

课程详述

COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 Course Title	设计导论 Introduction to Design
2.	授课院系 Originating Department	创新创意设计学院 School of Design
3.	课程编号 Course Code	DS101
4.	课程学分 Credit Value	2
5.	课程类别 Course Type	专业选修课 Major Elective Courses
6.	授课学期 Semester	秋季 Fall; 春季 Spring
7.	授课语言 Teaching Language	英文 English
8.	授课教师、所属学系、联系方式 (如属团队授课, 请列明其他授课教师) Instructor(s), Affiliation & Contact (For team teaching, please list all instructors)	Thomas Fischer Professor, School of Design 7f15ch3r@gmail.com
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	无 NA
10.	选课人数限额(可不填) Maximum Enrolment (Optional)	

11. 授课方式 Delivery Method	讲授 Lectures	习题/辅导/讨论 Tutorials	实验/实习 Lab/Practical	其它(请具体注明) Other (Please specify)	总学时 Total
学时数 Credit Hours	32				32
12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	无 N/A				
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	无 N/A				
14. 其它要求修读本课程的学系 Cross-listing Dept.	无 N/A				

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

本课程通过课堂活动为学生提供设计学科的基础介绍，为今后在设计学院的学习做准备。该课程将设计视为不同情境中的活动，目的不限于解决问题，还包括寻求改善机会。课程内容将探讨如何将设计转化为成果，从而为经济做出贡献并改善生活质量。作为设计学习的准备，该课程为学生展示设计学习过程的概貌、以及设计学院提供的课程和专业方向的概述。核心技能：批判性洞察力

本课程要求学生：

- 积极参与一系列具有挑战性和创造性的个人或团体任务
- 用英语积极参与课堂讨论
- 购买课程所需的材料及工具（通常总额不超过 400 人民币/人）
- 自带手提电脑上课（具有 Windows, Mac 或 Linux 系统，CPU 有足够的处理能力，电脑有足够的存储空间）

This course offers a foundational introduction to design through action and a preparation for design studies at the School of Design. As an introduction to design through action, the course establishes design as an activity in a range of contexts, moving beyond problem solving to opportunity seeking. The content examines how design is translated to outcomes to contribute to economies and quality of life. As a preparation for design studies, the course presents an outline of the study experience and an overview of the curriculum and focus areas offered at the School of Design. Skills: critical perception

This course requires students to:

- participate actively in a series of challenging creative assignments, both individually and in groups
- engage actively in class discussions in English
- purchase their own materials and tools (typically no more than RMB400 per student in total)
- bring their own laptop computer to class (Windows, Mac or Linux with reasonable CPU power and available storage space)

16. 预达学习成果 Learning Outcomes

结课后，学生将：

1. 具备基本的设计技能以及设计交流技能
2. 能够运用基本的设计策略以交付具有创造性和新颖的设计成果
3. 在充分了解各设计领域的基础上决定今后深入学习的方向

By the end of this course, students will be able to:

1. Demonstrate basic design and design communication skills
2. Apply basic design strategies to produce creative and novel outcomes
3. Make an informed decision either for or against design as your field of study

17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)

Week	Content
1	<p>Lecture and discussion (1 hour): Welcome/intro; program overview; preview of portfolio assignment</p> <p>Activity (1 hour): <i>Draw/Represent, Transform</i> existing and non-existing objects.</p> <p>Deliverable: Sketch morphing exercise</p>
	<p>Lecture and discussion (1 hour): <i>Observation and analysis</i>, illustration techniques, software demo.</p> <p>Activity (1 hour): <i>Observe and Analyze</i> a person performing a task or activity.</p> <p>Deliverable: A visual process description.</p>
2	<p>Lecture and discussion (1 hour): Systematic doubt, first principles, "What if?" questions.</p> <p>Activity (1 hour): <i>Question</i>. Consider a particular human activity. Approach it though questioning it.</p> <p>Deliverable: Doubts and questions in diagram (mind map or similar) format.</p>
	<p>Lecture and discussion (1 hour): Systematic variation and exploration</p> <p>Activity (1 hour): <i>Explore</i>. Consider a human activity and explore alternatives systematically.</p> <p>Deliverable: Systematic visual (and textual as needed) exploration of alternative scenarios.</p>
3	<p>Introductory lecture and discussion (1 hour): Human wants and needs.</p> <p>Activity (1 hour): <i>Empathize</i>. Put yourself into someone else's shoes.</p> <p>Deliverable: An expression of your feelings textually and/or visually.</p>
	<p>Introductory lecture and discussion (1 hour): Library, online and interview-based research.</p> <p>Activity (1 hour): <i>Research/Inquire</i>. Write a design case study report about a simple product.</p> <p>Deliverable: Design case study report.</p>
4	<p>Introductory lecture and discussion (1 hour): Risk and risk mitigation.</p> <p>Activity (1 hour): <i>Risk/Fail</i>. Make and use a light protective device.</p> <p>Deliverable: Protective device</p>
	<p>Introductory lecture and discussion (1 hour): Design conversation. Collaboration and cooperation.</p> <p>Activity (1 hour): <i>Collaborate</i>. Take charge of some aspects of a product. Design collaboratively.</p> <p>Deliverable: Product design proposal (visual and textual)</p>

5	<p>Introductory lecture and discussion (1 hour): Functional design. Activity (1 hour): <i>Make and Integrate.</i> Design and implement a simple functional device. Deliverable: (Demonstration of) a <i>simple functional/performative product.</i></p>
	<p>Introductory lecture and discussion (1 hour): Remixing, audio editing demonstration. Activity (1 hour): <i>Re-Combine/Remix.</i> Produce an audio clip from given audio material. Deliverable: A 20-second audio file in .mp3 format.</p>
6	<p>Introductory lecture and discussion (1 hour): Using reliably responsive tools in surprising ways. Activity (1 hour): <i>Surprise.</i> Produce a poem using a text processor. Deliverable: A poem (text).</p>
	<p>Introductory lecture and discussion (1 hour): Creative re-contextualization Activity (1 hour): <i>Re-Appropriate/Re-Contextualize.</i> Innovate by putting sth. into another context. Deliverable: Photo(s) and description (text).</p>
7	<p>Introductory lecture and discussion (1 hour): Rhetorical strategies. (Visual) story-telling. Activity (1 hour): <i>Propose.</i> Present a proposal for a new product or service. Deliverable: Design presentation (slide deck)</p>
	<p>Introductory lecture and discussion (1 hour): Varieties of criticism. Activity (1 hour): <i>Critique</i> two design proposals. Deliverable: Written critiques of two design proposals (text).</p>
8	<p>Introductory lecture and discussion (1 hour): Logical fallacies. Eristic dialectic. Etc. Activity (1 hour): <i>Argue.</i> Make the case against the criticism your design proposal is facing. Deliverable: A written argument (text, illustrated as needed).</p>
	<p>Introductory lecture and discussion (1 hour): Summary and Conclusion. Assignment: Portfolio of Deliverables of all Activities Questions and Answers Course feedback</p>

18. 教材及其它参考资料 Textbook and Supplementary Readings

<ul style="list-style-type: none"> • Koos Eissen and Steur Roselien (2019). <i>Sketching: The Basics</i>, BIS Publishers, Amsterdam. • Sung Jang, Martin Thaler and Matthew Frederick (2020). <i>101 Things I Learned in Product Design School</i>, Crown, New York.
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课程评估 ASSESSMENT

19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance		10%		
课堂表现 Class Performance				
小测验 Quiz				
课程项目 Projects				
平时作业 Assignments				
期中考试 Mid-Term Test				

期末考试 Final Exam				
期末报告 Final Presentation				
其它（可根据需要 改写以上评估方 式） Others (The above may be modified as necessary)		90%		Activity Portfolio (coursework)

20. 记分方式 GRADING SYSTEM

- A. 十三级等级制 Letter Grading
 B. 二级记分制（通过/不通过） Pass/Fail Grading

课程审批 REVIEW AND APPROVAL

21. 本课程设置已经过以下责任人/委员会审议通过
This Course has been approved by the following person or committee of authority

Thomas Kvan 关道文
Dean, School of Design 创新创意设计学院院长



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