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	**客户产品设计：实体 Client Product: Object**
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	DS223
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）	Enza Migliore Assistant Professor, School of Design enza.migliore@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		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

本课程是一个基于行业要求的项目。在该项目中，学生将根据客户对设计的规范要求，完成一系列任务，包括简要说明、完成整个设计周期、演示、并根据反馈修改设计。本课程培养学生应对客户要求和管理用户期望的能力，与此同时考虑当代环境、社会和生产问题。 学生将为当地公司创造新产品概念，并有效地展示构思过程的不同阶段。 学生将学习如何管理与客户持续有效的互动，并通过研究、构思和测试的迭代过程产生有意义的、创新的解决方案。

技能：需求解读、客户沟通、概念开发、设计迭代、团队合作、反思工作

An industry-defined project, in which the students will respond to a client specification, working through brief clarification, design cycles, presentations, and responding to feedback. This course develops the proficiency to deal with client requirements and user expectations considering contemporary environmental, social, and productive issues. Students create new products' concepts for local companies and prepare effective presentations showing different stages of ideation. They learn how to manage a constant and efficient interaction with clients and to generate meaningful and innovative solutions thorough an iterative process of research, ideation, and testing.

Skills: interpreting the brief, client communication, concept development, design iteration, teamwork, reflective working

16. 预达学习成果 Learning Outcomes

顺利完成学习后，学生将能够：

1. 解读客户需求，预测用户需求，探索其意义和机会;

2. 将概念开发的迭代过程应用于产品设计(研究、评估、决策、原型制作、测试等);

3. 具备项目管理能力(与客户有效互动，清晰有效的演示，时间和资源管理等);

4. 为客户创造有意义的原创方案，并以适当的方式呈现。

On successful completion of this module, students will be able to:

1. interpret client's brief and predict users' needs exploring meanings and opportunities;

2. apply iterative process of concept development for product design (research, evaluation, decisions, prototyping, testing, etc.);

3. demonstrate ability of project management (efficient interaction with client, clear and effective presentations, time and resources management, etc.);

4. create meaningful and original proposals for the client and present them in adequate way.

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	**Lecture (4 hours)** Introduction to the course, outline of assignments. Providing a list of local companies (clients). **Practice (4 hours)** Group research and discussion on targeted client communication and how to formulate relevant questions. Define basic structure for interaction through practical exercises.
	Lecture (4 hours) Opportunity Identification for Product Design (creating, identifying, and screening ideas for new products). Product Planning, presenting a method for deciding which products to develop (case studies) **Practice (4 hours)** Clients introduce and explain the briefs. Brief clarification through questions and answers. Group discussion, Brain Storming, Opportunity Identification. Target Group Identification.
2	**Lecture (4 hours)** Concept development: Customer Needs, Product Specifications, Concept Generation, Concept Selection, and Concept Testing. **Practice (4 hours)** Field trips and activities (visit factories, companies, user shadowing, etc). Activities of concept development and iterations. Group discussion.
	Lecture (4 hours) Presentation and discussion of concepts, feedback from client and target users. Prototyping: method to ensure that prototyping efforts are applied effectively (case studies). **Practice (4 hours)** Concept development after clients and users' feedbacks. Concept presentation (rendering, sketches) Material experiments: design decisions for presenting the final concept (time and resources optimization)
3	**Lecture (4 hours)** Interim review: developed design concepts, quality and efficacy of presentations and communication, efficiency of prototyping decisions. Feedback from clients. **Practice (4 hours)** Tutorial, Client Communication, Prototyping and Iteration.
	Lecture (4 hours) Tutorials and preparation of final presentation. **Practice (4 hours)** Prototyping, consider outsourcing (part of client communication)

4	**Lecture (4 hours)** Tutorials and preparation of final presentation. **Practice (4 hours)** Prototyping
	Lecture (4 hours) Tutorials and preparation of final presentation. **Practice (4 hours)** Final presentation and evaluation of design process, consistency of the concept with the brief, presentation and representation, communication with the client, prototype.

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

Verganti, R. (2009). *Design driven innovation: changing the rules of competition by radically innovating what things mean.* Harvard Business Press.

Ulrich, Karl T., et al. (2020). *Product Design and Development.* 7th ed., McGraw-Hill Education.

Powell, D. (1985). *Presentation Techniques: A Guide to Visualizing Industrial Design Ideas.* Orbis 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		10		
	课堂表现 Class Performance		20		
	小测验 Quiz				
	课程项目 Projects				
	平时作业 Assignments		20		
	期中考试 Mid-Term Test				
	期末考试 Final Exam				
	期末报告 Final Presentation		50		
	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