Digital Media Art

➢ **Training Objectives**

The specialty focuses on cultivating students who can serve economic and social development of the Beijing-Tianjin-Hebei region, with an art and aesthetic capabilities. Students are cultivated to be application-oriented talents with professional knowledge in the related fields of interactive media design and digital film production so that they can address practical problems by using knowledge and skills they have learned, and undertake planning, creation, production, communication, operation and management with regard to digital media art. The graduates are equipped with solid knowledge, basic theories and approaches of film and television shooting, film and television special effects creation, film and television post-production, 3D animation production, network interaction project production, virtual reality project development and application. They are also equipped with proficiency required in digital film production and interactive media design, as well as equipped with the ability of innovation, independent learning and lifelong learning. The specialty of digital media art is divided into two directions: digital film production and interactive media design.

➢ **Core Courses**

The core courses consist of: The Computer Image Processing, Basics of 3D Design, The Non-linear Editing, Video Effects Synthesis, Screenwriting and Storyboard Design, Film and Television Photography and Shooting, Basics of Digital Video Equipment, Color Matching of Digital Film, The Film and Television Advertisement Plan, 3D Character Animation, 3D Scene Production, The Virtual Reality Scene Performance, UI and Interaction Design, etc.

➢ **Main Employment Orientations**

The graduates are able to engage in film and television production, radio media, new media development, network video operation, film

and television advertising, and in occupations as film and television planning, interactive media design and development, and virtual reality system development.

Specific positions:

1. Film and television program planning, advertising planning, script writing, shooting script writing;

2. Pre-film shooting, film editing, special effects synthesis, program design;

3. Mobile media design, UI design, H5 project development;

4. Virtual reality system design, 3D model production, virtual reality programming, virtual reality scene design, augmented reality project development.