

DS333 课程大纲

- 1、2022 秋季学期 (2-6 页码)
- 2、2023 秋季学期起 (7-11 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	叙事与品牌 Narrative & Branding
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	DS333
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	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)	Enza Migliore emigliore@sustech.edu.cn
9. 实验员/助教、所属学系、联系	无 NA

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

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

Narrative is a key factor in design practice involving both learning and communication tasks. This course aims to enhance students' ability of storytelling, through the generation of a meaningful and consistent narrative about an existing, anonymous, or underestimated design encountered in daily life. They will train their proficiency to understanding and explaining events in both a written and visual way and through both analytical practices of observation and description and interpretative and constructive processes of design. Students will develop their narrative as part of a branding strategy of an existing firm or as the launch of a new brand.

Skills: Analytical practices of observation and description, Interpretative and constructive processes of design communication, storytelling, branding, written and visual communication

16. 预达学习成果 **Learning Outcomes**

<p>At the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Observe and describe daily life phenomena through verbal and visual iterations 2. Understand and Explain events in both a written and visual way 3. Demonstrate the ability to creatively interpret the identity of objects/events 4. Translate their interpretations into original stories based on new design identities
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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.)

<u>Week</u>	<u>Content</u>
1	<p>Lecture (4 hours) Course introduction, group formation. Introduction of key practices of storytelling and branding in design</p> <p>Practice (4 hours) Workshop on narrative and hypertext through the exploration of design references and methods. (The involvement of external partners and contributors - e.g., strategic and brand design agencies, journals and magazines, writers, artists, photographers, video makers, etc. - is highly considered)</p>
	<p>Lecture (4 hours) Lecture: Brand-driven Innovation Presentation on observation and description techniques: objective lenses</p> <p>Practice (4 hours) Workshop and experiments with daily life objects and about unnoticed phenomena. Outdoor activities and/or field trip are considered.</p> <p>Group discussion and sharing of findings and results.</p> <p>Selection of the event/object/system as topic for the narrative proposal</p>
2	<p>Lecture (4 hours) Lecture: the symbiotic relationship between innovation and branding Presentation on interpreting techniques and storytelling: subjective and creative lenses</p> <p>Practice (4 hours) Event interpretation and storyboard. Outdoor activities and/or field trip are considered.</p>

	<p>Lecture (4 hours) Lecture: the role of design in brand-driven innovation. Building a brand-driven design strategy</p> <p>Practice (4 hours) Development of narrative and storytelling proposals, beginning of branding strategy.</p>
3	<p>Lecture (4 hours) Interim Review preparation and continued development of proposals.</p> <p>Practice (4 hours) INTERIM REVIEW</p>
	<p>Lecture (4 hours) Continued design development. Tutorials on narrative, storytelling, branding development.</p> <p>Practice (4 hours) Continued design development. Tutorials on narrative, storytelling, branding development.</p>
4	<p>Lecture (4 hours) Continued design development and design tutorials.</p> <p>Practice (4 hours) Continued design development and design tutorials.</p>
	<p>Lecture (4 hours) Final review preparation, tutorials.</p> <p>Practice (4 hours) Final review (highly considered the possibility to invite guests)</p>

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

- Abbing, E. R. (2010). *Brand driven innovation: Strategies for development and design* (Vol. 21). Ava Publishing.
- Calvino, I. (2013). *Collection of Sand: Essays*. Houghton Mifflin Harcourt.
- Munari, B., & Munari, B. (2015). *Bruno Munari: Square, Circle, Triangle*. Princeton Architectural Press.
- Berger, John. *Ways of seeing*. Penguin uK, 2008.
- Munari, B. (2005). *The tactile workshops*. Corraini.

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		20%		
期中考试 Mid-Term Test				
期末考试 Final Exam				
期末报告 Final Presentation		70%		
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

课程详述

COURSE SPECIFICATION

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9.	实验员/助教、所属学系、联系	无 NA

方式					
Tutor/TA(s), Contact					
选课人数限额(可不填)					
10. Maximum Enrolment (Optional)					
11. 授课方式	讲授	习题/辅导/讨论	实验/实习	其它(请具体注明)	总学时
Delivery Method	Lectures	Tutorials	Lab/Practical	Other (Please specify)	Total
学时数	32		32		64
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12. 先修课程、其它学习要求	无 N/A				
Pre-requisites or Other Academic Requirements					
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Courses for which this course is a pre-requisite					
14. 其它要求修读本课程的学系	无 N/A				
Cross-listing Dept.					

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

The narrative is critical in design practice involving learning and communication tasks. This course aims to enhance students' storytelling ability by generating a meaningful and consistent story about existing, anonymous, or underestimated designs encountered in daily life. They will train their proficiency to understand and explain events in both a written and visual way and through analytical practices of observation, description, and interpretative and constructive design processes. Students will develop their narrative as part of a branding strategy of an existing firm or as the launch of a new brand.

Skills: Analytical practices of observation and description, Interpretative and constructive processes of design communication, storytelling, branding, written and visual communication

16. 预达学习成果 **Learning Outcomes**

At the end of this course, students will be able to:
5. Observe and describe daily life phenomena through verbal and visual iterations
6. Understand and Explain events in both a written and visual way
7. Demonstrate the ability to creatively interpret the identity of objects/events
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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.)

<u>Week</u>	<u>Content</u>
1	Lecture and Practice (4 hours) Course introduction. Introduction of key elements and practices of storytelling and branding in design.
2	Lecture and Practice (4 hours) Lecture: Narrative in Practice and introduction to Brand-Driven Innovation Workshop on narrative and hypertext
3	Lecture and Practice (4 hours) Lecture: Observation and description techniques: objective lenses Practice. Outdoor activities and/or field trips are considered.
4	Lecture and Practice (4 hours) Lecture: Interpreting techniques and storytelling: subjective and creative lenses. Practice. Outdoor activities and/or field trips are considered.
5	Lecture and Practice (4 hours) Lecture: the symbiotic relationship between innovation and branding Self-Study - Selection of the event/object/system as topic for the narrative proposal
6	Lecture and Practice (4 hours) Lecture: the role of design in brand-driven innovation. Building a brand-driven design strategy Exercises. Case studies research. Presenting individual reading material.
7	Lecture and Practice (4 hours) Lecture: Building a brand-driven design strategy (2) Self-Study and research.
8	Lecture and Practice (4 hours) Lecture: Brand-Driven Innovation case studies. Practice: Development of branding strategy.

9	INTERIM REVIEW (4 hours) Presentation of research and initial idea.
10	Lecture and Practice (4 hours) Introduction to Ethnographic Research Continued design development.
11	Tutorials and Practice (4 hours) Tutorials on narrative, storytelling, branding development. Continued design development
12	Tutorials and Practice (4 hours) Tutorials on narrative, storytelling, branding development. Continued design development.
13	Tutorials and Practice (4 hours) Tutorials on narrative, storytelling, branding development. Prototyping
14	Tutorials and Practice (4 hours) Continued design development and design tutorials. Prototyping
15	Lecture and Practice (4 hours) How to prepare the final presentation. Prototyping and refining.
16	Practice (4 hours) Final review

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课堂表现				

Class Performance				
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				
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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)				

20. 记分方式 **GRADING SYSTEM**

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