

**考核形式：** 平时成绩+考查

**课程简介：**

“文字符号设计”是艺术设计专业的的专业基础课程。文字符号设计是当代平面设计、字体设计及相关设计等课程的基础，这门课程从民族文化入手，强调地域的差异化特征，通过对世界字体文化的整体了解，弘扬本民族文化的精髓，增强民族自信心，对学生以后的专业学习均具有重要价值。因此成为艺术设计学院为数字媒体艺术专业本科生开设的学科基础必修课程。本课程的任务是以字体设计基础知识为理论核心，以计算机图形设计软件应用为手段，以传统平面设计、图形符号设计、网络和多媒体视觉载体为设计对象进行设计实践的专业基础课程。教学内容重点：要求学生掌握字体设计的一般规律。教学内容难点：掌握将文字图形化、并符号化进阶的创作方法，熟练掌握主流的数字图形软件进行创作。它是数字媒体专业的重要课程，也是其他相关设计课程的基础，同时也为树立强烈的爱国主义设计价值观，具有深远意义。

**推荐教材或主要参考书：**

[1] (英)[马歇尔](http://search.dangdang.com/?key2=%C2%ED%D0%AA%B6%FB&medium=01&category_path=01.00.00.00.00.00),(英)[米切姆](http://search.dangdang.com/?key2=%C3%D7%C7%D0%C4%B7&medium=01&category_path=01.00.00.00.00.00) 著，《英国文字设计教科书》，广西美术出版社

[2] [胡卫军](http://search.dangdang.com/?key2=%BA%FA%CE%C0%BE%FC&medium=01&category_path=01.00.00.00.00.00) 著，《[字体设计——设计师必备宝典](http://product.dangdang.com/26917568.html)》，[清华大学出版社](http://search.dangdang.com/?key3=%D6%D8%C7%EC%B4%F3%D1%A7%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)

[3] [唯美世界](http://search.dangdang.com/?key2=%CE%A8%C3%C0%CA%C0%BD%E7&medium=01&category_path=01.00.00.00.00.00) 著，《CorelDRAW 2018从入门到精通CDR教程》，[水利水电出版社](http://search.dangdang.com/?key3=%CB%AE%C0%FB%CB%AE%B5%E7%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)

[4] 陈楠 著，《格律设计-汉字艺术设计观》，[湖北美术出版社](http://search.dangdang.com/?key3=%BA%FE%B1%B1%C3%C0%CA%F5%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)

**1760153** **Writing Symbol Design**

Course Number: 1760153

Course Title: Writing Symbol Design

**English name: Writing Symbol Design**

Course Type: Discipline basic compulsory courses

**Credits:** 2 **Total Credit** Hours: 32

Students: Undergraduate students majoring in digital media

**Prerequisites:** Modeling Foundation A,Modeling Foundation B

**Evaluation Method:** course participation + evaluation

**Course Description:**

"Writing Symbol Design" is a specialized basic course for students majoring in art and design. Writing Symbol Design is a basic course of contemporary graphic design, handwriting design and related design. From the national culture, this course focuses on the regional differentiation characteristics, carries forward the essence of the national culture and enhances national self-confidence through the overall understanding of the world font culture, which is of great value to students' professional learning in the future. Therefore, it has become a compulsory course for undergraduate students majoring in digital media of the College of Art and Design. The main target of this course is a specialized basic course taking the basic knowledge of handwriting design as the theoretical core, the application of computer graphics design software as the means, and the traditional graphic design, graphic symbol design, network and multimedia visual carrier as the design object for design practice. Course focus: Enable students to master the general laws of handwriting design. The difficulties of teaching content: Master the text graphics, and symbolic advanced creation method, master the mainstream digital graphics software for creation. It is not only an important course of digital media major, but also the basis of other relevant design courses. Meanwhile, it also has far-reaching significance for establishing strong patriotic design values.

**Recommended Textbooks/References:**

[1] (UK) [Marshall](http://search.dangdang.com/?key2=%C2%EDЪ%B6%FB&medium=01&category_path=01.00.00.00.00.00), (UK) [Mitcham](http://search.dangdang.com/?key2=%C3%D7%C7%D0ķ&medium=01&category_path=01.00.00.00.00.00), Textbook of British Character Design, Guangxi Art Publishing House

[2] [Hu Weijun](http://search.dangdang.com/?key2=%BA%FA%CE%C0%BE%FC&medium=01&category_path=01.00.00.00.00.00), Handwriting [Design ---Essential Guide for Designers](http://product.dangdang.com/26917568.html), [Tsinghua University Press](http://search.dangdang.com/?key3=%D6%D8%C7%EC%B4%F3ѧ%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)

[3] [Beautiful World](http://search.dangdang.com/?key2=Ψ%C3%C0%CA%C0%BD%E7&medium=01&category_path=01.00.00.00.00.00), CorelDRAW 2018 CDR Tutorial from Beginner to Master, [China WaterPower Press](http://search.dangdang.com/?key3=ˮ%C0%FBˮ%B5%E7%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)

[4] Chen Nan, The Rhyme of Design, A Study in Chinese Characters, [Hubei Fine Arts Publishing House](http://search.dangdang.com/?key3=%BA%FE%B1%B1%C3%C0%CA%F5%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)

**1711324版式设计**

**课程编码：**1711324

**课程名称：**版式设计

**英文名称：**Graphic Design

**课程类型：**学科基础必修课

**学分：** 3 **总学时：** 48

**面向对象：**数字媒体艺术专业本科生

**先修课程：设计思维、形式语言、设计技术**

**考核形式：** 平时成绩+考查

**课程简介：**

 “版式设计”是艺术设计学院为数字媒体艺术专业本科生开设的学科基础必修课。本课程的任务是以平面设计基础知识为理论核心，以计算机辅助设计软件应用为手段，以传统平面设计、印刷品设计、网络和多媒体视觉载体为设计对象进行设计实践的专业基础课程。教学内容重点：要求学生掌握平面设计的一般规律。教学内容难点：熟练掌握主流的图形软件及排版软件。它是数字媒体专业的重要课程，也是其他相关设计课程的基础。

**推荐教材或主要参考书：**

**[1] 《习近平总书记在文艺工作座谈会上的重要讲话学习读本》**[**。学习出版社。**](http://product.dangdang.com/1634950518.html)**2015年10月**

[2] 陈楠著，《平面设计与创意思维》，江西美术出版社

[3]《AdobePhotoshop与InDesign图文处理案例教程》

[4] 王华著，《中文CS2版）-职业技能指导丛书》，科学出版社

[5] 白云工作室，《版式设计博览--创意设计丛书》，上海科学普及出版社

[6] （美）伊拉姆著，《栅格系统与版式设计》上海人民美术出版社

**1711324 Graphic Design**

Course Number: 1711324

Course Title: Graphic Design

**English name:** Graphic Design

Course Type: Discipline basic compulsory courses

**Credits:** 3 **Total Credit** Hours: 48

Students: Undergraduate students majoring in digital media

Prerequisites: **Design Thinking, Form Language, Design Techniques**

**Evaluation Method:** course participation + evaluation

**Course Description:**

Graphic Design is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring in digital media art. The main target of this course is a specialized basic course taking the basic knowledge of graphic design as the theoretical core, the application of computer aided design software as the means, and the traditional graphic design, printing design, network and multimedia visual carrier as the design object for design practice. Course focus: Enable students to master the general laws of graphic design. The difficulties of teaching content: Master the mainstream graphics software and typesetting software. It is not only an important course of digital media major, but also the basis of other relevant design courses.

**Recommended Textbooks/References:**

**[1] General Secretary Xi Jinping's Important Speech at the Symposium on Literary and Artistic Work** [**Learning Press.**](http://product.dangdang.com/1634950518.html) **October 2015**

[2] Chen Nan, Graphic Design and Creative Thinking, Jiangxi Fine Arts Publishing House

[3] Adobe Photoshop and InDesign Graphic Processing Case Tutorials

[4] Wang Hua, Chinese CS2- Vocational Skills Guide Series, Science Press

[5] Baiyun Studio, Graphic Design Expo-Creative Design Series, Shanghai Science Popularization Press

[6] (USA) Elam, Grid Systems and Graphic Design, Shanghai People's Fine Arts Publishing House

**1760154数字表现技法**

**课程编码：**1760154

**课程名称：**数字表现技法

**英文名称：**Digital Displaying Techniques

**课程类型：**学科基础必修课

**学分：** 3 **总学时：** 48

**面向对象：**数字媒体艺术专业本科生

**先修课程：**造型基础A, 造型基础B，设计技术

**考核形式：** 平时成绩+考查

**课程简介：**

数字表现技法是艺术设计学院为数字媒体艺术设计专业本科生开设的学科基础必修课类型。本课程的任务是通过本课程的学习，使学生在具有一定数字表现能力的基础上，理解新媒体的艺术表现形式和语言。培养学生将自身设计想法，利用数字表现形式进行表达的能力，使之更加适用于今后的创作设计。教学内容重点：了解数位板的种类、特点及使用方法；理解画笔笔刷的种类、特征及使用方法；掌握纸张设置及特效效果表现。教学内容的难点：理解笔刷设定方法、掌握不同材质质感的表现及快速表现设计意图的能力。

数字表现技法由数字表现工具的使用、数字表现风格、材质表现、快速表现研究几部分的教学内容组成。新媒体不断发展，表现方式异彩纷呈，通过本课程的教学，可提高学生对各种数字表现形式和技法的认识，理解并掌握基本的数字表现语言、明确表达设计意图、快速将设计方案进行表现，为创作表现进行前期表现语言的训练，为后续课程提供直接基础。

**推荐教材或主要参考书：**

**[1]** [**唐杰晓**](http://search.dangdang.com/?key2=%CC%C6%BD%DC%CF%FE&medium=01&category_path=01.00.00.00.00.00)**，**[**杨奥**](http://search.dangdang.com/?key2=%D1%EE%B0%C2&medium=01&category_path=01.00.00.00.00.00)**，**[**徐磊**](http://search.dangdang.com/?key2=%D0%EC%C0%DA&medium=01&category_path=01.00.00.00.00.00)**，传奇数字绘画技法丛书--Painter绘画技法从入门到精通，**[**化学工业出版社**](http://search.dangdang.com/?key3=%BB%AF%D1%A7%B9%A4%D2%B5%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)**，2018年11月**

**[2] 史悟轩，IPAD数字绘画创作全攻略，化学工业出版社，2020年1月**

**[3]** [**王鲁光**](http://search.dangdang.com/?key2=%CD%F5%C2%B3%B9%E2&medium=01&category_path=01.00.00.00.00.00)**，数字绘画技法丛书--Photoshop插画创作从入门到精通，**[**化学工业出版社**](http://search.dangdang.com/?key3=%BB%AF%D1%A7%B9%A4%D2%B5%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)**2017年5月**

**[4] Future，冯岩松译，全球顶级数码绘画名家技法丛书，中国青年出版社，2014年11月**

**1760154** **Digital Displaying Techniques**

Course Number: 1760154

Course Title: Digital Displaying Techniques

English name: Digital Displaying Techniques

Course Type: Discipline basic compulsory courses

**Credits:** 3 **Total Credit** Hours: 48

Students: Undergraduate students majoring in digital media

**Prerequisites:** Modeling Foundation A,Modeling Foundation B, Design Techniques

**Evaluation Method:** course participation + evaluation

**Course Description:**

Digital Displaying Techniques is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring in digital media art design. The main target of this course is to enable students to understand the artistic expression forms and language of new media on the basis of certain digital expression ability. Cultivate students' ability to express their own design ideas in digital form, so as to make them more suitable for future design. Course focus: Understand the types, characteristics and usage of digital boards; understand the types, features and usage of brushes. master paper setup and special effect performance. The difficulties of teaching content: Understand the brush setting method, master the performance of different materials and textures, and quickly express the design intention.

Digital Displaying Techniques are composed of several teaching contents: the use of digital expression tools, digital expression style, material expression and rapid expression research. With the continuous development of new media and colorful expression methods, this course can improve students' understanding of various digital expression forms and techniques, understand and master the basic digital expression language, clearly express the design intention, express the design scheme quickly, train the early expression language for creative expression, and provide a direct basis for subsequent courses.

**Recommended Textbooks/References:**

**[1]** [**Tang Jiexiao**](http://search.dangdang.com/?key2=%CCƽ%DC%CF%FE&medium=01&category_path=01.00.00.00.00.00)**,** [**Yang Ao**](http://search.dangdang.com/?key2=%D1%EE%B0%C2&medium=01&category_path=01.00.00.00.00.00)**,** [**Xu Lei**](http://search.dangdang.com/?key2=%D0%EC%C0%DA&medium=01&category_path=01.00.00.00.00.00)**, Legendary Digital Painting Techniques Series -Painter Painting Techniques from Beginner to Master**[**,Chemical Industry Press**](http://search.dangdang.com/?key3=%BB%AFѧ%B9%A4ҵ%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)**, November 2018**

**[2] Shi Wuxuan, Introduction to iPad Digital Painting Creation, Chemical Industry Press, January 2020**

**[3]** [**Wang Luguang**](http://search.dangdang.com/?key2=%CD%F5³%B9%E2&medium=01&category_path=01.00.00.00.00.00)**, Digital Painting Techniques Series -Photoshop Illustration from Beginner to Master,** [**Chemical Industry Press**](http://search.dangdang.com/?key3=%BB%AFѧ%B9%A4ҵ%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)**, May 2017**

**[4] Future, Feng Yansong (Translator), World Top Digital Painting Artist Techniques Series, China Youth Publishing House, November 2014**

**1760155 动画基础**

**课程编码：**1760155

**课程名称：**动画技法

**英文名称：**Foundation for Animation

**课程类型：**学科基础必修课

**学分：**3 **总学时：** 48

**面向对象：**数字媒体艺术专业本科生

**先修课程：**造型基础A、造型基础B

**考核形式：** 平时成绩+考查

**课程简介：**

 动画基础是艺术设计学院为数字媒体艺术专业本科生开设的学科基础必修课程类型。本课程的任务是学习掌握基础动画知识。教学内容重点：动画的绘制。教学内容的难点：绘制形态、动态、节奏正确的动画。

本课程系统讲授传统的二维手绘动画技术原理、自然界的运动规律及生物体运动的基本原理，通过观摩分析动画案例，深入具体讲授动画技法基础理论知识。使学生理解动画技法理论、掌握物体运动规律，重视爱国主义教育、弘扬中国精神、树立国家观和自信心，培养学生熟练运用动画工具，绘制出形态、动态、节奏正确的动画，提高动画创作及制作表现能力。

**推荐教材或主要参考书：**

**[1] 《动画的时间掌握》 [英] 哈罗德.威特克 约翰.哈拉斯 编著，中国电影出版社，1999年12月，**

[2] **《动画基础教程》 [日] 动画六人之会编著，中国青年出版社，2005年9月。**

[3] 《动画运动规律与时间掌握》[中]姚桂萍，清华大学出版社，2019年

**1760155** **Basis on Animation**

Course Number: 1760155

Course Title: Foundation for Animation

English name: Foundation for Animation

Course Type: Discipline basic compulsory courses

Credits: 3 Total Credit Hours: 48

Students: Undergraduate students majoring in digital media

**Prerequisites:** Modeling Foundation A,Modeling Foundation B

**Evaluation Method:** course participation + evaluation

**Course Description:**

Basis on Animation is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring in digital media art. The main target of this course is to master the basic animation knowledge. Course focus: Draw the animation. The difficulties of teaching content: Draw animation with correct shape, dynamics and rhythm.

This course systematically teaches the principle of traditional two-dimensional hand drawn animation technology, the motion law of nature and the basic principle of biological movement. Through observing and analyzing animation cases, it deeply and specifically teaches the basic theoretical knowledge of Foundation for Animation. Enable students to understand the theory of Foundation for Animation, master the motion law of objects, emphasize patriotism education, carry forward the Chinese spirit, establish a national outlook and self-confidence, train students to skillfully use animation tools, draw animation with correct shape, dynamics and rhythm, and improve the ability of animation creation and production performance.

**Recommended Textbooks/References:**

**[1] [UK] Harold.Whitaker John.Halas, Timing for Animation, China Film Press, December 1999**

[2] **[Japan] Animation Six-person Meeting, Basic Animation Tutorial, China Youth Publishing House, September 2005**

[3] [China] Yao Guiping, Law of Animation Motion and Time Control, Tsinghua University Press, 2019

**1710762 插画**

**课程编码：**1710762

**课程名称：**插画

**英文名称：**Illustration

**课程类型：**学科基础必修课

**学分：**3 **总学时：** 48

**面向对象：**数字媒体艺术专业本科生

**先修课程：**造型基础A、造型基础B

**考核形式：** 平时成绩+考查

**课程简介：**

插画是艺术设计学院为数字媒体艺术专业本科生开设的学科基础必修课程类型。本课程的任务是进行商业插画系统训练。教学内容重点：符合商业要求的插画。教学内容的难点：形式语言的统一。

该课程由1、从绘画到插画2、插画训练两部分组成，学生通过该课程临摹分析插画案例、进行绘制训练，对插画进行全方位的了解和实践，通过对相关知识点的讲授和有针对性的训练，掌握插画设计的基本方法，重视爱国主义教育、弘扬中国精神、树立国家观和自信心，可以按照不同的需求进行设计制作，为后续课程打下基础。

**推荐教材或主要参考书：**

**[1] 林韬编著，《数码绘画艺术》，重庆出版社，2002年8月。**

**[2] 王东晟编著，《商业插画创世纪》，北京希望电子出版社，2005年5月。**

**[3] 倪传婧插画色彩大师班PS板绘视频教程零基础入门**

**[4]** PS创意扁平插画视频课程，RomanMuradov

**[5]** 插画师Emiliano PS扁平风景插画视频入门教程 绘画思维操作课程

**1710762** **Illustration**

Course Number: 1710762

Course Title: Illustration

English name: Illustration

Course Type: Discipline basic compulsory courses

Credits: 3 Total Credit Hours: 48

Students: Undergraduate students majoring in digital media

**Prerequisites:** Modeling Foundation A,Modeling Foundation B

**Evaluation Method:** course participation + evaluation

**Course Description:**

Illustration is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring in digital media art. The main target of this course is to train the commercial illustration system. Course focus: Illustration meeting commercial requirements. The difficulties of teaching content: Unified form language.

This course is composed of 1 from painting to illustration 2 and illustration practice. Through learning this course, students copy and analyze illustration cases, carry out drawing training, have a comprehensive understanding and practice of illustration, master the basic methods of illustration design through the teaching of relevant knowledge points and targeted training, emphasize patriotic education, carry forward the Chinese spirit, establish the national outlook and self-confidence, and perform design and production according to different needs, so as to lay the foundation for subsequent courses.

**Recommended Textbooks/References:**

**[1] Lin Tao, Digital Art, Chongqing Publishing House, August 2002.**

**[2] Wang Dongcheng, Commercial Illustration Genesis, Beijing Hope Electronic Publishing House, May 2005.**

**[3] Ni Chuanjing, Illustration Color Master Class PS Board Drawing Video Tutorial**

**[4]** PS Creative Flat Illustration Video Tutorial RomanMuradov

**[5]** Illustrator, Emiliano Introduction to PS Flat Landscape Illustration Video Course, Painting Thinking Operation Course

1760156**数字摄影与摄像**

**课程编码：1760156**

**课程名称：**数字摄影与摄像

**英文名称：**Digital Photography

**课程类型：**学科基础必修**课**

**学分： 3.0 总学时： 48**

**面向对象：数字媒体艺术专业**本科学生

**先修课程：造型基础A，造型基础B**

**考核形式：** 平时成绩+考查

**课程简介：**

数字摄影与摄像是艺术设计学院为**数字媒体艺术**专业本科生开设学科基础必修课。本课程的任务是使学生了解数字影像特点以及当代数字影像创作状况及发展态势。教学内容重点：学习掌握数码照相机与摄像机的基本功能操作，了解掌握正确曝光技巧和滤色片等相关附件在拍摄中的作用。教学内容的难点：了解学习运用各种光线造型。掌握自然光，人造光对于塑造主体的基本操作及技巧，使学生具备一定拍摄能力与影像语言创作能力，掌握初步数字影像拍摄技能，为后续的影像创作与专业学习打下良好基础。在实践教学中培养学生理想信念、民族自信、文化自信、树立坚定的社会主义核心价值观。培养学生应具备优良的道德品质，树立谦虚细致的工作态度。挖掘我们本民族的艺术特色。课程要求专业学生应拥有优良的道德品质，根植于我国传统文化艺术的土壤，发扬民族文化精神。

**推荐教材或主要参考书：**

[1] 美国纽约摄影学院编著. 《纽约摄影学院教材》.中国摄影出版社，2001年5月

[2] 邱志杰著. 《摄影之后的摄影》.中国人民大学出版社，2005年11月

[3] 罗兰·巴特著. 《明室》.文化艺术出版社，2003年1月

1760156 **Digital Photography**

Course Number: **1760156**

Course Title: Digital Photography

English name: Digital Photography

Course Type: Discipline basic compulsory **courses**

**Credits: 3.0 Total Credit Hours: 48**

Students: **Undergraduate students majoring in** digital media

**Prerequisites:** **Modeling Foundation A,Modeling Foundation B**

**Evaluation Method:** course participation + evaluation

**Course Description:**

Digital Photography is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring in **digital media art**. The main target of this course is to enable students to understand the characteristics of digital images and contemporary digital image creation and development trend. Course focus: Learn and master the basic functions and operation of digital cameras and video cameras, and understand the correct exposure skills and the role of color filters and other related accessories in shooting. The difficulties of teaching content: Learn various kinds of light modeling. Master the basic operation and skills of natural light and artificial light for shaping the subject, so that students can have certain shooting ability and image language creation ability, master the preliminary digital image shooting skills, and lay a good foundation for subsequent image creation and professional learning. Through practice teaching, cultivate students' ideals and beliefs, national confidence, cultural confidence and establish a firm socialist core values. Cultivate students' good moral quality and set up modest and meticulous work attitude. Explore the artistic characteristics of our nation. The course requires that students should have good moral quality, be rooted in the soil of China's traditional culture and art, and carry forward the national cultural spirit.

**Recommended Textbooks/References:**

[1] New York Institute of Photography, Textbook of New York Institute of Photography, China Photography Publishing House, May 2001

[2] Qiu Zhijie, Photography after Photography, China Renmin University Press, November 2005

[3] Roland Barthes, Camera Lucida: Reflections on Photography, Culture and Art Publishing House, January 2003

**1760157 视听语言**

**课程编码：**1760157

**课程名称：**《视听语言》

**英文名称：**Film and TV Special Effects

**课程类型：学科基础必修课**

**学分：** 3 **总学时：** 48

**面向对象：**数字媒体艺术系本科生

**先修课程：**《电影简史》

**考核形式：** 平时成绩+考查

**课程简介：**

《视听语言》是艺术设计学院数字媒体系为数字媒体艺术专业本科生开设的学科基础必修课程类型。本课程的任务是主要讲授影像创作思维方法；作为影像反映生活的艺术方法之一；讲授基本语言的表达：（镜头内部运动、镜头分切、镜头组合、声画关系），包含了镜头表现的内容，人物、行为、环境甚至是对白，即电影的剧作结构，讲授蒙太奇理论思维。作为电影的基本结构手段、叙事方式、镜头、分镜头、场面段落的安排和组合；讲授电影剪辑的技巧和方法。

教学内容重点：影像和声音叙事的方式，剧作结构、蒙太奇理论，用镜头语言来表达画面内容。

教学内容的难点：蒙太奇理论思维组织安排成影像符号和象征体系、叙事方式、镜头、分镜头、场面段落的安排组合。

**推荐教材或主要参考书：**

[1] （美）李•R•波布克编著，《电影的元素》，中国电影出版社，1994年10月

[2] 钟大丰，舒哓鸣著，《中国电影史》，中国广播影视出版社，2019年5月

[3]（美）大卫•波德维尔 克里斯汀•汤普森著，范倍译，《世界电影史（第二版）》，北京大学出版社，2017年12月

[4] 区念中、杨德建、黄慰汕著，《中国短片浪潮》，广东人民出版社，2010年7月

[5] 曹恺著，新媒介艺术丛书《记录与实验：DV影像前史》,中国人民大学出版社，2005年11月

[6] （美）Sherri Sheridan著，任秀静、郝佳、刘璐译，《数字短片创作（修订版）》，人民邮电出版社，2012年9月

[7] （美）路易斯•贾内梯（Louis Giannetti）著，焦雄屏译，《认识电影》，北京联合出版公司，2017年4月

**1760157 Film and TV Special Effects**

Course Number: 1760157

Course Title: Film and TV Special Effects

**English name:** Film and TV Special Effects

Course Type:**Discipline basic compulsory courses**

**Credits:** 3 **Total Credit** Hours: 48

Students: Undergraduate students majoring in digital media art

Prerequisites: Brief History of Movie

**Evaluation Method:** course participation + evaluation

**Course Description:**

Film and TV Special Effects is a discipline basic compulsory course offered by the Department of Digital Media of the College of Art and Design for undergraduate students majoring in digital media art. The main target of this course is to teach the thinking method of image creation. As one of the artistic methods of life reflected by images, this course teaches basic language expression (internal motion of the lens, lens cutting, lens combination, sound and painting relations), including content of lens performance, characters, behavior, environment and even dialogue, that is, the drama structure of the film, and montage theoretical thinking.. Arrange and combine scenes as the basic structural means, narrative mode, lens, footage and scenes; and teach group techniques and methods of film editing.

Course focus: The way of image and sound narration, drama structure and montage theory, picture expression by lens language.

The difficulties of teaching content: Organization and arrangement of montage theoretical thinking, image symbols and symbolic system, narrative mode, lens, shot and scene paragraph.

**Recommended Textbooks/References:**

[1] (USA) Lee R. Popbok, Elements of Film, China Film Press, October 1994

[2] Zhong Dafeng, Shu Xiaoming, Chinese Brief History of Movie, China Radio, Film and Television Press, May 2019

[3] (USA) David Podwell, Kristin Thompson (Author), Fan Bei (Translator), World Brief History of Movie (2nd Edition), Peking University Press, December 2017

[4] Ou Nianzhong, Yang Dejian, Huang Weishan, The New Wave of Chinese Short Films, Guangdong People's Publishing House, July 2010

[5] Cao Kai, New Media Art Series: Record and Experiment: A History of DV Images, China Renmin University Press, November 2005

[6] (USA) Sherri Sheridan (Author), Ren Xiujing, Hao Jia and Liu Lu (Translator), Creation of Digital Short Films (Revision), Posts and Telecom Press, September 2012

[7] (USA) Louis Giannetti (Author), Jiao Xiongping (Translator), Understanding Movies, Beijing United Publishing Company, April 2017

**1760158 影视特效**

**课程编码：**1760158

**课程名称：**影视特效

**英文名称：** Film and TV Special Effects

**课程类型：学科基础必修课**

**学分：** 3 **总学时：** 48

**面向对象：**数字媒体艺术专业本科生

**先修课程：**造型基础A、造型基础B

**考核形式：** 平时成绩+考查

**课程简介：**

影视特效课程是数字媒体艺术专业的学科基础必修课，在第四学期进行，3学分48学时，属于数字媒体艺术专业的动态设计模块，强调和突出培养学生的视频CG的整体控制能力及艺术创造力。本课程以影视后期编辑软件为平台，以大量优秀影视后期案例为切入点，配合多元化的实践训练，使学生通过学习能够掌握如何对各类素材进行精确加工，配合各类型的特效，产生丰富、美妙的视觉效果；同时注重与动画制作相结合，完成CG动画的后期合成，培养提高学生影视后期制作的实践能力，为动态影像创意课程和后续综合类设计课程中的视觉特效部分提供有效的支撑。

教学内容重点：影视后期制作的基本流程；要求学生掌握专业影视后期合成软件的具体操作，各项功能的应用。

教学内容的难点：能够熟练运用各种合成软件的对影视素材进行再创作或是深度加工编辑，完整表达自己的创作诉求增强作品感染力，完成影视后期剪辑合成和动画影片特效设计制作。

**推荐教材或主要参考书：**

**[1]孙芳.中文版After Effects影视后期特效设计与制作全视频实战228例.清华大学出版社，2019年1月**

**[2] (韩)李秀呈，武传海译.《After Effects影像设计的艺术》.人民邮电出版社，2013年5月**

**[3]（美）托马斯•A•奥汉年和迈克尔•E•菲利浦斯著.《数字化电影制片》.中国电影出版社，1998年12月**

**1760158** **Film and TV Special Effects**

Course Number: 1760158

Course Title: Film and TV Special Effects

**English name:** Film and TV Special Effects

Course Type: **Discipline basic compulsory courses**

**Credits:** 3 **Total Credit** Hours: 48

Students: Undergraduate students majoring in digital media

**Prerequisites:** Modeling Foundation A,Modeling Foundation B

**Evaluation Method:** course participation + evaluation

**Course Description:**

Film and TV Special Effects is a basic compulsory course of digital media art major conducted in semester 4, with 3 credits and 48 credit hours. It belongs to the dynamic design module of digital media art major, emphasizing and highlighting the cultivation of students' overall control ability and artistic creativity of video CG. With the post film editing software as the platform and a lot of excellent film post cases as the starting point and diversified practice, this course enables students to master how to accurately process all kinds of materials, cooperate with various types of special effects, and produce rich and wonderful visual effects; focus on combination with animation production, complete the post synthesis of CG animation, cultivate and improve students' practical ability of film and television post production, and provide effective support for the visual effects part of dynamic image creation courses and subsequent comprehensive design courses.

Course focus: Basic process of film and television post-production; students are required to master the specific operation of professional film and television post-production software and the application of various functions.

The difficulties of teaching content: Skillfully use various synthesis software to re-create or deeply process and edit the film and television materials, fully express their creative demands, enhance the appeal of the works, and complete the post film editing and synthesis and the design and production of animation film special effects.

**Recommended Textbooks/References:**

**[1] Sun Fang, After Effects (Chinese Edition) 228 Cases of Full Video Film and Television Post-special Effects Design and Production, Tsinghua University Press, January 2019**

**[2] (Korea) Li Xiucheng (Author), Wu Chuanhai (Translator), After Effects Image Design Art, Posts and Telecom Press, May 2013**

**[3] (USA) Thomas A. Ohanian and Michael E. Phillips, Digital Film Making, China Film Press, December 1998**

**1760159 动态影像创意**

**课程编码：**1760159

**课程名称：**《动态影像创意》

**英文名称：**Dynamic Image Creation

**课程类型：学科基础必修课**

**学分：** 2 **总学时：** 32

**面向对象：**数字媒体艺术系本科生

**先修课程：**《电影简史》、《视听语言》

**考核形式：** 平时成绩+考查

**课程简介：**

《动态影像创意》是艺术设计学院数字媒体系为数字媒体艺术专业本科生开设的学科基础必修课程类型。本课程的任务是主要讲授当代影像短片创意，影像画面的艺术观念表现，镜头表现和被拍摄物体的艺术效果组合，影像装置道具的收集和制作。动态影像观念创意，短片的画面元素表现、分析中外优秀的影视短片。讲授短片题材内容，类型特点、制作流程和要求。使学生学会用动态影像视觉语言表达自己的创意想法、把握主题和形式的构想，结合声音效果进行专题短片制作。

教学内容重点：动态影像短片主题创意、素材的拍摄和画面的设计，动态影像的观念表达。

教学内容的难点：影像观念艺术的创意，动态影像短片蒙太奇画面的抽象概念表现，镜头画面的创意与设计。

**推荐教材或主要参考书：**

**[1] 屠明非.《电影技术艺术互动史》.中国电影出版社，2009年10月**

**[2] 钟大丰，舒哓鸣著，《中国电影史》，中国广播影视出版社，2019年5月**

**[3]（美）大卫•波德维尔 克里斯汀•汤普森著，范倍译，《世界电影史（第二版）》，北京大学出版社，2017年12月**

**[4] 姜浩、陈宇航、王强编著.《数字媒体技术与互动影视应用》，中国广播电视出版社，2006年5月**

**[5] 区念中、杨德建、黄慰汕著，《中国短片浪潮》广东人民出版社，2010年7月**

**[6]** [**尹韵公**](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%CF%B9%EF%BF%BD_1) **主编《新媒体蓝皮书:中国新媒体发展报》社会科学文献出版社，2012年7月**

**[7] 曹恺著，新媒介艺术丛书《记录与实验：DV影像前史》,中国人民大学出版社，2005年11月**

**[8]（美）Sherri Sheridan著，任秀静、郝佳、刘璐译，《数字短片创作（修订版）》，人民邮电出版社，2012年9月**

**[9]（美）路易斯•贾内梯（Louis Giannetti）著，焦雄屏译，《认识电影》，北京联合出版公司，2017年4月**

**1760159 Dynamic Image Creation**

Course Number: 1760159

Course Title: Dynamic Image Creation

English name: Dynamic Image Creation

Course Type:**Discipline basic compulsory courses**

**Credits:** 2 **Total Credit** Hours: 32

Students: Undergraduate students majoring in digital media art

Prerequisites: Brief History of Movie, Film and TV Special Effects

**Evaluation Method:** course participation + evaluation

**Course Description:**

Dynamic Image Creation is a discipline basic compulsory course offered by the Department of Digital Media of the College of Art and Design for undergraduate students majoring in digital media art. The main target of this course is to mainly teach the creation of contemporary video clips, the artistic concept expression of video pictures, the artistic effect combination of lens expression and photographed objects, and the collection and production of video installation props. Dynamic image concept creation, picture elements of the short film and analysis of Chinese and foreign excellent short films. Teach the subject matters, types, characteristics, production processes and requirements of short films. Enable students to express their creative ideas, grasp the idea of theme and form, and make short films combined with sound effects.

Course focus: Theme creation, material shooting and screen design of the short film, and the concept expression of the dynamic image.

The difficulties of teaching content: The creation of image concept art, the abstract concept expression of montage picture of dynamic image short film, the creation and design of lens picture.

**Recommended Textbooks/References:**

**[1] Tu Mingfei, History of Film Technology Art Interaction, China Film Press, October 2009**

**[2] Zhong Dafeng, Shu Xiaoming, Chinese Brief History of Movie, China Radio, Film and Television Press, May 2019**

**[3] (USA) David Podwell, Kristin Thompson (Author), Fan Bei (Translator), World Brief History of Movie (2nd Edition), Peking University Press, December 2017**

**[4] Jiang Hao, Chen Yuhang, Wang Qiang, Digital Media Technology and Interactive Film and Television Application, China Radio and Television Press, May 2006**

**[5] Ou Nianzhong, Yang Dejian, Huang Weishan, The New Wave of Chinese Short Films, Guangdong People's Publishing House, July 2010**

**[6]** [**Yin Yungong (Editor-in-chief**](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%CF%B9%EF%BF%BD_1))**, Blue Book of New Media: China New Media Development News, Social Sciences Academic Press, July 2012**

**[7] Cao Kai, New Media Art Series: Record and Experiment: A History of DV Images, China Renmin University Press, November 2005**

**[8] (USA) Sherri Sheridan (Author), Ren Xiujing, Hao Jia and Liu Lu (Translator), Creation of Digital Short Films (Revision), Posts and Telecom Press, September 2012**

**[9] (USA) Louis Giannetti (Author), Jiao Xiongping (Translator), Understanding Movies, Beijing United Publishing Company, April 2017**

**1760160人机交互界面设计**

**课程编码：**1760160

**课程名称：**人机交互界面设计

**英文名称：**Human -computer Interaction Interface Design

**课程类型：**学科基础必修课课

**学分：** 3 **总学时：** 48

**面向对象：**数字媒体艺术专业本科生

**先修课程：**造型基础A、造型基础B

**考核形式：** 平时成绩+考查

**课程简介：**

“人机交互界面设计”即界面设计（[UI设计](https://baike.baidu.com/item/UI%E8%AE%BE%E8%AE%A1)）是人与机器之间传递和交换信息的媒介，[FaceUI](https://baike.baidu.com/item/FaceUI)称包括硬件界面和[软件界面](https://baike.baidu.com/item/%E8%BD%AF%E4%BB%B6%E7%95%8C%E9%9D%A2/792349)，是[计算机科学](https://baike.baidu.com/item/%E8%AE%A1%E7%AE%97%E6%9C%BA%E7%A7%91%E5%AD%A6/9132)与[心理学](https://baike.baidu.com/item/%E5%BF%83%E7%90%86%E5%AD%A6/6215)、[设计艺术学](https://baike.baidu.com/item/%E8%AE%BE%E8%AE%A1%E8%89%BA%E6%9C%AF%E5%AD%A6/10977440)、[认知科学](https://baike.baidu.com/item/%E8%AE%A4%E7%9F%A5%E7%A7%91%E5%AD%A6/2190912)和[人机工程学](https://baike.baidu.com/item/%E4%BA%BA%E6%9C%BA%E5%B7%A5%E7%A8%8B%E5%AD%A6/3994)的交叉研究领域。近年来，随着信息技术与计算机技术的迅速发展，[网络技术](https://baike.baidu.com/item/%E7%BD%91%E7%BB%9C%E6%8A%80%E6%9C%AF/480927)的突飞猛进，[人机交互界面设计](https://baike.baidu.com/item/%E4%BA%BA%E6%9C%BA%E7%95%8C%E9%9D%A2%E8%AE%BE%E8%AE%A1/1346194)和开发已成为国际计算机界和设计界最为活跃的研究方向。并成为艺术设计学院为数字媒体艺术专业本科生开设的学科基础必修课程。本课程本着培养有担当的新时代人才，能肩负民族复兴大任，以UI设计基础知识为理论核心，以计算机辅助设计软件应用为手段，以传统平面设计、网络和多媒体视觉载体为设计对象进行设计实践的专业基础课程。

教学内容重点：要求学生具备新时代的思想理念，掌握UI设计的一般规律。教学内容难点：熟悉交互图形语汇特点和迭代逻辑，熟练掌握主流的数字图形软件进行创作。它是数字媒体专业的重要课程，也是其他相关设计课程的基础。

**推荐教材或主要参考书：**

[1] （美）[拉杰拉尔](http://search.dangdang.com/?key2=%C0%AD%BD%DC%C0%AD%B6%FB&medium=01&category_path=01.00.00.00.00.00) 著，《UI设计黄金法则》，中国青年出版社

[2] [陶薇薇](http://search.dangdang.com/?key2=%CC%D5%DE%B1%DE%B1&medium=01&category_path=01.00.00.00.00.00) [张晓颖](http://search.dangdang.com/?key2=%D5%C5%CF%FE%D3%B1&medium=01&category_path=01.00.00.00.00.00) 著，《人机交互界面设计》，[重庆大学出版社](http://search.dangdang.com/?key3=%D6%D8%C7%EC%B4%F3%D1%A7%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)

[3] 王华著，《中文CS2版）-职业技能指导丛书》，科学出版社

[4] 白云工作室，《UI设计博览--创意设计丛书》，上海科学普及出版社

[5] （美）伊拉姆著，《栅格系统与UI设计》上海人民美术出版社

**1760160** **Human-computer Interaction Interface Design**

Course Number: 1760160

Course Title: Human-computer Interaction Interface Design

**English name:** Human -computer Interaction Interface Design

Course Type: Discipline basic compulsory courses

**Credits:** 3 **Total Credit** Hours: 48

Students: Undergraduate students majoring in digital media

**Prerequisites:** Modeling Foundation A,Modeling Foundation B

**Evaluation Method:** course participation + evaluation

**Course Description:**

Human-computer interaction and interface design namely interface design ([UI design](https://baike.baidu.com/item/UI%E8%AE%BE%E8%AE%A1)) is the medium of transmitting and exchanging information between human and computer[. FaceUI](https://baike.baidu.com/item/FaceUI) includes hardware interface and [software interface](https://baike.baidu.com/item/%E8%BD%AF%E4%BB%B6%E7%95%8C%E9%9D%A2/792349), and is a cross research field of [computer science](https://baike.baidu.com/item/%E8%AE%A1%E7%AE%97%E6%9C%BA%E7%A7%91%E5%AD%A6/9132) and [psychology](https://baike.baidu.com/item/%E5%BF%83%E7%90%86%E5%AD%A6/6215), [design art](https://baike.baidu.com/item/%E8%AE%BE%E8%AE%A1%E8%89%BA%E6%9C%AF%E5%AD%A6/10977440), [cognitive science](https://baike.baidu.com/item/%E8%AE%A4%E7%9F%A5%E7%A7%91%E5%AD%A6/2190912) and [ergonomics](https://baike.baidu.com/item/%E4%BA%BA%E6%9C%BA%E5%B7%A5%E7%A8%8B%E5%AD%A6/3994). In recent years, with the rapid development of information technology and computer technology, [the rapid development of network technology](https://baike.baidu.com/item/%E7%BD%91%E7%BB%9C%E6%8A%80%E6%9C%AF/480927), [human-computer interaction interface design](https://baike.baidu.com/item/%E4%BA%BA%E6%9C%BA%E7%95%8C%E9%9D%A2%E8%AE%BE%E8%AE%A1/1346194) and development has become the international computer and design circles the most active research direction. It has become a compulsory course for undergraduate students majoring in digital media of the College of Art and Design. To cultivate responsible talents of the new era who can shoulder the great responsibility of national rejuvenation, this course takes the basic knowledge of UI design as the theoretical core, the application of computer aided design software as the means, and the traditional graphic design, network and multimedia visual carrier as the design object for design practice.

Course focus: Enable students to have the idea of the new era, master the general law of UI design. The difficulties of teaching content: Get familiar with the characteristics of interactive graphics vocabulary and iterative logic, and master the mainstream digital graphics software for creation. It is not only an important course of digital media major, but also the basis of other relevant design courses.

**Recommended Textbooks/References:**

[1] (USA) [Raj Lal, Digital](http://search.dangdang.com/?key2=%C0%AD%BD%DC%C0%AD%B6%FB&medium=01&category_path=01.00.00.00.00.00) Design Essentials: 100 Ways to Design Better Desktop, Web, and Mobile Interfaces, China Youth Publishing House

[2] [Tao Weiwei](http://search.dangdang.com/?key2=%CC%D5ޱޱ&medium=01&category_path=01.00.00.00.00.00), [Zhang Xiaoyin](http://search.dangdang.com/?key2=%D5%C5%CF%FEӱ&medium=01&category_path=01.00.00.00.00.00), Human-computer Interaction Interface Design, [Chongqing University Press](http://search.dangdang.com/?key3=%D6%D8%C7%EC%B4%F3ѧ%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)

[3] Wang Hua, Chinese CS2- Vocational Skills Guide Series, Science Press

[4] Baiyun Studio, UI Design Expo-Creative Design Series, Shanghai Science Popularization Press

[5] (USA) Elam, Grid Systems and UI Design, Shanghai People's Fine Arts Publishing House

**1760161交互设计原理**

**课程编码：**1760161

**课程名称：**交互设计原理

**英文名称：**Interaction Design Principle

**课程类型：学科基础必修课**

**学分：** 3 **总学时：** 48

**面向对象：**数字媒体艺术专业本科生

**先修课程：**数字媒体艺术概论

**考核形式：** 平时成绩+考查

**课程简介：**

本课程主要讲授学科原理和基本分析方法，核心内容包括：交互认知理论、情感化设计和交互设计分析方法。课程注重原理、概念和基本理论的学习，还有“UCD”、“UED”设计方法。使学生了解交互设计的目的和意义，从认知理论和设计心理学的角度来渗透交互设计的原理，强调以用户为中心的交互设计分析方法。与工程专业的交互设计以人机工程为基础理论不同，艺术设计院校的交互设计课程的理论基础应该是认知理论和设计心理学为基础，强调人的认知过程，突出由人参与构成的交互情感体验设计。

教学内容重点：掌握交互设计的原理和基本概念；了解交互设计产品的主要类别和特征

教学内容的难点：掌握交互设计的一般流程和核心方法——”以用户为中心“的设计；能够按照设计流程流程完成交互产品设计分析并形成设计报告，设计交互界面原型。

**推荐教材或主要参考书：**

**[1] 顾振宇. 《交互设计：原理与方法》. 清华大学出版社，2016年11月**

**[2] (美)约翰•杜威, 程颖译《体验即艺术》金城出版社，2011年7月**

**[3] (美)唐纳德•A•诺曼著,付秋芳、程进三译《情感化设计》电子工业出版社，2006年1月**

**[4] (美)唐纳德•A•诺曼著,梅琼译《设计心理学》中信出版社，2010年3月**

**[5] (美)唐纳德•A•诺曼著,张磊译《设计心理学2：如何管理复杂》中信出版社，2011年8月**

**[6] (美)约翰森著, 张一宁、王军锋译《认知与设计：理解UI设计准则(第2版)》人民邮电出版社，2014年8月**

**1760161** **Interaction Design Principle**

Course Number: 1760161

Course Title: Interaction Design Principle

**English name:** Interaction Design Principle

Course Type:**Discipline basic compulsory courses**

**Credits:** 3 **Total Credit** Hours: 48

Students: Undergraduate students majoring in digital media

Prerequisites:Introduction to Digital Media Arts

**Evaluation Method:** course participation + evaluation

**Course Description:**

This course mainly teaches discipline principles and basic analysis methods. The core contents include: interactive cognition theory, emotional design and interaction design analysis methods. This course focuses on the study of principles, concepts and basic theories as well as "UCD" and "UED" design methods. Enable students to learn the purpose and meaning of interaction design, understand the Interaction Design Principle from the perspective of cognitive theory and design psychology, and emphasize user-centered interaction design analysis methods. Different from that the interaction design of engineering major is based on basic theory of ergonomics, the theoretic base of interaction design of College of Art and Design is recognition theory and design psychology emphasizing human recognition process and highlighting people involved interaction emotion experience design.

Course focus: Master the principles and basic concepts of interaction design and understand the main categories and characteristics of interaction design products

The difficulties of teaching content: Master the general process and core method of interaction design---"user-centered" design; complete interactive product design analysis and form design report and design interactive interface prototype according to design process.

**Recommended Textbooks/References:**

**[1] Gu Zhenyu, Interaction Design: Principle and Method, Tsinghua University Press, November 2016**

**[2] Author (USA) John•Dewey, Translator Cheng Yin, Art as Experience, Gold Wall Press, July 2011**

**[3] (USA) Donald•A•Norman (Author), Fu Qiufang and Cheng Jinsan (Translator), Emotional Design, Electronic Industry Press, January 2006**

**[4] (USA) Donald•A•Norman (Author), Mei Qiong (Translator), Design Psychology, CITIC Publishing House, March 2010**

**[5] (USA) Donald•A•Norman (Author), Zhang Lei (Translator), Design Psychology 2: Living with Complexity, CITIC Publishing House, August 2011**

**[6] (USA) Jeff Johnson (Author), Zhang Yining and Wang Junfeng (Translator), Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules (2nd Edition), Posts and Telecom Press, August 2014**

**1760162 用户体验分析与交互设计**

**课程编码：**1760162

**课程名称：**用户体验分析与交互设计

**英文名称：**UE Analysis and Interaction Design

**课程类型：**学科基础必修课

**学分：**2 **总学时：** 32

**面向对象：**数字媒体艺术专业本科生

**先修课程：**《动态图形设计》、《交互设计原理(双语)》

**考核形式：** 平时成绩+考查

**课程简介：**

用户体验分析与交互设计是艺术设计学院为数字媒体艺术专业本科生开设的学科基础必修课。本课程的任务是通过对虚拟课题的设计实践，掌握交互产品设计流程各个环节的设计理念和实践方法。教学内容重点：视觉设计和交互Demo设计环节。教学内容的难点：使学生把整个交互产品设计各个环节融会贯通。本课程注重培养交互设计中的综合思考能力，深入理解和贯彻“以人为本”的设计理念。本课程旨在培养交互设计师、用户体验设计师以及UI设计师的基本素养。

设计是文化的载体，让学生树立设计专业要以植根于中国文化、服务于中国文化的目的来学习。结合历史传统，让学生深刻理解德才兼备是人才的标准。教育引导学生深刻理解中华优秀传统文化的思想精华和时代价值。组织学生深入讨论如何把自己的职业理想和职业道德与国家发展战略相结合。帮助学生了解相关专业和行业领域的发展态势，了解国家发展战略和行业需求，增强职业责任感，教育引导学生准确理解并自觉践行各行业的职业精神和职业规范。

**推荐教材或主要参考书：**

[1] 蔡贇、康佳美、王子娟. 用户体验设计指南：从方法论到产品设计实践. 电子工业出版社. 2019年11月.

[2] 葛列众 许为. 用户体验：理论与实践. 中国人民大学出版社. 2020年05月.

[3] 周陟. 设计的思考：用户体验设计核心问答. 清华大学出版社. 2019年07月.

[4] 王铎. 新印象 解构UI界面设计. 人民邮电出版社. 2019年01月

**1760162** **UE Analysis and Interaction Design**

Course Number: 1760162

Course Title: UE Analysis and Interaction Design

**English name:** UE Analysis and Interaction Design

Course Type: Discipline basic compulsory courses

Credits: 2 Total Credit Hours: 32

Students: Undergraduate students majoring in digital media

Prerequisites: Dynamic Image Design, Interaction Design Principle (Bilingual)

**Evaluation Method:** course participation + evaluation

**Course Description:**

UE Analysis and Interaction Design is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring in digital media art. The main target of this course is to design practice of virtual topic and master the design concept and practice methods in all links of interaction product design process. Course focus: Visual design and interaction Demo design links. The difficulties of teaching content: Enable students to master all links of interaction product design. This course focuses on cultivating the comprehensive thinking ability in the interaction design and further understanding and implementing the "people-oriented" design concept. This course aims to cultivate the basic literacy of interaction designers, user experience designers, and UI designers.

Design is the carrier of culture, and students majoring design have the purpose of being rooted in Chinese culture and serving Chinese culture. Combining with the historical tradition, let the students deeply understand that a talent should possess both morality and ability. Guide students to understand the essence and value of Chinese traditional culture. Organize students to discuss in depth how to combine their professional ideals and ethics with the national development strategy. Help students understand the development trend of relevant majors and industries, understand the national development strategy and industry needs, enhance their sense of professional responsibility, educate and guide students to accurately understand and consciously practice the professional spirit and professional norms of various industries.

**Recommended Textbooks/References:**

[1] Cai Yun, Kang Jiamei, Wang Zijuan, Guidance for User Experience Design: From Methodology to Product Design Practice, Electronic Industry Press, November 2019

[2] Ge Liezhong, Xu Wei, User Experience: Theory and Practice, China Renmin University Press, May 2020.

[3] Zhou Zhi, Thoughts on Design: Core Q&A of User Experience Design, Tsinghua University Press, July 2019.

[4] Wang Duo, New Impressions: Deconstructing UI Interface Design, Posts and Telecom Press, January 2019

**1760163 动态图形设计**

**课程编码：**1760163

**课程名称：**动态图形设计

**英文名称：**Dynamic Image Design

**课程类型：**学科基础必修课

**学分：** 3 **总学时：** 48

**面向对象：**数字媒体艺术专业本科生

**先修课程：造型基础A、造型基础B**

**考核形式：**平时成绩+考查

**课程简介：**

课堂教学是育人主渠道，将理想信念、家国情怀、民族自信、责任担当、职业素养、行为规范融入教育教学全过程。该课程是计算机辅助设计课程，培养学生立足时代、扎根人民、深入生活，并树立正确艺术观和创作观。提升学生二维数字艺术短片、移动媒体动画设计创作能力，并较深入体会数字交互理念的实际应用价值，培养并锻炼学生设计创作动态图形能力。教学中坚持以美育人、以美化人，积极弘扬中华美育精神，引导学生自觉传承和弘扬中华优秀传统文化，全面提高学生审美和人文素养，增强文化自信。

教学内容的重点：思政教育融入课堂教学，运用数字语言动态艺术展现二维图形。

教学内容的难点：灵活运用动态图形原理并结合前期课程知识综合创作数字作品。

**推荐教材或主要参考书：**

**[1] 郑永廷.《思想政治教育方法论》.高等教育出版社，2019年11月**

**[2] 潘博.《Animate CC二维动画设计与制作》.人民邮电出版社，2019年9月**

**[3] 拉塞尔·陈（Russell Chun）.《Adobe Animate CC 2018经典教程》.人民邮电出版社，2019年2月**

**1760163** **Dynamic Image Design**

Course Number: 1760163

Course Title: Dynamic Image Design

English name: Dynamic Image Design

Course Type: Discipline basic compulsory courses

**Credits:** 3 **Total Credit** Hours: 48

Students: Undergraduate students majoring in digital media

**Prerequisites:** Modeling Foundation A, Modeling **Foundation B**

**Evaluation Method**: course participation + evaluation

**Course Description:**

Classroom teaching is the main channel of educating people, integrating ideals and beliefs, feelings of family and country, national self-confidence, responsibility, professional quality and code of conduct into the whole process of education and teaching. This course is a computer aided design course aiming to cultivate students to base themselves on the times, take root in the people, go into the thick of life, and establish a correct outlook on art and creation. Improve the design and creation ability of students in 2D digital art short films and mobile media animation, deeply understand the practical application value of digital interaction concept, and train students' ability in design and creation of dynamic graphics. In teaching, adhere to aesthetic education and beautification, actively carry forward the spirit of Chinese aesthetic education, guide students to consciously inherit and carry forward Chinese excellent traditional culture, comprehensively improve students' aesthetic and humanistic quality, and enhance cultural self-confidence.

Course focus: Integrate ideological and political education into the classroom teaching and use digital language dynamic art to display 2D graphics.

The difficulties of teaching content: Flexibly use the principle of dynamic graphics and combine course knowledge in early stage to create digital works.

**Recommended Textbooks/References:**

**[1] Zheng Yongting, Methodology of Ideological and Political Education, Higher Education Press, November 2019**

**[2] Pan Bo, Design and Production of Animate CC 2D Animation, Posts and Telecom Press, September 2019**

**[3] Russell Chun, Adobe Animate CC 2018 Classic Tutorials, Posts and Telecom Press, February 2019**

**1760147 3D打印模型设计**

**课程编码：**1760147

**课程名称：**3D打印模型设计

**英文名称：**3D Printing Modeling Design

**课程类型：**学科基础选修课

**学分：** **3**  **总学时：** 48

**面向对象：**设计学专业本科学生

**先修课程：**造型基础A、造型基础B

**考核形式：** 平时成绩+考查

**课程简介：**

“3D打印模型设计”是艺术设计学院为数字媒体艺术专业本科生开设的学科基础选修课。3D打印技术，是一种以数字模型文件为基础，运用粉末状金属或塑料等可粘合材料，通过逐层打印的方式来构造物体的技术。本课程的是以3D打印技术为实现手段，完成艺术设计的前期专业基础课程。教学内容重点：要求学生掌握三维建模的基础知识，并能了解3D打印中模型的特点。教学内容难点：熟练掌握主流的3D打印建模软件。它是数字媒体专业的重要课程，也是其他相关设计课程的基础。

**推荐教材或主要参考书：**

[1]刘然慧著，《3D打印:Geomagic Design X 逆向建模设计实用教程》，化学工业出版社

[2]Amit，Bandyopadhyay·Susmita，Bose 著，王文先 译《3D打印技术与应用》

[3] 宋闯 著，《3D打印建模 打印 上色实现与技巧 ZBrush篇》，机械工业出版社

[4] [美] 乔·米卡勒夫（Joe Micallef） 著，陈启成 译，《3D打印设计入门教程》，机械工业出版社

[5] 周绍印 著，《传奇 ZBrush数字雕刻大师之路》人民邮电出版社

**1760147** **3D Printing Modeling Design**

Course Number: 1760147

Course Title: 3D Printing Modeling Design

English name: 3D Printing Modeling Design

Course Type: Discipline basic elective course

**Credits:** **3** Total Credit Hours: 48

Students: Undergraduate students majoring in design

**Prerequisites:** Modeling Foundation A, Modeling Foundation B

**Evaluation Method:** course participation + evaluation

**Course Description:**

"3D Printing Modeling Design" is a discipline basic elective course offered by the College of Art and Design for undergraduate students majoring in digital media art. 3D printing technology is a technology to construct an object by printing layer by layer with powdery metal or plastic and other adhesive materials on the basis of digital model files. This course is a preliminary specialized basic courses of art design with the means of 3D printing technology. Course focus: Students are required to master the basic knowledge of 3D modeling and understand the characteristics of models in 3D printing. The difficulties of teaching content: Skillfully master mainstream 3D printing modeling software. It is not only an important course of digital media major, but also the basis of other relevant design courses.

**Recommended Textbooks/References:**

[1] Liu Ranhui, 3D Printing: Geomagic Design X Reverse Modeling Design Practical Tutorial, Chemical Industry Press

[2] Amit, Bandyopadyay·Susmita, Bose (Author), Wang Wenxian (Translator), 3D Printing Technology and Application

[3] Song Chuang, 3D Printing Modeling, Printing, Coloring Implementation and Skills, ZBrush, China Machine Press

[4] [USA] Joe Micallef (Author), Chen Qicheng (Translator), Introduction to 3D Printing Design, China Machine Press

[5] Zhou Shaoyin, Way to Legend ZBrush Digital Sculptor Master, Posts and Telecom Press

**1710674 视听原理**

**课程编码：**1710674

**课程名称：**《视听原理》

**英文名称：**Audio-Visual Principle

**课程类型：学科基础选修课**

**学分：** 2 **总学时：** 32

**面向对象：**设计学专业本科生

**先修课程：**无

**考核形式：** 平时成绩+考查

**课程简介：**

《视听原理》课主要讲授影像创作思维方法；作为影像反映生活的艺术方法之一；讲授基本语言的表达：（镜头内部运动、镜头分切、镜头组合、声画关系）。画面形象思维的方法；包含了镜头里表现的内容--人物、行为、环境甚至是对白，即电影的剧作结构，讲授蒙太奇理论思维。作为电影的基本结构手段、叙事方式、镜头、分镜头、场面段落的安排和组合；讲授电影剪辑的集体技巧和方法。

**推荐教材或主要参考书：**

[1] （美）李•R•波布克编著，《电影的元素》，中国电影出版社，1994年10月

[2] 钟大丰，舒哓鸣著，《中国电影史》，中国广播影视出版社，2019年5月

[3]（美）大卫•波德维尔 克里斯汀•汤普森著，范倍译，《世界电影史（第二版）》，北京大学出版社，2017年12月

[4] 区念中、杨德建、黄慰汕著，《中国短片浪潮》，广东人民出版社，2010年7月

[5] 曹恺著，新媒介艺术丛书《记录与实验：DV影像前史》,中国人民大学出版社，2005年11月

[6] （美）Sherri Sheridan著，任秀静、郝佳、刘璐译，《数字短片创作（修订版）》，人民邮电出版社，2012年9月

[7] （美）路易斯•贾内梯（Louis Giannetti）著，焦雄屏译，《认识电影》，北京联合出版公司，2017年4月

**1710674** **Audio-Visual Principle**

Course Number: 1710674

Course Title: Audio-Visual Principle

**English name:** Audio-Visual Principle

**Course Type: **Discipline basic elective course****

**Credits:** 2 **Total Credit** Hours: 32

Students: Undergraduate students majoring in design

Prerequisites: None

**Evaluation Method:** course participation + evaluation

**Course Description:**

Audio-Visual Principle mainly teaches the thinking method of image creation. As one of the artistic methods of life reflected by images, this course teaches basic language expression (internal motion of the lens, lens cutting, lens combination, sound and painting relations). The method of picture image thinking: it contains the contents of the camera---characters, behaviors, environments and even dialogue, i.e. the structure of the film, and the theoretical thinking of montage. Arrange and combine scenes as the basic structural means, narrative mode, lens, footage and scenes; and teach group techniques and methods of film editing.

**Recommended Textbooks/References:**

[1] (USA) Lee R. Popbok, Elements of Film, China Film Press, October 1994

[2] Zhong Dafeng, Shu Xiaoming, Chinese Brief History of Movie, China Radio, Film and Television Press, May 2019

[3] (USA) David Podwell, Kristin Thompson (Author), Fan Bei (Translator), World Brief History of Movie (2nd Edition), Peking University Press, December 2017

[4] Ou Nianzhong, Yang Dejian, Huang Weishan, The New Wave of Chinese Short Films, Guangdong People's Publishing House, July 2010

[5] Cao Kai, New Media Art Series: Record and Experiment: A History of DV Images, China Renmin University Press, November 2005

[6] (USA) Sherri Sheridan (Author), Ren Xiujing, Hao Jia and Liu Lu (Translator), Creation of Digital Short Films (Revision), Posts and Telecom Press, September 2012

[7] (USA) Louis Giannetti (Author), Jiao Xiongping (Translator), Understanding Movies, Beijing United Publishing Company, April 2017

**1760166 UI动效设计**

**课程编码：**1760166

**课程名称：**UI动效设计

**英文名称：**UI Animation Design

**课程类型：**专业选修课

**学分：** 2 **总学时：** 32

**面向对象：**数字媒体艺术专业本科学生

**先修课程：**造型基础A、造型基础B

**考核形式：**平时成绩+考查

**课程简介：**

《UI动效设计》是艺术设计学院为数字媒体艺术专业本科生开设的专业选修课。本课程的任务是教授学生UI动效设计的技能并通过设计实践掌握主要方法。教学内容重点：UI动效设计技能。教学内容的难点：学生通过设计实践灵活掌握UI动效设计方法。目前，动效设计已成为交互产品交互设计和界面设计必不可少的元素之一，也逐渐成为UI设计师的必备能力之一。通过经典的教学案例，由浅入深地练习使用After Effects 制作动效。

通过设计文化的学习、讨论和引导，帮助学生树立设计专业服务于国家文化的目标。培育和践行社会主义核心价值观，教育学生深刻理解社会主义核心价值观的丰富内涵，引导学生把事业理想和道德追求融入国家建设，将社会主义核心价值观内化为精神追求，外化为自觉行动。

**推荐教材或主要参考书：**

[1] 毕康锐. UI动效大爆炸——After Effects移动UI动效制作学习手册. 人民邮电出版社. 2018年08月.

[2] 汪兰川 刘春雷. After Effects 移动UI动效设计 案例精粹. 人民邮电出版社. 2017年06月.

**1760166** **UI Animation Design**

Course Number: 1760166

Course Title: UI Animation Design

English name: UI Animation Design

Course Type: Major elective courses

**Credits:** 2 **Total Credit** Hours: 32

Students: Undergraduate students majoring in digital media

**Prerequisites:** Modeling Foundation A,Modeling Foundation B

**Evaluation Method**: course participation + evaluation

**Course Description:**

UI Animation Design is a specialized elective offered by the College of Art and Design for undergraduate students majoring in digital media art. The main target of this course is to teach students the skills of UI dynamic design and master the main methods through design practice. Course focus: UI animation design skills. The difficulties of teaching content: Students can master UI Animation Design design method flexibly through design methods. At present, animation design has become one of the essential elements of interaction design and interface design of interactive products, and has gradually become a necessary ability of UI designers Through classic teaching cases, practice the motion making effects of After Effects from shallow to deep aspects.

Through the study, discussion and guidance of design culture, help students to set up the goal of design specialty serving national culture. Cultivate and practice socialist core values, educate students to deeply understand the rich connotation of socialist core values, guide students to integrate career ideals and moral pursuit into national construction, and internalize socialist core values into spiritual pursuit and externalize them into conscious action.

**Recommended Textbooks/References:**

[1] Bi Kangrui, UI Motion Explosion - After Effects Mobile UI Motion Creation Tutorial, Posts and Telecom Press, August 2018

[2] Wang Lanchuan, Liu Chunlei, After Effects Mobile UI Design Case Highlights, Posts and Telecom Press, June 2017

**1760167故事创作**

**课程编码：**1760167

**课程名称：**故事创作

**英文名称：**Story Creation

**课程类型：专业选修课**

**学分：** 2 **总学时：** 32

**面向对象：**数字媒体艺术类本科生

**先修课程：**电影简史

**考核形式：** 平时成绩+考查

**课程简介：**

故事创作课是培养数字媒体艺术专业的学生在影像短片和动画短片故事脚本编写上的能力。培养目标是使学生对故事创作主题观念表达方式的探索，了解于故事创作的相关的中国艺术文化、当代观念艺术、国外优秀影视创作等多方面的知识，重视爱国主义教育、弘扬中国精神、树立国家观和自信心，在创作中能吸取多元文化艺术的内容元素，注重培养原创能力、职业素质、有责任感和具备一定的综合能力。该课程是由故事剧作脚本概论、故事的剧作结构、人物角色塑造、故事剧作的改编、不同类型等几个部分组成，学生通过该课程对故事脚本写作有比较全面的学习，通过对相关知识点的讲授和有针对性的练习巩固，从而掌握故事剧本创作的基本规律，达到独立完成故事剧本创作、改编和故事脚本的设定能力，为联合创作和毕业设计打下坚实的基础。

**推荐教材或主要参考书：**

[1] 王乃华，李铁. 《动画编剧》.北京交通大学出版社，2012年12月

[2] 葛竟. 《影视动画剧本创作》. 海洋出版社，2005年2月

**1760167** **Story Creation**

Course Number: 1760167

Course Title: Story Creation

English name: Story Creation

**Course Type: Major elective courses**

**Credits:** 2 **Total Credit** Hours: 32

Students: Undergraduate students majoring in digital media art

Prerequisites: Brief History of Movie

**Evaluation Method:** course participation + evaluation

**Course Description:**

Story Creation is to train the students majoring in digital media art in the video clips and animation short story script writing ability. The main target of this course is to enable students to explore the expression of the theme concept of story creation, understand the knowledge of Chinese art and culture, contemporary conceptual art and foreign excellent film and television creation related to story creation, focus on patriotism education, carry forward the Chinese spirit, establish a national outlook and self-confidence, absorb the content elements of multicultural art in creation, and focus on cultivating the ability of originality professional quality, sense of responsibility and certain comprehensive ability. This course is composed of introduction to story script, story structure, character shaping, adaptation of story script and different types. Through learning this course, students will have a more comprehensive study of story script writing, and consolidate through the teaching of relevant knowledge points and targeted practice, so as to master the basic laws of story script creation, achieve the ability to independently complete the creation, adaptation and setting of story script, and lay a solid foundation for joint creation and graduation design.

**Recommended Textbooks/References:**

[1] Wang Naihua, Li Tie, Animation Scriptwriter, Beijing Jiaotong University Press, December 2012

[2] Ge Jing, Film and Television Animation Script Creation, Ocean Press, February 2005

**1760168 运动规律**

**课程编码：**1760168

**课程名称：**运动规律

**英文名称：**Motion Law

**课程类型：**专业选修课

**学分：**2 **总学时：** 32

**面向对象：**数字媒体艺术方向本科生

**先修课程：动画基础**

**考核形式：**平时成绩+考查

**课程简介：**

运动规律是艺术设计学院为数字媒体艺术专业本科生开设的专业选修课程。本课程的任务是进行动画运动规律的系统训练。教学内容重点：运动规律的掌握。教学内容的难点：动作设计。

通过讲授传统的二维手绘动画技术原理、分析自然界的运动规律及生物体运动的基本原理，观摩分析动画案例、进行绘制训练，使学生了解二维动画原动画工作流程，熟练运用动画工具，掌握物体运动规律，可以绘制出形态、动态、节奏正确的动画。本课程为动画下一个阶段,将为数字媒体专业后续的专业课程奠定视觉表现基础。

**推荐教材或主要参考书：**

[1] 《动画师生存手册》，[美] 理查德·威廉姆斯 编著，faber&faber，2002

[2]《动画基础教程》[日] 动画六人之会编著，中国青年出版社，2005年9月。

[3]《动画师之路——经典动画原理学习手册》 王博编著，人民邮电出版社，2019年

**1760168** **Motion Law**

Course Number: 1760168

Course Title: Motion Law

English name: Motion Law

Course Type: Major elective courses

Credits: 2 Total Credit Hours: 32

Students: Undergraduate students majoring in digital media art

**Prerequisites: Basis on Animation**

**Evaluation Method**: course participation + evaluation

**Course Description:**

Motion Law is a specialized elective offered by the College of Art and Design for undergraduate students majoring in digital media art. The main target of this course is to carry on the systematic training of animation motion law. Course focus: Motion Law of motion. The difficulties of teaching content: Motion design.

By teaching the technical principle of traditional two-dimensional hand drawing animation, analyzing the motion law of nature and the basic principle of biological movement, observing and analyzing animation cases and drawing training, students can understand the original animation workflow of two-dimensional animation, skillfully use animation tools and master the motion law of objects, so as to draw animation with correct shape, dynamics and rhythm. This course is the next stage of animation, which will lay the foundation of visual performance for the subsequent professional courses of digital media major.

**Recommended Textbooks/References:**

[1] [USA] Richard Williams, The Animator's Survival Kit, faber&faber, 2002

[2] [Japan] Animation Six-person Meeting, Basic Animation Tutorial, China Youth Publishing House, September 2005

[3] Wang Bo, The Way of Animator---A Learning Manual for the Principles of Classic Animation, Posts and Telecom Press, 2019

**1760169 3D打印艺术设计**

**课程编码：**1760169

**课程名称：**3D打印艺术设计

**英文名称：**3D Printing Art design

**课程类型：**专业选修课

**学分：** **3**  **总学时：** 48

**面向对象：**数字媒体艺术专业本科学生

**先修课程：**造型基础A、造型基础B

**考核形式：**平时成绩+考查

**课程简介：**

“3D打印艺术设计”是艺术设计学院为数字媒体艺术专业本科生开设的专业选修课。本课程是一门设计创新类课程，课程内容主要涉及艺术设计、加工等相关知识。

教学重点和难点：通过本课程的学习，目的是激发学生创新设计的创作灵感，重点培养学生的创新意识、创新设计能力及实践能力等。通过学习3D打印技术、三维设计、逆向设计等相关知识，掌握3D打印制作的方法，将传统设计方案应用现代的制作方法表现出来，并在此过程中不断培养学生的创新意识、创新设计能力及实践能力，以做中学的方式进行课程学习，有效激发了学生的学习兴趣和创新意识。通过3D打印技术设计艺术作品，培养爱国精神、创新意识、钻研、抗挫折能力、吃苦精神、团队合作；通过分析3D打印的艺术品、3D打印工艺等，培养质量意识、规范意识、责任心、科学精神、环保意识、爱国精神、工匠精神；培养学生树立工匠意识，增强爱国情怀；它是数字媒体专业的重要实践专业课程。

**推荐教材或主要参考书：**

[1]王晓燕，朱琳 著，《3D打印与工业制造》，机械工业出版社

[2]Amit，Bandyopadhyay·Susmita，Bose 著，王文先 译《3D打印技术与应用》

[3] 张盛 著，《数字雕塑技法与3D打印》， 清华大学出版社

[4] 李维，邹慧君 著，《趣谈创意实现的3D打印》，高等教育出版社

[5] 周绍印 著，《传奇 ZBrush数字雕刻大师之路》人民邮电出版社

**1760169 3D Printing Art design**

Course Number: 1760169

Course Title:3D Printing Art design

English name: 3D Printing Art design

Course Type: Major elective courses

**Credits:** **3** Total Credit Hours: 48

Students: Undergraduate students majoring in digital media

**Prerequisites:** Modeling Foundation A,Modeling Foundation B

**Evaluation Method**: course participation + evaluation

**Course Description:**

“3D Printing Art design” is a specialized elective offered by the College of Art and Design for undergraduate students majoring in digital media art. This course is a design innovation course mainly involving art design, processing and other related knowledge.

Key points and difficulties of teaching: This course aims to stimulate students' creative inspiration for creative design and cultivate students' consciousness of innovation, innovative design ability and practice ability and so on. Through learning 3D printing technology, 3D design and reverse design knowledge, master 3D printing method, present the traditional design scheme by modern production methods, constantly cultivate students' consciousness of innovation, innovative design ability and practice ability in the process, learn the course in the practice and effectively inspire students' study interest and consciousness of innovation. Design artworks by 3D printing technology to cultivate patriotism, innovation consciousness, study, anti-setback ability, bearing hardships and teamwork; analyze artworks by 3D printing and 3D printing technology to cultivate quality consciousness, standard consciousness, sense of responsibility, scientific spirit, environmental awareness, patriotism and craftsman spirit; and train students to establish craftsman consciousness and enhance patriotism. It's an important practice course of digital media major.

**Recommended Textbooks/References:**

[1] Wang Xiaoyan, Zhu Lin, 3D Printing and Industrial Manufacture, China Machine Press

[2] Amit, Bandyopadyay·Susmita, Bose (Author), Wang Wenxian (Translator), 3D Printing Technology and Application

[3] Zhang Sheng, Digital Sculpture Techniques and 3D Printing, Tsinghua University Press

[4] Li Wei, Zou Huijun, Build Your Imagination Up with 3D Printing, Higher Education Press

[5] Zhou Shaoyin, Way to Legend ZBrush Digital Sculptor Master, Posts and Telecom Press

**1760170三维动画**

**课程编码：**1760170

**课程名称：**三维动画

**英文名称：**3D Animation

**课程类型：**专业选修课

**学分：** 2 **总学时：** 32

**面向对象：**数字媒体艺术专业本科生

**先修课程：**造型基础A、造型基础B

**考核形式：**平时成绩+考查

**课程简介：**

《三维动画》是数字媒体艺术专业的专选修课。在第六学期进行。2学分32学时，三维动画是学习三维动画制作流程和制作工具的专业课程，主要学习三维软件的基本操作、UV整理、贴图、基础动画、骨骼动画、灯光效果、渲染成品以及影视后期的基本知识。通过本课程学习，学生能了解动画制作的完整流程并运用三维软件制作完整的爱祖国、具有家国情怀的三维动画作品，鼓励以祖国建设为背景的设计理念、创作具有家国情怀的艺术作品，将理想 信念、行为规范、道德品质、家国情怀、职业素养、社会责任、民族 自信、工匠精神、思维方法、人文修养，以及“爱国、创新、包容等理念融入作品。

**推荐教材或主要参考书：**

[1] 王玉敏 刘有亮. 3ds Max 2015中文版完全自学一本通[M]. 电子工业, 2015.

[2] 何勇. 水晶石技法--3DS MAX 2014动画制作高手之道(上卷)(第2版)(含光盘[M]. 人民邮电, 2014.

**1760170** **3D Animation**

Course Number: 1760170

Course Title: 3D Animation

**English name:** 3D Animation

Course Type: Major elective courses

**Credits:** 2 **Total Credit** Hours: 32

Students: Undergraduate students majoring in digital media

**Prerequisites:** Modeling Foundation A,Modeling Foundation B

**Evaluation Method**: course participation + evaluation

**Course Description:**

3D Animation is a major elective for students majoring in digital media art conducted in semester 6. With 2 credits and 32 credit hours, 3D animation is a professional course to learn 3D animation production process and tools. This course focuses on basic operation of 3D software, UV finishing, texturing, basic animation, bone animation, lighting effects, rendering finished products and post-production of film and television and other basic knowledge. Through learning this course, students can understand the whole process of animation production, and use 3D software to complete 3D animation works with the feelings of home and country, encourage the design concept with the construction of the motherland as the background and create art works with the feelings of home and country, and integrate ideals and beliefs, code of conduct, moral quality, feelings of home and country, professional quality, social responsibility, national self-confidence, craftsman spirit, thinking method and humanistic cultivation, and the ideas of "patriotism, innovation and tolerance" are integrated into the works.

**Recommended Textbooks/References:**

[1] Wang Yumin, Liu Youliang, 3ds Max 2015 Chinese Version Self-study Manual [M], Electronic Industry Press, 2015.

[2] He Yong, The Crystal Stone Technique -- 3DS MAX 2014 Animation Production Master (Volume I) (2nd Edition) (including CD) [M], Posts and Telecom Press, 2014

**1760171光线与造型研究**

**课程编码：1760171**

**课程名称：**光线与造型研究

**英文名称：**Lighting and Modelling Study

**课程类型：**专业选修课

**学分： 2.0 总学时： 32**

**面向对象：**数字媒体艺术专业本科生

**先修课程：数字摄影摄像**

**考核形式：**平时成绩+考查

**课程简介：**

摄影是光线艺术，用光与造型体现摄影艺术创意的实现。对光线和造型地研究是理论和实践结合的摄影基础技能。课程内容包括摄影实践中用光、造型、光影间的关系、气氛营造、创意表达与后期制作等相关内容。

本课程用光与造型两部分研究内容有机结合，围绕曝光规律、光线性质、自然光与人工光源的特点、相关设备、布光技巧、布光原则、质感表现、形体塑造为教学主线；以摄影用光与造型的观念认识、功用选择、规律原理、技艺手段、设计创意和操作实践为主要内容，理论结合实践，围绕摄影用光与造型基础原理展开创意思考，并通过规定一定数量与主题的实践操作，把所学知识转化为专业基本技能。

**推荐教材或主要参考书：**

[1] 美国纽约摄影学院编著. 《纽约摄影学院教材》.中国摄影出版社，2001年5月

[2] 邱志杰著. 《摄影之后的摄影》.中国人民大学出版社，2005年11月

[3] 苏珊·桑塔格著. 《论摄影》.上海译文出版社，2008年1月

**1760171****Lighting and Modelling Study**

Course Number: **1760171**

Course Title: Lighting and Modelling Study

English name: Lighting and Modelling Study

**Course Type:** Major elective courses

**Credits: 2.0 Total Credit Hours: 32**

Students: Undergraduate students majoring in digital media

Prerequisites:**Digital Photography**

**Evaluation Method**: course participation + evaluation

**Course Description:**

Photography is the art of light, light and modeling reflect the realization of photography artistic creativity. The study of light and shape is foundation for photography skill combining theory and practice. The course includes light, modeling, the relationship between light and shadow, atmosphere, creative expression and post production in photography practice.

By organic combination of Lighting and Modelling Study, this course focuses on the exposure law, the nature of light, the characteristics of natural light and artificial light, related equipment, lighting techniques, lighting principles, texture performance and shaping. The teaching contents of this course include the concept of photography light and modeling, the choice of function, the principle of law, the means of art, design creativity and operation practice. Combining theory with practice, carry out creative thinking around the basic principles of photography light and modeling, and transform the learned knowledge into professional basic skills by a certain number of practical operations and themes.

**Recommended Textbooks/References:**

[1] New York Institute of Photography, Textbook of New York Institute of Photography, China Photography Publishing House, May 2001

[2] Qiu Zhijie, Photography after Photography, China Renmin University Press, November 2005

[3] Susan Sontag, On Photography, Shanghai Translation Publishing House, January 2008

**1760164 数字媒体技术**

**课程编码：**1760164

**课程名称：**数字媒体技术

**英文名称：Digital Media Technology**

**课程类型：**专业选修课

**学分：** 2 **总学时：** 32

**面向对象：**数字媒体艺术专业本科生

**先修课程：数字摄影与摄像**、**动态影像创意**、**交互设计原理**

**考核形式：** 平时成绩+考查

**课程简介：**

数字媒体技术课程是艺术设计学院为数字媒体艺术专业本科生开设的专业选修课。本课程的内容是对相关先修课程中所学软件知识的扩充和提高，并为后续的互动装置课程认识编程知识。本课程教学重点是了解Arduino单片机的基础知识和应用方法。了解单片机工作原理，学习使用计算机语言实现视觉表达的思维模式，讲授简单的编程案例，读懂常用的程序代码；初步了解Processing语言。教学内容难点是了解Arduino的工作原理，以及互动装置的设计原理，包括输入和输出系统。引导了解数字媒体这一新兴板块，为将来实践创作数字媒体和互动装置作品奠定一定的编程基础。

**推荐教材或主要参考书：**

[1] [陈吕洲](http://search.dangdang.com/?key2=%B3%C2%C2%C0%D6%DE&medium=01&category_path=01.00.00.00.00.00)，Arduino程序设计基础（第2版），北京航空航天大学出版社出版，2015年03月

[2][美]西蒙·蒙克，张懿译，Arduino编程从零开始使用C和C++(第2版)，清华大学出版社2018年07月

[3][美]Massimo Banzi Michael Shiloh，爱上Arduino 第3版，人民邮电出版社，2016年03月

[4] [美] [约翰·白赫泰](http://search.dangdang.com/?key2=%D4%BC%BA%B2%A1%A4%B0%D7%BA%D5%CC%A9&medium=01&category_path=01.00.00.00.00.00) ([John](http://search.dangdang.com/?key2=John&medium=01&category_path=01.00.00.00.00.00) [Baichtal](http://search.dangdang.com/?key2=Baichtal&medium=01&category_path=01.00.00.00.00.00))Arduino从入门到精通：创客必学的13个技巧，机械工业出版社，2016年11月

[5]任远，Processing创意编程生成设计|数据可视化|声音可视化，清华大学出版社出版，2019年10月

**1760164 Digital Media Technology**

Course Number: 1760164

Course Title: Digital Media Technology

English name: **Digital Displaying Techniques**

Course Type: Major elective courses

**Credits:** 2 **Total Credit** Hours: 32

Students: Undergraduate students majoring in digital media

Prerequisites: **Digital Photography**, **Dynamic Image Creation**, **Interaction Design Principle**

**Evaluation Method:** course participation + evaluation

**Course Description:**

Digital Media Technology is a specialized elective offered by the College of Art and Design for undergraduate students majoring in digital media art. This course is to expand and improve the software knowledge learned in the relevant prerequisites and understand the programming knowledge for the subsequent interactive device courses. This course focuses on understanding the basic knowledge and application method of Arduino singlechip. Understand the working principle of singlechip, learn the thinking mode of using computer language to realize visual expression, teach simple programming cases, and read common program codes; preliminarily understand the Processing language. The difficulties of teaching contents are described as followings: understand the working principle of Arduino, design principle of interactive device including input and output system. Guide students to understand the emerging plate-digital media, laying a certain programming foundation for the future practice of creating digital media and interactive installation works.

**Recommended Textbooks/References:**

[1] [Chen Lvzhou](http://search.dangdang.com/?key2=%B3%C2%C2%C0%D6%DE&medium=01&category_path=01.00.00.00.00.00), Foundation of Arduino Programming Design (2nd Edition), Beijing University of Aeronautics and Astronautics Press, March 2015

[2] [USA] Simon Munk (Author), Zhang Yi (Translator), Arduino Programming Using C and C++ from Scratch (2nd Edition), Tsinghua University Press, July 2018

[3] [USA] Massimo Banzi Michael Shiloh, Love Arduino (3rd Edition), Posts and Telecom Press, March 216

[4] [USA] [John](http://search.dangdang.com/?key2=Լ%BA%B2%A1%A4%B0׺%D5̩&medium=01&category_path=01.00.00.00.00.00) Baichtal, [Arduino](http://search.dangdang.com/?key2=John&medium=01&category_path=01.00.00.00.00.00) from [Beginner](http://search.dangdang.com/?key2=Baichtal&medium=01&category_path=01.00.00.00.00.00) to Master: 13 Skills for Creators, China Machine Press, November 2016

[5] Ren Yuan, Processing Creative Programming Generation Design | Data Visualization | Sound Visualization, Tsinghua University Press, October 2019

**1760165数字建模**

**课程编码：**1760165

**课程名称：**数字建模

**英文名称：**Digital Modelling

**课程类型：**专业选修课

**学分：** 3 **总学时：** 48

**面向对象：**数字媒体艺术专业本科生

**先修课程：**造型基础A、造型基础B

**考核形式：**平时成绩+考查

**课程简介：**

数字建模是专业选修课，在第六学期进行，3学分48学时，本课程协助学生了解、掌握三维制作软件3DSMAX的基本工作流程、各种建模手段、3DSMAX的材质和贴图表现手法、基本的特效和大气效果、灯光和摄像机的使用、渲染与输出等。以实训方式进行，主要解决学生在三维建筑模型、工业产品模型、人物模型等方面的能力，鼓励以祖国建设为背景的设计理念、创作具有家国情怀的艺术作品，将理想 信念、行为规范、道德品质、家国情怀、职业素养、社会责任、民族 自信、工匠精神、思维方法、人文修养，以及“爱国、创新、包容等理念融入作品。

**推荐教材或主要参考书：**

**[1]施爱国.《3DS MAX三维世界的光与景》.北京希望电子出版社**

**[2]《火星人·白金手册·3ds Max8》.北京科海电子出版社**

**1760165** **Digital Modeling**

Course Number: 1760165

Course Title: Digital Modeling

**English name:** Digital Modelling

Course Type: Major elective courses

**Credits:** 3 **Total Credit** Hours: 48

Students: Undergraduate students majoring in digital media

**Prerequisites:** Modeling Foundation A,Modeling Foundation B

**Evaluation Method**: course participation + evaluation

**Course Description:**

Digital Modeling is a specialized elective course conducted in semester 6, with 3 credits and 48 credit hours. This course helps students to understand and master basic operation process of 3D production software 3DSMAX, various modeling means, 3DSMAX textures and texturing techniques, basic special effects and atmospheric effects, lighting and camera use, rendering and output, etc. By practice, this course mainly cultivates students' ability of designing 3D architectural model, industrial product model, character model, etc., It encourages the design concept with the background of motherland construction to create artworks with patriotism, and integrate ideal and belief, code of conduct, moral quality, family and country feelings, professional quality, social responsibility, national confidence, craftsman spirit, thinking method, cultural accomplishment, as well as patriotism, innovation, tolerance and other concepts into the work.

**Recommended Textbooks/References:**

**[1] Shi Aiguo, 3DS MAX 3D world of Light and Scenery, Beijing Hope Electronic Press**

**[2] Martian·Platinum Manual·3ds Max8, Beijing Kehai Electronic Press**

**1760172经典数字艺术作品研究**

**课程编码：**1760172

**课程名称：**经典数字艺术作品研究

**英文名称：**Study on Classic Digital Art Works

**课程类型：**专业选修课

**学分：** 2 **总学时：** 32

**面向对象：**数字媒体艺术专业本科生

**先修课程：**电影简史、数字媒体艺术概论

**考核形式：** 平时成绩+考查

**课程简介：**

本课程是数字媒体专业选修课，2学分32 学时,本课程主要是引导学生结合造型基础和大师研究等课程，搜集和学习大量中、美、日、欧等国数字艺术作品案例，尤其关注其中经典数字艺术作品中的动漫卡通造型，并在此基础上，深入研究不同国家数字艺术作品的不同风格的造型原理和制作技巧，借鉴本土文化和多元文化的精华，使想象力和创造力得到最大的发挥，也为后续的动漫游戏衍生品设计和项目课程做一些铺垫。培养学生正确的思想政治倾向和情感价值观，启发艺术灵感使学生能够创作出一系列有个性、有思想内涵的数字艺术造型。

**推荐教材或主要参考书：**

[1] 秦明亮，《动画造型与设计艺术》，中国人民大学出版社，2005年11月

[2] （美）汤姆 班克罗夫特，《动画角色设计：造型 表情 姿势 动作 表演》，清华大学出版社，2018年7月

[3]薛燕平，《世界动画电影大师》中国传媒大学出版社，2005年1月

[4]薛燕平，《非主流动画电影 历史流派大师》，中国传媒大学出版社，2018年3月第3版

**1760172** **Study on Classic Digital Art Works**

Course Number: 1760172

Course Title: Study on Classic Digital Art Works

English name: Study on Classic Digital Art Works

Course Type: Major elective courses

**Credits:** 2 **Total Credit** Hours: 32

Students: Undergraduate students majoring in digital media

Prerequisites: Brief History of Movie, Introduction to Digital Media Arts

**Evaluation Method:** course participation + evaluation

**Course Description:**

This course is a elective course of digital media major with 2 credits and 32 credit hours. This course focuses on leading students to collect and study a large number of cases of digital art works in China, the United States, Japan, Europe and other countries in combination with basic modeling and master research courses, pay special attention to the animation and cartoon modeling in classic digital art works, and on this basis, deeply study the modeling principles and production skills of different styles of digital art works in different countries, drawing on the essence of local culture and multiculturalism, maximize imagination and creativity, and lay a foundation for subsequent ACG derivative design and project courses. Cultivate students' correct ideological and political tendency and emotional values, inspire artistic inspiration, so that students can create a series of digital art modeling with personality and ideological connotation.

**Recommended Textbooks/References:**

[1] Qin Mingliang, Animation Modeling and Design Art, China Renmin University Press, November 2005

[2] (USA) Tom Bancroft, Character Mentor Learn by Example to Use Expressions, Poses and Staging to Bring Your Characters to Life, Tsinghua University Press, July 2018

[3] Xue Yanping, World Animated Film Master, China Renmin University Press, January 2005

[4] Xue Yanping, Non-mainstream Animated Film, Master of Historical Schools, Communication University of China Press, 3rd Edition, March 2018

**1760173动漫游戏衍生品设计**

**课程编码：**1760173

**课程名称：**动漫游戏衍生品设计

**英文名称：**ACG Derivative Design

**课程类型：**专业选修课

**学分：** 2 **总学时：** 32

**面向对象：**数字媒体艺术专业本科生

**先修课程：**动画基础、设计思维

**考核形式：** 平时成绩+考查

**课程简介：**

动漫游戏衍生品设计是艺术设计学院为数字媒体艺术设计专业本科生开设的专业选修课类型。本课程的任务是在理论讲解基础上，通过一定的市场调查和观摩大量优秀范例、结合以往相关课程所学内容进行动漫游戏衍生品设计。培养学生从产品设计的整体概念出发，将动漫游戏造型与市场情况及衍生产品设计原则和方法结合，进行周边衍生产品设计开发。教学内容重点：动漫游戏衍生品设计的设计概述及创意原则。教学内容的难点：动脉游戏衍生品设计流程及方法。

动漫游戏衍生品设计课程在学生前期学习具有一定卡通动漫造型能力的基础上，培养学生对动漫游戏作品商业价值的分析能力，了解动画造型在影视、广告、媒体、游戏、产品等多方面领域的衍生开发设计应用。基本掌握针对不同的商业需求方向，设计不同的动画造型，进行衍生产品开发的原则和方法以及流程。

**推荐教材或主要参考书：**

**[1] 陈苑、任佳盈，动画衍生产品设计，华东师范大学出版社，2016年1月**

**[2] 杜秀玲、毕圣囡，动漫衍生产品设计，东南大学出版社，2015年4月**

**1760173** **ACG Derivative Design**

Course Number: 1760173

Course Title: ACG Derivative Design

English name: ACG Derivative Design

Course Type: Major elective courses

**Credits:** 2 **Total Credit** Hours: 32

Students: Undergraduate students majoring in digital media

**Prerequisites:** Basis on Animation, Design Thinking

**Evaluation Method:** course participation + evaluation

**Course Description:**

ACG Derivative Design is a specialized elective offered by the College of Art and Design for undergraduate students majoring in digital media art. The main target of this course is to design animation game derivatives on the basis of theoretical explanation, through certain market research and observing a large number of excellent examples, combined with the contents learned in previous relevant courses. Train students to design and develop peripheral derivative products by combining animation game modeling with market conditions and derivative product design principles and methods based on the overall concept of product design. Course focus: Design overview and creative principles of ACG Derivative Program. The difficulties of teaching content: Design procedures and methods of ACG Derivative Program.

ACG Derivative Design aims to cultivate students' ability to analyze the commercial value of animation games, and understand the derivative development, design and application of animation modeling in film and television, advertising and media, on the basis of certain cartoon modeling ability learned in early study. Basically master the principles, methods and processes of designing different animation shapes and developing derivative products according to different business needs.

**Recommended Textbooks/References:**

**[1] Chen Yuan, Ren Jiaying, Animation Derivative Product Design, East China Normal University Press, January 2016**

**[2] Du Xiuling, Bi Shengnan, Animation Derivative Product Design, Southeast University Press, April 2015**

**1760174动漫游戏衍生品项目**

**课程编码：**1760174

**课程名称：**动漫游戏衍生品项目

**英文名称：**ACG Derivative Program

**课程类型：**专业选修课

**学分：** 2 **总学时：** 32

**面向对象：**数字媒体艺术专业本科生

**先修课程：**动画基础、设计思维

**考核形式：** 平时成绩+考查

**课程简介：**

动漫游戏衍生品项目是专业选修课，2学分32学时，是重要的组成部分。在前期动漫游戏衍生品设计课程的基础上，培养学生从衍生品设计环节入手，将设计中涉及的设计思维、创意设计等内容结合实际项目进行深入探讨的能力，继而展开衍生品的设计开发和制作。

本课程在理论讲授和教师启发引导的基础上，结合实际项目，以设计实践为主展开教学。课程在理论讲解的基础上，通过一定的市场调查和观摩分析大量优秀范例、结合以往相关课程所学内容，进行动漫游戏衍生品的设计。培养学生从产品设计的整体概念出发，进行周边衍生品的设计和制作的能力。

**推荐教材或主要参考书：**

**[2] 陈琼，文化IP在无形资产中创造文化价值，中国电影出版社，2017年8月**

**[3] 文化部文化司，文化文物单位文化创意产品开发案例集，文化艺术出版社，2018年1月**

**[3] 周承君、何章强、袁诗群，文创产品设计，化学工业出版社，2019年9月**

**1760174** **ACG Derivative Program**

Course Number: 1760174

Course Title: ACG Derivative Program

English name: ACG Derivative Program

Course Type: Major elective courses

**Credits:** 2 **Total Credit** Hours: 32

Students: Undergraduate students majoring in digital media

**Prerequisites:** Basis on Animation, Design Thinking

**Evaluation Method:** course participation + evaluation

**Course Description:**

ACG Derivative Program is a specialized elective course with 2 credits and 32 credit hours, and it's an important part. On the basis of ACG Derivative Design in early stage, cultivate students' ability to conduct in-depth discussion on the design thinking and creative design involved in the design with the actual project, and then carry out the design, development and production of derivatives.

This course is conducted on the basis of theory teaching and teachers' guidance as per actual project, with design practice as the core. The main target of this course is to design animation game derivatives on the basis of theoretical explanation, through certain market research and observing and analyzing a large number of excellent examples, combined with the contents learned in previous relevant courses. Cultivate students' ability to design and make peripheral derivatives from the overall concept of product design.

**Recommended Textbooks/References:**

**[2] Chen Qiong, Cultural IP Creating Cultural Value in Intangible Assets, China Film Press, August 2017**

**[3] Department of Culture of the Ministry of Culture, Collection of Cultural and Creative Product Development Cases of Cultural Relics Units, Culture and Art Publishing House, January 2018**

**[3] Zhou Chengjun, He Zhangqiang, Yuan Shiqun, Cultural and Creative Product Design, Chemical Industry Press, September 2019**

**1760175数字媒体创意思维实训**

**课程编码：**1760175

**课程名称：**数字媒体创意思维实训

**英文名称：**Digital Media Creation Thinking Training

**课程类型：专业选修课**

**学分：** 2 **总学时：** 32

**面向对象：**数字媒体艺术专业本科生

**先修课程：**造型基础A、造型基础B

**考核形式：** 平时成绩+考查

**课程简介：**

数字媒体创意思维实训是是艺术设计学院为数字媒体艺术专业本科生开设的专业选修课。本课程的任务是培养学生创造性思维方法以及表现手段。教学内容重点：应用手段技巧及综合使用相关软件表现创作意图的能力。教学内容难点：通过创意设计理论与优秀创意作品的分析,使学生掌握创意设计的基本思维方法。

**推荐教材或主要参考书：**

**[1]《习近平总书记在文艺工作座谈会上的重要讲话学习读本》**.**2015年10月**

**[2]** 于景编著，《开启跨跨界思维-设计基础训练》，清华大学出版社

**[3]** 杰姆·克劳斯著，《创意火花》，安徽美术出版社

**[4]** 萨姆·哈里森著，《怎样发现设计创意》,上海人民美术出版社

**1760175** **Digital Media Creation Thinking Training**

Course Number: 1760175

Course Title: Digital Media Creation Thinking Training

English name: Digital Media Creation Thinking Training

**Course Type: Major elective courses**

**Credits:** 2 **Total Credit** Hours: 32

Students: Undergraduate students majoring in digital media

**Prerequisites:** Modeling Foundation A,Modeling Foundation B

**Evaluation Method:** course participation + evaluation

**Course Description:**

Digital Media Creation Thinking Training is a specialized elective offered by the College of Art and Design for undergraduate students majoring in digital media art. The main target of this course is to cultivate students' creative thinking methods and means of expression. Course focus: The ability to demonstrate creative intention by means of application skills and integrated use of relevant software. The difficulties of teaching content:Enable students to master the basic thinking method of creative design through the analysis of creative design theory and excellent creative works.

**Recommended Textbooks/References:**

**[1] General Secretary Xi Jinping's Important Speech at the Symposium on Literary and Artistic Work, October 2015**.

**[2]** Yu Jing, Open Cross-border Thinking Design of Based Training, Tsinghua University Press

**[3]** Jim Krause, Creative Sparks, Anhui Fine Arts Publishing House

**[4]** Sam Harrison, How to Find Your Next Great Ideas, Shanghai People's Fine Arts Publishing House

**1710556新生研讨课**

**课程编码：**1710556

**课程名称：**新生研讨课

**英文名称：**Freshmen Seminar Course

**课程类型：**自主课程

**学分：** 1.0 **总学时：** 16

**面向对象：**设计学专业本科一年级学生

**先修课程：**无

**考核形式：**平时成绩+考查

**课程简介：**

“新生研讨课”是面对设计学类专业本科一年级学生开设的自主课程，是一门小组专题讨论课程。主要教学方式是先由任课教师介绍学科特征、课程设置、学习方法等，然后成立讨论小组，就某一专题展开讨论，根据讨论结果撰写报告，研讨也可就某一专业课题展开。本课程没有固定教材，但要求学生对所选专业方向有所了解，开设专题主要涉及学科、专业课题研讨和学习方法、学业规划研讨，，教师可根据新生的实际情况适当调整专题。本课程帮助大一新生尽快适应大学生活、尽快进入专业学习状态，培养学生对专业的兴趣，培养科学的思维方法和独立思考、分工协作、交流表达、写作阐述等能力。同时引导当代大学生树立良好的世界观、人生观价值观，价值观，道德观，法制观，加强自身的道德修养。

**推荐教材或主要参考书：**

[1] 中央美术学院人文学院美术史系外国史教研室.《中国美术简史》《外国美术简史》.中国青年出版社，2014年9月

[2] 沈爱凤.《中外设计史》.中国纺织出版社，2014年12月

[3] 王受之.《世界现代设计史》.中国青年出版社，2015年12月

[4] [陆江艳](https://www.amazon.cn/s/ref%3Ddp_byline_sr_ebooks_1?ie=UTF8&field-author=%E9%99%86%E6%B1%9F%E8%89%B3&text=%E9%99%86%E6%B1%9F%E8%89%B3&sort=relevancerank&search-alias=digital-text).《设计的边界》.东南大学出版社， 2016年1月

[5] [丘木生](https://www.amazon.cn/s/ref%3Ddp_byline_sr_ebooks_1?ie=UTF8&field-author=%E4%B8%98%E6%9C%A8%E7%94%9F&text=%E4%B8%98%E6%9C%A8%E7%94%9F&sort=relevancerank&search-alias=digital-text).《大学生职业生涯规划与管理》.暨南大学出版社， 2015年10月

**1710556 Freshmen Seminar Course**

Course Number: 1710556

Course Title: Freshmen Seminar Course

English name: Freshmen Seminar Course

**Course Type:** Independent Courses

**Credits:** 1.0 **Total Credit** Hours: 16

**Students:**  Undergraduate students (freshman) majoring in design

Prerequisites: None

**Evaluation Method**: course participation + evaluation

**Course Description:**

"Freshmen Seminar Course" is an independent course for freshmen majoring in design, and it is a group discussion course. The main teaching methods: first, the teacher will introduce the subject characteristics, curriculum, learning methods, etc., and then set up a discussion group to discuss a special topic, write a report according to the discussion results, and the discussion can also be carried out on a professional topic. There are no fixed textbooks for this course, but students are required to have an understanding of the selected professional direction. The topics mainly involve discipline, professional topic discussion, learning methods and academic planning discussion. Teachers can adjust the topics appropriately according to the actual situation of freshmen. This course helps freshmen to adapt to college life as soon as possible, enter the professional learning state as soon as possible, cultivates students' interest in the major and cultivates scientific thinking methods and independent thinking, division of labor, communication, expression, writing and exposition. Meanwhile, guide contemporary college students to establish a good world outlook, outlook on life values, values, morality, legal concept and strengthen their own moral accomplishment.

**Recommended Textbooks/References:**

[1] Department of Art History, School of Humanities, Central Academy of Fine Arts, A Brief History of Chinese Art, A Brief History of Foreign Art, China Youth Publishing House, September 2014

[2] Shen Aifeng, Chinese and Foreign History of Design, China Textile Press, December 2014

[3] Wang Shouzhi, A History of Modern Design, China Youth Publishing House, December 2015

[4] [Lu Jiangyan](https://www.amazon.cn/s/ref%3Ddp_byline_sr_ebooks_1?ie=UTF8&field-author=陆江艳&text=陆江艳&sort=relevancerank&search-alias=digital-text), Design Boundary, Southeast University Press, January 2016

[5] [Qiu Musheng](https://www.amazon.cn/s/ref%3Ddp_byline_sr_ebooks_1?ie=UTF8&field-author=丘木生&text=丘木生&sort=relevancerank&search-alias=digital-text), Career Planning and Management of College Students, Ji'nan University Press, October 2015

**1760176 数字媒体前沿**

**课程编码：**1760176

**课程名称：**数字媒体前沿

**英文名称：**Digital Media Frontier

**课程类型：**自主课程

**学分：** 1 **总学时：** 16

**面向对象：**数字媒体艺术专业本科生

**先修课程：**无

**考核形式：**平时成绩+考查

**课程简介：**

本课程旨在使学生了解数字媒体领域的最新发展状况，包括数字媒体最新应用形式、应用领域、传播平台、传播形式、支撑技术、硬件设备、设计方法、设计理论等。通过对一些经典应用案例和创新技术、产品的分析，结合参观展览、资料收集、小组讨论等方式，使学生对数字媒体领域的最新现状有所了解，积极思考数字媒体领域发展趋势，开阔设计视野，激发深入学习的兴趣，提升学习能力和创新设计能力，增强创新意识和培养创新价值观，为毕业设计和将来就业奠定基础。

**推荐教材或主要参考书：**

[1] [美] 董庆文，边巍，韦济木，陈卓 著.《美国新媒体教育与研究前沿》. 中国传媒大学出版社. 2018年09月

[2] **鲍虎军，章国锋，秦学英. 《增强现实：原理、算法与应用》. 科学出版社. 2019年09月**

**1760176** **Front Edge of Digital Media Study**

Course Number: 1760176

Course Title: Front Edge of Digital Media Study

English name: Digital Media Frontier

**Course Type:** Independent Courses

**Credits:** 1 **Total Credit** Hours: 16

Students: Undergraduate students majoring in digital media

Prerequisites: None

**Evaluation Method**: course participation + evaluation

**Course Description:**

This course aims to enable students to understand the latest development of digital media, including the latest application form, application field, communication platform, communication form, supporting technology, hardware equipment, design methods, design theory and so on. Through the analysis of some classic application cases and innovative technologies and products, combined with visiting exhibitions, data collection, group discussion and so on, enable students to understand the latest situation in the field of digital media, actively think about the development trend in the field of digital media, broaden their design vision, stimulate their interest in in-depth learning, improve their learning ability and innovative design ability, enhance their innovative consciousness and cultivate innovative values, and lay a foundation for graduation design and future employment.

**Recommended Textbooks/References:**

[1] [USA] Dong Qingwen, Bian Wei, Wei Jimu, Chen Zhuo, Frontier of New Media Education and Research in the United States, Communication University of China Press, September 2018

[2] **Bao Hujun, Zhang Guofeng, Qin Xueying, Augmented Reality: Principals, Algorithms and Applications, Science Press, September 2019**

**1760065 专业论文写作课**

**课程编码：**1760065

**课程名称：**专业论文写作课

**英文名称：**Professional Thesis Writing

**课程类型：**自主课程

**学分：** 1 **总学时：** 16

**面向对象：**设计专业本科生、美术专业本科生

**先修课程：** 无

**考核形式：**平时成绩+考查

**课程简介：**

专业论文写作课是艺术设计学院为本院本科生开设的自主课程类型。本课程的任务是通过介绍文献检索、文献综述等操作方法和规范，培养学生探索学术前沿，掌握学科动态的能力。在教师的指导下，学生从专业学习和实践中寻找问题，追踪行业热点，建立起一定的专业敏感度。本课程还将介绍学术论文的写作格式、规范与写作技法，培养学生的学术论文写作能力。在教学中理论联系实践，强调写作知识和专业知识有机结合，写作思维和设计思维紧密结合，培养学生的理论学习能力，训练学生的艺术设计理论研究能力。教学内容重点：以文献检索、文献综述为手段，探索学术前沿，掌握学科动态。教学内容的难点：推动学生将专业实践与理论相结合。训练学生的问题意识，增强学生从问题出发的艺术设计学科研究能力，帮助学生进行学科探索。推动学生建立自主学习的意识，掌握持续学习的方法。

**推荐教材或主要参考书：**

[1] [邓富民](http://search.dangdang.com/?key2=%B5%CB%B8%BB%C3%F1&medium=01&category_path=01.00.00.00.00.00)，文献检索与论文写作，[经济管理出版社](http://search.dangdang.com/?key3=%BE%AD%BC%C3%B9%DC%C0%ED%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)，2010年08月

[2]北京服装学院编，高等学校毕业设计论文指导手册·艺术设计卷，中国纺织出版社，2005年01月

[3]夏燕靖，艺术设计专业论文写作与答辩教程，[上海人民美术出版社](http://search.dangdang.com/?key3=%C7%E5%BB%AA%B4%F3%D1%A7%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)，2009年04月

**1760065** **Professional Thesis Writing**

Course Number: 1760065

Course Title: Professional Thesis Writing

**English name:** Professional Thesis Writing

**Course Type:** Independent Courses

**Credits:** 1 **Total Credit** Hours: 16

Students: Undergraduate students majoring in design and fine arts

**Prerequisites:** None.

**Evaluation Method**: course participation + evaluation

**Course Description:**

Professional Thesis Writing is an independent course offered by the College of Art and Design for undergraduate students. The main target of this course is to cultivate students' ability to explore academic frontiers and master discipline dynamics by introducing operational methods and norms such as literature retrieval and literature review. Under the guidance of teachers, students find problems from professional learning and practice, track industry hotspots, and establish a certain degree of professional sensitivity. This course also introduces the writing format, norms and writing techniques of academic papers, and cultivate students' writing ability of academic papers. Combine theory with practice in teaching, emphasize the organic combination of writing knowledge and professional knowledge, and the close combination of writing thinking and design thinking, so as to cultivate students' theoretical learning ability and train students' art design theory and research ability. Course focus: By means of literature retrieval and literature review, explore the academic frontier and master the discipline dynamics. The difficulties of teaching content: Enable students to combine professional practice with theory. Train students' problem awareness, enhance students' problem-based research ability of art and design discipline, and help students explore disciplines. Enable students to establish the awareness of autonomous learning and master the methods of continuous learning.

**Recommended Textbooks/References:**

[1] [Deng Fumin](http://search.dangdang.com/?key2=%B5˸%BB%C3%F1&medium=01&category_path=01.00.00.00.00.00), Literature Retrieval and Paper Writing, [Economic Management Publishing House](http://search.dangdang.com/?key3=%BE%AD%BCù%DC%C0%ED%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), August 2010

[2] Beijing Institute of Fashion Technology, Guide Manual for Graduation Project Thesis of Colleges and Universities, Art Design Volume, China Textile Press, January 2005

[3] Xia Yanjing, Art Design Paper Writing and Defense Course, [Shanghai People's Fine Arts Publishing House](http://search.dangdang.com/?key3=%C7廪%B4%F3ѧ%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), April 2009

**1760064 专业写作**

**课程编码：**1760064

**课程名称：**专业写作

**英文名称：**Professional Writing

**课程类型：**自主课程

**学分：** 1 **总学时：** 16

**面向对象：**设计专业本科生、美术专业本科生

**先修课程：** 无

**考核形式：**平时成绩+考查

**课程简介：**

专业写作课是艺术设计学院为设计专业本科生及美术专业本科生开设的自主课程类型。本课程的任务是通过对广告文案、调查报告、实习报告、展览说明、设计说明等艺术设计类应用文体的教学，培养学生的专业写作水平及实际应用能力。在教学中理论联系实践，推动学生的理论思考，帮助他们从设计实践中沉淀、总结相应的理论。强调写作知识和专业知识有机结合，写作思维和设计思维紧密结合，培养学生的理论学习能力，训练学生的艺术设计鉴赏、评价能力。教学内容重点：规范学生的专业写作意识，训练学生的写作技法。教学内容的难点：推动学生将专业实践与理论相结合。提升学生从理论层面思考及阐释自己艺术设计创作的能力。增强学生从理论出发的艺术设计学科研究能力。

**推荐教材或主要参考书：**

[1] 胡晓芸，广告文案写作，高等教育出版社，2003年10月

[2] 焦成根，设计艺术鉴赏，湖南大学出版社，2017年11月

[3] 苏珊娜·赫德森，南希·努南-莫里西，如何撰写艺术类文章，[上海人民美术出版社](http://search.dangdang.com/?key3=%C7%E5%BB%AA%B4%F3%D1%A7%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)，2004年07月

[4] 熊微，李稳，杨婷，艺术设计专业写作教程，[上海人民美术出版社](http://search.dangdang.com/?key3=%C7%E5%BB%AA%B4%F3%D1%A7%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)，2009年02月

**1760064** **Professional Writing**

Course Number: 1760064

Course Title: Professional Writing

**English name:** Professional Writing

**Course Type:** Independent Courses

**Credits:** 1 **Total Credit** Hours: 16

Students: Undergraduate students majoring in design and fine arts

**Prerequisites:** None.

**Evaluation Method**: course participation + evaluation

**Course Description:**

Professional Thesis Writing is an independent course offered by the College of Art and Design for undergraduate students. The main target of this course is to cultivate students' professional writing level and practical application ability through the teaching of applied styles of art and design such as advertising copy, investigation report, practice report, exhibition description and design description. Combine theory with practice in teaching, promote students' theoretical thinking, and help them precipitate and summarize corresponding theories from design practice. Emphasize the organic combination of writing knowledge and professional knowledge, and the close combination of writing thinking and design thinking, so as to cultivate students' theoretical learning ability and train students' art design appreciation and evaluation ability. Course focus: Regulate students' professional writing consciousness and train students' writing skills. The difficulties of teaching content: Enable students to combine professional practice with theory. Improve students' ability to think and explain their artistic design creation from the theoretical level. Enhance students' research ability of art and design subject based on theory.

**Recommended Textbooks/References:**

[1] Hu Xiaoyun, Advertisement Copy Writing, Higher Education Press, October 2003

[2] Jiao Chenggen, Design Art Appreciation, Hunan University Press, November 2017

[3] Suzanne Hudson, Nancy Noonan Morrissey, How to Write Art Articles, [Shanghai People's Fine Arts Publishing House](http://search.dangdang.com/?key3=%C7廪%B4%F3ѧ%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), July 2004

[4] Xiong Wei, Li Wen, Yang Ting, Art Design Writing Course, [Shanghai People's Fine Arts Publishing House](http://search.dangdang.com/?key3=%C7廪%B4%F3ѧ%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), February 2009