哈尔滨工业大学深圳国际设计学院

Shenzhen International School of Design,

Harbin Institute of Technology

数字媒体艺术专业本科培养方案与课程体系

Curricula Program for Visual Media Arts (Bachelor)

（评审稿）

（Draft For Review）

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数字媒体艺术专业本科培养方案

Curricula Program for Visual Media Arts (Bachelor)

1 培养目标 Learning Objectives

数字媒体艺术专业培养在信息与通信、传播等领域，具备数字媒体设计、影视特效制作与后期制作、网络视频制作、互联网产品开发、网络交互设计制作及相关工具应用等系统的专业知识，掌握相关理论和方法，具有全球化视野、强烈的责任意识、科学的理性精神、领先的审美判断，能在国际化和跨文化语境下，在影视、网络媒体、广告传媒、动漫游戏以及虚拟现实等数字传播媒体等相关领域从事策划、创作、设计、制作、传播、运营或管理等工作的杰出人才。

The Visual Media Art major aims to cultivate outstanding talents with strong sense of responsibility, scientific spirit, leading aesthetic judgment, and systematic professional knowledge, master the basic theories and methods in the fields of information and communication, visual media design, film and television special effects production and post-production. Basic knowledge, theories and methods of production, online video production, Internet product development, network interaction design and production and the application of related tools are taught, which can be used in the media and cultural industries such as film and television, online media, advertising media, animation games, and virtual reality and other visual media. Related fields are engaged in planning, creation, design, production, dissemination, operation or management, etc., and are high-level compound talents in the field of visual media art related to the social, economic and cultural development.

2 培养要求 Learning Outcomes

毕业生应掌握或获得以下 12 个方面的能力：

1. 能够将数学、自然科学、工程基础和专业知识用于解决专业相关领域的问题。

2. 掌握数字媒体专业相关领域的基本理论与核心知识，具备在影视特效、网络视频制作、网络交互设计等进行概念性思考和分析的能力。

3. 具备在数字媒体专业相关领域独立思考和形式美学表达能力，掌握材料、形式语言表述技巧，能够使用多种工具和方法制定机械和电子系统的原型设计解决方案。

4. 了解相关数字媒体艺术专业方向领域内的前景、需求和发展动态，熟悉数字媒体艺术专业方向领域内的相关方针、政策和法规，了解工业和技术领域的产品开发过程，能够运用最新技术与行业和研究伙伴合作。

5. 能够综合考虑社会、经济、环境、伦理以及文化等因素，运用数字媒体相关领域的基本创作及研究方法，在科学与艺术交叉领域开展创新性的工作，在多样化的技术性和经济性专业领域中具备核心竞争能力，并体现创新意识，通过设计开发创新解决方案。

6. 能独立或合作完成作品创作、技术研发、项目策划、市场运营中的至少一个环节，具备符合行业对从业人员所需求的实践工作能力，具备对来自社会、经济和技术方面挑战的反思和分析能力，能够理解具体项目中来自技术和经济性的制约。

7. 具备外文资料检索、分析与写作等的能力，具有初步的科学研究和实际工作能力及一定的批判性思维能力，具有使用适当的方法、工具和过程理解设计概念的能力。

8. 具备一定的组织管理、沟通交流以及团队合作能力，能够在多学科背景下的团队中承担个体、团队成员以及负责人的角色。

9. 具备设计师的表达能力，能够就数字媒体艺术专业设计问题与业界同行及社会公众进行有效沟通和交流，包括用各种方式进行设计展示，能够完整表达设计方案、清晰陈述设计理念，具备国际视野，能够在跨文化背景下进行沟通和交流。

10. 秉持以人为本的理念，具有人文社会科学素养、社会责任感，能够在设计实践中理解并遵守设计职业道德和规范，履行责任。

11. 理解并掌握设计管理原理与价值决策方法，并能在多学科环境中应用。

12. 具备获取更新专业前沿知识、技能的自主学习、可持续发展及创新能力。

Graduates should master or acquire knowledge and abilities in the following areas:

1. Be able to apply mathematics, natural sciences, engineering foundation and expertise to solve problems in professionally related fields.

2. Master the basic theories and core knowledge of Visual Media majors, and have the ability to conceptually think and analyse in film and television special effects, network video production, network interaction design, etc.

3. Master the basic theories, knowledge, and operational abilities of computer,

visual imaging and other professional fields, understand the art and technical knowledge related to network media, have the ability to think independently and express formal aesthetics, master the skills of material and formal language expression, and be able to use multiple tools and methods to develop prototyping solutions for mechanical and electronic systems.

4. Understand the prospects, demands and development trends in the relevant fields of visual media art, be familiar with the relevant guidelines, policies and regulations in the field of visual media art, understand the product development process in the industrial and technical fields, and be able to use the latest technology to collaborate with industry and research partners.

5. Be able to comprehensively consider social, economic, environmental, ethical and cultural factors, and use basic creative and research methods in visual media-related fields to carry out innovative work in the intersection of science and art, and to perform innovative work in a variety of technical and economic majors. Having core competitiveness in the field, and reflect the sense of innovation, and develop innovative solutions through design.

6. Be able to independently or cooperatively complete at least one section in creation of works, technology research and development, project planning, and market operation. Having the practical work ability that achieves the requirements of the industry for practitioners, be able to reflect and analyse on social, economic and technological challenges. Analytical ability to understand technical and economic constraints in specific projects.

7. Be able to review and analyse literatures, and conduct professional writing, have preliminary scientific research and practical work skills and critical thinking, understand a design briefing using the necessary and appropriate methods, tools and processes.

8. Have certain skills in organization, management, communication and teamwork, and able to take the roles of individuals, team members or leaders in a multidisciplinary team.

9. Develop an individual expression as a designer, be able to effectively communicate with colleagues and the public on visual media art professional design

issues, be able to fully express design plans, clearly state design concepts, to have an international perspective, and be able to work in a cross-cultural context.

10. Apply human centred approach, have humanities and social science literacy, sense of social responsibility, able to understand and abide by design professional ethics and norms in design practice, and take responsibilities.

11. Understand and master the principles of design management and decision-making methods, and able to apply them in a multidisciplinary environment.

12. Possess the ability of independent learning, sustainable development and innovation to obtain latest professional frontier knowledge and skills.

3 专业核心课程 Core Courses

专业核心课程：跨专业基础课 I、跨专业基础课 II、跨专业基础课 III、方法论基础、字体设计基础、绘图基础、摄影基础、排版基础、动画与音频基础、通用语言（象形图）基础、企业设计基础、数据设计基础、版面设计基础、字体设计和字型转译设计、海报设计、编码（处理/HTML/CSS/JS）、应用设计、版面设计（摄影方向）、设计实践、数字设计、数据设计、企业设计、概念设计等工作坊和研讨课程。

Core Courses: Interdisciplinary Foundation Course I, Interdisciplinary Foundation Course II, Interdisciplinary Foundation Course III, Methodological Foundations, Basic Type Design, Basic Drawing, Basic Photography, Basic Layout, Basic Animation and Audio, Basic Universal Language (Pictograms), Basic Data Design, Basic Editorial Design, Type Design and Variable Design, Poster Design, Coding (Processing/ HTML/ CSS/ JS), Application Design, Editorial Design（o. Photography）, Workshop Int., Digital Design, Data Design, Corporate Design, Conceptual Design etc.

4 毕业要求 Graduation Requirements

（一）课程类别和学分要求 Course Categories and Credit Requirements

类别 Category	课程类别 Course Categories	哈工大学分 HIT Credit	%	学分合计 Total Credit	%
通识教育 General Education	公共基础课程 Public Fundamental Course	28	18.1%	45	29.1%
	数学与自然科学基础课程 Maths and Natural Science Fundamental Course	9	5.8%		
	文化素质教育课程 Cultural Education Course	8	5.2%		
专业教育 Professional Education	跨专业基础课程 Interdisciplinary Foundation Course	14	9.1%	109.5	70.9%
	专业核心课程 Base Core Module	60	38.8%		
	选修课程 Satellites	23.5	15.2%		
	毕业设计（论文） Thesis Project	12	7.8%		
合 计 Total		**154.5**	**100%**	**154.5**	**100%**

（二）修业年限、毕业要求及授予学位类型 Length of Study, Graduation Requirement and Degree Awarded

学制：四年。

授予学位：哈尔滨工业大学艺术学学士学位、瑞士苏黎世艺术大学艺术学学士学位。

毕业学分要求：学生应达到学校对本科毕业生提出的德、智、体、美等方面的要求，完成培养方案规定的全部课程学习及实践环节训练并达到双方学位授予要求，修满

154.5 学分，其中通识教育课程 45 学分，专业教育课程 109.5 学分，托福 80 分以上或雅思 6.5 以上（需在第一学年结束前完成），毕业设计（论文）答辩合格，方可准予毕业。

Length of Study: Four years.

Degree awarded: Bachelor of Arts of Zurich University of the Arts and the Bachelor of Engineering of Harbin Institute of Technology.

Graduation credit requirement: Students should meet the requirements of the school for undergraduate graduates in terms of morality, intelligence, physique, beauty, etc., complete all the course study and practical training stipulated in the training plan, and meet the degree awarding requirements of HIT and ZHdK, and complete 154.5 credits, including 45 credits of general education courses, 109.5 credits of professional education courses, TOEFL score of 80 or above or IELTS of 6.5 or above (acquire by the end of the first academic year), and dissertation defense can be approved for graduation.

5 学年教学进程表 Academic Year Schedule

数字媒体艺术专业本科第一学年教学进程表

Teaching Schedule for the First Academic Year of Visual Media (Bachelor)

开课学期 Semester	课程编号 Code	课程名称 Course Name	哈工大学分 HIT Credit	哈工大学时 HIT Study Hour	欧洲学分 ECTS	授课模式 Teaching Mode				授课方 Taught By	授课教师 Lecturer	备注 Note
						讲授 Lecture	实验 Lab	工作坊 Studio	其他 Others			
秋季 Autumn	MILT1003	军事技能 Military Skills	2	2 周 2 weeks					√	哈工大 HIT		
	MILT1002	军事理论 Military Theory	2	36					√	哈工大 HIT		
	PE1001A	体育 A Physical Education A	1	32					√	哈工大 HIT		
	GEIP1015	思想道德与法治 Ideological and Moral Cultivation and Law	2.5	40		√				哈工大 HIT		
	GEIP1014	思想政治理论实践课 Ideological and Political Theory Practice Course	2	32		√				哈工大 HIT		
	SDFC2001	**跨专业基础课 I Interdisciplinary Foundation Course I**	**7.5**	**120**	**15**	√						

	SOSC1063	大学生心理健康 Mental Health Education	2	32		√				哈工大 HIT		
	MATH1012A	高等数学 IIA Advanced Mathematics IIA	3	48		√				哈工大 HIT		
	Subtotal: Y1 Semester 1 小计：第一学年第一学期		**22**	**340**	**15**							
春季 Spring	GEIP1016	中国近现代史纲要 Outline of Modern and Contemporary History of China	2.5	40		√				哈工大 HIT		
	PE1001B	体育 B Physical Education B	1	32					√	哈工大 HIT		
	SDFC2002	**跨专业基础课 II Interdisciplinary Foundation Course II**	**2.5**	**40**	**5**	√						
	SDFC2003	**跨专业基础课 III Interdisciplinary Foundation Course III**	**4**	**64**	**8**	√						
	PHYS1001A	大学物理 IA University Physics IA	4	64		√				哈工大 HIT		
	NESC1001	国家安全教育	1	16								
	MATH1012B	高等数学 IIB Advanced Mathematics IIB	2	32		√				哈工大 HIT		

	GEIP1017	习近平新时代中国特色 社会主义思想概论 Introduction to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era	2.5	40		√				哈工大 HIT		
	Subtotal: Y1 Semester 2 小计：第一学年第二学期		**19.5**	**328**	**5**							
夏季 Summer	SDFC2004	信息科学基础 Information Science Fundamentals	2	32		√				哈工大 HIT		
	Subtotal: Y1 Summer Semester 小计：第一学年夏季学期		**2**	**32**								
第一学年合计 Subtotal: Year 1			**43.5**	**700**	**28**							
备注 Note	第一学年学生需达到托福 80 分以上或雅思 6.5 以上，修完跨专业基础课全部课程，并通过考核，方能获得苏黎世艺术大学的入学资格。 In the first academic year, students can only be admitted to the Zurich University of the Arts after they have achieved TOEFL score of 80 or above or IELTS of 6.5 or above, completed all the Interdisciplinary Foundation Courses and pass the examination by the end of the first academic year.											

数字媒体艺术专业本科第二学年教学进程表

Teaching Schedule for the Second Academic Year of Visual Media (Bachelor)

开课学期 Semester	课程编号 Code	课程名称 Course Name	哈工大学分 HIT Credit	哈工大学时 HIT Study Hour	欧洲学分 ECTS	授课模式 Teaching Mode				授课方 Taught By	授课教师 Lecturer	备注 Note
						讲授 Lecture	实验 Lab	工作坊 Studio	其他 Others			
秋季 Autumn	GEIP1011	马克思主义基本原理 The Basic Theory of Marxism	3	48		√				哈工大 HIT		
	PE1001C	体育 C Physical Education C	1	32					√	哈工大 HIT		
	SDVM2003	方法论基础 Methodological Foundations	2.5	40	4	√		√				
	SDVM2004	字体设计基础 Basic Type	2.5	40	4	√		√				
	SDVM2005	绘图基础 Basic Drawing	2	32	3			√				
	SDVM2006	摄影基础 Basic Photography	2	32	3			√				
	SDVM2007	排版基础 Basic Layout	2	32	3			√				

	SA**3***	**选修课 Satellites**	**3**	**48**	**6**	√	√					
		文化素质教育课程 Cultural Education Course	**2**	**32**	**4**	√				哈工大 HIT		
	Subtotal: Y2 Semester 1 小计：第二学年第一学期		**20**	**336**	**27**							
春季 Spring	GEIP1017	毛泽东思想和中国特色社会主义 理论体系概论 Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics	2.5	40		√				哈工大 HIT		
	PE1001D	体育 D Physical Education D	1	32					√	哈工大 HIT		
	SDVM2008	动画与音频基础 Basic Animation and Audio	2.5	40	4	√		√				
	SDVM2009	通用语言（象形图）基础 Basic Universal Language (Pictograms)	2.5	40	4	√		√				
	SDVM2010	企业设计基础 Basic Corporate Design	2	32	3			√				
	SDVM2011	数据设计基础 Basic Data Design	2	32	3			√				

	SDVM2012	版面设计基础 Basic Editorial Design	2	32	3			√				
	SA**3***	**选修课 Satellites**	**3**	**48**	**6**	√	√					
		文化素质教育课程 Cultural Education Course	**2**	**32**	**4**	√				哈工大 HIT		
	Subtotal: Y2 Semester 2 小计：第二学年第二学期		**19.5**	**328**	**27**							
夏季 Summer	SA**3***	**选修课 Satellites**	**3**	**48**	**6**	√	√					
	Subtotal: Y2 Summer Semester 小计：第二学年夏季学期		**3**	**48**	**6**							
第二学年合计 Subtotal: Year 2			**42.5**	**712**	**60**							
备注 Note	1、第二学年学生只能从主题、实验和博物馆中选择“选修课”课程。 In the second academic year students can only choose Satellites from Content, Lab, and Museum Satellites. 2、第二学年的秋季学期学生不能同时选择实验选修课和博物馆选修课。 In the fall Semester of second academic year, students should avoid choosing both Lab and Museum Satellites.											

数字媒体艺术专业本科第三学年教学进程表

Teaching Schedule for the Third Academic Year of Visual Media (Bachelor)

开课学期 Semester	课程编号 Code	课程名称 Course Name	哈工大学分 HIT Credit	哈工大学时 HIT Study Hour	欧洲学分 ECTS	授课模式 Teaching Mode				授课方 Taught By	授课教师 Lecturer	备注 Note
						讲授 Lecture	实验 Lab	工作坊 Studio	其他 Others			
	SDVM3001	字体设计和字型转译设计 Type Design and Variable Design	2.5	40	4	√			√			
	SDVM3002	海报设计 Poster Design	2.5	40	5	√			√			
	SDVM3003	编码 （处理/HTML/CSS/JS） Coding (Processing/HTML/CSS/JS)	3	48	4				√			
	SDVM3004	应用设计 Application Design	3	48	4				√			
	SA**3***	**选修课 Satellites**	**3**	**48**	**6**	√	√					
		文化素质教育课程	**2**	**32**	**4**	√				哈工大		

		Cultural Education Course								HIT		
	Subtotal: Y3 Semester 1 **小计：第三学年第一学期**		**16**	**256**	**27**							
春季 Spring	GEIP1010	形势与政策 Situation and Policy	2	32		√				哈工大 HIT		
	SDVM3005	版面设计（摄影方向） Editorial Design (o. Photography)	4.5	72	6.5	√		√				
	SDVM3006	虚拟世界实践设计专题 Workshop Int. (W. Focus On Virtual Worlds Design)	1.5	24	3.5	√		√				
	SDVM3007	数字设计 Digital Design	4	64	5			√				
	SDVM3008	设计实践 Workshop Int.	1	16	2			√				
	SA**3***	**选修课** **Satellites**	**3**	**48**	**6**	√	√					
		文化素质教育课程 **Cultural Education Course**	**2**	**32**	**4**	√				哈工大 HIT		
	Subtotal: Y3 Semester 2 **小计：第三学年第二学期**		**18**	**288**	**27**							

夏季 Summer	SA**3***	**选修课** **Satellites**	**3**	**48**	**6**	√	√						
	Subtotal: Y3 Summer Semester **小计：第三学年夏季学期**		**3**	**48**	**6**								
第三学年合计 **Subtotal: Year 3**			**37**	**592**	**60**								
备注 Note	1、第三学年的秋季学期和春季学期学生只能从主题、海外、实践、产业、实验和博物馆中选择“选修课”课程。 In the Fall Semester and Spring Semester of the Third Academic Year students can only choose from Content, Abroad, Practice, Industry, Lab and Museum Satellites. 2、第三学年的夏季学期学生可选任意选修课课程。 In the Summer Semester of the third Academic Year students can choose from any Satellites.												

数字媒体艺术专业本科第四学年教学进程表

Teaching Schedule for the Fourth Academic Year of Visual Media (Bachelor)

开课学期 Semester	课程编号 Code	课程名称 Course Name	哈工大学分 HIT Credit	哈工大学时 HIT Study Hour	欧洲学分 ECTS	授课模式 Teaching Mode				授课方 Taught By	授课教师 Lecturer	备注 Note
						讲授 Lecture	实验 Lab	工作坊 Studio	其他 Others			
秋季 Autumn	SDVM3009	数据设计 Data Design	6	96	7.5	√		√				
	SDVM3010	企业设计 Corporate Design	6	96	7.5	√		√				
	SDVM3011	概念设计 Conceptual Design	2	32	4			√				
	SA**3***	**选修课 Satellites**	**5.5**	**88**	**11**	√	√					
	Subtotal: Y4 Semester 1 小计：第四学年第一学期		**19.5**	**312**	**30**							
春季 Spring	SDVM3499	毕业设计 Thesis Project	12	192	30				√			
	Subtotal: Y4 Semester 2 小计：第四学年第二学期		**12**	**192**	**30**							
第四学年合计 Subtotal: Year 4			**31.5**	**504**	**60**							

总计 Subtotal		**154.5**	**2508**	**208**							
备注 Note	第四学年的秋季学期学生可选任意选修课课程，但必须包含实践或产业选修课。 In the Fourth Academic Year students can choose from any Satellites, but Practice or Industry must be included.										

Interdisciplinary Foundation Course Ⅰ

Course code: SDFC2001 **Course name:** Interdisciplinary Foundation Course Ⅰ

Credit points: ECTS 15 Chinese: 7.5

Subjects related: Architecture, Design

Pre-requirement for the course: None

Faculty or department: SISD

Mandatory or elective: Mandatory

Lecturers in charge of the Course:

Course Description（about 200 words）

The course consists of 5 sub-courses, which can comprehensively train thinking and skills. The course mainly guides students to understand that creativity refers to those activities derived from personal creativity, skills, and talents, which have the potential to create wealth and employment opportunities through the generation and utilization of intellectual property rights, and learn about the key impacts of creative products on business, culture, and society. Study creative disciplines using different methods in habitual practice. Learn about the history of design and architecture, and the impact of architectural history on matter and style, medium and perception, society, and politics. In addition, discuss the influence and use of interdisciplinary methods, techniques, processes, materials, etc.

Sub-course 1: Introduction in Creative Disciplines

Credit points: ECTS:2 Chinese:1

Sub-course code: BA FC 1

Mandatory or elective: Mandatory

Learning objectives/aims and competencies

- The definition of “creative disciplines” generally. Globally and locally;
- The role of creatives and creativity for the Economy and Society;
- Typical labour markets-the “Creative Economy”;
- Creativity as a source for culture and business;
- The global influence of creativity;
- Solving problems and building up knowledge with creativity;
- The difference between Art, Design and Architecture;
- What is the fundamental difference and the similarities in the practice oriented and academic oriented creative disciplines?
- How does creative disciplines contribute to Business, Culture and Society?
- What are typical role models in the Creative Industry?
- What career opportunities are offered in the Creative Industry?

Units

1 Professional

2 Academics

Teaching and learning methods and formats

- Lectures
- Workshop
- Mentoring

Envisaged practical skills

Gain an individual self-orientation and a mapping of interests.

Envisaged theoretical and reflective skills

- Know the character, the position and the purpose of creative disciplines;

- Have an understanding of the different roles in the Industry and the Economy (i.e. Agencies, Start-Ups, Incubators, employed, self- employed, etc.);
- Position yourself in the framework of Creative Culture and Economy;
- Understand “Creative Commons” as a global movement.

Envisaged scientific skills

- Knowledge of rules and criteria in the creative academic and economic society. (i.e. scientific, research, PHD, lecturer, etc.), and the creative professional world (Business, Agencies, etc.);
- Distinguish between creative culture, creative business and creative knowledge;
- The value of intellectual property as a fundamental result of the creative economy.

Sub-course conclusion and proof of performance

None

Unit 1 Creative Professional

(code: BA FC 1.1)

Profile of lecturer(s)

Experienced practicing professional Designer or Architect.

Content

- Outlook in the professional Design- and Architecture Scene, with examples of the field of work and the required; knowledge and experience for architects and designers;
- Self-reflection on the following field of study at SISD;
- Global and local views and insights;
- Role models and examples;
- Designers and Architects as a popular figures and role models;
- Challenges and opportunities in the professional market;
- Career pathways, models in creative business (Architecture and / or Design).

Teaching and learning methods and formats

- Lectures
- Workshop

Learning objectives/aims and competencies

- Knowledge and experience of professional requirements in the creative professional world;
- Understanding rules and affordances, chances and risks in the Professional Creative System;
- Position yourself in the Creative System.

Unit conclusion and proof of performance

Presentation of own perspective and interests on creative practice.

Bibliography / Literature

Will be provided

Necessary infrastructure and equipment

None

Necessary student equipment

Laptop

References and web links

Will be provided

Unit 2 Creative Academics

(code: BA FC 1.2)

Profile of lecturer(s)

Experienced Academic trained Designer or Architect. Probably Background in Theory and Research - PHD.

Content

- Role of the academic world in the Creative Disciplines;
- Purpose and aim of academical results as research and theory;
- Career models and examples in Academic Institutions;
- Reflection on the following field of study at SISD:
  Global and local view in terms of Academia;
  Role models, pathways and career examples in Academia, challenges and opportunities;
  The role of Theory, Knowledge, Culture and Research in Academia.

Teaching and learning methods and formats

- Lectures
- Workshop

Learning objectives/aims and competencies

- Knowledge and experience of necessary intellectual requirements and practice in the creative academic world;
- The value of intellectual properties;
- Publications and Writing as a result.

Unit conclusion and proof of performance

Presentation of own set of knowledge and interests on academic practice

Bibliography / literature

Will be provided

Necessary infrastructure and equipment

None

Necessary student equipment

Laptop

References and web links

None

Sub-course 2: Graphic, Information, Object, Space, Environment

Credit points: ECTS:3 Chinese:1.5

Sub-course code: BA FC 2

Mandatory or elective: Mandatory

Learning objectives/aims and competencies

- The different fundamental forms of appearance, and field of knowledge and practice for Design (Communication/Visual and Object) and Architecture/Urban/Landscape dealing with specific methods, media, processes and results;
- Working with different scales, media, materials, processes, technologies and scope;
- Cultural, economic and practical aspects;
- Necessary basic talent, skills and knowledge;
- Impact for culture, society and business;
- What are typical working frameworks, settings and methods?
- Overlapping fields of the different types of Design and Architecture as an interdisciplinary approach (e.g. Smart City, Sustainable City);
- New directions as Game Design and Interaction Design, Immersive Design, dealing with a crossover of disciplines and it's methods, technologies and application;
- Critical reflection and discussion of roles of disciplines.

Units

1. 2D Design
2. 3D Design
3. Environment and Space

Teaching and learning methods and formats

- Lectures
- Seminars
- Workshop

Envisaged practical skills

- Discussion of the different current fields in practise and as a discipline;

- What do I need to know and what skills are important?
- What are the core competencies and roles in Architecture and Design?

Envisaged theoretical and reflective skills

- Basic knowledge of the underlying theory and methods;
- What are typical disciplinary working and knowledge environments?

Envisaged scientific skills

- Basic knowledge of sets of Research and Theory in Design and Architecture;
- The reflection and use of the term “science” in the disciplines;
- Important publications and disciplinary turns and movements.

Sub-courses conclusion and proof of performance

None

Unit 1 2D Design

(code: BA FC 2.1)

Profile of lecturer(s)

Experienced 2D Designer (Visual, Editorial, Graphic, Brand, Interaction, etc.) with a broad view and understanding of 2D Design.

Content

- What is 2D Design?
- Different aspects of 2D Design;
- Quality rules for 2D Design (good/bad), examples;
- How is 2D Design produced (Process);
- Used Tools, Methods, Processes and Technologies;
- Significance of 2D Design in the Production/Industry/Process;
- Difference between Analogue-Digital and Interactive 2D Design;
- Digitization and the impact of nonlinear information design;
- Must have qualities for a 2D Designer;
- Estimated future trends in 2D Design.

Teaching and learning methods and formats

- Lectures
- Workshop
- Seminars

Learning objectives/aims and competencies

- Knowledge of the basic principles, qualities, methods of 2D Design. Distinguish between good, bad an average 2D Design;
- Knowledge of the basic talents, and used tools for 2D Design;
- Typical work environments for 2D Design;
- Overview of 2D Design types: as Editorial Design, Typography, Typesetting, Poster Design, Screen Design, Brand Design, Interaction Design, etc.;
- Knowledge of important 2D Design in the history globally;
- Knowledge of important 2D Designers and Agencies globally;
- Typical applications and Markets of 2D Design in the Industry, Culture and Society;
- Creation and Production processes.

Unit conclusion and proof of performance

Short presentation on 2D Design perspective. Group work.

Bibliography / literature

Will be provided

Necessary infrastructure and equipment

None

Necessary student equipment

Laptop

References and web links

Will be provided

Unit 2 3D Design

(code: BA FC 2.2)

Profile of lecturer(s)

Experienced 3D Designer (Product, Electronics, Investment goods, etc.) with a broad view and understanding of 3D Design.

Content

- What is 3D Design?
- Different aspects of 3D Design;
- Quality rules for 3D Design (good/bad), examples;
- How is 3D Design produced (Process);
- Used Tools, Methods and Technologies;
- Significance of 3D Design in the Production/Industry/Process;
- Difference between Analog and Digital 3D Design;
- Digitalisation and the impact of nonlinear information design;
- Must have qualities for a 3D Designer;
- Estimated future trends in 3D Design.

Teaching and learning methods and formats

- Lectures
- Workshop
- Seminars

Learning objectives/aims and competencies

- Knowledge of the basic principles, qualities, methods of 3D Design. Distinguish between good, bad an average 3D Design;
- Know the basic talents and tools for 3D Design;
- Typical work environments for 3D Design;
- Knowledge of important 3D Designs around the history, globally. Yesterday and today;
- Blurring borders between object and information;
- The culture of objects. Different types of Object Design Reflection of 3D Design in the industry and society. Consumption Goods, Luxury Goods, Investment Goods, Furniture, Mobility, etc.

- Knowledge of important 3D Designers and Agencies globally;
- Typical applications and Markets of 3D Design in the Industry, Culture and Society.
- Creation and Production processes.

Unit conclusion and proof of performance

Short presentation on 3D Design perspective. Group work.

Bibliography / literature

Will be provided

Necessary infrastructure and equipment

None

Necessary student equipment

Laptop

References and web links

None

Unit 3 Environment and Space

(code: BA FC 2.3)

Profile of lecturer(s)

Experienced Architect/Urban Planner with a broad view and understanding of the function of Spatial Design/Architecture/Urban Design.

Content

- What is Spatial-, Architectural-, and Landscape Design?
- Different aspects of Spatial-, Architectural-, and Landscape Design;
- Quality rules for Architectural/Landscape Design (good/bad);
- How is Architectural/Landscape Design produced (Process);
- Used Tools, Methods and Technologies;
- Significance of Architectural/Landscape Design in the Urban Planning Process;
- Difference between Analogand Digital/Interactive Architectural/Landscape Design;
- Must have qualities for a Architectural/Landscape/Urban Designer;
- Sustainable Environment and Smart Cities;
- Estimated future trends in Architectural/Landscape Design.

Teaching and learning methods and formats

- Lectures
- Workshop
- Seminars

Learning objectives/aims and competencies

- Knowledge of the basic principles, the qualities, methods of Spatial Design and Architecture. Distinguish between good an average Spatial Design and Architecture.
- Know the basic talents and tools for Spatial Design and Architecture;
- Typical work environments for Spatial Design and Architecture;
- Knowledge of important Spatial Design and Architecture around the history globally. Yesterday and today;
- Typical use and reflection of Spatial Design and Architecture in the industry and society. From small scale (House) to large scale (City);
- Typical applications and Markets of Spatial Design and Architecture in the Industry, Culture and Society;

- Creation and Production processes.

Unit conclusion and proof of performance

Short presentation on Environment and Space perspective. Group work.

Bibliography / literature

Will be provided

Necessary infrastructure and equipment

None

Necessary student equipment

Laptop

References and web links

None

Sub-course 3: Design and Architecture History Part 1

Credit points: ECTS:3 Chinese:1.5

Sub-course code: BA FC 3

Mandatory or elective: Mandatory

Learning objectives/aims and competencies

The history of design refers to the history of product design and begins with the mass production of consumer goods in industrial society in the mid-19th century. Furthermore, it deals with the history of graphic design and other areas of design.
Architectural history analyses architecture and the built environment in their historical dimension. Architectural history covers the broad spectrum from design to building and construction to architectural tradition in the broadest sense. Architectural history is interested in material and stylistic, medial and perception-theoretical questions as well as in the social, political and societal dimensions of architecture. The (historical) theory of architecture and the history of monument preservation are also the subject of architectural history, which further contributes to critical heritage studies.
Understand the history of design and architecture as framework and orientation for your own discipline. Understand and position historical and cultural background.

Units

1. Design and Architecture History Part 1

Teaching and learning methods and formats

- Lectures
- Seminars

Envisaged practical skills

None

Envisaged theoretical and reflective skills

Basic knowledge, orientation and understanding of the history of Design and Architecture and influences of:

Historical;

Political

Technical;;

Cultural;

Social;

Global/Local;

Developments and Positions.

- Understand the underlying theory and methods. Drawing insights from the history towards current developments and the future implications. Understanding the historical development, leading to current- and future results and theories. Important cultural turns and movements as Arts and Crafts Movement, Modernism, Postmodernism, Deconstruction, Functional Design, Social Design, Biodesign, etc..
- Learn about important institutions, persons and offices or agencies. Know important milestones of the history.

Envisaged scientific skills

- Reading and understanding text on the history of Design and Architecture;
- Drawing own conclusions;
- Understand the relation between practice and history.

Sub-courses conclusion and proof of performance

- Writing a text
- Presentation

Unit 1 Design and Architecture History Expert

(code: BA FC 3.1)

Profile of lecturer(s)

Design and Architecture History Expert.

Content

- Understand of Design & Architecture in it's historical context;
- Knowledge on the relation of history, society and economy;
- Understand different cultural periods and it's expressions;
- Knowledge on important persons, Schools of expressions (as Bauhaus, Black Mountain College, etc.) and styles
- Learn theoretical thinking as Modernity, Postmodernity, Renaissance, etc.;
- Know the most important items, buildings, companies and processes

Teaching and learning methods and formats

- Workshop
- Seminars

Learning objectives/aims and competencies

- Overview of different periods in Architecture and Design.
- Influences of the society, technology and economy on Architecture and Design and vice versa
- Differentiate Design, Art, Architecture. Classify styles and schools.
- Know important theory buildings in Architecture and Design
- Reflect history in your own creative process.
- Understand the underlying theory and methods.

Unit conclusion and proof of performance

Presentation of a given historical topic.

Bibliography / literature

Will be provided

Necessary infrastructure and equipment

None

Necessary student equipment

Laptop

References and web links

None

Sub-course 4: Creative Methods

Credit points: ECTS:2 Chinese:1

Sub-course code: BA FC 4

Mandatory or elective: Mandatory

Learning objectives/aims and competencies

- Creative disciplines are making use of different methods in the daily practice;
- A set of methods are the basics for Theory and Research;
- User focused and participative processes result in better adapted and more accepted results;
- Students learn in this module the most important and useful Design Thinking Methods, gaining results for their own creative process;
- Students learn how to set up and master a participative process and evaluate the outcome, results and to make use for the own practice or theory.

Units

1. Design Thinking and other Creative Methods
2. Collaborative and Participative Methods

Teaching and learning methods and formats

- Workshop
- Seminars

Pre-requirements for this course

Short presentation on a set of creative methods

Envisaged practical skills

- Practical application of Design Thinking and Participative Processes;
- Become a moderator for a Design process;
- Involving stakeholders and affected communities in the right way.

Envisaged theoretical and reflective skills

- Learn the underlying theories of Design Thinking and participative design processes;
- Evaluate your own outcome and results;

- Set up a process;
- Deal with stakeholder expectations.

Envisaged scientific skills

Understand the scientific background and the theory behind Design Thinking and Participative Processes.

Sub-courses conclusion and proof of performance

Presentation

Unit 1 Design Thinking and Other Creative Methods

(code: BA FC 4.1)

Profile of lecturer(s)

Design Thinking Expert.

Content

- Understand of Design Thinking and other Creative Methods;
- Apply Design Thinking in your own practice;
- Understand the Theory behind Design Thinking;
- Get an overview and understanding of other creative methods;
- Try to create your own method.

Teaching and learning methods and formats

- Workshop
- Seminars

Learning objectives/aims and competencies

- Understand Design Thinking?
- How is a Design Thinking Process organized and executed?
- Necessary tools for a Design Thinking Process;
- What are outcomes of a Design Thinking Process?
- What are other useful creative methods that can be used for Theory and Practise?
- The use of Questionnaires, Mapping and Problem Framing.

Unit conclusion and proof of performance

Presentation, setting up an own design thinking workshop.

Bibliography / literature

Will be provided

Necessary infrastructure and equipment

None

Necessary student equipment

Laptop

References and web links

None

Unit 2 Collaborative and Participative Methods

(code: BA FC 4.2)

Content

- What is a “user focus” or a “human centred” focus?
- The importance and value of the inclusion of users for a creative process;
- Overview of different user focused and participative methods;
- Stakeholder- and experience management;
- What are social- and societal aspects of Design and Architecture?

Teaching and learning methods and formats

- Workshop
- Seminars
- Role Play

Learning objectives/aims and competencies

- What means “user focused”?
- What defines the “user”?
- What are outcomes of a participative process?
- How can I make use of users need, experience and knowledge for my own work?
- How can I understand a problem?
- How can I frame a problem?
- How do I set up a participative user inclusive workshop?
- What tools and methods are needed?
- Questionnaires, Mapping and Framing;
- Catalyse results of a user workshop;
- Soft Prototyping, Case modelling, Framing.

Unit conclusion and proof of performance

- Setup your own user oriented workshop;
- Test your workshop

Bibliography / literature

Will be provided

Necessary infrastructure and equipment

None

Necessary student equipment

Laptop

References and web links

None

Sub-course 5: Skills, Methods and Tools 1

Credit points: ECTS:5 Chinese:2.5

Sub-course code: BA FC 5

Mandatory or elective: Mandatory

Learning objectives/aims and competencies

- Initial drawing and sketching skills;
- Exercise and train your drawing, rendering, sketching and printing skills;
- Express your idea or a concept in a quick way, using sketches;
- 2D and 3D techniques of visualize, plan and perspective;
- Necessary materials, techniques and tools.

Units

1. Drawing, Rendering and Sketching, Printing

Teaching and learning methods and formats

- Workshop
- Lectures
- Exercises

Envisaged practical skills

- Become a skilled communicator, using a set of illustration and drawing techniques;
- Develop your own style of expression.

Envisaged theoretical and reflective skills

- Understand the perception behind hand drawing;
- Differences between 2D and 3D design drawings;
- Reflect your own sketching style for everyday purposes.

Envisaged scientific skills

Drawing as an information- and communication tool.

Sub-courses conclusion and proof of performance

Folder presentation

Unit 1 Drawing, Rendering and Sketching, Printing

(code: BA FC 5.1)

Profile of lecturer(s)

Skilled Design/Architecture draftsman.

Content

- Intensive drawing exercises;
- 3D and 2D drawings;
- Theory of perspective, intersection and plan;
- Use of drawing tools, techniques and media;
- For which task do I use which drawing style or technique?
- What is the difference of a sketch and a technical drawing?
- Develop your individual expression;
- Sketching as quick presentation of ideas and concepts.
- Difference of hand drawing and CAD.

Teaching and learning methods and formats

- Exercises

Learning objectives/aims and competencies

- Become a skilled and virtuous draughtsman;
- Perspective, plan, section and elevation;
- What is the purpose of a sketch, a plan and a rendering;
- When and how to use it in your creative process.

Unit conclusion and proof of performance

Individual folder of drawings, illustrations, sketches and renderings, all made by hand

Bibliography / literature

Will be provided

Necessary infrastructure and equipment

None

References and web links

None

跨专业基础课程 Ⅰ

课程代码: SDFC2001　　**课程名:** 跨专业基础课程 Ⅰ

学分: 欧方 15 学分　中方 7.5 学分

开设专业: 建筑学、设计学

先修课程: 无

负责院系： SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

课程包含了 5 门子课程，可对学生的思维和技能进行综合训练。课程主要引导学生理解创意是源自个人创意、技能和才干的活动，通过知识产权的生成与利用，创造财富和就业机会。并了解创意产品对商业、文化和社会的主要影响。学习创造性学科在日常实践中使用的不同方法，了解设计和建筑的历史，以及建筑史对物质和风格、媒介和感知、社会以及政治的影响。学习跨学科方法、技术、工艺、材料等，并对其使用进行反思和讨论。

子课程 1: 创意学科导论

学分: ECTS:2　哈工大学分:1

必修或选修: 必修

课程培养目标与能力

- “创意学科”的一般定义：全球化和本地化;
- 创意和创造力对经济和社会的作用;
- 典型的劳动力市场——“创意经济”;
- 创意作为文化和商业的源泉;
- 创造力的全球影响力;
- 用创造力解决问题和积累知识;
- 艺术、设计和建筑的区别;
- 实践导向和学术导向的创造性学科的根本区别和相似之处是什么?
- 创意学科如何为商业、文化和社会做出贡献?
- 创意产业的典型榜样是什么?
- 创意产业提供哪些职业机会?

单元

1 专业

2 学术

教学模式与方法

- 讲座
- 工作坊
- 指导

目标实践技能

学生获得个人的自我定位和兴趣引导。

目标理论与思维能力

- 了解创造性学科的性质、地位和目的;
- 了解行业和经济领域中的不同角色（即机构、初创企业、孵化器、受雇、自雇等）;
- 将自己定位在创意文化和经济的框架中;
- 将“知识共享”理解为一项全球趋势。

目标科学技能

- 了解创造性学术和经济社会的规则和标准（即科学、研究、博士、讲师等）和创意专业领域（商业、机构等）；
- 区分创意文化、创意商业和创意知识;
- 知识产权的价值是创意经济的基本结果。

子课程考核方式

无

单元 1　创意（专业）

(单元编号: BA FC 1.1)

师资配备

经验丰富的执业设计师或建筑师。

内容

专业设计和建筑场景的展望，包括工作领域的案例和要求。建筑师和设计师的知识和经验。

对以下研究领域的自我反思:

- 全球和当地的观点和见解;
- 榜样和例子;
- 设计师和建筑师作为流行人物和榜样;
- 专业市场的挑战和机遇;
- 职业道路、创意业务模型（建筑和/或设计）。

教学模式

- 讲座
- 工作坊

学习目标和能力培养

- 创意专业领域专业要求的知识和经验;
- 了解专业创意系统中的规则和可供性、机会和风险;
- 了解自己在创意系统中的定位。

单元总结和考核方式

在创意实践中展示自己的观点及兴趣。

参考书目/文献

待定

必要的基础设施和设备

笔记本电脑（学生设备）

参考资料和网页链接

待定

单元 2　创意（学术）

(单元编号: BA FC 1.2)

师资配备

- 经验丰富、受过专业学术培训的设计师或建筑师;
- 有理论和研究背景的博士。

内容

- 学术界在创意学科中的作用;
- 学术成果作为研究和理论的价值和目的;
- 学术机构的职业模式和案例;
- 对 SISD 以下研究领域的思考:
  学术界的全球和地方观点;
  学术界的榜样、职业途径和职业榜样、挑战和机遇;
  理论、知识、文化和研究在学术界的作用。

教学模式

- 讲座
- 工作坊

学习目标和能力培养

- 创意专业领域要求的知识和实践经验;
- 知识产权的价值
- 出版物及写作。

单元总结和考核方式

在学术实践中展示自己的知识及兴趣。

参考书目/文献

待定

必要的基础设施和设备

笔记本电脑（学生设备）

参考资料和网页链接

待定

子课程 2: 图形、信息、对象、空间、环境

学分: ECTS:3　哈工大学分:1.5

必修或选修: 必修

课程培养目标与能力

- 不同外观基本形式的处理特定方法、媒体、过程和结果的设计（通信/视觉和对象）和建筑/城市/景观的知识及实践领域;
- 运用不同的规模、媒体、材料、工艺、技术和范围;
- 文化、经济和实践;
- 必要的基本技能和知识;
- 对文化、社会和商业的影响;
- 典型的工作框架、设置和方法是什么?
- 不同类型设计和建筑学在跨学科中的运用（例如智慧城市和可持续城市）;
- 游戏设计、交互设计、沉浸式设计等新方向，涉及学科交叉及其方法、技术和应用;
- 对学科角色的批判性反思和讨论。

单元

1. 二维设计
2. 三维设计
3. 环境与空间

教学模式与方法

- 讲座
- 研讨会
- 工作坊

目标实践技能

- 讨论当前不同领域的实践和学科;
- 需要知道什么知识以及哪些技能很重要?
- 建筑和设计的核心竞争力及角色分别是什么?

目标理论与思维能力

- 理论和方法的基本知识;
- 什么是典型的学科工作和知识环境?

目标科学技能

- 具备设计与建筑研究理论的基础知识;
- “科学”一词在学科中的反思和使用;
- 重要的出版物、学科转变和推动。

子课程考核方式

无

单元 1　二维设计

(单元编号: BA FC 2.1)

师资配备

经验丰富的二维设计师（视觉、版面、图形、品牌、交互等），对二维设计有广阔的视野和理解。

内容

- 什么是二维设计?
- 二维设计的不同方面;
- 二维设计的质量规则（好/坏）示例;
- 二维设计是如何产生的（过程）;
- 使用的工具、方法、流程和技术;
- 二维设计在生产/行业/流程中的意义;
- 模拟数字和交互式二维设计之间的区别;
- 数字化和非线性信息设计的影响;
- 二维设计师必须具备的素质;
- 预估二维设计的未来趋势。

教学模式

- 讲座
- 工作坊
- 研讨会

学习目标和能力培养

- 了解二维设计的基本原理、质量和方法。区分好的、坏的和一般的二维设计;
- 二维设计的基础知识和使用的工具;
- 二维设计的典型工作环境;
- 二维设计类型概述：如版面设计、排版、字体设计、海报设计、屏幕设计、品牌设计、交互设计等;
- 了解全球历史上重要的二维设计;
- 了解全球重要的二维设计师和机构;
- 二维设计在工业、文化和社会中的典型应用和市场;
- 创建和生产过程。

单元总结和考核方式

关于二维设计的简短展示。小组工作。

参考书目/文献

待定

必要的基础设施和设备

笔记本电脑

参考资料和网页链接

待定

单元 2　三维设计

(单元编号: BA FC 2.2)

师资配备

经验丰富的三维设计师（产品、电子产品、投资品等），对三维设计有广阔的视野和理解。

内容

- 什么是三维设计?
- 三维设计的不同方面;
- 三维设计的质量规则（好/坏）示例;
- 三维设计是如何产生的（过程）;
- 使用的工具、方法和技术;
- 三维设计在生产/行业/流程中的意义;
- 模拟和数字三维设计之间的区别;
- 数字化和非线性信息设计的影响;
- 三维设计师必须具备的素质;
- 预估三维设计的未来趋势。

教学模式

- 讲座
- 工作坊
- 研讨会

学习目标和能力培养

- 了解三维设计的基本原理、质量和方法。能够区分好的、坏的和一般的三维设计;
- 了解三维设计的基本技能和工具;
- 三维设计的典型工作环境;
- 了解全球历史上重要三维设计的过去和现状;
- 打破客体和信息之间的边界;
- 物品的文化，不同类型物体;
- 三维设计在行业和社会中的反映，如消费品、奢侈品、投资品、家具、移动设备等;
- 了解全球重要的三维设计师和机构;
- 三维设计在工业、文化和社会中的典型应用和市场;

- 创作和生产过程。

单元总结和考核方式

关于三维设计的简短展示。小组工作。

参考书目/文献

待定

必要的基础设施和设备

笔记本电脑

参考资料和网页链接

待定

单元 3　环境与空间

(单元编号: BA FC 2.3)

师资配备

经验丰富的建筑师/城市规划师，对空间设计/建筑/城市设计的功能有广阔的视野和理解。

内容

- 什么是空间、建筑和景观设计?
- 空间、建筑和景观设计的不同方面;
- 建筑/景观设计的质量规则（好/坏）;
- 建筑/景观设计是如何产生的（过程）;
- 使用的工具、方法和技术;
- 建筑/景观设计在城市规划过程中的意义;
- 模拟与数字/交互建筑/景观设计的区别;
- 建筑/景观/城市设计师必须具备的素质;
- 可持续环境和智慧城市;
- 估计建筑/景观设计的未来趋势。

教学模式

- 讲座
- 工作坊
- 研讨会

学习目标和能力培养

- 了解空间设计和建筑的基本原则、品质、方法，能够区分好的和一般的空间设计和建筑;
- 了解空间设计与建筑的基本技能和工具;
- 空间设计和建筑的典型工作环境;
- 了解全球历史上重要空间设计和建筑的过去和现状;
- 空间设计与建筑在行业和社会中的典型运用与体现。从小规模（房屋）到大规模（城市）;
- 空间设计与建筑在工业、文化和社会中的典型应用和市场;
- 创建和生产过程。

单元总结和考核方式

关于环境与空间的简短展示。小组工作。

参考书目/文献

待定

必要的基础设施和设备

笔记本电脑（学生设备）

参考资料和网页链接

待定

子课程 3: 设计与建筑史第 1 部分

学分: ECTS:3　哈工大学分:1.5

必修或选修: 必修

课程培养目标与能力

- 设计史是指产品设计的历史，始于 19 世纪中叶工业社会消费品的大规模生产。此外，它还涉及平面设计和其他设计领域的历史;
- 建筑史从历史维度分析建筑和建成环境，涵盖了从最广泛意义上的设计到建筑和施工到建筑传统的广泛领域。建筑史关注材料和风格、媒介和感知理论问题，以及建筑的社会、政治和社会维度。建筑的（历史）理论和古迹保护的历史也是建筑史的主题，进一步有助于批判性遗产研究;
- 将设计和建筑的历史理解为学生自己的学科框架和方向，了解和定位历史文化背景。

单元

1. 设计与建筑史第 1 部分

教学模式与方法

- 讲座
- 研讨会

目标实践技能

无

目标理论与思维能力

对设计和建筑基本知识、方向和历史的理解，以及对以下方面的影响:

- 历史;
- 政治;
- 技术;
- 文化;
- 社会;
- 全球/本地;
- 发展和立场。

- 了解基本理论和方法，从历史中汲取对当前发展和未来影响的见解。了解历史发展，对当前和未来的结果影响和理论影响。重要的文化转折和运动，如工艺美术运动、现代主义、后现代主义、解构主义、功能设计、社会设计、生物设计等。
- 了解重要的机构、人员、办公室或机构，了解历史的重要里程碑。

目标科学技能

- 阅读和理解有关设计和建筑史的资料；
- 得出自己的结论；
- 了解实践与历史之间的关系。

子课程考核方式

- 文稿撰写；
- 成果展示。

单元 1　设计与建筑史第 1 部分

(单元编号: BA FC 3.1)

师资配备

设计与建筑史专家。

内容

- 什么是空间、建筑和景观设计?
- 理解其历史背景下的设计和建筑;
- 关于历史、社会和经济关系的知识;
- 了解不同的文化时期及其表达方式;
- 重要人物知识、表达学派（如包豪斯学院、黑山学院等）、风格
- 学习现代性、后现代性、文艺复兴等理论思维;
- 了解最重要的项目、建筑、公司和流程

教学模式

- 工作坊
- 研讨会

学习目标和能力培养

- 关于不同时期的建筑和设计的概述。
- 社会、技术和经济与建筑和设计的相互影响。
- 区分设计、艺术、建筑。能够对风格和学派进行分类。
- 了解建筑与设计中的重要理论构成。
- 在自己的创作过程中反思历史。
- 理解基础的理论和方法

单元总结和考核方式

展示给定的历史主题。

参考书目/文献

待定

必要的基础设施和设备

笔记本电脑（学生设备）

参考资料和网页链接

待定

子课程 4: 创意方法

学分: ECTS:2　哈工大学分:1

必修或选修: 必修

课程培养目标与能力

- 创造性学科在日常实践中使用的不同方法;
- 一套理论与研究的基础方法;
- 以用户为中心和参与性的过程会让学生产生更好的适应性和结果更容易被接受;
- 学生在本课程中学习最重要和最有用的设计思维方法，取得自己的创作过程成果;
- 学生将学习如何建立和掌握参与式过程，评估结果，并用于自己的实践或理论。

单元

1. 设计思维和其他创造性方法
2. 协作和参与方法

教学模式与方法

- 研讨会
- 工作坊

本课程的预要求

关于一套创意方法的简短展示

目标实践技能

- 设计思维和参与过程的实际应用;
- 成为设计过程的主导人;
- 以正确的方式让利益相关者和受影响的群体参与进来。

目标理论与思维能力

- 学习设计思维和参与式设计过程的基本理论;
- 评估自己的结果;
- 设置流程;
- 处理利益相关者的期望。

目标科学技能

了解设计思维和参与过程背后的科学背景和理论。

子课程考核方式

成果展示

单元 1　设计思维和其他创造性方法

(单元编号: BA FC 4.1)

师资配备

设计思维专家。

内容

- 了解设计思维和其他创意方法;
- 在设计实践中应用设计思维;
- 了解设计思维背后的理论;
- 获得对其他创意方法的概述和理解;
- 尝试创建自己的方法。

教学模式

- 工作坊
- 研讨会

学习目标和能力培养

- 了解设计思维?
- 设计思维过程是如何组织和执行的?
- 设计思维过程的必要工具;
- 设计思维过程的结果是什么?
- 其他可用于理论和实践的创造性方法是什么?
- 问卷、绘图和问题框架的使用。

单元总结和考核方式

成果展示，建立一个自己的设计思维工作坊

参考书目/文献

待定

必要的基础设施和设备

笔记本电脑

参考资料和网页链接

待定

单元 2　协作和参与方法

(单元编号: BA FC 4.2)

内容

- 什么是“以用户为中心”或“以人为中心”?
- 将用户纳入创作过程的重要性和价值;
- 以用户为中心和参与式方法的各类概述;
- 利益相关者和经验管理;
- 设计和建筑的社会功能是什么?

教学模式

- 工作坊
- 研讨会
- 角色扮演

学习目标和能力培养

- 什么是“以用户为中心”?
- 如何定义“用户”?
- 参与过程的结果是什么?
- 如何在自己的工作中利用用户的需求、经验和知识?
- 如何理解一个问题?
- 如何解决问题?
- 如何建立参与式用户包容性研讨会?
- 需要什么工具和方法?
- 问卷、绘图和框架;
- 促进用户研讨会的成果;
- 软件原型设计、案例建模、框架。

单元总结和考核方式

- 以用户为导向，建立自己的工作坊;
- 工作坊测试

参考书目/文献

待定

必要的基础设施和设备

笔记本电脑

参考资料和网页链接

待定

子课程 5: 技能、方法和工具 1

学分: ECTS:5　哈工大学分:2.5

必修或选修: 必修

课程培养目标与能力

- 初步的绘画和素描技巧;
- 锻炼和训练绘图、渲染、素描和打印技能;
- 使用草图快速表达想法或概念;
- 可视化、平面和透视的二维、三维技术;
- 必要的材料、技术和工具。

单元

绘图、渲染和素描、打印

教学模式与方法

- 讲座
- 工作坊
- 实践

目标实践技能

- 成为熟练的沟通者，使用一套插图和绘画技巧;
- 增强自己的表达方式。

目标理论与思维能力

- 理解手绘背后的感知力;
- 二维和三维设计图的区别;
- 体现自我的日常素描风格。

目标科学技能

能将绘图作为一种信息和交流工具

子课程考核方式

成果展示

单元 1　绘图、渲染和素描、打印

(单元编号: BA FC 5.1)

师资配备

熟练的设计/建筑绘图员

内容

- 密集的绘画实践;
- 三维和二维图纸;
- 透视、交叉和平面理论;
- 使用绘图工具、技术和媒介;
- 对于不同任务，我使用哪种绘画风格或技术?
- 草图和技术图纸有什么区别?
- 形成个人表达;
- 草图作为想法和概念的快速呈现;
- 手绘图和 CAD 的区别。

教学模式

- 实践

学习目标和能力培养

- 成为一名技艺精湛、德才兼备的绘图员;
- 透视图、平面图、剖面图和立面图;
- 草图、平面图和效果图的目的是什么?
- 何时以及如何在您的创作过程中使用它?

单元总结和考核方式

个人作品集，包括所有手工制作的图纸、插图、草图、效果图。

参考书目/文献

待定

必要的基础设施和设备

笔记本电脑

参考资料和网页链接

待定

Interdisciplinary Foundation Course II

Course code: SDFC2002 **Course name**: Interdisciplinary Foundation Course II

Credit points: ECTS 5 Chinese: 2.5

Subjects related: Architecture, Design

Pre-requirement for the course: None

Faculty or department: SISD

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course is a new curriculum that is a combination or fusion of different disciplines that are intrinsically linked, focusing on developing students' basic skills, critical thinking, problem-solving, library and information use, creative thinking, and art performance. Students understand the importance of choosing materials, colors, and light effects, and know the interaction and overall effect of light, color, and materials. Based on multi-perspectives, sampling knowledge, risk and opportunity analysis, data sampling, etc., master the scientific basis of interdisciplinary and be familiar with the methods, advantages, disadvantages, and complexities of interdisciplinary research. Interpret sustainable design strategies using technology and other disciplines.

Sub-course 1: Material, colour and light

Credit points: ECTS:3 Chinese:1.5

Sub-course code: BA FC 9

Mandatory or elective: Mandatory

Learning objectives/aims and competencies

- This module handles important aspects for Architecture and Design: the use of Material, Colour and Light;
- In applied and theoretical contributions the module gives Architects and Designers a better understanding of the importance of selecting material, colour and the impact of light;
- It transfer knowledge, so that Designers and Architects are able to make use of Material, Colour and Light in a professional way.
- It gives an insight of sustainability, especially on the use of Material, Resources, Energy and Environment.

Units

1. Material
2. Color
3. Light

Teaching and learning methods and formats

- Lectures
- Workshop

Envisaged practical skills

- Practical and professional use and application of Material, Colour and Light.
- Understand the mutual influence and the overall effect between light, colour and material.

Envisaged theoretical and reflective skills

- Colour Theory
- Material Knowledge
- Light Theory

Envisaged scientific skills

- Science of Perception
- The Human Sense

Sub-courses conclusion and proof of performance

Project

Unit 1 Material

(code: BA FC 9.1)

Profile of lecturer(s)

Material Expert

Content

- The range of Material for Architecture and Design;
- Different Categories of Materials;
- Use of Materials in Design and Architecture;
- Sustainability factor of Materials;
- Material origin;
- Raw material, processing and
- Production processes;
- Sourcing of Materials;
- Material and Surface;
- Culture of Material.

Teaching and learning methods and formats

- Lectures
- Workshop
- Exercises

Learning objectives/aims and competencies

- Student understand the use of Materials for Design and Architecture in different purposes, scale and treatment;
- They now a wide range of Materials
- Students becoming experts in using Materials for specific purposes and needs;
- They know advantages and disadvantages of Materials.

Unit conclusion and proof of performance

Set up a research project

Bibliography / literature

Will be provided

Necessary infrastructure and equipment

SISD Lab

Necessary student equipment

Laptop

References and web links

Will be provided

Unit 2 Colour

(code: BA FC 9.2)

Profile of lecturer(s)

Colour Expert

Content

- Colour application on Objects and Buildings;
- “real” Colour and applied colour;
- Colour Systems;
- Meaning of Colour;
- Colour as cultural value.

Teaching and learning methods and formats

- Lectures
- Workshop
- Exercises

Learning objectives/aims and competencies

- Students have an understanding of the different colour systems and colour cultures;
- They can apply colour in a professional way;
- They make professional use of colour in their projects;
- They have a professional vocabulary for colour and colour applications.

Unit conclusion and proof of performance

Set up a colour project

Bibliography / literature

Will be provided

Necessary infrastructure and equipment

SISD Lab

Necessary student equipment

Laptop

References and web links

None

Unit 3 Light

(number: BA FC 9.3)

Profile of lecturer(s)

Light Expert

Content

- Light as source for everything;
- Different light concepts;
- Measuring light;
- Experimenting with light and light sources;
- Defining light.

Teaching and learning methods and formats

- Lectures
- Workshop
- Exercises

Learning objectives/aims and competencies

- Knowledge Natural and Artificial Light Sources;
- Express different light qualities in your project;
- Integrate light for the own project.

Unit conclusion and proof of performance

Set up a lighting project

Bibliography / literature

Will be provided

Necessary infrastructure and equipment

SISD Lab

Necessary student equipment

Laptop

References and web links

None

Sub-course 2: Digital culture-analog culture–interdisciplinary

Credit points: ECTS:2 Chinese:1

Sub-course code: BA FC 6

Mandatory or elective: Mandatory

Learning objectives/aims and competencies

- Understand the differences of Analog and digital processes and tools;
- Know the strengths and weaknesses of Analog and digital working formats;
- Know the strengths and weaknesses of interdisciplinary working formats;
- Master complexity with the help of technology and the integration of other disciplines;
- Setup own working formats as workshops or expert sessions.

Units

1. Digital and Analog
2. Interdisciplinary working formats

Teaching and learning methods and formats

- Lectures
- Seminars
- Workshop

Envisaged practical skills

- Make use of Analog and digital technologies in you individual process
- Understand the options and limitations of toolsets and methods;
- Master interdisciplinary working environments;
- Framing problems and expectations;
- Open dialogue with other disciplines, understand their role and responsibility.

Envisaged theoretical and reflective skills

- Understand the underlying theory of digital and Analog formats;
- Understand the impact of tools on results and vice versa;
- Know the theory behind interdisciplinary working formats.

Envisaged scientific skills

- Know the scientific fundamentals of Analog and digital formats: efficiency, strategy, purpose and effect;
- Know the scientific fundamentals of interdisciplinarity: multiple perspective, sampling knowledge, risk and opportunity analysis, data sampling.

Sub-courses conclusion and proof of performance

- Project exploration
- Project definition and setup

Unit 1 Interdisciplinary working formats

(number: BA FC 6.1)

Profile of lecturer(s)

Interdisciplinary experienced Designer, Architect or Manager.

Content

- Why leads interdisciplinarity to better results?
- Understand the strengths and weaknesses of disciplinarity and interdisciplinarity;
- Examples of interdisciplinary work and results in practice;
- Impact of different methods, technologies, cultures and artefacts;
- Using risk analysis and common data spaces for interdisciplinary setting;
- The difference of the tangible and the non-tangible;
- Shape common ground and understanding for interdisciplinary processes;
- Be aware of different languages, education and aims in an interdisciplinary process;
- Bridging the disciplinary gap between digital and Analog with technologies as: Immersion, 3D Renderings, 3D printing.

Teaching and learning methods and formats

- Lectures
- Workshop
- Exercises

Learning objectives/aims and competencies

- Organize interdisciplinary working formats;
- Leading an interdisciplinary team, shaping team culture;
- Prepare and setup workshops and working groups;
- Understand different thinking and working cultures, methods and tools;
- Learn to work inclusive and structured;
- Include stakeholder management and expectation;
- Make use of different disciplinary expertise for your process;
- Lead an interdisciplinary process, transfer results.

Unit conclusion and proof of performance

- Setting up an interdisciplinary approach;
- Define the agenda for interdisciplinary formats.

Bibliography / literature

Will be provided

Necessary infrastructure and equipment

None

Necessary student equipment

Laptop

References and web links

None

Unit 2 Digital and analog

(number: BA FC 6.2)

Profile of lecturer(s)

Experienced Designer or Architect, using of both Digital and Analog methods in Theory and practice.

Content

- Digital and Analog as cognitive models;
- History and future of Analog and Digital processes;
- Impact of Technologies on Artefacts and Buildings;
- Understanding different representations methods of the “tangible” and the “non-tangible”;
- Bridging the gap between the “tangible” and the “non-tangible”; by technologies as Immersion, Photorealistic, Renderings, 3D Printing, Rapid Prototyping, Craft Skills etc;
- Scale, Quantity and Quality of procedures and methods.

Teaching and learning methods and formats

- Lectures
- Workshop
- Exercises

Learning objectives/aims and competencies

- Learn about strengths and weaknesses of Analogand digital procedures, methods and formats;
- Estimate and understand the different qualities and appearances of the “tangible” and the “non-tangible”;
- Have a set of method related options at your disposal
- Understand and master the required knowledge;
- Estimate and evaluate results of the different approaches.

Unit conclusion and proof of performance

Present your own approach

Bibliography / literature

Will be provided

Necessary infrastructure and equipment

None

Necessary student equipment

Laptop

References and web links

None

跨专业基础课程 II

课程代码: SDFC2002　　**课程名:** 跨专业基础课程 II

学分: 欧方 5 学分　中方 2.5 学分

开设专业: 建筑学、设计学

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

该课程由一些有着内在联系的不同学科合并或融合而成，重在培养学生的基本技能、批判性的思考能力、解决问题的能力、利用图书馆和信息的能力、创造性思维及艺术表现能力。可让学生更好地理解选择材料、颜色和光线影响的重要性，了解光、色和材质之间的相互影响和整体效果。并基于多视角、抽样知识、风险和机会分析、数据抽样等掌握跨学科的科学基础，熟悉跨学科研究的方法、优缺点和复杂性。借助技术和其他学科，解读可持续性设计策略。

子课程 1: 材料、颜色和光线

学分: ECTS:3　哈工大学分:1.5

必修或选修: 必修

课程培养目标与能力

- 该课程处理建筑和设计的重要方面：材料、颜色和光线的使用;
- 在应用和理论贡献方面，该课程让建筑师和设计师更好地理解选择材料、颜色和光线影响的重要性;
- 使设计师和建筑师能够以专业的方式使用材料、颜色和光;
- 它提供了对可持续性的见解，尤其是在材料、资源、能源和环境的使用方面。

单元

1.材料

2.颜色

3.光线

教学模式与方法

- 讲座
- 工作坊

目标实践技能

- 材料、颜色和光的实际和专业应用;
- 了解光、色和材质之间的相互影响和整体效果。

目标理论与思维能力

- 色彩理论
- 材料知识
- 光理论

目标科学技能

- 感知觉科学
- 人类感官

子课程考核方式

课程项目

单元 1　材料

(单元编号: BA FC 9.1)

师资配备

材料专家

内容

- 建筑和设计材料的范围;
- 不同类别的材料;
- 在设计和建筑中使用材料;
- 材料的可持续性因素;
- 材料来源;
- 原料、加工及生产过程;
- 材料采购;
- 材料和表面;
- 物质文化。

教学模式

- 讲座
- 工作坊
- 实践

学习目标和能力培养

- 学生了解设计和建筑材料在不同目的、规模和处理中的使用;
- 可使用各种各样的材料，成为将材料用于特定目的和需求的专家;
- 知道材料的优点和缺点。

单元总结和考核方式

设立一个研究项目

参考书目/文献

待定

必要的基础设施和设备

SISD 实验室；笔记本电脑

参考资料和网页链接

待定

单元 2　颜色

(单元编号: BA FC 9.2)

师资配备

色彩专家

内容

- 物体和建筑物的颜色应用;
- “真实”颜色和应用颜色;
- 色彩系统;
- 颜色的含义;
- 色彩的文化价值。

教学模式

- 讲座
- 工作坊
- 实践

学习目标和能力培养

- 使学生了解不同的色彩系统和色彩文化;
- 以专业的方式应用颜色;
- 在项目中专业地使用颜色;
- 使用专业的色彩和色彩应用词汇。

单元总结和考核方式

设立一个颜色项目

参考书目/文献

待定

必要的基础设施和设备

SISD 实验室，笔记本电脑

参考资料和网页链接

待定

单元 3　光

(单元编号: BA FC 9.3)

师资配备

灯光专家

内容

- 光是万物之源;
- 不同的灯光概念;
- 测量光线;
- 试验光和光源;
- 定义光。

教学模式

- 讲座
- 工作坊
- 实践

学习目标和能力培养

- 认识自然和人造光源;
- 在项目中表达不同光的质感;
- 在项目中使用光。

单元总结和考核方式

设立一个光线项目

参考书目/文献

待定

必要的基础设施和设备

SISD 实验室，笔记本电脑

参考资料和网页链接

待定

子课程 2: 数字文化-模拟文化-跨学科

学分: ECTS:2　哈工大学分:1

必修或选修: 必修

课程培养目标与能力

- 了解模拟数字流程和工具的差异;
- 了解模拟数字工作模式的优缺点;
- 了解跨学科工作形式的优缺点;
- 借助技术和其他学科的融合掌握复杂性;
- 形成工作坊或专家会议的工作模式。

单元

1.数字和模拟

2.跨学科工作形式

教学模式与方法

- 讲座
- 研讨会
- 作坊

目标实践技能

- 在个人工作流程中使用模拟和数字技术;
- 了解工具和方法的选项和限制;
- 胜任跨学科工作环境;
- 提出问题和期望;
- 与其他学科公开对话，了解他们的角色和责任。

目标理论与思维能力

- 了解数字和模拟的基本理论;
- 了解工具与结果的相互影响;
- 了解跨学科工作形式背后的理论

目标科学技能

- 了解模拟和数字的科学基础：效率、策略、目的和效果;

- 了解跨学科的科学基础：多视角、抽样知识、风险和机会分析、数据抽样。

子课程考核方式

- 项目探索
- 项目开题

单元 1　跨学科工作形式

(单元编号: BA FC 6.1)

师资配备

跨学科经验丰富的设计师、建筑师或经理。

内容

- 为什么跨学科会带来更好的结果?
- 了解学科和跨学科的优势和劣势;
- 跨学科工作和实践结果的例子;
- 不同方法、技术、文化和人工制品的影响;
- 使用风险分析和通用数据空间进行跨学科设置;
- 有形与无形的区别;
- 理解形成跨学科过程的共同点;
- 在跨学科过程中了解不同的语言、教育和目标;
- 通过以下技术缩小数字和模拟之间的学科差距：沉浸式、三维渲染、三维打印。

教学模式

- 讲座
- 工作坊
- 实践

学习目标和能力培养

- 组织跨学科工作形式;
- 领导跨学科团队，塑造团队文化;
- 准备和建立研讨会和工作组;
- 了解不同的思维和工作文化、方法和工具;
- 学会包容和结构化的工作;
- 对利益相关者的管理和期望;
- 使用不同的学科专业知识;
- 领导一个跨学科的过程，转移成果。

单元总结和考核方式

- 建立跨学科方法;
- 确定跨学科模式的议程

参考书目/文献

待定

必要的基础设施和设备

笔记本电脑

参考资料和网页链接

待定

单元 2　数字和模拟

(单元编号: BA FC 6.2)

师资配备

经验丰富的设计师或建筑师，在理论和实践中使用数字和模拟方法。

内容

- 数字和模拟作为认知模型;
- 模拟和数字过程的历史和未来;
- 技术对人工制品和建筑物的影响;
- 了解“有形”和“无形”的不同表现方式;
- 通过沉浸式、真实感、渲染、三维打印、快速原型制作、工艺技能等技术，缩小“有形”与“无形”之间的差距;
- 程序和方法的规模、数量和质量。

教学模式

- 讲座
- 工作坊
- 实践

学习目标和能力培养

- 了解模拟和数字程序、方法和格式的优缺点;
- 估计和理解“有形”和“无形”的不同品质和外观;
- 有一组方法相关的选项供使用
- 了解并掌握所需知识;
- 估计和评估不同方法的结果。

单元总结和考核方式

提出自己的方法

参考书目/文献

待定

必要的基础设施和设备

笔记本电脑

参考资料和网页链接

待定

Interdisciplinary Foundation Course III

Course code: SDFC2003 **Course name:** Interdisciplinary Foundation Course III

Credit points: ECTS 8 Chinese: 4

Subjects related: Architecture, Design

Pre-requirement for the Course: None

Faculty or Department: SISD

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words)

The course links the use of 2D and 3D software with the possibilities of SISD labs and workshops. Train students to utilize the different digital design and production methods available. Students learn how to transfer a digital result into production, how to change it, how to produce and evaluate it. The course focus on combining basic skills training with architectural understanding; combining creativity with comprehensive problem-solving ability; combining architectural knowledge with professional theoretical methods; combining design process with professional expression skills; combining design practice with comprehensive design ability. Make students' knowledge structure and knowledge system into a closely linked whole, recognize and solve problems with a comprehensive point of view.

Sub-course 1: Skills, methods and tools 2

Credit points: ECT:4 Chinese:2

Sub-course code: BA FC 8

Mandatory or elective: Mandatory

Learning objectives/aims and competencies

This module connects the use of 2D and 3D Software with the possibilities of the SISD Lab and Workshop. It trains students to make use of the different digital design- and production methods available. It learns how to transfer a digital result to production, how to alter it, how to produce and assess it. It focuses on the workflow from idea and concept to the final physical object.

- Introduction in a Design, Architecture Software Packages for 2D and 3D;
- Using and applying the software for projects and production;
- Basic Introduction in the use of the SISD Lab/Workshop. Learn to use the SISD facilities independently;
- Make use of the hand- or digital fabrication- or prototyping methods available in the SISD Lab/Workshop;
- Learn about digital to physical workflows in Design and Architecture processes.

Units

1. CAD 2D and 3D
2. Basic Introduction in the SISD Lab and Workshop

Teaching and learning methods and formats

Lectures, Workshops

Pre-requirements for this module

Module: Skills, Methods and Tools 1

Envisaged practical skills

- Learn to use Software for 3D and 2D Design purpose as Graphic Design, Information Design, Industrial Design and Architecture;
- Understand the principle functions and the limits of software;
- Understand the difference to Analog design methods;

- Understand the workflow for production in small (Prototype) and large scale (Mass Production - Industry)
- Transfer of Digital results to the SISD Lab/Workshop for Prototyping or Modelbuilding;
- Reverse Engineering Technologies;
- Train and use basic Workshop Technologies;
- Train and use digital fabrication methods.

Envisaged theoretical and reflective skills

- Understand the variety of and the purpose of digital tools;
- Understand the variety of and the purpose of physical tools and hand-production methods;
- Understand the impact of tools on results and vice versa.

Envisaged scientific skills

- Assess and evaluate the options and limitations of methods;
- Rate the impact of a specific tool towards the result;
- Get scientific expertise in workflow methods.

Sub-course conclusion and proof of performance

Project presentation

Unit 1 Basic introduction in the SISD lab and workshop

(number: BA FC 8.1)

Profile of lecturer(s)

SISD Lab and Workshop Crew.

Content

- Overview the SISD Lab and Workshop equipment;
- Rules of use of the SISD Lab and Workshop;
- Health and Safety regulations;
- Basic categories of production methods, tools and processes available in the SISD Lab;
- Training on different tools, machinery and methods;
- Workflows in the lab;
- Available materials, payment procedure;
- Available digital production tools and methods;
- Rapid Prototyping methods.

Teaching and learning methods and formats

- Lectures
- Exercises

Learning objectives/aims and competencies

- Safe use of equipment;
- Prepare and plan your Lab Project before starting;
- Hand- and craft skills;
- Train on different machinery and methods;
- Select the right method and material for a given task;
- Use of digital methods;
- Use of Analog methods;
- Work independently.

Unit conclusion and proof of performance

Produce different CAD training pieces.

Bibliography / literature

Will be provided

Necessary infrastructure and equipment

None

Necessary student equipment

Laptop

References and web links

None

Sub-course 2: Design and Architecture History 2

Credit points: ECT:3 Chinese:1.5

Sub-course code: BA FC 7

Mandatory or elective: Mandatory

Learning objectives/aims and competencies

This is the second part of the history of design and architecture. It connects and continues Part 1.

Units

Design and Architecture History Part 2

Teaching and learning methods and formats

- Lectures
- Seminars

Pre-requirements for this module

Design and Architecture History Part 1

Envisaged practical skills

None

Envisaged theoretical and reflective skills

- Basic knowledge and understanding of the history of design and architecture and the different influences:
  Historical;
  Political;
  Technical;
  Cultural;
  Social;
  Global/Local。
- Explaining the underlying theory and methods. Drawing insights from the history for todays and the future. Understanding the historical development, leading to current- and future results and theories. Important cultural turns and movements as arts and craft, modernism, postmodernism, deconstruction, functional design.

- Important institutions, persons and offices/agencies. Important milestones.

Envisaged scientific skills

Reading and understanding text about the history of design and architecture, drawing own conclusions.

Sub-course conclusion and proof of performance

Writing a historical essay

Sub-course 3: Final foundation project

Credit points: ECT:1 Chinese:0.5

Sub-course code: BA FC 10

Mandatory or elective: Mandatory

Learning objectives/aims and competencies

- At the end of the foundation course, students present an own study project. The project reflect and summarises not all, but some contents of the interdisciplinary Foundation Course;
- Beforehand, the faculty defines a topic the field of practise and theory knowledge and reports the expected results to the students;
- The Final Project shows the ability of the students to master a Design or Architecture task with individual skills, tools, methods and technologies;
- Students are able to reflect about the outcome and their learning achievements.
- The successful Final Foundation Project qualifies for the entry in a Master Program.

Units

1 Final Foundation Project

Teaching and learning methods and formats

- Self-led project, either in Information/Visual Design, in Industrial Design or Architecture/Urban Planning.
- Integrating all learned competencies from the Interdisciplinary Foundation Course.

Pre-requirements for this module

All Modules of the Basic Foundation Course successfully completed.

Envisaged practical skills

None

Envisaged theoretical and reflective skills

None

Envisaged scientific skills

None

Sub-courses conclusion and proof of performance

- Project presentation;
- Project documentation;
- Self-assessment and reflection

跨专业基础课程 III

课程代码: SDFC2003　　**课程名:** 跨专业基础课程 III

学分: 欧方 8 学分　中方 4 学分

开设专业: 建筑学、设计学

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

该课程将二维和三维软件的使用与 SISD 实验室和工作坊联系起来。训练学生使用不同的数字设计和生产方法。学习如何将数字结果转移到生产中，如何改变它，如何生产和评估它。注重基本功训练与建筑理解相结合；创造力与综合解决问题能力相结合；建筑知识与专业理论方法相结合；设计过程与专业表达技能相结合；设计实践与综合设计能力相结合等五个方面。使学生的知识结构和知识体系成为一个紧密联系的整体，以全面的观点认识和解决问题。

子课程 1: 技能、方法和工具 2

学分: ECTS:4　哈工大学分:2

必修或选修: 必修

课程培养目标与能力

- 该课程将二维和三维软件的使用与 SISD 实验室和研讨会的可能性联系起来。训练学生利用不同的数字设计和生产方法。学习如何将数字结果转移到生产中，如何改变它，如何生产和评估它。专注于从想法和概念到最终实体对象的工作流程。
- 二维和三维设计架构软件包简介;
- 在项目和生产中使用和应用软件;
- 对 SISD 实验室/工作坊使用的基本介绍，学会独立使用 SISD 设施;
- 在 SISD 实验室/工作坊中使用手工、数字制造或原型制作方法;
- 了解设计学和建筑学的数字、物理工作流程。

单元

1.二维和三维 CAD

2. SISD 实验室和工作坊的基本课程设计演讲与展示

教学模式与方法

- 讲座
- 工作坊

课程先决要求

课程: 技能、方法和工具 1

目标实践技能

- 学习使用软件进行三维和二维设计，如平面设计、信息设计、工业设计和建筑设计;
- 了解软件的主要功能和局限性;
- 了解与模拟设计方法的区别;
- 了解小型（原型）和大规模（大规模生产-工业）生产的工作流程;
- 将数字结果传输到 SISD 实验室/车间进行原型设计或建模;
- 逆向工程技术;
- 培训和使用基本的车间技术;
- 训练和使用数字制造方法。

目标理论与思维能力

- 了解数字工具的种类和用途;
- 了解实物工具、手工制作方法的种类和用途;
- 了解工具对结果的影响。

目标科学技能

- 评估和评价方法的选择和局限性;
- 评估特定工具对结果的影响;
- 获得工作流程方法的科学专业知识。

子课程考核方式

课程项目

单元 1　SISD 实验室和工作坊的基本课程设计演讲与展示

(单元编号: BA FC 8.1)

师资配备

SISD 实验室和车间工作人员

内容

- SISD 实验室和车间设备概览;
- SISD 实验室和工作坊的使用规则;
- 健康和安全法规;
- SISD 实验室可用的生产方法、工具和流程的基本类别;
- 不同工具、机械和方法的培训;
- 实验室的工作流程;
- 可用材料、交付程序;
- 可用的数字制作工具和方法;
- 快速原型制作方法。

教学模式

- 讲座
- 实践

学习目标和能力培养

- 设备的安全使用;
- 开始实验项目前的准备和计划;
- 手工艺技能;
- 培训使用不同的机器和方法;
- 为给定的任务选择正确的方法和材料;
- 使用数字方法;
- 使用模拟方法;
- 独立工作。

单元总结和考核方式

制作不同的 CAD 训练作品

参考书目/文献

待定

必要的基础设施和设备

笔记本电脑

参考资料和网页链接

待定

子课程 2: 设计与建筑史 2

学分: ECTS:3　哈工大学分:1.5

必修或选修: 必修

课程培养目标与能力

设计和建筑史课程的第二部分，连接并延续第一部分。

单元

1. 设计与建筑史 2

教学模式与方法

- 讲座
- 研讨会

课程先决要求

设计与建筑史第 1 部分

目标实践技能

无

目标理论与思维能力

- 对设计、建筑史的基本知识和理解，以及以下不同影响:
  历史;
  政治;
  技术;
  文化;
  社会;
  全球/本地。
- 解释基本理论和方法。从今天和未来的历史中汲取见解。了解历史发展，当前和未来的结果和理论。重要的文化转向和运动，如工艺美术、现代主义、后现代主义、解构主义、功能设计。
- 重要的研究所、人员和办公室/机构，学科历史上重要的里程碑。

目标科学技能

阅读和理解有关设计和建筑历史的资料，并进行总结。

子课程考核方式

撰写历史主题的论文

子课程 3: 跨专业基础课程设计

学分: ECTS:1　哈工大学分:0.5

必修或选修: 必修

课程培养目标与能力

- 在基础课程结束时，学生会展示自己的个人项目。项目反映和总结的不是跨学科基础课程的全部，而是部分内容;
- 教师事先定义实践领域和理论知识的主题，并将预期结果报告给学生;
- 项目展示了学生利用个人技能、工具、方法和技术掌握设计或建筑任务的能力;
- 能够反映学生的学习成果和他们的学习成就。
- 成功的跨专业基础课程设计可使学生获得进入硕士课程学习的资格。

单元

1 跨专业基础课程设计

教学模式与方法

- 在信息/视觉设计、工业设计或建筑/城市规划领域的学生个人项目;
- 整合从跨学科基础课程中学到的所有能力。

课程先决要求

完成所有基础课程。

目标实践技能

无

目标理论与思维能力

无

目标科学技能

无

子课程考核方式

- 项目课程设计演讲与展示;

- 项目文件;
- 自我评估和反思。

Methodological Foundations

Course Code: SDVM2003 **Course Name:** Design Basics 1

Credit points: ECTS:4 Chinese: 2.5

Subjects related: Visual Media

Pre-requirement for the Course: None

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course covers the basics of design principles and methods, typography, drawing foundations, photography foundations, and typographic design. That is dedicated to the study of common forms and styles of expression in visual design so that students are familiar with the visual vocabulary, standard process, and quality effect. The teaching form includes studio teaching, lectures, workshop, and mentoring. This course aims to build up the students' thinking of design, image, and the ability of sensory and performance. It enables students to have primary project management and theoretical knowledge. These can lay the foundation for improving students' design quality and future design practice ability.

Learning objectives/aims and competencies

- The basic studies and the first phase of the Bachelor's program are devoted to the study of the common forms of expression and stylistic devices of visual design. The visual vocabulary, standard and craft, quality and effect become familiar.
- Typographic typesetting, drawing elements in the broadest sense, photographic imagery, graphic tools and digital programming are explored. Semiotics, media, aesthetics, theory specific to communication and society are addressed.

Units

Methodological Foundations

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory
- Semantics

- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit : Methodological Foundations

(code: BA VM 1.1)

Profile of lecturer(s)

Practicing visual designer with experimental exploratory design methodology

Content

Principles and methods of design based on the phases of work: Analysis; Design; (scenarios or hypotheses);Detail design (synthesis); Realization.
The confrontation with a complex project process is thematized. The goal is to consciously experience the four phases described above, whereby each project week can be dedicated to a design phase. About the introduction to methods and procedures, to testing a set of tools. Each week ends with a presentation and discussion of the developed results.

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

- Teaching the basics of drafting techniques
- as well as methods for structuring and projects in visual communication.

Unit conclusion and proof of performance

Individual presentations with a projector or analogue in front of the entire class. The results have to be presented in a concise context and presentation skills have to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

方法论基础

课程代码: SDVM2003　　**课程名:** 方法论基础

学分: 欧方 4 学分　中方 2.5 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

该课程涵盖了设计原则和方法、排版印刷、绘画基础、摄影基础和排版设计等基础内容，致力于研究视觉设计常见的表达形式和风格，使学生熟悉视觉词汇、标准工艺、质量效果。课程形式包括小组研讨、设计项目教学、讲座、工作坊、一对一导师指导等。本课程旨在使学生形成基本的设计思维、形象思维，具备基本的感觉能力、表现能力，并使学生获得初级的项目管理和理论知识，为提高学生的设计素质以及今后的设计实践能力打下基础。

课程培养目标与能力

本专业课程的基础和第一阶段教学致力于研究视觉设计常见的表达形式和风格。让学生熟悉视觉词汇、标准工艺、质量效果。探讨了排版、最广泛意义上的绘图元素、摄影图像、图形工具和数字编程等内容。本课程涉及符号学、媒介、美学、以及传播学和社会学的理论。

单元

方法论基础

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D
- 素描和绘画
- 原型设计
- 使用模拟和数字工具的设计和演示技术
- 正式设计和施工的基础知识
- 系列产品制造所涉及的材料和生产技术
- 情境知识和概念思维
- 环境和以用户为中心的设计（人体工程学、可用性）
- 场景构建，故事讲述，设计理论和设计历史，写作文本
- 沟通和演示形式（图形、摄影、视频），市场营销、品牌和设计和设计法
- 在产品开发过程中的跨学科合作

目标理论与思维能力

- 项目管理
- 设计理论
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

- 课程设计与展示

单元　　方法论基础

(单元编号: BA VM 1.1)

师资配备

具备实验性探索性设计理念的执业视觉设计师

内容

基于工作阶段的设计原则和方法：分析、设计（场景或假设）、详细设计（综合）、实现。
课程主题是让学生直面一个复杂的设计过程，让其有意识地体验上述四个阶段，每周都能够经历一个设计阶段。课程包括方法和流程的介绍，以及用来测试的一套工具。学生每周都需对已获取的进展进行演示和讨论。

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

视觉交流中的制图技巧、结构和项目的方法。

单元总结和考核方式

在整个班级面前使用投影仪或类似仪器进行个人演示。结果必须简明呈现，演示技巧必须经过培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

参考书目/文献

待定/由任课教师确定

必要的基础设施和设备

笔记本电脑

参考资料和网页链接

待定/由任课教师确定

Basic Type

Course Code: SDVM2004 **Course Name:** Studio: Design Basics 1

Credit points: ECTS:4 Chinese: 2.5

Subjects related: Visual Media

Pre-requirement for the Course: None

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course covers the basics of design principles and methods, typography, drawing foundations, photography foundations, and typographic design. That is dedicated to the study of common forms and styles of expression in visual design so that students are familiar with the visual vocabulary, standard process, and quality effect. The teaching form includes studio teaching, lectures, workshop, and mentoring. This course aims to build up the students' thinking of design, image, and the ability of sensory and performance. It enables students to have primary project management and theoretical knowledge. These can lay the foundation for improving students' design quality and future design practice ability.

Learning objectives/aims and competencies

- The basic studies and the first phase of the Bachelor's program are devoted to the study of the common forms of expression and stylistic devices of visual design. The visual vocabulary, standard and craft, quality and effect become familiar.
- Typographic typesetting, drawing elements in the broadest sense, photographic imagery, graphic tools and digital programming are explored. Semiotics, media, aesthetics, theory specific to communication and society are addressed.

Units

Basic Type

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory
- Semantics

- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit : Basic Type

(code: BA VM 1.2)

Profile of lecturer(s)

Practicing visual designer with focus on typography (Chinese and Latin)

Content

Basics of typography and In Design.
From the manuscript to the finished printed matter (poster/invitation cards), all processes of typographic design, creative implementation and visualization, analogue and digital using in Design, as well as execution and printing, are addressed and worked on.

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

- Design: systematically designing, structuring, and weighting textual information. Searching for approaches and developing content references suitable for visualizing the facts to be communicated.
- Implementation: Visualizing information, tonalities, and ideas, analogue and digital (Motto: How visual communication could work without images.).
- Finalization: With lead and wood typesetting, letterpress, on papers from 60 to 200 grams/square meter as well as via InDesign file on laser printer.
- Theory: Imparting expertise regarding typography, history as well as support materials (materiality as a medium).

Unit conclusion and proof of performance

Individual presentations with projector or analogue in front of the entire class. The results have to be presented in a concise context and presentation skills have to be trained. The conception and quality, evaluation and reflection, linguistic articulation and

mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Lead type or old analogue printing workshop

References and web links

Will be provided / Depending on the respective teacher

字体设计基础

课程代码: SDVM2004　　**课程名:** 字体设计基础

学分: 欧方 4 学分　中方 2.5 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

该课程涵盖了设计原则和方法、排版印刷、绘画基础、摄影基础和排版设计等基础内容，致力于研究视觉设计常见的表达形式和风格，使学生熟悉视觉词汇、标准工艺、质量效果。课程形式包括小组研讨、设计项目教学、讲座、工作坊、一对一导师指导等。本课程旨在使学生形成基本的设计思维、形象思维，具备基本的感觉能力、表现能力，并使学生获得初级的项目管理和理论知识，为提高学生的设计素质以及今后的设计实践能力打下基础。

课程培养目标与能力

本专业课程的基础和第一阶段教学致力于研究视觉设计常见的表达形式和风格。让学生熟悉视觉词汇、标准工艺、质量效果。探讨了排版、最广泛意义上的绘图元素、摄影图像、图形工具和数字编程等内容。本课程涉及符号学、媒介、美学、以及传播学和社会学的理论。

单元

字体设计基础

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D
- 素描和绘画
- 原型设计
- 使用模拟和数字工具的设计和演示技术
- 正式设计和施工的基础知识
- 系列产品制造所涉及的材料和生产技术
- 情境知识和概念思维
- 环境和以用户为中心的设计（人体工程学、可用性）
- 场景构建，故事讲述，设计理论和设计历史，写作文本
- 沟通和演示形式（图形、摄影、视频），市场营销、品牌和设计和设计法
- 在产品开发过程中的跨学科合作

目标理论与思维能力

- 项目管理
- 设计理论
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

- 课程设计与展示

单元　　字体设计基础

(单元编号: BA VM 1.2)

师资配备

具有排版特长的执业视觉设计师（中文和拉丁文）

内容

排版和设计方面的基础知识。
学习的内容包括手稿和完成的印刷品（海报/邀请卡），涉及所有的排版设计、创意实施和可视化、模拟和数字使用内部设计，以及执行和印刷的过程。

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

- 设计：系统地设计、构建和权衡文本信息。寻找适合于要传达的事实的可视化方法以及背景调研。
- 实现：可视化信息、调性和思想、模拟和数字思维方式（核心思想：视觉交流如何在无图像的情况下工作）。
- 考核方式：使用铅木排版并进行凸版印刷，在 60 到 200 克/平方米的纸张上，或采用 InDesign 文件进行激光打印。
- 理论：教授有关排版、历史和支持材料（材料作为一种媒介）的专业知识。

单元总结和考核方式

在整个班级面前使用投影仪或类似仪器进行个人演示。结果必须简明呈现，演示技巧必须经过培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

参考书目/文献

待定/由任课教师确定

必要的基础设施和设备

铅木或老式模拟印刷工作坊

参考资料和网页链接

待定/由任课教师确定

Basic Drawing

Course Code: SDVM2005 **Course Name:** Design Basics 1

Credit points: ECTS:3 Chinese: 2

Subjects related: Visual Media

Pre-requirement for the Course: None

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course covers the basics of design principles and methods, typography, drawing foundations, photography foundations, and typographic design. That is dedicated to the study of common forms and styles of expression in visual design so that students are familiar with the visual vocabulary, standard process, and quality effect. The teaching form includes studio teaching, lectures, workshop, and mentoring. This course aims to build up the students' thinking of design, image, and the ability of sensory and performance. It enables students to have primary project management and theoretical knowledge. These can lay the foundation for improving students' design quality and future design practice ability.

Learning objectives/aims and competencies

- The basic studies and the first phase of the Bachelor's program are devoted to the study of the common forms of expression and stylistic devices of visual design. The visual vocabulary, standard and craft, quality and effect become familiar.
- Typographic typesetting, drawing elements in the broadest sense, photographic imagery, graphic tools and digital programming are explored. Semiotics, media, aesthetics, theory specific to communication and society are addressed.

Units

Basic Drawing

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory
- Semantics

- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit : Basic Drawing

(code: BA VM 1.3)

Profile of lecturer(s)

Practicing visual designer with a focus on image making processes, analogue and digital (Cinama4D).

Content

- Representation, abstraction, reduction, implementation
- Examination of the basic parameters of representation line, surface, structure, form, volume, light and shadow by means of analogous exercises.
- Individual perception and representation of selected exemplary objects or circumstances
- Staging and composition
- Exploring associative and transformational methods analogue and digital
- Cinema4D introduction and exercises

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

- Developing and deepening the fundamentals of drawing, analogue and digital
- Use of drawing as an independent, differentiated means of expression
- Inventing and testing idiosyncratic ideas in connection with the depiction and realization of selected objects or circumstances.
- Creative use of means and methods
- Introduction to the basics of Adobe Illustrator and Cinema4D
- Critical reflection on the work process

Unit conclusion and proof of performance

Individual presentations with projector or analogue in front of the entire class. The results have to be presented in a concise context and presentation skills have to be

trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

绘图基础

课程代码: SDVM2005　　**课程名:**绘图基础

学分: 欧方 3 学分　中方 2 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

该课程涵盖了设计原则和方法、排版印刷、绘画基础、摄影基础和排版设计等基础内容，致力于研究视觉设计常见的表达形式和风格，使学生熟悉视觉词汇、标准工艺、质量效果。课程形式包括小组研讨、设计项目教学、讲座、工作坊、一对一导师指导等。本课程旨在使学生形成基本的设计思维、形象思维，具备基本的感觉能力、表现能力，并使学生获得初级的项目管理和理论知识，为提高学生的设计素质以及今后的设计实践能力打下基础。

课程培养目标与能力

本专业课程的基础和第一阶段教学致力于研究视觉设计常见的表达形式和风格。让学生熟悉视觉词汇、标准工艺、质量效果。探讨了排版、最广泛意义上的绘图元素、摄影图像、图形工具和数字编程等内容。本课程涉及符号学、媒介、美学、以及传播学和社会学的理论。

单元

绘图基础

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D
- 素描和绘画
- 原型设计
- 使用模拟和数字工具的设计和演示技术
- 正式设计和施工的基础知识
- 系列产品制造所涉及的材料和生产技术
- 情境知识和概念思维
- 环境和以用户为中心的设计（人体工程学、可用性）
- 场景构建，故事讲述，设计理论和设计历史，写作文本
- 沟通和演示形式（图形、摄影、视频），市场营销、品牌和设计和设计法
- 在产品开发过程中的跨学科合作

目标理论与思维能力

- 项目管理
- 设计理论
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

- 课程设计与展示

单元　　绘图基础

(单元编号: BA VM 1.3)

师资配备

具有图像制作，模拟和数字工具(Cinama4D)特长的执业视觉设计师

内容

- 表达、抽象、简化、实现
- 通过类似的实践来检查表达的线条、表面、结构、形式、体积、光和阴影的基本参数。
- 个人对选定的模范对象或环境的感知和表现
- 布局与构成
- 使用模拟和数字工具探索联想和转换的方法
- 电影 4D 介绍和实践

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

- 发展和深化绘画、模拟和数字的基础知识
- 利用绘画作为一种独立的、差异化的表达手段
- 结合对选定的对象或环境进行描述和实现，对创意想法进行挖掘和测试
- 创造性地使用设计手段和方法
- 介绍 Adobe 插画和电影 4D
- 对工作过程的批判性反思

单元总结和考核方式

在整个班级面前使用投影仪或类似仪器进行个人演示。结果必须简明呈现，演示技巧必须经过培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

参考书目/文献

待定/由任课教师确定

必要的基础设施和设备

笔记本电脑

参考资料和网页链接

待定/由任课教师确定

Basic Photography

Course Code: SDVM2006 **Course Name:** Basic Photography

Credit points: ECTS:3 Chinese: 2

Subjects related: Visual Media

Pre-requirement for the Course: None

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course covers the basics of design principles and methods, typography, drawing foundations, photography foundations, and typographic design. That is dedicated to the study of common forms and styles of expression in visual design so that students are familiar with the visual vocabulary, standard process, and quality effect. The teaching form includes studio teaching, lectures, workshop, and mentoring. This course aims to build up the students' thinking of design, image, and the ability of sensory and performance. It enables students to have primary project management and theoretical knowledge. These can lay the foundation for improving students' design quality and future design practice ability.

Learning objectives/aims and competencies

- The basic studies and the first phase of the Bachelor's program are devoted to the study of the common forms of expression and stylistic devices of visual design. The visual vocabulary, standard and craft, quality and effect become familiar.
- Typographic typesetting, drawing elements in the broadest sense, photographic imagery, graphic tools and digital programming are explored. Semiotics, media, aesthetics, theory specific to communication and society are addressed.

Units

Basic Photography

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory
- Semantics

- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit : Basic Photography

(code: BA VM 1.4)

Profile of lecturer(s)

Practicing Photographer with a focus still life photography

Content

- Basics Photography and Photoshop
- Theoretical and practical introduction to the subject of subject photography/Photoshop.
- Imparting subject knowledge.
- How an object is presented in different ways through photographic means such as light, optics and environment. The staging of an object and the development of an image composition are in the foreground.
- Only through photography do we learn about the creative potential of various pictorial parameters and can thus, through the digital access possibilities, condense image content in Photoshop and process it in a technically correct manner.

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

- Acquire foundational skills in subject matter photography.
- Learn and grasp key features and workflows in Adobe CC.
- Deepen expertise in camera technique, lighting, and composition in studio photography.

Unit conclusion and proof of performance

Individual presentations in front of the entire class. The results have to be presented in a concise context and presentation skills have to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall

impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Digital Camera / Laptop

References and web links

Will be provided / Depending on the respective teacher

摄影基础

课程代码: SDVM2006　　**课程名:** 摄影基础

学分: 欧方 3 学分　中方 2 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

该课程涵盖了设计原则和方法、排版印刷、绘画基础、摄影基础和排版设计等基础内容，致力于研究视觉设计常见的表达形式和风格，使学生熟悉视觉词汇、标准工艺、质量效果。课程形式包括小组研讨、设计项目教学、讲座、工作坊、一对一导师指导等。本课程旨在使学生形成基本的设计思维、形象思维，具备基本的感觉能力、表现能力，并使学生获得初级的项目管理和理论知识，为提高学生的设计素质以及今后的设计实践能力打下基础。

课程培养目标与能力

本专业课程的基础和第一阶段教学致力于研究视觉设计常见的表达形式和风格。让学生熟悉视觉词汇、标准工艺、质量效果。探讨了排版、最广泛意义上的绘图元素、摄影图像、图形工具和数字编程等内容。本课程涉及符号学、媒介、美学、以及传播学和社会学的理论。

单元

摄影基础

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D
- 素描和绘画
- 原型设计
- 使用模拟和数字工具的设计和演示技术
- 正式设计和施工的基础知识
- 系列产品制造所涉及的材料和生产技术
- 情境知识和概念思维
- 环境和以用户为中心的设计（人体工程学、可用性）
- 场景构建，故事讲述，设计理论和设计历史，写作文本
- 沟通和演示形式（图形、摄影、视频），市场营销、品牌和设计和设计法
- 在产品开发过程中的跨学科合作

目标理论与思维能力

- 项目管理
- 设计理论
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

- 课程设计与展示

单元　　摄影基础

(单元编号: BA VM 1.4)

师资配备

具有聚焦静物摄影专长的执业摄影师

内容

- 基础摄影和 Photoshop
- 主题摄影/Photoshop 的主题的理论和实践介绍
- 一个物体是如何通过光、光学和环境等摄影方式以不同的方式呈现出来的。对象的分期和图像合成的发展是首要教授的内容。
- 只有通过摄影，我们才能了解各种图形参数的创作潜力，从而达到通过数字技术进行处理的可能性，在 PS 中压缩图像内容，并以技术上正确的方式处理图像。

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

- 掌握主题摄影方面的基础技能；
- 学习和掌握 AdobeCC 中的关键特性和工作流；
- 加深在摄影室摄影方面的专业知识。

单元总结和考核方式

在整个班级面前使用投影仪或类似仪器进行个人演示。结果必须简明呈现，演示技巧必须经过培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

参考书目/文献

待定/由任课教师确定

必要的基础设施和设备

数码相机/笔记本电脑

参考资料和网页链接

待定/由任课教师确定

Basic Layout

Course Code: SDVM2007 **Course Name:** Basic Layout

Credit points: ECTS:3 Chinese: 2

Subjects related: Visual Media

Pre-requirement for the Course: None

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course covers the basics of design principles and methods, typography, drawing foundations, photography foundations, and typographic design. That is dedicated to the study of common forms and styles of expression in visual design so that students are familiar with the visual vocabulary, standard process, and quality effect. The teaching form includes studio teaching, lectures, workshop, and mentoring. This course aims to build up the students' thinking of design, image, and the ability of sensory and performance. It enables students to have primary project management and theoretical knowledge. These can lay the foundation for improving students' design quality and future design practice ability.

Learning objectives/aims and competencies

- The basic studies and the first phase of the Bachelor's program are devoted to the study of the common forms of expression and stylistic devices of visual design. The visual vocabulary, standard and craft, quality and effect become familiar.
- Typographic typesetting, drawing elements in the broadest sense, photographic imagery, graphic tools and digital programming are explored. Semiotics, media, aesthetics, theory specific to communication and society are addressed.

Units

Basic Layout

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory
- Semantics

- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit : Basic Layout

(code: BA VM 1.5)

Profile of lecturer(s)

Practicing visual designer with focus on editorial design

Content

Layout and design challenges with larger amounts of text.
Types of implementations as well as text hierarchy principles with a focus on:

- Structuring
- Composition
- Grid systems
- Typefaces
- Technology

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

- Structuring, composing and weighting quantities of text in relation to context and target audience.
- Basics in typographic layout both analogue and digital with the program InDesign
- Designing and visualizing different types of implementations
- Print-related finalization.

Unit conclusion and proof of performance

Individual presentations with projector or analogue in front of the entire class. A coherent final artefact is required. The results have to be presented in a concise context and presentation skills have to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

排版基础

课程代码: SDVM2007　　**课程名:** 排版基础

学分: 欧方 3 学分　中方 2 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

该课程涵盖了设计原则和方法、排版印刷、绘画基础、摄影基础和排版设计等基础内容，致力于研究视觉设计常见的表达形式和风格，使学生熟悉视觉词汇、标准工艺、质量效果。课程形式包括小组研讨、设计项目教学、讲座、工作坊、一对一导师指导等。本课程旨在使学生形成基本的设计思维、形象思维，具备基本的感觉能力、表现能力，并使学生获得初级的项目管理和理论知识，为提高学生的设计素质以及今后的设计实践能力打下基础。

课程培养目标与能力

本专业课程的基础和第一阶段教学致力于研究视觉设计常见的表达形式和风格。让学生熟悉视觉词汇、标准工艺、质量效果。探讨了排版、最广泛意义上的绘图元素、摄影图像、图形工具和数字编程等内容。本课程涉及符号学、媒介、美学、以及传播学和社会学的理论。

单元

排版基础

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinema4D
- 素描和绘画
- 原型设计
- 使用模拟和数字工具的设计和演示技术
- 正式设计和施工的基础知识
- 系列产品制造所涉及的材料和生产技术
- 情境知识和概念思维
- 环境和以用户为中心的设计（人体工程学、可用性）
- 场景构建，故事讲述，设计理论和设计历史，写作文本
- 沟通和演示形式（图形、摄影、视频），市场营销、品牌和设计和设计法
- 在产品开发过程中的跨学科合作

目标理论与思维能力

- 项目管理
- 设计理论
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

- 课程设计与展示

单元　　排版基础

(单元编号: BA VM 1.5)

师资配备

具有排版设计特长的执业视觉设计师

内容

- 对大量的文本进行布局和设计。
- 实现的类型以及文本层次结构的原则，重点是:
- 结构化
- 构图
- 电网系统
- 字体
- 技术

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

- 根据语境和目标受众来构建、构成和加权文本的数量。
- 基本的排版布局，包括模拟和数字与程序的设计
- 设计和可视化不同类型的实现
- 定稿打印

单元总结和考核方式

在整个班级面前使用投影仪或类似仪器进行个人演示。结果必须简明呈现，演示技巧必须经过培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

参考书目/文献

待定/由任课教师确定

必要的基础设施和设备

笔记本电脑

参考资料和网页链接

待定/由任课教师确定

Basic Animation and Audio

Course Code: SDVM2008 **Course Name:** Basic Animation and Audio

Credit points: ECTS: 4 Chinese: 2.5

Subjects related: Visual Media

Pre-requirement for the Course: None

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course covers the basics of animated audio, universal languages, corporate design, data design, and editorial design. This course mainly learn basic animation and audio performance skills in the design process; cultivate students' ability to appreciate the spatial scale, proportion, beauty, and representation of objects; cultivate students' ability to analyse and reflect on brand positioning and ideas quickly and accurately. It makes students choose the most suitable picture-text relationship to display design works with clear information levels and the balance of visual expression in space and time, and lays a solid foundation for completing the design scheme.

Learning objectives/aims and competencies

- The basic studies and the first phase of the Bachelor's program are devoted to the study of the common forms of expression and stylistic devices of visual design.
- The visual vocabulary, standard and craft, quality and effect become familiar.
- Typographic typesetting, drawing elements in the broadest sense, photographic imagery, graphic tools and digital programming are explored.
- Semiotics, media, aesthetics, theory specific to communication and society are addressed.

Units

Basic Animation and Audio

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory

- Semantics
- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit : Basic Animation and Audio

(code: BA VM 2.1)

Profile of lecturer(s)

Practicing visual designer with focus on animation

Content

- In presentations or portfolio, static graphic products are increasingly enhanced with moving images and animation. We further develop the results of the Basic Layout module in terms of animation and turn them into a trailer.
- Films with animated type and showreels are used as a stimulus as well as for the analysis of motion forms and dramaturgy. Introductions to audio software and the Adobe After Effects program provide the technical basis for the students' own work. The aim is to cut a suitable sound track, produce animation material, supplement it with external material and finally synchronize sound and moving images.

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

Informative and conceptual sensitization to the topic of animation, learning about and applying design principles of animation as well as the interplay of (typo)-animation and sound.

Unit conclusion and proof of performance

Individual presentations with projector in front of the entire class. A coherent final artefact is required, in this case an animation of at least 60 seconds. The results have to be presented in a concise context and presentation skills have to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

动画与音频基础

课程代码: SDVM2008　　**课程名:** 动画与音频基础

学分: 欧方 4 学分　中方 2.5 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

该课程包含了动画音频、通用语言、企业设计、数据设计、版面设计的基础内容。该课程主要学习设计过程中基础的动画和音频表现技能；培养学生对表现对象的空间尺度感、比例、美感以及表现图的鉴赏能力；培养学生快速、准确表达品牌定位和理念的分析和反思能力。使学生能选择最适合的图文关系展示设计作品，有清晰的信息层次，平衡在空间和时间上的视觉表达，为完成设计方案打下坚实的基础。

课程培养目标与能力

本专业课程的基础和第一阶段教学致力于研究视觉设计常见的表达形式和风格。让学生熟悉视觉词汇、标准工艺、质量效果。探讨了排版、最广泛意义上的绘图元素、摄影图像、图形工具和数字编程等内容。本文涉及符号学、传媒、美学、以及传播学和社会学的理论。

单元

动画与音频基础

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D
- 素描和绘画
- 原型设计
- 使用模拟和数字工具的设计和演示技术
- 正式设计和施工的基础知识
- 系列产品制造所涉及的材料和生产技术
- 情境知识和概念思维
- 环境和以用户为中心的设计（人体工程学、可用性）
- 场景构建，故事讲述，设计理论和设计历史，写作文本
- 沟通和演示形式（图形、摄影、视频），市场营销、品牌和设计法
- 在产品开发过程中的跨学科合作

目标理论与思维能力

- 项目管理
- 设计管理
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

- 课程设计与展示

单元　　动画与音频基础

(单元编号: BA VM 2.1)

师资配备

具备动画特长的执业视觉设计师

内容

在课程设计演讲与展示或作品集中，静态图形产品功能随着移动图像和动画技术的发展而日益增强。我们进一步以动画方式开发了课程，将课程结果形成一个预告片。
带有动画类型和放映卷的电影被用作课程媒介，用于分析运动形式和戏剧。教授音频软件和 Adobe 后效果程序，为学生自己的工作提供了技术基础。其目的是让学生完成音轨切割，动画材料制作，并学习如何用外部材料对其进行补充，最终同步声音和运动图像。

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

对动画主题的信息和概念的敏感度，学习和应用动画的设计原则，以及（字体）-动画和声音的相互作用。

单元总结和考核方式

在整个班级面前使用投影仪个人演示。需要一个完整的最终产物，也就是至少要有一个 60 秒的动画。结果必须简明呈现，演示技巧必须经过培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

参考书目/文献

待定/由任课教师确定

必要的基础设施和设备

笔记本电脑

参考资料和网页链接

待定/由任课教师确定

Basic Universal Language (Pictograms)

Course Code: SDVM2009 **Course Name:** Basic Universal Language (Pictograms)

Credit points: ECTS: 4 Chinese: 2.5

Subjects related: Visual Media

Pre-requirement for the Course: None

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course covers the basics of animated audio, universal languages, corporate design, data design, and editorial design. This course mainly learn basic animation and audio performance skills in the design process; cultivate students' ability to appreciate the spatial scale, proportion, beauty, and representation of objects; cultivate students' ability to analyse and reflect on brand positioning and ideas quickly and accurately. It makes students choose the most suitable picture-text relationship to display design works with clear information levels and the balance of visual expression in space and time, and lays a solid foundation for completing the design scheme.

Learning objectives/aims and competencies

- The basic studies and the first phase of the Bachelor's program are devoted to the study of the common forms of expression and stylistic devices of visual design.
- The visual vocabulary, standard and craft, quality and effect become familiar.
- Typographic typesetting, drawing elements in the broadest sense, photographic imagery, graphic tools and digital programming are explored.
- Semiotics, media, aesthetics, theory specific to communication and society are addressed.

Units

Basic Universal Language (Pictograms)

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory

- Semantics
- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit : Basic Universal Language (Pictograms)

(code: BA VM 2.2)

Profile of lecturer(s)

Practicing visual designer with focus on Type, Variable Type and Pictogram

Content

- Visualization of graphic signs and pictograms according to given facts.
- Independent formulation of complex messages and their implementation via pictograms.
- Chaining to sequences is formulated, developed and elaborated.
- The messages are to be finalized in a purely pictorial and visual way.

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

- Sifting through sign systems for the exchange of socially relevant facts
- Comparison of the syntax of existing sign systems in their cultural difference
- Translating complex issues in a visually comprehensible way
- Competence in visual reduction and abstraction of messages
- Coherence: relationship between message, visual means and context
- Repertoire of forms, visualization qualities and strategies
- Degree of subtlety of implementation
- Cross-cultural understanding of design and its manifestation
- Lectures on specific aspects of image and sign making and their systematization

Unit conclusion and proof of performance

Individual presentations with projector in front of the entire class. A coherent final artefact is required. The results have to be presented in a concise context and presentation skills have to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of

the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

通用语言（象形图）基础

课程代码: SDVM2009　　**课程名:** 通用语言（象形图）基础

学分: 欧方 2.5 学分　中方 4 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

该课程包含了动画音频、通用语言、企业设计、数据设计、版面设计的基础内容。该课程主要学习设计过程中基础的动画和音频表现技能；培养学生对表现对象的空间尺度感、比例、美感以及表现图的鉴赏能力；培养学生快速、准确表达品牌定位和理念的分析和反思能力。使学生能选择最适合的图文关系展示设计作品，有清晰的信息层次，平衡在空间和时间上的视觉表达，为完成设计方案打下坚实的基础。

课程培养目标与能力

本专业课程的基础和第一阶段教学致力于研究视觉设计常见的表达形式和风格。让学生熟悉视觉词汇、标准工艺、质量效果。探讨了排版、最广泛意义上的绘图元素、摄影图像、图形工具和数字编程等内容。本文涉及符号学、传媒、美学、以及传播学和社会学的理论。

单元

通用语言（象形图）基础

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D
- 素描和绘画
- 原型设计
- 使用模拟和数字工具的设计和演示技术
- 正式设计和施工的基础知识
- 系列产品制造所涉及的材料和生产技术
- 情境知识和概念思维
- 环境和以用户为中心的设计（人体工程学、可用性）
- 场景构建，故事讲述，设计理论和设计历史，写作文本
- 沟通和演示形式（图形、摄影、视频），市场营销、品牌和设计法
- 在产品开发过程中的跨学科合作

目标理论与思维能力

- 项目管理
- 设计管理
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

- 课程设计与展示

单元　　通用语言（象形图）基础

(单元编号: BA VM 2.2)

师资配备

具备符号以及象形图设计能力的执业视觉设计师

内容

- 根据给定的事实，对其进行可视化的图形符号和象形图生成。
- 通过象形图独立地制定复杂的信息并进行实施。
- 制定，发展和阐述顺序链条。
- 将以纯粹的图片和视觉的方式完成最终呈现。

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

- 筛选标志系统，以了解与社会相关的事实与信息
- 现有符号系统在其文化差异中的语法比较
- 用视觉上可理解的方式转化复杂的问题
- 在视觉简化和抽象的信息方面的能力
- 一致性：信息、视觉手段和上下文之间的关系
- 形式、可视化、质量和策略的集合
- 实施过程的精细化
- 对设计及其表现形式的跨文化理解
- 形象和标志制作及其系统化

单元总结和考核方式

在整个班级面前使用投影仪个人演示。需要一个完整的最终产物，也就是至少要有一个60 秒的动画。结果必须简明呈现，演示技巧必须经过培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方

式进行数字化存档。

参考书目/文献

待定/由任课教师确定

必要的基础设施和设备

笔记本电脑

参考资料和网页链接

待定/由任课教师确定

Basic Corporate Design

Course Code: SDVM2010 **Course Name:** Basic Corporate Design

Credit points: ECTS: 3 Chinese: 2

Subjects related: Visual Media

Pre-requirement for the Course: None

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course covers the basics of animated audio, universal languages, corporate design, data design, and editorial design. This course mainly learn basic animation and audio performance skills in the design process; cultivate students' ability to appreciate the spatial scale, proportion, beauty, and representation of objects; cultivate students' ability to analyse and reflect on brand positioning and ideas quickly and accurately. It makes students choose the most suitable picture-text relationship to display design works with clear information levels and the balance of visual expression in space and time, and lays a solid foundation for completing the design scheme.

Learning objectives/aims and competencies

- The basic studies and the first phase of the Bachelor's program are devoted to the study of the common forms of expression and stylistic devices of visual design.
- The visual vocabulary, standard and craft, quality and effect become familiar.
- Typographic typesetting, drawing elements in the broadest sense, photographic imagery, graphic tools and digital programming are explored.
- Semiotics, media, aesthetics, theory specific to communication and society are addressed.

Units

Basic Corporate Design

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory

- Semantics
- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit : Basic Corporate Design

(code: BA VM 2.3)

Profile of lecturer(s)

Practicing visual designer with focus on branding and corporate design

Content

- Basics of identity and brand (context, models, understanding)
- Analysis, reflection and discussion of and with brand codes, brand evolution, brand revolution, brand history
- Development of positioning model and brand ideation
- Systematic and targeted development of a comprehensive and contemporary brand identity, taking into account relevant touchpoints.
- The Brand Identity includes on the one hand the definition of the communicative central idea (content) and on the other hand the development of new and innovative "identification features" (form).

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

- Recognize the importance and effectiveness of brand worlds in society, business and culture.
- Imparting basic design and methodological knowledge in the field of systematic and targeted development of comprehensive design programs, taking into account the aspects of identity and branding.
- Design work in the context of complex frameworks with the aim of developing memorable and comprehensible visualizations that build an independent world in the cross-channel communication mix.
- Think, plan and design across media.
- Arguing one's own accomplishments in a convincing manner.

Unit conclusion and proof of performance

Individual presentations with projector in front of the entire class. A coherent final artefact is required. The results have to be presented in a concise context and presentation skills have to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

企业设计基础

课程代码: SDVM2010　　**课程名:** 企业设计基础

学分: 欧方 3 学分　中方 2 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

该课程包含了动画音频、通用语言、企业设计、数据设计、版面设计的基础内容。该课程主要学习设计过程中基础的动画和音频表现技能；培养学生对表现对象的空间尺度感、比例、美感以及表现图的鉴赏能力；培养学生快速、准确表达品牌定位和理念的分析和反思能力。使学生能选择最适合的图文关系展示设计作品，有清晰的信息层次，平衡在空间和时间上的视觉表达，为完成设计方案打下坚实的基础。

课程培养目标与能力

本专业课程的基础和第一阶段教学致力于研究视觉设计常见的表达形式和风格。让学生熟悉视觉词汇、标准工艺、质量效果。探讨了排版、最广泛意义上的绘图元素、摄影图像、图形工具和数字编程等内容。本文涉及符号学、传媒、美学、以及传播学和社会学的理论。

单元

企业设计基础

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinema4D
- 素描和绘画
- 原型设计
- 使用模拟和数字工具的设计和演示技术
- 正式设计和施工的基础知识
- 系列产品制造所涉及的材料和生产技术
- 情境知识和概念思维
- 环境和以用户为中心的设计（人体工程学、可用性）
- 场景构建，故事讲述，设计理论和设计历史，写作文本
- 沟通和演示形式（图形、摄影、视频），市场营销、品牌和设计法
- 在产品开发过程中的跨学科合作

目标理论与思维能力

- 项目管理
- 设计管理
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

- 课程设计与展示

单元　　企业设计基础

(单元编号: BA VM 2.3)

师资配备

注重品牌塑造和企业设计的执业视觉设计师

内容

- 身份和品牌的基础知识（背景、模型、理解）。
- 分析、反思和讨论品牌代码、品牌演变、品牌革命、品牌历史。
- 品牌定位模型和品牌理念的发展。
- 系统和有针对性地打造全面、当代的品牌形象，并考虑到相关触点。
- 品牌身份认同一方面包括以交流为中心的思想（内容）的定义，另一方面也包括创新的“身份认同特征”（形式）的发展。

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

- 认识到品牌在社会、商业和文化中的重要性和有效性;
- 传授系统和有针对性地开发综合设计方案领域的基本设计和方法知识，并考虑到身份和品牌塑造等;
- 在复杂框架的背景下设计工作，旨在开发令人难忘和可理解的可视化，在跨渠道沟通组合中构建一个独立的世界;
- 进行跨媒体的思考、计划和设计;
- 以一种令人信服的方式论证自己的设计成果。

单元总结和考核方式

在整个班级面前使用投影仪个人演示。需要一个完整的最终产物，也就是至少要有一个60 秒的动画。结果必须简明呈现，演示技巧必须经过培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方

式进行数字化存档。

参考书目/文献

待定/由任课教师确定

必要的基础设施和设备

笔记本电脑

参考资料和网页链接

待定/由任课教师确定

Basic Data Design

Course Code: SDVM2011 **Course Name:** Basic Data Design

Credit points: ECTS: 3 Chinese: 2

Subjects related: Visual Media

Pre-requirement for the Course: None

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course covers the basics of animated audio, universal languages, corporate design, data design, and editorial design. This course mainly learn basic animation and audio performance skills in the design process; cultivate students' ability to appreciate the spatial scale, proportion, beauty, and representation of objects; cultivate students' ability to analyse and reflect on brand positioning and ideas quickly and accurately. It makes students choose the most suitable picture-text relationship to display design works with clear information levels and the balance of visual expression in space and time, and lays a solid foundation for completing the design scheme.

Learning objectives/aims and competencies

- The basic studies and the first phase of the Bachelor's program are devoted to the study of the common forms of expression and stylistic devices of visual design.
- The visual vocabulary, standard and craft, quality and effect become familiar.
- Typographic typesetting, drawing elements in the broadest sense, photographic imagery, graphic tools and digital programming are explored.
- Semiotics, media, aesthetics, theory specific to communication and society are addressed.

Units

Basic Data Design

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory

- Semantics
- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit : Basic Data Design

(code: BA VM 2.4)

Profile of lecturer(s)

Practicing visual designer with focus on data design

Content

- Basic data design inputs on the subject:
- Data design, practical tasks and their reflection.
- An introduction to the gradation of abstraction serves for the decision-making of suitable forms of representation in information design.
- The seminar offers the opportunity to engage in the development of data design.
- Examination of complex issues and critical investigation of visualization options

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

Training of a productive and efficient working and design methodology on differently situated contents

Unit conclusion and proof of performance

Individual presentations with projector in front of the entire class. A coherent final artefact is required. The results have to be presented in a concise context and presentation skills have to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

数据设计基础

课程代码: SDVM2011　　**课程名:**数据设计基础

学分: 欧方 3 学分　中方 2 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

该课程包含了动画音频、通用语言、企业设计、数据设计、版面设计的基础内容。该课程主要学习设计过程中基础的动画和音频表现技能；培养学生对表现对象的空间尺度感、比例、美感以及表现图的鉴赏能力；培养学生快速、准确表达品牌定位和理念的分析和反思能力。使学生能选择最适合的图文关系展示设计作品，有清晰的信息层次，平衡在空间和时间上的视觉表达，为完成设计方案打下坚实的基础。

课程培养目标与能力

本专业课程的基础和第一阶段教学致力于研究视觉设计常见的表达形式和风格。让学生熟悉视觉词汇、标准工艺、质量效果。探讨了排版、最广泛意义上的绘图元素、摄影图像、图形工具和数字编程等内容。本文涉及符号学、传媒、美学、以及传播学和社会学的理论。

单元

数据设计基础

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D
- 素描和绘画
- 原型设计
- 使用模拟和数字工具的设计和演示技术
- 正式设计和施工的基础知识
- 系列产品制造所涉及的材料和生产技术
- 情境知识和概念思维
- 环境和以用户为中心的设计（人体工程学、可用性）
- 场景构建，故事讲述，设计理论和设计历史，写作文本
- 沟通和演示形式（图形、摄影、视频），市场营销、品牌和设计法
- 在产品开发过程中的跨学科合作

目标理论与思维能力

- 项目管理
- 设计管理
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

- 课程设计与展示

单元　　数据设计基础

(单元编号: BA VM 2.4)

师资配备

专注于数据设计的执业摄影师

内容

- 关于数据设计基础的内容有:
- 数据设计、实践任务及其反思;
- 抽象层次的介绍有助于对信息设计中合理表达形式的决策;
- 研讨会提供了参与数据设计发展的机会;
- 对复杂问题的检验和对可视化选择的批判性调研。

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

根据不同的学习内容进行培养，使学生具备高效的工作和设计方法。

单元总结和考核方式

在整个班级面前使用投影仪个人演示。需要一个完整的最终产物，也就是至少要有一个 60 秒的动画。结果必须简明呈现，演示技巧必须经过培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

参考书目/文献

待定/由任课教师确定

必要的基础设施和设备

笔记本电脑

参考资料和网页链接

待定/由任课教师确定

Basic Editorial Design

Course Code: SDVM2012 **Course Name:** Basic Editorial Design

Credit points: ECTS: 3 Chinese: 2

Subjects related: Visual Media

Pre-requirement for the Course: None

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course covers the basics of animated audio, universal languages, corporate design, data design, and editorial design. This course mainly learn basic animation and audio performance skills in the design process; cultivate students' ability to appreciate the spatial scale, proportion, beauty, and representation of objects; cultivate students' ability to analyse and reflect on brand positioning and ideas quickly and accurately. It makes students choose the most suitable picture-text relationship to display design works with clear information levels and the balance of visual expression in space and time, and lays a solid foundation for completing the design scheme.

Learning objectives/aims and competencies

- The basic studies and the first phase of the Bachelor's program are devoted to the study of the common forms of expression and stylistic devices of visual design.
- The visual vocabulary, standard and craft, quality and effect become familiar.
- Typographic typesetting, drawing elements in the broadest sense, photographic imagery, graphic tools and digital programming are explored.
- Semiotics, media, aesthetics, theory specific to communication and society are addressed.

Units

Basic Editorial Design

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory

- Semantics
- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit : Basic Editorial Design

(code: BA VM 2.5)

Profile of lecturer(s)

Practicing visual designer with focus on editorial design

Content

- Introduction to the subject of editorial design:
- Text/image relationships are tested and explored.
- Text typologies and associated typesetting.
- Information hierarchies and their visual articulation in space and time.
- If possible, a bookbinding course will be offered.

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

- Setting, structuring, editing and staging text and images in thematic reference to content, context and target group
- Basics in typographical and pictorial layout
- Designing and visualizing different types of implementations
- In-depth handling of typefaces, typesetting and technological conventions
- Print-related finalizing

Unit conclusion and proof of performance

Individual or group presentations with projector or analogue in front of the entire class. A coherent final artefact is required, in this case a printed and bound publication or - a corresponding digital double. The results are to be brought into a concise context and performance skills are to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

版面设计基础

课程代码: SDVM2012　　**课程名:版面**设计基础

学分: 欧方 3 学分　中方 2 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

该课程包含了动画音频、通用语言、企业设计、数据设计、版面设计的基础内容。该课程主要学习设计过程中基础的动画和音频表现技能；培养学生对表现对象的空间尺度感、比例、美感以及表现图的鉴赏能力；培养学生快速、准确表达品牌定位和理念的分析和反思能力。使学生能选择最适合的图文关系展示设计作品，有清晰的信息层次，平衡在空间和时间上的视觉表达，为完成设计方案打下坚实的基础。

课程培养目标与能力

本专业课程的基础和第一阶段教学致力于研究视觉设计常见的表达形式和风格。让学生熟悉视觉词汇、标准工艺、质量效果。探讨了排版、最广泛意义上的绘图元素、摄影图像、图形工具和数字编程等内容。本文涉及符号学、传媒、美学、以及传播学和社会学的理论。

单元

版面设计基础

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D
- 素描和绘画
- 原型设计
- 使用模拟和数字工具的设计和演示技术
- 正式设计和施工的基础知识
- 系列产品制造所涉及的材料和生产技术
- 情境知识和概念思维
- 环境和以用户为中心的设计（人体工程学、可用性）
- 场景构建，故事讲述，设计理论和设计历史，写作文本
- 沟通和演示形式（图形、摄影、视频），市场营销、品牌和设计法
- 在产品开发过程中的跨学科合作

目标理论与思维能力

- 项目管理
- 设计管理
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

- 课程设计与展示

单元　　版面设计基础

(单元编号: BA VM 2.5)

师资配备

具有版面设计特长的执业视觉设计师

内容

版面设计主题简介:
测试和探索文本/图像之间的关系;
文本类型学和相关的排版方法;
信息层次及其在空间和时间上的视觉表达;
图书装订技能。

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

- 在特定内容、背景和目标群体的主题中设置、构建、编辑和展示文本和图像;
- 基本的排版和图形布局;
- 设计和可视化不同类型的实现;
- 深入处理排字、排版和技术惯例;
- 定稿打印。

单元总结和考核方式

在整个班级面前使用投影仪或类似仪器进行进行个人或小组演示。需要一个完整的最终产物，也就是一个印刷和装订的出版物或一个相应的数码双版。结果必须简明呈现，展示技能将被培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

参考书目/文献

待定/由任课教师确定

必要的基础设施和设备

笔记本电脑

参考资料和网页链接

待定/由任课教师确定

Type Design and Variable Design

Course Code: SDVM3001 **Course Name:** Type Design and Variable Design

Credit points: ECTS: 4 Chinese: 2.5

Subjects related: Visual Media

Pre-requirement for the Course:

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course includes 4 parts: type design & variable type, poster design, graphic design, coding (Processing/HTML/CSS/JS), application design. This course is practice-oriented for teaching students the theory and method of type design, poster design, graphic design, programming, application design, and basic design and creative ability in the above directions through practice. It aims to enable students to learn to analyse and apply the formal rules of design; to understand the relationship between the content and form, as well as creativity and performance of works; to creatively use codes for originality design and work production; to cultivate students' practical ability.

Learning objectives/aims and competencies

- From the 3rd semester onwards, the basic skills acquired in the foundation course are applied in practice-oriented modules.
- The module units are increasingly commercially oriented and, in conjunction with units on experimental design, form the course content with tension, serving the real and simulation practice.
- Web design, poster design, type design, reportage photography and editorial design are cornerstones of this design practice.

Units

Type Design and Variable Design

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory

- Semantics
- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit : Type Design and Variable Design

(code: BA VM 3.1)

Profile of lecturer(s)

- Practicing visual designer with focus on type design

Content

- Type design
- Development of an own typeface
- In-depth examination of the typeface as a program and the technological expertise associated with it
- In-depth study of the font program Glyphs 2.0
- Execution and detail work
- Finishing
- Technological inserts

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

- Ability to design, implement, finalize, dress, and technically implement fonts in an application-oriented manner.
- History of typefaces, classification models
- Software knowledge

Unit conclusion and proof of performance

Individual presentations with projector or analogue in front of the entire class. A coherent final artefact is required, in this case a printed type specimen or a corresponding digital double edition. The results are to be brought into a concise context and performance skills are to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a

uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

字体设计和字型转译设计

课程代码: SDVM3001　　**课程名:**类型设计和变量设计

学分: 欧方 4 学分　中方 2.5 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

设计基础 3 由四个单元组成，分别是字体设计和不同字体、海报设计和平面设计、编程（处理/HTML/CSS/JS）、应用程序设计。本课程面向实践，教授学生关于字体设计、海报设计、平面设计、编程和应用程序设计的理论与方法，并通过实践训练学生在以上各个方向的基本的设计和创意能力。旨在使学生学会分析、应用设计的形式法则；理解作品的内容与形式、创意与表现的关系；创造性地运用编程进行创意设计和作品制作的能力；培养学生的实践能力。

课程培养目标与能力

- 从第三学期开始，在跨专业基础课程中获得的基本技能被应用于以实践导向的课程。课程单元越来越以商业为导向，与实验设计单元相结合，形成具有张力、服务于真实和仿真实践的课程内容。网页设计、海报设计、字体设计、报告文学摄影和版面设计是设计实践的基础。

单元

字体设计和字型转译设计

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D;
- 素描和绘图;
- 原型设计;
- 使用模拟和数字工具的设计和演示技术;
- 正式设计和施工的基础知识;
- 系列产品制造所涉及的材料和生产技术;
- 情境知识和概念思维;
- 环境和以用户为中心的设计（人体工程学、可用性）;
- 场景构建、讲故事、设计理论和设计历史、写作文本;
- 沟通和演示形式（图形、摄影、视频）、市场营销、品牌设计法;
- 在产品开发过程中的跨学科合作。

目标理论与思维能力

- 项目管理
- 设计理论
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

课程设计与展示

单元　　字体设计和字型转译设计

(单元编号: BA VM 3.1)

师资配备

- 以字体设计为中心的实践型视觉设计师

内容

- 字体设计
- 开发字体
- 以一个程序深入研究字体及与之相关的技术专业知识
- 深入探讨字体设计程序 Glyphs2.0
- 执行和详细的工作
- 完成
- 技术插入

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

- 能够以面向应用的方式设计、应用、完成、修饰和技术实现字体;
- 字体的历史、分类模型;
- 软件知识。

单元总结和考核方式

在整个班级面前使用使用投影仪或类似仪器进行个人演示。需要一个完整的最终产物，也就是一个印刷和装订的出版物或相应的数码双版。结果必须简明呈现，展示技能将被培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

参考书目/文献

由任课教师确定

必要的基础设施和设备

- 笔记本电脑

参考资料和网页链接

由任课教师确定

Poster Design

Course Code: SDVM3002 **Course Name:** Poster Design

Credit points: ECTS: 2.5 Chinese: 5

Subjects related: Visual Media

Pre-requirement for the Course:

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course includes 4 parts: type design & variable type, poster design, graphic design, coding (Processing/HTML/CSS/JS), application design. This course is practice-oriented for teaching students the theory and method of type design, poster design, graphic design, programming, application design, and basic design and creative ability in the above directions through practice. It aims to enable students to learn to analyse and apply the formal rules of design; to understand the relationship between the content and form, as well as creativity and performance of works; to creatively use codes for originality design and work production; to cultivate students' practical ability.

Learning objectives/aims and competencies

- From the 3rd semester onwards, the basic skills acquired in the foundation course are applied in practice-oriented modules.
- The module units are increasingly commercially oriented and, in conjunction with units on experimental design, form the course content with tension, serving the real and simulation practice.
- Web design, poster design, type design, reportage photography and editorial design are cornerstones of this design practice.

Units

Poster Design

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory

- Semantics
- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit : Poster Design

(code: BA VM 3.2)

Profile of lecturer(s)

- Practicing visual designer with focus on Poster Design

Content

- Poster design in a historical, contemporary, national and international context.
- A poster or a series of posters is designed as a fictitious or applied assignment. Design skills are practiced in relation to pictoriality, composition and iconicity and implemented in constant reference to media and digital enhancements.

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

- Acquisition of expertise on poster tradition and the current context of poster design.
- knowledge of close-up and distant effects
- Iconicity
- Pictorial typography
- Syntactic structure
- Medial instrumentalisation

Unit conclusion and proof of performance

Individual presentations with projector or analogue in front of the entire class. A coherent final artefact is required, in this case a printed large format poster and, if possible, corresponding digital double. The results are to be brought into a concise context and performance skills are to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

海报设计

课程代码: SDVM3002　　**课程名**:海报设计

学分: 欧方 5 学分　中方 2.5 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

设计基础 3 由四个单元组成，分别是字体设计和不同字体、海报设计和平面设计、编程（处理/HTML/CSS/JS）、应用程序设计。本课程面向实践，教授学生关于字体设计、海报设计、平面设计、编程和应用程序设计的理论与方法，并通过实践训练学生在以上各个方向的基本的设计和创意能力。旨在使学生学会分析、应用设计的形式法则；理解作品的内容与形式、创意与表现的关系；创造性地运用编程进行创意设计和作品制作的能力；培养学生的实践能力。

课程培养目标与能力

- 从第三学期开始，在跨专业基础课程中获得的基本技能被应用于以实践导向的课程。课程单元越来越以商业为导向，与实验设计单元相结合，形成具有张力、服务于真实和仿真实践的课程内容。网页设计、海报设计、字体设计、报告文学摄影和版面设计是设计实践的基础。

单元

海报设计

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D;
- 素描和绘图;
- 原型设计;
- 使用模拟和数字工具的设计和演示技术;
- 正式设计和施工的基础知识;
- 系列产品制造所涉及的材料和生产技术;
- 情境知识和概念思维;
- 环境和以用户为中心的设计（人体工程学、可用性）;
- 场景构建、讲故事、设计理论和设计历史、写作文本;
- 沟通和演示形式（图形、摄影、视频）、市场营销、品牌设计法;
- 在产品开发过程中的跨学科合作。

目标理论与思维能力

- 项目管理
- 设计理论
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

课程设计与展示

单元　　海报设计

(单元编号: BA VM 3.2)

师资配备

- 以海报设计为重心的实践型视觉设计师

内容

- 在历史、当代、国家和国际背景下的海报设计。
- 一张海报或一系列海报被设计成为虚构或应用的任务。设计技巧的实践与图像性、构图性和形象性相关，并在不断参考媒体和数字增强的情况下进行。

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

- 获得在传统海报与当代海报设计背景方面的专业知识;
- 近距离和远距离效果的知识;
- 形象性;
- 图片类型;
- 句法结构;
- 媒介工具化。

单元总结和考核方式

在整个班级面前使用使用投影仪或类似仪器进行个人演示。需要一个完整的最终产物，也就是一个印刷的大型海报或相应的数码双版。结果须简明呈现，展示技能需经培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

参考书目/文献

由任课教师确定

必要的基础设施和设备

- 笔记本电脑

参考资料和网页链接

由任课教师确定

Coding (Processing/HTML/CSS/JS)

Course Code: SDVM3003 **Course Name:** Coding (Processing/HTML/CSS/JS)

Credit points: ECTS: 4 Chinese: 3

Subjects related: Visual Media

Pre-requirement for the Course:

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course includes 4 parts: type design & variable type, poster design, graphic design, coding (Processing/HTML/CSS/JS), application design. This course is practice-oriented for teaching students the theory and method of type design, poster design, graphic design, programming, application design, and basic design and creative ability in the above directions through practice. It aims to enable students to learn to analyse and apply the formal rules of design; to understand the relationship between the content and form, as well as creativity and performance of works; to creatively use codes for originality design and work production; to cultivate students' practical ability.

Learning objectives/aims and competencies

- From the 3rd semester onwards, the basic skills acquired in the foundation course are applied in practice-oriented modules.
- The module units are increasingly commercially oriented and, in conjunction with units on experimental design, form the course content with tension, serving the real and simulation practice.
- Web design, poster design, type design, reportage photography and editorial design are cornerstones of this design practice.

Units

Coding (Processing/HTML/CSS/JS)

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory

- Semantics
- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit: Coding (Processing/HTML/CSS/JS)

(code: BA VM 3.3)

Profile of lecturer(s)

- Practicing visual designer with focus on Creative Coding

Content

- Self-presentation on the web
- A figurehead for every designer
- Define, shape and build your own image
- make new contacts and win orders
- The web portfolio presents one's own work and competencies, addresses the desired target group and contributes to positioning.
- This module introduces the basics and strategies of portfolio design.
  Interface design
  Innovative navigation and information hierarchies

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

- Acquisition of knowledge of web design in terms of functional, aesthetic and informative layouts.
- Knowledge of HTML and CSS will be acquired.

Unit conclusion and proof of performance

Individual digital presentations in front of the entire class. A coherent final artefact is required. The results are to be brought into a concise context and performance skills are to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

编码（处理/HTML/CSS/JS）

课程代码: SDVM3003　　**课程名:** 编码（处理/HTML/CSS/JS）

学分: 欧方 4 学分　中方 3 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

设计基础 3 由四个单元组成，分别是字体设计和不同字体、海报设计和平面设计、编程（处理/HTML/CSS/JS）、应用程序设计。本课程面向实践，教授学生关于字体设计、海报设计、平面设计、编程和应用程序设计的理论与方法，并通过实践训练学生在以上各个方向的基本的设计和创意能力。旨在使学生学会分析、应用设计的形式法则；理解作品的内容与形式、创意与表现的关系；创造性地运用编程进行创意设计和作品制作的能力；培养学生的实践能力。

课程培养目标与能力

- 从第三学期开始，在跨专业基础课程中获得的基本技能被应用于以实践导向的课程。课程单元越来越以商业为导向，与实验设计单元相结合，形成具有张力、服务于真实和仿真实践的课程内容。网页设计、海报设计、字体设计、报告文学摄影和版面设计是设计实践的基础。

单元

编码（处理/HTML/CSS/JS）

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D;
- 素描和绘图;
- 原型设计;
- 使用模拟和数字工具的设计和演示技术;
- 正式设计和施工的基础知识;
- 系列产品制造所涉及的材料和生产技术;
- 情境知识和概念思维;
- 环境和以用户为中心的设计（人体工程学、可用性）;
- 场景构建、讲故事、设计理论和设计历史、写作文本;
- 沟通和演示形式（图形、摄影、视频）、市场营销、品牌设计法;
- 在产品开发过程中的跨学科合作。

目标理论与思维能力

- 项目管理
- 设计理论
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

课程设计与展示

单元　　编程（处理/HTML/CSS/JS）

(单元编号: BA VM 3.3)

师资配备

- 开展视觉设计实践的注重创意编码的设计师

内容

- 在网络上的自我展示;
- 每个设计师的人物头像;
- 定义，塑造和建立自我形象;
- 建立新的联系人并获得订单;
- 针对需求目标群体，用网络作品集展示自己的工作和能力，有助于设计定位;
- 本课程介绍了组合设计的基础知识和策略;
- 接口设计;
- 创新的导航和信息层次结构设计。

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

- 在功能、美学和信息布局方面获得网页设计知识并获得 HTML 和 CSS 的知识。

单元总结和考核方式

在整个班级面前使用使用投影仪或类似仪器进行个人演示。需要一个完整的最终产物。结果须简明呈现，展示技能需经培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

参考书目/文献

由任课教师确定

必要的基础设施和设备

- 笔记本电脑

参考资料和网页链接

由任课教师确定

Application Design

Course Code: SDVM3004 **Course Name:** Application Design

Credit points: ECTS: 4 Chinese: 3

Subjects related: Visual Media

Pre-requirement for the Course:

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course includes 4 parts: type design & variable type, poster design, graphic design, coding (Processing/HTML/CSS/JS), application design. This course is practice-oriented for teaching students the theory and method of type design, poster design, graphic design, programming, application design, and basic design and creative ability in the above directions through practice. It aims to enable students to learn to analyse and apply the formal rules of design; to understand the relationship between the content and form, as well as creativity and performance of works; to creatively use codes for originality design and work production; to cultivate students' practical ability.

Learning objectives/aims and competencies

- From the 3rd semester onwards, the basic skills acquired in the foundation course are applied in practice-oriented modules.
- The module units are increasingly commercially oriented and, in conjunction with units on experimental design, form an arc of tension which serves real and fictional module content.
- Web design, poster design, type design, reportage photography and editorial design are cornerstones of this design practice.

Units

Application Design

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory

- Semantics
- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit : Application Design

(code: BA VM 3.4)

Profile of lecturer(s)

- Practicing visual designer with focus on Application Design

Content

- Application design for smartphone and wearable devices.
- Experimental and creative coding
- Prototypes and applicable products
- Interface design
- Experimental UX design
- Sensor-based coding
- Innovative navigation and information hierarchies

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

- Basic knowledge in experimental and creative coding related to app applications on smartphones and portable devices.
- Basic expertise in current programming languages in close relation to an experimental design approach.

Unit conclusion and proof of performance

Individual digital presentations in front of the entire class. A coherent final artefact is required. The results are to be brought into a concise context and performance skills are to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

应用设计

课程代码: SDVM3004　　**课程名:** 应用设计

学分: 欧方 4 学分　中方 3 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

设计基础 3 由四个单元组成，分别是字体设计和不同字体、海报设计和平面设计、编程（处理/HTML/CSS/JS）、应用程序设计。本课程面向实践，教授学生关于字体设计、海报设计、平面设计、编程和应用程序设计的理论与方法，并通过实践训练学生在以上各个方向的基本的设计和创意能力。旨在使学生学会分析、应用设计的形式法则；理解作品的内容与形式、创意与表现的关系；创造性地运用编程进行创意设计和作品制作的能力；培养学生的实践能力。

课程培养目标与能力

- 从第三学期开始，在跨专业基础课程中获得的基本技能被应用于以实践导向的课程。课程单元越来越以商业为导向，与实验设计单元相结合，形成具有张力、服务于真实和仿真实践的课程内容。网页设计、海报设计、字体设计、报告文学摄影和版面设计是设计实践的基础。

单元

应用设计

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D;
- 素描和绘图;
- 原型设计;
- 使用模拟和数字工具的设计和演示技术;
- 正式设计和施工的基础知识;
- 系列产品制造所涉及的材料和生产技术;
- 情境知识和概念思维;
- 环境和以用户为中心的设计（人体工程学、可用性）;
- 场景构建、讲故事、设计理论和设计历史、写作文本;
- 沟通和演示形式（图形、摄影、视频）、市场营销、品牌设计法;
- 在产品开发过程中的跨学科合作。

目标理论与思维能力

- 项目管理
- 设计理论
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

课程设计与展示

单元　　应用设计

(单元编号: BA VM 3.2)

师资配备

- 侧重于应用程序设计的实践型视觉设计师

内容

- 针对智能手机和可穿戴设备的应用程序设计;
- 实验性的和创造性的编码;
- 原型和适用的产品设计;
- 接口设计;
- 实验性 UX 设计;
- 基于传感器的编码;
- 创新的导航和信息层次结构。

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

- 与智能手机和便携式设备上应用程序相关的实验和创造性编码的基本知识;
- 当前编程语言的基本专业知识与实验设计方法密切关联性。

单元总结和考核方式

在整个班级面前使用使用投影仪或类似仪器进行个人演示。需要一个完整的最终产物。结果须简明呈现，展示技能需经培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

参考书目/文献

由任课教师确定

必要的基础设施和设备

- 笔记本电脑

参考资料和网页链接

由任课教师确定

Editorial Design (o. Photography)

Course Code: SDVM3005 **Course Name:** Studio: Editorial Design (o. Photography)

Credit points: ECTS: 6.5 Chinese: 4.5

Subjects related: Visual Media

Pre-requirement for the Course:

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course includes 4 parts: edition design (w. Photography), workshop int. (w. virtual world design), digital design, and workshop int. This course is practice-oriented for teaching students theories and methods in different design fields such as editorial design (including photography), virtual world design, digital design, etc. Moreover, excellent practicing designers will be invited to cultivate students' design and creative ability through workshops. Students need to carry out a systematic and in-depth interpretation and analysis of virtual world design cases and explore how to instrument and segment the content to be conveyed according to the medium.

Learning objectives/aims and competencies

- From the 4th semester on, the acquired competencies are practiced and applied in the specialization areas of Data Design, Identity and Brand, and Editorial Design.
- The focus "Corporate Design" develops methods and competencies for the implementation of overall visual-communicative strategies. The goal here is the future-oriented communicative and holistic characterization of institutional facilities, which clarifies their respective function, significance and their social value with a convincing, cultivated sign language. This includes the disciplines of corporate communications and branding as well as their interfaces with corporate culture, marketing and advertising.
- The focus "Information Design" develops information and orientation systems in the spatial environment, deals with the visualization of abstract data and content, the development of didactic media and content, and deals with the visual formulation of instructional or instructing applications. In short, the field of information design addresses the visual communication that enables our lives as individuals and as part of society, and consistently strives to improve them with an eye to the future.
- The focus "Editorial Design" understands itself as an intersection competence. As the instance that conveys topics and themes of any provenance in a designing, shaping and not least in a narrative way. The expanded view of the techniques and production conditions of thematic editing is linked by the focus on editorial design with a commitment to the term as a cultural technique and its traditional constant: the dissemination of knowledge and consciousness by means of writing and images. In times of trans-, multi- and hypermedia hustle and bustle, editorial design transforms knowledge and information units into journalistic formats more than ever before.
- The field of action continues to encompass artfully elaborated editions, precisely fitting information carriers, and even industrial productions of the media society newspapers, magazines, journals, annual reports, exhibition catalogs, programs, books, booklets, leaflets, and all electronic devices including computers and screens.

Units

Editorial Design (o. Photography)

Teaching and learning methods and formats

- Studio teaching

- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory
- Semantics
- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit : Editorial Design (o. Photography)

(code: BA VM 4.1)

Profile of lecturer(s)

- Practicing visual designer with focus on editorial design

Content

- Editorial Design sees itself as an intersectional competence that conveys topics and themes of any provenance by designing, shaping and, last but not least, narrating.
- Editorial Design combines an expanded view of the techniques and production conditions of thematic editing with a commitment to the term as a cultural technique and its traditional constant: the dissemination of knowledge and consciousness through writing and images.
- The field of action encompasses artfully elaborated editions, precisely fitting information carriers up to industrial productions of the media society newspapers, magazines, journals, annual reports, exhibition catalogs, programs, books, booklets, leaflets, and all other electronic devices including computers and screens.

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

- Transfer of ideas and facts into viable concepts
- Development of medial competence, approach to an aesthetic
- Differentiation with regard to function, intention, style, expression, etc.
- Understanding of impact dimensions of editorial and graphic processes
- Staging, interpretation, narration, materialization, etc.
- Theory, paradigms: reflections, comparative considerations, own points of view

Unit conclusion and proof of performance

Individual physical presentations in front of the entire class. A coherent final artefact is required, in this case a printed and bound publication. The results are to be brought into

a concise context and performance skills are to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

版面设计（摄影方向）

课程代码: SDVM3005　　**课程名:版面**设计（摄影方向）

学分: 欧方 6.5 学分　中方 4.5 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

本课程由四个单元组成，分别是版面设计、虚拟世界实践设计专题、数字设计、设计工作坊。本课程面向实践，教授学生关于版面设计（摄影方向）、虚拟世界实践设计专题、数字设计等不同设计领域的理论与方法，并邀请国内优秀设计师通过工作坊的形式培养学生的设计和创意能力。学生需要对虚拟世界设计案例进行比较系统和深入的阐释与分析，并探索性地研究如何根据媒介对要传达的内容进行工具化和切分。

课程培养目标与能力

- 从第四学期开始，所获得的能力将在数据设计、身份和品牌以及版面设计等专业领域进行实践和应用。
- “企业设计”注重开发实施整体视觉交际策略的方法和能力。这里的目标是以未来为导向的交际和整体地描述制度设施，用一种令人信服的、文明的语言来阐明其各自的功能、意义和社会价值。包括企业传播和品牌推广的学科，以及它们与企业文化、市场营销和广告的交互界面。
- “信息设计”的重点是在空间环境中开发信息和定位系统，处理抽象数据和内容的可视化，进行教学媒体和内容的开发，并处理教学或指导应用程序的视觉制定。简而言之，信息设计领域致力于视觉传达，使我们的生活成为个人和社会的一部分，并着眼于未来，不断努力改善人民生活。
- “版面设计”的重点是将其理解为一种交叉设计能力以及以设计、塑造，尤其是叙事方式来传达任意主题的能力。对主题编辑的技术和生产条件的扩展观点与对版面设计的关注与对该术语作为一种文化技术及其传统不变的承诺联系在一起，通过写作和图像传播知识和意识。在跨媒体、多媒体和超媒体喧嚣的时代，版面设计比以往任何时候都更能将知识和信息单元转化为新闻格式。领域包括精心制作的刊物、精确匹配的信息载体，甚至媒体社会的工业产品——报纸、杂志、期刊、年度报告、展览目录、节目、书籍、小册子、传单，以及电脑和屏幕等所有的电子设备。

单元

版面设计(摄影方向)

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D
- 绘制和绘制
- 原型设计
- 使用模拟和数字工具的设计和演示技术
- 正式设计和施工的基础知识
- 系列产品制造所涉及的材料和生产技术

- 情境知识和概念思维
- 环境和以用户为中心的设计（人体工程学、可用性）
- 场景构建，讲故事，设计理论和设计历史，写作文本
- 沟通和演示形式（图形、摄影、视频），市场营销、品牌和设计法
- 在产品开发过程中的跨学科合作

目标理论与思维能力

- 项目管理
- 设计理论
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

课程设计与展示

单元　　版面设计(摄影方向）

(单元编号: BA VM 4.1)

师资配备

- 开展设计实践，注重版面设计的视觉设计师

内容

版面设计被视为一种综合交叉能力，通过设计、塑造以及叙述来传达任何来源的主题。版面设计将主题编辑的技术和生产条件的扩展视图与对作为一种文化技术及其传统术语的相结合，通过文本写作和图像传播知识和意识。该领域包括精心制作的刊物，精确地将信息载体与媒体社会的工业产品相匹配——报纸、杂志、期刊、年度报告、展览目录、节目、书籍、小册子、传单，以及电脑和屏幕等所有的电子产品。

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

- 将想法和事实转化为可行的概念
- 协调能力的培养，审美的方法
- 功能、意图、风格、表达等方面的差异化
- 了解编辑和图形过程的影响维度
- 展示、解释、叙述、物化等
- 理论、范式反思、比较主客观观点

单元总结和考核方式

- 课程设计演讲与展示

参考书目/文献

在全班面前进行个人展示。需要一个完整的最终产物，也就是一个印刷和装订的出版物。结果须简明呈现，展示技能需被培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

必要的基础设施和设备

- 笔记本电脑

参考资料和网页链接

由任课教师确定

Workshop Int. (W. Focus On Virtual Worlds Design)

Course Code: SDVM3006 **Course Name:** Studio: Workshop Int. (W. Focus On Virtual Worlds Design)

Credit points: ECTS: 3.5 Chinese: 1.5

Subjects related: Visual Media

Pre-requirement for the Course:

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words)

The course includes 4 parts: edition design (w. Photography), workshop int. (w. virtual world design), digital design, and workshop int. This course is practice-oriented for teaching students theories and methods in different design fields such as editorial design (including photography), virtual world design, digital design, etc. Moreover, excellent practicing designers will be invited to cultivate students' design and creative ability through workshops. Students need to carry out a systematic and in-depth interpretation and analysis of virtual world design cases and explore how to instrument and segment the content to be conveyed according to the medium.

Learning objectives/Aims and competencies

- From the 4th semester on, the acquired competencies are practiced and applied in the specialization areas of Data Design, Identity and Brand, and Editorial Design.
- The focus "Corporate Design" develops methods and competencies for the implementation of overall visual-communicative strategies. The goal here is the future-oriented communicative and holistic characterization of institutional facilities, which clarifies their respective function, significance and their social value with a convincing, cultivated sign language. This includes the disciplines of corporate communications and branding as well as their interfaces with corporate culture, marketing and advertising.
- The focus "Information Design" develops information and orientation systems in the spatial environment, deals with the visualization of abstract data and content, the development of didactic media and content, and deals with the visual formulation of instructional or instructing applications.
- In short, the field of information design addresses the visual communication that enables our lives as individuals and as part of society, and consistently strives to improve them with an eye to the future.
- The focus "Editorial Design" understands itself as an intersection competence. As the instance that conveys topics and themes of any provenance in a designing, shaping and not least in a narrative way.
- The expanded view of the techniques and production conditions of thematic editing is linked by the focus on editorial design with a commitment to the term as a cultural technique and its traditional constant: the dissemination of knowledge and consciousness by means of writing and images.
- In times of trans-, multi- and hypermedia hustle and bustle, editorial design transforms knowledge and information units into journalistic formats more than ever before.
- The field of action continues to encompass artfully elaborated editions, precisely fitting information carriers up to industrial productions of the media society newspapers, magazines, journals, annual reports, exhibition catalogs, programs, books, booklets, leaflets, and all other electronic devices including computers and screens.

Units

Workshop Int.

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory
- Semantics
- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit : Workshop Int.

(code: BA VM 4.2)

Profile of lecturer(s)

- Practicing visual designer with focus on Virtual Worlds Design

Content

- Invitation of internationally and nationally practicing designer personalities.
- Thematic orientation according to the invited personality/ies

Teaching and learning methods and formats

- Workshop

Learning objectives/aims and competencies

- Training of a productive and efficient working and design methodology on contents of different nature

Unit conclusion and proof of performance

Individual digital or physical presentations in front of the entire class. A coherent final artefact is required. The results are to be brought into a concise context and performance skills are to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

虚拟世界实践设计专题

课程代码: SDVM3006　　**课程名:** 虚拟世界实践设计专题

学分: 欧方 3.5 学分　中方 1.5 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

本课程由四个单元组成，分别是版面设计、虚拟世界实践设计专题、数字设计、设计工作坊。本课程面向实践，教授学生关于版面设计（摄影方向）、虚拟世界实践设计专题、数字设计等不同设计领域的理论与方法，并邀请国内优秀设计师通过工作坊的形式培养学生的设计和创意能力。学生需要对虚拟世界设计案例进行比较系统和深入的阐释与分析，并探索性地研究如何根据媒介对要传达的内容进行工具化和切分。

课程培养目标与能力

- 从第四学期开始，所获得的能力将在数据设计、身份和品牌以及版面设计等专业领域进行实践和应用。
- “企业设计”注重开发实施整体视觉交际策略的方法和能力。这里的目标是以未来为导向的交际和整体地描述制度设施，用一种令人信服的、文明的语言来阐明其各自的功能、意义和社会价值。包括企业传播和品牌推广的学科，以及它们与企业文化、市场营销和广告的交互界面。
- “信息设计”的重点是在空间环境中开发信息和定位系统，处理抽象数据和内容的可视化，进行教学媒体和内容的开发，并处理教学或指导应用程序的视觉制定。简而言之，信息设计领域致力于视觉传达，使我们的生活成为个人和社会的一部分，并着眼于未来，不断努力改善人民生活。
- “版面设计”的重点是将其理解为一种交叉设计能力以及以设计、塑造，尤其是叙事方式来传达任意主题的能力。对主题编辑的技术和生产条件的扩展观点与对版面设计的关注与对该术语作为一种文化技术及其传统不变的承诺联系在一起，通过写作和图像传播知识和意识。在跨媒体、多媒体和超媒体喧嚣的时代，版面设计比以往任何时候都更能将知识和信息单元转化为新闻格式。领域包括精心制作的刊物、精确匹配的信息载体，甚至媒体社会的工业产品——报纸、杂志、期刊、年度报告、展览目录、节目、书籍、小册子、传单，以及电脑和屏幕等所有的电子设备。

单元

虚拟世界实践设计专题

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D
- 绘制和绘制
- 原型设计
- 使用模拟和数字工具的设计和演示技术
- 正式设计和施工的基础知识
- 系列产品制造所涉及的材料和生产技术

- 情境知识和概念思维
- 环境和以用户为中心的设计（人体工程学、可用性）
- 场景构建，讲故事，设计理论和设计历史，写作文本
- 沟通和演示形式（图形、摄影、视频），市场营销、品牌和设计法
- 在产品开发过程中的跨学科合作

目标理论与思维能力

- 项目管理
- 设计理论
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

课程设计与展示

单元　　虚拟世界实践设计专题

(单元编号: BA VM 4.2)

师资配备

- 开展设计实践，注重虚拟世界设计的视觉设计师

内容

邀请国际和国内执业设计师;
根据受邀设计师特点进行课程主题定位。

教学模式

- 工作坊

学习目标和能力培养

- 针对不同性质的内容培训高效的工作和设计方法

单元总结和考核方式

在全班面前进行个人展示。需要一个完整的最终产物。结果须简明呈现，展示技能需被培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

参考书目/文献

由任课教师确定

必要的基础设施和设备

- 笔记本电脑

参考资料和网页链接

由任课教师确定

Digital Design

Course Code: SDVM3007 **Course Name:** Digital Design

Credit points: ECTS: 5 Chinese: 4

Subjects related: Visual Media

Pre-requirement for the Course:

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course includes 4 parts: edition design (w. Photography), workshop int. (w. virtual world design), digital design, and workshop int. This course is practice-oriented for teaching students theories and methods in different design fields such as editorial design (including photography), virtual world design, digital design, etc. Moreover, excellent practicing designers will be invited to cultivate students' design and creative ability through workshops. Students need to carry out a systematic and in-depth interpretation and analysis of virtual world design cases and explore how to instrument and segment the content to be conveyed according to the medium.

Learning objectives/Aims and competencies

- From the 4th semester on, the acquired competencies are practiced and applied in the specialization areas of Data Design, Identity and Brand, and Editorial Design.
- The focus "Corporate Design" develops methods and competencies for the implementation of overall visual-communicative strategies. The goal here is the future-oriented communicative and holistic characterization of institutional facilities, which clarifies their respective function, significance and their social value with a convincing, cultivated sign language. This includes the disciplines of corporate communications and branding as well as their interfaces with corporate culture, marketing and advertising.
- The focus "Information Design" develops information and orientation systems in the spatial environment, deals with the visualization of abstract data and content, the development of didactic media and content, and deals with the visual formulation of instructional or instructing applications.
- In short, the field of information design addresses the visual communication that enables our lives as individuals and as part of society, and consistently strives to improve them with an eye to the future.
- The focus "Editorial Design" understands itself as an intersection competence. As the instance that conveys topics and themes of any provenance in a designing, shaping and not least in a narrative way.
- The expanded view of the techniques and production conditions of thematic editing is linked by the focus on editorial design with a commitment to the term as a cultural technique and its traditional constant: the dissemination of knowledge and consciousness by means of writing and images.
- In times of trans-, multi- and hypermedia hustle and bustle, editorial design transforms knowledge and information units into journalistic formats more than ever before.
- The field of action continues to encompass artfully elaborated editions, precisely fitting information carriers up to industrial productions of the media society newspapers, magazines, journals, annual reports, exhibition catalogs, programs, books, booklets, leaflets, and all other electronic devices including computers and screens.

Units

Digital Design

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory
- Semantics
- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit : Digital Design

(code: BA VM 4.3)

Profile of lecturer(s)

- Practicing visual designer with focus on Digital Design

Content

- In an experimental framework, strategies of e-publishing and the characteristics associated with it are thematized.
- We investigate with exploratory how content to be conveyed can be instrumentalized and staged according to the medium,
- With regard to the adequate orchestration of the results from the previous editorial project, a format is sought which inductively communicates narratives.
- Whether combined or solitary, the results should lead to an innovative output.

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

- Analog/digital transfer
- Software and programming skills
- Development of medial competence
- Understanding of impact dimensions of editorial and cross-media processes
- Interface design
- Staging, interpretation, narration

Unit conclusion and proof of performance

Individual digital presentations in front of the entire class. A coherent final artefact is required. The results are to be brought into a concise context and performance skills are to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

数字设计

课程代码: SDVM3007　　**课程名:** 数字设计

学分: 欧方 5 学分　中方 4 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

本课程由四个单元组成，分别是版面设计、虚拟世界实践设计专题、数字设计、设计工作坊。本课程面向实践，教授学生关于版面设计（摄影方向）、虚拟世界实践设计专题、数字设计等不同设计领域的理论与方法，并邀请国内优秀设计师通过工作坊的形式培养学生的设计和创意能力。学生需要对虚拟世界设计案例进行比较系统和深入的阐释与分析，并探索性地研究如何根据媒介对要传达的内容进行工具化和切分。

课程培养目标与能力

- 从第四学期开始，所获得的能力将在数据设计、身份和品牌以及版面设计等专业领域进行实践和应用。
- “企业设计”注重开发实施整体视觉交际策略的方法和能力。这里的目标是以未来为导向的交际和整体地描述制度设施，用一种令人信服的、文明的语言来阐明其各自的功能、意义和社会价值。包括企业传播和品牌推广的学科，以及它们与企业文化、市场营销和广告的交互界面。
- “信息设计”的重点是在空间环境中开发信息和定位系统，处理抽象数据和内容的可视化，进行教学媒体和内容的开发，并处理教学或指导应用程序的视觉制定。简而言之，信息设计领域致力于视觉传达，使我们的生活成为个人和社会的一部分，并着眼于未来，不断努力改善人民生活。
- “版面设计”的重点是将其理解为一种交叉设计能力以及以设计、塑造，尤其是叙事方式来传达任意主题的能力。对主题编辑的技术和生产条件的扩展观点与对版面设计的关注与对该术语作为一种文化技术及其传统不变的承诺联系在一起，通过写作和图像传播知识和意识。在跨媒体、多媒体和超媒体喧嚣的时代，版面设计比以往任何时候都更能将知识和信息单元转化为新闻格式。领域包括精心制作的刊物、精确匹配的信息载体，甚至媒体社会的工业产品——报纸、杂志、期刊、年度报告、展览目录、节目、书籍、小册子、传单，以及电脑和屏幕等所有的电子设备。

单元

数字设计

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinima4D
- 绘制和绘制
- 原型设计
- 使用模拟和数字工具的设计和演示技术
- 正式设计和施工的基础知识
- 系列产品制造所涉及的材料和生产技术

- 情境知识和概念思维
- 环境和以用户为中心的设计（人体工程学、可用性）
- 场景构建，讲故事，设计理论和设计历史，写作文本
- 沟通和演示形式（图形、摄影、视频），市场营销、品牌和设计法
- 在产品开发过程中的跨学科合作

目标理论与思维能力

- 项目管理
- 设计理论
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

课程设计与展示

单元　　数字设计

(单元编号: BA VM 4.2)

师资配备

- 专注于数字化设计的视觉设计师

内容

本课程内容在一个实验框架中，以电子出版策略及其相关特征设置为主题，探索性地研究了如何根据媒介对要传达的内容进行工具化和切分。基于对先前编辑项目结果的充分编排，寻求一种可以归纳地传达叙述的范式。

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

- 模拟/数字传输
- 软件和编程技能
- 媒介能力的发展
- 了解编辑和跨媒体过程的影响维度
- 接口设计
- 展现、解释、叙述

单元总结和考核方式

在全班面前进行个人展示。需要一个完整的最终产物。结果须简明呈现，展示技能需被培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

- 课程设计演讲与展示

参考书目/文献

由任课教师确定

必要的基础设施和设备

- 笔记本电脑

参考资料和网页链接

由任课教师确定

Workshop Int.

Course Code: SDVM3008 **Course Name:** Workshop Int.

Credit points: ECTS: 2 Chinese: 1

Subjects related: Visual Media

Pre-requirement for the Course:

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course includes 4 parts: edition design (w. Photography), workshop int. (w. virtual world design), digital design, and workshop int. This course is practice-oriented for teaching students theories and methods in different design fields such as editorial design (including photography), virtual world design, digital design, etc. Moreover, excellent practicing designers will be invited to cultivate students' design and creative ability through workshops. Students need to carry out a systematic and in-depth interpretation and analysis of virtual world design cases and explore how to instrument and segment the content to be conveyed according to the medium.

Learning objectives/aims and competencies

- From the 4th semester on, the acquired competencies are practiced and applied in the specialization areas of Data Design, Identity and Brand, and Editorial Design.
- The focus "Corporate Design" develops methods and competencies for the implementation of overall visual-communicative strategies. The goal here is the future-oriented communicative and holistic characterization of institutional facilities, which clarifies their respective function, significance and their social value with a convincing, cultivated sign language. This includes the disciplines of corporate communications and branding as well as their interfaces with corporate culture, marketing and advertising.
- The focus "Information Design" develops information and orientation systems in the spatial environment, deals with the visualization of abstract data and content, the development of didactic media and content, and deals with the visual formulation of instructional or instructing applications.
- In short, the field of information design addresses the visual communication that enables our lives as individuals and as part of society, and consistently strives to improve them with an eye to the future.
- The focus "Editorial Design" understands itself as an intersection competence. As the instance that conveys topics and themes of any provenance in a designing, shaping and not least in a narrative way.
- The expanded view of the techniques and production conditions of thematic editing is linked by the focus on editorial design with a commitment to the term as a cultural technique and its traditional constant: the dissemination of knowledge and consciousness by means of writing and images.
- In times of trans-, multi- and hypermedia hustle and bustle, editorial design transforms knowledge and information units into journalistic formats more than ever before.
- The field of action continues to encompass artfully elaborated editions, precisely fitting information carriers up to industrial productions of the media society newspapers, magazines, journals, annual reports, exhibition catalogs, programs, books, booklets, leaflets, and all other electronic devices including computers and screens.

Units

Workshop Int.

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory
- Semantics
- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations

Unit: Workshop Int.

(code: BA VM 4.4)

Profile of lecturer(s)

- Internationally and nationally practicing designer

Content

- Invitation of internationally and nationally practicing designer personalities.
- Thematic orientation according to the invited personality/ies

Teaching and learning methods and formats

- Workshop

Learning objectives/aims and competencies

- Training of a productive and efficient working and design methodology on contents of different nature

Unit conclusion and proof of performance

Individual or group presentations in front of the entire class. A coherent final artefact is required. The results are to be brought into a concise context and performance skills are to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

设计实践

课程代码: SDVM3008　　**课程名:** 设计实践

学分: 欧方 2 学分　中方 1 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

本课程由四个单元组成，分别是版面设计、虚拟世界实践设计专题、数字设计、设计工作坊。本课程面向实践，教授学生关于版面设计（摄影方向）、虚拟世界实践设计专题、数字设计等不同设计领域的理论与方法，并邀请国内优秀设计师通过工作坊的形式培养学生的设计和创意能力。学生需要对虚拟世界设计案例进行比较系统和深入的阐释与分析，并探索性地研究如何根据媒介对要传达的内容进行工具化和切分。

课程培养目标与能力

- 从第四学期开始，所获得的能力将在数据设计、身份和品牌以及版面设计等专业领域进行实践和应用。
- “企业设计”注重开发实施整体视觉交际策略的方法和能力。这里的目标是以未来为导向的交际和整体地描述制度设施，用一种令人信服的、文明的语言来阐明其各自的功能、意义和社会价值。包括企业传播和品牌推广的学科，以及它们与企业文化、市场营销和广告的交互界面。
- “信息设计”的重点是在空间环境中开发信息和定位系统，处理抽象数据和内容的可视化，进行教学媒体和内容的开发，并处理教学或指导应用程序的视觉制定。简而言之，信息设计领域致力于视觉传达，使我们的生活成为个人和社会的一部分，并着眼于未来，不断努力改善人民生活。
- “版面设计”的重点是将其理解为一种交叉设计能力以及以设计、塑造，尤其是叙事方式来传达任意主题的能力。对主题编辑的技术和生产条件的扩展观点与对版面设计的关注与对该术语作为一种文化技术及其传统不变的承诺联系在一起，通过写作和图像传播知识和意识。在跨媒体、多媒体和超媒体喧嚣的时代，版面设计比以往任何时候都更能将知识和信息单元转化为新闻格式。领域包括精心制作的刊物、精确匹配的信息载体，甚至媒体社会的工业产品——报纸、杂志、期刊、年度报告、展览目录、节目、书籍、小册子、传单，以及电脑和屏幕等所有的电子设备。

单元

设计实践

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D
- 绘制和绘制
- 原型设计
- 使用模拟和数字工具的设计和演示技术
- 正式设计和施工的基础知识
- 系列产品制造所涉及的材料和生产技术

- 情境知识和概念思维
- 环境和以用户为中心的设计（人体工程学、可用性）
- 场景构建，讲故事，设计理论和设计历史，写作文本
- 沟通和演示形式（图形、摄影、视频），市场营销、品牌和设计法
- 在产品开发过程中的跨学科合作

目标理论与思维能力

- 项目管理
- 设计理论
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

课程设计与展示

单元　　设计实践

(单元编号: BA VM 4.4)

师资配备

- 邀请国内外优秀设计师

内容

邀请国际和国内执业设计师，根据受邀设计师特点进行课程主题定位。

教学模式

- 工作坊

学习目标和能力培养

- 针对不同性质的内容培训高效的工作和设计方法

单元总结和考核方式

在全班面前进行个人展示。需要一个完整的最终产物。结果须简明呈现，展示技能需被培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

参考书目/文献

由任课教师确定

必要的基础设施和设备

- 笔记本电脑

参考资料和网页链接

由任课教师确定

Data Design

Course Code: SDVM3009 **Course Name:** Data Design

Credit points: ECTS: 7.5 Chinese: 6

Subjects related: Visual Media

Pre-requirement for the Course:

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course includes 3 units: data design, corporate design, and conceptual design. This course is practice-oriented and develops students' transformative ability to visualize complex problems. It aims to guide students to form a fictional or actual task, solve international, cultural, language, and other issues in the process, pay attention to the design procedures of digital media and its creative codes, and finally complete a complete design scheme. Students are required to prepare carefully before practice, think actively during practice, conscientiously summarize and improve after practice, and submit practice results and related materials as required.

Learning objectives/aims and competencies

- From the 4th semester on, the acquired competencies are practiced and applied in the specialization areas of Data Design, Identity and Brand, and Editorial Design.
- The focus "Corporate Design" develops methods and competencies for the implementation of overall visual-communicative strategies. The goal here is the future-oriented communicative and holistic characterization of institutional facilities, which clarifies their respective function, significance and their social value with a convincing, cultivated sign language. This includes the disciplines of corporate communications and branding as well as their interfaces with corporate culture, marketing and advertising.
- The focus "Information Design" develops information and orientation systems in the spatial environment, deals with the visualization of abstract data and content, the development of didactic media and content, and deals with the visual formulation of instructional or instructing applications.
- In short, the field of information design addresses the visual communication that enables our lives as individuals and as part of society, and consistently strives to improve them with an eye to the future.
- The focus "Editorial Design" understands itself as an intersection competence. As the instance that conveys topics and themes of any provenance in a designing, shaping and not least in a narrative way.
- The expanded view of the techniques and production conditions of thematic editing is linked by the focus on editorial design with a commitment to the term as a cultural technique and its traditional constant: the dissemination of knowledge and consciousness by means of writing and images.
- In times of trans-, multi- and hypermedia hustle and bustle, editorial design transforms knowledge and information units into journalistic formats more than ever before.
- The field of action continues to encompass artfully elaborated editions, precisely fitting information carriers, and even industrial productions of the media society newspapers, magazines, journals, annual reports, exhibition catalogs, programs, books, booklets, leaflets, and all other electronic devices including computers and screens.

Units

Data Design

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory
- Semantics
- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations in each course

Unit : Data Design

(code: BA VM 5.1)

Profile of lecturer(s)

- Practicing visual designer with focus on data design

Content

- In-depth and experimental examination of the subject of data design.
- Examination of complex issues and possibilities of visualization.
- Teaching of competencies in content analysis, transformation, and orientation
- The module is project-oriented and will be carried out with cooperation partners if necessary.

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

- Competencies in conceptualizing, designing and implementing messages of a specific content by means of textual and visual materials in analogue and digital media.
- Working through the concept and design phase in the form of exercises according to specifications
- Developing a creative repertoire of narrative and layout strategies with different types of visualization forms as well as tension arcs
- Finding out the advantages and limitations of image and text in narrative and media-specific mediation
- Possibility of additional deepening in the area of creative coding or the diploma thesis

Unit conclusion and proof of performance

Individual or group presentations in front of the entire class. A coherent final artefact is required. The results are to be brought into a concise context and performance skills are

to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

数据设计

课程代码: SDVM3009　　**课程名:**数据设计

学分: 欧方 7.5 学分　中方 6 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

该课程由三个单元组成，分别是数据设计、企业设计、概念设计。本课程面向实践，培养学生将复杂问题可视化的转换能力。旨在引导学生形成一个虚构或实际的任务，解决过程中的国际、文化、语言等问题，并关注数字媒体及其创意代码的设计程序，最终完成完整的设计方案。要求学生实践前认真准备，实践时积极思考，实践后认真总结提高，并按要求上交实践结果及相关材料。

课程培养目标与能力

- 从第四学期开始，所获得的能力将在数据设计、身份和品牌以及版面设计等专业领域进行实践和应用。
- “企业设计”注重开发实施整体视觉交际策略的方法和能力。这里的目标是以未来为导向的交际和整体地描述制度设施，用一种令人信服的、文明的语言来阐明其各自的功能、意义和社会价值。包括企业传播和品牌推广的学科，以及它们与企业文化、市场营销和广告的交互界面。
- “信息设计”的重点是在空间环境中开发信息和定位系统，处理抽象数据和内容的可视化，进行教学媒体和内容的开发，并处理教学或指导应用程序的视觉制定。简而言之，信息设计领域致力于视觉传达，使我们的生活成为个人和社会的一部分，并着眼于未来，不断努力改善人民生活。
- “版面设计”的重点是将其理解为一种交叉设计能力以及以设计、塑造，尤其是叙事方式来传达任意主题的能力。对主题编辑的技术和生产条件的扩展观点与对版面设计的关注与对该术语作为一种文化技术及其传统不变的承诺联系在一起，通过写作和图像传播知识和意识。在跨媒体、多媒体和超媒体喧嚣的时代，版面设计比以往任何时候都更能将知识和信息单元转化为新闻格式。领域包括精心制作的刊物、精确匹配的信息载体，甚至媒体社会的工业产品——报纸、杂志、期刊、年度报告、展览目录、节目、书籍、小册子、传单，以及电脑和屏幕等所有的电子设备。

单元

数据设计

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D
- 绘制和绘制
- 原型设计
- 使用模拟和数字工具的设计和演示技术
- 正式设计和施工的基础知识
- 系列产品制造所涉及的材料和生产技术

- 情境知识和概念思维
- 环境和以用户为中心的设计（人体工程学、可用性）
- 场景构建，讲故事，设计理论和设计历史，写作文本
- 沟通和演示形式（图形、摄影、视频），市场营销、品牌和设计法
- 在产品开发过程中的跨学科合作

目标理论与思维能力

- 项目管理
- 设计理论
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

课程设计与展示

单元　　数据设计

(单元编号: BA VM 5.1)

师资配备

- 开展设计实践，注重数据设计的视觉设计师

内容

- 数据设计主题的深入和实验检查:
- 复杂问题和可视化的可能性;
- 内容分析、转换和定向能力的教学;
- 该课程以设计项目为导向，必要时将与合作办学伙伴共同开展。

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

- 能够通过模拟和数字媒体中的文本和视觉材料，构思、设计和实现特定内容的信息;
- 根据规范，以实践的形式完成概念和设计;
- 用不同类型的可视化形式和紧张的故事线来发展一个具有创造性的叙事和布局;
- 了解图像和文本在叙事和媒体特定媒介中的优势和局限性;
- 在创意编码或学位论文中进行额外深化的可能性。

单元总结和考核方式

在整个班级面前进行个人或小组的演示。需要一个完整的最终产物。结果须简明呈现，展示技能需被培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

参考书目/文献

由任课教师确定

必要的基础设施和设备

- 笔记本电脑

参考资料和网页链接

由任课教师确定

Corporate Design

Course Code: SDVM3010 **Course Name:** Corporate Design

Credit points: ECTS: 7.5 Chinese: 6

Subjects related: Visual Media

Pre-requirement for the Course:

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course includes 3 units: data design, corporate design, and conceptual design. This course is practice-oriented and develops students' transformational ability to visualize complex problems. It aims to guide students to form a fictional or actual task, solve international, cultural, language, and other issues in the process, pay attention to the design procedures of digital media and its creative codes, and finally complete a complete design scheme. Students are required to prepare carefully before practice, think actively during practice, conscientiously summarize and improve after practice, and submit practice results and related materials as required.

Learning objectives/aims and competencies

- From the 4th semester on, the acquired competencies are practiced and applied in the specialization areas of Data Design, Identity and Brand, and Editorial Design.
- The focus "Corporate Design" develops methods and competencies for the implementation of overall visual-communicative strategies. The goal here is the future-oriented communicative and holistic characterization of institutional facilities, which clarifies their respective function, significance and their social value with a convincing, cultivated sign language. This includes the disciplines of corporate communications and branding as well as their interfaces with corporate culture, marketing and advertising.
- The focus "Information Design" develops information and orientation systems in the spatial environment, deals with the visualization of abstract data and content, the development of didactic media and content, and deals with the visual formulation of instructional or instructing applications.
- In short, the field of information design addresses the visual communication that enables our lives as individuals and as part of society, and consistently strives to improve them with an eye to the future.
- The focus "Editorial Design" understands itself as an intersection competence. As the instance that conveys topics and themes of any provenance in a designing, shaping and not least in a narrative way.
- The expanded view of the techniques and production conditions of thematic editing is linked by the focus on editorial design with a commitment to the term as a cultural technique and its traditional constant: the dissemination of knowledge and consciousness by means of writing and images.
- In times of trans-, multi- and hypermedia hustle and bustle, editorial design transforms knowledge and information units into journalistic formats more than ever before.
- The field of action continues to encompass artfully elaborated editions, precisely fitting information carriers, and even industrial productions of the media society newspapers, magazines, journals, annual reports, exhibition catalogs, programs, books, booklets, leaflets, and all other electronic devices including computers and screens.

Units

Corporate Design

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory
- Semantics
- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations in each course

Unit : Corporate Design

(code: BA VM 5.2)

Profile of lecturer(s)

- Practicing visual designer with focus on Virtual Worlds Design

Content

- Identity and brand
- Based on the foundation course, a complete design program will be developed.
- The task contains potentially a high degree of complexity and also issues such as internationality, culture, multilingualism, etc.
- The project can be both commercial and institutional.

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

- Deepen and refine fundamentals of basic knowledge acquired in II semester.
- Encourage and develop experimental and free concept work and strengthen the practice of teamwork.
- In addition to the creation and development process, special emphasis is placed on the aspect of comprehensible communication (argumentation and presentation) of the project.

Unit conclusion and proof of performance

Individual or group presentations in front of the entire class. A coherent final artefact is required. The results are to be brought into a concise context and performance skills are to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

企业设计

课程代码: SDVM3010　　**课程名:**企业设计

学分: 欧方 7.5 学分　中方 6 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

该课程由三个单元组成，分别是数据设计、企业设计、概念设计。本课程面向实践，培养学生将复杂问题可视化的转换能力。旨在引导学生形成一个虚构或实际的任务，解决过程中的国际、文化、语言等问题，并关注数字媒体及其创意代码的设计程序，最终完成完整的设计方案。要求学生实践前认真准备，实践时积极思考，实践后认真总结提高，并按要求上交实践结果及相关材料。

课程培养目标与能力

- 从第四学期开始，所获得的能力将在数据设计、身份和品牌以及版面设计等专业领域进行实践和应用。
- “企业设计”注重开发实施整体视觉交际策略的方法和能力。这里的目标是以未来为导向的交际和整体地描述制度设施，用一种令人信服的、文明的语言来阐明其各自的功能、意义和社会价值。包括企业传播和品牌推广的学科，以及它们与企业文化、市场营销和广告的交互界面。
- “信息设计”的重点是在空间环境中开发信息和定位系统，处理抽象数据和内容的可视化，进行教学媒体和内容的开发，并处理教学或指导应用程序的视觉制定。简而言之，信息设计领域致力于视觉传达，使我们的生活成为个人和社会的一部分，并着眼于未来，不断努力改善人民生活。
- “版面设计”的重点是将其理解为一种交叉设计能力以及以设计、塑造，尤其是叙事方式来传达任意主题的能力。对主题编辑的技术和生产条件的扩展观点与对版面设计的关注与对该术语作为一种文化技术及其传统不变的承诺联系在一起，通过写作和图像传播知识和意识。在跨媒体、多媒体和超媒体喧嚣的时代，版面设计比以往任何时候都更能将知识和信息单元转化为新闻格式。领域包括精心制作的刊物、精确匹配的信息载体，甚至媒体社会的工业产品——报纸、杂志、期刊、年度报告、展览目录、节目、书籍、小册子、传单，以及电脑和屏幕等所有的电子设备。

单元

企业设计

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D
- 绘制和绘制
- 原型设计
- 使用模拟和数字工具的设计和演示技术
- 正式设计和施工的基础知识
- 系列产品制造所涉及的材料和生产技术

- 情境知识和概念思维
- 环境和以用户为中心的设计（人体工程学、可用性）
- 场景构建，讲故事，设计理论和设计历史，写作文本
- 沟通和演示形式（图形、摄影、视频），市场营销、品牌和设计法
- 在产品开发过程中的跨学科合作

目标理论与思维能力

- 项目管理
- 设计理论
- 语义学
- 人体工程学
- 正式设计语言

目标科学技能

- 分析技术的创造潜力
- 创新方法
- 将研究作为一种创造性的方法

考核方式

课程设计与展示

单元　　企业设计

(单元编号: BA VM 5.2)

师资配备

- 开展设计实践，注重品牌塑造和企业设计的视觉设计师

内容

身份和品牌
在基础课程的基础上，开发出完整的设计方案。该任务可能包含高度复杂性，以及国际性、文化、多语言等问题。该项目可以是商业性项目，也可以是机构性项目。

学习目标和能力培养

- 深化和完善第二学期教授的基础知识;
- 鼓励和发展实验性和自由的创意概念工作，加强团队合作;
- 除了创建和开发过程之外，特别强调了项目的可理解性与沟通性（论证和演示）。

单元总结和考核方式

在整个班级面前进行个人或小组的演示。需要一个完整的最终产物。结果须简明呈现，展示技能需被培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

参考书目/文献

由任课教师确定

必要的基础设施和设备

- 笔记本电脑

参考资料和网页链接

由任课教师确定

Conceptual Design

Course Code: SDVM3011 **Course Name:** Conceptual Design

Credit points: ECTS: 4 Chinese: 2

Subjects related: Visual Media

Pre-requirement for the Course:

SISD: Visual Media

Mandatory or elective: Mandatory

Teachers in charge of the Course:

Course Description（about 200 words）

The course includes 3 units: data design, corporate design, and conceptual design. This course is practice-oriented and develops students' transformative ability to visualize complex problems. It aims to guide students to form a fictional or actual task, solve international, cultural, language, and other issues in the process, pay attention to the design procedures of digital media and its creative codes, and finally complete a complete design scheme. Students are required to prepare carefully before practice, think actively during practice, conscientiously summarize and improve after practice, and submit practice results and related materials as required.

Learning objectives/aims and competencies

- From the 4th semester on, the acquired competencies are practiced and applied in the specialization areas of Data Design, Identity and Brand, and Editorial Design.
- The focus "Corporate Design" develops methods and competencies for the implementation of overall visual-communicative strategies. The goal here is the future-oriented communicative and holistic characterization of institutional facilities, which clarifies their respective function, significance and their social value with a convincing, cultivated sign language. This includes the disciplines of corporate communications and branding as well as their interfaces with corporate culture, marketing and advertising.
- The focus "Information Design" develops information and orientation systems in the spatial environment, deals with the visualization of abstract data and content, the development of didactic media and content, and deals with the visual formulation of instructional or instructing applications.
- In short, the field of information design addresses the visual communication that enables our lives as individuals and as part of society, and consistently strives to improve them with an eye to the future.
- The focus "Editorial Design" understands itself as an intersection competence. As the instance that conveys topics and themes of any provenance in a designing, shaping and not least in a narrative way.
- The expanded view of the techniques and production conditions of thematic editing is linked by the focus on editorial design with a commitment to the term as a cultural technique and its traditional constant: the dissemination of knowledge and consciousness by means of writing and images.
- In times of trans-, multi- and hypermedia hustle and bustle, editorial design transforms knowledge and information units into journalistic formats more than ever before.
- The field of action continues to encompass artfully elaborated editions, precisely fitting information carriers, and even industrial productions of the media society newspapers, magazines, journals, annual reports, exhibition catalogs, programs, books, booklets, leaflets, and all other electronic devices including computers and screens.

Units

Conceptual Design

Teaching and learning methods and formats

- Studio teaching
- Lectures
- Workshop
- Mentoring

Envisaged practical skills

- 3D Cinema4D
- Sketching and drawing
- Prototyping
- Design and presentation techniques using analogue and digital tools
- Basics in formal design and construction
- Basics in material and production techniques of serially manufactured products
- Contextual knowledge and conceptual thinking
- Context and user-centred design (ergonomics, usability)
- Scenario building, storytelling, design theory and design history, writing texts
- Communication and presentation forms (graphics, photography, video), basics in marketing, branding and design law
- Interdisciplinary cooperation in the product development process

Envisaged theoretical and reflective skills

- Project management
- Design theory
- Semantics
- Ergonomics
- Formal language

Envisaged scientific skills

- Analyse technologies on their creative potential
- Innovation methods
- Research as a creative method

Course conclusion and proof of performance

Final Presentations in each course

Unit : Conceptual Design

(code: BA VM 5.3)

Profile of lecturer(s)

- Practicing visual designer with focus on conceptual design

Content

- In a format open to content of any provenance, exercises in intersection skills are taught.
- Through forming a tension story line, create a fictional or non-fictional assignment, as well as clearly defined exercises of storytelling with text and/or image, analogue design and digital finalization, and repetition and deepening of the design programs with a possible focus on the digital medium and their creative codes.

Teaching and learning methods and formats

- Studio/Project teaching
- Lectures
- Workshop
- Mentoring

Learning objectives/aims and competencies

- Competencies in conceptualizing, designing and implementing messages of a specific content using textual and visual materials in the analogue and digital medium.
- Working through the concept and design phase in the form of exercises according to specifications
- Developing a creative repertoire of narrative and layout strategies with different types of visualization forms as well as tension arcs
- Finding out the advantages and limitations of image and text in narrative and media-specific mediation
- Possibility of additional deepening in the field of creative coding or the diploma thesis

Unit conclusion and proof of performance

Individual or group presentations in front of the entire class. No coherent final artefact is

required. But the results are to be brought into a concise context and performance skills are to be trained. The conception and quality, evaluation and reflection, linguistic articulation and mediation skills as well as the overall impression of the work and presentation are to be assessed. The work is digitally archived in a uniform manner.

Bibliography / literature

Will be provided / Depending on the respective teacher

Necessary infrastructure and equipment

Laptop

References and web links

Will be provided / Depending on the respective teacher

概念设计

课程代码: SDVM3011　　**课程名:**概念设计

学分: 欧方 4 学分　中方 2 学分

开设专业: 数字媒体艺术

先修课程: 无

负责院系: SISD

必修或选修: 必修

负责教师:

课程描述（约 200 字）

该课程由三个单元组成，分别是数据设计、企业设计、概念设计。本课程面向实践，培养学生将复杂问题可视化的转换能力。旨在引导学生形成一个虚构或实际的任务，解决过程中的国际、文化、语言等问题，并关注数字媒体及其创意代码的设计程序，最终完成完整的设计方案。要求学生实践前认真准备，实践时积极思考，实践后认真总结提高，并按要求上交实践结果及相关材料。

课程培养目标与能力

- 从第四学期开始，所获得的能力将在数据设计、身份和品牌以及版面设计等专业领域进行实践和应用。
- “企业设计”注重开发实施整体视觉交际策略的方法和能力。这里的目标是以未来为导向的交际和整体地描述制度设施，用一种令人信服的、文明的语言来阐明其各自的功能、意义和社会价值。包括企业传播和品牌推广的学科，以及它们与企业文化、市场营销和广告的交互界面。
- “信息设计”的重点是在空间环境中开发信息和定位系统，处理抽象数据和内容的可视化，进行教学媒体和内容的开发，并处理教学或指导应用程序的视觉制定。简而言之，信息设计领域致力于视觉传达，使我们的生活成为个人和社会的一部分，并着眼于未来，不断努力改善人民生活。
- “版面设计”的重点是将其理解为一种交叉设计能力以及以设计、塑造，尤其是叙事方式来传达任意主题的能力。对主题编辑的技术和生产条件的扩展观点与对版面设计的关注与对该术语作为一种文化技术及其传统不变的承诺联系在一起，通过写作和图像传播知识和意识。在跨媒体、多媒体和超媒体喧嚣的时代，版面设计比以往任何时候都更能将知识和信息单元转化为新闻格式。领域包括精心制作的刊物、精确匹配的信息载体，甚至媒体社会的工业产品——报纸、杂志、期刊、年度报告、展览目录、节目、书籍、小册子、传单，以及电脑和屏幕等所有的电子设备。

单元

概念设计

教学模式与方法

- 研讨课教学
- 讲座
- 工作坊
- 指导

目标实践技能

- 三维 Cinama4D
- 绘制和绘制
- 原型设计
- 使用模拟和数字工具的设计和演示技术
- 正式设计和施工的基础知识
- 系列产品制造所涉及的材料和生产技术

- 情境知识和概念思维
- 环境和以用户为中心的设计（人体工程学、可用性）
- 场景构建，讲故事，设计理论和设计历史，写作文本
- 沟通和演示形式（图形、摄影、视频），市场营销、品牌和设计法
- 在产品开发过程中的跨学科合作

目标理论与思维能力

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考核方式

课程设计与展示

单元　　概念设计

(单元编号: BA VM 4.2)

师资配备

- 开展设计实践，注重概念设计的视觉设计师

内容

对任何内容以包容开放的态度，教授交叉实践技能。通过具有张力的故事线，形成一个虚构或实际的任务，明确定义的文本和/或图像开展叙事、模拟设计和数字定稿，并关注数字媒体及其创意代码的设计程序的重复和深化。

教学模式

- 研讨课/设计项目教学
- 讲座
- 工作坊
- 指导

学习目标和能力培养

- 能够通过模拟和数字媒体中的文本和视觉材料，构思、设计和实现特定内容的信息；
- 根据规范，以实践的形式完成概念和设计；
- 用不同类型的可视化形式和紧张的故事线来发展一个具有创造性的叙事和布局；
- 了解图像和文本在叙事和媒体特定媒介中的优势和局限性；
- 在创意编码或学位论文中进行额外深化的可能性。

单元总结和考核方式

在整个班级面前进行个人或小组的演示。需要一个完整的最终产物。结果须简明呈现，展示技能需被培训。将对概念和质量、评价和反思、语言表达和调解技巧以及对工作和表现的整体印象进行评判。作品应以统一的方式进行数字化存档。

参考书目/文献

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必要的基础设施和设备

- 笔记本电脑

参考资料和网页链接

由任课教师确定