# Undergraduate Program for Digital Media Arts

## I. Length of Schooling

(1) Standard Length of Schooling: 4 years;

(2) Flexible period of schooling: 3-6 years.

## II. Degrees

Bachelor of Arts of Beijing Jiaotong University and Lancaster University

## III. Requirements of Graduation and Degrees

Students, having obtained the credits as required for the scheme and complied with the requirements as stipulated by Regulations Concerning the Art of the Student Status and School Roll of Undergraduate of Beijing Jiaotong University, are entitled to obtain the undergraduate degree in Design Interactions. The bachelor degree of Arts from Beijing Jiaotong University and Lancaster University will be conferred to students who comply with the detailed rules for conferring the bachelor degree to college graduates of Beijing Jiaotong University and Lancaster University, subject to the examination and approval of the respective University Academic Degree Committees.

## IV. Program Overview

The professional training to meet the needs of the national cultural and creative industries, to master the basic theory and knowledge of interactive design, with a comprehensive cultural and creative spirit of the senior design talent. Implementation of international standards and training ideas and integrating the outstanding teaching resources of Beijing Jiaotong University and Lancaster at the Institute of contemporary art, through the development of discipline construction, personnel training and scientific research etc. which will make it becoming the domestic high level interaction design discipline. The program will focus on creative training and practice skill which will encourage students to design more creative art work.

## V. Program Aims

Combined with traffic characteristic of Beijing Jiaotong University and advantage subject of Lancaster University, this program is set to train students to adapt to the future of national cultural and creative industry. Develop in students an understanding of contemporary agendas in design and design interactions; Demonstrate knowledge of design methods, tools and creative approaches and their role in contemporary contexts; Build an awareness of particular fields (In the context of the high development of Chinese speed rail, especially relying on the superior discipline of Beijing Jiaotong University ) within design (e.g. User Experience, Interaction Design, Service Design, Design Management, Urban Design, Product Design, Design Research) and their interrelationships; Demonstrate knowledge and understanding of design thinking, design management, innovation and design, and critical thinking in relation to design interactions and the creative industries; Enable students to articulate a working knowledge of group-based and individual learning and project management particularly with respect to the role of the user within the design process.

## VI. Course Statistics

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| --- | --- | --- | --- |
|  | **Total** | **LU** | **Percentage delivered by LU** |
| Total Hours | 2048 | 840 | 41.02% |
| The number of modules | 33 | 11.84 | 35.88% |
| The number of core modules | 12 | 7.16 | 59.67% |
| Total hours of Core Courses | 640 | 352 | 55% |

Specialty Courses

96 Credits

(Compulsory 84 Credits, Optional 12 Credits）

**Curriculum for Arts**

142 Credits

(Compulsory 114 Credits, Optional 28 Credits)

General and Common Basic Courses

45 Credits

(Compulsory 29 Credits, Optional 16 Credits)

Ideology and Politics (Compulsory 13 Credits）

English（Compulsory 12 Credits）

Computer（Optional 4 Credits）

Military Theory and Training (Compulsory 3 Credits）

Physical Education (Compulsory 1 Credit, Optional 3 Credits）

Common Optional Courses (Optional 9 Credits)

Quality Cultivation

9 Credits

(Optional 9 Credits）

Common Basic Courses

36 Credits

(Compulsory 29 Credits, Optional 7 Credits)

General Public Courses

1Credit

(Compulsory 1 Credit)

Introduction to Transportation（Compulsory 1 Credit）

Specialty Core Courses (Compulsory 59 Credits)

Specialty Compulsory Courses (Compulsory 16 Credits)

Graduation Project (Compulsory 6 Credits）

Specialty Practice (Compulsory 3 Credits）

Specialty Elective Courses (Optional 12 Credits)

## VII. Core Subject Courses

The program has 12 core subject modules with 46 credits.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No.** | **Course****Code** | **Course Name** | **Credits** | **Hours** | **Delivered by** |
| 1 | WKB0L000Q | Introduction to Design I | 5 | 80 | LU |
| 2 | WKB0L001Q | Modernism in the Arts  | 5 | 80 | BJTU 0.5LU 0.5 |
| 3 | WKB0L002Q | Design Thinking | 6 | 96 | BJTU |
| 4 | WKB0L003Q | Critical Reflections I | 3 | 48 | BJTU |
| 5 | WKB0L004Q | Design Interactions | 3 | 48 | LU |
| 6 | WKB0L005Q | Design Interactions Studio: Materials | 3 | 48 | LU |
| 7 | WKB0L006Q | Design Interactions Studio: People | 3 | 48 | LU |
| 8 | WKB0L007Q | Design Research Consultancy Projects I II | 6 | 96 | BJTU |
| 9 | WKB0L008Q | Advanced Design Interactions | 3 | 48 | LU |
| 10 | WKB0L009Q | Design Interactions Studio: Contexts | 3 | 48 | BJTU 0.67LU 0.33 |
| 11 | WKB0L010Q | Innovation and Design | 3 | 48 | LU |
| 12 | WKB0L011Q  | Design Interactions Studio: Things | 3 | 48 | BJTU 0.67LU 0.33 |

## VIII. Omnibus Schedule for Teaching

| Course System | Course Category | Course Name | Course Code | Compulsory / Optional | Lecture / Practice | Credit(s) | Total  | Lecture  | Practice  | Exam / Tests | Grading Option | Prerequisite Course(s) | Semester | Credits Required |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| General and Common Basic Courses | Common Basic Courses | Ideology and Politics | Ideological and Moral Cultivation and Legal Basis | WB61L006T | C | T | 2.5 | 48 | 32 | 16 | CWA | LG |  | 2 | 13 |
| The Outline of Chinese Modern History | WB61L001T | C | T | 2 | 32 | 24 | 8 | CWA | LG |  | 1 |
| Introduction to the Basic Principles of Marxism | WB61L007T | C | T | 2.5 | 48 | 32 | 16 | CWA | LG |  | 4 |
| Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics | WB61L008T | C | T | 3 | 64 | 32 | 32 | CWA | LG |  | 3 |
| Social Practice of Ideological and Political Theory | WB61S002T | C | P | 1 | 2week |  | 2周 | CWA | P/F |  | 5 |
| Situation and Policy | WB61L005T | C | T | 2 | 32 | 16 | 16 | CWA | P/F |  | 1-7 |
| English | English and Study Skills Ⅰ | WK62L001T | C | T | 3 | 96 | 64 | 32 | Exam | LG |  | 1-4 | 12 |
| English and Study Skills Ⅱ | WK62L002T | C | T | 3 | 96 | 64 | 32 | Exam | LG |  |
| English and Study Skills Ⅲ | WK62L003T | C | T | 3 | 96 | 64 | 32 | Exam | LG |  |
| English and Study Skills Ⅳ | WK62L004T | C | T | 3 | 96 | 64 | 32 | Exam | LG |  |
| Computer Science | Fundamentals of Computer | WB85L001T | O | T | 1 | 32 | 16 | 16 | CWA | P/F |  | 1 | 4 |
| Java Programming | WB85L006T | O | T | 3 | 48 | 24 | 24 | CWA | LG |  | 2 |
| Military Theory and Training | Military Theory | WB00L003T | C | T | 0.5 | 16 | 16 |  | CWA | P/F |  | 1 | 3 |
| Military Training | WB00S001T | C | P | 2.5 | 18天 |  | 8天 | CWA | P/F |  | 1 |
| Physical Education | Physical Education Ⅰ | WB60S001T | C | P | 1 | 32 |  | 32 | CWA | LG |  | 1 | 4 |
| Physical Optional Courses | WB60S002TWB60S003T WB60S004T  | O | P | 3 | 96 |  | 96 | CWA | P/F |  | 2-4 |
| Common Optional Courses |  | O |  |  |  |  |  | CWA | P/F |  |  | 9 |
| General Public Courses | Introduction to Transportation | WB70L007T  | C | T | 1 | 16 | 16 |  | CWA | P/F |  | 1 | 1 |
| Specialty Courses | Specialty Core Courses | Introduction to Design I | WKB0L000Q | C | P | 5 | 80 | 40 | 40 | CWA | N |  | 3 | 59 |
| Introduction to Design II | WKB0L428Q | C | P | 5 | 80 | 40 | 40 | CWA | N |  | 4 |
| Modernism in the Arts I | WKB0L001Q | C | P | 5 | 80 | 60 | 20 | CWA | N |  | 3 |
| Modernism in the Arts II | WKB0L102Q | C | P | 5 | 80 | 60 | 20 | CWA | N |  | 4 |
| Design Thinking | WKB0L002Q | C | P | 6 | 96 | 40 | 40 | CWA | N |  | 5 |
| Critical Reflections I | WKB0L003Q | C | P | 3 | 48 | 64 | 32 | CWA | N |  | 5 |
| Critical Reflections II | WKB0L202Q | C | P | 3 | 48 | 32 | 16 | CWA | N |  | 6 |
| Design Interactions | WKB0L004Q | C | P | 3 | 48 | 12 | 36 | CWA | N |  | 5 |
| Design Interactions Studio: Materials  | WKB0L005Q | C | P | 3 | 48 | 8 | 40 | CWA | N |  | 6 |
| Design Interactions Studio: People  | WKB0L006Q | C | P | 3 | 48 | 8 | 40 | CWA | N |  | 6 |
| Design Research Consultancy Project I I I | WKB0L007Q | C | P | 6 | 96 | 12 | 36 | CWA | N |  | 6 |
| Advanced Design Interactions | WKB0L008Q | C | P | 3 | 48 | 36 | 60 | CWA | N |  | 7 |
| Design Interactions Studio: Contexts | WKB0L009Q | C | P | 3 | 48 | 8 | 40 | CWA | N |  | 7 |
| Innovation and Design | WKB0L010Q | C | P | 3 | 48 | 8 | 40 | CWA | N |  | 7 |
| Design Interactions Studio: Things | WKB0L011Q | C | P | 3 | 48 | 8 | 40 | CWA | N |  | 7 |
| Specialty Compulsory Courses | Basic Design | WBB0L001Q | C | P | 8 | 128 | 32 | 96 | CWA | N |  | 1 | 16 |
| Audio-visual Language | WBB0L501Q  | C | P | 4 | 64 | 16 | 48 | CWA | N |  | 2 |
| Photograph | WBB0S310Q | C | P | 2 | 32 | 16 | 16 | CWA | N |  | 2 |
| UI Design | WBB0L803Q | C | P | 2 | 32 | 16 | 16 | CWA | N |  | 4 |
| Specialty Elective Courses | Graphic Design | WBB0L801Q | O | P | 2 | 32 | 16 | 16 | CWA | N |  | 3 | 12 |
| Programming for Graphic | WBB0L802Q | O | P | 4 | 64 | 16 | 48 | CWA | N |  | 4 |
| Design Management I | WKB0L012Q | O | P | 3 | 48 | 8 | 40 | CWA | N |  | 5 |
| Design Management II | WKB0L013Q | O | P | 3 | 48 | 8 | 40 | CWA | N |  | 6 |
| Specialty Practice | Professional Contexts | WKB0S014Q | C | P | 3 | 48 | 8 | 40 | CWA | N |  | 6 | 3 |
| Graduation Project | Dissertation | WBB0L804Q | C | P | 6 | 96 | 16 | 80 | CWA | N |  | 8 | 6 |

## VIIII. Schedule of Each Semester

This schedule aims at guiding the students to select the courses as they are required to pay more attention to the semester credits control, the well-matched package of the optional courses and the self-independent studies as planned or scheduled according to the learning interests.

The total credits of this program are 142, with 114 credits compulsory, 28 credits optional and 39.5 credits theoretical, 102.5 credits practical. In the first 2 semesters, students are required to complete fundamental courses in humanities & social sciences. Digital Media Art specialty courses start in the third semester. It is necessary to well arrange the optional modules for each semester to guarantee that you can accomplish the required optional credits in four years.

Military Training (Summer)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Name** | **Compulsory / Optional** | **Lecture / Practical** | **Credits** | **Total Contact Hours** | **Exam / CWA** | **Letter grade (LG)/numeric (N)** | **Teaching****Weeks** | **Hour(s)/ Week** | **Delivered by** |
| WB00L003T:Military Theory | Compulsory | Lecture | 0.5 | 16 | CWA | P/F | 2 |  | BJTU |
| WB00S001T:Military Training | Compulsory | Practical | 2.5 | 14 Days | CWA | P/F |  |  | BJTU |
| Credits Required | 3 Credits in Total（3 Compulsory + 0 Optional） |

### Year 1 Autumn Semester

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Name** | **Compulsory / Optional** | **Lecture / Practical** | **Credits** | **Total Hours** | **Exam / CWA** | **letter grade (LG) /numeric (N)** | **Teaching Weeks** | **Hour(s)/ Week** | **Delivered by** |
| WB61L001T:The Outline of Chinese ModernHistory | Compulsory | Lecture | 2 | 32 |  CWA | LG | 1-16 | 2 | BJTU |
| WBB0L001Q: Basic Design | Compulsory | Practical | 8 | 128 |  CWA | N | 1-8 | 16 | BJTU |
| 8 WB85L001T: Fundamentals of Computer | Optional | Lecture | 1 | 32 |  CWA | P/F | 1-16 | 2 | BJTU |
| WK62L001T:English and Study Skills I | Compulsory | Lecture | 3 | 96 | Exam | LG | 1-16 | 6 | LU |
| 5 WB70L007T: Introduction to Transportation | Compulsory | Lecture | 1 | 16 | CWA | P/F | 1-16 | 1 | BJTU |
| WB60S001T Physical Education Ⅰ | Compulsory | Practical | 1 | 32 |  CWA | LG | 1-16 | 2 | BJTU |
| Credits Required | 16 Credits in Total（15 Compulsory + 1 Optional） |

### Year 1 Spring Semester

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Name** | **Compulsory / Optional** | **Lecture / Practical** | **Credits** | **Total Hours** | **Exam/ CWA** | **Letter grade (LG) / numeric (N)** | **Teaching Weeks** | **Hour(s)/ Week** | **Delivered by** |
| WB61L006T: Ideological and Moral Cultivation and Legal Basis | Compulsory | Lecture | 2.5 | 48 | CWA | LG | 1-16 | 3 | BJTU |
| WB85L006T：Java Programming | Optional | Lecture | 3 | 48 | CWA | LG | 1-16 | 3 | BJTU |
| WB60S002T Physical Optional Courses | Optional | Practical | 1 | 32 | CWA | P/F | 1-16 | 2 | BJTU |
| WK62L002T:English and Study Skills II | Compulsory | Lecture | 3 | 96 | Exam | LG | 1-16 | 4 | LU |
| WBB0L501Q: Audio-visual Language | Compulsory | Practical | 4 | 64 | CWA | N | 1-8 | 8 | BJTU |
| WBB0S310Q: Photograph | Compulsory | Practical | 2 | 32 | CWA | N | 9-16 | 4 | BJTU |
| Credits Required | 15.5 Credits in Total（11.5 Compulsory + 4 Optional） |

### Year 2 Autumn Semester

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Name** | **Compulsory/Optional** | **Lecture / Practical** | **Credits** | **Total Hours** | **Exam / CWA** | **letter grade (LG) / numeric (N)** | **Teaching Weeks** | **Hours/ Week** | **Delivered by** |
| WB61L008T: Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics  | Compulsory | Lecture | 3 | 48 | CWA | LG | 1-16 | 3 | BJTU |
| WB60S003T Physical Optional Courses | Optional | Practical | 1 | 32 | CWA | P/F | 1-16 | 2 | BJTU |
| WK62L003T: English and Study Skills III | Compulsory | Lecture | 3 | 96 | Exam | LG | 1-16 | 6 | LU |
| WKB0L000Q: Introduction to Design I | Compulsory | Lecture | 5 | 80 | CWA | N | 1-16 | 5 | LU |
| WKB0L001Q: Modernism in the Arts I | Compulsory | Lecture | 5 | 80 | CWA | N | 1-16 | 5 | LU 0.5 BJTU0.5 |
| WBB0L801Q:Graphic Design | Optional | Practical | 2 | 32 | CWA | N | 9-16 | 4 | BJTU |
| Credits Required | 19 Credits in Total（16 Compulsory + 3 Optional） |

### Year 2 Spring Semester

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Name** | **Compulsory / Optional** | **Lecture / Practical** | **Credits** | **Total Hours** | **Exam / CWA** | **letter grade (LG) / numeric (N)** | **Teaching Weeks** | **Hours/ Week** | **Delivered by** |
| WB61L007T: Introduction to the Basic Principles of Marxism | Compulsory | Lecture | 2.5 | 48 | CWA | LG | 1-16 | 3 | BJTU |
| WB60S004T: Physical Optional Courses | Optional | Practical | 1 | 32 | CWA |  P/F | 1-16 | 2 | BJTU |
| WKB0L428Q: Introduction to Design II | Compulsory | Practical | 5 | 80 | CWA | N | 1-16 | 5 | LU |
| WKB0L102Q: Modernism in the Arts II | Compulsory | Lecture | 5 | 80 | Exam(2 hours) | N | 1-16 | 5 | BJTU |
| WBB0L802Q: Programming for Graphic | Optional | Practical | 4 | 64 | CWA | N | 9-16 | 8 | BTJU |
| WBB0L803Q: UI Design | Compulsory | Practical | 2 | 32 | CWA | N | 9-16 | 4 | BJTU |
| WK62L004T: English and Study Skills IV | Compulsory | Lecture | 3 | 96 | Exam | LG | 1-16 | 6 | LU |
| Credits Required | 22.5 Credits in Total（17.5 Compulsory + 5 Optional） |

### Year 3 Autumn Semester

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Name** | **Compulsory / Optional** | **Lecture / Practical** | **Credits** | **Total Hours** | **Exam / CWA** | **letter grade (LG) / numeric (N)** | **Teaching Weeks** | **Hour(s)/Week** | **Delivered** **by** |
| WB61S002T: Social Practice of Ideological and Political Theory | Compulsory | Practical | 1 | 2 weeks | CWA | P/F |  |  | BJTU |
| WKB0L002Q: Design Thinking | Compulsory | Practical | 6 | 96 | CWA | N | 1-16 | 6 | BJTU |
| WKB0L003Q: Critical Reflections I | Compulsory | Practical | 3 | 48 | CWA | N | 1-16 | 3 | BJTU |
| WKB0L004Q: Design Interactions | Compulsory | Practical | 3 | 48 | CWA | N | 1-16 | 3 | LU |
| WKB0L012Q: Design Management I | Optional | Lecture | 3 | 48 | CWA | N | 1-16 | 3 | LU |
| Credits Required | 16 Credits in Total（13 Compulsory + 3 Optional） |

### Year 3 Spring Semester

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Name** | **Compulsory / Optional** | **Lecture / Practical** | **Credits** | **Total Hours** | **Exam / CWA** | **letter grade (LG) / numeric (N)** | **Teaching Weeks** | **Hours/ Week** | **Delivered by** |
| WKB0L202Q: Critical Reflections II | Compulsory | Lecture | 3 | 48 | CWA | N | 1-16 | 3 | BJTU |
| WKB0L013Q: Design Management II | Optional | Practical | 3 | 48 | CWA | N | 1-16 | 3 | BJTU |
| WKB0L006Q: Design Interactions Studio: People | Compulsory | Practical | 3 | 48 | CWA | N | 1-16 | 3 | LU0.5BJTU0.5 |
| WKB0L005Q: Design Interactions Studio: Materials | Compulsory | Practical | 3 | 48 | CWA | N | 1-16 | 3 | LU0.5BJTU0.5 |
| WKB0S014Q: Professional Contexts | Compulsory | Practical | 3 | 48 | CWA | N | 1-16 | 3 | BJTU |
| WKB0L007Q: Design Research Consultancy Project I | Compulsory | Practical | 3 | 48 | CWA | N | 1-16 | 3 | BJTU |
| Credits Required | 18 Credits in Total（12 Compulsory + 6 Optional） |

### Year 4 Autumn Semester

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Name** | **Compulsory / Optional** | **Lecture / Practical** | **Credits** | **Total Contact Hours** | **Exam / CWA** | **letter grade (LG) / numeric (N)** | **Teaching Weeks** | **Hour(s)/** **Week** | **Delivered by** |
| WB61L005T: Situation and Policy | Compulsory | Lecture | 2 | 32 | CWA | P/F | 1-16 | 3 | BJTU |
| WKB0L007Q: Design Research Consultancy Project II | Compulsory | Practical | 3 | 48 | CWA | N | 1-16 | 2 | BJTU |
| WKB0L008Q: Advanced Design Interactions | Compulsory | Practical | 3 | 48 | CWA | N | 1-16 | 3 | BJTU0.33LU 0.67 |
| WKB0L009Q: Design Interactions Studio: Contexts | Compulsory | Practical | 3 | 48 | CWA | N | 1-16 | 3 | BJTU 0.67LU 0.33 |
| WKB0L011Q: Design Interactions Studio: Things | Compulsory | Practical | 3 | 48 | CWA | N | 1-16 | 3 | BJTU 0.67LU 0.33 |
| WKB0L010Q: Innovation and Design | Compulsory | Practical | 3 | 48 | CWA | N | 1-16 | 3 | LU |
| Credits Required | 17 Credits in Total（17 Compulsory + 0 Optional） |

### Year 4 Spring Semester

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Name** | **Compulsory / Optional** | **Lecture / Practical** | **Credits** | **Total Hours** | **Exam / CWA** | **letter grade (LG) / numeric (N)** | **Teaching Weeks** | **Hour(s)/ Week** | **Delivered by** |
| WBB0L804Q: Dissertation | Compulsory | Practical | 6 | 96 | CWA | N | 1-16 | 6 | BJTU |
| Credits Required | 6 Credits in Total（6 Compulsory + 0 Optional） |