**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**   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **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1  Guidance for College Students’ Mental Health 1 | 1/16 | 1/16 |  | 考查 |  | | 7 | 形势与政策1  Situation 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）1  Security 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**   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **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2  Situation and Policy 2 | 0/8 | 0/8 |  | 考查 | 不计学分 | | 20 | 安全教育2  Security 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](C:/Users/Administrator/AppData/Local/youdao/dict/Application/8.9.3.0/resultui/html/index.html#/javascript:;) 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**   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **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3  Situation and Policy 3 | 0.5/8 | 0.5/8 |  | 考查 |  | | 28 | 安全教育3  Security 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**   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **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2  Guidance 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4  Situation and Policy 4 | 0/8 | 0/8 |  | 考查 | 不计  学分 | | 50 | 安全教育4  Security Education 4 | 0/8 | 0/8 |  | 考查 | 不计  学分 | | **小计** | | **23** | **11** | **12** |  |  |   **5.第五学期**   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **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1  Field 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5  Situation and Policy 5 | 0/8 | 0/8 |  | 考查 |  | | 63 | 安全教育5  Security Education 5 | 0/8 | 0/8 |  | 考查 | 不计  学分 | | **小计** | | **26.5** | **3** | **23.5** |  |  |   **6.第六学期**   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **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2  Field 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6  Situation and Policy 6 | 1/8 |  | 1/8 | 考查 | 不计  学分 | | 67 | 安全教育6  Security Education 6 | 0/8 | 0/8 |  | 考查 | 不计  学分 | | **小计** | | **15** |  | **15** |  |  | |