

BA

DIGITAL

MEDIA ARTS

数字媒体艺术

XJTLU | BA DIGITAL MEDIA ARTS

CAREERS

Graduates from this programme will be well-prepared for positions such as Motion designer, new media content designer, interaction designer, post-production editor, 2D/3D animator, concept designer, VFX artist, and digital media entrepreneur.



START DATE
September 2021



ATTENDANCE
Full time



DURATION
Three or four years



SCHOOL
School of Film and TV Arts



2+2 STUDY
Not Available



QUALIFICATION
XJTLU
BFA Digital Media Arts



LOCATION
Suzhou
University of Liverpool
BA Digital Media Arts(hons,4+0)



Xi'an Jiaotong-Liverpool University
西交利物浦大学

BA DIGITAL MEDIA ARTS

BA Digital Media Arts is an intense, practice-based, and technology-driven programme where you will create digital content for media consumption. Your practice will be related to motion design, compositing, creative coding, and visual effects (VFX).

KNOWLEDGE AND SKILLS

By the time you graduate from the BA Digital Media Arts programme, you will have:

- A full awareness of your creative potential as a digital media artist, with the ability to take your knowledge, specialist skills and understanding into the world of work using creative, intellectual, analytical and research skills
- An informed, creative and critical approach both to understanding digital media, culture and communications in contemporary society, and also to your own forms of media, communicative and expressive practice
- An understanding of production processes and professional practices within digital media, cultural and creative industries
- Competency in the management and operation of production technologies, procedures and processes
- The ability to engage with and to advance creative processes in one or more forms of digital media or cultural production

WHY SHOULD I STUDY DIGITAL MEDIA ARTS AT XJTLU?

- Experience a cutting-edge, technology-driven, project-based curriculum in a collaborative, teamwork-based ethos
- Learn in new state-of-the-art facilities, including a Motion Capture rig, green screen, virtual reality system, and VFX facilities and take advantage of a fully functional digital media lab on campus
- Learn from international staff with industry expertise and industry guest speakers
- Get opportunities for work experience and live projects
- Earn two degrees: an XJTLU degree from the Chinese Ministry of Education and a globally recognised degree from the University of Liverpool, a member of the Russell Group of leading UK universities

MODULES

YEAR ONE

UK degrees are three years long whereas in China they are four, therefore we do accept students with certain qualifications directly into Year Two, which is the start of the main academic programme. Most students, however, enter into Year One, which provides you with a range of interesting modules, language classes and core skills for your degree.

YEAR THREE

Compulsory modules:

THE ART OF POST PRODUCTION

THE MUSIC PROMO

MINOR DIGITAL ARTS PROJECT

VISUAL EFFECTS

COMPUTATIONAL ART

MOTION DESIGN

Optional modules:

EXPERIMENTAL FILM PRACTICES

STUDIO: CONCEPT GENERATION & INTERACTION

YEAR TWO

Compulsory modules:

INTRODUCTION TO PROGRAMMING IN JAVA

INTRODUCTION TO SOUND

INTRODUCTION TO CAMERA & LIGHTING

INTRODUCTION TO POST PRODUCTION

INTRODUCTION TO STORYTELLING

COMPUTER APPLICATIONS FOR DIGITAL MEDIA ARTS

INTRODUCTION TO VISUAL COMMUNICATION

MOTION GRAPHICS

DIGITAL COMPOSITING

CREATIVE CODING

YEAR FOUR

Compulsory modules:

DIGITAL MEDIA ARTS: MAJOR PROJECT

FINAL YEAR PROJECT: MOVING IMAGE

COLLABORATIVE PROJECT

PROFESSIONAL PRACTICE: DIGITAL MEDIA ARTS

CREATIVE PROJECT DEVELOPMENT



数字媒体艺术

数字媒体艺术专业旨在培养具有新媒体知识与技术、数字艺术的创意与设计能力的专业人才。除了理论知识外,学生的专业实践将围绕在动态设计、影像合成、创意编程和视觉特效等丰富领域。

知识与技能

本专业毕业生将具备以下能力:

- 对当代社会数字媒体、文化与传播学的知识性、批判性与创造性理解,能够独立发展出各种媒体、传播和表达的实践形式
- 对数字媒体、文化与传播行业的制作过程以及专业实践的理解
- 对媒体制作技术与过程的管理与运营能力
- 参与一个或多个数字媒体或文化生产项目,并推动这些项目创新和发展的能力
- 能够通过独立研究与团队研究开展工作,具备在不同性质团队工作或独立创业所需要的适应力、创造力与批判性反思能力
- 在理论与实践领域的分析技能
- 具备就业竞争力,能满足当今社会对文化与传播专业(包括创业型)人才的需求

专业特色

- 在富有团队合作精神的学习氛围中,获得前沿的、技术驱动的、基于项目的课程体验
- 校园内有功能齐全的多媒体数字媒体实验室,教学设施先进、完备(包括动作捕捉设备、绿屏、视觉特效设施等)
- 国际化教学团队具备丰富的数字媒体从业与媒体、传播学教学经验
- 可以在课程中积累丰富的项目实践经验
- 毕业生可同时获得中国教育部认可的西交利物浦大学学位和国际认可的英国利物浦大学学位

就业

毕业生可从事的工作岗位包括:动态图像设计师、新媒体内容创意专家、交互设计师、后期制作、2D/3D动画师、概念设计师、视觉特效师、甚至成为数字媒体创业者等。工作行业包括数字媒体与创意产业,传播、公关与广告业,本土及国际广播电影制作公司,新闻业以及互联网科技行业等。

课程

第一学年

在英国,本科阶段学习学制三年,而中国本科阶段学制为四年。因此,对于已获得相应学时、证书的学生,在我校可以直接升入二年级进行专业学习;但大多数学生则是进入一年级学习包括众多有吸引力的课程、语言课程以及专业学习相关的核心技能课程。

第三学年

必修课程:

后期制作艺术

音乐推广

小型数字媒体艺术项目

视觉特效

计算艺术

动态设计

选修课程:

实验性电影实践

行业认知与小组项目

BA DIGITAL MEDIA ARTS 数字媒体艺术

China is one of the places in the world for digital media consumption, and you have a chance to be part of it.

Have you ever wanted to create amazing and inspiring content with the latest digital technology? Have you ever had the burning desire to communicate your creative and critical thoughts with a worldwide audience? If you have ever wanted to show the world the skills in digital aesthetics, visual effects, or innovative storytelling, then this is the programme for you!

BA Digital Media Arts is an intense, practice-based, and technology-driven programme where you will create digital content for media consumption. Your practice will be related to motion design, compositing, creative coding, and visual effects (VFX).

You will be required to be creative, but with an enquiring mind which understands audiences and future media trends. You will learn to negotiate a fast-paced technological world.

This is not available on the 2+2 route.

中国是世界上数字媒体消费增长最快的国家之一,而你也将有机会深入参与其中。

你是否曾想过运用最前沿的数字科技,创作令人惊叹且深具启发性的内容?如果你渴望成为数字媒体平台的优质内容创作者,如果你想要向全世界展示你的数字美学创作、视觉特效,如果你想用创新的多媒体方式讲述创意故事——这就是真正适合你的专业。

数字媒体艺术是一个以密集实践为基础,以技术为驱动的专业。本专业旨在培养学生数字媒体制作方面的技能、知识与理解能力,帮助学生建立扎实的数字媒体理论和应用技术。学生的专业实践将围绕在动态设计、影像合成、创意编程和视觉特效等丰富领域。

 开始时间 2021年09月	 教学形式 全日制
 学制 四年	 学院 影视艺术学院
 2+2 留学模式 不可选	 学位证书 西交利物浦大学 数字媒体艺术
 学习地点 苏州	利物浦大学 BA Digital Media Arts(hons,4+0)

第二学年

必修课程:

JAYA编程入门

音效入门

摄影/灯光入门

后期制作入门

故事创作入门

数字媒体艺术的电脑软件

视觉传达概论

动画

数字合成

创意编程

第四学年

必修课程:

数字媒体艺术项目

毕业论文

合作项目

专业实践:数字媒体艺术

创意项目开发