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**Course Number:** 180712

**Course Title:** 3D Animation 1 《三维动画1》

**Course Format:** Lecture/Practice

**Total Credits:** 4

**Total Classes:** 72

**Course Description and Purpose:**

3D animation 1 is a compulsory specialized course for students in the animation department. It aims at helping students to master the basic operation of 3D software, to understand the workflow of 3D animation production, to establish a systematic overview of 3D animation creation. For those whose direction is 2D animation and interactive media art, this course provides them with the basic skills they'll need to create 2D animation films and interactive artwork. For those whose direction is 3D animation and visual effects, this course serves as a basis of its the following course 3D animation 2.

**Course Content:**

No.	Course Topics	Classes
1	Overview of 3D animation	4
2	Introduction to the software	8
3	Polygon modeling	16
4	UVW mapping	4
5	Texture and material design	8
6	Basic animation	12
7	Basic particle system	4
8	Basic light and rendering	4
9	Cartoon rendering	6
10	Course review	6

**Textbooks:**

- 1.User Manual of Autodesk 3ds Max
- 2.User Manual of Autodesk Maya

**Course Number:** 180713

**Course Title:** 3D Animation 2 《三维动画2》

**Course Format:** Lecture/Practice

**Total Credits:** 4

**Total Classes:** 72

**Course Description and Purpose:**

3D animation2 is an elective specialized course for students in the animation department. It's mainly for students whose direction is 3D animation and visual effects, but is also open for those in the other two directions on their demand. This course aims at enhancing students' capacity of 3D animation creation, especially high quality 3D character animation.

**Course Content:**

No.	Course Topics	Classes
1	Character modeling	8
2	Digital sculpture	8
3	Rigging	12
4	Skinning	6
5	Character animation	16
6	Advanced particle system	8
7	Advanced rendering	8
8	Course review	6

**Textbooks:**

- 1.User Manual of Autodesk 3ds Max
- 2.User Manual of Autodesk Maya

**Course Number:** 180684

**Course Title:** 3D Animation Creation 《三维动画创作》

**Course Format:** Lecture/Practice

**Total Credits:** 4

**Total Classes:** 72

**Course Description and Purpose:**

3D animation Creation is an elective specialized course for students in the animation department. It's mainly for students whose direction is 3D animation and visual effects. In this course, students are expected not only to learn 3D software deeper and further, but also to put all the knowledge and skills they've learned so far into practical creation. The target of this course is to help students finishing their own 3D animation or VFX film under the guidance of the teacher, so as to put all they've learned from 3D animation and VFX courses into practice.

**Course Content:**

No.	Course Topics	Classes
1	Assigning tasks	4
2	Plan evaluation	4
3	Film creation I	24
4	Mid-term check	6
5	Film creation II	28
6	Film review and commenting	6

**Textbooks :**

- 1.User Manual for Autodesk 3ds Max
- 2.User Manual for Autodesk Maya
- 3.User Manual for Adobe After Effects
- 4.User Manual for Nuke
- 5.All other references necessary for the creation tasks

**Course Number:** 180646

**Course Title:** Project-based Learning 《项目教学》

**Course Format:** Lecture/Practice

**Total Credits:** 4

**Total Classes:** 72

**Course Description and Purpose:**

Project-based learning is a compulsory specialized course for all the students in the animation department. In this course, students are required to complete a practical project as a team. Students are expected to get familiar with the workflow and quality demand of industrial standard, and cultivate the spirit of cooperation. Finally, they shall accomplish one (or several projects) in teams.

**Course Content:**

No.	Course Topics	Classes
1	Overview of the course	4
2	Kick-off meeting	4
3	Project progress I	24
4	Mid-term check	6
5	Project progress II	28
6	Review and commenting	6

**Textbooks:**

Depending on project contents totally.

**Course Number:** 2200012

**Course Title:** Visual Communication Theory and Practice 《视觉传播理论与实践》

**Course Format:** Lecture/Project

**Total Credits:** 2

**Total Classes:** 36

**Course Description and Purpose:**

This course aims at improve student's creative ability. Students will study the basic theories and skill of visual design, such as graphic design, color Composition and the universal principle of creative design. The further studies of this course are the extend graphical research from 2D into 3D, The extend research from still figure into sequence images, communication by combine signals of sense organ. Students also have chance to study the relations between human ethology and visual design, and learn how to use optical language depict feelings from other sense organs.

This course emphasize practice, some special interactive trainings were designed to help students understand certain conceptions. Students need to report their assignments by PPT presentation in class.

**Course Content:**

No.	Course Topics	Classes
1	Communication by combine signals of sense organ	4
2	Color applies in visual communication	6
3	Thought training of graphic design	6
4	To use the optical illusion	4
5	Design with sequence images and video	4
6	The universal principle of creative design	6
7	Study on the relations between human ethology and visual design	2
8	Comprehensive visual design	4

**Textbook:** Handouts

**Bibliography:**

- 1.Lupton / Phillips, *Graphic Design The New Basics* Princeton Architectural Press
- 2.William Lidwell/Kritina Holden/Jill Butler, *Universal Principles of Design* Rockport Publishers Inc
- 3.David Hornung, *Colour: A Workshop for Artists and Designers*, Laurence King Publishing Ltd

**Course Number:** 180715

**Course Title:** Animation Techniques 1 《动画技术1》

**Course Format:** Lecture/Practice

**Total Credits:** 2

**Total Classes:** 36

**Course Description and Purpose:**

This is an elective course for animation and computer science majors. An advanced topic of current interest and important applications is selected in the field of computer animation. The topic is not determined in advance, and may be different each year. Through lectures, case studies, and lab projects, this course is designed to expose students to the state-of-the-art animation techniques, thus lay the foundation for their creative work in computer animation, visual effects film production and other related fields in future.

**Course Content:**

To be determined based on the actual topic.

**Textbooks:**

To be determined based on the actual topic.



**Course Number:** 180716

**Course Title:** Animation Techniques 2 《动画技术2》

**Course Format:** Lecture/Practice

**Total Credits:** 2

**Total Classes:** 36

**Course Description and Purpose:**

This is an elective course for animation and computer science majors. An advanced topic of current interest and important applications is selected in the field of computer animation. The topic is not determined in advance, and may be different each year. Through lectures, case studies, and lab projects, this course is designed to expose students to the state-of-the-art animation techniques, thus lay the foundation for their creative work in computer animation, visual effects film production and other related fields in future.

**Course Content:**

To be determined based on the actual topic.

**Textbooks:**

To be determined based on the actual topic.

**Course Number:** 180717

**Course Title:** Sound Effects and Music in Animation 《动画音乐与音效》

**Course Format:** Lecture/ Experiment

**Total Credits:** 2

**Total Classes:** 36

**Course Description and Purpose:**

This course is an optional professional course of undergraduate students of animation. This course includes both the theoretical content and the practical content. The goals of this course are as follows: (1) To know well of the elements of sound in television and films. (2) To help the students place importance on sound. (3) To learn the sound producing techniques and skills by practical exercises.

**Course Content:**

No.	Course Topics	Classes
1	Introduction: understand the world of sound	2
2	The nature of the sound in television and films and its elements	4
3	The sound effect in radio, television and films	4
4	The language in radio, television and films	2
5	The music in radio, television and films	2
6	Creative thinking of sound production	2
7	The basic acoustics and sound producing apparatus	4
8	Practice of field recording	3
9	Digital audio work station and its skills	6
10	Final sound work	4
11	Reviews	3

**Textbooks:** Handouts

**Course Number:** 180708

**Course Title:** Photography and Cinematography 《摄影摄像》

**Course Format:** Lecture/Field Study

**Total Credits:** 2

**Total Classes:** 36

**Course Description and Purpose:**

This course is subject to the basic courses of Animation Department. During this course, students are inducted into the basic knowledge of still image and motion picture photography, including both techniques and theories with an emphasis on shooting composition. Inspiring students' creativity is an aim throughout this course.

**Course Content:**

No.	Course Topics	Classes
1	The common applications of photograph in mass media industry	2
2	The structure of still image digital cameras and basic operations	2
3	The structure and different types of video cameras and basic operations	2
4	The forming of photo and the composition of shooting	4
5	Lighting	4
6	The tones and exposure control	3
7	Color composing	3
8	The movements of video camera	4
9	The principle and applications of RAW file	3
10	The format, capture and transfer of video file	3
11	Editing and post processing software	6

**Textbook:**

Robert Hirsch, *Light and Lens: Photography in the Digital Age*, Focal Press 2008

**Course Number:** 180381

**Course Title:** Film Analysis 《影片分析》

**Course Format:** Lecture/Experiment

**Total Credits:** 2

**Total Classes:** 36

**Course Description and Purpose:**

This is a required course for Film & TV major. By close reading of films made by master directors, the students are supposed to learn the conceptual side of the film director's craft and understand how the camera and staging and work with actors. By the shot-by-shot analysis, the students are instructed to learn how directors use the dramatic elements as a tool to control the narration and unearth for themselves the cinematic craft imbedded in the rendering of the story.

**Course Content:**

No.	Course Topics	Classes
1	Basics of film analysis	4
2	Film analysis I (film theme and story, the variety of dramatic structures, narrative, dramatic, and poetic visual styles)	10
3	Film analysis II (dramatic elements: organizing action in an action scene, entrances: function and method, staging and camera, scenes analysis)	12
4	Film analysis III (the art of short film: narration and aesthetics for short film, short film analysis)	10

**Textbooks:** Handouts

**References:**

Nicholas T Proferes, *Film Directing Fundamentals*, Focal Press

**Course Number:** 180699

**Course Title:** TV Program Interviewing 《电视采访学》

**Course Format:** Lecture/Experiment

**Total Credits:** 2

**Total Classes:** 36

**Course Description and Purpose:**

The course is the core compulsory course. The objective of the course is to help students understand television program interviewing. The course combines in-class learning and practice. It requires big amount of TV program viewing, and in class discussions.

Cultivate students' skills in TV programs interviewing and writing, and producing and making TV programs with team spirits and the latest concepts with high standard.

**Course Content:**

No.	Course Topics	Classes
1	Introduction	4
2	Stage one	8
3	Stage two	8
4	Stage three	10
5	Interviewing skills in different types of TV programs	6

**Textbooks:** Handouts

**Course Number:** 180589

**Course Title:** TV Program Planning 《电视节目策划与制作》

**Course Format:** Lecture/Experiment

**Total Credits:** 4

**Total Classes:** 72

**Course Description and Purpose:**

The course is the core compulsory course. Prerequisites of this course include Camera Operating, and Edit skills. The objective of the course is to help students understand television program planning, and different types of television programs. The course combines in-class learning and practice. It requires big amount of TV program viewing, and in class discussions. Cultivate students' skills in planning, writing, producing and making TV programs with team spirits and the latest concepts with high standard.

**Course Content:**

No.	Course Topics	Classes
1	Introduction	4
2	TV communication environment	4
3	TV news programs	4
4	Talk show	8
5	Life styling programs	8
6	Reality TV	8
7	TV documentaries	4
8	Literature and art programs	4
9	Entertaining programs	4
10	TV series	4
11	TV program packaging	4
12	Broadcasting seasons	6
13	TV culture	6

**Textbook:** Handouts

**Course Number:** 2200085

**Course Title:** Chinese Cinema Study 《华语电影研究》

**Course Format:** Lecture/Field Study

**Total Credits:** 3

**Total Classes:** 54

**Course Description and Purpose:**

This is an English-language course. Chinese Cinema Study is much more than just viewing some classic Chinese language films. It involves learning to think and see the contemporary Chinese culture in new and deeper ways. Students will be encouraged to understand and analyze films from more than one perspective, and associate with the understanding to Chinese history, Chinese culture and the society.

**Course Content:**

No.	Course Topics	Classes
1	Brief history of Chinese cinema	3
2	The fifth generation	9
3	The sixth generation	6
4	Post-modernism works	3
5	Documentaries	3
6	Main stream ideological films	3
7	Commercial films	3
8	Hong Kong cinema	15
9	Taiwan cinema	9

**Textbook:** Handouts

**Course Number:** 2200067

**Course Title:** Experimental Filmmaking 《试验性短片设计》

**Course Format:** Lecture/ Projects

**Total Credits:** 3

**Total Classes:** 54

**Course Description and Purpose:**

Experiment Filmmaking is a practical course. The main aim of the course is to help students understand the development of experiment cinema, the types of experiment films and the characteristic of each type. Cultivate basic skill in experimental filmmaking.

**Course Content:**

No.	Course Topics	Classes
1	Opening/introduction	3
2	The development of experimental films	3
3	Experimental cinema in China	3
4	Project I – metro production	9
5	Project I – metro presentation	3
6	Project II – people production	9
7	Project II –people presentation	3
8	Project III – sound production	9
9	Project III –sound presentation	3
10	Project IV – open subject production	9
11	Project IV – open subject presentation	3

**Textbook:** Handouts



**Course Number:** 2200060

**Course Title:** Study of Film Language 《影视语言研究》

**Course Format:** Lecture

**Total Credits:** 2

**Total Classes:** 36

**Course Description and Purpose:**

The Study of Film Language introduces knowledge of Film Language by the numbers, through the case study and the contrast research, and analyzes the creation characteristic and the rule of the documentary emphatically. This course contains the film language theories introduction and example analysis of the film and television work, but emphasizes decoding the film language representation. Through this course, students will strengthen thorough understanding of the film art essence and the constitution, and obtains certain ability of creation and criticism.

**Course Content:**

No.	Course Topics	Classes
1	Introduction of the actual state of Chinese TV program	4
2	Basic structure of film language	4
3	Realistic aesthetics and full-length shot theory	4
4	Structure aesthetics and montage theory	4
5	Director and method	4
6	Research of experimental film	4
7	Christian philosophical criticism of film and TV program	12

**Textbook:** Handouts

**Course Number:** 2200065

**Course Title:** Visual Effects Production 《影视特效制作》

**Course Format:** Lecture

**Total Credits:** 3

**Total Classes:** 54

**Course Description and Purpose:**

The main objective of this course is to provide students with a general understanding of the past, present and future development in visual effects production. Through classroom teaching, students will learn the basic technical process of both traditional and modern visual effects production, and in particular, gain an in-depth understanding and mastery of the fundamental concepts and techniques of computer animation, motion capture and digital image compositing. Through case studies and class projects, students will develop the basic skills in analyzing a visual effects shot, and more importantly the technical ability in realizing a conceptual art design, therefore laying the foundation for their creative work in computer animation, visual effects film production and other related fields in future.

**Course Content:**

No.	Course Topics	Classes
1	The history of visual effects	3
2	Optical effects	3
3	Miniature models	3
4	Physical effects	3
5	Computer animation	16
6	Motion capture	10
7	Digital image compositing	16

**Textbooks:**

1. Richard Rickitt, *Special Effects: The History and Technique*, Billboard Books, 2007
2. Isaac Kerlow, *The Art of 3D Computer Animation and Effects*, 4th Edition, Wiley, 2009
3. Ron Brinkmann, *The Art and Science of Digital Compositing: Techniques for Visual Effects, Animation and Motion Graphics*, 2nd Edition, Morgan Kaufmann, 2008

**Course Number:** 180711

**Course Title:** Visual Effects 2 《影视特效2》

**Course Format:** Lecture/Practice

**Total Credits:** 4

**Total Classes:** 72

**Course Description and Purpose:**

The main objective of this course is to provide students with a general understanding of the past, present and future development in visual effects production. Through classroom teaching, students will learn the basic technical process of both traditional and modern visual effects production, and in particular, gain an in-depth understanding and mastery of the fundamental concepts and techniques of computer animation, motion capture and digital image compositing. Through case studies and class projects, students will develop the basic skills in analyzing a visual effects shot, and more importantly the technical ability in realizing a conceptual art design, therefore laying the foundation for their creative work in computer animation, visual effects film production and other related fields in future.

**Course Content:**

No.	Course Topics	Classes
1	The history and overview of visual effects	4
2	The digital representation of visual information	4
3	Basic image manipulation	12
4	Basic image compositing	8
5	Matte creation and manipulation	8
6	Image tracking and stabilization	8
7	Digital compositing pipeline	6
8	Motion capture	6
9	Case studies	16

**Textbooks:**

1. Ron Brinkmann, *The Art and Science of Digital Compositing: Techniques for Visual Effects, Animation and Motion Graphics*, 2nd Edition, Morgan Kaufmann, 2008
2. Richard Rickitt, *Special Effects: The History and Technique*, Billboard Books, 2007
3. Isaac Kerlow, *The Art of 3D Computer Animation and Effects*, 4th Edition, Wiley, 2009

**Course Number:** 2200087

**Course Title:** Summary of Development of Digital Media Art Study

《数字媒体艺术发展综述》

**Course Format:** Lecture/Field Study

**Total Credits:** 2

**Total Classes:** 36

**Course Description and Purpose:**

We are facing a rapidly changing media landscape today, where traditional mass media such as print are gradually replaced by digital and interactive media. This course aims to help students in the College of Communication and Arts better understand evolving communication theories and grasp innovative communication technologies. By the end of semester, students will understand the importance of digital media to today's society, master core theories of interactive media, and be prepared to apply these understandings and theories in online media content production.

**Course Content:**

No.	Course Topics	Classes
1	Target audience of new media research	4
2	New media arts in early stages	4
3	Computer arts	4
4	Video arts and video installation arts	4
5	Holography, interactive arts, and virtual reality	4
6	Artificial life and net arts	4
7	Software arts and generative arts	4
8	Practice and education of new media arts	8

**Textbook:**

Wang Li, *The Comprehensive Survey of New Media Art Development* (1st edition), Tongji University Press 2009

**Course Number:** 2200064

**Course Title:** New Media Art Creation 1 《新媒体艺术创作1》

**Course Format:** Lecture/Project

**Total Credits:** 3

**Total Classes:** 54

**Course Description and Purpose:**

This course aims at giving students a concrete idea about new media art creation through the introduction and art-making in a series of new media art directions. It will help students better understand new forms of expression brought by technology and the new energy that technology brought to traditional media. For students in the New Media Art direction, this course will better prepare them for further study in New Media Art Creation 2. Throughout the course, students will learn related techniques supporting their art-making. This can help increase students' capability in coming up with creative ideas based on the understanding of the underlying technology, in realizing their ideas, and in communicating with technical collaborators.

**Course Content:**

No.	Course Topics	Classes
1	Introduction of the characteristics and examples of new media artworks	3
2	Fundamentals of technical concepts and knowledge supporting project creation in the later part of the class	3
3	Dynamic visuals	8
4	Interface	8
5	Algorithmic and interactive animation	8
6	Digital advertisement	8
7	Game	8
8	Visual music	8

**Textbook:** Handouts

**Course Number:** 2200072

**Course Title:** New Media Art Creation 2 《新媒体艺术创作2》

**Course Format:** Lecture/Project

**Total Credits:** 3

**Total Classes:** 54

**Course Description and Purpose:**

This course is designed as an advanced study course mostly for students in the New Media Art direction. It is organized around three main themes, interactive installation, interactive performance, and interactive audio/visual. Through projects under these themes, students will deepen their understanding about new media art, expand their scope and vision of creation, and further acquire supporting technical knowledge. By the end of the semester, students should have gained certain levels of multi-disciplinary capabilities in conceptualizing, designing and realizing new media artworks on their own.

**Course Content:**

No.	Course Topics	Classes
1	Introduction of the Max/MSP/Jitter graphical programming environment	6
2	Interactive installation	16
3	Interactive performance	16
4	Interactive audio/visual	16

**Textbook:** Handouts

**Course Number:** 2200070

**Course Title:** Physical Computing 《物理媒介与计算》

**Course Format:** Lecture/Field Study

**Total Credits:** 2

**Total Classes:** 36

**Course Description and Purpose:**

Physical and Computing is of increasing interest to artists, musicians, choreographers and other creative practitioners alike. You will learn how to design and build interactive physical devices in this course. Current key focus areas include interactive installation, kinetic sculpture and intelligent devices, and this course is the starting point for all of these areas. After taking this course you will feel comfortable with developing your own ideas, leading to the creation of a final product.

**Course Content:**

No.	Course Topics	Classes
1	Basic physics	8
2	Electronics	8
3	Design methods	8
4	Software engineering	12

**Textbook:** Handouts

**Course Number:** 2200058

**Course Title:** Chinese Language in New Media Art 《专业汉语》

**Course Format:** Lecture

**Total Credits:** 3

**Total Classes:** 54

**Course Description and Purpose:**

This class is aimed to teach Chinese Language relevant to New Media Art, including common terminology, frequently used sentences and expressions. The teaching materials comprise New Media Art short essays, research articles and journalistic reports presented in multi-media formats such as printing, audio/video and web pages. In the class, some background knowledge of Chinese traditional culture and China's contemporary society are also included. This class is taught in both Chinese and English.

**Course Content:**

To be determined based on the actual topic.

**Textbook:** Handouts



**Course Number:** 180662

**Course Title:** Algorithmic Art 《算法艺术》

**Course Format:** Lecture/Practice

**Total Credits:** 2

**Total Classes:** 34

**Course Description and Purpose:**

In this course, students will be introduced to artistic expressions unique to digital art. They will experiment with creating forms, motions, and interactions through the design of algorithms and the manipulation of math functions. They will learn to conceive and design art works as a dynamic process and as an inseparable combination of audience participation and its visual manifestation.

**Course Content:**

No.	Course Topics	Classes
1	Course and processing environment introduction	4
2	Form and formation	10
3	Action and interaction	10
4	Motion in art and art of motion	10

**Textbooks:**

Casey Reas and Ben Fry, *Processing: A Programming Handbook for Visual Designers and Artists*, MIT Press

**Course Number:** 180347

**Course Title:** Computer Graphic Design 《计算机图文设计》

**Course Format:** Lecture/Experiment

**Total Credits:** 2

**Total Classes:** 36

**Course Description and Purpose:**

This course is a public platform course of college , by studying the computer graphic software, students could understand the basic concepts of computer graphics design, and be familiar with the basic operations of text and image .These lay a foundation for later specialized courses learning . Learn the basic concepts of computer graphic design and rules, familiar with computer graphic design software operation, and gradually establish a system cognitive of computer art , lay the foundation for the future professional learning.

**Course Content:**

No.	Course Topics	Classes
1	Basic theory	2
2	Bitmap and vector theory	4
3	Bitmap design	14
4	Vector design	6
5	Layout design	4
6	project	6

**Textbooks:** Handouts

**Course Number:** 2200054

**Course Title:** Mixed-media Material Artistic Creation 《综合材料艺术创作》

**Course Format:** Lecture/Field Study

**Total Credits:** 3

**Total Classes:** 54

**Course Description and Purpose:**

This course aims to teach students to do artistic creation by using multi drawing materials and methods. During the cognition and practice of oriental drawing elements, students can create works with oriental features.

**Course Content:**

No.	Course Topics	Classes
1	Manifestation and practice of line drawing	9
2	Appreciation and practice of Chinese ink	9
3	Sketching and design	9
4	Practice of mixed-media material creation	9
5	Artistic creation in accordance with students' research fields	18

**Textbook:** Handouts

**Course Number:** 180659

**Course Title:** Interactive Media Design 《交互媒体设计》

**Course Format:** Lecture/Practice

**Total Credits:** 2

**Total Classes:** 34

**Course Description and Purpose:**

This course aims at introducing the fundamental concepts, principles and technologies in interactive media design. It will prepare students for further exploration in interactive artmaking.

**Course Content:**

No.	Course Topics	Classes
1	Rules and types of interactive media design	4
2	Styles and visual design of interface	4
3	Software platform selection and basic introduction	2
4	Basics of interface programming	4
5	Advanced interaction design(AS3)	12
6	Practice and term project	8

**Textbooks:** Handouts

**Course Number:** 2200047

**Course Title:** Study of Traditional Cultural Art 《传统文化艺术研究》

**Course Format:** Lecture/Field Study

**Total Credits:** 2

**Total Classes:** 36

**Course Description and Purpose:**

This course is an elective course designed for students who major in Arts or Communication. Grading of this course is based on a final exam. Prerequisites of this course include Chinese Culture History and Chinese Art History. Given the large scope of traditional Chinese cultural arts and the fact that a lot of them are underexplored, this course does not mean to cover every single research topic in this area in detail. Instead, it aims to encourage students to research key topics such as "Dun Huang." Fundamental research methods in traditional cultural art studies will be introduced, and classic cases and established research findings will also be covered.

**Course Content:**

No.	Course Topics	Classes
1	Importance and study methods of traditional cultural art research	4
2	Research about Jade	4
3	Research about "Dun Huang"	4
4	Research about ancient Chinese architecture	4
5	Chinese calligraphy and painting	4
6	Research about Chinese traditional figures	4
7	Field study	12

**Textbook:** Handouts

**Course Number:** 2200073

**Course Title:** Art Criticism 《艺术评论》

**Course Format:** Lecture/Class discussion

**Total Credits:** 2

**Total Classes:** 36

**Course Description and Purpose:**

This course places a significant emphasis on the contemporary various approaches in art and film criticism, including semiotics, psychoanalysis, Marxism, feminism, postmodernism and cultural studies. No one theory or critical approach will be endorsed: students are encouraged, through readings and written assignments, to find their own allegiances and develop their own critical voice and style. Through this course, the students can enlarge perspectives to appreciate art and express their ideas in writing in a critical way.

**Course Content:**

No.	Course Topics	Classes
1	Introduction to art criticism	2
2	Semiotic analysis	8
3	Myth and ideology in popular film	4
4	Narrative and film genre	4
5	Psychoanalysis and film	4
6	Feminist film criticism	10
7	Cultural studies in the turn of art criticism	4

**Textbook:** Handouts

**Course Number:** 2200050

**Course Title:** Study of Communication Classical Theories 《传播学经典理论研究》

**Course Format:** Lecture/Discussing

**Total Credits:** 3

**Total Classes:** 54

**Course Description and Purpose:**

This course is a required course designed for students who major in Arts or Communication. Provide an overview of thinking about the role of media, in all their many aspects, but guided especially by the themes and issues which theorists concerned. Analysis of such classical theories as mass society and mass culture; theory of media and theory of society; new media and new theories. Prerequisite: Introduction To Communication Theory

**Course Content:**

No.	Course Topics	Classes
1	Introduction of our lessons: contents and targets	3
2	Themes of mass communication theory	9
3	Theory of media and theory of society	3
4	Media structure and performance	3
5	Normative theory of media and society	3
6	Audience theory and research traditions	9
7	News, public opinion and political communication	9
8	Group discussing	15

**Textbook:**

McQuail, *McQuail's Mass Communication Theory*, SAGE Publications, 2005, London

**Course Number:** 180478

**Course Title:** Advertising Research 《广告调研》

**Course Format:** Lecture/Field Study

**Total Credits:** 2

**Total Classes:** 36

**Course Description and Purpose:**

This course is a key course for students who major on Advertising. Advertising research is necessary step in the process of advertising operation.

Through the theoretical introduction and practical exercise, this course helps students to understand the basic principles, major research methods and practical techniques of advertising research. So it is a basic course for students who are interested in advertising, marketing communication and marketing research.

**Course Content:**

No.	Course Topics	Classes
1	Advertising research and marketing research: introduction	4
2	Advertising research	10
3	Research methods (quantitative)	4
4	Research methods (qualitative)	4
5	Introduction of marketing research institutions	2
6	Team practice of advertising research	8
7	Review	4

**Textbook:** Handouts



**Course Number:** 180653

**Course Title:** Classic Advertisements Appreciation 《广告精品赏析》

**Course Format:** Lecture

**Total Credits:** 2

**Total Classes:** 36

**Course Description and Purpose:**

Classic advertisement appreciation is a professional course of the college of communication and art. This course is mainly about analyzing classic advertisements. To built the abilities of judging and analyzing art, the aware of the material, and the ability of using the theories to solve practical problems. Students are expected to know the features of the classic advertisement progressions from all over the world; the complex situations of the developed countries; and the differentiations between mainland and Hong Kong and Taiwan. Also, students should practice their abilities of reading, creating, and judging.

**Course Content:**

No.	Course Topics	Classes
1	The progression of screen advertisements	2
2	Interpretation of English awarded screen advertisements	6
3	Interpretation of American awarded screen advertisements	10
4	Interpretation awarded screen advertisements of Hong Kong and Taiwan	2
5	Interpretation of our awarded screen advertisements	3
6	The characteristic and the development of plane advertisement	3
7	Interpretation of plane advertisement achievements	6

**Textbooks:** Handouts

**Course Number:** 180394

**Course Title:** Brand Management 《品牌管理》

**Course Format:** Lecture

**Total Credits:** 2

**Total Classes:** 36

**Course Description and Purpose:**

Brand Management is a course about the value, the assets and communication of brand to let the students have strongly consciousness of brand and marketing, meanwhile to manage the principle and skills of brand strategy by the learning of enterprise brand philosophy and practice.

**Course Content:**

No.	Course Topics	Classes
1	Brand assets and brand value	6
2	Brand identification system	6
3	Brand communication	8
4	Brand packaging design	6
5	The team management of brand	8
6	Tests	2

**Textbooks:** Handouts

**Course Number:** 180600

**Course Title:** Network News Practice 《网络新闻业务》

**Course Format:** Lecture/Field Study

**Total Credits:** 4

**Total Classes:** 72

**Course Description and Purpose:**

By learning and training systematically, students understand and master the basic theory knowledge of network media in the news communication, master the basic methods and skills of network media in news communication, and know about network animation, network game and network advertising, etc.

**Course Content:**

No.	Course Topics	Classes
1	The overview of network news communication	2
2	Network news communication management	2
3	Mobile network communication	2
4	Network news interview	3
5	Network news writing	3
6	Network news project	4
7	Network news editing	4
8	Editing of audio and video news	4
9	Web page design	4
10	Network news comment	4
11	Network news BBS	4
12	Blog, podcast and wiki	4
13	Network animation	4
14	Network game	4
15	Network advertising	4
16	Network news editing practice	8
17	Web page design and release	8

**Textbook:** Handouts

**Course Number:** 180661

**Course Title:** Interactive Artmaking 《交互媒体创作》

**Course Format:** Lecture/Practice

**Total Credits:** 4

**Total Classes:** 68

**Course Description and Purpose:**

Interactive Artmaking is an advanced course mainly designed for students in the interactive media direction. It aims at leading the students go through the whole process of interactive artmaking, helping them apply the fundamental knowledge they learned in interactive design and technology into the making of full-fledged artworks, and inspiring them to acquire in-depth knowledge along the topics they choose to work on.

**Course Content:**

No.	Course Topics	Classes
1	Topic selection	4
2	Brainstorming	8
3	Mockup design and development	24
4	Mid-term check	4
5	Development and test	24
6	Review and critique	4

**Textbooks:**

Materials supporting individual projects.

**Course Number:** 2200071

**Course Title:** Research of Special Subjects 《专题研究》

**Course Format:** Lecture

**Total Credits:** 2

**Total Classes:** 36

**Course Description and Purpose:**

The course provides lectures of various topics once every week. Lecturers are outstanding scholars of relative subjects from home and abroad. The aim of the course is to widen students' field of vision, and share experts' research results.

**Course Content:**

To be determined based on the actual topic.

**Textbook:** Handouts