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	产品品牌与创业 Product Branding and Entrepreneurship
2.	授课院系 Originating Department	系统设计与智能制造学院 School of System Design and Intelligent Manufacturing (SDIM)
3.	课程编号 Course Code	SDM319
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	英语 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）	Fred HAN，副教授 系统设计与智能制造学院 (设计智造学院) Fred HAN, Associate Professor School of System Design and Intelligent Manufacturing (SDIM) Email: fred@sustech.edu.cn
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	待公布 To be announced
10.	选课人数限额(可不填) Maximum Enrolment （Optional）	待公布 To be announced

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**	产品设计视觉表达技巧（SDM114）
13.	后续课程、其它学习规划 **Courses for which this course is a pre-requisite**	无 NIL
14.	其它要求修读本课程的学系 **Cross-listing Dept.**	无 NIL

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

本课程向学生介绍创建自己的产品及品牌的概念。 通过对新产品开发实践中的产品品牌和产品标识的理解，学生将获得创业的基础知识。 学生将获得如何将知识与现实生活环境中相结合的能力，调节设计目标和产品定位，理解设计策略、产品标识和产品品牌的元素。

学生将探索和检验产品用语，并通过设计项目讨论商业画布、价值主张映射等理论和工具。学生将能够进行属性分析、设计参考构建和企业视觉识别等新品牌发展 环节。

This course introduces students the concept of creating their own product and its brand. Throughout understanding of product-branding and product identity within new product development practices, students shall gain the fundamentals of entrepreneurship. Students are required the competency of a high level of synthesis into a real-life setting, and its outcome should mediate the design objectives and product positioning, which demonstrates an understanding of the elements of design strategy, product identity and product-branding.

Students shall explore and examine the product semantics, and discuss taught theories and tools involving business canvas, value proposition mapping through a design project. Upon completion, students will be able to carry out attribute analysis, design reference building and corporate visual identity for the development of new branding process.

16. 预达学习成果 Learning Outcomes

完成本课程后，学生将获得以下能力：

• 从各种参考来源评估生活方式和文化趋势，并将结果应用于新产品的开发和概念设计

• 分析产品语义和定位属性

• 新品牌视觉识别的平面设计基础技能(VI)

• 审查和分析当前的技术发展及其与项目的相关性，并选择合适的技术平台

• 创建品牌形象，包括； VI 平面设计，产品品牌特色

• 创建和商业化他们的设计产品和品牌概念，并通过设计的在线网络进行推广

Upon completing the subject, students will gain the competency of:

• Evaluate lifestyle and cultural trends from a variety of reference sources and apply the findings to a developing and conceptual theme of new product

- Analyze attributes of product semantics and identity
- Fundamentals of graphic design skill for new brand visual identity (VI)
- Review and analyze current technological developments and their relevance to the project and choose an appropriate technology platform
- Create brand image including; VI graphic design, product brand character
- Create and commercialize their design product and brand concepts and promote through designed online web

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.)

Course Schedule					
Week	Hour	Lecture		Practice	Hours
		Lecture Title	Language	Practice in Makerspace	
1-3	6	品牌和市场分析基础 Fundamentals of branding and market analysis	• Chinese /English	企业形象、品牌形象、视觉形象的案例研究 Case studies of corporate identity, brand identity, visual identity, and product identity	6
4	2	产品语义、定位和分析 Product Semantics, identity, and analysis	• Chinese /English	语义和可视化分析 Analysis of product aesthetics and semantics and visualization	2
5-7	6	设计项目启动 生活方式和文化趋势研究 Design project Kick-off Research of lifestyle and cultural trends	• Chinese /English	线上、线下研究——生活方式、文化和相关技术 Online and offline research – Lifestyle, Cultural and relevant technologies	6
8	2	调研报告 Research presentation	• Chinese /English	调研报告 Research Presentation	4
9	2	商业画布和价值主张映射-发展观念 Business canvas and value proposition mapping - concept development	• Chinese /English	商业模式画布与产品价值主张映射的实践 Practice of Business Model Canvases and Mapping of Product Value Proposition	2
10-11	4	作为品牌工具的图形和网页设计技能-发展观念 Graphic and web design skills as a branding tool - concept development	• Chinese /English	企业视觉识别设计，包括公司标志、网页布局 Design of Corporate Visual Identity, including company logo, web page layout	6
13	4	概念报告 Concept Presentation	• Chinese /English	概念报告 Concept Presentation	2
15	2	概念迭代 Concept Iteration	• Chinese /English	终期报告准备 Final Presentation preparation	4

| 16 | 4 | 终期报告

Final Presentation | • Chinese
/English | 终期报告

Final Presentation | |

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

Supplementary readings:

Roger Ball. Design Direct- How to start your own micro brand

Alina Wheeler. Designing Brand Identity: An Essential Guide for the whole Branding Team

Catharine Slade-Brooking. Creating a Brand Identity: A Guide for Designers: (Graphic Design Books, Logo Design, Marketing)

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					
课堂表现 Class Performance	第十六周 End of the 16th week		10	NIL	个人表现 Individual Performance (Peer Assessment: 10%)
小测验 Quiz					
课程项目 Projects	课程报告 Project Presentation	第八周 End of the 8th week	20	NIL	调研报告 Research Presentation
		第十三周 End of the 13th week	20	NIL	概念报告 Concept Presentation
		第十六周 End of the 16th week	50	NIL	期终报告 Final Presentation
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)				
		5		

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**

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课程审批 REVIEW AND APPROVAL

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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