

## DS201 课程大纲

- 1、2022 秋季学期 (2-7 页码)
- 2、2023 秋季学期起 (8-13 页码)

# 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 <b>Course Title</b>	视觉表现 <b>Visual Representation</b>
2. 授课院系 <b>Originating Department</b>	创新创意设计学院 School of Design
3. 课程编号 <b>Course Code</b>	DS201
4. 课程学分 <b>Credit Value</b>	3
5. 课程类别 <b>Course Type</b>	专业基础课 Major Foundational Courses
6. 授课学期 <b>Semester</b>	秋季 Fall
7. 授课语言 <b>Teaching Language</b>	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) <b>Instructor(s), Affiliation &amp; Contact</b> (For team teaching, please list all instructors)	Christiane M HERR Professor, School of Design cmherr@sustech.edu.cn

9.	实验员/助教、所属学系、联系方式 <b>Tutor/TA(s), Contact</b>	无 NA				
10.	选课人数限额(可不填) <b>Maximum Enrolment (Optional)</b>					
11.	授课方式 <b>Delivery Method</b>	讲授 <b>Lectures</b>	习题/辅导/讨论 <b>Tutorials</b>	实验/实习 <b>Lab/Practical</b>	其它(请具体注明) <b>Other (Please specify)</b>	总学时 <b>Total</b>
	学时数 <b>Credit Hours</b>	32		32		64
12.	先修课程、其它学习要求 <b>Pre-requisites or Other Academic Requirements</b>	无 N/A				
13.	后续课程、其它学习规划 <b>Courses for which this course is a pre-requisite</b>	DS202 3D from 2 从二维到三维				
14.	其它要求修读本课程的学系 <b>Cross-listing Dept.</b>	无 N/A				

### 教学大纲及教学日历 SYLLABUS

#### 15. 教学目标 Course Objectives

本课程介绍如何观察、感知和记录所见或构想出的内容，通过视觉媒体感知和交流。本课程是视觉媒体表现的基础课程，涵盖的视觉媒体包括绘画（自由手绘和正式绘图）和其他形象表现形式。

核心技能：绘画、图像制作、图像构图、交流

Perceiving and communicating through visual media. The course is an introduction to seeing, perceiving, and recording what is seen or conceptualized. This is a fundamental course in representing in visual media including drawing (freehand and formal drawings) and other imagery.

Skills: drawing, image making, image framing, communicating

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**16. 预达学习成果 Learning Outcomes**

<p>学习完本课程，学生将能够：</p> <ul style="list-style-type: none"><li>- 根据给定的视觉材料，清晰地鉴赏其形式、色彩和质感</li><li>- 运用各种视觉材料来表达与设计相关的概念和想法</li><li>- 展示对视觉媒体即交流行为这一概念的理解</li></ul> <p>Upon the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"><li>- Articulate appreciation of form, color and textures based on given visual materials</li><li>- Represent design related concepts and ideas in a range of visual media</li><li>- Demonstrate an understanding of visual media as acts of communication</li></ul>
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**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.)**

<b>Week</b>	<b>Content</b>
1	<p><b>Lecture and discussion (2 hours):</b> Perception and discovery</p> <p><b>Activity (2 hours):</b> Articulating observations visually</p> <p><b>Lecture and discussion (2 hours):</b> Professional visual formats in design</p> <p><b>Activity (2 hours):</b> Creating professional visual design formats</p>
	<p><b>Lecture and discussion (2 hours):</b> Composition</p> <p><b>Activity (2 hrs):</b> Review of previous design work</p> <p><b>Lecture and discussion (2 hours):</b> History of visual representation</p> <p><b>Activity (2 hrs):</b> Using tools and technologies to create visual representations</p>
2	<p><b>Lecture and discussion (4 hours):</b> Design portfolio: Introduction and discussion of examples</p> <p><b>Activity (4 hours):</b> Design representations for concept development and presentation</p>
	<p><b>Lecture and discussion (1 hours):</b> Design process theory</p> <p><b>Activity (3 hours):</b> Visual representations in conceptual development</p> <p><b>Lecture and discussion (1 hours):</b> Tools for generating visual representations</p> <p><b>Activity (3 hours):</b> Further development of concept visualisations using various tools</p>
3	<p><b>Discussion (4 hours):</b> Interim design review, formative feedback</p> <p><b>Lecture and discussion (1 hours):</b> Infographics and diagrams in design</p> <p><b>Activity (3 hours):</b> Production of infographics and diagrams for a given design brief</p>
	<p><b>Lecture and discussion (2 hours):</b> Visualisation of time and process</p> <p><b>Practice (6 hours):</b> Production of time and process visualisations</p>
4	<p><b>Lecture and discussion (4 hours):</b> Design presentation formats, coherence and professionalism in coordinating visual representations in design</p> <p><b>Activity (4 hours):</b> Coherence and professionalism in visual representations, preparation of final design review</p>
	<p><b>Discussion (4 hours):</b> Final design review, formative feedback</p> <p><b>Activity (4 hours):</b> Tutorials on final report production</p>

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

<b>Supplementary readings</b>
<ul style="list-style-type: none"> <li>Albers, J. (2009). Interaction of color (New complete ed.). New Haven Conn.: Yale University Press, in association with The Josef and Anni Albers Foundation</li> <li>Eissen, K. (2009). Sketching: drawing techniques for product designers. Laurence King Publishing; 13th edition (or later)</li> </ul>

- Elam, K. (2011). *Geometry of design : studies in proportion and composition* (2nd ed.). New York: Princeton Architectural Press

### 课程评估 ASSESSMENT

19. 评估形式 Type Assessment	评估时间 of 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		90%		Final presentation
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)				

### 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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	学时数 <b>Credit Hours</b>	32		32		64
12.	先修课程、其它学习要求 <b>Pre-requisites or Other Academic Requirements</b>	无 N/A				
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<b>Week</b>	<b>Content</b>
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13	<b>Lecture and Practice:</b> Infographics and diagrams in design. Production of infographics and diagrams for a given design brief.
14	<b>Lecture and Practice:</b> Visualization of time and process
15	<b>Practice:</b> Production of time and process visualizations
16	<b>Lecture and Practice:</b> Design presentation formats, coherence and professionalism in coordinating visual representations in design, coherence and professionalism in visual representations, preparation of final design review <b>Final design review.</b> Formative feedback

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

**Supplementary readings**

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出勤 Attendance		10		
课堂表现 Class Performance				
小测验 Quiz				
课程项目 Projects				
平时作业 Assignments		30		
期中考试 Mid-Term Test				
期末考试 Final Exam				
期末报告 Final Presentation		60		
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**  
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Thomas Kvan 关道文  
Dean, School of Design 创新创意设计学院院长