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	个人系统设计：体验 **Personal System: Experience**
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**	DS222
4.	课程学分 Credit Value	3
5.	课程类别 **Course Type**	专业选修课 Major Elective Course
6.	授课学期 **Semester**	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**）	LEI Qinyuan Assistant Professor, School of Design leiqy@sustech.edu.cn
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		64

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

Designing for themselves, the students will investigate in detail the design opportunities in daily life and actions. Students will learn to describe in writing a meaningful personal experience and conduct reflective observation. Students will carry out abstract conceptualization based on those observations and reflections. Students will test the new concepts through active experimentation, utilizing basic narrative and visual storytelling techniques. The experience-based project will progress from brief writing through design development to product evaluation.

学生将通过寻找日常生活和行动中的设计机会，学习为自己设计。学生将学习用文字与图像描述有意义的个人经历，并对此经历进行反思性观察。学生将在这些观察和反思的基础上抽象化与概念化此个人经历。学生将通过积极的设计实验来测试设计概念，在过程中学习运用基本的叙述和视觉故事技巧。最后，学生以小组为单位完成一部以个人经历为出发点的创意作品。在这个过程中，学生将学习如何从概念写作，到设计开发，再到产品评估，为自己设计。

16. 预达学习成果 Learning Outcomes

Upon completion of the course, students will be able to:

•   Identify, investigate, and capture in writing and/or images design and storytelling opportunities in daily life

•   Describe in a particular style or a combination of styles of writing a meaningful personal experience

•   Utilize narrative and visual storytelling techniques to design an experience-based project

•   Critically evaluate experience-based creative projects with a focus on basic criteria used to evaluate creative work, such as novelty, aesthetics, authenticity, and utility/social values

通过学习，学生将能够：

•   识别、调研并以书面和图像的形式捕捉日常生活中的设计机会

•   用一种特定的风格或多种风格的写作来描述有意义的个人经历

•   利用叙事和视觉故事技巧来设计一个基于个人经历的创意作品

•   批判性地评价创意作品，重点关注于作品的新颖性、审美、真实性（是否传递真情实感）、和实用性与社会价

值，对一部创意作品进行评估。

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.)

<u>Week</u>	<u>Content</u>
1	**Lecture (4 hours)** Introduction to the course, the syllabus, assignments, etc. Introduction to trends, overarching problems, topics in experience-based artistic projects (films, documentaries, audiovisual art, etc.) Students work in groups to decide on an exemplary project for case study. **Practice (4 hours)** Conduct case study research on an exemplary project. Identify and discuss key concepts, narrative in the synopsis of a project. Identify and discuss key narrative style, visual style, aesthetics of the selected project.
	Lecture (4 hours) Presentation of case study. **Practice (4 hours)** Work in groups to conceptualize an experience-based creative project. Apply inspiring elements identified in case study research to the conceptualization of one's own group project.
2	**Lecture (4 hours)** Introduction to the creation of mood board. Work in groups to create a mood board for the project. **Practice (4 hours)** Presentation of the project proposal (synopsis, mood board, visual treatment, characters if any, music and sound treatment if any, production plan). Group discussion and peer review.
	Lecture (4 hours) Collecting materials on campus (outdoors) **Practice (4 hours)** Collecting materials on campus (outdoors)
3	**Lecture (4 hours)** Presentation of collected materials. Discussion of mistakes, problems, issues encountered in the last shooting day. Discussion of potential narrative and visual techniques. **Practice (4 hours)** Editing on Premiere Pro (media lab)
	Lecture (4 hours) Collecting materials on campus (outdoors) **Practice (4 hours)** Collecting materials on campus (outdoors)
4	**Lecture (4 hours)** Presentation of collected materials. Discussion and editing of previous project proposal (synopsis, mood board, visual treatment, characters if any, music and sound treatment if any, production plan). Assessment of narrative and visual techniques used in the project. **Practice (4 hours)** Editing on Premiere Pro (media lab)
	Lecture (4 hours) Preparation of final presentation. Troubleshooting. Finalizing synopsis. **Practice (4 hours)**

	Presentation of final version of the experience-based project. Peer review and potential review by outside guests.

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

Keane, Michael. (2013). *Creative Industries in China: Art, Design and Media*. Cambridge: Polity.

Montgomery, Lucy. (2011). *China's Creative Industries: Copyright, Social Network Markets and the Business of Culture in a Digital Age*. Cheltenham, UK: Edward Elgar Publishing.

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		20%		
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		80%		
其它（可根据需要改写以上评估方式） Others (The above may be modified as necessary)				

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

Professor Tom Kvan
Dean, School of Design