

DS311 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 Course Title	游戏调研与评估 Game Survey and Evaluation
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	DS311
4.	课程学分 Credit Value	3
5.	课程类别 Course Type	专业核心课 Major Core Course
6.	授课学期 Semester	秋季 fall
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)	Xueliang Li Assistant Professor, School of Design imlixueliang@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

本课程将以游戏作为设计对象引导学生学习针对某一特定领域的产品调研和分析方法。通过学习该课程，学生将熟悉如何通过产品市场调研（如民意调查）和用户研究（如用户访谈，观察和实验）初步了解某一特定产品类型作为设计目标的基本信息。结合文献研究与样本分析，通过该课程中所获取的信息将用于总结该产品领域的市场生态特征和设计机遇。学生将从设计角度出发合理运用来自消费者研究和社会学等领域的研究方法和工具，并基于数据分析和调研结论提出设计方案。该课程将根据教学方案可行性等情况邀请校外合作机构对学生的课程产出提供评估和建议。

技能：市场研究； 产品评估； 报告撰写

Aiming at teaching students methods of obtaining domain knowledge on product markets and evaluating the designed products with a focus on games. During this course, students will get familiar with market research methods (e.g. survey)

as a way of approaching a potential design topic and user research methods (e.g. interviews, observation and experiments) to evaluate products. Information obtained through literature review and simple research will be integrated to map out the ecology of selected product markets (e.g. interrelationships of the stakeholders, classification of user profiles) and identify design opportunities for future projects. Students will develop a design perspective informed by methods from consumer and social research. Addressing issues identified based on data collection, students will present design proposals. The course will involve external collaborators based on availability to provide stakeholder opinions and client perspectives on students' design proposals.

Skills: market research, evaluation methods, report writing

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. 熟悉并灵活运用市场研究方法的基本逻辑和一般步骤。
2. 以设计角度对商业产品及其市场特征进行初步分析。
3. 通过定量和定性数据分析启发设计决策。
4. 基于对设计逻辑，功能性，产品服务系统和潜在影响等方面的考虑撰写设计方案。

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

1. Recall and present the rationale and procedures of market research methods
2. Employ a design perspective in approaching commercial product markets and specific products
3. Interpret quantitative (statistic or numeric) data and qualitative data to inform design decisions
4. Write design proposals with considerations on the design rationale, functionality, the product-service system and potential impacts on individual and societal levels.

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	<p>Lecture (4 hours) Course introduction, group formation, introduction of external collaborator. Introduction of key theories of market research, social research and the context of game design.</p> <p>Practice (4 hours) Individual exploration on the domain, group discussion and receive briefing from external collaborator. Analysis of context.</p>
	<p>Lecture (4 hours) Identification of sub-topics of the domain / product types. Guided background research on chosen topics. Lecture: introduction to market and social research methods in design practice</p> <p>Practice (4 hours) Invited guest lecture on the game market and design processes. Group discussion of impact on site. Mapping of systemic relationships regarding the selected sub-topic and product type.</p>
2	<p>Lecture (4 hours) Literature review and discussion on identified issues of selected sub-topics and target groups.</p> <p>Practice (4 hours) Field trip to collect data on site and discussion with collaborators. Drafting initial design proposals including brief explanation on design rationales, concepts and evaluation plans.</p>
	<p>Lecture (4 hours) Interim review preparation and tutorials on presentation.</p> <p>Practice (4 hours) Interim Review with invited guests, formative feedback.</p>
3	<p>Lecture (4 hours) Continued market and user research on selected topics and target groups.</p> <p>Practice (4 hours) Field trip to collect data on site and discussion with collaborators.</p>
	<p>Lecture (4 hours) Design proposal development. Tutorials on data analysis, identification of design opportunities and specification of design concepts.</p>

	<p>Practice (4 hours) Design proposal development. Tutorials on data analysis, identification of design opportunities and specification of design concepts.</p>
4	<p>Lecture (4 hours) Continued design proposal development and tutorials.</p> <p>Practice (4 hours) Continued design proposal development and tutorials.</p>
	<p>Lecture (4 hours) Final review preparation, tutorials.</p> <p>Practice (4 hours) Final review with invited guests.</p>

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

Bryman, A. (2016). Social research methods. Oxford university press.

Van Kleef, E., Van Trijp, H. C., & Luning, P. (2005). Consumer research in the early stages of new product development: a critical review of methods and techniques. *Food quality and preference*, 16(3), 181-201.

Schell, J. (2008). *The Art of Game Design: A book of lenses*. CRC press.

Visch, V. T., Vegt, N. J. H., Anderiesen, H., & Van der Kooij, K. (2013). Persuasive Game Design: A model and its definitions.

课程评估 **ASSESSMENT**

19. 评估形式 评估时间 占考试总成绩百分比 违纪处罚 备注
Type **of Time** **% of final** **Penalty** **Notes**
Assessment **score**

出勤 Attendance		10%		
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		90%		
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**

<input checked="" type="checkbox"/> A. 十三级等级制 Letter Grading <input type="checkbox"/> 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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课程详述

COURSE SPECIFICATION

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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)	Xueliang Li Assistant Professor, School of Design imlixueliang@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				
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本课程将以游戏作为设计对象引导学生学习针对某一特定领域的产品调研和分析方法。该课程通过讲座结合课题实践的方式，引导学生熟悉游戏作为特定产品类型的可用性特征，并通过设计实践初步掌握针对该类型产品的设计调研与评估方法（如民意调查、用户访谈和可用性测试等）。学生将从设计角度出发，通过网络调研、文献研究和用户调研等方法获取相关数据，并运用定性和定量的分析方法对调研结果进行分析，理解相关设计机会和对潜在的设计影响进行评价。本课程将根据教学方案可行性等情况邀请校外合作机构对学生的课程产出提供评估和建议。

技能：市场研究； 产品评估； 报告撰写

This course aim at teaching students methods of obtaining domain knowledge on product markets and evaluating the designed products with a focus on games. During this course, students will get familiar with the usability characteristics of

games as a particular type of products, and learn to use design research methods (e.g. surveys, interviews, and usability tests) through the practice of game survey and evaluation. Students will develop a design perspective towards understanding design opportunities and implication through quantitative and qualitative analysis of the data gained through online research, literature research and user research. The course will involve external collaborators based on availability to provide stakeholder opinions and client perspectives on students' design proposals.

Skills: market research, evaluation methods, report writing

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。

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2. 以设计角度对商业产品及其市场特征进行初步分析。
3. 通过定量和定性数据分析启发设计决策。
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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	<p>Lecture (4 hours)</p> <p>Course introduction, introduction of external collaborators, lecture on of history and important theories about games.</p> <p>Individual exploration on the domain, classroom discussion.</p>
2	<p>Lecture (4 hours)</p> <p>Guest lecture on game design research, identification of sub-topics of the domain / product types. group formation.</p> <p>Group discussion, exploration on specific topics in the domain, and receive briefing from the instructor.</p>
3	<p>Lecture (4 hours)</p> <p>Introduction of methods of user research and usability tests in game design, guided background research on chosen topics.</p>
4	<p>Practice (4 hours)</p> <p>Invited guest lecture on the game market and design processes.</p> <p>Group discussion of impact on site.</p> <p>Mapping of systemic relationships regarding the selected sub-topic and product type.</p>
5	<p>Lecture (4 hours)</p> <p>Literature review and discussion on identified issues of selected sub-topics and target groups.</p>
6	<p>Practice (4 hours)</p> <p>Field trip to collect data on site and discussion with collaborators.</p>
7	<p>Lecture (4 hours)</p> <p>Drafting initial design proposals including brief explanation on design rationales, concepts and evaluation plans.</p>
8	<p>Practice (4 hours)</p> <p>Interim review preparation and tutorials on presentation. Interim Review with invited guests, formative feedback</p>
9	<p>Lecture (4 hours)</p> <p>Continued market and user research on selected topics and target groups.</p>
10	<p>Practice (4 hours)</p> <p>Field trip to collect data on site and discussion with collaborators.</p>
11	<p>Lecture (4 hours)</p> <p>Design proposal development. Tutorials on data analysis, identification of design opportunities and specification of design concepts.</p>

12	Practice (4 hours) Design proposal development. Tutorials on data analysis, identification of design opportunities and specification of design concepts.
13	Lecture (4 hours) Continued design proposal development and tutorials.
14	Practice (4 hours) Continued design proposal development and tutorials.
15	Lecture (4 hours) Final review preparation, tutorials.
16	Practice (4 hours) Final review with invited guests.

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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				
期中考试 Mid-Term Test				
期末考试 Final Exam				
期末报告 Final Presentation		90%		
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**

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Professor Tom Kvan
Dean, School of Design