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**1711129西方文化概论**

**课程编码：1711129**

**课程名称：**西方文化概论

**英文名称：**An Introduction to Western Culture

**课程类型：**公共基础必修课

**学分：** 2 **总学时：** 32

**面向对象：**设计类和美术类本科生

**先修课程：**无

**考核形式：** 平时成绩+考查

**课程简介：**

西方文化概论是艺术设计学院为设计类和美术类专业本科生开设的公共基础必修课程类型。本课程的任务是着重介绍西方人文思想传统的发展情况，对西方文化的发展脉络作系统性叙述，探寻西方文化的起源、形成、发展、面貌特征及对世界文化进程的影响并对其进行评价。教学内容重点：西方文化的发展历程；西方文化的体系构成；西方文化各领域的发展成果和现状；铸造人文精神和培养批判意识。教学内容的难点：视西方文化为有机生命体，梳理其内在的文化逻辑，把握其内在精神（联系），以宏观的视野和博大的胸怀，合理看待文化全球化时代的西方文化。

**推荐教材或主要参考书：**

[1] 方汉文，西方文化概论（第3版），中国人民大学出版社，2018年6月

[2] 赵林，西方文化概论（修订版），高等教育出版社，2008年3月

[3] （加）梁鹤年，西方文明的文化基因，生活•读书•新知三联书店，2014年3月

[4] （澳） [约翰·赫斯特](https://book.douban.com/author/2292382/)，你一定爱读的极简欧洲史，广州师范大学出版社，2011年11月

[5] （美）[马克·凯什岚斯基](http://book.jd.com/writer/%E9%A9%AC%E5%85%8B%C2%B7%E5%87%AF%E4%BB%80%E5%B2%9A%E6%96%AF%E5%9F%BA_1.html%22%20%5Ct%20%22http%3A//item.jd.com/_blank)，[帕特里克·吉尔里](http://book.jd.com/writer/%E5%B8%95%E7%89%B9%E9%87%8C%E5%85%8B%C2%B7%E5%90%89%E5%B0%94%E9%87%8C_1.html)，[帕特里夏·奥布赖恩](http://book.jd.com/writer/%E5%B8%95%E7%89%B9%E9%87%8C%E5%A4%8F%C2%B7%E5%A5%A5%E5%B8%83%E8%B5%96%E6%81%A9_1.html)，西方文明史：延续不断的遗产（第五版），中国人民大学出版社，2014年6月

[6] （美）[雅克·巴尔赞](http://book.jd.com/writer/%E9%9B%85%E5%85%8B%C2%B7%E5%B7%B4%E5%B0%94%E8%B5%9E_1.html%22%20%5Ct%20%22http%3A//item.jd.com/_blank)，从黎明到衰落：西方文化生活五百年，1500年至今，中信出版社，2013年11月

**1711129 Introduction to Western Culture**

**Course Number:** 1711129

**Course Title:** Introduction to Western Culture

**English Name:** An Introduction to Western Culture

**Course Type:** Public Basic Compulsory Courses

**Credits:** 2 **Total Credit** Hours: 32

**Students:** Undergraduate students majoring in design and fine arts

**Prerequisites:** None

**Evaluation Method:** Course participation + evaluation

**Course Description:**

Introduction to Western Culture is a public basic compulsory course offered by the College of Art and Design for undergraduate students majoring in design and fine arts. The main target of this course is to mainly introduce the development of western humanistic thought tradition, systematically describe the development context of western culture, explore the origin, formation, development, features and influence of western culture on the process of world culture, and make evaluation. Course focus: The development of western culture; the system composition of western culture; the development achievements and current situation of various fields of western culture; casting humanistic spirit and cultivating critical consciousness. Difficulties of teaching content: Regard western culture as an organic life, sort out its internal cultural logic, grasp its internal spirit (connection), and treat western culture in the era of cultural globalization reasonably with a macro vision and broad mind.**Recommended Textbooks/References:**

[1] Fang Hanwen, Introduction to Western Culture (3rd Edition), China Renmin University Press, June 2018

[2] Zhao Lin, Introduction to Western Culture (Revision), Higher Education Press, March 2008

[3] (Canada) Liang Henian, The Cultural DNA of Western Civilization, Beijing: Life•Reading•New Knowledge Sanlian Bookstore, March 2014

l[4] (Australia) [John Hirst](https://book.douban.com/author/2292382/), The Shortest History of Europe, Guangzhou Normal University Press, November 2011

[5] (USA) [Mark Kishlansky](http://book.jd.com/writer/%E9%A9%AC%E5%85%8B%C2%B7%E5%87%AF%E4%BB%80%E5%B2%9A%E6%96%AF%E5%9F%BA_1.html), [Patrick Geary](http://book.jd.com/writer/%E5%B8%95%E7%89%B9%E9%87%8C%E5%85%8B%C2%B7%E5%90%89%E5%B0%94%E9%87%8C_1.html), [Patricia O'Brien](http://book.jd.com/writer/%E5%B8%95%E7%89%B9%E9%87%8C%E5%A4%8F%C2%B7%E5%A5%A5%E5%B8%83%E8%B5%96%E6%81%A9_1.html), A Brief History of Western Civilization, The Unfinished Legacy (Fifth Edition), China Renmin University Press, June 2014

[6] (USA) [Jacques·Barzun](http://book.jd.com/writer/%E9%9B%85%E5%85%8B%C2%B7%E5%B7%B4%E5%B0%94%E8%B5%9E_1.html), From Dawn to Decadence:500 Years of Western Cultural Life, 1500 to the Present, CITIC Publishing House, November 2013

**1711128中国文化概论**

**课程编码：1711128**

**课程名称：**中国文化概论

**英文名称：**Chinese Culture Conception

**课程类型：**公共基础必修课

**学分：** 2 **总学时：** 32

**面向对象：**艺术设计学院本科生

**先修课程：**无

**考核形式：** 平时成绩+考试

**课程简介：**

《中国文化概论》是学科基础课程和理论课程，是一门旨在全面提升学生人文素养的文化素质教育课程。本课程的任务：通过这门课程的学习，学生能够进一步全面了解中国悠久而灿烂的传统文化，扩展知识理清脉络；学生进一步深入理解中国传统文化的内在结构与审美精神，提高自身的文化理论素养和综合的人文素养，为艺术设计实践活动奠定扎实的文化基础。教学内容重点：本课程讲述中国文化的基本特征和发展脉络，介绍传统文化中独特的哲学思维方式和艺术审美特征，讲授传统文化的特殊价值以及现代重建等理论问题，介绍传统文化中周易、儒家、道家、禅宗思想及对中国文化的深远影响。教学内容难点：中国文化与艺术设计之间的关系，中国文化中的表征符号、价值观念、思维方式等对艺术设计的深刻影响。

**推荐教材或主要参考书：**（含主编，教材名，出版社，出版日期）

[1] 张岱年，方克立主编，中国文化概论（修订版），北京：北京师范大学出版社，2004年

[2] 金元浦，谭好哲，陆学明主编．中国文化概论，北京：首都师范大学出版社，1999年[3] 冯友兰著，中国哲学史，上海：华东师范大学出版社，2000年

**1711128Chinese Culture Conception**

**Course Number:** 1711128

**Course Title:** Chinese Culture Conception

**English Name:** Chinese Culture Conception

**Course Type:** Public Basic Compulsory Courses

**Credits:** 2 **Total Credit** Hours: 32

**Students:** Undergraduate students majoring in College of Art and Design

**Prerequisites:** None

**Evaluation Method:** Course participation + written exams

**Course Description:**

Chinese Culture Conception is a discipline basic course and theoretical course, and a cultural quality education course aiming at comprehensively improving students' humanistic quality. The main target of this course: through learning this course, students can further fully understand China's long and splendid traditional culture, expand their knowledge and clarify the context; further understand the internal structure and aesthetic spirit of Chinese traditional culture, improve their cultural theory and comprehensive humanistic quality, and lay a solid cultural foundation for art design practice. Course focus: The basic characteristics and development context of Chinese culture, the unique philosophical thinking mode and artistic aesthetic characteristics of traditional culture, the special value of traditional culture and theoretical issues such as modern reconstruction, and Zhouyi, Confucianism, Taoism and Zen thoughts in traditional culture and their far-reaching impact on Chinese culture. Difficulties of teaching contents: The relationship between Chinese culture and art design, the symbolic signs, values and ways of thinking in Chinese culture have a profound impact on art design.

Recommended Textbooks/References: (including chief editor, textbook name, press and publication date)

[1] Zhang Dainian and Fang Keli (Editor-in-chief), Chinese Culture Conception (Revision), Beijing: Beijing Normal University Press, 2004

[2] Jin Yuanpu, Tan Haozhe and Lu Xueming (Editor-in-chief), Chinese Culture Conception (Revision), Beijing: Capital Normal University Press, 1999

[3] Feng Youlan, The History of Chinese Philosophy, Shanghai: East China Normal University Press, 2000

# 1700019造型基础A

**课程编码：**1700019

**课程名称：造型基础A**

**英文名称：Modeling Foundation A**

**课程类型：公共基础必修课**

**学分：3 总学时：48**

**面向对象：设计学专业本科一年级学生**

**先修课程：无**

**考核形式：平时成绩+大作业成绩**

**课程简介：**

造型基础A是艺术设计学院为设计学专业本科生开设的公共基础必修课程。本课程的任务是通过对结构素描的理论知识及绘制方法的系统、科学、严格地讲授与训练，培养学生能够正确认识、分析、表现客观物象的造型形态特征和透视结构规律，训练对客观物象的二维表达与三维表达的相互转换能力，掌握概括与归纳客观对象的本质特征的能力，让学生在绘画的过程中获得正确的理性的思维方式和深入观察形态内在结构的能力与意识，为后续的专业设计课程中形态表达的需求打下良好的基础。

**教学内容重点：**

1、结构素描在设计专业中的重要性；

2、空间分析能力和想象能力的训练与掌握；

3、透视视图转换为平面视图、以及平面视图转换为透视视图的方法与规律；

4、几何形态结构和复杂形态结构的六面体表达；

5、空间物体透视规律的理解与表达。

**教学内容的难点：**

1、结构素描与传统素描的区别；

2、物体结构与空间关系的准确理解；

3、平面视图与透视视图的多视图转换，复杂形态结构的六面体表达。

**推荐教材及主要参考书：**

[1] 郑泓. 设计素描. 北京：中国纺织出版社，2011年7月.

[2] 彭建斌. 设计素描. 南昌：江西美术出版社，2013年12月

[3] 吴华先 译. 设计素描:瑞士巴塞尔设计学校基础教学大纲. 上海：上海人民美术出版社，1985年5月

# 1700019 Modeling Foundation A

**Course Number: 1700019**

**Course Title: Modeling Foundation A**

**English Name: Modeling Foundation A**

**Course Type: Public Basic Compulsory Courses**

**Credits: 3 Total Credit Hours: 48**

**Students:** Undergraduate students (freshman) majoring in design

**Prerequisites:** None

**Evaluation Method:** Course participation + assignment performance

**Course Description:**

Modeling Foundation A is a public foundation compulsory course offered by the College of Art and Design for undergraduate students majoring in design. The main target of this course is to enable students to correctly understand, analyze and express the modeling morphological characteristics and perspective structural laws of objective objects, train the ability to convert the two-dimensional expression and three-dimensional expression of objective objects, and master the ability to summarize the essential characteristics of objective objects, acquire the correct and rational way of thinking and the ability and consciousness to deeply observe the internal structure of form in the process of painting, so as to lay a good foundation for the needs of form expression in the subsequent professional design courses, through the systematic, scientific and strict teaching and training of the theoretical knowledge and drawing methods of structure sketch.

**Course focus:**

1. Importance of structure sketch in the design;

2. Train and master the spatial analysis and imagination ability;

3. Method and rule of transforming perspective view into plane view and plane view into perspective view;

4. Hexahedron expression of geometric and complex morphological structures;

5. Understanding and expression of perspective law of space objects.

**The difficulties of teaching content:**

1. Difference between structure sketch and traditional sketch;

2. Accurate understanding of object structure and spatial relationship;

3. Multi-view conversion of plane view and perspective view and hexahedron expression of complex morphological structure.

**Recommended Textbooks/References:**

[1] Zheng Hong, Design Sketch, Beijing: China Textile Press, July 2011.

[2] Peng Jianbin, Design Sketch, Nanchang: Jiangxi Fine Arts Publishing House, December 2013

[3] Wu Huaxian (Translator), Design Sketch: Basic Syllabus of Basel Design School in Switzerland, Shanghai: Shanghai People's Art Publishing House, May 1985

**1700020造型基础B**

**课程编码：1700020**

**课程名称：造型基础B**

**英文名称：Modeling Foundation B**

**课程性质：公共基础必修课**

**学分：3 总学时：48**

**面向对象：设计学专业本科一年级学生**

**先修课程：造型基础A**

**考核形式：平时成绩+考试**

**课程简介：**

造型基础B是艺术设计学院为设计学专业本科生开设的公共基础必修课。课程任务为设计色彩的相关知识。

造型基础分为形态与色彩两部分内容，本课程通过学习色彩基础理论知识，使学生了解设计色彩与绘画色彩以及艺术与设计的相互关系。通过设计色彩的相关训练，提高学生对于色彩的提炼、归纳能力以及色彩的抽象表达能力，培养学生掌握正确的观察方法和敏锐的色彩感觉，掌握色彩的表现规律与方法，引导学生从感性出发到理性思考，使学生具备运用色彩进行抽象表达和主观创作的能力，为学生在后续的专业设计中的色彩运用打下基础。

**教学内容重点：**使学生具备运用色彩进行抽象表达和主观创作的能力。

**教学内容难点：**从感性出发到理性思考的转变。

**推荐教材及主要参考书：**

[1] 作者:[苏玲](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)《设计色彩》 [华中科技大学出版社](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%D0%BF%C6%BC%EF%BF%BD%EF%BF%BD%EF%BF%BD%D1%A7%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)， 2013年9月

[2] 作者:[梁景红](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) 《写给大家看的色彩书1——设计配色基础》[人民邮电出版社](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%CA%B5%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) 2011年1月

[3] 作者:（日）[伊达千代](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%C7%A7%EF%BF%BD%EF%BF%BD_1%22%20%5Ct%20%22_blank) 著 [悦知文化](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%D6%AA%EF%BF%BD%C4%BB%EF%BF%BD_1)　译， 《设计的原理3：色彩设计的原理》出版社:[中信出版社](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%C5%B3%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)  2011年10月

[4] 作者:（韩）[金容淑](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1%22%20%5Ct%20%22_blank)　著，[武传海](http://www.dangdang.com/author/%EF%BF%BD%E4%B4%AB%EF%BF%BD%EF%BF%BD_1%22%20%5Ct%20%22_blank)，[曹婷](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)　译 《设计中的色彩心理学》 [人民邮电出版社](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%CA%B5%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)， 2011年1月

[5] 作者:钟蜀珩著，《色彩构成》，中国美术学院出版社，2005年1月.

[6] 作者:李晴著《抽象之美--抽象绘画创作论》山东美术出版社， 2012年5月

**1700020 Modeling Foundation B**

**Course Number: 1700020**

**Course Title: Modeling Foundation B**

**English Name: Modeling Foundation B**

**Course Nature: Public Basic Compulsory Courses**

**Credits: 3 Total Credit Hours: 48**

**Students:** Undergraduate students (freshman) majoring in design

**Prerequisites:** Modeling Foundation A

**Evaluation Method:** Course participation + written exams

**Course Description:**

Modeling Foundation B is a public foundation compulsory course offered by the College of Art and Design for undergraduate students majoring in design. The task of the course is the knowledge of color design.

Modeling Foundation consists of two parts: form and color. This course aims to enable students to understand the relationship between color design and painting color, as well as art and design through learning the basic theory of color. Through relevant training of color design, this course aims to improve the students' ability to summarize and refine color and the abstract expression ability of color, cultivate students to master correct observation methods and keen color feeling, master the expression laws and methods of color, guide students to have perceptual thinking to rational thinking, and enable students to use color for abstract expression and subjective creation and lay a foundation for color use in subsequent professional design.

Course focus: Students have the ability of abstract expression and subjective creation with color.

The difficulties of teaching content: A shift from perceptual thinking to rational thinking.

**Recommended Textbooks/References:**

[1] [Su Ling](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) (Author), Design Color, [Huazhong University of Science and Technology Press](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%D0%BF%C6%BC%EF%BF%BD%EF%BF%BD%EF%BF%BD%D1%A7%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), September 2013

[2] [Liang Jinghong](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) (Author), Color Book for Everyone 1---Basis of Design Color Matching, [Posts and Telecom Press](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%CA%B5%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), January 2011

[3] (Japan) [Ida Qiandai](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%C7%A7%EF%BF%BD%EF%BF%BD_1) (Author), [Delight Press](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%D6%AA%EF%BF%BD%C4%BB%EF%BF%BD_1) (Translator), Design Principle 3: Principle of Color Design, [CITIC Publishing House](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%C5%B3%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), October 2011

[4] (Korea) [Jin Rongshu](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) (Author), [Wu Chuanhai](http://www.dangdang.com/author/%EF%BF%BD%E4%B4%AB%EF%BF%BD%EF%BF%BD_1) and [Cao Ting](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) (Translator), Color Psychology in Design, [Posts and Telecom Press](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%CA%B5%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), January 2011

[5] Zhong Shuhang (Author), Color Composition, China Academy of Art Press, January 2005

[6] Li Qing (Author), The Beauty of Abstract---On the Creation of Abstract Painting, Shandong Fine Arts Publishing House, May 2012

1760039 设计思维

**课程编码：**1760039

**课程名称：**设计思维

**英文名称：**Design Thinking Training

**课程类型：**公共基础必修课

**学分：** 3.0 **总学时：** 48

**面向对象：**视觉传达设计专业本科生

**先修课程：**《造型基础A-B》《形式语言1-2》

**考核形式：** 平时成绩+考查

**课程简介：**

设计思维是艺术设计学院为视觉传达设计专业本科生开设的学科基础必修课。本课程的任务开发学生的创造性思维，掌握创意设计的规律。通过大量的作业训练，强化学生的设计创造思维意识，使学生在思维训练中了解视觉规律，了解信息规律，视觉表达规律，学生通过图形思维的训练，掌握图形创意的规律并熟练的应用。教学内容重点：掌握创意设计的基本方法和规律。教学内容的难点：图形创意的规律并熟练的应用。

**推荐教材或主要参考书：**

[1] 林家阳，图形创意，高等教育出版社，2016

[2] 周至禹，艺术设计：思维训练教程，重庆大学出版社，2010

[3] [英]尼尔·伦纳德 加文·安布罗斯 著，创新设计思维，中国青年出版社，2014

1760039 Design Thinking

**Course Number:** 1760039

**Course Title:** Design Thinking

**English Name:** Design Thinking Training

**Course Type:** Public Basic Compulsory Courses

**Credits:** 3.0 **Total Credit** **Hours:** 48

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Modeling Foundation A-B, Form Language 1-2

**Evaluation Method:** Course participation + evaluation

**Course Description:**

Design Thinking is a basic required course for undergraduates majoring in visual communication design in College of Art and Design. The main target of this course is to develop students' creative thinking and master the law of creative design. Through a large number of assignment practice, strengthen students' awareness of design and creation thinking, enable students to understand the visual law, information law and visual expression law in thinking training, master the law of graphic creativity and skillfully apply it through the training of graphic thinking. Course focus: Master the basic methods and laws of creative design. The difficulties of teaching content: Master the law of graphic creativity and skillfully apply it.

**Recommended Textbooks/References:**

[1] Lin Jiayang, Creative Graphics, Higher Education Press, 2016

[2] Zhou Zhiyu, Art Design: Thinking Training Tutorial, Chongqing University Press, 2010

[3] [UK] Neil Leonard, Gavin Ambrose, Idea Generation, China Youth Publishing House, 2014

**1711150 形式语言1**

**课程编号：**1711150

**课程名称：**形式语言1

**英文名称：**Form Language 1

**课程性质：**公共基础必修课

**学分：**4.0  **学时：**64

**面向对象：**视觉传达设计专业本科生

**先修课程：**造型基础1、造型基础2、

**考试形式：**平时成绩+考查

**课程简介：**

形式语言1包含平面构成和色彩构成。平面构成重点阐述以点、线、面为主要形式语言要素的形式构成法则和构成规律。讲述形态从具象到抽象，从常态到非常态的发生与演化过程与方法。色彩构成从光领域的色彩生成进入色彩构成的基本理论内容。包括色彩三要素；奥斯特瓦德、伊顿色环、孟赛尔色立体等。从色彩的调配技巧、色彩秩序、色彩空间配置到色彩专业性设计语言的转换尝试。介绍形式语言的构成手段在设计运用中的成功案例。在教学中注重中国传统文化与形式语言的结合，包括图形语言与色彩表现。

**推荐教材或主要参考书**：

[1] 辛华泉.《平面构成》. 湖北美术出版社，2002年8月

[2] [俄]瓦西里康定斯基.《点 线 面—抽象艺术的基础》上海人民美术出版社，1988年

[3] [日]朝仓直已. 《艺术设计的平面构成》. 上海人民美术出版社，1988年3月

[4] 辛华泉.《色彩构成》. 湖北美术出版社，2002年8月

[5] 钱品辉.《色彩构成》. 人民美术出版社，2013年

[6] 陈重武.《新色彩构成》. 天津美术出版社，2004年3月

[7] 古大治等编著.《色彩与图形视觉原理》. 科学出版社，2000年

**1711150 Form Language 1**

**Course No:** 1711150

**Course Title:** Form Language 1

**English Name:** Form Language 1

**Course Type:** Public Basic Compulsory Courses

**Credits:** 4.0 **Total** **Credit Hours**: 64

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Modeling Foundation 1, Modeling Foundation 2

**Evaluation Method:** Course participation + evaluation

**Course Description:**

Form Language 1 consists of plane composition and color composition. Plane composition focuses on the formal composition rules and composition rules with points, lines and planes as the main elements of form language. It clarifies the occurrence and evolution process and method of form from concrete to abstract, from normal to abnormal and basic theory of color composition entering the color composition from the color generation in the field of light, including three elements of color; Ostwald, Eaton color ring, Munsell color stereo, etc., from color deployment skills, color order, color space configuration to color professional design language. This course introduces the successful cases of the constituent means of form language in the application of design. This course focuses on the combination of Chinese traditional culture and form language in teaching, including graph language and color expression.

**Recommended Textbooks/References:**

[1] Xin Huaquan, Plane Composition, Hubei Fine Arts Publishing House, August 2002

[2] [Russia] Wassily Kandinsky, Punkt Und Linie Zu Fiache, 1988

[3] [Japan] Chaocang Zhisi, Graphic Composition of Art Design, Shanghai People's Fine Arts Publishing House, March 1988

[4] Xin Huaquan, Color Composition, Hubei Fine Arts Publishing House, August 2002

[5] Qian Pinhui, Color Composition, People's Fine Arts Publishing House, 2013

[6] Chen Zhongwu, New Color Composition, Tianjin People's Fine Arts Publishing House, March 2004

[7] Gu Dazhi, et al. Color and Form Perception, Science Press, 2000

**1711654 形式语言2**

**课程编号：**1711654

**课程名称：**形式语言2

**英文名称：**Form Language 2

**课程性质：**公共基础必修课

**学分：**3.0 **学时：**48

**面向对象：**视觉传达设计专业本科生

**先修课程：**造型基础1、造型基础2、形式语言1

**考核形式：** 平时成绩+考查

**课程简介：**

形式语言2阐述立体构成的概念和特征，完成二维平面到三维立体的思维转换。学习从自然形态的观察到立体形态的创造，包括形态要素的分类；半立体空间的分析与创造；材料的分类与使用；材料力学；发现新材料；材料的制作工艺；线的立体形态特征与构成方法；构成的视觉关系分析、视觉概念的形式法则；面的立体形态特征与构成方法；物体的表现性、美感与空间感；体块的立体形态特征与构成方法等。在教学中注重中国传统文化与形式语言的结合，包括材料语言与空间表现。

**推荐教材或主要参考书：**

[1] 辛华泉.《立体构成》. 湖北美术出版社，2002年8月

[2] 刘汉民.《立体构成》. 清华大学出版社，2010年

[3] 张佳宁，易琳.《立体构成及应用》. 清华大学出版社，2010年

**1711654Form Language 2**

**Course Number:** 1711654

**Course Title:** Form Language 2

**English Name:** Form Language 2

**Course Type:** Public Basic Compulsory Courses

**Credits:** 3.0 **Total Credit Hours**: 48

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Modeling Foundation 1, Modeling Foundation 2, Form Language 1

**Evaluation Method:** Course participation + evaluation

**Course Description:**

Form Language 2 clarifies the concept and characteristics of 3D composition and completes the transformation from 2D to 3D thinking. Students can learn from the observation of natural form to the creation of three-dimensional form, including the classification of form elements; analysis and creation of semi three-dimensional space; classification and use of materials; mechanics of materials; discovery of new materials; manufacturing process of materials; the three-dimensional morphological characteristics and composition methods of lines; the analysis of visual relations and the formal rules of visual concepts; the three-dimensional morphological characteristics and composition methods of the surface; the expressiveness, aesthetic feeling and sense of space of objects; and the three-dimensional morphological characteristics and composition methods of the block. This course focuses on the combination of Chinese traditional culture and form language in teaching, including material language and space expression.

**Recommended Textbooks/References:**

[1] Xin Huaquan, 3D Composition, Hubei Fine Arts Publishing House, August 2002

[2] Liu Hanmin, 3D Composition, Tsinghua University Press, 2010

[3] Zhang Jianing, Yi Lin, 3D Composition and Application, Tsinghua University Press, 2010

**1760040图案**

**课程编码：**1760040

**课程名称：**图案

**英文名称：**XXXXX

**课程类型：**公共基础必修课

**学分：** 3 **总学时：** 48

**面向对象：**设计学专业一年级本科学生

**先修课程：**无

**考核形式：** 平时作业成绩

**课程简介：**

 图案是艺术设计学院为设计学专业本科生开设的公共基础必修课程。本课程的任务是了解中国传统纹样发展的多样性，通过临摹，体会传统构图方式、造型方法及色彩的运用。教学内容重点：学习图案的构成规律, 并通过练习逐步掌握单独纹样、适合纹样、二方连续等基本的构成方法。教学内容的难点：让学生在探究式的学习中感悟到中国传统图案纹样的造型方法是以朴素、单纯、富有生趣的一种独特的形式来表达的，理解图案的形式美法则，从而使学生在今后的设计领域和艺术创作中为传统图案纹样运用提供更大的空间。

**推荐教材或主要参考书：**

[1] 雷圭元 著 杨成寅、林文霞记录整理，《雷圭元论图案艺术》，浙江美术学院出版社，1992年

[2] 廖延彦 编 《雷圭元文集》，山东美术出版社，2011年3月

**1760040 Image**

**Course Number:** 1760040

**Course Title:** Image

**English name:** XXXXX

**Course Type:** Public Basic Compulsory Courses

**Credits:** 3 **Total Credit** **Hours:** 48

**Students:** Undergraduate students (freshman) majoring in design

**Prerequisites:** None

**Evaluation Method:** Usual assignment performance

**Course Description:**

Image is a public foundation compulsory course offered by the College of Art and Design for undergraduate students majoring in design. The main target of this course is to understand the diversity of the development of Chinese traditional patterns and experience the traditional composition methods, modeling methods and the use of color through copying. Course focus: Learn the composition rules of image, and gradually master the basic composition methods of individual patterns, suitable patterns and two-way continuity through practice. The difficulties of teaching content: Students can realize that the modeling method of Chinese traditional patterns is expressed in a simple, pure and interesting unique form in inquiry learning, and understand the formal beauty law of patterns, so that students can provide more space for the application of traditional patterns in the field of design and art creation in the future.

**Recommended Textbooks/References:**

[1] Lei Guiyuan, sorted byYang Chengyin, Lin Wenxia, Lei Guiyuan on Pattern Art, Zhejiang Fine Arts Publishing House, 1992

[2] Liao Yanyan, Collected Works by Lei Guiyuan, Shandong Fine Arts Publishing House, March 2011

**1711132设计史**

**课程编码：1711132**

**课程名称：**设计史

**英文名称：**

**课程类型：公共基础必修课**

**学分：2** **总学时：32**学时

**面向对象：**本科生一年级

**先修课程：** 其他公共基础课

**考核形式：** 平时成绩+考试

**课程简介：**

本课程是艺术设计学院本科生开设的公共基础理论课程。本课程的任务是在学生进入学科的初级阶段提高专业理论认知与评价能力，提高专业素质，夯实专业基础知识储备。教学内容重点是设计的学科定位及设计发展历史中的重点事件、人物、风格及作品等内容，学生学习期间领会设计概念来源与近百年设计发展历史，以工业革命后的设计风格演变为基础内容，难点是设计与市场、设计与环境、设计与文化、设计教育、设计的发展趋势等，增加学生进入学科前的专业理解程度，达到提升未来设计发展潜力的深度目的。

**推荐教材或主要参考书：**

1 《世界设计史》 .王受之. 中国青年出版社. 2002.9.1

2 《平面设计简史》扈秀丽编..北京理工大学出版社，2009.

3 《西方现代艺术设计简史》郑立君等著 上海人民美术出版社，2005.

4 《视觉与眼睛[:图画再现心理学的再研究》](http://www.amazon.cn/%E5%9B%BE%E5%83%8F%E4%B8%8E%E7%9C%BC%E7%9D%9B-%E5%9B%BE%E7%94%BB%E5%86%8D%E7%8E%B0%E5%BF%83%E7%90%86%E5%AD%A6%E7%9A%84%E5%86%8D%E7%A0%94%E7%A9%B6-E-H-%E8%B4%A1%E5%B8%83%E9%87%8C%E5%B8%8C/dp/B00EXH7V76/ref%3Dsr_1_fkmr0_1?s=books&ie=UTF8&qid=1451972309&sr=1-1-fkmr0&keywords=%E8%A7%86%E8%A7%89%E4%B8%8E%E7%9C%BC%E7%9D%9B+++%E8%B4%A1%E5%B8%83%E9%87%8C%E5%B8%8C)E.H.贡布里希 (E.H.Gombrich)(作者), 范景中(译者),杨思梁(译者),徐一维(译者). 广西美术出版社 . 2013.7.1.

**1711132 Design History**

**Course Number: 1711132**

**Course Title:** Design History

**English Name:** Design History

**Course Type:** Compulsory Common Basic Courses

**Credits: 2** **Total Credit Hours: 32**

**Students:** Undergraduate students (freshman)

**Prerequisites:** Other Public Basic Courses

**Evaluation Method:** Course participation + written exams

**Course Description:**

This course is a public basic theory course for undergraduate students of the College of Art and Design. The main target of this course is to improve students' professional theoretical cognition and evaluation ability, improve the professional quality and consolidate the reserve of professional basic knowledge at the primary stage of the discipline study. This course focuses on the disciplinary orientation of design and the key events, characters, styles and works in the history of design development. During the study, students can understand the source of design concepts and the development history of design in recent 100 years. Based on the evolution of design style after the industrial revolution, the difficulties are design and market, design and environment, design and culture, design education and the development trend of design, so as to increase students' professional understanding before entering the discipline and achieve the in-depth purpose of improving the development potential of design in the future.

**Recommended Textbooks/References:**

1. Wang Shouzhi, World History of Design, China Youth Publishing House, September 1, 2002

2 Hu Xiuli, A Brief History of Graphic Design, Beijing Institute of Technology Press, 2009

3. Zheng Lijun, et al, A Brief History of Western Modern Art and Design, Shanghai People's Fine Arts Publishing House, 2005

4. Gombrich (Author), Fan Jingzhong (Translator), Yang Siliang (Translator), Xu Yiwei (Translator), The Image & the Eye Further [Studies in the Psychology of Pictorial Representation](http://www.amazon.cn/%E5%9B%BE%E5%83%8F%E4%B8%8E%E7%9C%BC%E7%9D%9B-%E5%9B%BE%E7%94%BB%E5%86%8D%E7%8E%B0%E5%BF%83%E7%90%86%E5%AD%A6%E7%9A%84%E5%86%8D%E7%A0%94%E7%A9%B6-E-H-%E8%B4%A1%E5%B8%83%E9%87%8C%E5%B8%8C/dp/B00EXH7V76/ref%3Dsr_1_fkmr0_1?s=books&ie=UTF8&qid=1451972309&sr=1-1-fkmr0&keywords=视觉与眼睛+++贡布里希), Guangxi Fine Arts Publishing House, July 1, 2013

**1760041中国工艺美术史**

**课程编码：**1760041

**课程名称：**中国工艺美术史

**英文名称：**History of Chinese Arts and Crafts

**课程类型：**公共基础必修课

**学分：** 2 **总学时：** 32

**面向对象：**设计类本科生

**先修课程：**无

**考核形式：** 平时成绩+考试

**课程简介：**

中国工艺美术史是艺术设计学院为设计类专业本科生开设的学科基础必修课程类型。本课程的任务是依托大量的文献史料和相关图片，在介绍各历史时期各工艺类别代表性作品的同时，对相关的工艺技法进行解读，从而进一步梳理中国文化的发展脉络和审美的变迁，做到古物新知。教学内容重点：较为全面的对我国不同时期工艺美术的背景、发展、成就、艺术风格进行介绍，明晰各工艺美术类别的发展进程，对我国在造物中的优秀传统文化有认知。教学内容的难点：让学生对不同时代不同造物有对应性的审美，从而对中国工艺美术品具备一定的鉴赏能力和批评能力，并可以对工艺美术作品做出深入有效的分析认识，为日后的设计实践积累素材。

 [1] 田自秉，中国工艺美术史，东方出版社，2010年4月

[2] 尚刚，中国工艺美术史新编，高等教育出版社，2007年2月

**1760041 History of Chinese Arts and Crafts**

**Course Number:** 1760041

**Course Title:** History of Chinese Arts and Crafts

**English Name:** History of Chinese Arts and Crafts

**Course Type:** Public Basic Compulsory Courses

**Credits:** 2 **Total Credit** **Hours:** 32

**Students:** Undergraduate students majoring in design

**Prerequisites:** None

**Evaluation Method:** Course participation + written exams

**Course Description:**

History of Chinese Arts and Crafts is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring in design. The main target of this course is to introduce the representative works of various craft categories in various historical periods, and interpret the relevant craft techniques based on a large number of documents, historical materials and relevant pictures, so as to further sort out the development context of Chinese culture and aesthetic changes and learn new knowledge of antiquities. Course focus: A more comprehensive introduction to the background, development, achievement and artistic style of China's arts and crafts in different periods, clear understanding of the development process of each category of arts and crafts, and the cognition of China's excellent traditional culture in the creation. The difficulties of teaching content: Enable students to have corresponding aesthetics of different creations in different times, so as to have a certain appreciation and criticism ability of Chinese arts and crafts, make in-depth and effective analysis and understanding of arts and crafts works, and accumulate materials for future design practice.

 [1] Tian Zibing, History of Chinese Arts and Crafts, Oriental Press, April 2010

[2] Shang Gang, New History of Chinese Arts and Crafts, Higher Education Press, February 2007

**1760042设计技术**

**课程编码：**1760042

**课程名称：**设计技术

**英文名称：**Design technology

**课程类型：**公共基础必修课

**学分：** 2 **总学时：** 32

**面向对象：**设计学类专业本科一年级学生

**先修课程：**造型基础

**考核形式：** 平时成绩+主题作业成绩

**课程简介：**

作为计算机辅助设计课程，学生需配备电脑。课堂教学是育人主渠道，培养学生立足时代、扎根人民、深入生活，并树立正确艺术观和创作观。讲解平面数字表现基本方法与技巧，熟悉计算机辅助设计流程。教学中以设计案例作为切入点，讲授与实践相结合，旨在让学生能够利用现代设计方法表达设计诉求，为后续课程奠定扎实基础。教学中坚持以美育人、以美化人，积极弘扬中华美育精神，引导学生自觉传承和弘扬中华优秀传统文化，全面提高学生审美和人文素养，增强文化自信。

教学内容的重点：结合“思政教育”运用数字化工具进行艺术造型设计、色彩表现、版式设计等方法。

教学内容的难点：学生如何针对自身专业所需，将数字化工具配合相关专业灵活运用。

**推荐教材或主要参考书：**

[1]安德鲁·福克纳.《Adobe Photoshop CC 2019经典教程》.人民邮电出版社，2019年12月

[2]赵飒飒.《中文版Illustrator商业案例项目设计完全解析》.清华大学出版社，2019年9月

**1760042 Design Techniques**

**Course Number:** 1760042

**Course Title:** Design Techniques

**English Name:** Design techniques

**Course Type:** Public Basic Compulsory Courses

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students (freshman) majoring in design

**Prerequisites:** Modeling Foundation

**Evaluation Method:** Course participation + Subject assignment performance

**Course Description:**

As a computer-aided design course, students need to be equipped with computers. Classroom teaching is the main channel of education, aiming to cultivate students to keep up with the times, care about the people, experience the life, and establish a correct outlook on art and creation. Explain the basic methods and skills of graphic digital expression, and get familiar with the process of computer-aided design. Taking design cases as the starting point and combining teaching with practice, enable students to use modern design methods to express design demands and lay a solid foundation for subsequent courses. In teaching, adhere to aesthetic education and beautification, actively carry forward the spirit of Chinese aesthetic education, guide students to consciously inherit and carry forward Chinese excellent traditional culture, comprehensively improve students' aesthetic and humanistic quality, and enhance cultural self-confidence.

Course focus: Combined with "ideological and political education", use digital tools to carry out artistic modeling design, color expression, graphic design and other methods.

The difficulties of teaching content: How can students flexibly use digital tools with relevant majors according to their professional needs?

**Recommended Textbooks/References:**

[1] Andrew Faulkner, Adobe Photoshop CC 2019 Classic Course, Posts and Telecom Press, December 2019

[2] Zhao Sasa, Chinese Version of Illustrator Full Analysis of Business Case Project Design, Tsinghua University Press, September 2019

**1790134速写**

**课程编码：**1790134

**课程名称：**速写

**英文名称：Sketch**

**课程类型：**公共基础必修课

**学分：** 1 **总学时：**16

**面向对象：**设计学类本科一年级学生

**先修课程：**造型基础A、造型基础B

**考核形式：** 平时成绩+考试

**课程简介：**

速写是公共基础必修课，它是艺术设计专业学习的前提。

速写是为了培养学生敏锐地观察能力，善于捕捉生活中美好的瞬间。培养学生的绘画概括能力，使学生在短时间内能够准确表现出对象的特征。 速写能为学生的创作收集大量素材，好的速写本身就是一幅完美作品，能提高学生对形象的记忆能力和概括能力、表达的过程、速写的内容和技巧；了解速写的构图形式以及速写的形式因素，速写是快速概括地描绘对象的一种绘画手法,也是培养形象记忆能力与表现能力的一种重要手段。

速写是艺术设计学专业提高造型能力的基础课程，通过学习和课题训练培养学生敏锐的观察、分析、综合形象能力，提高学生的创新思维和审美水平，为今后收集、积累创作素材打下坚实基础

**推荐教材或主要参考书：**

[1] 乔治伯里曼 《伯里曼人体结构教学》 广西美术出版社 2008年出版

[2]菲尔梅咨格 《绘画透视基础》 上海人民美术出版社 2001年出版

[3]路易斯 《艺用人体运动解剖》 上海人民美术出版社2014年出版

**1790134 Sketch**

**Course Number:** 1790134

**Course Title:** Sketch

**English Name**: **Sketch**

**Course Type:** Public Basic Compulsory Courses

**Credits:** 1 **Total Credit Hours:** 16

**Students:** Undergraduate students (freshman) majoring in design

**Prerequisites:** Modeling Foundation A,Modeling Foundation B

**Evaluation Method:** Course participation + written exams

**Course Description:**

Sketch is a public basic compulsory course, which is a prerequisite of art and design majors.

Sketch is to cultivate students acute observation ability and capture the beautiful moments in life. Sketch is to cultivate students' drawing generalization ability, so that students can accurately show the characteristics of the object in a short time. A lot of materials can be collected by sketch for students' creation. Good sketch is a perfect work, which can improve students' memory ability and generalization ability of image, expression process, content and skills of sketch. Students can understand the composition form of sketch and the formal factors of sketch. Sketch is not only a painting technique to quickly and generally describe the object, but also an important means to cultivate the ability of image memory and expression.

Sketch is a basic course for students majoring in art and design to improve their modeling ability. Through learning and subject training, it aims to cultivate students' keen observation, analysis and comprehensive image ability and improve students' innovative thinking and aesthetic level so as to lay a solid foundation for collecting and accumulating creative materials in the future.

**Recommended Textbooks/References:**

[1] Geomge Brandt Bridgman, Bridgman's Drawing Bodies, Guangxi Fine Arts Publishing House, 2008

[2] Phil Metzger, Basis of Perspective Drawing, Shanghai People's Fine Arts Publishing House, 2001

[3] Louis, Human Motor Anatomy for Art, Shanghai People's Fine Arts Publishing House, 2014

**1760043“创新创业”**

**课程编码：**1760043

**课程名称：**创新创业

**英文名称：**Graduation Design

**课程类型：**实践环节必修课

**学分：** 2 **总学时：** 60

**面向对象：**视觉传达设计专业类本科生

**先修课程：**课程1, 课程2, 课程3

**考核形式：** 平时成绩+考试

**课程简介：**

创新创业是艺术设计学院为视觉传达设计专业本科生开设的实践环节必修课程。本课程的任务是有意识培养学生的创思能力、设计整体能力及实践能力。本课程通过参加学习交流、设计展览竞赛和社会实践来活跃课堂教学，提升学生的专业素质。加强校内学习与毕业后实际工作间的相关联系，增强学生应对实际工作的经验，为学生强化全面专业素质打下良好的基础。

教学内容重点：根植中国文化精髓，深入挖掘民族传统文化的传承，加强民族凝聚力，用设计将爱国情节贯穿到中国特色社会主义建设中。

理论与实践相结合，加强学生的专业知识的基础。培养激发学生的创新性，根据专业与行业特点进行创业项目练习，提升学生创业能力。

教学内容的难点：打开人才培养的维度，从专业的角度为人才发展创造条件，从知识框架上为人才创业发展提供可能性，打开专业知识的延伸性。培养和训练学生综合运用所学知识去解决实际问题的能力，检验和深化学生的综合素质，具备设计师专业素质。

**推荐教材或主要参考书：**

无

**1760043 Creation Business**

**Course Number:** 1760043

**Course Title:** Creation Business

**English Name:** Graduation Design

**Course Type:** Practical compulsory course

**Credits:** 2 **Total Credit Hours:** 60

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Course 1, Course 2, Course 3

**Evaluation Method:** Course participation + written exams

**Course Description:**

Creation Business is a practice compulsory course offered by the College of Art and Design for undergraduate students majoring in visual communication design. The main target of this course is to cultivate students' creative thinking ability, overall design ability and practical ability consciously. This course enlivenes classroom teaching and enhances students' professional quality by participating in learning exchanges, design exhibition competitions and social practice. Strengthen the relationship between on campus learning and practical work after graduation, enhance students' experience in dealing with practical work, and lay a good foundation for students to strengthen their comprehensive professional quality.

Course focus: Rooted in the essence of Chinese culture, deeply tap the inheritance of national traditional culture, strengthen national cohesion, and use design to penetrate the patriotic plot into the construction of socialism with Chinese characteristics.

Combine theory with practice to strengthen the foundation of students' professional knowledge. Cultivate and stimulate students' innovation, carry out entrepreneurial project exercises according to the characteristics of major and industry, and improve students' entrepreneurial ability.

The difficulties of teaching content: Expand the scope of talent training, create conditions for talent development from a professional perspective, provide possibilities for talent entrepreneurship and development from a knowledge framework, and open the extension of professional knowledge. Cultivate and train students' ability to comprehensively use their knowledge to solve practical problems, test and deepen students' comprehensive quality, and possess the professional quality of designers.

**Recommended Textbooks/References:**

None.

1711162认识实习

**课程编码：1711162**

**课程名称：认识实习**

**英文名称：Practice for Theoretical Knowledge**

**课程类型：实践环节必修课**

**学分：1 总学时： 30**

**面向对象：视觉传达设计专业本科生**

**先修课程：**

**考核形式： 平时成绩+考试**

**课程简介：**

本课程是视觉传达设计专业的实践环节必修课，可以作为其它设计类专业的选修课。学生通过认识实习课程学习，增强学生对视觉传达设计专业的理解，对相关领域的文化背景等进行了解，可为学习书籍设计、企业视觉形象、包装设计、广告设计、网络媒体设计等专业学习奠定基础。教学内容重点：介绍视觉传达设计专业的特点、现状和发展趋势等，为将来真正进入专业学习打下良好的基础。教学内容的难点：培养学生设计思维与表达的能力。

**推荐教材或主要参考书：**

1711162Practice for Theoretical Knowledge

**Course Number: 1711162**

**Course Title: Practice for Theoretical Knowledge**

**English Name: Practice for Theoretical Knowledge**

**Course Type: Practical compulsory course**

**Credits: 1 Total Credit Hours: 30**

**Students: Undergraduate students majoring in visual communication design**

**Prerequisites:**

**Evaluation Method: Course participation + written exams**

**Course Description:**

This course is a compulsory practice course for visual communication design majors and can be used as an optional course for other design majors. Through the Practice for Theoretical Knowledge, enhance students' understanding of visual communication design and the cultural background of relevant fields, and lay a foundation for book design, corporate visual image, package design, advertisement design, network media design and other majors. Course focus: Introduces the characteristics, current situation and development trend of visual communication design and lay a good foundation for future study. The difficulties of teaching content: Cultivate students' design thinking and expression ability.

**Recommended Textbooks/References:**

# 1711205工作实习

**课程编码：**1711205

**课程名称：**工作实习

**英文名称：**Work Practice

**课程类型：**专业实践课程

**学分：**4  **总学时：** 60

**面向对象：**视觉传达设计专业本科生

**先修课程： 无**

**考核形式：** 实习报告

**课程简介：**

工作实习为专业实践课程，采用校外企业合作模式，实习单位以教师推荐和学生自己联系相结合的方式来确定。以市场为平台，使学生与实践亲密接触，发展和加强他们的资料搜索能力、研究能力和口头及书面表达能力、对市场的判断能力。学生根据课题所涉及的范围进行专题性调研及收集资料，准确定位，完成实习报告。教学内容重点：通过设计实践的摸索与探讨，专业教师的协助与指导，学生获得实践工作的能力，为将来真正走上社会打下良好的基础。教学内容的难点：学生在实际的工作中锻炼、提高自身素质，培养团结协作的工作精神，积累部分工作经验。

**推荐教材或主要参考书：**

# 1711205 Work Practice

**Course Number: 1711205**

**Course Title: Work Practice**

**English Name: Work Practice**

**Course Type: Professional practice course**

**Credits: 4 Total Credit Hours: 60**

**Students: Undergraduate students majoring in visual communication design**

**Prerequisites: None.**

**Evaluation Method: Internship report**

**Course Description:**

Practice for Employment is a specialized practice course. The cooperation mode of off-campus enterprises is adopted, and the internship organizations are determined by the combination of teacher recommendation and student contact. Through the market platform, enable students to have close contact with practice, develop and strengthen their ability to search information, research, oral and written expression, and market judgment. Students will conduct thematic research and collect information as per the theme scope to accurately locate and complete the internship report. Course focus: Through the exploration and discussion on the design practice, assistance and guidance from professional teachers, students gain the ability of practical work and lay a good foundation for the future society. The difficulties of teaching content: Improve students' ability in the actual practice, improve the quality, cultivate team work spirit and accumulate some work experience.

**Recommended Textbooks/References:**

# 1711189毕业设计考察

**课程编码：**1711189

**课程名称：**毕业考察

**英文名称：**Investigation for graduation project

**课程类型：**实践教学

**学分：** 2 **总学时：**60

**面向对象：**艺术类本科生

**先修课程：**创意思维, 创新实践

**考核形式：** 平时成绩+考试

**课程简介：**

毕业考察是艺术设计学院为视觉传达专业本科生开设的实践课程类型。本课程是带领学生走出校门，让同学们拓宽眼界，将理想、信念、家国情怀在考察调研中树立起来、不拘泥于书本，使专业必修课所学知识融入实际环境中，为毕业设计收集素材、确定研究方向。培养学生的观察能力、分析能力、表现能力、设计能力。依据学生毕业设计的方向，制定考察路线，在自然景观中受到启示，学习古人的传统智慧，突破现代设计的固有模式，将学生的创新意识在毕业设计环节中激发出来。

教学内容重点：在综合型课题实践上更多元化地吸收现场学习的知识，结合我国的具体发展需求，思考毕业设计课题的制定和设计方法，做到学以致用。

教学内容的难点：体会中西设计的交流与展示，明确设计的表述方法与设计语言的结合。

**推荐教材或主要参考书：**

[1]蒋粤闽 . 艺术设计专业采风与考察. 上海：华中科技大学出版社，2011年10月

[2]高嵬，张建中. 设计考察. 四川大学出版社, 2014年6月

# 1711189 Investigation for Graduation Design

**Course Number:** 1711189

**Course Title:** Investigation of Graduation

**English Name:** Investigation for graduation project

**Course Type:** Practice teaching

**Credits:** 2 **Total Credit Hours:** 60

**Students:** Undergraduate students majoring in Art

**Prerequisites:** Creative thinking, Inovative practice

**Evaluation Method:** Course participation + written exams

**Course Description:**

Investigation of Graduation is a practice course offered by the College of Art and Design for undergraduate students majoring in visual communication. This course is to lead students out of school, broaden their horizons, establish their ideals, beliefs and feelings of family and country in investigation and research, not only stick to books, integrate the knowledge learned in professional compulsory courses into the actual environment, collect materials for graduation design and determine the research direction. Cultivate students' ability of observation, analysis, expression and design. According to the direction of students' graduation design, formulate the investigation route, get enlightenment in the natural landscape, learn the traditional wisdom of the ancients, break through the inherent mode of modern design, and stimulate students' innovative consciousness in the link of graduation design.

Course focus: In the practice of comprehensive projects, absorb more diversified knowledge of on-site learning, and consider the formulation and design methods of graduation design design in combination with the specific development needs of our country, so as to apply the knowledge learned.

The difficulties of teaching content: Experience the communication and display of Chinese and western design, and clarify the expression method of design and the combination of design language.

**Recommended Textbooks/References:**

[1] Jiang Yuemin, Collection and Investigation of Art and Design, Shanghai: Huazhong University of Science and Technology Press, October 2011

[2] Gao Wei, Zhang Jianzhong, Design Investigation, Sichuan University Press, June 2014

# 1711194 传统文化调研

**课程编码：**1711194

**课程名称：**传统文化调研

**英文名称：**Investigation on Traditional Culture

**课程类型：**实践环节必修课

**学分：**2

**总学时：**60

**面向对象：**视觉传达设计专业本科生

**先修课程：无**

**考核形式：**调研报告书

**课程简介：**

本课程是视觉传达设计专业的实践环节必修课，与前面的设计课程联系紧密。通过传统文化调研实践，拓展学生视野，理解传统文化的价值，感受中国传统文化的价值及与现代视觉传达设计的关系及相互作用，并能在今后的艺术设计学习创作中融入传统文化要素，把调研的传统文化元素用到现代设计中。让学生保持对传统文化的关注。

**教学内容的重点**：拓展学生视野，根植中国文化精髓，深入挖掘民族传统文化的传承，加强民族凝聚力，从传统文化调研中将爱国情节贯穿到中国特色社会主义建设中。

**教学内容的难点**：传统文化元素在现代设计中的应用

**推荐教材或主要参考书：**

无

# 1711194 Investigation on Traditional Culture

**Course Number:** 1711194

**Course Title:** Investigation on Traditional Culture

**English Name:** Investigation on Traditional Culture

**Course Type:** Required courses in practice

**Credit:** 2 **Total Credit Hours:** 60

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites: None**

**Evaluation Method**: Investigation Report

**Course Description:**

This course is a compulsory practice course for visual communication design majors and it's closely related to the design courses. Through the research practice of traditional culture, students can expand their horizons, understand the value of traditional culture, feel the value of Chinese traditional culture and its relationship and interaction with modern visual communication design, integrate traditional cultural elements into the study and creation of art design in the future, and apply the investigated traditional cultural elements to modern design. Enable students to focus on the traditional culture.

Course focus: Expand students' horizons, root in the essence of Chinese culture, deeply tap the inheritance of national traditional culture, strengthen national cohesion, and penetrate the patriotic plot into the construction of socialism with Chinese characteristics from the investigation of traditional culture.

The difficulties of teaching content: Application of traditional cultural elements in the modern design

**Recommended Textbooks/References:**

None.

# 1760044 毕业设计（创作）

**课程编码：**1760044

**课程名称：**毕业设计（创作）

**英文名称：**Graduation Design

**课程类型：**实践环节必修课

**学分：** 8.0 **总学时：** 480

**面向对象：**视觉传达设计专业本科生

**先修课程：**专业学科基础课程、专业任选课程及实践课程等前期课程

**考核形式：** 平时成绩+考查

**课程简介：**

毕业设计（创作）是艺术设计学院为视觉传达设计专业本科生开设的实践环节必修课。本课程的任务是通过设计创作实践，培养和训练学生综合运用所学知识去解决实际问题的能力，检验和深化学生的综合素质，激发学生设计实践的热情，培养良好的思想品德、工作态度、工作作风、创新意识和独立工作能力。本课程是学生毕业前对所学知识和能力的一次全面总结和综合训练与集中展示，通过毕业设计、毕业论文培养学生实际操作的能力，即对设计的认识和把握能力，使学生在实际的工作中锻炼、提高自身素质，培养团结协作的工作精神，积累部分工作经验，为将来真正走上社会打下良好的基础。教学内容重点：掌握项目实践课题的设计策划、技术操作及创新与实践的基本方法和规律；教学内容的难点：运用所学理论和技术发现、分析，独立完成视觉传达设计领域及跨专业课题的艺术设计实践。

**推荐教材或主要参考书：**

[1] 王受之，世界平面设计史，中国青年出版社，2002年

[2] 克劳德•霍普金斯，科学的广告，华文出版社，2010年

[3] 魏中龙，品牌形象与设计，经济管理出版社，2017年

[4]吕敬人 编著，书艺问道，中国青年出版社，2006年

[5] 黄古淳 陈连年，包装艺术设计，辽宁美术出版社，2008年

[6] 苏珊•桑塔格，论摄影，上海译文出版社，2008年

[7] 唐纳德•A•诺曼，设计心理学，中信出版社，2015年

[8] 丹•M•布朗，高效设计沟通之道，机械工业出版社，2011年

[9] 鲁道夫•阿恩海姆，视觉思维——审美直觉心理学，四川人民出版社，1998年

[10] 托马斯•洛克伍德，设计思维：整合创新、用户体验与品牌价值，电子工业出版社，2012

# 1760044 Graduation Design (Creation)

**Course Number:** 1760044

**Course Title:** Graduation Design (Creation)

**English Name:** Graduation Design

**Course Type:** Practical compulsory course

**Credits:** 8.0 **Total Credit Hours:** 480

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Prerequisites including specialized basic courses, professional optional courses and practical courses

**Evaluation Method:** Course participation + evaluation

**Course Description:**

Graduation Design (Creation) is a practice compulsory course offered by the College of Art and Design for undergraduate students majoring in visual communication design. The main target of this course is to cultivate and train students' ability to comprehensively use their knowledge to solve practical problems, test and deepen students' comprehensive quality, stimulate students' enthusiasm for design practice, and cultivate good ideological and moral character, working attitude, working style, innovative consciousness and independent working ability. This course is a comprehensive summary, comprehensive training and centralized display of students' learned knowledge and ability before graduation. Through graduation design and graduation thesis, students' practical operation ability, i.e. the ability to understand and grasp design, so that students can exercise and improve their own quality in practical work, cultivate the working spirit of unity and cooperation, and accumulate some work experience, laying a good foundation for entering the society in the future. Course focus: Master the basic methods and laws of design planning, technical operation, innovation and practice of project practice topics. The difficulties of teaching contents are described as followings: use the learned theories and technologies to discover and analyze, and independently complete the art design practice in the field of visual communication design and cross-disciplinary topics.

**Recommended Textbooks/References:**

[1] Wang Shouzhi, Graphic Design of the World, China Youth Publishing House, 2002

[2] Claude Hopkins, Scientific Advertising, Sino-culture Press, 2010

[3] Wei Zhonglong. Brand image and design. Economy & Management Publishing House, 2017.

[4] Lv Jingren. Book Art Asking. China Youth Publishing House, 2006.

[5] Huang Guchun, Chen Liannian. Packaging Art Design. Liaoning Fine Arts Publishing House, 2008.

[6] Susan Sontag, On Photography, Shanghai Translation Publishing House, 2008

[7] Donald A Norman. Design Psychology. CITIC Publishing House, 2015.

[8] Dan M. Brown. The Way of Efficient Design Communication. China Machine Press, 2011.

[9] Rudolf Arnheim, Visual Thinking---Psychology of Aesthetic Intuition, Sichuan People's Publishing House, 1998

[10] Thomas Lockwood, Design Thinking: Integrated Innovation, User Experience and Brand Value, Electronic Industry Press, 2012;

**1711407标志设计**

**课程编码：** 1711407

**课程名称：**标志设计

**英文名称：**Logo design

**课程类型：**学科基础选修课

**学分：** 2.0 **总学时：**32

**面向对象：**艺术设计学院本科生

**先修课程：** 《造型基础》《形式语言》《图形语言》《设计思维》《信息符号》

**考核形式：** 平时成绩+考核

**课程简介：**

《标志设计》是艺术设计学院为本科生开设的学科基础选修课，其既是独立的专业课程，又是视觉识别系统设计等课程的基础。标志作为企业品牌战略的重要组成部分，是企业综合信息的直接表现。在品牌建设过程中，标志应用广泛，表现力强，是企业品牌的象征与代言；本课在同学已具备一定图形表达能力的基础上，通过对标志设计理论知识的学习与实践，了解不同类型标志的功能与特征，以及企业不同的品牌策略对标志设计的影响，掌握标志设计的创意与表现方法；具备一定的目分析项、设计定位、设计开发、规范应用等专业能力，根据需求准确表达信息，独立完成标志设计；深入挖掘民族文化的传承，用设计将爱国情结贯穿到中国特色社会主义建设中。

**推荐教材或主要参考书：**

[1] 崔生国. 《标志设计》. 上海人民美术出版社，2016

[2] [张莹](http://search.dangdang.com/?key2=%D5%C5%D3%A8&medium=01&category_path=01.00.00.00.00.00" \o "彭巍 ，纪东琪 主编：张莹 ，李列锋， 刘莉莉 付彧 编著). 《图形设计》. 中国青年出版社，2015

**1711407 Label Design**

**Course Number:** 1711407

**Course Title:** Label Design

**English Name:** Logo design

**Course Type: Discipline basic elective course**

**Credits:** 2.0 **Total Credit Hours:** 32

**Students:** Undergraduate students in College of Art and Design

**Prerequisites:** Modeling Foundation, Form Language, Graphic Language, Design Thinking, Information Symbol

**Evaluation Method:** Course participation + evaluation

**Course Description:**

Label Design is a discipline basic elective course offered by the College of Art and Design for undergraduate students. It's an independent specialized course as well as the basis for visual recognition system design. Logo is an important part of enterprise brand strategy and the direct expression of comprehensive enterprise information. In the process of brand building, the logo is widely used and expressive, which is the symbol and endorsement of the enterprise brand. On the basis that students have possessed certain graphic presentation ability, through study and practice of logo design theories, this course enables students to understand the functions and characteristics of different types of logos, as well as the impact of different brand strategies on logo design, and master the creativity and expression methods of sign design; possess certain professional abilities such as project analysis, design positioning, design development and standardized application, accurately express information according to needs, independently complete label design; deeply explore the inheritance of national culture and use design to penetrate the patriotic complex into the construction of socialism with Chinese characteristics.

**Recommended Textbooks/References:**

[1] Cui Shengguo, Label Design, Shanghai People's Fine Arts Publishing House, 2016

[2] [Zhang Ying](http://search.dangdang.com/?key2=%D5%C5Ө&medium=01&category_path=01.00.00.00.00.00" \o "Peng Wei, Ji Dongqi (Editor-in-chief); Zhang Ying, Li Liefeng, Liu Lili, Fu Yu)Graphic Design, China Youth Publishing House, 2015

**1760045 广告设计**

**课程编码：**1760045

**课程名称：**广告设计

**英文名称：**Advertisement Design

**课程类型：**学科基础选修课

**学分：** 3.0 **总学时：** 48

**面向对象：**视觉传达设计专业本科生

**先修课程：**图形语言、信息符号、视觉传达设计概论、字体设计、编排设计、界面设计、影像编辑设计、视觉识别系统设计、产品广告摄影

**考核形式：** 平时成绩+考试

**课程简介：**

广告设计是艺术设计学院为视觉传达设计专业本科生开设的学科基础选修课程。本课程的任务是以研究如何认识媒体广告为目的。广告的策钊、创意、媒体选择、制作等能力是今日广告设计所必备的基本功，是成为正真正的意义的现代广告人，设计出感人的、具有说服力的广告作品的必要条件。 现代广告设计学科肩负双重责任，它既是上层建筑、意识形态领域的主要角色，反映人们的精神生活，它又与经济活动密不可分，反是非曲直人们的物质生活。

教学内容重点：根植中国文化精髓，深入挖掘民族传统文化的传承，加强民族凝聚力，用设计将爱国情节贯穿到中国特色社会主义建设中。

学习广告设计基础知识，熟悉广告设计基本流程。

教学内容的难点：通过课程可以完成广告创意与表现的全过程及完整的设计呈现。

**推荐教材或主要参考书：**

[1] 陈根.《广告设计从入门到精通》. 化学工业出版社，2018年5月

[2] 刘秀伟.《广告设计》.化学工业出版社，2017年6月

[3] 克劳德•霍普金斯.《科学的广告》.北方妇女儿童出版社，2016年1月

[4] Drew、Eric、Whitman.《吸金广告》.江苏人民出版社，2014年8月

[5] 肯•伯坦肖、尼克•马洪、凯洛琳•巴尔福特.《广告设计基础》. 中国青年出版社，2013年12月

**1760045 Advertisement Design**

**Course Number:** 1760045

**Course Title:** Advertisement Design

**English Name:** Advertisement Design

**Course Type:** Discipline basic elective course

**Credits:** 3.0 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Graphic Language, Information Symbol, Introduction to Visual Communication Design, Handwriting Design, Layout Design, Interface Design, Video Editing Design, Visual Recognition System Design, Product Ads Photography.

**Evaluation Method:** Course participation + written exams

**Course Description:**

Advertisement Design is a basic elective course for undergraduates majoring in visual communication design in College of Art and Design. The main target of this course is to study how to recognize media advertising. The ability of advertising planning, creativity, media selection and production is the necessary basic skill of today's advertising design. It is a necessary condition for becoming a real modern advertiser and designing moving and persuasive advertising works. The modern advertisement design shoulders dual responsibilities. It is not only the main role in the field of superstructure and ideology, but also reflects people's spiritual life. It is inseparable from economic activities and the material life of people.

Course focus: Rooted in the essence of Chinese culture, deeply tap the inheritance of national traditional culture, strengthen national cohesion, and use design to penetrate the patriotic plot into the construction of socialism with Chinese characteristics.

Learn the basic knowledge of advertisement design and get familiar with the basic process of advertisement design.

The difficulties of teaching content: Through this course, complete the whole process of advertising creativity and performance and complete design presentation.

**Recommended Textbooks/References:**

[1] Chen Gen, Advertisement Design From Beginner to Master, Chemical Industry Press, May 2018

[2] Liu Xiuwei, Advertisement Design, Chemical Industry Press, June 2017

[3] Claude Hopkins, Scientific Advertising, Beifang Women&Children Publishing House, January 2016

[4] Drew, Eric, Whitman, Cash Advertising, Jiangsu People's Publishing House, August 2014

[5] Ken Bertenshaw, Neil McMahon, Carolyn Balfort, Fundamentals of Creative Advertising, China Youth Publishing House, December 2013

1760046界面设计

**课程编码：**1760046

**课程名称：界面设计**

**英文名称：**Interface Design

**课程类型：**学科基础选修课

**学分：** 3.0 **总学时：** 48

**面向对象：**艺术设计学院本科生

**先修课程：**字体设计、编排设计

**考核形式：考查**

**课程简介：**

《界面设计》课程主要以平面设计基础知识为理论核心，以计算机辅助设计软件应用为手段，以网络及多媒体视觉载体为设计对象进行设计实践的专业基础课程。落实习近平总书记在全国高校思想政治工作会议上的重要讲话精神,以立德树人为根本任务,培养德才兼备、全面发展的新时代中国特色社会主义建设者和接班人。对于网络技术应用与服务专业的学生来讲，很大程度上都是从事基于Web的应用系统的服务和管理职业。他们除必须掌握网络服务器的管理的安全防范的知识和技能外，还应掌握与信息资源建立，管理和优化的辅助知识，来拓展自己的知识面，提高自己的竞争能力。目的是使学生初步了解视觉传达原理并掌握在制作信息过程中所需基本的版式、色彩、字体、图形、动画的应用，作出美观、实用的信息页面。提高信息资源的制作质量，丰富学生的知识，提高学生的整体素质。

**推荐教材或主要参考书：**

[1] 贾京鹏.《中国高校“十二五”数字艺术精品课程规划教材—界面设计》，中国青年出版社，2015年8月

 [2] （美）Ben [Shneiderman](http://search.dangdang.com/?key2=Shneiderman&medium=01&category_path=01.00.00.00.00.00)（本. [施耐德曼](http://search.dangdang.com/?key2=%CA%A9%C4%CD%B5%C2%C2%FC&medium=01&category_path=01.00.00.00.00.00)）, [Catherine](http://search.dangdang.com/?key2=Catherine&medium=01&category_path=01.00.00.00.00.00) [Plaisant](http://search.dangdang.com/?key2=Plaisant&medium=01&category_path=01.00.00.00.00.00)（[凯瑟琳.普拉圣特](http://search.dangdang.com/?key2=%BF%AD%C9%AA%C1%D5.%C6%D5%C0%AD%CA%A5%CC%D8&medium=01&category_path=01.00.00.00.00.00)）, [Maxine](http://search.dangdang.com/?key2=Maxine&medium=01&category_path=01.00.00.00.00.00) [Cohen](http://search.dangdang.com/?key2=Cohen&medium=01&category_path=01.00.00.00.00.00)（[马克辛.科恩](http://search.dangdang.com/?key2=%C2%ED%BF%CB%D0%C1.%BF%C6%B6%F7&medium=01&category_path=01.00.00.00.00.00)）.《用户界面设计—有效的人机交互策略（第六版）》.电子工业出版社. 2017年12月

[3] 杨璇.《数字媒体界面设计 (普通高等教育艺术设计类专业“十二五”规划教材)》.水利水电出版社.2012年8月

[4] [David](http://search.dangdang.com/?key2=David&medium=01&category_path=01.00.00.00.00.00) [Wood](http://search.dangdang.com/?key2=Wood&medium=01&category_path=01.00.00.00.00.00)（[大卫·伍德](http://search.dangdang.com/?key2=%B4%F3%CE%C0%A1%A4%CE%E9%B5%C2&medium=01&category_path=01.00.00.00.00.00)） 编著，[孔祥富](http://search.dangdang.com/?key2=%BF%D7%CF%E9%B8%BB&medium=01&category_path=01.00.00.00.00.00) 译.《国际经典交互设计教程：界面设计》.电子工业出版社.2015年8月

[5] 自编教材《视觉的沟通Visual Communication》

[6] 张帆.《网页界面设计艺术教程》，人民邮电出版社，2009年1月

[7] 杨艳哲.《Inside-Photoshop CS —UI设计完全攻略》，中国电力出版社，2005年7月

1760046 Interface Design（Elective）

**Course Number:** 1760046

**Course Title:** Interface Design（Elective）

**English Name:** Interface Design

**Course Type:** Elective courses of discipline basis

**Credits:** 3.0 **Total Credit Hours:** 48

**Students:** Undergraduate s of Art and Design College

**Prerequisites:** Handwriting Design, Layout Design

**Evaluation Method:** Evaluation

**Course Description:**

Interface Design is a specialized basic course taking the basic knowledge of graphic design as the theoretical core, the application of computer aided design software as the means, and network and multimedia visual carrier as the design object for design practice. Implement the spirit of the important speech made by the general secretary Xi Jinping at the National Conference on Ideological and Political Work in Colleges and universities, take building morality and cultivating people as the fundamental task, and cultivate builders and successors of socialism with Chinese characteristics in the new era with both political integrity and ability and all-round development. Students majoring in network technology application and service are mostly engaged in the service and management of web-based application system. In addition to network server management security knowledge and skills, they must master the auxiliary knowledge of information resource establishment, management and optimization to expand their knowledge and improve competitiveness. The purpose is to enable students to have a preliminary understanding of the principle of visual communication and master the application of basic layout, color, font, graphics and animation required in the process of making information, so as to make a beautiful and practical information page. Improve the production quality of information resources, enrich students' knowledge and improve the overall quality of students.

**Recommended Textbooks/References:**

[1] Jia Jingpeng, Interface Design---The 12th Five-Year Plan Textbooks for Digital Art Excellent Courses of Colleges and Universities in China, China Youth Publishing House, August 2015

 [2] (USA) Ben [Shneiderman](http://search.dangdang.com/?key2=Shneiderman&medium=01&category_path=01.00.00.00.00.00) (Ben [Shneiderman](http://search.dangdang.com/?key2=ʩ%C4͵%C2%C2%FC&medium=01&category_path=01.00.00.00.00.00)), [Catherine](http://search.dangdang.com/?key2=Catherine&medium=01&category_path=01.00.00.00.00.00) [Plaisant](http://search.dangdang.com/?key2=Plaisant&medium=01&category_path=01.00.00.00.00.00)([Catherine Plaisant](http://search.dangdang.com/?key2=%BF%ADɪ%C1%D5.%C6%D5%C0%ADʥ%CC%D8&medium=01&category_path=01.00.00.00.00.00)), [Maxine](http://search.dangdang.com/?key2=Maxine&medium=01&category_path=01.00.00.00.00.00)[Cohen](http://search.dangdang.com/?key2=Cohen&medium=01&category_path=01.00.00.00.00.00)([Maxine Cohen](http://search.dangdang.com/?key2=%C2%ED%BF%CB%D0%C1.%BFƶ%F7&medium=01&category_path=01.00.00.00.00.00)), Designing the User Interface Strategies for Effective Human-Computer Intersection Sixth Edition, Electronic Industry Press, December 2017

[3] Yang XUan, Digital Media Interface Design (The 12th Five-Year Plan Textbooks for Art Design Majors in General Higher Education), China WaterPower Press, August 2012

[4] [David](http://search.dangdang.com/?key2=David&medium=01&category_path=01.00.00.00.00.00) [Wood](http://search.dangdang.com/?key2=Wood&medium=01&category_path=01.00.00.00.00.00) [(Author)](http://search.dangdang.com/?key2=%B4%F3%CE%C0%A1%A4%CE%E9%B5%C2&medium=01&category_path=01.00.00.00.00.00), [Kong Xiangfu](http://search.dangdang.com/?key2=%BF%D7%CF鸻&medium=01&category_path=01.00.00.00.00.00) (Translator), Basics Interactive Design:an Introduction to Visual Communication in UI Design, Electronic Industry Press, August 2015

[5] Self-designed Textbook Visual Communication

[6] Zhang Fan, Web Interface Design Art Tutorial, Posts and Telecom Press, January 2009

[7] Yang Yanzhe, Inside-Photoshop CS- Introduction to UI Design, China Electric Power Press, July 2005

1760047产品广告摄影

**课程编码：1760047**

**课程名称：产品广告摄影**

**英文名称：Advertising Photography**

**课程类型：学科基础选修课**

**学分： 2.0 总学时： 32**

**面向对象：**视觉传达设计专业本科生

**先修课程：**摄影用光与造型，图形语言，信息符号

**考核形式：** 平时成绩+考试

**课程简介：**

产品广告摄影是艺术设计学院为视觉传达设计专业本科生开设的学科基础选修课程。本课程的任务是了解产品摄影布光规律以及各种质感产品拍摄实战技巧，尝试再现各种被摄产品内涵和所要传达的信息。在教学过程中，将课堂理论教学、案例分析与实践拍摄紧密结合，发掘学生的创造性思维，培养学生的实践应用能力。教学内容重点：初步掌握专业摄影师或者影像艺术家应具备的产品广告拍摄技巧和创作能力，为视觉传达设计专业其它课程学习和今后的工作和艺术创作提供有效的支撑和帮助。教学内容的难点：从产品的本体表现和创意表现两方面出发，使同学们更深一步的学习和了解产品广告摄影操作流程、器材设备、表现技法以及正确的思维方式。培养学生应具备优良的道德品质，树立谦虚细致的工作态度。挖掘我们本民族的艺术特色。课程要求专业学生应拥有优良的道德品质，根植于我国传统文化艺术的土壤，发扬民族文化精神。

**推荐教材或主要参考书：**

[1]美国纽约摄影学院编著. 《纽约摄影学院教材》.中国摄影出版社，2001年5月

[2]刘立宾.《广告摄影技术教程》.中国摄影出版社，1991年

[3]罗兰·巴特著. 《明室》.文化艺术出版社，2003年1月

1760047 Product Ads Photography

**Course Number: 1760047**

**Course Title: Product Ads Photography**

**English Name: Product Ads Photography**

**Course Type: Basic elective course**

**Credits: 2.0 Total Credit Hours: 32**

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites: Photography Light Use and Modeling, Graphic Language, Information Symbol**

**Evaluation Method:** Course participation + written exams

**Course Description:**

Product Photography is a discipline basic elective course offered by the College of Art and Design for undergraduate students majoring in visual communication design. The main target of this course is to understand the light distribution law of product photography and the actual shooting skills of various texture products, and try to reproduce the connotation and information of various photographed products. In the teaching process, combine classroom theory teaching and cases analysis with practice photography to explore students' creative thinking and cultivate their practical application ability. Course focus: Master the product advertising shooting skills and creative ability required by professional photographers or video artists to provides effective support and help for other courses of visual communication design and future work and artistic creation. The difficulties of teaching content: From product performance and creative performance, students can further learn and understand the product photography operation process, equipment, performance techniques and correct way of thinking. Cultivate students' good moral quality and set up modest and meticulous work attitude. Explore the artistic characteristics of our nation. The course requires that students should have good moral quality, be rooted in the soil of China's traditional culture and art, and carry forward the national cultural spirit.

**Recommended Textbooks/References:**

[1] New York Institute of Photography, Textbook of New York Institute of Photography, China Photography Publishing House, May 2001

[2] Liu Libin, Advertising Photography Technique Tutorial, China Photography Publishing House, 1991

[3] Roland Barthes, Camera Lucida: Reflections on Photography, Culture and Art Publishing House, January 2003

# 1760048视觉传达实验室基础

**课程编码：** 1760048

**课程名称：**视觉传达实验室基础

**英文名称：**Visual Transmission Lab Foundation

**课程类型：**实践环节选修课

**学分：** 1 **总学时：**30

**面向对象：**视觉传达设计专业本科生

**先修课程：** 字体设计、版式设计、编辑设计

**考核形式：** 平时成绩+考试

**课程简介：**

视觉传达设计实验室基础的一部分就是印刷工艺实践内容，是非常重要的设计基础课程。内容繁杂，丰富。现今社会的发展需要推动科技工业的发展，印刷也随着时代的要求进行长足的发展与改进。特别平面设计学科所接触的专业知识大多要通过印刷的手段实现，视觉传达设计在纸媒上的实践在印刷方面（一般印刷品是由黄、品红、青、黑四色压印，另外还有印刷专色。）和印刷后期（后加工包括很多工艺，如过胶(覆膜)、过UV、过油、烫金、击凸等，有助于提高印刷品档次）、本科目的教学对整个平面设计的专业都有着深远的影响。另外，对印刷品后期需讲解精装、简装等，参观印刷厂并亲手操作完成，并且还可以进行创意设计装订。

**推荐教材或主要参考书：**

[1]刘丽.印刷工艺设计.湖北美术出版社，2002

# 1760048 Visual Transmission Basic Courses for Lab

**Course Number:** 1760048

**Course Title:** Visual Transmission Basic Courses for Lab

**English Name:** Visual Transmission Basic Courses for Lap

**Course Type:** Practice elective course

**Credits:** 1 **Total Credit Hours:** 30

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Handwriting Design, Graphic Design, Editting Design

**Evaluation Method:** Course participation + written exams

**Course Description:**

Part of Visual Communication Basic Courses for Lab is the practical content of printing crafts, which is a very important basic course of design. The content is multifarious and rich. Nowadays, the development of society needs to promote the development of science and technology industry, and printing has been greatly developed and improved with the requirements of the times. In particular, most of the professional knowledge that the graphic design discipline is exposed to is realized by means of printing, and the practice of visual communication design on paper media is in printing (general printed matter is printed by yellow, magenta, cyan and black, and there are also printing spot colors. ) and the post-printing stage (post-processing includes many processes, such as gluing (laminating), UV, oiling, bronzing, bumping, etc., which help to improve the quality of printed matter), and the teaching of this subject has a profound influence on the whole graphic design major. In addition, it is necessary to explain hardcover, paperback, etc. in the later stage of printed matter, visit the printing plant and finish it by hand, and also carry out creative design and binding.

**Recommended Textbooks/References:**

[1] Liu Li. Printing crafts design Hubei Fine Arts Publishing House, 2002.

# 1711248创新选修

**课程编码：** 1711248

**课程名称：**创新选修

**英文名称：**Practice of creation

**课程类型：**实践环节选修课

**学分：** 2 **总学时：**60

**面向对象：**视觉传达设计专业本科生

**先修课程：** 字体设计、编排设计

**考核形式：** 平时成绩+考查

**课程简介：**

**创新实践是本专业实践课程教学环节内容之一，通过组织学生参加专业相关的设计竞赛等方式提高学生对专业创新的认知度，了解设计学研究对象的基本特性和国内外设计学界最重要的理论前沿、研究动态，具有更开阔的国际视野和敏锐的时代意识；使学生对所学专业建立创新意识与批判性思维，了解专业学习和行业发展相关的人文知识、专业技术及市场相关领域的发展趋势和前沿，初步了解专业的社会价值与未来发展。**

# 1711248Creation (Optional)

**Course Number:** 1711248

**Course Title:** Creation (Optional)

**English Name:** Creation (Optional)

**Course Type:** Practice elective course

**Credits:** 2 **Total Credit Hours:** 60

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Handwriting Design, Layout Design

**Evaluation Method:** Course participation + evaluation

**Course Description:**

Innovation is one of the teaching links of practical courses in this major. By organizing students to take part in professional-related design competitions, students can improve students' awareness of professional innovation, understand the basic characteristics of design research objects, the most important theoretical frontiers and research trends in design circles at home and abroad, and have a broader international vision and a keen sense of the times. It enables students to establish innovative consciousness and critical thinking about their major, learn the development trend and frontier of humanities knowledge, professional technology and market-related fields related to major study and industry development, and preliminarily understand the social value and future development of major.

# 1711391 图形语言

**课程编码：**1711391

**课程名称：**图形语言

**英文名称：**Graph language

**课程类型：**学科基础必修课

**学分：** 3.0 **总学时：** 48

**面向对象：**视觉传达设计专业本科生

**先修课程：**造型基础A、B；形式语言1、2

**考核形式：** 平时成绩+考查

**课程简介：**

图形语言是艺术设计学院为视觉传达设计专业本科生开设的专业限选课。本课程的任务是让学生了解图形的分类、图形的创意、图形语言、图形语意在设计中的应用等相关知识，对于从概念图形和自然图形中提取设计语言，有初步的了解和应用能力。通过大量的作业训练，让学生初步掌握图形语言的基本涵义。图形语言为基础先修课程，是一门培养学生将“物”发展成“图”的课程，帮助学生掌握图形创造的基本方法和规律，了解图形创造的形式语言。认识对象、描绘对象、表现对象；从造像到造物，从造物回到造像；运用图形语言规律，创造个性化的图形。教学内容重点：掌握图形创造的基本方法和规律。教学内容的难点：运用图形语言规律，创造个性化的图形。

**推荐教材或主要参考书：**

[1] 王雪青，图形语言，上海人民美术出版，2005年

[2] 余秉楠主编，图形设计，湖北美术出版社，2006年

# 1711391 Graphic Language

**Course Number:** 1711391

**Course Title:** Graphic Language

**English Name:** Graphic language

**Course Type:** Discipline basic compulsory courses

**Credits:** 3.0 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Modeling Foundation A,B, Form Language 1,2

**Evaluation Method:** Course participation + evaluation

**Course Description:**

Graphic Language is a specialized limited course offered by the College of Art and Design for undergraduates majoring in Visual Communication Design. The task of this course is to let students know about the classification of graphics, graphics creativity, graphics language, the application of graphics semantics in design and other related knowledge, and have a preliminary understanding and application ability for extracting design language from conceptual graphics and natural graphics. Through a great deal of homework training, students can master the basic meaning of graph language. Graph language is a basic prerequisite course, which is a course to train students to develop "objects" into "graphics", and help students master the basic methods and rules of graphic creation and understand the Form Language of graphic creation. Know the object, describe the object and express the object; From statue to creation, from creation to statue; Use the rules of graph language to create personalized graphics. Course focus: Master the basic methods and rules of graphic creation. The difficulties of teaching content: Use the rules of graph language to create personalized graphics.

**Recommended Textbooks/References:**

[1] Wang Xueqing. Graphic Language. Shanghai People's Fine Arts Publishing House, 2005.

[2] Yu Bingnan. Graphic design. Hebei Fine Arts Publishing House, 2006

# 1711395信息符号

**课程编码：**1711395

**课程名称：**信息符号

**英文名称：**Information Symbol

**课程类型：**专业限选课

**学分：**3 **总学时：** 48

**面向对象：**视觉传达设计专业本科生

**先修课程：**设计思维、图形语言

**考核形式：** 平时成绩+考试

**课程简介：**

信息符号是艺术设计学院为视觉传达设计专业本科生开设的专业限选课程类型。信息符号设计是一门综合学科，涉及人、物、空间及社会心理学、符号学、传播学等，通过单纯、显著、易识别的图形、文字、色彩及其组合，表达特定意义、情感，表示[公共区域](http://baike.baidu.com/view/11793573.htm)、[设施](http://baike.baidu.com/view/1157903.htm)的[用途](http://baike.baidu.com/view/344332.htm)和[方位](http://baike.baidu.com/subview/368555/13774385.htm)，提示和指导人们的行为。信息符号为观者提供一种可视、可依靠、可信赖的环境信息和心理依据，以及清晰的辨识信息内容。

信息符号为专业限选课程，从设定参照物、结合空间环境、创造视觉代码、视觉风格定位、展开信息设计的步骤，展开设计方法的论述，训练帮助同学掌握信息符号的表现规律及科学的表现方法。

教学内容重点：根植中国文化精髓，深入挖掘民族传统文化的传承，表达特定意义、情感，[设施](http://baike.baidu.com/view/1157903.htm)的[用途](http://baike.baidu.com/view/344332.htm)和[方位](http://baike.baidu.com/subview/368555/13774385.htm)，提示和指导人们的行为，加强民族凝聚力。

教学内容的难点：独立完成课题的能力培养。

**推荐教材或主要参考书：**

[1] [徐恒醇](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%E3%B4%BC_1). 《设计符号学》 [清华大学出版社](http://www.dangdang.com/publish/%EF%BF%BD%E5%BB%AA%EF%BF%BD%EF%BF%BD%D1%A7%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)，2008年7月

[2] 向帆. 《导向标识系统设计》. 江西美术出版社，2009年12月

[3] [张宪荣](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)、[季华妹](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)、[张萱](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1).《符号学Ⅰ—文化符号学》. [北京理工大学出版社](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%D1%A7%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)，2013年8月

[4] 牟跃. 《城市公共信息符号设计与规划》. 知识产权，2014年2月

[5] 刘朝晖. 《城市空间导向信息系统规划与设计》. 机械工业出版社，2019年9月

# 1711395 Information Symbol

**Course Number:** 1711395

**Course Title:** Information Symbol

**English Name:** Information Symbol

**Course Type: Limited optional course**

**Credits:** 3 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Design thinking, graphic language

**Evaluation Method:** Course participation + written exams

**Course Description:**

Information Symbol is a kind of major-limited course offered by the College of Art and Design for undergraduates majoring in visual communication design. Information Symbol Design is a comprehensive discipline, which involves people, things, space and social psychology, semiotics, communication studies, etc. It expresses specific meaning and emotion, the use and orientation of [public areas](http://baike.baidu.com/view/11793573.htm) and [facilities](http://baike.baidu.com/view/1157903.htm), and [prompts](http://baike.baidu.com/view/344332.htm) and [guides](http://baike.baidu.com/subview/368555/13774385.htm) people's behavior through simple, obvious and easily recognizable figures, words, colors and their combinations. Information Symbol provides viewers with visual, reliable and trustworthy environmental information and psychological basis, as well as clear identification of information content.

Information Symbol is a restricted course for majors. From the steps of setting reference objects, combining with the space environment, creating visual codes, positioning visual styles and developing information design, it discusses the design methods, and trains students to master the expression rules and scientific expression methods of Information Symbol.

Course focus: Rooted in the essence of Chinese culture, it deeply excavates the inheritance of national traditional culture, expresses specific meaning, emotion, [purpose](http://baike.baidu.com/view/1157903.htm) and [orientation](http://baike.baidu.com/view/344332.htm) of [facilities](http://baike.baidu.com/subview/368555/13774385.htm), prompts and guides people's behavior, and strengthens national cohesion.

The difficulties of teaching content: Ability training to complete independent projects.

**Recommended Textbooks/References:**

[1] [Xu Hengchun](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%E3%B4%BC_1). Design Semiotics. [Tsinghua University Press](http://www.dangdang.com/publish/%EF%BF%BD%E5%BB%AA%EF%BF%BD%EF%BF%BD%D1%A7%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), July 2008.

[2] Xiangfan. Design of Guidance and Identification System. Jiangxi Fine Arts Publishing House, December 2009.

[3] [Zhang Xianrong](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), [Ji Huamei](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), [Zhang Xuan](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1). Semiotics I-Cultural Semiotics, [Beijing Institute of Technology Press](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%D1%A7%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), August 2013.

[4] Mou Yue. Design and Planning of Urban Public Information Symbol. Intellectual Property, February 2014.

[5] Liu Chaohui. Planning and Design of Urban Space-oriented Information System. China Machine Press, September 2019.

# 1711437摄影用光与造型

**课程编码：1711437**

**课程名称：摄影用光与造型**

**英文名称：Photography Light Use and Modeling**

**课程类型：**学科基础必修课

**学分： 2.0 总学时： 32**

**面向对象：**视觉传达设计专业本科生

**先修课程：**造型基础A，造型基础B，图形语言

**考核形式：** 平时成绩+考试

**课程简介：**

摄影用光与造型是艺术设计学院为视觉传达设计专业本科生开设的专业限选课程。本课程的任务是学习掌握摄影实践中用光、造型、光影间的关系、气氛营造、创意表达与后期制作等相关内容。教学内容重点：理论结合实践，围绕摄影用光与造型基础原理展开创意思考，并通过规定一定数量与主题的实践操作，把所学知识转化为专业基本技能。教学内容的难点：曝光规律、光线性质、自然光与人工光源的特点、相关设备、布光技巧、布光原则、质感表现、形体塑造。培养学生应具备优良的道德品质，树立谦虚细致的工作态度。挖掘我们本民族的艺术特色。课程要求专业学生应拥有优良的道德品质，根植于我国传统文化艺术的土壤，发扬民族文化精神。让学生在学习过程中开扩眼界，了解中华文化精髓，弘扬爱国主义精神，贯彻习近平主席在文艺工作座谈会上的讲话精神，在复杂的国际形势下，如何用自己的所学正面引导人、高唱主旋律。

**推荐教材或主要参考书：**

[1] 美国纽约摄影学院编著. 《纽约摄影学院教材》.中国摄影出版社，2001年5月

[2] 邱志杰著. 《摄影之后的摄影》.中国人民大学出版社，2005年11月

[3] 苏珊·桑塔格著. 《论摄影》.上海译文出版社，2008年1月

[4] 罗兰·巴特著. 《明室》.文化艺术出版社，2003年1月

# 1711437 Photography Light Use and Modeling

**Course Number: 1711437**

**Course Title: Photography Light Use and Modeling**

**English Name: Photography Light Use and Modeling**

**Course Type:** **Majors are limited to elective courses**

**Credits: 2.0 Total Credit Hours: 32**

**Students: Undergraduate students majoring in visual communication design**

**Prerequisites: Modeling Foundation A,Modeling Foundation B, Graphic Language**

**Evaluation Method:** Course participation + written exams

**Course Description:**

Photography Light Use and Modeling is a limited professional course offered by the College of Art and Design for undergraduates majoring in visual communication design. The task of this course is to learn and master the lighting, modeling, the relationship between light and shadow, atmosphere creation, creative expression and post-production in photography practice. Course focus: Combining theory with practice, creative thinking is carried out around the basic principles of lighting and modeling in photography, and the knowledge learned is transformed into professional basic skills by specifying a certain number and theme of practical operations. The difficulties of teaching content: Exposure rules, light properties, characteristics of natural light and artificial light sources, related equipment, lighting skills, lighting principles, texture expression, and body shaping. Cultivate students' good moral quality and set up modest and meticulous work attitude. Explore the artistic characteristics of our nation. The course requires that students should have good moral quality, be rooted in the soil of China's traditional culture and art, and carry forward the national cultural spirit. It enables students to broaden their horizons, understand the essence of Chinese culture, carry forward the spirit of patriotism, carry out the spirit of President Xi Jinping’s speech at the symposium on literary and art work, and how to guide people positively and sing the main melody with what they have learned under the complicated international situation.

**Recommended Textbooks/References:**

[1] New York Institute of Photography, Textbook of New York Institute of Photography, China Photography Publishing House, May 2001

[2] Qiu Zhijie, Photography after Photography, China Renmin University Press, November 2005

[3] Susan Sontag, On Photography, Shanghai Translation Publishing House, January 2008

[4] Roland Barthes, Camera Lucida: Reflections on Photography, Culture and Art Publishing House, January 2003

# 1711383视觉传达设计概论

**课程编码：1711383**

**英文名称：**Introduction to Visual Communication Design

**课程类型：实践环节选修课**

**学分：2** **总学时：32**学时

**面向对象：**视觉传达设计类本科生

**先修课程：**课程1设计史, 课程2设计概论, 课程3其他专业通识课程

**考核形式：** 平时成绩+考查

**课程简介：**

本课程是艺术设计学院为视觉传达设计专业本科生开设的基础理论课程类型。本课程的任务是在学生进入学科的初级阶段提高专业认知与评价能力，提高专业素质，夯实专业基础知识储备。教学内容重点是视觉传达设计的学科定位及视觉传达设计与其他设计学科的关系，学生学习期间领会视觉传达设计概念来源与基础原理，视觉传达设计学科在大学科和专业方向的结构性意义。教学内容的难点是视觉传达设计与市场、视觉传达设计与环境、视觉传达设计与文化、视觉传达设计教育、视觉传达设计的发展趋势等。增加学生进入学科后的专业概念理解程度，达到提升未来设计发展潜力的深度目的。

**推荐教材或主要参考书：**

[1]扈秀丽编. 平面设计简史.北京理工大学出版社，2009.

2《破译视觉传达设计》[美] 史蒂文·海勒，[美] 丽塔·塔拉里科 著；姚小文 译.广西美术出版社2014.2.1

3《世界平面设计史》.王受之.中国青年出版社.2002.9.1

4《视觉与眼睛[:图画再现心理学的再研究》](http://www.amazon.cn/%E5%9B%BE%E5%83%8F%E4%B8%8E%E7%9C%BC%E7%9D%9B-%E5%9B%BE%E7%94%BB%E5%86%8D%E7%8E%B0%E5%BF%83%E7%90%86%E5%AD%A6%E7%9A%84%E5%86%8D%E7%A0%94%E7%A9%B6-E-H-%E8%B4%A1%E5%B8%83%E9%87%8C%E5%B8%8C/dp/B00EXH7V76/ref%3Dsr_1_fkmr0_1?s=books&ie=UTF8&qid=1451972309&sr=1-1-fkmr0&keywords=%E8%A7%86%E8%A7%89%E4%B8%8E%E7%9C%BC%E7%9D%9B+++%E8%B4%A1%E5%B8%83%E9%87%8C%E5%B8%8C)E.H.贡布里希 (E.H.Gombrich)(作者), 范景中(译者),杨思梁(译者),徐一维(译者).广西美术出版社.2013.7.1.

# 1711383 Introduction to Visual Communication Design

**Course Number: 1711383**

**Course Title:** Introduction to Visual Communication Design

**English Name:** Introduction to Visual Communication Design

**Course Type: Practice elective course**

**Credits: 2** **Total Credit Hours: 32 credit** hours

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Course 1: Design History, Course 2: Introduction to Design, Course 3: General courses for other majors.

**Evaluation Method:** Course participation + evaluation

**Course Description:**

This course is a basic theory course offered by the College of Art and Design for undergraduate students majoring in visual communication design. The main target of this course is to improve students' professional theoretical cognition and evaluation ability, improve the professional quality and consolidate the reserve of professional basic knowledge at the primary stage of the discipline study. This course focuses on the discipline orientation of industrial design and the relationship between visual communication design and other design disciplines. During the study, students will understand the concept source and basic principles of visual communication design, and the structural significance of visual communication design discipline in university and professional direction. The difficulties of teaching contents are described as followings: the development trend of visual communication design and market, visual communication design and environment, visual communication design and culture, visual communication design education and visual communication design. Improve students' understanding of professional concepts after entering the discipline, so as to enhance the development potential of future design.

**Recommended Textbooks/References:**

[1] Hu Xiuli, A Brief History of Graphic Design, Beijing Institute of Technology Press, 2009

[2] Steven Heller, Lita Talarico. Decoding Visual Communication Design. Translated by Yao Xiaowen. Guangxi Fine Arts Publishing House, February 1, 2014.

[3] Wang Shouzhi. Graphic Design of the World, China Youth Publishing House, September 1, 2002.

[4] Gombrich (Author), Fan Jingzhong (Translator), Yang Siliang (Translator), Xu Yiwei (Translator), The Image & the Eye Further [Studies in the Psychology of Pictorial Representation](http://www.amazon.cn/%E5%9B%BE%E5%83%8F%E4%B8%8E%E7%9C%BC%E7%9D%9B-%E5%9B%BE%E7%94%BB%E5%86%8D%E7%8E%B0%E5%BF%83%E7%90%86%E5%AD%A6%E7%9A%84%E5%86%8D%E7%A0%94%E7%A9%B6-E-H-%E8%B4%A1%E5%B8%83%E9%87%8C%E5%B8%8C/dp/B00EXH7V76/ref%3Dsr_1_fkmr0_1?s=books&ie=UTF8&qid=1451972309&sr=1-1-fkmr0&keywords=视觉与眼睛+++贡布里希), Guangxi Fine Arts Publishing House, July 1, 2013

# 1711401字体设计

**课程编码：**1711401

**课程名称：**字体设计

**英文名称：**Font Design

**课程类型：**专业限选课

**学分：**3 **总学时：**48

**面向对象：**视觉传达设计专业本科生

**先修课程：**设计思维、图形语言、创意思维

**考核形式：** 平时成绩+考试

**课程简介：**

字体设计是艺术设计学院为视觉传达设计专业本科生开设的专业限选课程类型。作为视觉传达设计的重要手段，字体设计的主要任务就是对文字的形象进行符合设计对象特性要求的艺术处理，以增强文字的传播效果。因此，字体设计能力是视觉传达专业设计师的核心能力之一，本课程学习和掌握字体设计基本知识和技能，研习中国字体的独特美，传承中国传统文化，将文化自信融入课程中。并通过课程训练来培养学生字体设计的实际技能，为学生尽快掌握后续的专业课程打下良好基础。

字体设计为专业限选课程，通过该课程学习使学生熟练掌握中、外文基本字体的书写方法及创意字体设计的基本规律，能够根据文字内容独立完成字体创意绘写的全过程；会运用字体设计简单的平面物，如标语、店面、海报、招贴等，使所学知识在相关课程中发挥积极的作用。

教学内容重点：中文字体的传承与创造

教学内容的难点：中英文字体变体设计。

**推荐教材或主要参考书：**

[1] 余秉楠.《字体设计》.湖南美术出版社，2009 年

[2] 刘兵克. 《自由“字”在字体设计与创意》. 人民邮电出版社，2015年2月

[3] 靳埭强.《字体设计100+1》. 北京大学出版社，2018年11月

[4] [墨] 克里斯托巴尔·埃内斯特罗萨, [西]劳拉·梅塞格尔.黄晓迪译 《如何创作字体》. 中信出版社，2019年2月

# 1711401 FrontDesign

**Course Number:** 1711401

**Course Title:** Front Design

**English Name:** Font Design

**Course Type: Limited optional course**

**Credits:** 3 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Design Thinking, Graphic Language, Creation Thinking

**Evaluation Method:** Course participation + written exams

**Course Description:**

Handwriting Design is a specialized limited course type offered by the College of Art and Design for undergraduates majoring in visual communication design. As an important means of visual communication design, the main task of Handwriting Design is to carry out artistic treatment on the image of characters that meet the requirements of design objects, so as to enhance the communication effect of characters. Therefore, Handwriting Design ability is one of the core abilities of professional designers of visual communication. This course is about learning and mastering of the basic knowledge and skills of Handwriting Design, studying of the unique beauty of Chinese fonts, inheriting of Chinese traditional culture, and integrating cultural self-confidence into the course. Through course training, students' practical skills of Handwriting Design can be cultivated, which will lay a good foundation for students to master the follow-up professional courses as soon as possible.

Handwriting Design is a professional restricted course. Through this course, students can master the writing methods of Chinese and foreign basic fonts and the basic rules of creative Handwriting Design, and can independently complete the whole process of creative drawing and writing of fonts according to the text content. Students can use fonts to design simple flat objects, such as slogans, storefronts, posters, posters, etc., so that the knowledge you have learned can play an active role in related courses.

Course focus: Inheritance and creation of Chinese fonts

The difficulties of teaching content: Design of Chinese and English font variants.

**Recommended Textbooks/References:**

[1] Yu Bingnan. Handwriting Design. Hunan Fine Arts Publishing House, 2009.

[2] Liu Bingke. "Freedom" in Handwriting Design and creativity. Posts & Telecom Press,February 2015.

[3] Jin Daiqiang. Handwriting Design 100+1. Peking University Press, November 2018.

[4] [Mexico] Cristobal Henestr, [Spain] Laura Meseguer. Translated by Huang Xiaodi. How to create fonts. CITIC Publishing House, February 2019.

1760049编排设计

**课程编码：**1760049

**课程名称：**编排设计

**英文名称：**Layout Design

**课程类型：**学科基础必修课

**学分：**3.0  **总学时：** 48

**面向对象：**视觉传达设计专业本科生

**先修课程：**造型基础、设计基础、创意思维训练、字体设计

**考核形式：** 平时成绩+考试

**课程简介：**

编排设计是艺术设计学院为视觉传达设计专业本科生开设的学科基础必修课。本课程的任务是按照一定的视觉表达内容的需要和审美的规律，结合各种平面设计的具体特点，运用各视觉要素和构成要素，将文字图形及其他视觉形象加以组合编排、进行表现的一种视觉传达设计方法的课程。编排设计广泛应用于报纸广告、招贴、书刊、直邮广告（DM）、企业形象设计、包装和网页等平面和影像的领域。教学内容重点：编排设计是在版式上将有限的视觉元素进行有机的排列组合，将理性思维个性化地表现出来。教学内容的难点：掌握合理运用各视觉元素以及培养起自觉创新的编排方法和能力。

**推荐教材或主要参考书：**

[1]：[张如画](http://search.dangdang.com/?key2=%D5%C5%C8%E7%BB%AD&medium=01&category_path=01.00.00.00.00.00" \t "_blank) [李俊](http://search.dangdang.com/?key2=%C0%EE%BF%A1&medium=01&category_path=01.00.00.00.00.00) [吴昊](http://search.dangdang.com/?key2=%CE%E2%EA%BB&medium=01&category_path=01.00.00.00.00.00).《版式设计》.中国青年出版社，2019年

[2]：张爱民.《版式设计》.中国轻工业出版社，2019年

1760049 Layout Design

**Course Number: 1760049**

**Course Title: Layout Design**

**English Name: Layout Design**

**Course Type: Compulsory course of subject basis**

**Credits: 3.0 Total Credit Hours: 48**

**Students: Undergraduate students majoring in visual communication design**

**Prerequisites: Modeling Foundation, Design Foundation, Creation Thinking Training, Handwriting Design**

**Evaluation Method: Course participation + written exams**

**Course Description:**

Layout Design is a basic required course for undergraduates majoring in visual communication design in College of Art and Design. The task of this course is to combine the characters, graphics and other visual images according to the needs of certain visual expression contents and aesthetic laws, combined with the specific characteristics of various graphic designs, and using various visual elements and constituent elements. Layout Design is widely used in newspaper advertisements, posters, books and periodicals, direct mail advertisements (DM), corporate image design, packaging and web pages, etc. Course focus: Layout Design is the organic arrangement and combination of limited visual elements in the layout, and the personalized expression of rational thinking. The difficulties of teaching content: Master the rational use of various visual elements and cultivate the creative arrangement methods and abilities.

**Recommended Textbooks/References:**

[1] [Zhang Ruhua](http://search.dangdang.com/?key2=%D5%C5%C8续&medium=01&category_path=01.00.00.00.00.00), [Li Jun](http://search.dangdang.com/?key2=%C0&medium=01&category_path=01.00.00.00.00.00), [Wu Hao](http://search.dangdang.com/?key2=%CE%E2%EA%BB&medium=01&category_path=01.00.00.00.00.00). Graphic Design. China Youth Publishing House, 2019.

[2] Zhang Aimin. Graphic Design. China Light Industry Press, 2019

# 1760050界面设计

**课程编码：**1760050

**课程名称：界面设计**

**英文名称：**Interface Design

**课程类型：**专业限选课

**学分：** 3.0 **总学时：** 48

**面向对象：**多媒体网络传播方向本科生

**先修课程：**字体设计、编排设计

**考核形式：考查**

**课程简介：**

《界面设计》课程主要以平面设计基础知识为理论核心，以计算机辅助设计软件应用为手段，以网络及多媒体视觉载体为设计对象进行设计实践的专业基础课程。落实习近平总书记在全国高校思想政治工作会议上的重要讲话精神,以立德树人为根本任务,培养德才兼备、全面发展的新时代中国特色社会主义建设者和接班人。对于网络技术应用与服务专业的学生来讲，很大程度上都是从事基于Web的应用系统的服务和管理职业。他们除必须掌握网络服务器的管理的安全防范的知识和技能外，还应掌握与信息资源建立，管理和优化的辅助知识，来拓展自己的知识面，提高自己的竞争能力。目的是使学生初步了解视觉传达原理并掌握在制作信息过程中所需基本的版式、色彩、字体、图形、动画的应用，作出美观、实用的信息页面。提高信息资源的制作质量，丰富学生的知识，提高学生的整体素质。

**推荐教材或主要参考书：**

[1] 贾京鹏.《中国高校“十二五”数字艺术精品课程规划教材—界面设计》，中国青年出版社，2015年8月

 [2] （美）Ben [Shneiderman](http://search.dangdang.com/?key2=Shneiderman&medium=01&category_path=01.00.00.00.00.00)（本. [施耐德曼](http://search.dangdang.com/?key2=%CA%A9%C4%CD%B5%C2%C2%FC&medium=01&category_path=01.00.00.00.00.00)）, [Catherine](http://search.dangdang.com/?key2=Catherine&medium=01&category_path=01.00.00.00.00.00) [Plaisant](http://search.dangdang.com/?key2=Plaisant&medium=01&category_path=01.00.00.00.00.00)（[凯瑟琳.普拉圣特](http://search.dangdang.com/?key2=%BF%AD%C9%AA%C1%D5.%C6%D5%C0%AD%CA%A5%CC%D8&medium=01&category_path=01.00.00.00.00.00)）, [Maxine](http://search.dangdang.com/?key2=Maxine&medium=01&category_path=01.00.00.00.00.00) [Cohen](http://search.dangdang.com/?key2=Cohen&medium=01&category_path=01.00.00.00.00.00)（[马克辛.科恩](http://search.dangdang.com/?key2=%C2%ED%BF%CB%D0%C1.%BF%C6%B6%F7&medium=01&category_path=01.00.00.00.00.00)）.《用户界面设计—有效的人机交互策略（第六版）》.电子工业出版社. 2017年12月

[3] 杨璇.《数字媒体界面设计 (普通高等教育艺术设计类专业“十二五”规划教材)》.水利水电出版社.2012年8月

[4] [David](http://search.dangdang.com/?key2=David&medium=01&category_path=01.00.00.00.00.00) [Wood](http://search.dangdang.com/?key2=Wood&medium=01&category_path=01.00.00.00.00.00)（[大卫·伍德](http://search.dangdang.com/?key2=%B4%F3%CE%C0%A1%A4%CE%E9%B5%C2&medium=01&category_path=01.00.00.00.00.00)） 编著，[孔祥富](http://search.dangdang.com/?key2=%BF%D7%CF%E9%B8%BB&medium=01&category_path=01.00.00.00.00.00) 译.《国际经典交互设计教程：界面设计》.电子工业出版社.2015年8月

[5] 自编教材《视觉的沟通Visual Communication》

[6] 张帆.《网页界面设计艺术教程》，人民邮电出版社，2009年1月

[7] 杨艳哲.《Inside-Photoshop CS —UI设计完全攻略》，中国电力出版社，2005年7月

# 1760050 Interface Design

**Course Number:** 1760050

**Course Title:** Interface Design

**English Name:** Interface Design

**Course Type:** Specialized Limited Courses

**Credits:** 3.0 **Total Credit Hours:** 48

**Students:**  Multimedia network communication direction undergraduate

**Prerequisites:** Front Design, Layout Design

**Evaluation Method:** Evaluation

**Course Description:**

Interface Design is a specialized basic course taking the basic knowledge of graphic design as the theoretical core, the application of computer aided design software as the means, and network and multimedia visual carrier as the design object for design practice. Implement the spirit of the important speech made by the general secretary Xi Jinping at the National Conference on Ideological and Political Work in Colleges and universities, take building morality and cultivating people as the fundamental task, and cultivate builders and successors of socialism with Chinese characteristics in the new era with both political integrity and ability and all-round development. Students majoring in network technology application and service are mostly engaged in the service and management of web-based application system. In addition to network server management security knowledge and skills, they must master the auxiliary knowledge of information resource establishment, management and optimization to expand their knowledge and improve competitiveness. The purpose is to enable students to have a preliminary understanding of the principle of visual communication and master the application of basic layout, color, font, graphics and animation required in the process of making information, so as to make a beautiful and practical information page. Improve the production quality of information resources, enrich students' knowledge and improve the overall quality of students.

**Recommended Textbooks/References:**

[1] Jia Jingpeng, Interface Design---The 12th Five-Year Plan Textbooks for Digital Art Excellent Courses of Colleges and Universities in China, China Youth Publishing House, August 2015

 [2] (USA) Ben [Shneiderman](http://search.dangdang.com/?key2=Shneiderman&medium=01&category_path=01.00.00.00.00.00) (Ben [Shneiderman](http://search.dangdang.com/?key2=ʩ%C4͵%C2%C2%FC&medium=01&category_path=01.00.00.00.00.00)), [Catherine](http://search.dangdang.com/?key2=Catherine&medium=01&category_path=01.00.00.00.00.00) [Plaisant](http://search.dangdang.com/?key2=Plaisant&medium=01&category_path=01.00.00.00.00.00)([Catherine Plaisant](http://search.dangdang.com/?key2=%BF%ADɪ%C1%D5.%C6%D5%C0%ADʥ%CC%D8&medium=01&category_path=01.00.00.00.00.00)), [Maxine](http://search.dangdang.com/?key2=Maxine&medium=01&category_path=01.00.00.00.00.00)[Cohen](http://search.dangdang.com/?key2=Cohen&medium=01&category_path=01.00.00.00.00.00)([Maxine Cohen](http://search.dangdang.com/?key2=%C2%ED%BF%CB%D0%C1.%BFƶ%F7&medium=01&category_path=01.00.00.00.00.00)), Designing the User Interface Strategies for Effective Human-Computer Intersection Sixth Edition, Electronic Industry Press, December 2017

[3] Yang XUan, Digital Media Interface Design (The 12th Five-Year Plan Textbooks for Art Design Majors in General Higher Education), China WaterPower Press, August 2012

[4] [David](http://search.dangdang.com/?key2=David&medium=01&category_path=01.00.00.00.00.00) [Wood](http://search.dangdang.com/?key2=Wood&medium=01&category_path=01.00.00.00.00.00) [(Author)](http://search.dangdang.com/?key2=%B4%F3%CE%C0%A1%A4%CE%E9%B5%C2&medium=01&category_path=01.00.00.00.00.00), [Kong Xiangfu](http://search.dangdang.com/?key2=%BF%D7%CF鸻&medium=01&category_path=01.00.00.00.00.00) (Translator), Basics Interactive Design:an Introduction to Visual Communication in UI Design, Electronic Industry Press, August 2015

[5] Self-designed Textbook Visual Communication

[6] Zhang Fan, Web Interface Design Art Tutorial, Posts and Telecom Press, January 2009

[7] Yang Yanzhe, Inside-Photoshop CS- Introduction to UI Design, China Electric Power Press, July 2005

**1760051 影像编辑设计**

**课程编码：**1760051

**课程名称：**影像编辑设计

**英文名称：**Image editing design

**课程类型：**专业限选课

**学分：** 2.0 **总学时：** 32

**面向对象：**视觉传达设计专业本科生

**先修课程：**图形语言、信息符号、视觉传达设计概论、摄影用光与造型

**考核形式：** 平时成绩+考查

**课程简介：**

影像编辑设计课程是视觉传达专业的专业限选课程，在第四学期进行，2学分32学时，属于视觉传达专业的多媒体设计类课程，强调和突出培养学生对视频影像的整体控制能力及艺术创造力。本课程以影视后期编辑软件为平台，以大量优秀影视后期案例为切入点，配合多元化的实践训练，使学生通过学习能够掌握如何对各类素材进行精确加工，配合各类型的技术特效及剪辑手法，产生丰富、美妙的视觉效果；同时注重制作与创作相结合，完成影像资料的后期合成，培养提高学生影像创作与制作的实践能力，为联合创作和毕业设计打下坚实的基础。

**推荐教材或主要参考书：**

[1] 程明才. 《After Effects CC中文版超级学习手册》.人民邮电出版社，2015年2月北京第二次印刷

[2] 鲍比·奥斯廷《The Invisible Cut : How Editors Make Movie Magic》北京联合出版公司·后浪出版公司，2016年4月

[3] 罗伊·汤普森 / 克里斯托弗·J·鲍恩. 《剪辑的语法》北京联合出版公司·后浪出版公司，2017年7月

[4]  马克西姆·亚戈. 《Adobe Premiere Pro CC 2018经典教程（彩色版）》. 人民邮电出版社，2019年

**1760051 Image Editing Design**

**Course Number:** 1760051

**Course Title:** Image Editing Design

**English Name:** Image Editing Design **Course Type:** Specialized Elective Courses

**Credits:** 2.0 **Total Credit** **Hours:** 32

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Graphic Language, Information Symbol, Introduction to Visual Communication Design, Photography Light Use and Modeling

**Evaluation Method:** Course participation + evaluation

**Course Description:**

Video Editing Design is a limited course for visual communication majors, which is held in the fourth semester, with 2 credits and 32 hours. It belongs to the multimedia design course for visual communication majors, and emphasizes and highlights the cultivation of students' overall control ability of video images and artistic creativity. This course takes the post-film editing software as the platform, takes a large number of excellent post-film cases as the entry point, and cooperates with diversified practical training, so that students can master how to accurately process all kinds of materials through learning, and cooperate with various technical special effects and editing techniques to produce rich and wonderful visual effects. At the same time, it values the combination of production and creation, completes the post-synthesis of image materials, cultivates and improves students' practical ability of image creation and production, and lays a solid foundation for joint creation and graduation design.

**Recommended Textbooks/References:**

[1] Cheng Mingcai. After Effects CC Chinese Super Learning Manual. Posts & Telecom Press, February 2015.

[2] Bobbie O’Steen. The Invisible Cut: How Editors Make Movie Magic., Beijing United Publishing Post Wave Publishing, April 2016.

[3] Roy Thompson, Christopher J Bowen. Grammar of Clipping. Beijing United Publishing Post Wave Publishing, July 2017.

[4] Maxim Jago. Adobe Premiere Pro CC 2018 Classic Tutorial (Color Edition). Posts & Telecom Press, 2019

# 1760052视觉识别系统设计

**课程编码：** 1760052

**课程名称：**视觉识别系统设计

**英文名称：**Visual Identity

**课程类型：**专业选修课

**学分：** 3.0 **总学时：**48

**面向对象：**视觉传达设计专业本科生

**先修课程：** 《造型基础》《形式语言》《图形语言》《设计思维》《信息符号》《字体设计》《书籍设计》《标志设计》《包装设计》《广告设计》

**考核形式：** 平时成绩+考试

**课程简介：**

视觉识别系统设计是艺术设计学院为视觉传达设计专业本科生开设的实践环节选修课，是培养学生将企业精神、理念、特质、服务等内容可视化、个性化、规范化、系统化的课程。视觉识别系统设计是企业参与市场竞争、建立品牌的有效手段，在展示品牌个性，优化、提升品牌形象方面作用突出。视觉识别系统分为基本要素和应用要素两个部分，是项目最多、层面最广、形式丰富多样、传播最直接的应用系统，是企业无形资产的重要组成部分。

通过课程学习，帮助同学掌握视觉识别系统设计的理论知识，培养科学的思维方式及设计方法，了解设计流程，建立市场意识、团队精神，并能通过设计充分反映企业理念、准确表达行业属性、利用视觉识别系统设计的知识与技能服务企业，用设计将爱国情结贯穿到中国特色社会主义建设中。

**推荐教材或主要参考书：**

[1] [魏嘉](http://search.dangdang.com/?key2=%CE%BA%BC%CE&medium=01&category_path=01.00.00.00.00.00" \t "_blank) ,[刘颖](http://search.dangdang.com/?key2=%C1%F5%D3%B1&medium=01&category_path=01.00.00.00.00.00). 《视觉识别系统》. [中国轻工业出版社](http://search.dangdang.com/?key3=%D6%D0%B9%FA%C7%E1%B9%A4%D2%B5%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)，2012

[2] [魏中龙](http://search.dangdang.com/?key2=%CE%BA%D6%D0%C1%FA&medium=01&category_path=01.00.00.00.00.00" \t "_blank). 《品牌形象与设计》. [经济管理出版社](http://search.dangdang.com/?key3=%BE%AD%BC%C3%B9%DC%C0%ED%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)，201

# 1760052 Visual Recognition System Design

**Course Number:** 1760052

**Course Title:** Visual Recognition System Design

**English Name:** Visual Recognition System Design **Course Type:** Major elective courses

**Credits:** 3.0 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Modelling Foundation, Form Language, Graphic Language, Design Thinking, Information Symbol, Handwriting Design, Book Design, Label Design, Package Design and Advertisement Design

**Evaluation Method:** Course participation + written exams

**Course Description:**

Visual Recognition System Design is a practical elective course for undergraduates majoring in visual communication design in College of Art and Design, and it is a course to train students to visualize, personalize, standardize and systematize the contents of enterprise spirit, ideas, characteristics and services. Visual Recognition System Design is an effective means for enterprises to participate in market competition and build brands, and plays an outstanding role in displaying brand personality, optimizing and promoting brand image. Vision recognition system is divided into two parts: basic elements and application elements. It is an application system with the largest number of projects, the widest range of levels, rich and diverse forms and the most direct spread, and an important part of intangible assets of enterprises.

Through the course study, it can help students master the theoretical knowledge of Visual Recognition System Design, cultivate scientific thinking mode and design method, understand the design process, establish market awareness and team spirit, fully reflect the enterprise concept through design, accurately express industry attributes, serve enterprises by using the knowledge and skills of Visual Recognition System Design, and penetrate patriotic complex into the construction of socialism with Chinese characteristics through design.

**Recommended Textbooks/References:**

[1] [Wei Jia](http://search.dangdang.com/?key2=κ%BC%CE&medium=01&category_path=01.00.00.00.00.00), [Liu Ying](http://search.dangdang.com/?key2=%C1%F5ӱ&medium=01&category_path=01.00.00.00.00.00). Visual Identification System.[China Light Industry Press](http://search.dangdang.com/?key3=%D6й%FA%C7Ṥҵ%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00) 2012.

[2][Wei Zhonglong](http://search.dangdang.com/?key2=κ%D6%D0%C1%FA&medium=01&category_path=01.00.00.00.00.00). Brand image and design》. [Economy & Management Publishing House](http://search.dangdang.com/?key3=%BE%AD%BCù%DC%C0%ED%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), 2017.

1760053 广告设计

**课程编码：1760053**

**课程名称：**广告设计

**英文名称：**Advertisement Design

**课程类型：**专业限选课

**学分：**3.0 **总学时：** 48

**面向对象：**视觉传达设计专业本科生

**先修课程：**图形语言、信息符号、视觉传达设计概论、字体设计、编排设计、界面设计、影像编辑设计、视觉识别系统设计、产品广告摄影

**考核形式：** 平时成绩+考试

**课程简介：**

广告设计是艺术设计学院为视觉传达设计专业本科生开设的专业限选课程。本课程的任务是以研究如何认识媒体广告为目的。广告的策钊、创意、媒体选择、制作等能力是今日广告设计所必备的基本功，是成为正真正的意义的现代广告人，设计出感人的、具有说服力的广告作品的必要条件。 现代广告设计学科肩负双重责任，它既是上层建筑、意识形态领域的主要角色，反映人们的精神生活，它又与经济活动密不可分，反是非曲直人们的物质生活。

教学内容重点：根植中国文化精髓，深入挖掘民族传统文化的传承，加强民族凝聚力，用设计将爱国情节贯穿到中国特色社会主义建设中。

学习广告设计基础知识，熟悉广告设计基本流程。

教学内容的难点：通过课程可以完成广告创意与表现的全过程及完整的设计呈现。

**推荐教材或主要参考书：**

[1] 陈根.《广告设计从入门到精通》. 化学工业出版社，2018年5月

[2] 刘秀伟.《广告设计》.化学工业出版社，2017年6月

[3] 克劳德•霍普金斯.《科学的广告》.北方妇女儿童出版社，2016年1月

[4] Drew、Eric、Whitman.《吸金广告》.江苏人民出版社，2014年8月

[5] 肯•伯坦肖、尼克•马洪、凯洛琳•巴尔福特.《广告设计基础》. 中国青年出版社，2013年12月

1760053 Advertisement Design

**Course Number:** **1760053**

**Course Title:** Advertisement Design

**English Name:** Advertisement Design

**Course Type:** Specialized Elective Courses

**Credits:** 3.0 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Graphic Language, Information Symbol, Introduction to Visual Communication Design, Handwriting Design, Layout Design, Interface Design, Video Editing Design, Visual Recognition System Design,Product Photography.

**Evaluation Method:** Course participation + written exams

**Course Description:**

Advertisement Design is a restricted course for undergraduates majoring in visual communication design in the College of Art and Design. The main target of this course is to study how to recognize media advertising. The ability of advertising planning, creativity, media selection and production is the necessary basic skill of today's advertising design. It is a necessary condition for becoming a real modern advertiser and designing moving and persuasive advertising works. The modern advertisement design shoulders dual responsibilities. It is not only the main role in the field of superstructure and ideology, but also reflects people's spiritual life. It is inseparable from economic activities and the material life of people.

Course focus: Rooted in the essence of Chinese culture, deeply tap the inheritance of national traditional culture, strengthen national cohesion, and use design to penetrate the patriotic plot into the construction of socialism with Chinese characteristics.

Learn the basic knowledge of advertisement design and get familiar with the basic process of advertisement design.

The difficulties of teaching content: Through this course, complete the whole process of advertising creativity and performance and complete design presentation.

**Recommended Textbooks/References:**

[1] Chen Gen, Advertisement Design From Beginner to Master, Chemical Industry Press, May 2018

[2] Liu Xiuwei, Advertisement Design, Chemical Industry Press, June 2017

[3] Claude Hopkins, Scientific Advertising, Beifang Women&Children Publishing House, January 2016

[4] Drew, Eric, Whitman, Cash Advertising, Jiangsu People's Publishing House, August 2014

[5] Ken Bertenshaw, Neil McMahon, Carolyn Balfort, Fundamentals of Creative Advertising, China Youth Publishing House, December 2013

**1760054产品广告摄影**

**课程编码：1760054**

**课程名称：产品广告摄影**

**英文名称：Advertising Photography**

**课程类型：**专业选修课

**学分： 3.0 总学时： 48**

**面向对象：**视觉传达设计专业本科生

**先修课程：**图形语言，摄影用光与造型

**考核形式：** 平时成绩+考试

**课程简介：**

产品广告摄影是艺术设计学院为视觉传达设计专业本科生开设的学科基础选修课程。本课程的任务是了解产品摄影布光规律以及各种质感产品拍摄实战技巧，尝试再现各种被摄产品内涵和所要传达的信息。在教学过程中，将课堂理论教学、案例分析与实践拍摄紧密结合，发掘学生的创造性思维，培养学生的实践应用能力。教学内容重点：初步掌握专业摄影师或者影像艺术家应具备的产品广告拍摄技巧和创作能力，为视觉传达设计专业其它课程学习和今后的工作和艺术创作提供有效的支撑和帮助。教学内容的难点：从产品的本体表现和创意表现两方面出发，使同学们更深一步的学习和了解产品广告摄影操作流程、器材设备、表现技法以及正确的思维方式。培养学生应具备优良的道德品质，树立谦虚细致的工作态度。挖掘我们本民族的艺术特色。课程要求专业学生应拥有优良的道德品质，根植于我国传统文化艺术的土壤，发扬民族文化精神。

**推荐教材或主要参考书：**

[1]美国纽约摄影学院编著. 《纽约摄影学院教材》.中国摄影出版社，2001年5月

[2]刘立宾.《广告摄影技术教程》.中国摄影出版社，1991年

[3] 张黎明.《商业摄影指导》.浙江摄影出版社，2006年

**1760054 Advertising Photography**

**Course Number: 1760054**

**Course Title: Advertising Photography**

**English Name: Advertising Photography**

**Course Type: Majors are limited to elective courses**

**Credits: 3.0 Total Credit Hours: 48**

**Students: Undergraduate students majoring in visual communication design**

**Prerequisites: Graphic Language, Photography Light Use and Modeling**

**Evaluation Method:** Course participation + written exams

**Course Description:**

Product Photography is a discipline basic elective course offered by the College of Art and Design for undergraduate students majoring in visual communication design. The main target of this course is to understand the light distribution law of product photography and the actual shooting skills of various texture products, and try to reproduce the connotation and information of various photographed products. In the teaching process, combine classroom theory teaching and cases analysis with practice photography to explore students' creative thinking and cultivate their practical application ability. Course focus: Master the product advertising shooting skills and creative ability required by professional photographers or video artists to provides effective support and help for other courses of visual communication design and future work and artistic creation. The difficulties of teaching content: From product performance and creative performance, students can further learn and understand the product photography operation process, equipment, performance techniques and correct way of thinking. Cultivate students' good moral quality and set up modest and meticulous work attitude. Explore the artistic characteristics of our nation. The course requires that students should have good moral quality, be rooted in the soil of China's traditional culture and art, and carry forward the national cultural spirit.

**Recommended Textbooks/References:**

[1] New York Institute of Photography, Textbook of New York Institute of Photography, China Photography Publishing House, May 2001

[2] Liu Libin, Advertising Photography Technique Tutorial, China Photography Publishing House, 1991

[3] Zhang Liming. Guide to Commercial Photography. Zhejiang Photography Publishing House, 2006.

1760055 用户体验设计

**课程编码：**1760055

**课程名称：**用户体验设计

**英文名称：**User Experience Design

**课程类型：专业限选课**

**学分：**3.0  **总学时：** 48

**面向对象：**视觉传达设计专业本科生

**先修课程：**图形语言、信息符号、视觉传达设计概论、字体设计、编排设计、界面设计、影像编辑设计、视觉识别系统设计、广告设计、产品广告摄影、设计心理学

**考核形式：** 平时成绩+考试

**课程简介：**

用户体验设计是艺术设计学院为视觉传达设计专业本科生开设的**专业限选**课程。本课程的任务是延伸设计前端的要求满足多学科穿插的要求，对于学习艺术设计的学生发展有着重要意义。大量的新产品不断地被推进市场面向公众，它们拥有丰富的动态界面，号称可以解决生活和工作中的难题，将我们的生活变得更美好和轻松，设计是具有功能性的实现，实现用户价值提供良好用户体验的产品和设计才能够在市场环境下生存。

教学内容重点：根植中国文化精髓，深入挖掘民族传统文化的传承，加强民族凝聚力，用设计将爱国情节贯穿到中国特色社会主义建设中。

用户体验设计是关于心理学研究范畴，课程着重强调设计过程前后两端的均衡，前端重点做好草图和设计创意（确保设计得正确），学习用户研究的方法与工具。教学内容的难点：指导设计与产品的定位与内容，符合用户需求，保证可用性和工程两方面（确保设计被正确实施）。使设计能到到达或者超越用户预期，充分体现设计价值与社会效应。

**推荐教材或主要参考书：**

[1] 盖文·艾林伍德《国际经典交互设计教程：用户体验设计》电子工业出版社，2015年8月

[2] 比尔·巴克斯顿《用户体验草图设计：正确地设计，设计得正确》电子工业出版社，2012年3月

[3] [索尔·格林伯格](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%D6%B2%EF%BF%BD%EF%BF%BD%EF%BF%BD_1). 《用户体验草图设计工具手册》 电子工业出版社，2014年5月

[4] 托马斯·洛克伍德. 《设计思维：整合创新、用户体验与品牌价值》. 电子工业出版社，2012年8月

[5] 惠特尼·奎瑟贝利. 《用户体验设计：讲故事的艺术》 清华大学出版社，2014年1月

[6] 罗斯·昂格尔. 《UX设计之道 以用户体验为中心的Web设计（第2版）》. 人民邮电出版社，2015年4月

[7] 杰西·J·加瑞特. 《用户体验要素：以用户为中心的产品设计》. 机械工业出版社，2012年7月

[8] 吉尔斯·科尔伯恩. 《简约至上：交互式设计四策略》. 人民邮电出版社，2011年1月

[9] [腾讯公司用户研究与体验设计部](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%D1%B6%EF%BF%BD%EF%BF%BD%CB%BE%EF%BF%BD%C3%BB%EF%BF%BD%EF%BF%BD%D0%BE%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%C6%B2%EF%BF%BD_1). 《在你身边，为你设计 腾讯的用户体验设计之道》. [电子工业出版社](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%D3%B9%EF%BF%BD%D2%B5%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)，2013年1月

[10] 阿里巴巴1688用户体验部. 《U一点料：阿里巴巴1688UED体验设计践行之路》. 机械工业出版社，2015年8月

1760055User Experience Design

**Course Number:** 1760055

**Course Title:** User Experience Design

**English Name:** User Experience Design

**Course Type: Specialized Linited Courses**

**Credits:** 3.0 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Graphic Language, Information Symbol, Introduction to Visual Communication Design, Handwriting Design, Layout Design, Interface Design, Video Editing Design, Visual Recognition System Design,Advertisment Design, Product Photography, Design Psychology

**Evaluation Method:** Course participation + written exams

**Course Description:**

User Experience Design is a limited **professional course** for undergraduates majoring in visual communication design in College of Art and Design. The task of this course is to extend the requirements of the front-end design to meet the requirements of multi-disciplinary interpenetration, which is of great significance to the development of students studying art design. A large number of new products are constantly pushed into the market to face the public. They have rich dynamic interfaces, claiming to be able to solve the difficult problems in life and work, and make our life better and easier. Design is a functional realization, and products and designs that realize user value and provide good user experience can survive in the market environment.

Course focus: Rooted in the essence of Chinese culture, deeply tap the inheritance of national traditional culture, strengthen national cohesion, and use design to penetrate the patriotic plot into the construction of socialism with Chinese characteristics.

User Experience Design is about the category of psychological research. The course emphasizes the balance between the front and back ends of the design process, and the front end focuses on making sketches and design ideas (to ensure the correct design) and learning the methods and tools of user research. The difficulties of teaching content: Guide the positioning and content of design and products, meet the needs of users, and ensure usability and engineering (ensure the correct implementation of design). Enable the design to reach or exceed the user's expectations, and fully reflect the design value and social effects.

**Recommended Textbooks/References:**

[1] Gavin Allanwood. International Classic Interaction Design Course: User Experience Design. Publishing House of Electronics Industry, August 2015.

[2] Bill Buxton. User Experience Sketch Design: Design Right, Design Right. Publishing House of Electronics Industry, March 2012.

[3] [Saul Greenberg](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%D6%B2%EF%BF%BD%EF%BF%BD%EF%BF%BD_1). User Experience Sketch Design Tool Manual. Publishing House of Electronics Industry, May 2014.

[4] Thomas Lockw. Design Thinking: Integrated Innovation, User Experience and Brand Value. Publishing House of Electronics Industry, August 2012.

[5] Whitney Quesenbery. User Experience Design: the art of storytelling. Tsinghua University Press, January 2014.

[6] Russ Unger. The Way of UX Design: Web Design Centered on User Experience (2nd Edition). Posts & Telecom Press, April 2015.

[7] Jesse J Garrett. Elements of user experience: user-centered product design. China Machine Press, July 2012.

[8] Giles Colborne. Simplicity First: Four Strategies of Interactive Design. Posts & Telecom Press, January 2011.

[9] [User Research and Experience Design Department of Tencent](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%D1%B6%EF%BF%BD%EF%BF%BD%CB%BE%EF%BF%BD%C3%BB%EF%BF%BD%EF%BF%BD%D0%BE%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%C6%B2%EF%BF%BD_1). By your side, design Tencent's User Experience Design for you. [Electronic Industry Press](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%D3%B9%EF%BF%BD%D2%B5%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), January 2013.

[10] Alibaba 1688 User Experience Department. A little bit of material: the road of Alibaba 1688UED experience design practice. China Machine Press, August 2015.

# 1760056书籍设计

**课程编码：**1760056

**课程名称：**书籍设计

**英文名称：**book design

**课程类型：**专业限选课

**学分：**3

**总学时：**48

**面向对象：**视觉传达设计专业本科生

**先修课程：设计思维、图形语言、信息符号、字体设计、编排设计等**

**考核形式：** 平时成绩+考试

**课程简介：**

书籍设计是艺术设计学院为视觉传达设计专业本科生开设的专业限选课程类型。本课程通过丰富的教学内容，让学生了解书籍装帧设计的概念及相关理论知识，通过课堂实例教学，使学生熟悉书籍设计的设计流程，掌握书籍设计的基本技能，增强学生对知识重点和难点的理解，启发学生思考、想象和创意，使其能较好的完成一系列内容与形式相结合的书籍设计任务，能基本胜任出版物设计等工作。

教学内容的重点：对书籍装帧设计是书籍整体设计的认识。根植中国文化精髓，深入挖掘民族传统文化的传承，加强民族凝聚力，用设计将爱国情节贯穿到中国特色社会主义建设中。

教学内容的难点：对书籍装帧设计中五感的设计实践

**推荐教材或主要参考书：**

[1] 柳林，赵全宜，明兰 编著 《书籍装帧设计》北京大学出版社 2016.7.1

[2] :(英)[西蒙·古德](http://search.dangdang.com/?key2=%CE%F7%C3%C9%A1%A4%B9%C5%B5%C2&medium=01&category_path=01.00.00.00.00.00)([Simone](http://search.dangdang.com/?key2=Simone&medium=01&category_path=01.00.00.00.00.00) [Goode](http://search.dangdang.com/?key2=Goode&medium=01&category_path=01.00.00.00.00.00)),(英)[艾拉·米村](http://search.dangdang.com/?key2=%B0%AC%C0%AD%A1%A4%C3%D7%B4%E5&medium=01&category_path=01.00.00.00.00.00)(Ira [Yone](http://search.dangdang.com/?key2=Yone&medium=01&category_path=01.00.00.00.00.00" \t "http://product.dangdang.com/_blank)mura)著 邵晓丹译 《做书》浙江美术出版社 2018.10.1

[3] 吕敬人 编著《书艺问道》中国青年出版社，2006

[4]（日）[佐佐木刚士](http://search.dangdang.com/?key2=%D7%F4%D7%F4%C4%BE%B8%D5%CA%BF&medium=01&category_path=01.00.00.00.00.00" \t "http://product.dangdang.com/_blank)著 《跨平台的视觉设计 版式设计教程原理》 电子工业出版社 2019.9.13

[5] 别内尔特（波）著 关木子编 贺丽译《书籍设计》辽宁科学技术出版社，2012

# 1760056 Book Design

**Course Number:** 1760056

**Course Title:** Book Design

**English Name**: Book design

**Course Type:** Specialized Limited Courses

**Credit:** 3 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Design Thinking, Graphic Language, Information Symbol, Handwriting Design, Layout Design, etc.

**Evaluation Method:** Course participation + written exams

**Course Description:**

Book Design is a kind of specialized limited courses offered by the College of Art and Design for undergraduates majoring in visual communication design. Through rich teaching content, this course enables students to understand the concept and related theoretical knowledge of book binding design. Through classroom example teaching, students can be familiar with the design process of book design, master the basic skills of book design, enhance students' understanding of the key points and difficulties of knowledge, inspire students to think, imagine and create, and enable them to better complete a series of book design tasks combining content and form, and be basically competent in publication design.

Course focus: Understanding that book binding design is the overall design of books. Rooted in the essence of Chinese culture, deeply tap the inheritance of national traditional culture, strengthen national cohesion, and use design to penetrate the patriotic plot into the construction of socialism with Chinese characteristics.

The difficulties of teaching content: Design practice of five senses in book binding design

**Recommended Textbooks/References:**

[1] Liu Lin, Zhao Quanyi, Ming Lan. Book Binding Design. Peking University Press, July 1, 2016.

[2] :[Simone Goode](http://search.dangdang.com/?key2=%CE%F7%C3ɡ%A4%B9ŵ%C2&medium=01&category_path=01.00.00.00.00.00), <http://search.dangdang.com/?key2=Simone&medium=01&category_path=01.00.00.00.00.00><http://search.dangdang.com/?key2=Goode&medium=01&category_path=01.00.00.00.00.00>[Ira mura](http://search.dangdang.com/?key2=%B0%AC%C0%AD%A1%A4%C3״%E5&medium=01&category_path=01.00.00.00.00.00), translated by Shao Xiaodan. Book Making. Zhejiang Fine Arts Publishing House, October 1, 2018.

[3] Lv Jingren. Book Art Asking. China Youth Publishing House, 2006.

[4] (Japan) [Takeshi Sasaki](http://search.dangdang.com/?key2=%D7%F4%D7%F4ľ%B8%D5ʿ&medium=01&category_path=01.00.00.00.00.00). Principles of Cross-platform Visual Design Graphic Design Tutorial. Publishing House of Electronics Industry, September 13, 2019.

[5] Bienert, edited by Guan Muzi, translated by He Li. Book Design. Liaoning Science and Technology Publishing House, 2012.

# 1760057包装设计

**课程编码：**1760057

**课程名称：**包装设计

**英文名称：**Package Design

**课程类型：**学科基础必修课

**学分：** 3 **总学时：** 48

**面向对象：**视觉传达设计专业本科生

**先修课程：**《图案》、《形式语言》、《字体设计》、《信息符号》、《编排设计》等课程

**考核形式：**平时成绩+考查

**课程简介：**

《包装设计》是艺术设计学院为视觉传达设计专业本科生开设的专业限选课。本课程的任务是通过对包装的历史、概念、结构、材料、功能、设计方法、设计技巧、系列化包装的设计与市场推广等方面知识的讲授，明确包装设计在营销活动中的地位和作用，使学生充分掌握普通包装设计的基础结构、设计原理和设计方法，了解生产情况及材料特性，结合实际增强创造能力；以及培养学生具有商品包装形象的整体设计能力和市场推介力，要求学生能够准确地进行设计定位、创造出符合市场要求的包装设计方案，完成促进商品销售的包装设计任务，适应社会及市场的需要。

教学内容重点为：课程要求专业学生应拥有优良的道德品质，将设计根植于我国传统文化艺术的土壤，发扬民族精神和弘扬传统文化。掌握包装基础结构及系列化包装设计的方法。

教学难点为：系列化包装设计与市场营销能力的培养。

**推荐教材或主要参考书：**

[1] 王淑慧. 《现代包装设计》. 上海东华大学出版社，2008

[2] 王国伦. 《纸容器造型设计》. 黑龙江美术出版社，1999

[3] 萧多皆. 《纸盒包装设计指南》. 辽宁美术出版社，2003

[4] 黄古淳 陈连年. 《包装艺术设计.》 辽宁美术出版社，2008

[5] 魏洁. 《包装设计基础》. 上海美术出版社，2006

# 1760057 Package Design

**Course Number:** 1760057

**Course Title:** Package Design

**English Name:** Package Design

**Course Type:** **Subject basic compulsory course**

**Credits:** 3 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Image, Form Language, Handwriting Design, Information Symbol, Layout Design and other courses.

**Evaluation Method**: Course participation + evaluation

**Course Description:**

Package Design is a specialized limited course for undergraduates majoring in visual communication design in College of Art and Design. The task of this course is to clarify the position and role of package design in marketing activities by teaching the knowledge of packaging history, concept, structure, materials, functions, design methods, design skills, design and marketing of serialized packaging, so that students can fully master the basic structure, design principles and design methods of general package design, understand the production situation and material characteristics, and enhance their creative ability in combination with reality. As well as cultivating students' overall design ability and market promotion ability with the image of commodity packaging, students are required to make a design positioning, create a Package Design scheme that meets the market requirements, complete the package design task of promoting commodity sales, and meet the needs of society and market.

The key points of the teaching content are: the course requires professional students to have excellent moral qualities, root the design in the soil of Chinese traditional culture and art, and carry forward the national spirit and traditional culture. Master the basic structure of package and the method of serial package design.

Teaching difficulties are: serial package design and the cultivation of marketing ability.

**Recommended Textbooks/References:**

[1] Wang Shuhui. Modern Package Design. Donghua University Press, 2008.

[2] Wang Guolun. Paper Container Design. Heilongjiang Fine Arts Publishing House, 1999.

[3] Xiao Duojie. Carton Package Design Guide. Liaoning Fine Arts Publishing House, 2003.

[4] Huang Guchun, Chen Liannian. Packaging Art Design. Liaoning Fine Arts Publishing House, 2008.

[5] Wei Jie. Basis of Package Design. Shanghai Fine Arts Publishing House, 2006.

1760058交互视觉设计

**课程编码：**1760058

**课程名称：**交互视觉设计

**英文名称：**Interactive Visual Design

**课程类型：**专业限选课

**学分：**3.0  **总学时：** 48

**面向对象：**视觉传达设计专业本科生

**先修课程：**图形语言、信息符号、视觉传达设计概论、字体设计、编排设计、界面设计、影像编辑设计、视觉识别系统设计、广告设计、产品广告摄影、用户体验设计、设计心理学

**考核形式：** 平时成绩+考试

**课程简介：**

交互视觉设计是艺术设计学院学院（部）为视觉传达设计专业本科生开设的专业限选课课程。本课程的任务是交互视觉设计是一门以视觉设计为主导将UI设计、交互设计、用户体验设计结合在一起进行的课程。

教学内容重点：根植中国文化精髓，深入挖掘民族传统文化的传承，加强民族凝聚力，用设计将爱国情节贯穿到中国特色社会主义建设中。

在设计协作的各个部分中都是一种交融，创意的原点可以是很多的方面，视觉就好比是产品的皮肤，承担着很多感性的交流。如何用视觉去表现体验，引导交互是提升视觉设计师能力的关键。

教学内容的难点：授课过程中可以灵活安排关于视觉设计、交互设计、用户体验之间的关系，可以通过一些训练内容完成课程内容。

**推荐教材或主要参考书：**

[1] 唐纳德·A·诺曼. 《设计心理学 增订版》. 中信出版社，2015年5月

[2] 唐纳德·A·诺曼. 《设计心理学2：与复杂共处》. 中信出版社，2015年6月

[3] 唐纳德·A·诺曼. 《设计心理学3：情感化设计》. 中信出版社，2015年6月

[4] 唐纳德·A·诺曼. 《设计心理学4：未来设计》. 中信出版社，2015年10月

[5] 史蒂夫·克拉格. 《点石成金：访客至上的Web和移动可用性设计秘笈（第3版）》. 机械工业出版社，2014年12月

[6] 斯蒂芬·P·安德森《怦然心动 情感化交互设计指南》人民邮电出版社，2015年3月

[7] 阿兰·库珀《交互设计之路：让高科技产品回归人性》电子工业出版社，2006年3月

[8] 杰西·J·加瑞特. 《用户体验要素：以用户为中心的产品设计》. 机械工业出版社，2012年7月

[9] 阿兰·库珀. 《About Face3交互设计精髓》. 电子工业出版社，2012年3月

[10] 约书亚·波特.《筑巢引凤：高黏度社会化网站设计秘诀》人民邮电出版社，2010年11月

[11] 珍妮弗·泰德维尔. 《界面设计模式（第2版）》. 电子工业出版社，2013年9月

[12] 彼得·莫维尔.《Web信息架构——设计大型网站》. 电子工业出版社，2013年10月

[13] 雅各布·尼尔森. 《可用性工程》. 机械工业出版社，2004年9月

[14] 丹·M·布朗. 《高效设计沟通之道》. 机械工业出版社，2011年10月

1760058 Interactive Visual Design

**Course Number:** 1760058

**Course Title:** Interactive Visual Design

**English Name:** Interactive Visual Design

**Course Type:** Specialized Elective Courses

**Credits:** 3.0 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Graphic Language, Information Symbol, Introduction to Visual Communication Design, Handwriting Design, Layout Design, Interface Design, Video Editing Design, Visual Recognition System Design, Advertisement Design, Product Photography, User Experience Design, Design Psychology.

**Evaluation Method:** Course participation + written exams

**Course Description:**

Interactive Visual Design is a specialized limited course for undergraduates majoring in visual communication design. The task of this course is Interactive Visual Design, which takes visual design as the leading factor and combines UI design, Interaction Design and User Experience Design.

Course focus: Rooted in the essence of Chinese culture, deeply tap the inheritance of national traditional culture, strengthen national cohesion, and use design to penetrate the patriotic plot into the construction of socialism with Chinese characteristics.

There is a blend in all parts of design collaboration, and the origin of creativity can be many aspects. Vision is like the skin of a product, which bears a lot of emotional communication. How to express experience with vision and guide interaction is the key to improve the ability of visual designers.

The difficulties of teaching content: The relationship among visual design, Interaction Design and user experience can be flexibly arranged in the teaching process, and the course content can be completed through some training contents.

**Recommended Textbooks/References:**

[1] Donald Arthur Norman. Design Psychology. CITIC Publishing House, May 2015.

[2] Donald Arthur Norman. Design Psychology 2: Living with Complexity. CITIC Publishing House, June 2015.

[3] Donald Arthur Norman. Design Psychology 3: Emotional Design. CITIC Publishing House, June 2015.

[4] Donald Arthur Norman. Design Psychology 4: Future Design. CITIC Publishing House, October 2015.

[5] Steve Krug. Turning a stone into gold: Tips for Web and mobile usability design with visitors first (3rd edition). China Machine Press, December 2014.

[6] Stephen P. Anderson. Design Guide for Heartbeat Emotional Interaction, Posts & Telecom Press, March 2015.

[7] Alan Cooper. The Road of Interactive Design: Let High-tech Products Return to Humanity. Publishing House of Electronics Industry, March 2006.

[8] Jesse J Garrett. Elements of user experience: user-centered product design. China Machine Press, July 2012.

[9] Alan Cooper. The Essence of About Face3 Interaction Design. Publishing House of Electronics Industry, March 2012.

[10] Joshua Porter. Designing for the Social Web. Posts & Telecom Press, November 2010.

[11] Jennifer Tedwell. Interface Design Patterns (2nd Edition). Publishing House of Electronics Industry, September 2013.

[12] Peter Morville. Web Information Architecture-Designing Large Websites. Publishing House of Electronics Industry, October 2013.

[13] Jakob Nielsen. Usability Engineering. China Machine Press, September 2004.

[14] Dan M. Brown. The Way of Efficient Design Communication. China Machine Press, October 2011.

1760059专题设计

**课程编码：**1760059

**课程名称：**专题设计

**英文名称：**Theme Design

**课程类型：**专业限选课

**学分：**3.0  **总学时：** 48

**面向对象：**视觉传达设计专业本科生

**先修课程：**设计思维、字体设计、图形语言、信息符号、编排设计、界面设计、广告设计、用户体验设计设计、视觉交互设计、包装设计、书籍设计、设计心理学

**考核形式：** 平时成绩+考试

**课程简介：**

专题设计是艺术设计学院为视觉传达设计专业本科生开设的专业限选课程。本课程的任务通过主题课题将所学知识点进行整合、创新、设计具有独立意识的设计主题设计内容。完成设计定位、设计逻辑、设计方法完成设计主题。将设计思维、字体设计、图形语言、信息符号、编排设计、界面设计、广告设计、用户体验设计设计、视觉交互设计、包装设计、书籍设计、设计心理学等课程知识结构以专题项目的形式进行设计实践。

教学内容重点：根植中国文化精髓，深入挖掘民族传统文化的传承，加强民族凝聚力，用设计将爱国情节贯穿到中国特色社会主义建设中。

根据设计专题组建专业知识点组织贯通，要求学生具备较强设计组织能力，独立思辨创新能力，扎实设计表现能力，完整周到的整合能力。教学内容的难点：独立完整的进行设计项目的设计与呈现。

**推荐教材或主要参考书：**

[1] [日][原研哉](http://search.dangdang.com/?key2=%D4%AD%D1%D0%D4%D5&medium=01&category_path=01.00.00.00.00.00),[阿部雅世|译者](http://search.dangdang.com/?key2=%B0%A2%B2%BF%D1%C5%CA%C0|%D2%EB%D5%DF&medium=01&category_path=01.00.00.00.00.00):[朱锷](http://search.dangdang.com/?key2=%D6%EC%EF%C9&medium=01&category_path=01.00.00.00.00.00)《为什么设计》.[山东人民出版社](http://search.dangdang.com/?key3=%C9%BD%B6%AB%C8%CB%C3%F1%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)出版社，2010

[2] [王绍强](http://search.dangdang.com/?key2=%CD%F5%C9%DC%C7%BF&medium=01&category_path=01.00.00.00.00.00)《有形 几何图形在平面设计中的应用》.[人民邮电出版社](http://search.dangdang.com/?key3=%C8%CB%C3%F1%D3%CA%B5%E7%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)出版时间，2018

[3] [德][马库斯·韦格](http://search.dangdang.com/?key2=%C2%ED%BF%E2%CB%B9%A1%A4%CE%A4%B8%F1&medium=01&category_path=01.00.00.00.00.00)，[张影](http://search.dangdang.com/?key2=%D5%C5%D3%B0&medium=01&category_path=01.00.00.00.00.00)、[周秋实](http://search.dangdang.com/?key2=%D6%DC%C7%EF%CA%B5&medium=01&category_path=01.00.00.00.00.00)译《平面设计完全手册》.[北京科学技术出版社](http://search.dangdang.com/?key3=%B1%B1%BE%A9%BF%C6%D1%A7%BC%BC%CA%F5%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)出版，2015

1760059 Theme Design

**Course Number:** 1760059

**Course Title:** Theme Design

**English Name:** Theme Design

**Course Type:** Specialized Elective Courses

**Credits:** 3.0 Total **Credit Hours:** 48

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Design Thinking, Handwriting Design, Graphic Language, Information Symbol, Layout Design, Interface Design, Advertisement Design, User Experience Design, Visual Interaction Design, Package Design, Book Design and Design Psychology.

**Evaluation Method:** Course participation + written exams

**Course Description:**

Theme Design is a limited course for undergraduates majoring in visual communication design in College of Art and Design. The task of this course is to integrate, innovate and design the design theme design content with independent consciousness through theme topics. Complete the design positioning, design logic and design method, and complete the design theme. Design and practice the knowledge structure of design thinking, Handwriting Design, Graphic Language, Information Symbol, Layout Design, Interface Design, Advertisement Design, User Experience Design, Visual Interaction Design, Package Design, Book Design, Design Psychology and other courses in the form of theme projects.

Course focus: Rooted in the essence of Chinese culture, deeply tap the inheritance of national traditional culture, strengthen national cohesion, and use design to penetrate the patriotic plot into the construction of socialism with Chinese characteristics.

Organizing professional knowledge points according to design topics requires students to have strong design organization ability, independent thinking and innovation ability, solid design expression ability and complete and thoughtful integration ability. The difficulties of teaching content: Design and present the design project independently.

**Recommended Textbooks/References:**

[1] [Japan] [Kenya Hara](http://search.dangdang.com/?key2=ԭ%D1%D0%D4%D5&medium=01&category_path=01.00.00.00.00.00), [Abe Yasi, Translator](http://search.dangdang.com/?key2=%B0%A2%B2%BF%D1%C5%CA%C0|%D2%EB%D5%DF&medium=01&category_path=01.00.00.00.00.00): [Zhu E](http://search.dangdang.com/?key2=%D6%EC%EF%C9&medium=01&category_path=01.00.00.00.00.00). Why Design. [Shandong People's Publishing House](http://search.dangdang.com/?key3=ɽ%B6%AB%C8%CB%C3%F1%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), 2010.

[2] [Wang Shaoqiang](http://search.dangdang.com/?key2=%CD%F5%C9%DCǿ&medium=01&category_path=01.00.00.00.00.00). Application of Visible Geometry in Graphic Design. [Posts & Telecom Press](http://search.dangdang.com/?key3=%C8%CB%C3%F1%D3ʵ%E7%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), 2018.

[3] [Germany][Marcus Weeger](http://search.dangdang.com/?key2=%C2%ED%BF%E2˹%A1%A4Τ%B8%F1&medium=01&category_path=01.00.00.00.00.00), Translated by [Zhang Ying](http://search.dangdang.com/?key2=%D5%C5Ӱ&medium=01&category_path=01.00.00.00.00.00), [Zhou Qiushi](http://search.dangdang.com/?key2=%D6%DC%C7%EFʵ&medium=01&category_path=01.00.00.00.00.00). Complete Manual of Graphic Design. [Beijing Science and Technology Publishing](http://search.dangdang.com/?key3=%B1%B1%BE%A9%BF%C6ѧ%BC%BC%CA%F5%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), 2015.

# 1760060插图设计

**课程编码：** 1760060

**课程名称：**插图设计

**英文名称：**Illustration design

**课程类型：**学科基础必修课

**学分：** 3.0 **总学时：**48

**面向对象：**视觉传达设计专业本科生

**先修课程：** 设计素描；设计色彩；解剖；形式语言

**考核形式：** 平时成绩+考试

**课程简介：**

插图设计是艺术设计学院为视觉传达专业本科生开设的学科基础必修课课程类型。本课程的任务是从插画产生的历史源流和技术发展及当代科技对插画创作的影响为切入点，培养学生对插画的兴趣，确立插画的正确认识，分清艺术创作的工具带来的可能性和创作主体思维带来的必然性之间的微妙差别，帮助学生规避材料本位性、工具本位性、技巧本位性的认识误区，明确创作主体的思维和表达诉求在插画创作中的核心作用。通过对各种表现手法，材料效果的介绍和练习，掌握插画的表现技巧。

教学内容重点：根植中国文化精髓，深入挖掘民族传统文化的传承，加强民族凝聚力，用设计将爱国情节贯穿到中国特色社会主义建设中。使学生了解插画的概念，特点，及应用范围。

教学内容的难点：通过对专门技法、技巧的训练，达到相应要求，使学生的原创性及创造力，艺术审美素质得到提高。

**推荐教材或主要参考书：**

[1] 波隆那插画展组委会，《波隆那插画年鉴》，中国青年出版社，2003-2004

[2] Darrel Rees，杨久颖杨晓芬译，《如何成为顶尖插画家》，江苏美术出版社，2008年1月

# 1760060 Illustration Design

**Course Number:** 1760060

**Course Title:** Illustration design

**English Name:** Illustration design

**Course Type:** Professional optional course

**Credits:** 3.0 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Sketch Design; Color Design; Anatomy; Form Language

**Evaluation Method:** Course participation + written exams

**Course Description:**

Illustration Design is a basic required course type for undergraduates majoring in visual communication in College of Art and Design. The task of this course is to cultivate students' interest in illustrations, establish a correct understanding of illustrations, distinguish the subtle differences between the possibility of artistic creation tools and the inevitability of creative subject's thinking, help students avoid the misunderstanding of material-based, tool-based and skill-based, and clarify the core role of creative subject's thinking and expression demands in illustration creation. Through the introduction and practice of various expressive techniques and material effects, students can master the expressive skills of illustrations.

Course focus: Rooted in the essence of Chinese culture, deeply tap the inheritance of national traditional culture, strengthen national cohesion, and use design to penetrate the patriotic plot into the construction of socialism with Chinese characteristics. Make students understand the concept, characteristics and application scope of illustration.

The difficulties of teaching content: Through the training of specialized techniques and skills, the corresponding requirements can be met, so that students' originality, creativity and artistic aesthetic quality can be improved.

**Recommended Textbooks/References:**

[1] Bologna Illustration Exhibition Organizing Committee, Bologna Illustration Yearbook, China Youth Publishing House, 2003-2004.

[2] Darrell Rees, translated by Yang Jiuying and Yang Xiaofen. How to become a top illustrator, Jiangsu Fine Arts Publishing House, January 2008.

# 1760061摄影表现

**课程编码：1760061**

**课程名称：摄影表现**

**英文名称：Photography Expression**

**课程类型：**专业选修课

**学分： 3.0 总学时： 48**

**面向对象：**视觉传达设计专业本科生

**先修课程：**摄影用光与造型，产品广告摄影

**考核形式：** 平时成绩+考试

**课程简介：**

摄影表现是艺术设计学院为视觉传达设计专业本科生开设的专业任选课程。本课程的任务是通过有条理地分析摄影艺术作品创作过程，了解摄影艺术创作流程规律与方法，让学生提高掌握独立研究、策划及系统执行摄影创作的专业化能力。课程过程中每一部分所提供的“专题训练”都是一个完整的“实践创作项目”，伴随着这些有的放矢的数字影像创作实践，有助于培养学生清晰、敏锐的摄影语言，养成良好的创作习惯。教学内容重点：以实践促进教学，发掘学生的创造性思维，培养学生的实践应用能力。教学内容的难点：领会摄影表现语言灵感的起源，创意理念的发展，最终作品地实现以及了解创作地继续发展过程。培养学生应具备优良的道德品质，树立谦虚细致的工作态度。挖掘我们本民族的艺术特色。课程要求专业学生应拥有优良的道德品质，根植于我国传统文化艺术的土壤，发扬民族文化精神。

**推荐教材或主要参考书：**

[1] 顾铮.《我将是你的镜子》.上海文艺出版社，2003年

[2] 徐婷婷.《出龛入龛》.浙江摄影出版社，2010年3月

[3] 苏珊·桑塔格著.《论摄影》.上海译文出版社，2008年1月

# 1760061 Photography Expression

**Course Number: 1760061**

**Course Title: Photography Expression**

**English Name: Photography Expression**

**Course Type: Major optional courses**

**Credits: 3.0 Total Credit Hours: 48**

**Students: Undergraduate students majoring in visual communication design**

**Prerequisites: Photography Light Use and Modeling, Product Photography**

**Evaluation Method:** Course participation + written exams

**Course Description:**

Photo Expression is an optional course offered by the College of Art and Design for undergraduates majoring in visual communication design. The task of this course is to systematically analyze the creative process of photographic art works, understand the rules and methods of photographic art creation process, and enable students to improve their professional ability of independent research, planning and systematic implementation of photographic creation. The "theme training" provided by each part of the course is a complete "practical creation project". With these targeted digital image creation practices, it is helpful to cultivate students' clear and keen photography language and develop good creative habits. Course focus: Promote teaching through practice, explore students' creative thinking and cultivate students' practical application ability. The difficulties of teaching content: Learn the origin of inspiration of photo expression language, the development of creative ideas, the realization of final works and the continuous development process of creation. Cultivate students' good moral quality and set up modest and meticulous work attitude. Explore the artistic characteristics of our nation. The course requires that students should have good moral quality, be rooted in the soil of China's traditional culture and art, and carry forward the national cultural spirit.

**Recommended Textbooks/References:**

[1] Gu Zheng. I will be your mirror. Shanghai Literature & Art Publishing House, 2003.

[2] Xu Tingting. Niches into niches. Zhejiang Photography Publishing House, March 2010.

[3] Susan Sontag, On Photography, Shanghai Translation Publishing House, January 2008

1711501 市场学原理

**课程编码：**1711501

**课程名称：**市场学原理

**英文名称：**Principles of marketing

**课程类型：**专业限选课

**学分：** 1.0 **总学时：** 16

**面向对象：**视觉传达设计专业本科生

**先修课程：**《设计史》《视觉传达设计概论》

**考核形式：** 平时成绩+考查

**课程简介：**

《市场学》是联系设计、生产和销售的一门专业理论课程，它提供了一套关于生产适合于消费的行之有效的实践体系，课程涉及六部分内容，即[导论](http://baike.baidu.com/view/1049768.htm)、[市场机会](http://baike.baidu.com/view/673490.htm)分析、市场营销战略规划、[市场营销策略](http://baike.baidu.com/view/1807088.htm)、[市场营销管理](http://baike.baidu.com/view/155336.htm)与控制和市场营销新理论。对市场营销的相关概念、[市场营销观念](http://baike.baidu.com/view/551186.htm)、市场类型和需求形态；市场机会分析部分逐一分析营销环境、[消费者市场](http://baike.baidu.com/view/178015.htm)与[组织市场](http://baike.baidu.com/view/178035.htm)、营销信息系统、市场调研的理论与方法；市场营销战略规划描述市场营销战略、市场竞争战略、目标市场战略和产品市场开发战略等细节内容，联系视觉系学生专业实际要求，进行专业讲解。

**推荐教材或主要参考书：**

[1]《市场营销原理》[美] [菲利普·科特勒](http://book.jd.com/writer/%E8%8F%B2%E5%88%A9%E6%99%AE%C2%B7%E7%A7%91%E7%89%B9%E5%8B%92_1.html)（[Philip Kotler](http://book.jd.com/writer/Philip%20Kotler_1.html)），[美] [加里·阿姆斯特朗](http://book.jd.com/writer/%E5%8A%A0%E9%87%8C%C2%B7%E9%98%BF%E5%A7%86%E6%96%AF%E7%89%B9%E6%9C%97_1.html)（[Gary Armstrong](http://book.jd.com/writer/Gary%20Armstrong_1.html)） 著； [郭国庆](http://book.jd.com/writer/%E9%83%AD%E5%9B%BD%E5%BA%86_1.html) 译 清华大学出版社

[2]《营销管理》菲利蒲.科特勒（美）上海人民出版社

[3]《典型案例评析》吴唐青编著 安徽人民出版社

[4]《第五代管理》查尔斯.M.萨维奇（美） 珠海出版社

1711501 Principles of marketing

**Course Number:** 1711501

**Course Title:** Principles of marketing e

**English Name:** Principles of marketing

**Course Type:** Specialized Elective Courses

**Credits:** 1.0 **Total Credit Hours:** 16

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Design History, Introduction to Visual Communication Design

**Evaluation Method:** Course participation + evaluation

**Course Description:**

Marketing is a professional theoretical course that links design, production and sales. It provides a set of effective practice system about production suitable for consumption. The course involves six parts, [namely introduction](http://baike.baidu.com/view/1049768.htm), [market opportunity](http://baike.baidu.com/view/673490.htm) analysis, marketing strategy planning, [marketing strategy](http://baike.baidu.com/view/1807088.htm), [marketing management](http://baike.baidu.com/view/155336.htm) and control and new marketing theory. The related concepts, [marketing concepts](http://baike.baidu.com/view/551186.htm), market types and demand patterns of marketing; The market opportunity analysis part analyzes the theories and methods of marketing environment, [consumer market](http://baike.baidu.com/view/178015.htm) and [organizational market](http://baike.baidu.com/view/178035.htm), marketing information system and market research one by one; Marketing strategic planning describes the details of marketing strategy, market competition strategy, target market strategy and product market development strategy, and makes professional explanations in connection with the actual requirements of students in the visual department.

**Recommended Textbooks/References:**

[1] [Philip Kotler](http://book.jd.com/writer/%E8%8F%B2%E5%88%A9%E6%99%AE%C2%B7%E7%A7%91%E7%89%B9%E5%8B%92_1.html) ([Philip Kotler](http://book.jd.com/writer/Philip%20Kotler_1.html)),[Gary Armstrong](http://book.jd.com/writer/%E5%8A%A0%E9%87%8C%C2%B7%E9%98%BF%E5%A7%86%E6%96%AF%E7%89%B9%E6%9C%97_1.html)([Gary Armstrong](http://book.jd.com/writer/Gary%20Armstrong_1.html)), translated by [Guo Guoqing](http://book.jd.com/writer/%E9%83%AD%E5%9B%BD%E5%BA%86_1.html). Marketing Principles. Tsinghua University Press.

[2] Philip Kotler. Marketing Management. Shanghai People's Publishing House.

[3] Wu Tangqing. Evaluation of Typical Cases. Anhui People's Publishing House.

[4] Charles M.Savage. The Fifth Generation Management. Zhuhai Publishing House.

1711473 广告学概论

**课程编码：**171473

**课程名称：**设计心理学

**英文名称：**Guide to Advertising

**课程类型：**专业限选课

**学分：** 2.0 **总学时：** 32

**面向对象：**视觉传达设计专业本科生

**先修课程：**《设计史》《视觉传达设计概论》《市场学原理》

**考核形式：** 平时成绩+考查

**课程简介：**

《广告学》是一门与广告创作实践相关的理论课程，内容涉及广告的概念与渊源、广告经营、广告媒体、广告计划、广告表现、广告创作、广告调查、广告策略等方面，是以市场为前提与背景的社会学科目，具有指导广告设计实践的深远意义。营销战略与广告战略的制定，包括营销与消费者行为、 市场细分与营销组合、调查、营销与广告策划以及媒介战略策划等内容。将现实中最为典型、前沿的案例在课程中分析讲解。课程融合了传播学、营销学、经济学和心理学等多学科整合的观点，对广告的理论与实践作了独到、全面、透彻的阐释。通过本课的学习旨在使学生关于广告的基本理论知识，具备规范的广告调查能力，开拓创作思维，提升对广告基本概念的理解。

**推荐教材或主要参考书：**

[1]《市场营销原理》[美] [菲利普·科特勒](http://book.jd.com/writer/%E8%8F%B2%E5%88%A9%E6%99%AE%C2%B7%E7%A7%91%E7%89%B9%E5%8B%92_1.html)（[Philip Kotler](http://book.jd.com/writer/Philip%20Kotler_1.html)），[美] [加里·阿姆斯特朗](http://book.jd.com/writer/%E5%8A%A0%E9%87%8C%C2%B7%E9%98%BF%E5%A7%86%E6%96%AF%E7%89%B9%E6%9C%97_1.html)（[Gary Armstrong](http://book.jd.com/writer/Gary%20Armstrong_1.html)） 著； [郭国庆](http://book.jd.com/writer/%E9%83%AD%E5%9B%BD%E5%BA%86_1.html) 译 清华大学出版社

[2]《营销管理》菲利蒲.科特勒（美）上海人民出版社

[3]《典型案例评析》吴唐青编著 安徽人民出版社

[4]《第五代管理》查尔斯.M.萨维奇（美） 珠海出版社

1711473 Guide to Advertising

**Course Number:** 171473

**Course Title:** Guide to Advertising

**English Name:** Guide to Advertising

**Course Type:**  Major restricted elective courses

**Credits:** 2.0 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Design History, Introduction to Visual Communication Design, Marketing Principle

**Evaluation Method:** Course participation + evaluation

**Course Description:**

Advertising is a theoretical course related to the practice of advertising creation, which covers the concept and origin of advertising, advertising management, advertising media, advertising plan, advertising performance, advertising creation, advertising investigation, advertising strategy, etc. It is a sociological subject with market as the premise and background, and has far-reaching significance to guide the practice of advertising design. The formulation of marketing and advertising strategy includes marketing and consumer behavior, market segmentation and marketing mix, investigation, marketing and advertising planning and media strategic planning. Analyze and explain the most typical and cutting-edge cases in reality in the course. The course integrates the viewpoints of communication, marketing, economics and psychology, and makes a unique, comprehensive and thorough explanation of the theory and practice of advertising. The purpose of this course is to make students have basic theoretical knowledge about advertising, have standardized advertising investigation ability, develop creative thinking and improve their understanding of basic concepts of advertising.

**Recommended Textbooks/References:**

[1] [Philip Kotler](http://book.jd.com/writer/%E8%8F%B2%E5%88%A9%E6%99%AE%C2%B7%E7%A7%91%E7%89%B9%E5%8B%92_1.html) ([Philip Kotler](http://book.jd.com/writer/Philip%20Kotler_1.html)), [Gary Armstrong](http://book.jd.com/writer/%E5%8A%A0%E9%87%8C%C2%B7%E9%98%BF%E5%A7%86%E6%96%AF%E7%89%B9%E6%9C%97_1.html) ([Gary Armstrong](http://book.jd.com/writer/Gary%20Armstrong_1.html)), translated by [Guo Guoqing](http://book.jd.com/writer/%E9%83%AD%E5%9B%BD%E5%BA%86_1.html). Marketing Principles. Tsinghua University Press.

[2] Philip Kotler. Marketing Management. Shanghai People's Publishing House.

[3] Wu Tangqing. Evaluation of Typical Cases. Anhui People's Publishing House.

[4] Charles M.Savage. The Fifth Generation Management. Zhuhai Publishing House.

**1760055视觉展陈设计**

**课程编码：**1760055

**课程名称：**视觉展陈设计

**英文名称：**Visual exhibition Design

**课程类型：**专业任选课

**学分：** 3.0 **总学时：** 48

**面向对象：**视觉传达设计专业本科生

**先修课程：**编排设计、视觉识别系统设计、交互视觉设计、专题设计、设计心理学

**考核形式：** 平时成绩+考查

**课程简介：**

视觉展陈设计是结合视知觉学、视觉传达设计、形态学多方面知识的综合设计课程，是以视觉传达设计为主要手段，结合空间、形态、材料以展览展示活动中系统化的营造专题视觉空间为研究设计方向的课程。教学内容主要在于将现代视觉传达设计在展陈活动中的应用与实践探索。

《视觉展陈设计》课程向学生系统的讲解展示设计原理相关知识。1、归纳展陈设计的概念、特征、原则与目的，指出展陈、空间、视觉、人的关联性，从视觉设计师的思维角度和立场出发，总结出当代展览陈列中视觉设计的发展趋势；2、讲述视觉设计存在与展览陈列的形式和语言，提出系统性的运用视觉传达设计设计引导与优化展陈设计；3、分析视觉感知规律，多角度阐述展陈活动中视觉设计的构成方式及形式美法则的应用，并着重剖析展示视觉创意思维与陈列风格的表现手法；4、视觉设计存在形态以及材料的多样化组合与创新等。从展示陈列设计的视觉创意与表现手法入手，对其进行分类剖析和概括总结，通过理论知识与方法的详细论述来引导具体的设计实践。

**推荐教材或主要参考书：**

[1] 胡以萍 《展示陈列与视觉设计》（第2版），清华大学出版社，2018年8月

[2] 赵佳《展陈设计的传达体验与应用》知识产权出版社，2017年3月

[3] 妮娜·莱文特、阿尔瓦罗·帕斯夸尔-利昂 《多感知博物馆：触摸、声音、嗅味、空间与记忆的跨学科视野》 浙江大学出版社，2020年6月

**1760055 Visual Display Design**

**Course Number:** 1760055

**Course Title:** Visual Display Design

**English Name:** Visual Display Design

**Course Type:** Major optional course

**Credits:** 3.0 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Layout Design, Visual Recognition System Design, Interactive Visual Design, Theme Design, Design Psychology.

**Evaluation Method:** Course participation + evaluation

**Course Description:**

Visual Display Design is a comprehensive design course that combines visual perception, visual communication design and morphology. It is a course that takes visual communication design as the main means, combines space, form and materials, and systematically creates special visual space in exhibition activities as the research and design direction. The teaching content mainly lies in the application and practical exploration of modern visual communication design in exhibition activities.

Visual Display Design course shows students the relevant knowledge of design principles systematically. 1. Summarize the concept, characteristics, principles and purposes of exhibition design, point out the relationship among display, space, vision and people, and sum up the development trend of visual design in contemporary exhibitions from the perspective and standpoint of visual designers; 2. Describe the existence of visual design and the form and language of exhibition, and put forward the systematic use of visual communication design to guide and optimize exhibition design; 3. Analyze the law of visual perception, expound the composition of visual design and the application of the law of formal beauty in exhibition activities from multiple angles, and emphatically analyze the expression methods of displaying visual creative thinking and display style; 4. Existence forms of visual design, diversified combination and innovation of materials, etc. Starting with the visual creativity and expression techniques of display design, it is classified, analyzed and summarized, and the specific design practice is guided by the detailed discussion of theoretical knowledge and methods.

**Recommended Textbooks/References:**

[1] Hu Yiping. Exhibition and Visual Design (2nd edition). Tsinghua University Press, August 2018.

[2] Zhao Jia. Communication Experience and Application of Exhibition Design. Intellectual Property Publishing House, March 2017.

[3] Nina Levent, Alvaro Pascual-Leone. Multi-Perception Museum: Interdisciplinary Vision of Touch, Sound, Smell, Space and Memory. Zhejiang University Press, June 2020.

# 1760063绘本设计

**课程编码：** 1760063

**课程名称：**绘本设计

**英文名称：**Picture book design

**课程类型：**学科基础必修课

**学分：** 3.0 **总学时：**48

**面向对象：**视觉传达设计专业本科生

**先修课程：** 设计素描；设计色彩；解剖；形式语言

**考核形式：** 平时成绩+考试

**课程简介：**

绘本设计是艺术设计学院为视觉传达专业本科生开设的学科基础必修可课程类型。本课程的任务通过对绘本的艺术特质、审美及阅读特点的讲解介绍，使学生了解绘本的概念，特点，及应用范围，通过从脚本设计到绘画创作的完整流程的训练，使学生的原创性及创造力、艺术审美素质得到提高。

教学内容重点：根植中国文化精髓，深入挖掘民族传统文化的传承，加强民族凝聚力，用设计将爱国情节贯穿到中国特色社会主义建设中。完成从选题调研、脚本写作、插图创作到绘本设计的整体工作，最终能独立完成一本完整的绘本成品。

教学内容的难点：通过从脚本设计到绘画创作的完整流程的训练，提高学生的原创性及创造力。

**推荐教材或主要参考书：**无

# 1760063 Picture Book Design

**Course Number:** 1760063

**Course Title:** Picture Book Design

**English Name:** Picture Book design

**Course Type:** Professional optional course

**Credits:** 3.0 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Sketch Design; Color Design; Anatomy; Form Language

**Evaluation Method:** Course participation + written exams

**Course Description:**

Picture Book Design is a basic required course type offered by the College of Art and Design for undergraduates majoring in visual communication. The task of this course is to introduce the artistic characteristics, aesthetics and reading characteristics of picture books, so that students can understand the concept, characteristics and application scope of picture books. Through the training of the whole process from script design to painting creation, students' originality, creativity and artistic aesthetic quality can be improved.

Course focus: Rooted in the essence of Chinese culture, deeply tap the inheritance of national traditional culture, strengthen national cohesion, and use design to penetrate the patriotic plot into the construction of socialism with Chinese characteristics. Complete the whole work from topic research, script writing, illustration creation to picture book design, and finally complete a complete picture book independently.

The difficulties of teaching content: Through the training of the whole process from script design to painting creation, students' originality and creativity can be improved.

**Recommended Textbooks/References:** None.

1710814 设计心理学

**课程编码：**1710814

**课程名称：**设计心理学

**英文名称：**Design psychology

**课程类型：**专业限选课

**学分：** 2.0 **总学时：** 32

**面向对象：**视觉传达设计专业本科生

**先修课程：**《设计史》《视觉传达设计概论》

**考核形式：** 平时成绩+考查

**课程简介：**

设计心理学课程是专业限选课程，主要以认知心理学常识为基础，介绍与设计有关的心理学常识，同时解读和引导学生在设计中应用心理学常识，将设计认知与情感化纳入设计专业中。课程第一部分为心理学的概述，系统介绍了人的感知、知觉、观察、记忆、思维、想象等认知心理过程；注意品质、意志行为、情感反映等心理状态；动机、需要、兴趣、气质、性格等个性心理。第二部分是以审美心理为主要内容，探索设计、使用与欣赏过程中的美与设计审美、审美心理的认识过程、审美心理的情感过程、审美心理的意志过程、设计的审美创造及面向人类审美需要的设计思考等心理活动的一般规律，力求达到指导设计实践的心理学课程。

**推荐教材或主要参考书：**

1、《艺术与错觉》E.H.贡布里希 湖南科技出版社 2000年

2、《秩序感——装饰艺术的心理学研究》 E.H.贡布里希 湖南科技出版社 1999年

3、《奇妙的视错觉——欣赏与应用》L.R.布洛克；H.E.尤克尔

 世界图书出版社 1992年

4、《视觉思维——审美直觉心理学》 鲁道夫.阿恩海姆 四川人民出版社 1998年

5、《艺术与视知觉》鲁道夫.阿恩海姆 四川人民出版社 2001年

6、《社会心理学》（美）托马斯.D.威尔逊等 侯玉波等译 中国轻工业出版社 2005

1710814Design Psychology

**Course Number:** 1710814

**Course Title:** Design Psychology

**English Name:** Design Psychology

**Course Type:** Major restricted elective courses

**Credits:** 2.0 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Design History, Introduction to Visual Communication Design

**Evaluation Method:** Course participation + evaluation

**Course Description:**

The Design Psychology course is a major limited course, which is mainly based on the common sense of cognitive psychology, introduces the common sense of psychology related to design, and at the same time interprets and guides students to apply the common sense of psychology in design, and brings design cognition and emotion into the design major. The first part of the course is an overview of psychology, which systematically introduces people's cognitive psychological processes such as perception, perception, observation, memory, thinking and imagination. It follows psychological states such as quality, will behavior and emotional reflection; Motivation, needs, interests, temperament, personality and other personality psychology. The second part takes aesthetic psychology as the main content, and explores the general rules of psychological activities in the process of design, use and appreciation, such as beauty and design aesthetics, the cognitive process of aesthetic psychology, the emotional process of aesthetic psychology, the will process of aesthetic psychology, the aesthetic creation of design and the design thinking for human aesthetic needs, so as to achieve the psychological curriculum that guides design practice.

**Recommended Textbooks/References:**

[1] E.H. Gombrich. Art and Illusion. Hunan Science and Technology Press, 2000.

[2] E.H. Gombrich. Sense of order-a psychological study of decorative arts. Hunan Science and Technology Press, 1999.

[3] L.R. Block; Harold E.Yuker. Wonderful optical illusion-appreciation and application.

 World Book Publishing House, 1992.

[4] Rudolf Arnheim. Visual Thinking-Aesthetic Intuition Psychology. Sichuan People's Publishing House, 1998.

[5] Rudolf Arnheim. Art and Visual Perception. Sichuan People's Publishing House, 2001.

[6] Thomas D. Wilson et al, translated by Hou Yubo et al. Social Psychology. China Light Industry Press, 2005.

**1711493设计管理**

**课程编码：1711493**

**英文名称：**Design Management

**课程类型：**学科基础必修课、学科基础选修课

**学分：2** **总学时：32**学时

**面向对象：设计管理专业本科生**

**先修课程：**设计史，艺术史

**考核形式：** 平时成绩+考查

**课程简介：**

《设计管理》是与设计实践相关的理论课程，内容涉及设计管理的概念与意义、设计组织管理、设计师的管理、设计程序的管理、与设计相关的法律背景、设计管理的发展与意义等内容。对于设计专业的学生将来的就业与发展具有指导性意义。要求学生掌握设计管理的基本概念和国内外的本学科现状以及设计的一般过程和每阶段相应的管理标准，掌握设计师的管理和作为设计师的自我管理能力、掌握设计管理的法律背景和相关的法律常识；并通过创作实践要求学生虚拟设计组织和设计管理环境，创立虚拟企业，在虚拟中实践设计管理。

**推荐教材或主要参考书：**

[1]凯瑟琳•贝斯特 (Kathryn Best).《设计管理基础》.译者：花景勇 .湖南大学出版社 2012.10.1.

[2]菲利蒲.科特勒（美）.《营销管理》.上海人民出版社.

[3]吴唐青编著.《典型案例评析》.安徽人民出版社.

[4]查尔斯.M.萨维奇（美）.《第五代管理》.珠海出版社.

**1711493Design Management**

**Course Number: 1711493**

**Course Title:** Design Management

**English Name:** Design Management

**Course Type:** Subject-based compulsory courses and subject-based elective courses

**Credits: 2** **Total Credit Hours: 32**

**Students: Undergraduatein design management**

**Prerequisites:** Design History, Art History

**Evaluation Method:** Course participation + evaluation

**Course Description:**

Design Management is a theoretical course related to design practice, which covers the concept and significance of Design Management, design organization management, designer management, design program management, legal background related to design, development and significance of Design Management, etc. It has guiding significance for the future employment and development of students majoring in design. Students are required to master the basic concepts of Design Management, the present situation of this discipline at home and abroad, the general process of design and the corresponding management standards at each stage, the management of designers and their self-management ability as designers, the legal background of Design Management and relevant legal knowledge; Through creative practice, students are required to organize virtual design and Design Management environment, create virtual enterprises and practice Design Management in virtual environment.

**Recommended Textbooks/References:**

[1] Kathryn Best. Fundamentals of Design Management. Translator: Hua Jing Yong. Hunan University Press, October 1, 2012.

[2] Philip Kotler. Marketing Management. Shanghai People's Publishing House.

[3] Wu Tangqing. Evaluation of Typical Cases. Anhui People's Publishing House.

[4] Charles M. Savage. The Fifth Generation Management. Zhuhai Publishing House.

**1710556新生研讨课**

**课程编码：**1710556

**课程名称：**新生研讨课

**英文名称：**Freshman Seminar Course

**课程类型：**自主课程

**学分：** 1.0 **总学时：** 16

**面向对象：**各专业本科生

**先修课程：**造型基础、设计基础、美术史、工艺美术概论、设计心理学

**考核形式：** 作业成绩+课堂表现

**课程简介：**

《新生研讨课》课程属于自主课程，在第二学期进行。该课程通过讲座、参观等形式，全面介绍所学专业、设计行业的历史、现状和未来的前景。培养学生专业素质，以 “学业设计”“职业规划”为主题，进行调研讨论，明确学习目的，进一步挖掘学生的学习规划能力，为今后专业学习提供奋斗目标。

教学中不断强调理解和认知，强调过程的重要性，使学生从考生向艺术设计类学生进行转换。

**推荐教材或主要参考书：**

[1] 中央美术学院人文学院美术史系外国史教研室.《中国美术简史》《外国美术简史》.中国青年出版社，2014年9月

[2] 沈爱凤.《中外设计史》.中国纺织出版社，2014年12月

[3] 王受之.《世界现代设计史》.中国青年出版社，2015年12月

[4] [陆江艳](https://www.amazon.cn/s/ref%3Ddp_byline_sr_ebooks_1?ie=UTF8&field-author=%E9%99%86%E6%B1%9F%E8%89%B3&text=%E9%99%86%E6%B1%9F%E8%89%B3&sort=relevancerank&search-alias=digital-text).《设计的边界》.东南大学出版社， 2016年1月

[5] [丘木生](https://www.amazon.cn/s/ref%3Ddp_byline_sr_ebooks_1?ie=UTF8&field-author=%E4%B8%98%E6%9C%A8%E7%94%9F&text=%E4%B8%98%E6%9C%A8%E7%94%9F&sort=relevancerank&search-alias=digital-text).《大学生职业生涯规划与管理》.暨南大学出版社， 2015年10月

**1710556 Freshmen Seminar Course**

**Course Number:** 1710556

**Course Title:** Freshmen Seminar Course

**English Name:** Freshman Seminar Course

**Course Type:** Independent Courses

**Credits:** 1.0 **Total Credit** **Hours:** 16

**Students:** Undergraduate students of all majors

**Prerequisites:** Modeling Foundation, Design Foundation, Art History, Conception of Crafts Arts, Design Psychology

**Evaluation Method:** Assignment performance + Course participation

**Course Description:**

Freshmen Seminar Course belongs to an independent course and is held in the second semester. This course introduces the history, current situation and future prospect of the major and design industry through lectures and visits. Cultivate students' professional quality, conduct research and discussion with the theme of "academic design" and "career planning", clarify the learning purpose, further explore students' learning planning ability, and provide goals for professional learning in the future.

Constantly emphasize understanding and cognition in the teaching and emphasize the importance of process, so that students can change from examinees to art and design students.

**Recommended Textbooks/References:**

[1] Department of Art History, School of Humanities, Central Academy of Fine Arts, A Brief History of Chinese Art, A Brief History of Foreign Art, China Youth Publishing House, September 2014

[2] Shen Aifeng, Chinese and Foreign History of Design, China Textile Press, December 2014

[3] Wang Shouzhi, A History of Modern Design, China Youth Publishing House, December 2015

[4] [Lu Jiangyan](https://www.amazon.cn/s/ref%3Ddp_byline_sr_ebooks_1?ie=UTF8&field-author=陆江艳&text=陆江艳&sort=relevancerank&search-alias=digital-text), Design Boundary, Southeast University Press, January 2016

[5] [Qiu Musheng](https://www.amazon.cn/s/ref%3Ddp_byline_sr_ebooks_1?ie=UTF8&field-author=丘木生&text=丘木生&sort=relevancerank&search-alias=digital-text), Career Planning and Management of College Students, Ji'nan University Press, October 2015

# 1760064专业写作

**课程编码：**1760064

**课程名称：**专业写作

**英文名称：**Academic Writing

**课程类型：**自主课程

**学分：** 1 **总学时：** 16

**面向对象：**设计专业本科生、美术专业本科生

**先修课程：**

**考核形式：**平时成绩+考查

**课程简介：**

专业写作课是艺术设计学院为设计专业本科生及美术专业本科生开设的自主课程类型。本课程的任务是通过对广告文案、调查报告、实习报告、展览说明、设计说明等艺术设计类应用文体的教学，培养学生的专业写作水平及实际应用能力。在教学中理论联系实践，推动学生的理论思考，帮助他们从设计实践中沉淀、总结相应的理论。强调写作知识和专业知识有机结合，写作思维和设计思维紧密结合，培养学生的理论学习能力，训练学生的艺术设计鉴赏、评价能力。教学内容重点：规范学生的专业写作意识，训练学生的写作技法。教学内容的难点：推动学生将专业实践与理论相结合。提升学生从理论层面思考及阐释自己艺术设计创作的能力。增强学生从理论出发的艺术设计学科研究能力，

**推荐教材或主要参考书：**

[1] 胡晓芸，广告文案写作，高等教育出版社，2003年10月

[2] 焦成根，设计艺术鉴赏，湖南大学出版社，2017年11月

[3] 苏珊娜·赫德森，南希·努南-莫里西，如何撰写艺术类文章，[上海人民美术出版社](http://search.dangdang.com/?key3=%C7%E5%BB%AA%B4%F3%D1%A7%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)，2004年07月

[4] 熊微，李稳，杨婷，艺术设计专业写作教程，[上海人民美术出版社](http://search.dangdang.com/?key3=%C7%E5%BB%AA%B4%F3%D1%A7%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00" \t "_blank)，2009年02月

# 1760064 Professional Writing

**Course Number:** 1760064

**Course Title:** Professional Writing

**English Name:**Professional Writing

**Course Type:** Independent Courses

**Credits:** 1 **Total Credit** **Hours:** 16

**Students:** Undergraduate students majoring in design and fine arts

**Prerequisites:**

**Evaluation Method**: Course participation + evaluation

**Course Description:**

Professional Writing is an independent course offered by the College of Art and Design for undergraduate students. The main target of this course is to cultivate students' professional writing level and practical application ability through the teaching of applied styles of art and design such as advertising copy, investigation report, practice report, exhibition description and design description. Combine theory with practice in teaching, promote students' theoretical thinking, and help them precipitate and summarize corresponding theories from design practice. Emphasize the organic combination of writing knowledge and professional knowledge, and the close combination of writing thinking and design thinking, so as to cultivate students' theoretical learning ability and train students' art design appreciation and evaluation ability. Course focus: Regulate students' professional writing consciousness and train students' writing skills. The difficulties of teaching content: Enable students to combine professional practice with theory. Improve students' ability to think and explain their artistic design creation from the theoretical level. Enhance students' research ability of art and design subject based on theory,

**Recommended Textbooks/References:**

[1] Hu Xiaoyun, Advertising Copy, Higher Education Press, October 2003

[2] Jiao Chenggen, Design Art Appreciation, Hunan University Press, November 2017

[3] Suzanne Hudson, Nancy Noonan Morrissey, How to Write Art Articles, [Shanghai People's Fine Arts Publishing House](http://search.dangdang.com/?key3=%C7廪%B4%F3ѧ%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), July 2004

[4] Xiong Wei, Li Wen, Yang Ting, Art Design Writing Course, [Shanghai People's Fine Arts Publishing House](http://search.dangdang.com/?key3=%C7廪%B4%F3ѧ%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), February 2009

1760065专业论文写作

**课程编码：**1760065

**课程名称：**专业论文写作课

**英文名称：**Professional Paper Writing

**课程类型：**自主课程

**学分：** 1 **总学时：** 16

**面向对象：**设计专业本科生、美术专业本科生

**先修课程：**

**考核形式：**平时成绩+考查

**课程简介：**

专业论文写作课是艺术设计学院为本院本科生开设的自主课程类型。本课程的任务是通过介绍文献检索、文献综述等操作方法和规范，培养学生探索学术前沿，掌握学科动态的能力。在教师的指导下，学生从专业学习和实践中寻找问题，追踪行业热点，建立起一定的专业敏感度。本课程还将介绍学术论文的写作格式、规范与写作技法，培养学生的学术论文写作能力。在教学中理论联系实践，强调写作知识和专业知识有机结合，写作思维和设计思维紧密结合，培养学生的理论学习能力，训练学生的艺术设计理论研究能力。教学内容重点：以文献检索、文献综述为手段，探索学术前沿，掌握学科动态。教学内容的难点：推动学生将专业实践与理论相结合。训练学生的问题意识，增强学生从问题出发的艺术设计学科研究能力，帮助学生进行学科探索。推动学生建立自主学习的意识，掌握持续学习的方法。

**推荐教材或主要参考书：**

[1] [邓富民](http://search.dangdang.com/?key2=%B5%CB%B8%BB%C3%F1&medium=01&category_path=01.00.00.00.00.00)，文献检索与论文写作，[经济管理出版社](http://search.dangdang.com/?key3=%BE%AD%BC%C3%B9%DC%C0%ED%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)，2010年08月

[2]北京服装学院编，高等学校毕业设计论文指导手册·艺术设计卷，中国纺织出版社，2005年01月

[3]夏燕靖，艺术设计专业论文写作与答辩教程，[上海人民美术出版社](http://search.dangdang.com/?key3=%C7%E5%BB%AA%B4%F3%D1%A7%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)，2009年04月

1760065 Professional Thesis Writing

**Course Number:** 1760065

**Course Title:** Professional Thesis Writing

**English Name:** Professional Thesis Writing

**Course Type:** Independent Courses

**Credits:** 1 **Total Credit Hours:** 16

**Students:** Undergraduate students majoring in design and fine arts

**Prerequisites:**

**Evaluation Method**: Course participation + evaluation

**Course Description:**

Professional Thesis Writing is an independent course offered by the College of Design for undergraduate students. The main target of this course is to cultivate students' ability to explore academic frontiers and master discipline dynamics by introducing operational methods and norms such as literature retrieval and literature review. Under the guidance of teachers, students find problems from professional learning and practice, track industry hotspots, and establish a certain degree of professional sensitivity. This course also introduces the writing format, norms and writing techniques of academic papers, and cultivate students' writing ability of academic papers. Combine theory with practice in teaching, emphasize the organic combination of writing knowledge and professional knowledge, and the close combination of writing thinking and design thinking, so as to cultivate students' theoretical learning ability and train students' art design theory and research ability. Course focus: By means of literature retrieval and literature review, explore the academic frontier and master the discipline dynamics. The difficulties of teaching content: Enable students to combine professional practice with theory. Train students' problem awareness, enhance students' problem-based research ability of art and design discipline, and help students explore disciplines. Enable students to establish the awareness of autonomous learning and master the methods of continuous learning.

**Recommended Textbooks/References:**

[1] [Deng Fumin](http://search.dangdang.com/?key2=%B5˸%BB%C3%F1&medium=01&category_path=01.00.00.00.00.00), Literature Retrieval and Paper Writing, [Economic Management Publishing House](http://search.dangdang.com/?key3=%BE%AD%BCù%DC%C0%ED%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), August 2010

[2] Beijing Institute of Fashion Technology, Guide Manual for Graduation Design Thesis of Colleges and Universities, Art Design Volume, China Textile Press, January 2005

[3] Xia Yanjing, Art Design Professional Thesis Writing and Defense Course, [Shanghai People's Fine Arts Publishing House](http://search.dangdang.com/?key3=%C7廪%B4%F3ѧ%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), April 2009

1760110品牌设计

**课程编码：**1760110

**课程名称：**品牌设计

**英文名称：**Brand Design

**课程类型：**自主课程

**学分：** 2.0 **总学时：** 32

**面向对象：**视觉传达设计专业本科生

**先修课程：**《信息符号》《视觉识别系统设计》等课程

**考核形式：** 平时成绩+考查

**课程简介：**

品牌设计是艺术设计学院为视觉传达设计专业本科生开设的自主课程。本课程通过实际（或模拟）设计项目的设计，培养学生从事品牌设计项目的设计意识与设计技巧；突出训练学生创造性的应用专业知识进行品牌设计的综合把握能力。使学生认识品牌设计的功能和社会价值，掌握品牌设计的原理、流程和方法；深刻体会专业设计、工艺技术、社会功能三者在实际工作中的相互作用。本课程是对视觉传达设计领域专业知识的综合运用，使学生在实际的课题中锻炼、提高自身素质，培养团结协作的工作精神及积累工作经验。

**推荐教材或主要参考书：**

[1] 魏中龙. 品牌形象与设计. 经济管理出版社，2017

[2] 唐纳德•A•诺曼. 设计心理学. 中信出版社，2015年

[3] 丹•M•布朗. 高效设计沟通之道. 机械工业出版社，2011年

[4] 托马斯•洛克伍德.设计思维：整合创新、用户体验与品牌价值.电子工业出版社，2012年

1760110 Brand Design

**Course Number:** 1760110

**Course Title:** Brand Design

**English Name:** Brand Design

**Course Type:** Independent Courses

**Credits:** 2.0 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in visual communication design

**Prerequisites:** Information Symbol, Visual Recognition System Design and other courses.

**Evaluation Method:** Course participation + evaluation

**Course Description:**

Brand Design is an independent course offered by the College of Art and Design for undergraduates majoring in visual communication design. This course trains students' design awareness and skills in brand design projects through the design of actual (or simulated) design projects. It give prominence to training students' creative comprehensive grasp ability of applying professional knowledge to brand design. Make students know the function and social value of brand design and master the principles, processes and methods of brand design; Deeply understand the interaction among professional design, process technology and social function in practical work. This course is a comprehensive application of professional knowledge in the field of visual communication design, which enables students to exercise in practical topics, improve their own quality, cultivate the working spirit of unity and cooperation and accumulate working experience.

**Recommended Textbooks/References:**

[1] Wei Zhonglong. Brand image and design. Economy & Management Publishing House, 2017.

[2] Donald A Norman. Design Psychology. CITIC Publishing House, 2015.

[3] Dan M. Brown. The Way of Efficient Design Communication. China Machine Press, 2011.

[4] Thomas Lockwood, Design Thinking: Integrated Innovation, User Experience and Brand Value, Electronic Industry Press, 2012