

## DS301 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>	跨时区协同设计 <b>Designing Across Time &amp; Space</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>	DS301
4. 课程学分 <b>Credit Value</b>	3
5. 课程类别 <b>Course Type</b>	专业核心课程 Major Core Course
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)	Qinyuan Lei Assistant Professor, School of Design leiqy@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>	无 N/A				
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

本课程是一门对跨时区协同设计实践和技术的介绍课程。学生将学习使用在线平台和数字媒体工具，设计一个社交媒体品牌及其多媒体内容。学生将从为社交媒体品牌编写脚本开始，随后根据脚本完成多媒体内容。学生将实验组织自己的社交媒体团队，内容受众为国际观众。本课程包含团队合作技能和跨文化交流技能的学习与训练。

技能：数字媒体工具、脚本编写、团队合作

This course is an introduction to the practice and techniques of semi-synchronous and asynchronous design practice. Students will learn to use online platforms and digital tools to design rich multimedia content for social media. Students will start with writing scripts for a social media platform, and later translating the scripts into multimedia content that aim to be viewed by an international audience. This course covers teamwork skills and industry-endorsed techniques of

communicating across cultures.

Skills: digital design tools, scripting, teamwork

本课程有安排实地考察和与外部公司合作的可能性。届时课程内容和活动安排将会调整。

This course will include field trips and collaborations with external companies depending on availability. Lecture and activity schedules are indicative and may be adjusted.

## 16. 预达学习成果 Learning Outcomes

在本课程结束时，学生将能够：

1. 为多媒体内容编写脚本。
2. 提出一个关于国际化的社交媒体的设计方案并展示其相关研究。
3. 使用在线平台和数字媒体工具，进行跨时区协同设计的团队建设与合作。
4. 展现出将脚本转化为多媒体内容的创造力。

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

1. Write scripts for multimedia content.
2. Present a high-quality proposal for a multimedia social media account for an international audience.
3. Use online platforms and digital tools for synchronous and asynchronous design teamwork.
4. Demonstrate creativity in translating scripts into multimedia content.

## 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 (4 hours)</b> Introduction of the course, the syllabus, assignments, etc. Introduction to trends, overarching problems, topics in designing across time and space, and specifically social media practices. Discussions of two examples of design work. Students work in groups to decide on an exemplary project for case study.</p> <p><b>Practice (4 hours)</b> Conduct case study research on an exemplary project. Identify and discuss key concepts of a project. Identify and discuss scripting, brand story, visual style, aesthetics of the selected project. Presentation of case study in groups.</p>
	<p><b>Lecture (4 hours)</b> Students discuss and experiment with building a social media team. Students work in groups to select a platform and conceptualize a themed social media account. Students apply inspiring elements identified in case study research to the conceptualization of one's own group project.</p> <p><b>Practice (4 hours)</b> Students present a rough draft of a project proposal. Elements to include (but not limited to): name, tagline, logo, design (visual style), brand story, targeted audience.</p>
2	<p><b>Lecture (4 hours)</b> Mood board. Scripting for social media videos. Students work in groups to write their first script.</p> <p><b>Practice (4 hours)</b> Presentation of mood board and first script. Discussion and peer review.</p>
	<p><b>Lecture (4 hours)</b> Collecting materials for final project in groups. Discussion: how to design content for an international audience across cultures.</p> <p><b>Practice (4 hours)</b> Interim Review. Script workshop.</p>
3	<p><b>Lecture (4 hours)</b> Discussion of mistakes, problems, issues encountered in multimedia production. Discussion of potential scripting and visual techniques. Readjusting elements included in the proposal: name, tagline, logo, design (visual style), brand story, targeted audience.</p> <p><b>Practice (4 hours)</b> Finish first sample social medial video (or other multimedia content). Peer review.</p>

	<p><b>Lecture (4 hours)</b> Discussion of mistakes, problems, issues encountered in media production, teamwork, etc. If students have any experimental ideas/concepts they would like to pursue, please try them today, and present a vignette to peers and instructor.</p> <p><b>Practice (4 hours)</b> Scripting for second same video (or other multimedia content).</p>
4	<p><b>Lecture (4 hours)</b> Evaluate audience feedback and reactions. Discussion of how each member of the creative team can respond to the audience feedback in their area. Readjusting elements included in the proposal accordingly: name, tagline, logo, design (visual style), brand story, targeted audience.</p> <p><b>Practice (4 hours)</b> Finish second sample social media video (or other multimedia content). Peer review. Final iteration of brand story.</p>
	<p><b>Lecture (4 hours)</b> Final review preparation. Revisiting original project proposal.</p> <p><b>Practice (4 hours)</b> Final review with invited guests.</p>

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 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		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

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11	<b>Lecture (4 hours)</b> Discussion of mistakes, problems, issues encountered in media production, teamwork, etc. If students have any experimental ideas/concepts they would like to pursue, please try them today, and present a vignette to peers and instructor.
12	<b>Practice (4 hours)</b> Prepare final social medial video (or other multimedia content). Peer review.
13	<b>Lecture (4 hours)</b> Evaluate audience feedback and reactions. Discussion of how each member of the creative team can response to the audience feedback in their area. Readjusting elements included in the proposal accordingly: name, tagline, logo, design (visual style), brand story, targeted audience.
14	<b>Practice (4 hours)</b> Finish final social medial video (or other multimedia content). Peer review. Final iteration of brand story.
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其它 (可根据需要 改写以上评估方式) Others (The above may be modified as necessary)				

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