**数字媒体艺术设计（专科）人才培养方案**

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| **一、培养目标**本专业培养德、智、体、美全面发展，具有良好的职业道德和人文素养，掌握常见应用型数字媒体艺术设计与制作基本原理、生产流程和方法，具备基本的数字媒体产品或应用内容创意策划能力，数字平面、三维媒体静态、动态与交互创意设计与表达制作能力，原型制作与二、三维数字媒体内容较熟练的生产制作能力，从事数字媒体艺术设计与管理工作的高素质复合型人才。**二、基本要求**1.毕业生应具备的素质政治思想素质：具有科学的世界观、人生观和价值观；热爱中国共产党、热爱社会主义祖国；具有责任心和社会责任感，遵纪守法，为人诚实谦虚，具有良好的职业道德和公共道德。身体和心理素质：具有健康的体魄、心理和乐观的人生态度；朝气蓬勃，积极向上，奋发进取，思路开阔、敏捷，善于处理突发问题。业务素质：具有数字媒体艺术设计、传输与处理等工作所必需的专业知识和能力，并且有一定的艺术修养；具有不断更新知识和终身学习的能力；具有较强的创新意识、创新精神及创新能力；具有较强的组织观念和集体意识；具有良好的人际沟通能力。2.毕业生应具备的知识结构（1）掌握相关计算机专业方向领域内的基本理论、基本知识；（2）掌握相关数字媒体艺术设计专业方向领域内的设计方法和有关技术；（3）具备摄影摄像相关专业设计方向领域的知识和基本操作能力；（4）熟悉数字媒体艺术设计专业方向领域内的相关政策和法规；（5）了解相关数字媒体艺术设计专业方向领域的前景、需求和发展动态；（6）具有初步的科学研究和实际工作能力，具有一定的批判性思维能力。3.毕业生应具备的能力（1）掌握数字媒体内容开发生产行业机构中相关的管理与服务能力； （2）掌握数字媒体应用内容项目开发创意策划、项目调研与用户体验实施能力；（3）掌握数字媒体应用内容视听设计、交互设计、整合应用设计等创意艺术设计的能力；（4）掌握数字媒体应用内容原型制作及艺术设计相关生产制作的能力；（5）掌握数字艺术、数字媒体基础知识，了解数字媒体技术与传播基本知识；（6）掌握数字媒体应用内容创意设计制作的主要方法；**三、修业年限**三年**四、主要课程**数字媒体艺术概论、虚拟现实设计、故事创作、视听语言、三维动画、互动媒体技术、网页设计与流媒体设计、人机交互界面设计、动态图形设计、数字视频剪辑、非线性编辑、影视特效创作、数字非遗全息影像技术等。**五、主要实践实训教学环节**军事课、拓展训练、思政课社会实践、数字媒体内容创意设计思维、过程与方法、计算机应用设计制作软件与项目课程、毕业实习、毕业设计（论文）等。**六、教学计划****1.第一学期**

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| **序号** | **课程名称** | **学分/学时** | **理论** | **实验（践）** | **考核****方式** | **备注** |
| 1 | 思想道德修养与法律基础Ideological Education and Fundamentals of Law | 3/48 | 2/32 | 1/16 | 考试 |  |
| 2 | 大学英语（1）College English（1） | 3/48 | 3/48 |  | 考试 |  |
| 3 | 体育（1）Physical Education（1） | 1/36 |  | 1/36 | 考试 |  |
| 4 | 军事课Military Training | 2/2周 | 1/36 | 1/2周 | 考查 |  |
| 5 | 拓展训练Outward Development | 0.5 |  | 0.5 | 考查 |  |
| 6 | 大学生心理健康教育1Guidance for College Students’ Mental Health 1 | 1/16 | 1/16 |  | 考查 |  |
| 7 | 形势与政策1Situation and Policy 1 | 0.5/8 | 0.5/8 |  | 考查 |  |
| 8 | 大学计算机College Computer | 3/56 | 2/32 | 1/24 | 考试 |  |
| 9 | 安全教育（含入学教育）1Security Education 1（Entrance Education） | 0/16 | 0/16 |  | 考查 | 不计学分 |
| 10 | 二维造型基础Two-dimensional modeling foundation | 2/32 | 0.5/8 | 1.5/24 | 考查 |  |
| 11 | 设计思维Design thinking | 2/32 | 0.5/8 | 1.5/24 | 考查 |  |
| 12 | 数字媒体艺术概论Digital Media Art Conspectus | 2/32 | 2/32 |  | 考试 |  |
| 13 | 从小说到电影From Novel to Film | 2/32 | 2/32 |  | 考查 | 二选一 |
| 14 | 音乐剧Musical Drama | 2/32 | 2/32 |  | 考查 |
| 15 | 新生研讨课Freshman Seminar | 1/16 | 1/16 |  | 考查 |  |
| 16 | 高等数学Ⅲ（上）Advanced mathematicsⅢ | 2/32 | 2/32 |  | 考试 |  |
| 17 | 大学语文College Chinese | 2 |  |  |  |  |
| **小计** | **29** | **20.5** | **7.5** |  |  |

**2.第二学期**

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| **序号** | **课程名称** | **学分/学时** | **理论** | **实验（践）** | **考核****方式** | **备注** |
| 16 | 毛泽东思想和中国特色社会主义理论体系概论Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics | 4/64 | 2/32 | 2/32 | 考试 |  |
| 17 | 大学英语（2）College English（2） | 3/48 | 3/48 |  | 考试 |  |
| 18 | 体育（2）Physical Education（2） | 1/36 |  | 1/36 | 考试 |  |
| 19 | 形势与政策2Situation and Policy 2 | 0/8 | 0/8 |  | 考查 | 不计学分 |
| 20 | 安全教育2Security Education 2 | 0/8 | 0/8 |  | 考查 | 不计学分 |
| 21 | 故事创作Story creation | 3/48 | 1/16 | 2/32 | 考查 |  |
| 22 | 新媒体概论Introduction to New Media | 2/32 | 2/32 |  | 考试 |  |
| 23 | 数字图像处理技术Digital image processing technology | 3/48 | 1/16 | 2/32 | 考查 |  |
| 24 | 三维造型基础Three-dimension modeling foundation | 3/48 | 1/16 | 2/32 | 考查 |  |
| 25 | 视听语言Audio-visual Language | 3/48 | 2/32 | 1/16 | 考查 |  |
| 17 | 高等数学Ⅲ（下）Advanced mathematicsⅢ | 2/32 | 2/32 |  | 考试 |  |
| **小计** | **24** | **13** | **10** |  |  |

**3.第三学期**

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| **序号** | **课程名称** | **学分/学时** | **理论** | **实验（践）** | **考核****方式** | **备注** |
| 26 | 体育（3）Physical Education（3） | 1/36 |  | 1/36 | 考试 |  |
| 27 | 形势与政策3Situation and Policy 3 | 0.5/8 | 0.5/8 |  | 考查 |  |
| 28 | 安全教育3Security Education 3 | 0/8 | 0/8 |  | 考查 | 不计学分 |
| 29 | 数字动画基础Fundamentals of Digital Animation | 3/48 | 2/32 | 1/16 | 考查 | 任选一门 |
| 30 | 三维动画The three dimensional animation | 3/48 | 2/32 | 1/16 | 考查 |
| 31 | 数字摄像Digital camerar | 3/48 | 1/16 | 2/32 | 考查 |  |
| 32 | 虚拟现实设计Virtual Reality Design  | 3/48 | 2/32 | 1/16 | 考查 |  |
| 33 | 互动媒体技术Interactive Media Technology  | 3/48 | 1/16 | 2/32 | 考查 |  |
| 34 | 数字音频制作Digital Audio Production | 3/48 | 1/16 | 2/32 | 考查 |  |
| 35 | 动态图形设计Dynamic Graphics Design | 2/32 | 1/16 | 1/16 | 考查 |  |
| 36 | 影视特效创作Special Effects creation of Film and Television | 3/48 | 1/16 | 2/32 | 考查 |  |
| 37 | 艺术设计采风 Art Design Field Trips | 1/1周 |  | 1/1周 | 考查 |  |
| **小计** | **22.5** | **9.5** | **13** |  |  |

**4.第四学期**

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| **序号** | **课程名称** | **学分/学时** | **理论** | **实验（践）** | **考核****方式** | **备注** |
| 38 | 人机交互界面设计Human-computer Interface Design | 3/48 | 1/16 | 2/32 | 考查 |  |
| 39 | 非线性编辑与特效合成Non-linear Editing and Effect Composition | 3/48 | 1/16 | 2/32 | 考查 |  |
| 40 | 新媒体策划与运营Planning and operation of new media | 3/48 | 1/16 | 2/32 | 考查 |  |
| 41 | 网页与流媒体设计Web and streaming media design | 3/48 | 1/16 | 2/32 | 考查 |  |
| 42 | 数字视频剪辑Digital video clip | 3/48 | 1/16 | 2/32 | 考查 |  |
| 43 | 3D雕塑设计3D Sculpture Design | 3/48 | 1/16 | 2/32 | 考查 |  |
| 44 | 大学生心理健康教育2Guidance for College Students’ Mental Health 2 | 1/16 | 1/16 |  | 考查 |  |
| 45 | 大学生职业发展与就业指导Guidence for College Students’Employment and Vocational Development | 1/16 | 1/16 |  | 考查 |  |
| 46 | 大学生创新创业基础Basics for College Students’ Enterpreneurship | 1/16 | 1/16 |  | 考查 |  |
| 47 | 名家讲坛Celebrity Forum | 2/32 | 2/32 |  | 考查 | 任选一门 |
| 48 | 名师课堂Top-teacher Class | 2/32 | 2/32 |  | 考查 |
| 49 | 形势与政策4Situation and Policy 4 | 0/8 | 0/8 |  | 考查 | 不计学分 |
| 50 | 安全教育4Security Education 4 | 0/8 | 0/8 |  | 考查 | 不计学分 |
| **小计** | **23** | **11** | **12** |  |  |

**5.第五学期**

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| **序号** | **课程名称** | **学分/学时** | **理论** | **实验（践）** | **考核****方式** | **备注** |
| 51 | 数字文创设计Digital Cultural Design | 3/48 | 1/16 | 2/32 | 考查 |  |
| 52 | 全息影像技术（数字非遗）Holographic Technology(Digital Intangible Cultural Heritage) | 3/48 | 1/16 | 2/32 | 考查 |  |
| 53 | 毕业创作调研考察The Investigation and Research of Graduate Creation | 1/1周 |  | 1/1周 | 考查 |  |
| 54 | 顶岗实习1Field work1 | 6 |  | 6/12周 | 考查 |  |
| 55 | 毕业实习Graduation field work | 4 |  | 4/4周 | 考查 |  |
| 56 | 职场关键能力Key Career Abilities | 1/16 | 1/16 |  | 考查 |  |
| 57 | 大学生创新创业实践Practice for College Students Enterpreneurship | 1 |  | 1 | 考查 |  |
| 58 | 社团活动Campus Activities | 2 |  | 2 | 考查 |  |
| 59 | 志愿服务Volunteering | 2 |  | 2 | 考查 |  |
| 60 | 艺术实践 Art Practice | 2 |  | 2 | 考查 |  |
| 61 | 竞技体育Competitive Sports | 1.5 |  | 1.5 | 考查 |  |
| 62 | 形势与政策5Situation and Policy 5 | 0/8 | 0/8 |  | 考查 |  |
| 63 | 安全教育5Security Education 5 | 0/8 | 0/8 |  | 考查 | 不计学分 |
| **小计** | **26.5** | **3** | **23.5** |  |  |

**6.第六学期**

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| **序号** | **课程名称** | **学分/学时** | **理论** | **实验（践）** | **考核方式** | **备注** |
| 64 | 顶岗实习2Field work2 | 6 |  | 6/12周 | 考查 |  |
| 65 | 毕业设计Graduation Project | 8/8周 |  | 8/8周 | 考查 |  |
| 66 | 形势与政策6Situation and Policy 6 | 1/8 |  | 1/8 | 考查 | 不计学分 |
| 67 | 安全教育6Security Education 6 | 0/8 | 0/8 |  | 考查 | 不计学分 |
| **小计** | **15** |  | **15** |  |  |

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