



MULTIMEDIA DESIGN

多媒体设计

专业学习咨询热线
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MULTIMEDIA DESIGN

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本专业旨在让学生掌握基本的平面设计技巧，在此之后学生将通过设计界面的方式将平面图转换为立体效果，同时运用不同的设计程序描绘互动媒介，学生有机会调查多媒体设计的发展趋势以及社会问题，在考虑文化经济和社会互动因素之后制定设计方案。

The purpose of this programme is to equip students with the fundamental broad-based skills in graphic design, after which, students learn to transform 2D graphics into the 3D world by creating interfaces and integrate programming abilities to illustrate the wonders of using multiple forms of Interactive Media. Students are also presented with the opportunity to research multimedia design trends and issues within society to produce an integrated suite of design solutions, taking into account aspects of culture, economics and social interaction.

专业课程

- 绘画
- 创意与问题解决
- 设计原理
- 设计色彩理论
- 交互设计应用
- 字体学基础
- 数码图片处理
- 数码摄影
- 设计历史与文化
- 动画原理
- 数码与应用插图
- 电影剧本与脚本制作
- 识别系统设计
- 3D 制图技术
- 交互式媒体设计
- 视频和音频技术
- 学术研究与沟通技巧
- 网页设计原理
- 高级交互式媒体设计
- 实验视频
- 高级网页设计
- 作品集制作与演示
- 设计工作室 1/2 - 数字媒体项目
- 实习
- 设计项目 - 数字媒体

Course Modules

- Drawing for Designers
- Creativity and Problem Solving
- Design Principles
- Colour for Designers
- User Interaction Design
- Fundamentals of Typography
- Digital Image Processing
- Digital Photography
- Design History and Culture
- Animation Principles
- Digital and Applied Illustration
- Screenplay and Storyboarding
- Identity System Design
- 3D Techniques
- Interactive Media Design
- Video and Audio Techniques
- ARCS
- Web Design Principles
- Advanced Interactive Media Design
- Experimental Video
- Advanced Web Design
- Portfolio and Presentation
- Design Studio 1/2 - Digital Media Project
- Industrial Attachment
- Design Project - Digital Media



课程介绍

绘画

本课程将介绍学生一系列素描 / 绘画的技巧，并帮助他们有效地运用这些技能交流思想和想法。一系列的动手练习使学生获得视觉传播的经验和信心。本课程鼓励学生探索和体验各种素描技巧和艺术媒介。

创意与问题解决

本课程将向学生展示不同的创造性技巧和运用他们解决不同的设计问题。学生将了解“概念”、“创意过程”、“时间管理”、“观察与分析”、团队和个人的“研究”和一个问题“定义”的重要性。学生将体验各种现有的创造技巧，例如头脑风暴、思维导图等。他们将在探索实际的设计问题中熟悉创作过程，从而培养出视觉传播所需的基本创造力。通过一系列项目，每个学生将创作出表达思想进阶和用创意展示真实想法的作品。

设计原理

本课程让学生了解设计原则及设计元素，学习如何运用这些原则元素解决各种设计问题。学生能够对设计中概念性、视觉性、关系性和实际性元素有一定了解。

设计色彩理论

本课程旨在理解设计中色彩运用的重要性。它涵盖色彩理论，研究和运用在视觉传播中所必需的彩色组合。学生将探索色彩的原则、属性、尺寸、协调和现象。本课程注重建立学生的色彩感知和扩大他们在颜色表达、认知和相互作用等方面的知识。通过从社会、文化和心理层面来理解色彩的语言，学生可以在他们的设计中操控色彩，以适应产品和目标受众。数字色彩将在本课程的后半阶段介绍，让学生去探索在计算机上生成颜色的基本原理和技巧。学生将学习在计算机上实现色彩协调有效方法。他们还将大致了解图像捕获、屏幕彩色显示、数字彩色空间和先印刷再用电脑二次加工。

字体学基础

本课程将通过一系列的探索和在字体各个方面的大胆实验，为学生提供字体学的基本理论知识、历史以及实际操作经历。本课程将通过实际操作、课堂讲解和实例演示教会学员使用字体学的基本概念和原理进行字体创作和设计。学生们需要完成各项练习会着手完成一个综合作业。探索当代字体样式并充分发挥其作为沟通工具潜力，通过非传统的方法衍生发展出新的字体样式，探索如何用字体表达出语言情感和个性，应因特定需求构思新的字体，新建兼具易读性和审美价值的字体体系。学生对于当今社会对于字体的需求以及字体的趋势有一定了解。

数码摄影

摄影是沟通中一项重要的视觉元素，它帮助建立书面内容与信息架构正确的关系。本课程致力于让人了解摄影能作为表达和沟通的载体。学生将挑战自己，找到正确的表现方式和途径将主题以图像形式呈现出来。

数码与应用插图

本课程将会介绍应用二维矢量图像来创建数码图片的基本技巧。使用 Adobe Illustrator 和 Adobe Photoshop 等设计工具，学生将会提高他们数码处理的技能，制作复杂的数码图像，探索视觉传播领域常用的处理矢量数码图像的技巧和艺术并且将之应用于诸如书籍封面、杂志封面、电影海报、相册封面、包装、广告、编辑及数字绘画等设计项目。

动画原理

学生通过了解现代行业中使用的动画专业术语和动画技巧，进而制作动画从而提升自己的技能。首先让学生了解传统的动画原理，使用关键帧和中间帧制作动画，学生可以了解这些元素是怎样运用在现代动画软件中的。学生需要使用不同的动画技巧和编辑软件制作短片动画。

Key Module Description

Drawing for Designers

This module will introduce students to a range of rendering/drawing techniques, and help them to develop these skills as a means of communicating ideas and thoughts effectively. A series of hands-on exercises enable students to gain experience and confidence in visual communication. Students are encouraged to explore and experiment with various rendering skills and art media.

Creativity and Problem Solving

This module will show the student different creativity techniques and their use and applications in solving various design problems. Students will gain a familiarization with concept, creative process, time management, observation and analysis, group and individual research and the importance of a problem statement. Students will experience various creative techniques in use – Classic Brainstorming, Mind Mapping, etc. They will become familiar with the creative process as they explore practical design problems, thus developing necessary basic creativity for visual communication. Through a series of projects, each student will produce work demonstrating a progression of thought and creative direction in line with authentic briefs.

Design Principles

This module gives the student an insight to the principles & elements of design, their use and applications in the goal of solving various design problems. Students gain a familiarization with the conceptual, visual, relational and practical elements of design.

Colour for Designers

This course covers the colour theory, research and effective combinations essential to apply colour for effective visual communication. Students will explore the principles, attributes, dimensions, harmonies and phenomena of colour. Emphasis is placed on the development of the students' personal colour sense and expanding their knowledge of the expression, perception, and interaction of colour. By understanding the language and meaning of colour from a social, cultural and psychological context, students can thus manipulate colours in their design to suit the product and target audience. Digital colours will be introduced at a later part of the course, which allows students to explore the basic principles and techniques for generating colours on the computer. Students will learn effective methods of attaining colour harmony on the computer. They will also be given a general overview of the basic aspects of image capture, screen colour display, digital colour spaces and print reproduction.

Fundamentals of Typography

This course will provide designers with the theoretical knowledge, history and practical experience through a process of discovery and experimentation in the fundamental aspects of typography. This course will provide students with knowledge and skills through practical exercises; lectures demonstrations and examples to enable them to explain and use the fundamental concepts and principles in the use of typefaces and typographic design. Students will have to successfully complete practical exercises and commence and complete an integrated project and explore contemporary type styles and use type to its full potential as a tool for communication. Develop type through non-traditional methods. Explore how to give words expression and personality through typography. Conceptualize a new typeface to meet a certain demand Create new typographic systems that have strong legibility and aesthetic value. Demonstrate a functional understanding of the demands on and trends in typography in our modern society.

Digital Photography

Photography is an important visual element in communication to create an appropriate relationship between written content and information hierarchy. The module is designed for both Graphic Designers and Multimedia Designers. The module is dedicated to understanding photography as a medium of expression and communication. Students will be challenged to find their own interpretation and approach to visualize themes with images.

Digital and Applied Illustration

This module will introduce the techniques for creating digital illustrations through the application of two dimensional vector images. Using Adobe Illustrator and Adobe Photoshop as design tools, students will improve their illustration technique and produce complex digital images, exploring technical and aesthetic aspects of the vector-based illustration processes most commonly used in the visual communication industry and apply it on projects such as book covers, magazines covers, film posters, album covers, packaging, advertising, editorials and digital painting etc.

Animation Principles

Students will develop their skills via the process of animation production, the terminology of animation and techniques used in the current industry. Starting with classical animation principles, using key frames and in-betweens to draw an animation; the students will see how this is still applicable to animations in modern animation software. Students will have to demonstrate the ability to use different animation techniques to produce a short animation, using editing software.

电影剧本与脚本制作

本课程会让学生挑战仅用铅笔、马克笔和素描簿作为工具，以图画来呈现构想的故事情节。重点在以叙事的方式将故事创作成短片剧本。当想法转化为文字后，将之以图画的方式展示连续情节。课堂中会展示专业的电影剧本和情节串联图板的例子，让学生观察学习。最主要的是学生会学习创作有结构的故事情节：产生想法，以语言文字的方式有效地传递思想，衍生并将剧本可视化。

识别系统设计

本课程使学生了解公司标识系统，包括它的起源到作为现代市场营销交流工具的发展过程。学生会以一个视觉设计师的角度调研影响品牌的各种不同的商业情况。总体而言，这门课程通过调查研究，学习和分析品牌战略发展，最终完成一个品牌手册的设计。

交互式媒体设计

学生在本课程中学到的知识和技能可以用于创造引人注目的、实用的、与观众产生互动的数码媒体设计。学生将发挥创意运用各种数码元素，比如摄影、插图、文字、音乐、音效、动画和视频等，探索多媒体创作软件的各种可能性。

视频与音频技术

本课程主要学习视频制作、渲染技术和展示方法。学生最初会学习人类是怎么察觉动作和光线，然后将这些元素和电影结合起来。接下来学生会体验相机和光线来学习视频制作效果，了解不同操作系统中的捕捉技术和压缩技术。

学生将了解视频音效制作、音频设计、同步化、录像等。本课程最后将要求学生制作一个以 DVD 的布局设计的短片，包括转换设计、字幕、多镜头拍摄和影片编辑。

网页设计原理

通过实践练习、专业知识的学习、课堂展示，让学生可以自己通过分析行业要求解决网页设计问题。通过设计网页、程序设计、学习超文本标记语言和平面网页设计软件获得实际技巧。学生完成练习后开始进行综合实践作业。

学生将通过课堂讲解、范例演示和实践练习的方法大致了解网络系统，开发生动的网络课程。

学生将展示对现代网络系统的内容和辅助系统总体了解。最后学生用先进的知识和脚本语言开发网页的各种性能。

实验视频

学生要发展创造性的理念，重新界定视觉效果视频和声音编辑的区别。本课程鼓励学生运用视频来作为表达工具，发展创意理念。

作品集制作与演示

这门课程的设计让学生重新回顾自己的作品并制作个人作品集，以展现他们对于设计原理的理解以及解决为题的能力。本课程注重学生作品的回顾及修改、简历书写以及多媒体设计、游戏设计、动画设计行业的展示面试技巧。

实习

这门课程会使学生通过多媒体工作室和其他机构的工作机会更多地接触和了解专业的环境。在艺术总监、动画设计师、纹理图像艺术家、高级平面设计师或市场交流经理的指导下完成有创意的工作，这些机会无论对他们的短期的学术和长期的职业发展都是意义重大。要顺利通过这门课程，学生要成功完成 24 个工作日的工作并完成相关的实习报告。

学术研究与沟通技巧

本课程涵盖了设计与市场学学生在学术方面所需研究和沟通技巧。学生将融入互动的学习环境，通过系列学习活动掌握并发展团队合作技能。学生们将学习如何发现、理解并评判由书本、杂志、网络和其他来源得到的信息资源。通过运用这些信息，他们将学会如何延伸他们的分析性报告并在同学们面前作口头演讲。在本课程中包括了调查研究的基本技巧（比如建立讨论群组合和调查问卷）、获取和评估信息、释义、运用现有参考文献引用体系、运用有效的沟通原理以及文件的专业呈现。

Screenplay and Storyboarding

This course will challenge students to use only a pencil, markers and a sketchbook to illustrate imaginative narrative stories. The emphasis will focus on the development of taking a narrative concept and composing it into a short film screenplay. Once the concept is transposed into words it will then be depicted with hand drawn images in a sequential frame storyboard. Industry screenplay and storyboarding examples will be shown throughout the course to educate students by observing professional examples. Most importantly, the student will learn to develop a structured story line: Creating an idea, communicating the idea efficiently with written language, developing and visualizing the story with storyboards.

Identity Systems Design

The course introduces students to the understanding of identity systems from its origins, to its development as a modern marketing communications tool. Students learn to investigate different business scenarios that may affect a brand from a graphic designer's point of view. Overall, this module focuses on introducing students to strategic brand development by means of research, study and analysis, which will culminate specifically in the form of a brand manual.

Interactive Media Design

The module provides the students with the knowledge and skills to create compelling, functional, engaging, interactive and digital media design. Students will work on a variety of digital elements, including photography, illustrations, text, music, sound effects, animation and video creatively and explore technical possibilities with various Multimedia Authoring softwares.

Video and Audio Techniques

This course focuses on the technical aspects of video creation, processing and display. Students will start by understanding how the human detects motion and light, and then relate this to the technical concepts of frames and movies. Students will then start experimenting with cameras and light to learn the critical effect of video production. They will learn to understand and use different capture and compression techniques. Students will also gain a basic understanding of digital sound production for video, as well as audio composition, synchronization and recording. This course will eventually request the students to produce a short film, with DVD interface layout and transition design, multiple subtitling, multi-cam shooting and editing for documenting their film.

Web Design Principles

The students will be provided with the necessary knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to create unique web solutions by analyzing different project requirements and needs. Students will also gain practical skills to enable them to create web pages by designing and programming, learning HTML markup language and graphical web building tools. Students will have to successfully complete practical exercises and commence an integrated practical project. This module will provide students with the knowledge and skills through lectures, examples and practical exercises to develop automated or dynamic modules for web systems. Students will be expected to demonstrate the ability to understand how supporting systems and dynamic content make up the bulk of modern dynamic web systems. Students will also be required to develop complex dynamic functions for websites using advanced knowledge in the required scripting language.

Experimental Video

The student will develop creative concepts, redefining the boundaries of visual effects video and sound editing. They will be encouraged to develop innovative concepts using video as a means of expression.

Portfolio and Presentation

The course provides students with the opportunity to conduct an intensive investigation of their design projects and develop a personal portfolio to reflect their understanding of design principles and creative problem solving abilities. This course will emphasize on review and revision, resumes writing, presentation skills and job interviews in the digital media design / games design / animation industry.

Industrial Attachment

This module exposes students to the professional environment through outside job opportunities in a Multimedia Studio, or other organisation. Students will be working under the guidance of art directors, animators, texture and image artists, senior graphic designers or marketing communication managers, and performing creative work that is educational and meaningful for their short term academic goals as well as their long range career preparation. Students will have to successfully complete a minimum of 24 workdays and create an internship report in order to complete the module.

ARCS

This unit covers key aspects of research and communication studies in academic contexts relevant to students of design and marketing. Students engage in collaborative learning activities throughout the term in order to develop their teamwork skills. Students learn to locate, understand and critically evaluate information from books, journals, the Internet and primary sources in order to do effective research. Using these sources of information, students then produce an extended piece of analytical writing and give oral presentations to their peers. Skills in doing primary research (i.e. conducting focus groups and surveys), accessing and evaluating information, paraphrasing, using established referencing systems, applying the principles of effective communication and the professional presentation of documents are all covered during the module.