

2022 年上海工程技术大学辅修专业跨校招生简章

一、 开设专业

2022 年上海工程技术大学辅修跨校招生共有 3 个专业，分别为摄影、环境设计、视觉传达设计，每个专业招生人数上限为 60 人。

二、 招生对象

跨校辅修招生对象为松江大学园区高校本科全日制 2021 级在校生，主修专业学有余力，对报名专业感兴趣。

三、 学制及证书发放

本校学生请查看教务处网站 <https://jwc.sues.edu.cn>—“本科教育”—“跨校辅修”《上海工程技术大学辅修专业修读管理办法》。

校外学生学生在规定年限内修满教学计划中规定的 **40 学分**，成绩合格，可申请上海工程技术大学**辅修专业证书**。根据《国务院学位委员会关于印发<学士学位授权与授予管理办法>的通知》（学位〔2019〕20 号）、《上海市学位委员会关于做好本市高校学士学位授权与授予工作的通知》（沪学位〔2020〕3 号）要求，**外校修读我校辅修专业学生不再颁发辅修专业学士学位证书（2020 年及以后招生的学生）。**

四、 报名及录取说明

报名请根据主修学校教务处通知，录取及缴费通知预计约 6 月 30 日在上海工程技术大学教务处主页发布，收费标准为本校 100 元/学分；外校 120 元/学分。

五、 上课方式和时间：暂定线上教学。上课时间一般为周一晚上、周三晚上、周五下午。

六、 咨询邮箱

905221724@qq.com, lwr_nn@163.com。

七、 各辅修专业教学计划

见下文（其中第 7、8 学期教学计划适用于上海工程技术大学校内学生）。

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摄影

辅修专业教学计划

开设学校：上海工程技术大学 专业名称：摄影 开设校区：松江校区

1、教学目标：

旨在适应国内外现代摄影艺术发展的需要，培养出具有广泛的科学文化艺术理论知识，具有摄影、广告、影视、图片编辑能力并具有国际意识、德智体美劳全面发展的“现代影像技术”创新型人才，能在摄影、影视制作、广告宣传、音像出版、媒体传播、图片制作等部门从事影像艺术创作、教学、研究工作。

2、总学分数：60 学分

3、教学计划：

序号	课程名称	学分	学时	各学期周学时分配					
				三	四	五	六	七	八
1	摄影基础(一) ★	3	45	5					
2	摄影艺术概论★	2	30	5					
3	摄影史★	3	45	5					
4	摄影作品赏析	3	45	5					
5	摄影基础(二) ★	3	45		5				
6	数码摄影基础★	3	45		5				
7	平面设计软件	2	30		5				
8	广告摄影★	3	45		5				
9	肖像摄影（一）★	3	45			5			
10	广告摄影创意设计实验	3	45			5			
11	电视摄制★	3	45			5			
12	肖像摄影(二)	3	45				5		
13	影视后期制作	3	45				5		
14	摄影画面研究★	3	45				5		
15	古典摄影工艺★	3	45				5		
16	摄影表现★	3	45					5	
17	摄影新媒体传播	3	45					5	
18	图文设计	3	45					5	
19	毕业设计(毕业论文)	8	9 周						16
合计		60	765+9 周	10	11	9	12	9	9 周

注：带“★”的课程为辅修专业核心课程

课程名称: 摄影基础一 / Elemental Photography 一

学时学分: 45/3

课程简介: 本课程通过摄影成像原理、摄影镜头、照相机景深的原理与应用,黑白感光材料、彩色感光材料、曝光控制、滤光器及应用、闪光摄影、曝光的基本规律及方法,景物亮度平衡与摄影曝光,影响曝光的诸多因素、曝光实验等章节的学习,掌握摄影的曝光理论,曝光计、照相机、镜头、测光曝光系统的工作原理及操作方法,掌握感光材料的特性,对曝光的影响,曝光技巧,曝光应注意的问题等。

先修课程: 摄影艺术概论、摄影史

适用专业: 摄影、多媒体专业本科

教 材:

1. Bruce Barnbaum (美), 摄影的艺术, 北京: 人民邮电出版社, 2012.
2. 埃蒙 麦克卡比 (英), 杰作如何产生, 上海: 中国摄影出版社, 2009.
3. 乔治 巴尔 (美), 摄影之道, 北京: 中国摄影出版社, 2012.

Course Name: Elemental Photography I

Applicable Level (Undergraduates/ Junior college students): Undergraduates

Total Credit Hours: 45 Credits: 3 Lecture Hours: Computer Hours: 0

Experiment Hours: 0

Way of Assessment: Examination/Test

Proportion of Result Evaluation: Regular Grades (including result of mid-term exam) 40 % + Result of Final Exam 60 %

Course Description:

This course through the photographic imaging principle, the principle and application of the camera lenses, camera depth of field, black and white photographic materials, color photographic materials, exposure control, filter and its application, the basic rule of flash photography, exposure and method, scene luminance balance and photography exposure, exposure exposure effects of many factors, such as the experimental section of learning and mastering the photography theory of exposure, exposure meter, cameras, lens, exposure metering system working principle and operation method, grasp the characteristics of light-sensitive materials, influence on exposure, exposure technique, exposure problems should be paid attention to.

Pre-Course: None

Applicable Major: PHOTOGRAPHY, MULTIMEDIA BACHELOR'S DEGREE:

PHOTOGRAPHY, MULTIMEDIA BACHELOR'S DEGREE

Leading Teachers: SHI Xiaojun、XIE Tian

Teaching Material:

1. Bruce Barnbaum (美), 摄影的艺术, 北京: 人民邮电出版社, 2012.

Main Reference Books:

2. 埃蒙 麦克卡比 (英), 杰作如何产生, 上海: 中国摄影出版社, 2009.
3. 乔治 巴尔 (美), 摄影之道, 北京: 中国摄影出版社, 2012.

课程名称：摄影艺术概论

学时学分： 2/30

课程简介：本课程为摄影专业学科基础课。主要介绍摄影艺术的内涵、特征和分类，当代摄影艺术的发展以及摄影艺术的鉴赏。课程内容是从发展的角度，论述摄影艺术的昨天、今天与明天，展望摄影创作的现状与未来，强调摄影的本质属性。通过对不同风格流派、不同门类摄影艺术创作语言和表现手段等基本特点的分析，掌握摄影艺术创作的基本规律。提高摄影作品的鉴赏能力，提高专业创作思维和综合艺术修养，激发艺术创造力，为以后的专业学习打下良好的基础。

先修课程：无

适合专业：摄影、多媒体专业本科

教 材：汤天明.摄影艺术概论.南京：南京师范大学出版社.2007

王传东，《摄影艺术与赏析》，辽宁科学技术出版社，2012

夏放，《摄影艺术概论》，浙江摄影出版社，2000

林路，《摄影思想史》，浙江摄影出版社，2008

顾铮，《西方摄影文论选》，浙江摄影出版社,2004.1

Course Name: Introduction to the art of photography

Applicable Level (Undergraduates/ Junior college students): Undergraduates

Total Credit Hours: 30 Credits: 2 Lecture Hours: Computer Hours: 0

Experiment Hours: 0

Way of Assessment: Examination/Test

Proportion of Result Evaluation: Regular Grades (including result of mid-term exam) 40 %+Result of Final Exam 60 %

Course Description:

This course is a basic course of photography. This paper mainly introduces the connotation, characteristics and classification of photographic art, the development of contemporary photographic art and the appreciation of photographic art. From the perspective of development, this course discusses the yesterday, today and tomorrow of photographic art, looks into the current situation and future of photographic creation, and emphasizes the essential attributes of photography. Through the analysis of the basic characteristics of different styles and schools, different types of photography artistic creation language and means of expression, the basic rules of photography artistic creation are mastered. Improve the appreciation ability of photographic works, improve professional creative thinking and comprehensive artistic accomplishment, stimulate artistic creativity, and lay a good foundation for future professional study.

Pre-Course: None

Applicable Major: PHOTOGRAPHY, MULTIMEDIA BACHELOR'S DEGREE:

Leading Teachers: LIU Congrong

Teaching Material: LIU Congrong

汤天明.摄影艺术概论.南京：南京师范大学出版社.2007

Main Reference Books:

王传东，《摄影艺术与赏析》，辽宁科学技术出版社，2012

夏放，《摄影艺术概论》，浙江摄影出版社，2000

林路，《摄影思想史》，浙江摄影出版社，2008

顾铮，《西方摄影文论选》，浙江摄影出版社,2004.1

课程名称: 摄影史

学时学分: 2/30

课程简介: 本课程是摄影专业的学科基础必修课。主要内容为摄影术的起源,摄影科技的发展历程,从摄影术诞生到二战前后,二战后至上世纪九十年代后期,不同时期的摄影形态及其演绎,东西方摄影的主要成就和发展规律,以及摄影与其他艺术的共性和自身的特性,著名的摄影流派及经典大师作品分析等。

先修课程: 无

适合专业: 摄影、多媒体专业本科

教 材: 顾铮.《世界摄影史》.浙江摄影出版社.2006 年出版
李文芳.《摄影史记》.新华出版社。1990 年;
阮义忠.《当代摄影大师-20 位人性见证者》.中国摄影出版社.2016 年
阮义忠.《当代摄影新锐—17 位影像新生代》.中国摄影出版社.2016 年

Course Name: History of photography

Applicable Level (Undergraduates/ Junior college students): Undergraduates

Total Credit Hours: 30 **Credits:** 2 **Lecture Hours:** **Computer Hours:** 0

Experiment Hours: 0

Way of Assessment: Examination/Test

Proportion of Result Evaluation: Regular Grades (including result of mid-term exam) 40 %+Result of Final Exam 60 %

Course Description:

This course is the course name of photography: the history of photographyCredit hours: 2/30Course introduction: this course is a compulsory course for photography majors.Main content is the origin of the photography, the development of science and technology of photography, from the birth of photography to before and after world war ii, after world war ii to the late ninety s, different periods of photography and its interpretation, main achievements and development regularity of photography in the east and west, and photography and other art and its own characteristics, the generality of the famous photography schools and masters of classical analysis, etc.Basic required course.Main content is the origin of the photography, the development of science and technology of photography, from the birth of photography to before and after world war ii, after world war ii to the late ninety s, different periods of photography and its interpretation, main achievements and development regularity of photography in the east and west, and photography and other art and its own characteristics, the generality of the famous photography schools and masters of classical analysis, etc.

Pre-Course: None

Applicable Major: PHOTOGRAPHY, MULTIMEDIA BACHELOR'S DEGREE:

Leading Teachers: DU Hongling

Teaching Material:

顾铮.《世界摄影史》.浙江摄影出版社.2006 年出版

Main Reference Books:

李文芳.《摄影史记》.新华出版社。1990 年;

阮义忠.《当代摄影大师-20 位人性见证者》.中国摄影出版社.2016 年

阮义忠.《当代摄影新锐—17 位影像新生代》.中国摄影出版社.2016 年

课程名称: 数码摄影基础 / Digital Photography

学时学分: 45/3

课程简介: 该课程是摄影专业的必修课。它将高科技的数字技术、计算机图像处理手段与传统的摄影方式紧密结合起来,开拓学生视野,引导学生紧跟高新科技发展,用高新科技手段来表现传统摄影艺术,无限发挥自身的想象力和创造力。课程分理论和实践、上机操作三部分。第一部分主要包括数码影像概念、数码相机、扫描仪、打印机和其他输出方式以及计算机图像处理软件几大部分。实践包括数码相机拍摄操作,上机操作为 Photoshop 等图像处理和网页制作软件。通过学习,学生能用数码相机拍摄照片,输入电脑进行处理,并打印输出用传统摄影方式无法得到的数字图片。

先修课程: 摄影基础、平面设计软件

适用专业: 摄影、多媒体专业本科

教材: 数码相机选购、使用和数字图像处理指南.浙江科学技术出版社
数码相机应用技巧.辽宁美术出版社

Course Name: Digital Photography

Applicable Level (Undergraduates/ Junior college students): Undergraduates

Total Credit Hours: 45 **Credits:** 3 **Lecture Hours:** **Computer Hours:** 0

Experiment Hours: 0

Way of Assessment: Examination/Test

Proportion of Result Evaluation: Regular Grades (including result of mid-term exam)
40 %+Result of Final Exam 60 %

Course Description:

This course is a required course for photography majors.It combines high-tech digital technology and computer image processing methods with traditional photography to broaden students' horizons, guide students to keep up with the development of high and new technologies, express traditional photography art with high and new technology means, and give full play to their imagination and creation.The course is divided into theory, practice and computer operation.The first part mainly includes the concept of digital image, digital camera, scanner, printer and other output methods and computer image processing software.Practice includes digital camera shooting operation, computer operation for Photoshop and other image processing and web page production software.Through learning, students can take digital photos one after another, input them into a computer for processing, and print out digital pictures that cannot be obtained by traditional photography.

Pre-Course: None

Applicable Major: PHOTOGRAPHY, MULTIMEDIA BACHELOR'S DEGREE:

Leading Teachers:

Teaching Material: 数码相机应用技巧.辽宁美术出版社

Main Reference Books: 数码相机选购、使用和数字图像处理指南.浙江科学技术出版社

课程名称: 广告摄影 / A.D. Photography

学时学分: 45/3

课程简介: 学习广告摄影的基本理论,从掌握大型相机的定义出发,了解大型相机的构造和性能,分析4*5底片在广告摄影中的重要作用,以及大型相机专用镜头的特点和它的描写力。通过实际操作掌握大型相机的4种功能,体会正确有效的布光对被摄体所产生的作用,结合拍摄实践培养学生具有个性的想象力和创作力。

先修课程: 摄影基础

适用专业: 摄影、多媒体专业本科

教材: 广告摄影.浙江人民美术出版社

(日)薄久夫著 杨伟华、金鹤、郑晓群译.商品广告摄影.中国摄影出版社

Course Name: A.D. Photography

Applicable Level (Undergraduates/ Junior college students): Undergraduates

Total Credit Hours: 45 **Credits:** 3 **Lecture Hours:** **Computer Hours:** 0

Experiment Hours: 0

Way of Assessment: Examination/Test

Proportion of Result Evaluation: Regular Grades (including result of mid-term exam)
40 %+Result of Final Exam 60 %

Course Description:

Learning the basic theory of advertising photography, starting from mastering the definition of large camera, understanding the structure and performance of large camera, analyzing the important role of 4*5 film in advertising photography, as well as the characteristics of special lens for large camera and its description. Through the practical operation to master the four functions of the large camera, experience the effect of correct and effective lighting on the subject, and combine the shooting practice to cultivate students' individual imagination and creativity.

Pre-Course: None

Applicable Major: PHOTOGRAPHY, MULTIMEDIA BACHELOR'S DEGREE:

Leading Teachers:

Teaching Material: 广告摄影.浙江人民美术出版社

Main Reference Books: (日)薄久夫著 杨伟华、金鹤、郑晓群译.商品广告摄影.中国摄影出版社

课程名称: 肖像摄影一 / Portrait Photography

学时学分: 45/3

课程简介: 本课程的主要内容为人像摄影的构图、人像摄影的光线处理、户外人像用光、人像摄影的光线处理、室内特定场景的人像用光、照相室人像的用光、人像摄影的调子、掩盖外貌缺陷、人像摄影的测光、曝光与洗印及人像照相室的装置和配置等。让学生根据不同种类的人像的构图、布光等要求及其具体的实例学习一些技巧和方法,使学生能掌握在各种情况下的人像摄影要领。

先修课程: 摄影基础、广告摄影

适用专业: 摄影、多媒体专业本科

教 材: 钱东升.肖像摄影.上海人民美术出版社

Course Name: Portrait Photography

Applicable Level (Undergraduates/ Junior college students): Undergraduates

Total Credit Hours: 45 **Credits:** 3 **Lecture Hours:** **Computer Hours:** 0

Experiment Hours: 0

Way of Assessment: Examination/Test

Proportion of Result Evaluation: Regular Grades (including result of mid-term exam) 40 %+Result of Final Exam 60 %

Course Description:

The main content of this course is for portrait photography, portrait photography composition of light treatment, portrait, indoor lighting, and portrait photography light on a particular scene, like light, photographic portraits of light, the mood of the portrait photography, cover appearance defects, portrait photography exposure metering, and develop and portrait photography room installation and configuration. Let students learn some skills and methods according to different kinds of portrait composition, lighting and other requirements and specific examples, so that students can master the essentials of portrait photography in various situations.

Pre-Course: None

Applicable Major: PHOTOGRAPHY, MULTIMEDIA BACHELOR'S DEGREE:

Leading Teachers: DONG Yuanyuan

Teaching Material: 钱东升.肖像摄影.上海人民美术出版社

Main Reference Books:

课程名称: 电视摄制 / Production of TV programme

学时学分: 45/3

课程简介: 本课程是一门关于如何遵循艺术规律,运用影视手段,借助电子装备来摄制电视作品的专修课程,教学任务以加强实用性为主,开拓知识面为辅,让学生掌握电视的拍摄与制作技能,巩固专业提高业务能力。本课程注重实用性,要求学生通过学习,熟练掌握运用业务级电视摄制设备,加强学生艺术思维,引发学生的艺术创造力,由于电视技术的发展日新月异,为不使学生以陈旧的知识面临即将到来的工作挑战,本学科注重自身的更新,需随时吸收最新的发展信息,并且及时对课程内容进行必要的增补修订,同时本课程还有具体的操作实践内容,以培养学生的动手能力与组织合作精神,真正具备电影人的基本素质。

先修课程: 摄影基础、影视艺术概论

适用专业: 摄影、多媒体专业本科

教材: 陈思善.电视节目制作基础.复旦大学出版社

刘建福.电视制作技术.北京大学出版社

Course Name: Production of TV programme

Applicable Level (Undergraduates/ Junior college students): Undergraduates

Total Credit Hours: 45 **Credits:** 3 **Lecture Hours:** **Computer Hours:** 0

Experiment Hours: 0

Way of Assessment: Examination/Test

Proportion of Result Evaluation: Regular Grades (including result of mid-term exam) 40 %+Result of Final Exam 60 %

Course Description:

This course is a specialized course on how to follow the law of art, use film and television means, and make use of electronic equipment to make TV works. The teaching task is to strengthen practicality and expand the scope of knowledge, so that students can master the skills of TV shooting and production, consolidate their major and improve their professional ability. Practicality, this course requires students through learning and mastering business level television equipment use, to strengthen the students' artistic thinking and trigger the students' artistic creativity, due to the development of TV technology changes with each passing day, to make students with the knowledge of the old face the upcoming challenge work, pay attention to its own update, this discipline need to absorb the development of the latest information at any time, and the necessary supplement to revise the content of the course in time, at the same time, the course content and the concrete operation practice, to train students' practical ability and group cooperation spirit, really have the basic quality of filmmakers.

Pre-Course: None

Applicable Major: PHOTOGRAPHY, MULTIMEDIA BACHELOR'S DEGREE:

Leading Teachers: TENG Fang , DU Hongling

Teaching Material: 陈思善.电视节目制作基础.复旦大学出版社

Main Reference Books: 刘建福.电视制作技术.北京大学出版社

课程名称: 影视后期制作 / Video Post Production

学时学分: 45/3

课程简介: 本课程是《电视摄制》课程的深入和延续,它是一门关于如何遵循艺术规律,运用影视手段,借助非线性编辑设备来对电视作品进行后期编辑和特效制作。该课程的教学任务以加强实用性为主,开拓知识面为辅,让学生掌握非线性编辑设备和软件的运用,巩固专业提高业务能力。本课程注重实用性,要求学生通过学习,熟练掌握运用非线性编辑设备,加强学生艺术思维,引发学生的艺术创造力。

先修课程: 电视摄制、影视艺术概论

适用专业: 摄影、多媒体专业本科

教材: Adobe 公司.Adobe Premiere Pro CS5 经典教程.人民邮电出版社
孟春难.中文版 Premiere Pro CS6 基础培训教程.人民邮电出版社

Course Name: Video Post Production

Applicable Level (Undergraduates/ Junior college students): Undergraduates

Total Credit Hours: 45 **Credits:** 3 **Lecture Hours:** **Computer Hours:** 0

Experiment Hours: 0

Way of Assessment: Examination/Test

Proportion of Result Evaluation: Regular Grades (including result of mid-term exam)
40 % + Result of Final Exam 60 %

Course Description:

This course is an in-depth continuation of the course television production, which is about how to follow the law of art, use film and television means, and make post-editing and special effects production of TV works with the help of non-linear editing equipment. The teaching task of this course is to strengthen practicality, to expand the scope of knowledge as a supplement, to enable students to master the use of non-linear editing equipment and software, to consolidate professional and improve professional ability. This course focuses on practicality and requires students to master the use of non-linear editing equipment through learning, so as to strengthen students' artistic thinking and stimulate their artistic creativity.

Pre-Course: None

Applicable Major: PHOTOGRAPHY, MULTIMEDIA BACHELOR'S DEGREE:

Leading Teachers: TENG Fang , DU Hongling

Teaching Material: Adobe 公司.Adobe Premiere Pro CS5 经典教程.人民邮电出版社

Main Reference Books: 孟春难.中文版 Premiere Pro CS6 基础培训教程.人民邮电出版社

课程名称: 平面设计软件 / 2D Design Software

学时学分: 45/3

课程简介: 本课程是以电脑软件为工具进行美术设计工作,与传统平面设计相比较,更适合现代社会的需求。平面软件是一套奇妙无比的视觉艺术创作工具,除了传统的笔、橡皮、尺子、剪刀、调色板等等以外,还有许多电脑独有设计工具,另外它还包括了几乎所有高难度的暗房技巧和照片处理功能。Adobe 公司的 Photoshop 和 Illustrator 是平面软件中的主流产品,它提供了强大的图像编辑处理和图形绘画功能,广泛用于数码绘画、广告设计、建筑设计、彩色印刷和网页设计等许多领域。

先修课程: 计算机应用基础、素描、色彩

适用专业: 摄影、多媒体专业本科

教 材: 景怀宇.中文版 Photoshop CS5 实用教程.人民邮电出版社

王玲.Photoshop CS5 平面设计实战从入门到精通.人民邮电出版社

Course Name: 2D Design Software

Applicable Level (Undergraduates/ Junior college students): Undergraduates

Total Credit Hours: 45 **Credits:** 3 **Lecture Hours:** **Computer Hours:** 0

Experiment Hours: 0

Way of Assessment: Examination/Test

Proportion of Result Evaluation: Regular Grades (including result of mid-term exam) 40 % + Result of Final Exam 60 %

Course Description:

This course takes computer software as the tool to conduct art design, which is more suitable for the needs of modern society than traditional graphic design. Graphic software is a fantastic set of visual art creation tools, in addition to the traditional pen, rubber, ruler, scissors, palette and so on, there are many unique computer design tools, in addition to it also includes almost all the difficult darkroom skills and photo processing functions. Adobe Photoshop and Illustrator are the mainstay of graphic software. They provide powerful image editing and processing and graphic drawing functions, and are widely used in digital painting, advertising design, architectural design, color printing, web design and many other fields.

Pre-Course: None

Applicable Major: PHOTOGRAPHY, MULTIMEDIA BACHELOR'S DEGREE:

Leading Teachers: LIU Congrong

Teaching Material: 景怀宇.中文版 Photoshop CS5 实用教程.人民邮电出版社

Main Reference Books: 王玲.Photoshop CS5 平面设计实战从入门到精通.人民邮电出版社

课程名称: 摄影作品赏析 /Photography Appreciation

学时学分: 30/2

课程简介: 该课程通过对国内外摄影理论及创作之中的相关热点、难点进行分析,为当前摄影作品创造力枯竭等问题,给出更多可选择思路与表达方案。在课程教学中,展示中外摄影大师的名作,分析各种流派题材的构思、各种造型手段的运用、创作个性风格以及时代特点等,提高学生摄影图片艺术鉴赏能力。

先修课程: 摄影基础

适用专业: 摄影、多媒体专业本科

教材: 唐东平著.摄影作品分析.清华大学出版社

王真.光影中的灵魂——图片摄影作品赏析.中国国际广播出版社

Course Name: Photography Appreciation

Applicable Level (Undergraduates/ Junior college students): Undergraduates

Total Credit Hours: 30 **Credits:** 2 **Lecture Hours:** **Computer Hours:** 0

Experiment Hours: 0

Way of Assessment: Examination/Test

Proportion of Result Evaluation: Regular Grades (including result of mid-term exam)
40 %+Result of Final Exam 60 %

Course Description:

This course analyzes relevant hot spots and difficulties in domestic and foreign photography theories and creation, and provides more alternative ideas and expression schemes for problems such as the exhaustion of creativity in current photographic works. In the course teaching, the famous works of Chinese and foreign photography masters are displayed, the conception of various genres and themes, the application of various modeling methods, the creation of individual styles and the characteristics of The Times are analyzed, so as to improve students' ability to appreciate the art of photographic pictures.

Pre-Course: None

Applicable Major: PHOTOGRAPHY, MULTIMEDIA BACHELOR'S DEGREE:

Leading Teachers: PAN Xiaoliang

Teaching Material: 唐东平著.摄影作品分析.清华大学出版社

Main Reference Books: 王真.光影中的灵魂——图片摄影作品赏析.中国国际广播出版社

课程名称: 图文设计/ Graphic Design

学时学分: 45/3

课程简介: 该课程主要介绍图文设计与排版软件 InDesign 的相关基础知识、常用实战技巧, 以及与 Photoshop 软件的结合应用。在教学中会结合实例, 介绍新闻内容的图文设计, 以及讲解宣传海报、企业宣传画等例子的全部制作过程。

先修课程: 平面设计软件、多媒体设计基础

适用专业: 摄影、多媒体专业本科

教材: 《工作过程导向新理念丛书》编委会.图文设计与排版.清华大学出版社
李鹏程 王炜.电脑图文设计.上海人民美术出版社

Course Name:

Applicable Level (Undergraduates/ Junior college students): Undergraduates

Total Credit Hours: 45 **Credits:** 3 **Lecture Hours:** **Computer Hours:** 0

Experiment Hours: 0

Way of Assessment: Examination/Test

Proportion of Result Evaluation: Regular Grades (including result of mid-term exam)
40 % + Result of Final Exam 60 %

Course Description:

This course mainly introduces the basic knowledge of graphic design and typesetting software InDesign, common practical skills, and its application in combination with Photoshop. In the teaching, I will introduce the graphic and text design of news content, and explain the whole production process of propaganda posters, enterprise posters and other examples. Advanced courses: graphic design software, fundamentals of multimedia design

Pre-Course: None

Applicable Major: PHOTOGRAPHY, MULTIMEDIA BACHELOR'S DEGREE:

Leading Teachers: XIE Tian, LIU Xiaoyan

Teaching Material: 《工作过程导向新理念丛书》编委会.图文设计与排版.清华大学出版社

Main Reference Books: 李鹏程 王炜.电脑图文设计.上海人民美术出版社

课程名称: 摄影表现/ Photography Manifestation

学时学分: 45/3

课程简介: 该课程分析专题摄影的特性,总结专题摄影常见的类型,归纳专题摄影题材发现的基本规律。在课程中还讲述专题摄影视觉表现的方法,强调专题摄影师必须具备的编辑意识以及编辑的基本思路,以帮助摄影师按照一定的规律对专题实现整体上的掌控。在教学中还就专题摄影的采访与文字写作进行详细的解说。

先修课程: 摄影基础、广告摄影、人像

适用专业: 摄影、多媒体专业本科

教材: シャーロット? コットン、大橋悦子、大木美智子,现代摄影论,东京:晶文社,2016.

飯沢耕太郎,写真的思考,东京:河出書房新社,2009.

ベルント? シュテイーグラ,竹峰義和,柳橋大輔,写真の映像,东京:月曜社 2015.

约翰·萨考斯基、唐凌洁,摄影师之眼,北京:人民邮电出版社,2012.

Course Name: Photography Manifestation

Applicable Level (Undergraduates/ Junior college students): Undergraduates

Total Credit Hours: 45 **Credits:** 3 **Lecture Hours:** **Computer Hours:** 0

Experiment Hours: 0

Way of Assessment: Examination/Test

Proportion of Result Evaluation: Regular Grades (including result of mid-term exam)
40 %+Result of Final Exam 60 %

Course Description:

This course analyzes the characteristics of thematic photography, summarizes the common types of thematic photography, and summarizes the basic rules of thematic photography subject discovery. In the course, the methods of visual presentation of thematic photography are also introduced, and the editing awareness and basic thinking that thematic photographers must have are emphasized, so as to help photographers to achieve overall control of thematic photography according to certain rules. In the course of teaching, it also explains the interview and writing of the special photography in detail.

Pre-Course: None

Applicable Major: PHOTOGRAPHY, MULTIMEDIA BACHELOR'S DEGREE:

Leading Teachers: XIE Tian

Teaching Material:

シャーロット? コットン、大橋悦子、大木美智子,现代摄影论,东京:晶文社,2016.

Main Reference Books:

飯沢耕太郎,写真的思考,东京:河出書房新社,2009.

ベルントシュテイーグラ,竹峰義和,柳橋大輔,写真の映像,东京:月曜社 2015.

约翰·萨考斯基、唐凌洁,摄影师之眼,北京:人民邮电出版社,2012.

课程名称: 广告摄影创意设计实验/ Advertising Photography Creative Design Experiments

学时学分: 3/45

课程简介: 数码技术的发展,使广告摄影创意的表现空间得到了极大的拓展。本课程结合优秀广告摄影创意设计案例,分析广告摄影创意设计的基本原理和艺术表现手法,指导学生运用数字摄影以及图像创意处理功能进行实际操作实验练习。鼓励学生学会观察、探究、创作,在操作中充分发挥艺术想象力和感悟力,为今后的广告摄影学习和创作打下基础。

先修课程: 摄影基础、广告摄影

适用专业: 摄影、多媒体专业本科

教 材: 金鹤、滕芳、刘从蓉,《广告摄影》,浙江人民美术出版社,2011

[英]罗杰·希克斯、[美]弗朗西丝·舒尔茨,《国际广告摄影教程》,2010

熊谷晃,《熊谷晃商业静物摄影》,人民邮电出版社,2011

林路,《摄影大师秘籍》,中国民族摄影艺术出版社,2010

张西蒙、张丹纳,《广告摄影》,中国轻工业出版社,2012

Course Name: Advertising Photography Creative Design Experiments

Applicable Level (Undergraduates/ Junior college students): Undergraduates

Total Credit Hours: 45 **Credits:** 3 **Lecture Hours:** **Computer Hours:** 0

Experiment Hours: 0

Way of Assessment: Examination/Test

Proportion of Result Evaluation: Regular Grades (including result of mid-term exam)
40 % + Result of Final Exam 60 %

Course Description:

The development of digital technology, advertising photography creative expression space has been greatly expanded. This course combines excellent creative design cases of advertising photography, analyzes the basic principles and artistic expression methods of creative design of advertising photography, and instructs students to use digital photography and image creative processing functions for practical operation experiments. Encourage students to learn how to observe, explore and create, and give full play to their artistic imagination and perception in the operation, so as to lay a foundation for the future study and creation of advertising photography.

Pre-Course: None

Applicable Major: PHOTOGRAPHY, MULTIMEDIA BACHELOR'S DEGREE:

Leading Teachers: LIU Congrong

Teaching Material: 金鹤、滕芳、刘从蓉,《广告摄影》,浙江人民美术出版社,2011

Main Reference Books:

[英]罗杰·希克斯、[美]弗朗西丝·舒尔茨,《国际广告摄影教程》,2010

熊谷晃,《熊谷晃商业静物摄影》,人民邮电出版社,2011

林路,《摄影大师秘籍》,中国民族摄影艺术出版社,2010

张西蒙、张丹纳,《广告摄影》,中国轻工业出版社,2012

课程名称: 摄影画面研究/ Photographic Picture Study

学时学分: 3/45

课程简介: 培养学生在理论上理解摄影画面的基本知识;画面的基本构成、不同景别镜头拍摄以及拍摄角度的把握、及用光、色彩、影调及反差等画面基本要素的原理,使学生充分理解如何形成画面的冲击力对于其对于完成作品的重要作用,从而理解创作时基本构思及后期洗印及后期制作对作品的影响。除掌握基本理论外,更重要的是学会一种摄影特有的思维方式,并具备了细致的工作作风,可以在将来的学习中进一步加深精通对摄影学习的兴趣与专业态度。

先修课程: 摄影基础、摄影史、摄影艺术概论

适用专业: 摄影、多媒体专业本科

教 材: 王传东 《摄影构成设计》 辽宁科学技术出版社 2012 年

冯欣艳 《摄影技法与表现》天津大学出版社 2011

佳影在线 《摄影构图》中国青年出版社 2009

李锐文 《摄影构成》广东人民出版社 2003 年

Course Name: Photographic Picture Study

Applicable Level (Undergraduates/ Junior college students): Undergraduates

Total Credit Hours: 45 **Credits:** 3 **Lecture Hours:** **Computer Hours:** 0

Experiment Hours: 0

Way of Assessment: Examination/Test

Proportion of Result Evaluation: Regular Grades (including result of mid-term exam)
40 %+Result of Final Exam 60 %

Course Description:

Train students to understand the basic knowledge of photographic pictures in theory;Picture basic composition, different JingBie lens and the grasp of the shooting Angle, light, color, tone and picture the principle of basic elements such as contrast, causes the student to fully understand how to form the impact of the image for its important role to complete works, to understand the basic conception and later develop and post-production work.In addition to mastering the basic theory, what is more important is to learn a unique way of thinking of photography, and have a meticulous work style, which can further deepen my interest in and professional attitude towards photography learning in the future study.

Pre-Course: None

Applicable Major: PHOTOGRAPHY, MULTIMEDIA BACHELOR'S DEGREE:

Leading Teachers: SHEN Jie , XIE Tian

Teaching Material: 王传东 《摄影构成设计》 辽宁科学技术出版社 2012 年

Main Reference Books:

冯欣艳 《摄影技法与表现》天津大学出版社 2011

佳影在线 《摄影构图》中国青年出版社 2009

李锐文 《摄影构成》广东人民出版社 2003 年

课程名称: 古典摄影工艺/ Photographic Technology Experiments

学时学分: 45/3

课程简介: 沿着古典工艺向数字化技术发展的脉络, 全面介绍古典摄影工艺的历史, 操作步骤, 以及各种不同工艺之间的联系。介绍了不同时代的摄影艺术家所采用的各种技法。介绍各种不同的摄影图片制作工艺, 不仅包括工艺的历史, 所用的化学原料, 各种相关的信息, 更提供了非常实用的操作指导。

先修课程: 摄影基础一、二

适用专业: 摄影、多媒体专业本科

教材: [美] 克里斯多佛·詹姆士. 美国摄影图片制作工艺专业教程. 上海: 人民美术出版社, 2006.

钟建明, 山姆·王, 桑迪·肯, 孔耐. 经典手工影像. 浙江: 摄影出版社, 2014

大画幅摄影的奥秘. 人民邮电出版社, 2014

迈克尔·弗里曼. 摄影师的洞察力: 迈克尔·弗里曼解读经典摄影名作. 人民邮电出版社, 第1版, 2014

Course Name: Photographic Technology Experiments

Applicable Level (Undergraduates/ Junior college students): Undergraduates

Total Credit Hours: 45 **Credits:** 3 **Lecture Hours:** **Computer Hours:** 0

Experiment Hours: 0

Way of Assessment: Examination/Test

Proportion of Result Evaluation: Regular Grades (including result of mid-term exam) 40 % + Result of Final Exam 60 %

Course Description:

Following the development of classical technology to digital technology, a comprehensive introduction to the history of classical photography technology, operation steps, as well as the relationship between various processes. This paper introduces various techniques adopted by photography artists in different times. This paper introduces the making process of various photographic pictures, including not only the history of the process, the chemical materials used, all kinds of relevant information, but also provides very practical operation guidance.

Pre-Course: None

Applicable Major: PHOTOGRAPHY, MULTIMEDIA BACHELOR'S DEGREE:

Leading Teachers: SHI Xiaojun

Teaching Material: [美] 克里斯多佛·詹姆士. 美国摄影图片制作工艺专业教程. 上海: 人民美术出版社, 2006.

Main Reference Books:

钟建明, 山姆·王, 桑迪·肯, 孔耐. 经典手工影像. 浙江: 摄影出版社, 2014

大画幅摄影的奥秘. 人民邮电出版社, 2014

迈克尔·弗里曼. 摄影师的洞察力: 迈克尔·弗里曼解读经典摄影名作. 人民邮电出版社, 第1版, 2014

课程名称: 摄影新媒体传播/ New Media Communication of Photography

学时学分: 3/45

课程简介: 随着科技的发展, 互联网产业的迅速扩张, 传播媒体在形式上也发生了巨大的变化。传统传播媒体在新媒体的发展下其劣势悠然而见, 摄影如何在当下利用新媒体进行传播, 又有何新媒体适合摄影的传播。通过课程和案例分析进行解读。

先修课程: 摄影艺术概论

适用专业: 摄影、多媒体专业本科

教材: 陈刚, 影视与新媒体摄影--从理论到实践, 中国国际广播。2017

刘雪梅, 王沪生。新媒体传播。暨南大学出版社, 2018

Course Name: New Media Communication of Photography

Applicable Level (Undergraduates/ Junior college students): Undergraduates

Total Credit Hours: 45 Credits: 3 Lecture Hours: Computer Hours: 0

Experiment Hours: 0

Way of Assessment: Examination/Test

Proportion of Result Evaluation: Regular Grades (including result of mid-term exam)
40 %+Result of Final Exam 60 %

Course Description:

With the development of science and technology and the rapid expansion of the Internet industry, great changes have taken place in the form of communication media. With the development of new media, the disadvantages of traditional communication media can be easily seen. How to make use of new media for the communication of photography? What new media is suitable for the communication of photography? Interpretation through course and case studies.

Pre-Course: None

Applicable Major: PHOTOGRAPHY, MULTIMEDIA BACHELOR'S DEGREE:

Leading Teachers: PAN Xiaoliang

Teaching Material: 陈刚, 影视与新媒体摄影--从理论到实践, 中国国际广播。2017

Main Reference Books: 刘雪梅, 王沪生。新媒体传播。暨南大学出版社, 2018

环 境 设 计

辅修专业教学计划

开设学校：上海工程技术大学 专业名称：环境设计 开设校区：松江校区

1、教学目标：

本专业培养适应我国社会主义经济建设的发展需要，掌握专业基础理论、相关学科领域理论知识与专业技能，并具有创新能力的和设计实践能力，能在在环境设计机构从事景观设计和室内设计，并具备项目策划与经营管理能力的高素质复合型、应用型环境设计人才。

2、总学分数：60 学分

3、教学计划：

序号	课程名称	学分	学时	各学期周学时分配					
				三	四	五	六	七	八
1	素描	3	45	3					
2	色彩	3	45	2					
3	构成	4	60	3					
4	空间形态构成	2	30	2					
5	设计速写	3	45	2					
6	制图	2	30	3					
7	环境设计史	3	45		3				
8	计算机辅助设计-CAD	2	30		3				
9	计算机辅助设计-SKP	3	45		3				
10	平面设计软件	3	45		3				
11	景观小品设计	3	45			3			
12	植物设计	2	30			3			
13	环境照明设计	2	30			2			
14	室内设计	3	45			3			
15	软装设计	2	30				3		
16	景观设计初步	3	45				3		
17	城市公共艺术	3	45				3		
18	设计调研与方法	3	45					2	
19	城市绿地景观设计	3	45					2	
20	毕业设计(毕业论文)	8	9周						9周
合 计		60	765+ 9周	15	12	11	9	4	9周

课程名称：素描 / Sketch

学时学分：45/3

课程简介：

素描是造型艺术的表现形式之一，由于素描在训练造型能力和表现能力方面的重要作用，几乎所有的造型艺术门类都把素描列为重要的基础课之一。素描课程教学主要从传统的素描学习入手，通过对造型的基础知识与规律的认识与理解，培养学生的平面造型与表达能力、熟悉基本形式法则和锻炼创造性思维。现代造型艺术入门，都须经过严格的素描基本功训练，它包括对透视学、投影学、解剖学等自然科学规律的认识和掌握，也包括对造型的观念、造型的美学原则、造型的诸形式要素和各种艺术表现方法的实践和认识。因此，设计专业的素描作为设计造型的基础课，着重解决学生的设计意识，图形意识，创造性表现意识和思维理念的形成。

先修课程：无

适用专业：视觉传达设计、艺术设计、服装设计、环境设计、艺术与科技等

教材：

《西方古典主义大师素描集》人民美术出版 2001 年 10 版

Course Name: Sketch

Total Credit Hours: 45/3

Course Description:

Sketching is a basic specialized course for industrial design majors. It aims to cultivate students' ability to recognize, understand and correctly express space. In this course, students will learn to coordinate their eyes, brain, and hands in hand-painting exercises, and thus acquire good ability for space pattern thinking and visual image painting as well as the most basic visual aesthetic accomplishment. This course will lay foundation for the follow-up courses like expressing techniques, cartography, and so on.

Pre-Course: none

Applicable Major: Design Visual communication design, art design, costume design, space environment design, photography, etc

Leading Teacher: Qian Baogang

Teaching Material:

《西方古典主义大师素描集》人民美术出版 2001 年 10 版

Main Reference Books:

《大师速写素描新选系》吉林美术出版社 2005 年 1 月版。

《设计素描》董春欣编著上海书画出版社 2005 年 6 月版。

《现代素描》刘建平编著 上海人民美术版 1998 年 10 月版

课程名称：色彩 / Coloring

学时学分：45/3

课程简介：

《色彩》——本课程为艺术类、广告学等各专业的学科基础课、专业基础必修课。能够将美学与艺术科学的基本概念运用到设计问题的适当表述之中，寻求合理的解决方案并加以改进。色彩的审美能力和表现能力是各类美术设计人员必备的重要基本素质。本课程通过对色彩的研究，培养学生对色彩的观察、欣赏、判断、表现等各方面的能力和修养。通过学习使学生掌握色彩学的基本原理和方法，为专业课程的学习打下良好美学基础。

先修课程：无

适用专业: 艺术类本科 (含广告学)

教材:

熊云皓, 俞巍. 《全新设计色彩: 32 课时色彩训练》, [M] 北京: 化学工业出版社, 2013

Course Name: Coloring

Total Credit Hours: 45/3

Course Description:

"Color" - This course is a basic course for professional subjects such as art and advertising, and a required course for professional foundation. The basic concepts of aesthetics and art science can be applied to the appropriate representation of design issues, seeking reasonable solutions and improving them. The aesthetic ability and performance ability of color are important basic qualities that all kinds of art designers must have. Through the study of color, this course develops students' ability and cultivation in color observation, appreciation, judgment and performance. Through learning, students will master the basic principles and methods of color science, and lay a good aesthetic foundation for the study of professional courses.

Pre-Course: none

Applicable Major: visual communication design, art design, advertising design

Leading Teacher: 平龙、应海明、顾劲松、钱保刚、杭天、李光安、王心旭、崔爱武、林立强、葛仲秋、马杰

Teaching Material:

熊云皓, 俞巍. 《全新设计色彩: 32 课时色彩训练》, [M] 北京: 化学工业出版社, 2013

Main Reference Books:

1. 冷先平. 《设计色彩学》, [M] 北京: 中国建筑工业出版社, 2014
2. [美] 卡伦·特里德曼. 《艺术与设计色彩专业教程》, [M] 北京: 中国摄影出版社, 2018
3. 乔磊, 蔡颖君. 《设计色彩 (全国高等院校艺术设计专业“十二五”规划教材)》, [M] 北京: 中国轻工业出版社, 2012

课程名称: 构成 / Design Composition

学时学分: 60/4

课程简介:

设计构成是现代艺术设计造型、创意的基础, 它主要阐述了设计形式的规律与法则, 将感性的设计因素与理性的设计思维结合起来, 是设计艺术类学生必须掌握的一门基础学科。

先修课程: 无

适用专业: 艺术类本科 (包括环境设计、艺术与科技、广告、多媒体、服装与服饰设计等)

教材:

文健等. 设计三大构成. 清华大学出版社, 2013

Description:

Course Name: Design Composition

Total Credit Hours: 60/4

Course Description:

Design form is the basis of the modern art design modelling, creative, it mainly expounds the design rules and principles, in the form of emotional design factors combined with the design of rational thinking, is a design art students must master a basic subject.

Pre-Course: none

Applicable Major: Bachelor of arts (including art design, exhibition, advertising, multimedia,

clothing and costume design, etc.)

Leading Teacher: Industrial design

Teaching Material:

文健等. 设计三大构成. 清华大学出版社, 2013.

Main Reference Books:

1. 于国瑞. 平面构成. 北京: 清华大学出版社, 2012.
2. 李静. 色彩构成. 北京: 中国青年出版社, 2014.
3. 吴萍. 二维设计基础——平面构成. 武汉: 湖北美术出版社, 2011.
4. 周慧. 色彩构成基础与应用. 北京: 化学工业出版社, 2013.
5. 刘汉民等. 立体构成. 北京: 清华大学出版社, 2010.
6. 师晟. 立体形态创意构成. 上海: 东华大学出版社, 2011.

课程名称: 空间形态构成 / Spatial configuration

学时学分: 30/2

课程简介:

本课程是环境设计专业的核心课程之一, 主要讲授空间形态的类型特征及构造的一般原理与方法, 内容包括空间形态构成的一般概念、空间形态的特征及创作要素、空间形态的要素组合、空间感的创造、空间形态的表达、非线性空间形态等。通过本课程的学习, 学生可建立空间形态与空间关系的意识, 面对现实中的空白场所, 可以构造出丰富的空间层次, 运用不同的色彩、材质及形体创造出连续统一而又有变化的空间形态, 具备动手制作空间实体模型的能力, 具备运用参数化设计软件, 构造非线性空间形态的能力, 创造具有艺术性的空间形态的能力。

先修课程: 素描、色彩

适用专业: 环境设计、艺术与科技等

教材:

王丽云. 构成进行时: 空间形态构成. 南京: 东南大学出版社, 2010

Description:

Course Name: Spatial configuration

Total Credit Hours: 30/2

Course Description:

This course is one of the core courses of environmental design specialty. It mainly teaches the types, characteristics and general principles and methods of spatial form construction. It includes the general concept of spatial form composition, the characteristics and creative elements of spatial form, the combination of elements of spatial form, the creation of spatial sense, the expression of spatial form, and the non-linear spatial form. Through the study of this course, students can establish the consciousness of spatial form and spatial relationship. Faced with the blank space in reality, they can construct abundant spatial layers, create continuous, unified and changeable spatial form with different colors, materials and shapes, have the ability to make spatial entity model by hand, and use parametric design software to construct non-linear space. The ability to create artistic spatial forms.

Pre-Course: Sketch、Coloring

Applicable Major: environmental design, art and science

Teaching Material:

王丽云. 构成进行时: 空间形态构成. 南京: 东南大学出版社, 2010

课程名称：设计速写 / Design Sketch

学时学分：45/3

课程简介：

设计速写教学是美术设计等各专业的一个重要基础课，是艺术与设计的基础教育之一，是各类美术设计人员必备的重要素质。本科程通过对设计速写的研究，培养学生对建筑色彩、空间的观察、欣赏、判断、表现等各方面的能力和修养。通过学习使学生掌握设计速写的基本原理和方法，为以后设计打下良好基础。本课程从理论知识学习开始，着重能力培养，从易到难，由简入繁，循序渐进。培养学生从设计的角度思考解决问题的意识。培养学生表现物体三维造型能力，观察能力，表现能力，审美能力，理解与分析能力。

先修课程：设计素描、素描、构成基础、素描速写

适用专业：工业设计、视觉传达设计、艺术与科技、环境设计、广告设计

教材：

《手绘快速表现技法》。 顾湘东(作者) 湖南美术出版社

《马克笔表现技法》 杨健(作者) 中国建筑工业出版社

Course Name: Design Sketch

Total Credit Hours: 45/3

Course Description:

This course is one of the basic specialized courses for industrial design majors. It aims to cultivate students' ability in color aesthetics and the ability to use color. By studying this course, students will master patterns, acquire the primary ability to use and thus prepare for follow-up courses such as pattern, product design, and so on.

Pre-Course: design sketches, drawings, constitute a foundation

Applicable Major: industrial design, visual communication design, art design, advertising design

Teaching Material:

《Skills of Hand-drawn Fast Representation》

《Mark-pen Representation》

Main Reference Books:

《Architectural Pen Painting》

《Foundation of Modeling Department of China Academy of Fine Arts》

《Design Expressions-Underhand Expressions of Landscape Painting》

课程名称：制图 / Design Composition

学时学分：30/2

课程简介：

本课程是一门研究用投影法绘制工程图样的理论和方法以及建筑及室内设计的专业基础课。通过对本课程的学习，主要是为学生学习绘制和阅读建筑及室内设计工程图样打下基础，其次，通过本课程第二部分建筑透视的学习，可使学生掌握透视的基本原理，进而为进一步了解建筑和室内的空间关系和绘制表现图打下基础。在建筑及室内工程中，任何建筑物及其构件等的形状、大小和做法，都必须按照国家标准的规定画出它们的图样，作为建造和施工的依据。因此，工程图样被喻为“工程界的语言”。它是用来表达设计构思，进行技术交流的重要工具。通过本课程的学习，培养学生具有严谨细致的工作作风；掌握正投影的基本理论和作图方法；培养绘制和阅读工程图的基本知识和技能；培养空间想象能力和空间分析能力。

先修课程: 平面几何、立体几何

适用专业: 工业设计专业、产品设计专业

教材:

杨惠英, 冯涓, 王玉坤 《机械制图》, 清华大学出版社, 2016.6

Course Name: Drawing

Total Credit Hours: 30/2

Course Description:

This course mainly studies the theory and method of drawing engineering drawings by projection method, and is the basic course of industrial design and product design. Through the study of this course, students can master the basic principles of perspective, and then lay the foundation for students to deeply understand the three-dimensional characteristics of industrial products, learn to read and draw engineering drawings of industrial products. In industrial design and product design, the shape, size and processing characteristics of any product together with its components must be given in accordance with the uniform requirements of national standards, as a basis for processing and manufacturing. Therefore, the engineering drawings are referred to as "the language of the engineering community", which is an important tool for expressing design ideas and conducting technical exchanges. The study will focus on cultivating students' rigorous and meticulous work style, mastering the basic theory and mapping methods of projection method, cultivating the basic knowledge and skills of reading and drawing engineering drawings, and training to promote product design from design to actual production and processing.

Pre-Course: Plane Geometry, Solid Geometry

Applicable Major: Industrial design, product design

Main Reference Books:

杨惠英, 冯涓, 王玉坤 《机械制图》, 清华大学出版社, 2016.6

课程名称: 环境设计史 / History of environmental design

学时学分: 30/2

课程简介:

本课程以科学的态度, 从整体上介绍环境艺术设计史的发展规律, 寻找其发展脉络。使学生通过环境设计史的学习, 提高在中外环境艺术设计的历史及理论方面的素养, 提高审美能力, 把握设计的演变和发展规律, 为设计实践打下坚实的理论基础。引导学生参与分析优秀作品, 思考作品背后的思想、理念、技术、经济等社会要素, 从本质上理解促进环境艺术设计发展的因素和设计学科的发展规律。

先修课程: 无

适用专业: 环境设计、艺术与科技

教材:

薛娟 《中外环境艺术设计史》, 中国电力出版社, 2013.8

Course Name: Drawing

Total Credit Hours: 30/2

Course Description:

This course mainly studies the theory and method of drawing engineering drawings by projection method, and is the basic course of industrial design and product design. Through the study of this course, students can master the basic principles of perspective, and then lay the foundation for students to deeply understand the three-dimensional characteristics of industrial products, learn to

read and draw engineering drawings of industrial products. In industrial design and product design, the shape, size and processing characteristics of any product together with its components must be given in accordance with the uniform requirements of national standards, as a basis for processing and manufacturing. Therefore, the engineering drawings are referred to as "the language of the engineering community", which is an important tool for expressing design ideas and conducting technical exchanges. The study will focus on cultivating students' rigorous and meticulous work style, mastering the basic theory and mapping methods of projection method, cultivating the basic knowledge and skills of reading and drawing engineering drawings, and training to promote product design from design to actual production and processing.

Pre-Course: none

Applicable Major: environmental design, art and science

Main Reference Books:

薛娟 《中外环境艺术设计史》，中国电力出版社，2013.8

课程名称：计算机辅助设计 CAD / Computer Aided Design CAD

学时学分：30/2

课程简介：

本课程是环境设计专业的核心课程之一，主要讲授环境设计制图规范及运用 AutoCAD 绘制设计图纸的技巧与方法，内容包括 AutoCAD 基础、建筑制图规范及点的智能输入、设置标准绘图环境和基本操作、平面图绘制和基本编辑、天花板及地面绘制和基本编辑（二）、绘制剖面图、立面图和徒手画、绘制总平面图和特殊绘图方法、尺寸标注、文字注释及打印输出、定制个性化工作环境等。通过本课程的学习，学生可具备制图规范意识、识别与绘制三视图的能力、运用制图规范符号绘制设计图的能力、运用 AutoCAD 绘制设计图的能力、运用 AutoCAD 绘制施工图的能力。

先修课程：素描、色彩

适用专业：环境设计、艺术与科技等

教材：

耿晓杰. 环境设计 CAD. 水利水电出版社. 2014

Course Name: Computer Aided Design CAD

Total Credit Hours: 30/2

Course Description:

It is the core course for students majored in environment design, mainly describe the standards of environment design and the skills and methods of applying AutoCAD to draw design papers which mainly teaching students Basic Auto CAD, architecture design standard and joint smart input, setting standard design environment and basic operation, plan design and basic editing, ceiling and floor design and basic editing <II>, profile map designing, elevation designing, free hand sketching, site-plan designing and special designing methods, measurement notation, characters explanation and print output, custom made a personalized working environment. After learning this course, students will be equipped with the conscious of design standard, reorganization, and the ability of three views designing, the ability of applying standard designing symbol to design, ability to use AutoCAD to design, the ability to use AutoCAD to design production drawing.

Pre-Course: sketch, color

Applicable Major: Environment Design, Art and Science

Teaching Material:

Geng Xiaojie. Environment Design CAD. China WaterPower Press, 2014.

课程名称: 计算机辅助设计 SKP / Computer Aided DesignSKP

学时学分: 45/3

课程简介:

计算机辅助设计 SketchUp 本课程是环境设计专业的核心课程之一, 主要讲授环境设计制图规范及运用 SketchUp 绘制设计图纸的技巧与方法, 内容包括 SketchUp 基础、CAD 等比例导入 SketchUp 之中、SketchUp 设置标准绘图环境和基本操作、SketchUp 条件下平面图和立面图剖面图绘制和基本编辑、天花板及地面绘制和基本编辑(二)以及各种材质填充、特殊绘图方法、尺寸标注、文字注释及打印输出、定制个性化工作环境等。通过本课程的学习, 学生可具备制图规范意识、识别与绘制三维图的能力、运用 SketchUp 绘制设计图的能力、运用 SketchUp 绘制效果图的能力。

先修课程: 计算机辅助设计 CAD

适用专业: 环境设计、艺术与科技等

教材:

李红术,《中文版 SketchUp 草图绘制技术精粹》, 清华大学出版社, 2016.

Course Name: Computer Aided DesignSKP

Total Credit Hours: 45/3

Course Description:

Computer aided design SketchUp is one of the core courses of the environmental design major. It mainly teaches environmental design drawing specifications and techniques and methods for drawing design drawings using SketchUp. Content package SketchUp basis, CAD and other import proportion of SketchUp, SketchUp setup standard drawing environment and basic operation, SketchUp under the condition of the floor plan and elevation profile drawing and basic editing, ceiling and ground map and basic editing Two and a variety of special drawing method, material filling, dimensioning, text annotations, and printing, customize your work environment. Through this course, students will be able to develop awareness of drawing specifications, recognize and draw 3d drawings, draw design drawings using SketchUp, and draw renderings using SketchUp.

Pre-Course: Computer Aided DesignCAD

Applicable Major: Environment Design, Art and Science

Teaching Material:

李红术,《中文版 SketchUp 草图绘制技术精粹》, 清华大学出版社, 2016.

课程名称: 平面设计软件/ Graphic Design Software AI

学时学分: 45/3

课程简介:

本课程属艺术设计的基础课程, 主要使学生学习掌握 AI 软件的在平面、产品、环境等设计中的灵活应用。掌握利用 AI 制作平面插画、工程制图、等。作为平面设计的重要工具软件, 学生需通过学习, 掌握图形设计与电脑制作过程, 学习 AI 与其他软件配合使用, 如图片编辑软件、字体设计软件等。通过对本课程的学习, 使学生能独立完成诸如标识设计、海报设计、简单产品效果图绘制、插画绘制等技巧。

先修课程: 构成基础

适用专业: 艺术设计专业 (含广告学)

教材:

李东博,《Illustrator CS6 完全自学手册》,清华大学出版社,2013.

Course Name: Graphic Design Software AI

Total Credit Hours: 45/3

Course Description:

“An Introduction: Illustrator” is one of the core courses for art majors. The course is an introduction of Illustrator. Student will learn image editing and drawing which is the key of the course. The teaching objective of this course is to foster the Graphic design CAD ability of undergraduates of art majors, especially their good habits to use computer software. Through the learning of this basic course, undergraduates of art majors will cope with the demands of related disciplines and majors for computer operating skill, better serving the social requirements for design professionals.

Pre-Course: Computer Application Basis

Applicable Major: Undergraduates of Art Majors (including Conference and Space Design, Advertising, Fashion & Accessory Design, Multimedia Design, Photograph etc.)

Main Reference Books:

1. 李金蓉, 中文版 Illustrator CS6 高手成长之路 (附 DVD-ROM 光盘 1 张), 清华大学出版社, 2013.11
2. 李金明、李金蓉, 中文版 Illustrator CS6 完全自学教程, 人民邮电出版社, 2017.2
3. 李金蓉, 平面设计与制作: 突破平面 Illustrator CS6 设计与制作深度剖析 (附 DVD-ROM 光盘 1 张), 清华大学出版社, 2013.5
4. [美] 斯得渥, The Adobe Illustrator CS6/CC WOW! Book, 中国青年出版社, 2015.6
5. 张丕军, 杨顺花, 张婉, 中文版 Illustrator CS6 平面设计全实例, 中国海洋出版社, 2013.9

课程名称: 景观小品设计/ Landscape Sketch Design

学时学分: 45/3

课程简介:

本课程是环境设计、会展空间设计相关专业学习的基础设计课程, 通过对该课程的学习, 使学生对景观小品的分类、景观小品的设计、景观小品的设计有初步的了解; 通过对本课程的学习使学生了解景观小品的类型和特点, 景观小品与园林规划设计的关系, 景观小品与周围环境的协调性, 景观小品的造型艺术等基本知识。

先修课程: 景观设计

适用专业: 环境设计、艺术与科技

教材:

黄曦:《景观小品设计》, 中国水利水电出版社, 第 1 版 (2013 年 4 月)

Course Name: Landscape Sketch Design

Total Credit Hours: 45/3

Course Description:

This course is the environment design, design of exhibition space design course, the basis of relevant professional learning through learning of this course, make the student to the classification of landscape sketch, landscape sketch design, landscape sketch design have a preliminary understanding; By learning this course makes students understand the types and

features of the landscape sketch, landscape sketch and the relationship between landscape planning and design, landscape sketch with the surrounding environment coordination, landscape sketch of the plastic arts such as basic knowledge.

Pre-Course: The landscape design

Applicable Major: environment design、 art and science

Teaching Material:

Huang Xi: landscape sketch design, China water conservancy and hydropower press, 1 (April 2013)

Main Reference Books:

Huang Xi: landscape sketch design, China water conservancy and hydropower press, version 1 (April 2013);

Xu Zhuoheng: the landscape design, environmental sketch), zhejiang people's fine arts publishing house; Version 1 (January 2010);

Tube theory by: landscape sketch design, hubei fine arts publishing house; Version 1 (December 2009).

课程名称：植物设计/ Planting Design

学时学分：30/2

课程简介:

本课程是环境设计专业的专业必修课程，培养学生运用植物营造符合生态、艺术、文化休闲等复合功能的室外空间的设计能力。本课程通过学习景观生态学、植物系统学、植物景观素材及植物的环境适应性特点等内容，掌握景观植物设计的原理，使学生能够熟练地运用植物素材进行不同地理区域与生境的植物景观空间、季相、种植及不同设计深度的设计。

先修课程：景观设计

适用专业：环境设计、艺术与科技等

教材:

[德] 雷吉娜·埃伦·韦尔勒, 汉斯—约尔格·韦尔勒. 著齐勇新 译. 植物设计, 北京: 中国建筑工业出版社, 2011.

Course Name: Planting Design

Total Credit Hours:30/2

Course Description:

This course is a professional compulsory course for environmental design major, which aims to cultivate students' ability to use plants to create outdoor space with multiple functions such as ecology, art, culture and leisure. By learning this course, plant systematics, plant landscape ecology landscape environment adaptability characteristics of material and plant, etc, to master the principle of landscape plant design, so that the students can skillfully use of plant material for different geographical regions and habitat of the plant landscape space, the seasonal design, planting depth and different design.

Pre-Course: The landscape design

Applicable Major: environment design、 art and science

Teaching Material:

[德] 雷吉娜·埃伦·韦尔勒, 汉斯—约尔格·韦尔勒. 著齐勇新 译. 植物设计, 北京: 中国建筑工业出版社, 2011.

课程名称：环境照明设计/ Environmental Lighting Design

学时学分：30/2

课程简介：

本课程是环境专业的重要专业课之一，主要介绍照明的历史、现状以及常用展示灯具，设计手法，常用测算软件等。通过对本课程的学习，使学生从本质上了解贯穿在展示设计整个过程中照明设计部分的全部内容，系统掌握照明的设计、施工、维护全过程中所出现的实际问题解决的途径与方法，为后续课程的学习，奠定坚实的专业基础。

先修课程：无

适用专业：环境设计，艺术与科技等

教材：

杜异.照明系统设计.北京.中国建筑工业出版社.2010.

Course Name: Environmental Lighting Design

Total Credit Hours:30/2

Course Description:

This course is one of the important professional courses for environmental majors. It mainly introduces the history and current situation of lighting as well as common display lamps, design techniques and common measurement software. Through the study of this course, students can essentially understand the whole content of lighting design throughout the whole process of display design, master the practical problems and solutions in the whole process of lighting design, construction and maintenance, and lay a solid professional foundation for subsequent courses.

Pre-Course: none

Applicable Major: environment design、 art and science

Teaching Material:

杜异.照明系统设计.北京.中国建筑工业出版社.2010.

课程名称：室内设计/Interior Design

学时学分：45/3

课程简介：

室内设计从属于环境艺术设计的范畴，是为人类建立生活环境的综合艺术和科学，它是建筑设计密不可分的组成部分，是我国高等学校环境艺术设计专业的主干核心课。

它是对环境艺术设计专业学生进行室内设计专业理论体系与设计实践等多元化培养教育。它是遵循严格的科学程序，在广义上从设计概念构思到工程实施完成全过程中接触到的所有内容安排；在狭义上仅限于设计者将头脑中的想法落实为工程图纸过程的内容安排。通过该课程的学习，使学生深入理解建筑的空间特性，掌握室内设计的知识与技能，熟悉各种建筑室内空间环境的设计、表现、技巧，具备较高的创造性、综合性才能和解决设计中实际问题的统摄能力。

先修课程：三大构成、计算机辅助设计、建筑制图、空间设计等

适用专业：环境设计、艺术与科技等

教材：

陈易：《室内设计原理》，中国建筑工业出版社，2006

Course Name: Interior Design

Total Credit Hours:45/3

Course Description:

Interior design belongs to the category of environmental art design, is a comprehensive art and

science for the establishment of human living environment, it is an inseparable part of architectural design, and is the main core course of environmental art design major in Chinese colleges and universities.

It is to carry on the interior design specialized theory system and the design practice and so on diversification training education to the environment art design specialized student. It follows strict scientific procedures, in a broad sense from the design concept conception to the project implementation and completion of the whole process to contact all the content arrangement; In the narrow sense, it is limited to the content arrangement of the engineering drawing process by the designer. Through the study of this course, students can have a deep understanding of the spatial characteristics of buildings, master the knowledge and skills of interior design, be familiar with the design, performance and skills of various indoor space environments of buildings, and have high creativity, comprehensive ability and the ability to solve practical problems in design.

Pre-Course: Three major components, computer-aided design, architectural drawing, space design

Applicable Major: environment design、 art and science

Teaching Material:

陈易：《室内设计原理》，中国建筑工业出版社，2006

课程名称：软装设计/ Soft Design

学时学分：30/2

课程简介:

室内装饰实际上由两部分构成,即硬装与软装。软装设计是室内设计中非常重要的一个环节,是指在某个特定空间内将家具陈设、家居配饰等元素通过完美设计手法将所要表达的空间意境呈现出来。软装设计应用于家具室内设计中,不仅可以给居住者视觉上的美好享受,也可以让人感觉到温馨、舒适,具有自身独特的魅力。家居室内空间,必定是色彩、风格、灯光等元素相协调的整体。因此,在软装设计中,一方面需要非常了解足够数量软装饰品的颜色、质感、规格、材质等特点,在选择的时候才有可能找到适合设计主题的元素,保证设计主题所指引的最终效果能够实现;另一方面必须掌握熟练的搭配技巧,运用自己对色彩、质感和风格的整体把握和审美能力,将家具、灯饰、挂画、布艺、饰品、花艺、绿植等软装元素进行统一规划,通过软装配饰设计的不断调整完成整体艺术效果,塑造出别样的生活气息,构造出心灵空间。

先修课程: 无

适用专业: 所有专业

教材: 吴卫光 主编、乔国玲 著, 室内软装设计, 上海: 上海人民美术出版社, 2017.

Course Name: Soft Design

Total Credit Hours: 30 /2

Course Description:

Interior decoration is actually composed of two parts, namely hard and soft. Soft outfit design is a very important link in interior design, it is to show furniture display, household deserves to act the role of wait for an element to want to express dimensional artistic conception to appear through perfect design gimmick inside a particular space. Soft outfit design is applied in furniture interior design, can give habitant the beautiful enjoyment on the vision not only, also can let a person feel warmth, comfortable, have oneself distinctive glamour. Live in indoor space, it is the integral that element photograph such as colour, style, lamplight coordinates surely. Therefore, in the soft decoration design, on the one hand, we need to know enough about the color, texture, specification,

material and other characteristics of soft decoration, it is possible to find elements suitable for the design theme when choosing, to ensure that the final effect guided by the design theme can be achieved; On the other hand must master fluent tie-in skills, use of color, texture and style of his own overall understanding and aesthetic ability, the furniture, lamp act the role ofing, hang a picture, cloth art, jewelry, floral, green plant, such as soft outfit element to make unified plans, finished with a soft assembly act the role of design constantly adjust the overall artistic effect, create another life breath, constructs the spiritual space.

Pre-Course: None

Applicable Major: Undergraduates of Art and Design Majors (including Art Design, Conference and Space Design, Advertising, Multimedia Design, Fashion and Accessory Design, etc.)

Leading Teachers: Liu Xiaoyan

Teaching Material:吴卫光 主编、乔国玲 著, 室内软装设计, 上海: 上海人民美术出版社, 2017.

Main Reference Books:

- 1.吴卫光主编、钱纓著, 室内设计程序, 上海: 上海人民美术出版社, 2017.
- 2.李江军, 软装设计元素搭配手册, 北京: 化学工业出版社, 2018.
- 3.理想·宅,软装设计师手册,北京: 化学工业出版社, 2017.

课程名称: 景观设计初步/ Preliminary Landscape Design

学时学分: 45/3

课程简介:

本课程是环境设计专业的专业课程。通过本课程的学习, 学生能够初步掌握景观设计的原理与设计方法, 可进行场地的景观规划与设计。培养学生的自然生态意识, 场地分析能力和场地空间规划设计能力

先修课程: 无

适用专业: 环境设计、艺术与科技等

教材:

[美] 约翰·O·西蒙兹著, 俞孔坚、王忠芳、孙鹏译. 景观设计学——场地规划与设计手册. 北京: 中国建筑工业出版社, 2000, 第三版.

Course Name: Preliminary Landscape Design

Total Credit Hours: 45/3

Course Description:

This course is specialized in environmental design. Through the study of this course, students can preliminarily master the principles and design methods of landscape design, and can carry out landscape planning and design of the site. Cultivate students' awareness of natural ecology, site analysis ability and site space planning and design ability

Pre-Course: None

Applicable Major: environment design、art and science

Teaching Material:

[美] 约翰·O·西蒙兹著, 俞孔坚、王忠芳、孙鹏译. 景观设计学——场地规划与设计手册. 北京: 中国建筑工业出版社, 2000, 第三版.

课程名称: 城市公共艺术/ Urban Public Art

学时学分: 45/3

课程简介:

本课程是环境设计专业学习的辅修课程，以城市公共空间设计为主，涵盖公共艺术展示的本体形态、艺术形式、创作形式、创作观念、方法、技巧及审美意识等综合内容。通过对该课程的学习，使学生解读对人类城市文化生态圈内、包括物质空间与虚拟空间内的、由艺术家在一定的公民意识引导下，以公共文化资源为媒介，在公共环境中完成的，能够由公众继续参与的艺术作品，培养学生对城市公共艺术有整体的了解和鉴赏能力，提高学生审美素养。

先修课程：景观设计

适用专业：环境设计、艺术与科技等

教材：翁剑青.公共艺术的观念与取向：当代公共艺术文化及价值研究[M].北京：北京大学出版社，2002.

Course Name: Urban Public Art

Total Credit Hours: 45/3

Course Description:

This course is a minor course for the major of environmental design, focusing on urban public space design, covering the ontological form, artistic form, creative form, creative concept, method, skill and aesthetic consciousness of public art exhibition. Through learning of this course, make students reading of human cultural ecology city circle, including physical space and virtual space, guided by artists in a certain civil consciousness, to public cultural resources as the medium, in the public environment, able to participate in the work of art by the public, to cultivate students to urban public art have a whole understanding and appreciation ability, improve students' aesthetic quality.

Pre-Course: The landscape design

Applicable Major: environment design、art and science

Teaching Material:

翁剑青.公共艺术的观念与取向：当代公共艺术文化及价值研究[M].北京：北京大学出版社，2002.

课程名称：设计调研与方法/ Design Research and Methods

学时学分：45/3

课程简介:

现代工业产品的设计与开发作为企业创新的系统工程和 发展战略，其核心内容就是产品的开发与创新，目前正受到企 业和社会的高度关注。本教材的开发在于使学生掌握正确的设计观念、设计创新的思维方法和包括计划、调研、构思发想、 分析、表达以及评价在内的整个设计程序与方法。本课程详尽论述了工业设计方法与程序所涵盖的知识体系， 重点讲述了工业产品设计的程序、设计调查与方法、设计思维 方法、设计说明与表达，以及国内外著名企业及设计公司的产 品设计实际案例等内容，为学生提供一个行之有效的学习体系。

先修课程：无

适用专业：艺术设计专业（含广告学）

教材:

田野，王妮娜.工业设计程序与方法.大连.辽宁科学技术出版社.2013.

Course Name: Design Research and Methods

Total Credit Hours: 45/3

Course Description:

The design and development of modern industrial products, as the system engineering and development strategy of enterprise innovation, its core content is product development and

innovation. The development of this textbook is to enable students to master correct design concepts, innovative design thinking methods and the whole design process and methods including planning, research, conception, analysis, expression and evaluation. This course detailed discusses the industrial design method and program covered by the knowledge system, focuses on the industrial product design program, design investigation and method, method of design thinking, design specification and expression, and famous enterprises at home and abroad and the design of the company's products design actual cases such as the content, provide students with an effective learning system.

Pre-Course: none

Applicable Major: Art design major (including advertising)

Teaching Material:

田野, 王妮娜.工业设计程序与方法.大连.辽宁科学技术出版社.2013.

课程名称: 城市绿地景观设计/ Urban Green Space Landscape Design

学时学分: 45/3

课程简介:

本课程是环境设计、会展空间设计相关专业学习的专业课程, 通过对该课程的学习, 使学生对城市绿地景观设计的对象、类型与内容有初步的了解; 通过对本课程的学习使学生了解景观设计的类型和特点, 掌握城市绿地景观设计要素和设计方法; 了解把握城市绿地景观系统与城市的相互关系. 使学生面对城市绿地景观课题时具有科学化的问题分析与整合解决能力。

先修课程: 无

适用专业: 艺术设计系本科

教材:

徐文辉 著, 城市园林绿地系统规划 (第三版), 武汉: 华中科技大学出版社, 2018.07

Course Name: Urban Green Space Landscape Design

Applicable Level (Undergraduates/ Junior college students): Undergraduates

Total Credit Hours: 45/3

Course Description: This course is a professional course for students majoring in environmental design and exhibition space design. Through the study of this course, students can have a preliminary understanding of the object, type and content of urban green space landscape design; through the study of this course, students can understand the types and characteristics of landscape design, master the elements and design methods of urban green space landscape design; understand and grasp urban green space design. The relationship between landscape system and city. To enable students to face the subject of urban green landscape with scientific problem analysis and integration of solving ability.

Pre-Course: None

Leading Teachers: Li Liang

Teaching Material: 徐文辉 著, 城市园林绿地系统规划 (第三版), 武汉: 华中科技大学出版社, 2018.07

Main Reference Books:

1. 杨赉丽主编, 城市园林绿地规划(第4版第四版), 北京: 中国林业出版社, 2016.05
2. 李铮生, 城市园林绿地规划与设计第二版(第2版), 北京: 中国建筑工业出版社, 2007.08

视觉传达设计

辅修专业教学计划

开设学校：上海工程技术大学

专业名称：视觉传达设计

开设校区：松江校区

1、教学目标：

本专业旨在培养具有一定的历史文化底蕴，扎实的设计技术基础，高尚的艺术修养与艺术境界，全面的设计研制能力，强烈的社会责任感，具有独立精神与创新思想的复合型、交叉型艺术与设计应用型专门人才，在传统包装设计的基础上进行创新，建培养过程以造型艺术为基础，以人文精神为内核，以市场经济为契机，就业为导向，能力为重点，掌握视觉传达设计的平面、广告、包装、新媒体艺术设计等视觉传达设计领域的专业知识技能，具备市场研究和创新设计的基本素质，能在企事业单位及专业机构从事设计、研究、管理工作，能够开设个人设计工作室，及为进一步研究深造打下基础的视觉设计人才。

2、总学分数：60 学分

3、教学计划：

序号	课程名称	学分	学时	各学期周学时分配					
				三	四	五	六	七	八
1	平面设计软件（一）★	3	45	5					
2	艺术设计概论★	2	30	5					
3	素描★	3	45	5					
4	色彩	3	45	5					
5	数字艺术设计（一）★	3	45		5				
6	设计心理学★	3	45		5				
7	非线性编辑软件应用★	3	45		5				
8	字体设计	2	30		5				
9	平面设计软件（二）★	3	45			5			
10	数字艺术设计（二）★	3	45			5			
11	市场调研与设计方法	3	45			5			
12	创意思维与设计实现★	3	45				5		
13	版式设计★	3	45				5		
14	标志设计	3	45				5		
15	多媒体设计	3	45				5		
16	包装设计★	3	45					5	
17	交互设计	3	45					5	
18	空间导视设计	3	45					5	
19	毕业设计(毕业论文)	8	9 周						16
合计		60	765+9周	10	11	9	12	9	9周

注：带“★”的课程为修读辅修专业核心课程

1. 课程名称: 平面设计软件 (一)

课程代码: 071891

适用层次 (本/专科): 本科

总学时: 45 学分: 3 讲课课时: 20 实验课时: 上机课时: 25

考核方式 (考试/考查): 考查

成绩评定比例: 考勤(10%)+平时作业(40%)+期末考核(50%)

课程简介: 平面设计软件是艺术类专业的核心课程之一, 本课程讲解平面设计软件 PS 的基本使用方法。主要学习内容是图像编辑与绘制。本课程的教学目标是培养学生综合使用上述计算机软件进行基本的平面设计工作的能力, 包括软件操作的良好习惯等。通过本课程的学习满足相关学科和专业对艺术类学生电脑软件水平的要求, 使其适应当今社会对设计专业人才的需要。

先修课程:

适用专业: 艺术类本科(包括会展、广告、服装与服饰设计、多媒体、摄影等)

教材: ACAA 专家委员会, DDC 传媒, 汪可, 等. ADOBE PHOTOSHOP CS6 标准培训教材[M]. 人民邮电出版社, 2013.

主要参考书: 龚道敏, 牟红云. PhotoshopCS6 基础与案例教程[M]. 高等教育出版社, 2013.

Description:

Course Name: Graphic Design Software (1)

Course Code: 071891

Applicable Level (Undergraduates /Junior college students): Undergraduates

Total Credit Hours: 45 credits: 3 TheoryHour: 20 ExperimentHour: ExerciseHour:25

Way of Assessment (Examination/Test): Test

Proportion of Result Evaluation: Attendance(10%)+After-class Assignment(40%)+Final Assessment(50%)

Course Description: "An Introduction" is one of the core courses for art majors. The course is an introduction of PS. Student will learn image editing and drawing which is the key of the course. The teaching objective of this course is to foster the Graphic design CAD ability of undergraduates of art majors, especially their good habits to use computer software. Through the learning of this basic course, undergraduates of art majors will cope with the demands of related disciplines and majors for computer operating skill, better serving the social requirements for design professionals.

Pre-Course: Computer Application Basis

Applicable Major: Undergraduates of Art Majors (including Conference and Space Design, Advertising, Fashion & Accessory Design, Multimedia Design, Photograph etc.)

Teaching Material: ACAA 专家委员会, DDC 传媒, 汪可, 等. ADOBE PHOTOSHOP CS6 标准培训教材[M]. 人民邮电出版社, 2013.

Main Reference Books: 龚道敏, 牟红云. PhotoshopCS6 基础与案例教程[M]. 高等教育出版社, 2013.

2.课程名称: 艺术设计概论

课程代码:

适用层次 (本/专科): 本科

总学时: 30 学分: 2 讲课课时: 30 实验课时: 0 上机课时: 0

考核方式（考试/考查）：考查

成绩评定比例： 考勤(10%)+平时作业(20%)+期末考核(70%)

课程简介：本课程是艺术类专业的主干课之一，主要讲授艺术设计基础理论内容。通过本课程的学习，要求学生了解、把握艺术设计的总体框架、基本概念、基本理论，了解本学科形成与发展的历史等基本内容，并能对其中一些重要问题进行思考；同时，锻炼学生提高跨学科学习的能力，初步运用基本理论和方法，分析、解释实践中的现象与问题，为今后的工作打下基础。

先修课程：无

适用专业：视觉传达

教材：孙戈. 艺术设计概论[M]. 辽宁美术出版社, 2012.

主要参考书：苗延荣. 中国民族艺术设计概论[M]. 人民美术出版社, 2014.

Description:

Course Name: Art Design Conspectus

Course Code:

Applicable Level (Undergraduates /Junior college students): Undergraduates

Total Credit Hours: 30 credits: 2 TheoryHour: 30 ExperimentHour: 0 ExerciseHour: 0

Way of Assessment (Examination/Test): Test

Proportion of Result Evaluation: Attendance(10%)+After-class Assignment(20%)+Final Assessment(70%)

Course Description: This course is a main course for undergraduates of Art Design major. The course teaches basic theory of Art Design. Through the learning of the course, students may get hold of the general framework and conceptions, and comprehend the history of Art Design, and think of something important. Meanwhile, it may exercise students improving the ability of interdisciplinary study. Preliminary by using basic theories and methods of communication, students may analyse and explain the phenomena and problems.

Applicable Major:

Teaching Material:

孙戈. 艺术设计概论[M]. 辽宁美术出版社, 2012.

Main Reference Books:苗延荣. 中国民族艺术设计概论[M]. 人民美术出版社, 2014.

3.课程名称：素描

课程代码：070901

适用层次（本/专科）：本科

总学时： 45 **学分：** 3 **讲课课时：**45 **实验课时：**0 **上机课时：**0 **考核方式（考试/考查）：**考试

成绩评定比例： 考勤(10%)+平时作业(30%)+期末考核(60%)

课程简介：素描是造型艺术的表现形式之一，由于素描在训练造型能力和表现能力方面的重要作用，几乎所有的造型艺术门类都把素描列为重要的基础课之一。素描课程教学主要从传统的素描学习入手，通过对造型的基础知识与规律的认识与理解，培养学生的平面造型与表达能力、熟悉基本形式法则和锻炼创造性思维。现代造型艺术入门，都须经过严格的素描基本功训练，它包括对透视学、投影学、解剖学等自然科学规律的认识和掌握，也包括对造型的观念、造型的美学原则、造型的诸形式要素和各种艺术表现方法的实践和认识。因此，设

计专业的素描作为设计造型的基础课，着重解决学生的设计意识，图形意识，创造性表现意识和思维理念的形成。

先修课程: 无

适用专业: 视觉传达设计、艺术设计、服装设计、空间环境设计等

教材: 《西方古典主义大师素描集》人民美术出版 2001 年 10 版

主要参考书: 《大师速写素描新选系》吉林美术出版社 2005 年 1 月版。《设计素描》董春欣编著上海书画出版社 2005 年 6 月版。《现代素描》刘建平编著 上海人民美术版 1998 年 10 月版。《素描》杨义辉刘骥林曹大庆 靳超 编著 陕西人民美术出版社 2006 年 6 月版

Description:

Course Name: Sketch

Course Code: 070901

Applicable Level (Undergraduates /Junior college students): Undergraduates

Total Credit Hours: 45 **credits:** 3 **TheoryHour:** 45 **ExperimentHour:** 0 **ExerciseHour:** 0

Way of Assessment (Examination/Test): Examination

Proportion of Result Evaluation: Attendance(10%)+After-class Assignment(30%)+Final Assessment(60%)

Course Description: Sketching is a basic specialized course for industrial design majors. It aims to cultivate students' ability to recognize, understand and correctly express space. In this course, students will learn to coordinate their eyes, brain, and hands in hand-painting exercises, and thus acquire good ability for space pattern thinking and visual image painting as well as the most basic visual aesthetic accomplishment. This course will lay foundation for the follow-up courses like expressing techniques, cartography, and so on.

Pre-Course: none

Applicable Major: Design Visual communication design, art design, costume design, space environment design, photography, etc

Teaching Material:

《西方古典主义大师素描集》人民美术出版 2001 年 10 版

Main Reference Books:

《大师速写素描新选系》吉林美术出版社 2005 年 1 月版。《设计素描》董春欣编著上海书画出版社 2005 年 6 月版。《现代素描》刘建平编著 上海人民美术版 1998 年 10 月版。

4.课程名称: 色彩

课程代码: 071222

适用层次(本/专科): 本科

总学时: 45 **学分:** 3 **讲课课时:** 45 **实验课时:** 0 **上机课时:** 0

考核方式(考试/考查): 考查

成绩评定比例: 考勤(10%)+平时作业(30%)+期末考核(60%)

课程简介: 《色彩》——本课程为艺术类、广告学等各专业的学科基础课、专业基础必修课。能够将美学与艺术科学的基本概念运用到设计问题的适当表述之中，寻求合理的解决方案并加以改进。色彩的审美能力和表现能力是各类美术设计人员必备的重要基本素质。本课程通过对色彩的研究，培养学生对色彩的观察、欣赏、判断、表现等各方面的能力和修养。通过学习使学生掌握色彩学的基本原理和方法，为专业课程的学习打下良好美学基础。本课程为

艺术类、广告学等各专业的学科基础课、专业基础必修课。能够将美学与艺术科学的基本概念运用到设计问题的适当表述之中，寻求合理的解决方案并加以改进。色彩的审美能力和表现能力是各类美术设计人员必备的重要基本素质。本课程通过对色彩的研究，培养学生对色彩的观察、欣赏、判断、表现等各方面的能力和修养。通过学习使学生掌握色彩学的基本原理和方法，为专业课程的学习打下良好美学基础。

先修课程: 无

适用专业: 艺术类本科（含广告学）

教材: 熊云皓, 俞巍. 《全新设计色彩: 32 课时色彩训练》, [M] 北京: 化学工业出版社, 2013

主要参考书: 冷先平. 《设计色彩学》, [M] 北京: 中国建筑工业出版社, 2014 [美] 卡伦·特里德曼. 《艺术与设计色彩专业教程》, [M] 北京: 中国摄影出版社, 2018 乔磊, 蔡颖君. 《设计色彩(全国高等院校艺术设计专业“十二五”规划教材)》, [M] 北京: 中国轻工业出版社, 2012

Description:

Course Name: Coloring

Course Code: 071222

Applicable Level (Undergraduates /Junior college students): Undergraduates

Total Credit Hours: 45 **credits:** 3 **TheoryHour:** 20 **ExperimentHour:** 0 **ExerciseHour:** 25

Way of Assessment (Examination/Test): Test

Proportion of Result Evaluation: Attendance(10%)+After-class Assignment(30%)+Final Assessment(60%)

Course Description: "Color" - This course is a basic course for professional subjects such as art and advertising, and a required course for professional foundation. The basic concepts of aesthetics and art science can be applied to the appropriate representation of design issues, seeking reasonable solutions and improving them. The aesthetic ability and performance ability of color are important basic qualities that all kinds of art designers must have. Through the study of color, this course develops students' ability and cultivation in color observation, appreciation, judgment and performance. Through learning, students will master the basic principles and methods of color science, and lay a good aesthetic foundation for the study of professional courses.

Pre-Course: none

Applicable Major: visual communication design, art design, advertising design

Teaching Material: 熊云皓, 俞巍. 《全新设计色彩: 32 课时色彩训练》, [M] 北京: 化学工业出版社, 2013

Main Reference Books: 1.冷先平. 《设计色彩学》, [M] 北京: 中国建筑工业出版社, 2014 2. [美] 卡伦·特里德曼. 《艺术与设计色彩专业教程》, [M] 北京: 中国摄影出版社, 2018 3. 乔磊, 蔡颖君. 《设计色彩(全国高等院校艺术设计专业“十二五”规划教材)》, [M] 北京: 中国轻工业出版社, 2012

5.课程名称: 数字艺术设计（一）

课程代码:

适用层次（本/专科）: 本科

总学时: 45 **学分:** 3 **讲课课时:** 20 **实验课时:** 0 **上机课时:** 25

考核方式（考试/考查）：考试

成绩评定比例： 考勤(10%)+平时作业(20%)+课堂表现(10%)+期末考核(60%)

课程简介：本课程是为我校艺术类本科学生开设的一门必修课。培养学生的影像创作能力和制作能力。学生从微电影创作的过程。培养学生实际创作中提高连续影像的认识和理解能力。锻炼学生具备微电影创作的综合素质，从微电影剧本到影像的创作能力。对影视语言有从画面和试听角度理解的意识。从创作剧本到制作和后期的完成培养学生综合素养的能力。能够从影像运动和影像语法，视听语言角度来从一部电影的内部分析影片。结合实际操作，提高拍摄到后期的技术运用能力

先修课程：非线性编辑基础

适用专业：艺术设计（含广告学）

教材：（美）卡茨. 电影镜头设计（第1版）. 成都：成都时代出版社，2010.

主要参考书：1. （乌拉圭）丹尼艾尔·阿里洪（Daniel Arijon）. 电影语言的语法（第1版）. 北京：北京联合出版公司，2013. 2. Bennett.J.G.新媒体设计基础（第1版）. 上海：上海人民美术出版社；第1版（2012年1月1日）. 3. 特米勒罗.分镜头脚本设计（第1版）. 北京：中国青年出版社，2006. 4. 杰里米·温尼尔德，何塞·克鲁兹. 电影镜头入门(第1版). 世界图书出版社，2011年5月1日

Description:

Course Name: Digital Image Creation (1)

Course Code:

Applicable Level (Undergraduates /Junior college students): Undergraduates

Total Credit Hours: 45 credits: 3 TheoryHour: 20 ExperimentHour: 0 ExerciseHour: 25

Way of Assessment (Examination/Test): Examination

Proportion of Result Evaluation: Attendance(10%)+After-class Assignment(20%)+Class performance(10%)+Final Assessment(60%)

Course Description: This course is intended for undergraduate students in my school art class offered a required course. Students of the image creation capabilities and production capacity. Students from micro-film creation process. The actual creation of the students to raise awareness and understanding of continuous image. Training students to have comprehensive quality micro-film creation, from the screenplay to the creative ability of micro images. Film and television language conscious angle from the screen and listening comprehension. Ability to complete the comprehensive quality of students from writing the script to production and post. Capable of movement from images and video grammar, audio-visual language from the perspective of the movie inside a movie. Combined with the actual operations, improve technical proficiency captured late.

Pre-Course: Non-linear editing base, basic photography

Applicable Major: Art and Design (including advertising)

Teaching Material: (US) Katz. Movie lens design (1st edition). Chengdu: Chengdu Times Press, 2010.

Main Reference Books: 1. (Uruguay) Danny Al Ali Hong (Daniel Arijon). Film language grammar (first edition). Beijing: Beijing Joint Publishing Company, 2013. 2. Bennett.JG new media design basis (1st edition). Shanghai: Shanghai People's Fine Arts Publishing House; 1st edition (January 1, 2012). 3. Terminator Lero. Storyboarding (1st edition). Beijing: China Youth

Publishing House, 2006. 4. Jeremy temperature Nield, Jose Cruz. Film camera entry (1st edition). World Book Publishing House, May 1, 2011.

6.课程名称: 设计心理学

课程代码: 071B42

总学时: 45 **学分:** 3 **讲课课时:** 45 **实验课时:** 0 **上机课时:** 0

考核方式: 考查

成绩评定比例: 考勤(10%)+平时作业(30%)+期末考核(60%)

课程简介: 本课主要从消费者的消费行为心理角度来探讨设计的目标定位和设计实现问题,并讨论设计师的设计创造行为心理过程,是设计学科的重要基础理论课程,是构成工业设计专业知识体系的重要组成部分,通过本课程的学习可以使本专业的学生在设计实践中正确运用设计心理学知识,处理好设计方法技巧与市场消费心理目标实现的相互关系,准确地实现项目的定位和设计。

先修课程: 设计程序与方法

适用专业: 工业设计、环境艺术设计、产品包装设计

教材: 戴力农. 设计心理学. 北京: 中国林业出版社, 2014

主要参考书: 1. 柳沙. 设计心理学(第1版). 上海: 上海人民美术出版社, 2009. 2. [美]唐纳德·诺曼. 设计心理学. 北京: 中信出版社出版, 2010. 3. 李彬彬. 设计心理学. 北京: 中国轻工业出版社, 2005.

Course Name: Design Psychology

Course Code: 071B42

Total Credit hours: 45 **credits:** 3 **theoryHour:** 45 **experimentHour:** 0 **exerciseHour:** 0

Way of Assessment: Test

Proportion of Result Evaluation: Attendance(10%)+After-class Assignment(30%)+Final Assessment(60%)

Course

Description:

The main lesson from the psychological point of view of consumer behavior to explore the design of consumer targeting and design implementation issues, and discuss the behavior of the designer to create a mental process. Is an important theoretical basis for curriculum design disciplines. Is the important part of the industrial design expertise system. Through this course students can make the professional design practice in the correct relationship between the use of psychological knowledge to handle design techniques and market design approach to achieve the objective of consumer psychology, accurate positioning and design of the project realization.

Pre-Course: Design program and methods

Applicable Major: Industrial Design、Environmental art design、Product packaging design

Leading Teachers: Wang ziqiang

Teaching materials: 戴力农. 设计心理学. 北京: 中国林业出版社, 2014

Main Reference Books: 1. 柳沙. 设计心理学(第1版). 上海: 上海人民美术出版社, 2009. 2. [美]唐纳德·诺曼. 设计心理学. 北京: 中信出版社出版, 2010. 3. 李彬彬. 设计心理学. 北京: 中国轻工业出版社, 2005.

7.课程名称: 非线性编辑软件应用

课程代码: 071190

适用层次（本/专科）：本科

总学时： 45 学分： 3 讲课课时：20 实验课时：0 上机课时：25

考核方式（考试/考查）：考查

成绩评定比例： 考勤(10%)+平时作业(30%)+期末考核(60%)

课程简介：本课程是一门理论与实践相结合的、兼顾技术与艺术的课程，目的是使学生了解和掌握视音频编辑的理论知识，掌握节目后期制作这一重要环节中的非线性编辑方式的技术原理、艺术原则及实际操作的方法与技巧，并能够利用 Premiere 软件制作各种电视节目。

先修课程：电视摄制、平面软件应用

适用专业：摄影、广告等

教材：滕芳，龚玉清，Premiere 视频编辑教程，上海：交通大学出版社，2013。

主要参考书：1.Adobe 公司，Adobe Premiere Pro CS5 经典教程，北京：人民邮电出版社，2013. 2. 尹敬齐，Premiere Pro CS5 影视制作项目教程，北京：机械工业出版社，2013. 3.王成志等，Premiere Pro CS5 视频编辑剪辑实战从入门到精通，北京：人民邮电出版社，2011. 4.任旭，黄文卿，中文 Premiere Pro CS5 影视动画非线性编辑，北京：海洋出版社，2012。

Course Name: Nonlinear Editing Software Application

Course Code: 071190

Applicable Level (Undergraduates /Junior college students): Undergraduates

Total Credit Hours: 45 credits: 3 TheoryHour: 20 ExperimentHour:0 ExerciseHour: 25

Way of Assessment (Examination/Test): Test

Proportion of Result Evaluation: Attendance(10%)+After-class Assignment(30%)+Final Assessment(60%)

Course Description: This course is a professional required course of professional photography or advertising professional. It is a curriculum that the combination of theory and practice, the both of the technology and the art.The purpose of the course is to make students understand and master the theoretical knowledge of video and audio editing. Nonlinear editing mode is an important link in the artistic principle and actual operation. Using Premiere software students should have the capable of producing a variety of television the program.

Pre-Course: Television Production、Plane software application

Applicable Major: Photography、Advertising

Teaching Material:

Fang Teng,Yu Qing Gong. Premiere Video Editing Tutorial. shanghai: Jiao Tong University Press,2013.

Main Reference Books:

1. Adobe Company.The Classic Tutorial of Adobe Premiere Pro CS5.Beijing:The People's Posts and Telecommunications Press,2013.2. Jing Qi Yin. Premiere Pro CS5 Film and Television Production Project Tutorial. Beijing:Machinery Industry Press,2013.3. Cheng Zhi Wang etc.. Premiere Pro CS5 Video Edit Clips Combat from Entry to the Master.Beijing:The People's Posts and Telecommunications Press,2011.4. Xu Ren,Wen Qing Huang.Chinese Premiere Pro CS5 Nonlinear Edition the Film and Television Animation.Beijing:Ocean Press,2012.

8.课程名称： 字体设计

课程代码： 071A36

总学时： 30 学分： 2 讲课课时：30 实验课时：0 上机课时：0

考核方式： 考查

成绩评定比例： 考勤(5%)+平时作业(25%)+期末考核(70%)

课程简介： 文字设计也是屏幕设计的重要组成部分，是根据文字在页面中的不同用途，运用系统软件提供的基本字体字型，用图像处理和其他艺术字加工手段，对文字进行艺术处理和编排，以达到协调页面效果，更有效地传播信息的目的。在计算机普及的现代设计领域，文字的设计的工作很大一部分由计算机代替人脑完成了(很多平面设计软件中都有制作艺术汉字的引导，以及提供了数十上百种的现成字体)。但设计作品所面对的观众始终是人脑而不是电脑，因而，在一些需要涉及人的思维的方面电脑是始终不可替代人脑来完成的，例如创意、审美之类。

先修课程： 设计素描、素描、色彩

适用专业： 视觉传达设计、广告设计

教材： 《字体设计》. 孙东阳 (作者), 周婧 (作者), 龚雯莉 (作者),. 中国青年出版社出版社

主要参考书： 《字体设计的规则与艺术》 程 (Karen Cheng) (作者), 张安宇 (译者) 人民邮电出版社 2014 年 《自由"字"在:字体设计与创意》黄国松著人民邮电出版社 2015 年 《西文字体:字体的背景知识和使用方法》小林章 (作者), 刘庆 (译者) 中信出版社 1991 年

Course Name: Font design

Course Code: 071A36

Total Credit hours: 30 **credits:** 2 **theoryHour:** 30 **experimentHour:** 0 **exerciseHour:** 0

Way of Assessment: Test

Proportion of Result Evaluation: Attendance(5%)+After-class Assignment(25%)+Final Assessment(70%)

Course Description: Character design is also an important part of screen design.It is based on the different uses of the text in the page,Using the basic font font provided by the system software,Using image processing and other arts and crafts,The art of writing and editing of the text,To achieve a coordinated page effect,The purpose of disseminating information more effectively.In the field of modern design for computer popularization,A large part of the design of text is done by computer instead of human brain.(many graphic design softwares are guided by the production of artistic Chinese characters.And dozens of hundreds of existing fonts.But the audience that the design works is always the human brain, not the computer.Thus,Computers can never be replaced by human brain in terms of people's thinking.For example, creativity, aesthetics, and so on.

Pre-Course: Pattern,Form the basis

Applicable Major: Visual communication design,Advertising design

Teaching materials: "The foundation of the design of the font" Yu Bingnan "Font design". Sun Dongyang (author), Zhou Jing (author), Gong Wenli (author). China Youth Press, publishing house.

Main Reference Books: "Rule and art of font design" (Karen Cheng) (author), Zhang Anyu, people's e-mail publishing house, 2014. "Free word" in: font design and creativity. Huang Guosong, people's e-mail publishing house, 2015. Western Script: background knowledge and usage of typefaces. Xiaolin Zhang (author), Liu Qing, CITIC publishing house, 1991.

9.课程名称: 平面设计软件(二)

课程代码: 071891

适用层次(本/专科): 本科

总学时: 45 学分:3 讲课课时: 20 实验课时: 上机课时: 25

考核方式(考试/考查): 考查

成绩评定比例: 考勤(10%)+平时作业(40%)+期末考核(50%)

课程简介: 平面设计软件是艺术类专业的核心课程之一,本课程讲解平面设计软件 Illustrator 的基本使用方法。主要学习内容是图像编辑与绘制。本课程的教学目标是培养学生综合使用上述计算机软件进行基本的平面设计工作的能力,包括软件操作的良好习惯等。通过本课程的学习满足相关学科和专业对艺术类学生电脑软件水平的要求,使其适应当今社会对设计专业人才的需要。

先修课程:

适用专业: 艺术类本科(包括会展、广告、服装与服饰设计、多媒体、摄影等)

教材: adobe 公司, Adobe Illustrator CS6 中文版经典教程(彩色版 附 DVD-ROM 光盘 1 张)。人民邮电出版社,2014.7

主要参考书: 1. 李金蓉, 中文版 Illustrator CS6 高手成长之路(附 DVD-ROM 光盘 1 张), 清华大学出版社, 2013.11 2. 李金明、李金蓉, 中文版 Illustrator CS6 完全自学教程, 人民邮电出版社, 2017.2 3. 李金蓉, 平面设计与制作: 突破平面 Illustrator CS6 设计与制作深度剖析(附 DVD-ROM 光盘 1 张), 清华大学出版社, 2013.5 4. [美] 斯得渥, The Adobe Illustrator CS6/CC WOW! Book, 中国青年出版社, 2015.6 5. 张丕军, 杨顺花, 张婉, 中文版 Illustrator CS6 平面设计全实例, 中国海洋出版社, 2013.9

Description:

Course Name: Graphic Design Software (2)

Course Code: 071891

Applicable Level (Undergraduates /Junior college students): Undergraduates

Total Credit Hours: 45 credits: 3 TheoryHour: 20 ExperimentHour: ExerciseHour:25

Way of Assessment (Examination/Test): Test

Proportion of Result Evaluation: Attendance(10%)+After-class Assignment(40%)+Final Assessment(50%)

Course Description: "An Introduction: Illustrator" is one of the core courses for art majors. The course is an introduction of Illustrator. Student will learn image editing and drawing which is the key of the course. The teaching objective of this course is to foster the Graphic design CAD ability of undergraduates of art majors, especially their good habits to use computer software. Through the learning of this basic course, undergraduates of art majors will cope with the demands of related disciplines and majors for computer operating skill, better serving the social requirements for design professionals.

Pre-Course: Computer Application Basis

Applicable Major: Undergraduates of Art Majors (including Conference and Space Design, Advertising, Fashion & Accessory Design, Multimedia Design, Photograph etc.)

Teaching Material: adobe 公司, Adobe Illustrator CS6 中文版经典教程(彩色版 附 DVD-ROM 光盘 1 张)。人民邮电出版社,2014.7

Main Reference Books: 1. 李金蓉, 中文版 Illustrator CS6 高手成长之路(附 DVD-ROM 光盘 1 张), 清华大学出版社, 2013.11 2. 李金明、李金蓉, 中文版 Illustrator CS6 完全自学教

程, 人民邮电出版社, 2017.2 3. 李金蓉, 平面设计与制作: 突破平面 Illustrator CS6 设计与制作深度剖析(附 DVD-ROM 光盘 1 张), 清华大学出版社, 2013.5 4. [美] 斯得渥, The Adobe Illustrator CS6/CC WOW! Book, 中国青年出版社, 2015.6 5. 张丕军, 杨顺花, 张婉, 中文版 Illustrator CS6 平面设计全实例, 中国海洋出版社, 2013.9

10.课程名称: 数字艺术设计(二)

课程代码: 071C25

适用层次(本/专科): 本科

总学时: 45 学分: 3 讲课课时: 20 实验课时: 0 上机课时: 25

考核方式(考试/考查): 考查

成绩评定比例: 平时作业(40%)+期末考核(60%)

课程简介: 本课程是为我校艺术类本科二年级学生第二学期开设的一门必修课。影视广告制作包含了影视技术与影视广告创作两部分, 使用《数字影像制作基础》教材以及配套的课件、光盘和网络等辅助教材。本课程的教学目标是培养学生掌握以及运用影像技术, 使得学生系统了解基本的成像原理与技术标准, 熟悉摄像机的结构、功能、以及主要附件、掌握基本的功能与操作方法, 使学生在掌握基础理论的基础上能够进行适应商业需求的专业创作。

先修课程: 艺术设计概论

适用专业: 数字媒体艺术等

教材: 《数字影像制作基础》刘进等著 中国电影出版社 2012

主要参考书: 【1】.《DV 影像创作宝典:从技术到艺术》张燕翔 著 清华大学出版社【2】.《影像的采集与编辑创作》熊立钧等著 西南师范大学出版社【3】.《影视创作方法通论》李晓峰等著 北京大学出版社【4】.《影像艺术创作解析》董介人 著 福建科学技术出版社【5】.《影像叙事》刘婷等著 中国传媒大学出版社

Description:

Course Name: Digital Image Technology Base

Course Code: 071C25

Applicable Level (Undergraduates /Junior college students): Undergraduates

Total Credit Hours: 45 credits: 3 TheoryHour: 20 ExperimentHour: 0 ExerciseHour: 25

Way of Assessment (Examination/Test): Test

Proportion of Result Evaluation: After-class Assignment(40%)+Final Assessment(60%)

Course Description: This is the required course for sophomore of arts which is opened in the second term. Production of film and television advertisements has two parts: film and television technology and film and television advertisement creating, using the textbook Basic Digital Photographing Technology and matched courseware, optical disk and internet and some other teaching materials. This course aimed to cultivate students' master and application of image technology, make students to understand the basic imaging theory and technology standards. Students will be familiar with the constitution, function and some main attachments of video camera, have a great mastery of basic function and operation methods so that students will adjust to the profession creating for the business demand under the base of mastering this basic theory.

Pre-Course: Basic Ad. Photographing, Introduction of Photographing Arts

Applicable Major: Undergraduates Majored Art (Art design, Digital Media Art, Advertising, Multi-media Design)

Teaching Material: Liu Jin et al. "Digital video production base" China film press, 2012

Main Reference Books: [1]. "DV image creation collection: from technology to art" Zhang Yanxiang Tsinghua University press[2]. "The image collection and editing of creation" by Xiong Lijun Southwestern Normal University press[3]. "The digital imaging technology" Chen Lin Higher Education Press[4]. "Professional digital video tutorial" Liu Kuanxin people's Posts and Telecommunications Press[5]. "Video art creation analysis" Dong Jieren Fujian science and Technology Press

11.课程名称: 市场调研与设计方法

课程代码: 071887

总学时: 48 **学分:** 3 **讲课课时:** 48 **实验课时:** 0 **上机课时:** 0

考核方式: 考查

成绩评定比例: 平时作业(40%)+期末考核(60%)

课程简介: 通过课程掌握市场调研过程中的数据采集、调研分析、由市场调研到设计洞察的能力,旨在培养学生对市场调研与设计方法的掌握和运用,通过实践性调研和设计练习,掌握市场调研的基本概念和流程,培养学生良好的调研和设计能力,具有追求创新的态度和意识。

先修课程: 无

适用专业: 环境艺术设计

教材: 戴力农.《设计调研》(第2版).北京:电子工业出版社,2016.

主要参考书: [英] 尼尔·伦纳德 (Neil Leonard), [英] 加文·安布.《设计调研》.北京:中国青年出版社,2013. 韩挺.《用户研究与体验设计》.上海:上海交通大学出版社,2016. 董雅.《艺术设计专业学生作业点评:写生与专业调研》.南京:江苏科学技术出版社,2014.

Course Name: Market Research and Design Method Creative Design Thinking

Course Code: 071887

Total Credit hours: 48 **credits:** 3 **theoryHour:** 48 **experimentHour:** 0 **exerciseHour:** 0

Way of Assessment: Test

Proportion of Result Evaluation: After-class Assignment(40%)+Final Assessment(60%)

Course Description: Master the ability of data collection, research analysis, and market research to design insight in the course of market research through courses. Through practical research and design exercises, master the basic concepts and processes of market research, cultivate students' good research and design capabilities, and have an attitude and awareness of pursuing innovation.

Pre-Course: No

Applicable Major: Environmental Art Design

Leading Teachers: Dai Yang

Teaching materials: 戴力农.《设计调研》(第2版).北京:电子工业出版社,2016.

Main Reference Books: 1. [英] 尼尔·伦纳德 (Neil Leonard), [英] 加文·安布.《设计调研》.北京:中国青年出版社,2013. 2. 韩挺.《用户研究与体验设计》.上海:上海交通大学出版社,2016. 3. 董雅.《艺术设计专业学生作业点评:写生与专业调研》.南京:江苏科学技术出版社,2014.

12.课程名称: 创意思维与设计实现

课程代码: 071851

总学时: 48 **学分:** 3 **讲课课时:** 48 **实验课时:** 0 **上机课时:** 0

考核方式: 考查

成绩评定比例: 考勤(10%)+课堂表现(30%)+期末考核(60%)

课程简介: 《创意思维与设计实现》课程属于艺术设计专业本科学生的一门重要课程,也是产品、包装、环艺等设计专业中具有重要影响的设计创作思维和设计创作的学科知识,通过课程的展开,可以帮助学生开拓思维想象力,培养先进的设计概念,掌握多元化的设计表达方法,了解和掌握设计创作中的联想和逆向思维方法,仿生和整合的设计手段,从而培养学生思维想象和设计创作能力。本课程首先从创意认识、艺术设计、视觉形式等方面讲解了创意设计的基础知识,接着分别从创意思维基本素质、思维与创意联想,创意整合、视觉表达等方面对创意设计展开讲解,然后从主题创意的定位进行细致描述,最后以实际创意案例解析创意设计的过程。

先修课程: 设计概论

适用专业:

教材: 教材: 1、崔勇 / 杜静芬.创意思维与艺术设计.清华大学出版社.2013 年第一版

主要参考书: 胡雨霞.创意思维.北京大学出版社, 2010 年第一版 [荷]田崴.思维设计——造型艺术与思维创意.北京理工大学出版社 2005 年第一版 伍斌.设计思维与创意.北京大学出版社.2007 年第一版

Course Name: Creative Thinking and Design Implementation

Course Code: 071851

Total Credit hours: 48 **credits:** 3 **theoryHour:** 48 **experimentHour:** 0 **exerciseHour:** 0

Way of Assessment: Test

Proportion of Result Evaluation: Attendance(10%)+Class performance(30%)+Final Assessment(60%)

Course Description:

Pre-Course: Introduction to Design

Applicable Major:

Leading Teachers:

Teaching materials:

Main Reference Books:

13.课程名称: 版式设计

课程代码: 071A31

总学时: 48 **学分:** 3 **讲课课时:** 24 **实验课时:** 0 **上机课时:** 24

考核方式: 考查

成绩评定比例: 考勤(30%)+期末考核(70%)

课程简介: 版式设计是一门涉及面较广的综合性专业基础课,是设计专业重要的基础课程之一,是视觉传达设计中重要的组成部分。教学目标是使学生学会把平面、多媒体设计乃至空间设计版面上所需要的设计元素进行必要的编排组合,成为直观动人,简明易读,主次分明,概念清楚的美的构成,使其在传达信息的同时,也传达设计者的艺术追求与文化理念,从而给读者提供一个优美的阅读“空间”。通过对本课程的学习要求学生有限的版面空间里,将版面构成要素:文字字体、图片图形、线条线框和颜色色块等诸因素,根据特定内容的需要进行排列组合,并运用造型要素及形式原理,把构思与计划以及视觉形式表达出来。培养学生对视觉整体版面的控制能力以及对读者视觉流程的引导能力和信息的准确传达能力,并

在掌握相关理论的基础上进行更深入的研究。

先修课程： 设计基础，造型基础，photoshop, Illustrator, indesign

适用专业： 视觉传达

教材： 版式设计创意（作者：王斐，清华大学出版社，出版时间:2017年07月）

主要参考书： 跨平台的视觉设计：版式设计原理（作者：（日）佐佐木刚士，风日舍，田村浩，电子工业出版社，出版时间:2017年07月） 版式设计——日本平面设计师参考手册(版式设计必读)（作者：（日）Designing 编辑部，人民邮电出版社，出版时间:2011年08月） 版式设计基础教程（作者：（日）南云治嘉，译者:武湛，中国青年出版社，出版时间：2010年8月）

Course Name: Layout Design

Course Code: 071A31

Total Credit hours: 48 **credits:** 3 **theoryHour:** 24 **experimentHour:** 0 **exerciseHour:** 24

Way of Assessment: Test

Proportion of Result Evaluation: Attendance(30%)+Final Assessment(70%)

Course Description:

Pre-Course: Design Basics, Formative Design Fundamentals, Photoshop, Illustrator, Indesign

Applicable Major:

Leading Teachers:

Teaching materials:

Main Reference Books:

14.课程名称： 标志设计

课程代码： 071866

总学时： 48 **学分：** 3 **讲课课时：** 32 **实验课时：** 0 **上机课时：** 16

考核方式： 考查

成绩评定比例： 考勤(10%)+平时作业(30%)+期末考核(60%)

课程简介： 标识设计是将环境与标识这两个领域进行结合的一个完整的概念，它不是纯粹的对环境空间功能和形式，或对单纯的平面标识形态的独立的研究，而是在注重环境功能的基础上，对特定环境中的标识系统科学的、系统的、整体的、多元的研究。是指在特定的环境中能明确表示内容、性质、方向、原则及形象等功能的，主要以文字、图形、记号、符号、形态等构成的视觉图像系统的设计；它是构成整个环境重要的组成部分，把环境功能和形象工程融为一体，重在解决环境景观管理和梳理上的秩序，为公众所需的物质和精神提供贴切的服务。

先修课程： 字体设计、图形设计

适用专业： 视觉传达设计

教材： 《标志设计》周海清，安吉乡 等编著 中南大学出版社 2004年

主要参考书： 1、VI设计.柯勤抒.华中科技大学出版社 2、《标志与VI设计》宋志春，等著 北京大学出版社 2011年 3、《品牌圣经》（英）帕维特著 四川美术出版社 2011年

Course Name: Logo Design

Course Code: 071866

Total Credit hours: 48 **credits:** 3 **theoryHour:** 32 **experimentHour:** 0 **exerciseHour:** 16

Way of Assessment: Test

Proportion of Result Evaluation: Attendance(10%)+After-class Assignment(30%)+Final Assessment(60%)

Course Description: Logo design is a combination of environment and identify the two field of a complete concept, it is not a pure space function and form, to the environment or for independent research, in the form of simple graphic identity but pay attention to environmental function, on the basis of the marking system in a specific environment science, systematic, holistic, diverse research. Refers to the specific environment that can be made it clear that the content, nature, direction, principle and image, and other functions, mainly in text, graphics, symbols, symbols, forms, such as the design of visual image system; It is a important part of the whole environment, the environment function and image project, focused on solving environmental landscape management and combing on the order, for the public to the material and spirit to provide appropriate services.

Pre-Course: font design,graphic design

15.课程名称: 多媒体设计

课程代码: 070571

总学时: 48 **学分:** 3 **讲课课时:** 20 **实验课时:** **上机课时:** 28

考核方式: 考查

成绩评定比例: 考勤(20%)+平时作业(20%)+期末考核(60%)

课程简介: 本课程是为我校艺术类本科学生第开设的一门必修课。培养学生对多媒体影像的独立创作能力。培养学生观察和思考,能把视频的技术和对媒体影像结合、解决问题的意识。掌握多媒体基础理论与方法,具备数字媒体的专业知识和技能,培养学生具有一定的艺术修养。培养学生从纷繁复杂的影响中提取所需的意识形态,抽象能力,利用多媒体的多元化素质,来进一步提高创造的能力

先修课程: 非线性编辑基础、摄影基础

适用专业:

教材: Bennett.J.G.新媒体设计基础(第1版).上海:上海人民美术出版社;第1版(2012年1月1日)

主要参考书: 1. 特米勒罗.分镜头脚本设计(第1版).北京:中国青年出版社,2006. 2. 杰里米·温尼尔德,何塞·克鲁兹.电影镜头入门(第1版).世界图书出版社,2011年5月1日. 3. (韩国)金钟琪(韩国)王斗斗.多媒体设计基础(第一版).北京:上海人民美术出版社,2010.

Course Name: Multimedia Design

Course Code: 070571

Total Credit hours: 48 **credits:** 3 **theoryHour:** 20 **experimentHour:** **exerciseHour:** 28

Way of Assessment: Test

Proportion of Result Evaluation: Attendance(20%)+After-class Assignment(20%)+Final Assessment(60%)

Course Description: This course is a compulsory course for the arts students of our school.Cultivate students' independent creative ability to multimedia images.Training students to observe and think, can combine the technology of video with the media image and solve the problem.To master the basic theory and methods of multimedia, have the professional knowledge and skills of digital media, and cultivate students with certain artistic cultivation.Training students

to extract the necessary ideology, abstract ability, and use multimedia to enhance the ability of creation.

Pre-Course: Nonlinear editing software; Photography

Applicable Major: 数字媒体艺术

Teaching materials: Bennett.J.G, new media design foundation (1st edition). Shanghai: Shanghai people's art publishing house;First edition & # 40;January 1, 2012 & 41;

Main Reference Books: 1., le., Beijing: Chinese youth press, 2006.2. Jeremy wennierde, Jose Cruz.40.1st edition & # 41;World book publishing house, 2011 may & # 40;Korea & # 41;Jin Zhongqi & # 40;Korea & # 41;Wang Doudou. Multimedia design foundation (first edition). Beijing: Shanghai people's fine arts press, 2010..

16.课程名称: 包装设计

课程代码: 071219

总学时: 48 **学分:** 3 **讲课课时:** 48 **实验课时:** **上机课时:**

考核方式: 考查

成绩评定比例: 考勤(10%)+平时作业(10%)+阶段考核(20%)+期末考核(60%)

课程简介: 包装设计作为一门学科有明确的研究对象和研究范围,在此门专业基础课程中要求结合教学内容,引导学生研究包装设计的三大功能,即保护功能、便利功能、销售功能等方面的问题,学习重点是掌握和运用包装设计视觉传达设计中的基本要素:文字、色彩、图形、形态等,教学内容要注重对学生创新设计能力的培养。

先修课程: 素描、色彩、构成、立体设计软件等

适用专业: 艺术设计(含视觉传达设计)

教材: 魏洁. 包装设计基础著.[M]. 上海: 上海人民美术出版社, 2006 魏洁. 包装设计基础著.[M]. 上海: 上海人民美术出版社, 2006

主要参考书: 金旭东, 欧阳慧等. 中国高等院校"十二五"精品课程规划教材系列——包装设计 .[M]. 北京: 中国青年出版社, 2012. 夏志良, 叶振合. 包装设计(全国高等院校艺术设计专业规划教材).[M].北京: 中国轻工业出版社, 2012 刘春雷. 包装造型创意设计.[M]. 北京: 印刷工业出版社, 2012 张小艺. 绝对包装: 创意设计教程.[M].南昌: 江西美术出版社,2006

Course Name: Package Design

Course Code: 071219

Total Credit hours: 48 **credits:** 3 **theoryHour:** 48 **experimentHour:** **exerciseHour:**

Way of Assessment: Test

Proportion of Result Evaluation: Attendance(10%)+After-class Assignment(10%)+Stage Assessment(20%)+Final Assessment(60%)

Course Description: Packaging design as a clear research object and scope of the study, it discipline requires teaching to guide students study three major functions of packaging design, namely the protection function, convenience features, the sales function of the problem learning. The course focus on master and apply basic elements: packaging design, visual communication design, text, colors, graphics, morphology, design capabilities teaching content to focus on the cultivation of students' innovative.

Pre-Course: Sketch, Color, Composition, Three-dimensional design ,etc

Applicable Major: Undergraduates of Arts and Design (Including Visual CommunicationDesign)

Teaching materials: Weijie. Basic packaging design [M].Shanghai: Shanghai people's Fine Arts

Publishing,2006

Main Reference Books: 金旭东, 欧阳慧等. 中国高等院校”十二五”精品课程规划教材系列——包装设计. [M]. 北京: 中国青年出版社, 2012. 2.夏志良, 叶振合. 包装设计(全国高等院校艺术设计专业规划教材). [M].北京: 中国轻工业出版社, 2012 3.刘春雷. 包装造型创意设计.[M]. 北京: 印刷工业出版社, 2012 4.张小艺. 绝对包装: 创意设计教程.[M]. 南昌: 江西美术出版社, 2006

17.课程名称: 交互设计

课程代码: 071C40

总学时: 48 学分: 3 讲课课时: 24 实验课时: 0 上机课时: 24

考核方式: 考查

成绩评定比例: 考勤(5%)+平时作业(25%)+课堂表现(10%)+期末考核(60%)

课程简介: 数字媒体专业的专业课程, 通过本课程的学习, 学生可以具备掌握应用计算机基本理论和运用能力, 掌握数字媒体设计相关技术, 完成分析、处理信息数据的能力, 具备一定专业外语阅读及写作能力。1. 在教学过程中始终坚持理论联系实际的原则, 在讲授交互设计学科理论的同时, 系统的介绍交互设计的原理、原则、流程工具和方法, 将对学生对交互设计实践经验起到一定的指导和借鉴作用。2. 利用多媒体教学手段欣赏国内外优秀作品, 提高学生的审美和创造能力。

先修课程: UI设计、信息设计

适用专业: 数字媒体专业

教材: Massimo Banzi [美], 于欣龙, 郭浩译. 爱上 arduino[M]. 人民邮电出版社, 2011

主要参考书: [1][美] Alan Cooper, [美] Robert Reimann, [美] Dacid Cronin 著. About Face3——交互设计精髓[M]. 电子工业出版社, 2012 [2] Moggridge, Bill. Designing Interactions. MIT Press (MA). 2006 [3][美] Susan Weinschenk 著; 徐佳, 马迪, 余盈亿译. 设计师要懂心理学. 人民邮电出版社. 2013

Course Name: Interactive Design

Course Code: 071C40

Total Credit hours: 48 **credits:** 3 **theoryHour:** 24 **experimentHour:** 0 **exerciseHour:** 24

Way of Assessment: Test

Proportion of Result Evaluation: Attendance(5%)+After-class Assignment(25%)+Class performance(10%)+Final Assessment(60%)

Course Description:

Pre-Course: UI设计、信息设计

Applicable Major:

Leading Teachers:

Teaching materials:

Main Reference Books:

18.课程名称: 空间导视设计

课程代码: 071865

总学时: 48 学分: 3 讲课课时: 32 实验课时: 0 上机课时: 16

考核方式: 考查

成绩评定比例： 考勤(5%)+平时作业(25%)+期末考核(70%)

课程简介： 本课程主要研究平面设计在空间中的应用范畴、同时针对设计目标、设计程序法则的学习使学生掌握网平面设计在空间内使用的基本原理和方法，为以后踏入工作岗位，从事设计空间设计工作打下良好基础。

先修课程： 平面设计软件、标志设计、字体设计

适用专业： 视觉传达设计、广告设计

教材： 王绍强 《平面与空间》 北京 中信出版社，2012 戴云亭 《高校应用设计专业重点课程教材空间与材质 材料空间展示》 上海 上海人民美术出版社，2006

主要参考书： 1 王凯 信息可视化设计 沈阳 辽宁科学技术出版社 2013 2 杜丙旭 从平面到空间 室内跨界设计 沈阳 辽宁科学技术出版社 2010 3 陈立民 全国高等院校环境艺术设计专业规划教材 城市公共信息导向系统设计 与空间的交流 重庆 西南师范大学出版社 2008 4 安德烈亚斯 于贝勒 导向系统设计 北京 中国青年出版社 2008

Course Name: Advertising Design Space

Course Code: 071865

Total Credit hours: 48 **credits:** 3 **theoryHour:** 32 **experimentHour:** 0 **exerciseHour:** 16

Way of Assessment: Test

Proportion of Result Evaluation: Attendance(5%)+After-class Assignment(25%)+Final Assessment(70%)

Course Description: This course is designed for the major of Visual Communication Design and Advertisement Design,mainly for training the students to study the application scope of graphic design and the design ability. The main contents include the design objectives, design program rules the basic principles and methods of network graphic design in space. The main purpose of this course is to lay a good foundation for future work and space design.

Pre-Course: Graphic Design Software,logo Design,Font Design

Applicable Major:

Teaching materials: 王绍强 《平面与空间》 北京 中信出版社，2012 戴云亭 《高校应用设计专业重点课程教材空间与材质 材料空间展示》 上海 上海人民美术出版社，2006

Main Reference Books: 1 王凯 信息可视化设计 沈阳 辽宁科学技术出版社 2013 2 杜丙旭 从平面到空间 室内跨界设计 沈阳 辽宁科学技术出版社 2010 3 陈立民 全国高等院校环境艺术设计专业规划教材 城市公共信息导向系统设计 与空间的交流 重庆 西南师范大学出版社 2008 4 安德烈亚斯 于贝勒 导向系统设计 北京 中国青年出版社 2008

19.课程名称： 毕业设计（论文）

课程代码： 070905

总学时： 480 **学分：** 16 **讲课课时：** 0 **实验课时：** 0 **上机课时：** 0

考核方式： 考查

成绩评定比例： 平时作业(30%)+阶段考核(30%)+期末考核(40%)

课程简介： 培养学生综合运用所学基础理论和专业知识去分析和解决科研和设计实践中的实际问题的能力。通过本课程的学习，学生可具备： 1、学生能够熟练运用本学科的基本专业理论和专业技能分析和解决设计实际问题，进行专业设计创意构思。 2、学生能够独立查阅中文及外文的专业文献资料，从事一定的外文资料翻译工作。 3、学生能熟练运用有关计算机专业设计软件进行专业设计工作。 4、学生熟练掌握专业材料性能，了解制作工作流

程，按专业要求完成专业设计作品。 5、学生能按专业要求完成毕业论文一篇，并完成毕业论文答辩和布展工作。

先修课程： 完成全部课程

适用专业： 艺术设计类各专业

主讲教师：

教材： 导师根据学生研究方向拟定。

主要参考书： 导师根据学生研究方向拟定。

Course Name: Graduation Design (Papers)

Course Code: 070905

Total Credit hours: 480 **credits:** 16 **theoryHour:** 0 **experimentHour:** 0 **exerciseHour:** 0

Way of Assessment: Test

Proportion of Result Evaluation: After-class Assignment(30%)+Stage Assessment(30%)+Final Assessment(40%)

Course Description: Cultivate students' ability to analyze and solve practical problems in scientific research and design practice by applying basic theories and professional knowledge. Through the study of this course, students can have: 1. Students can skillfully use the basic professional theories and professional skills of this subject to analyze and solve the practical problems of design and design creative ideas. 2. Students can independently consult the professional documents of Chinese and foreign languages, and perform translation work for foreign languages. 3. Students can skillfully use the computer professional design software for professional design work. 4. Students are familiar with the performance of professional materials, understand the production workflow, and complete professional design works according to professional requirements. 5. Students can complete the graduation thesis and complete the thesis defense and exhibition work according to the professional requirements.

Pre-Course: All courses

Applicable Major: Major in art design platform

Leading Teachers:

Teaching materials:

Main Reference Books: 导师根据学生研究方向拟定。