



## 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>	设计心理学与美学 Design Psychology and Aesthetics
2. 授课院系 <b>Originating Department</b>	系统设计与智能制造学院 School of System Design and Intelligent Manufacturing (SDIM)
3. 课程编号 <b>Course Code</b>	SDM218
4. 课程学分 <b>Credit Value</b>	3
5. 课程类别 <b>Course Type</b>	专业核心课 Core Course
6. 授课学期 <b>Semester</b>	秋季学期 Autumn Semester
7. 授课语言 <b>Teaching Language</b>	中英双语 English & Chinese
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)	白紫千 系统设计与智能制造学院 School of System Design and Intelligent Manufacturing (SDIM) Email: baizq@sustech.edu.cn
9. 实验员/助教、所属学系、联系方式 <b>Tutor/TA(s), Contact</b>	待公布 To be announced
10. 选课人数限额(可不填) <b>Maximum Enrolment (Optional)</b>	



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
	32	0	32		64
学时数 Credit Hours					
12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	无 NIL				
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	无 NIL				
14. 其它要求修读本课程的学系 Cross-listing Dept.	无 NIL				

### 教学大纲及教学日历 SYLLABUS

#### 15. 教学目标 Course Objectives

此课程目的是培养学生掌握美学和心理学的的基础知识，从而服务“以人为本”的设计。我们体验的不仅仅是物质构成的世界，同时也是“美”的世界 — 愉悦，规律，可用性，吸引力和美。在此课程中，我们将讨论设计美学中最重要的认知和心理学理论。这是一门为工业设计专业设计的融合设计心理学和美学的跨学科课程。 课程内容包括两大方面：（1）美学：美学基本原理、设计美的性质、设计美的构成、设计美的形式法则、艺术设计的理论基础，以及形态设计；（2）设计心理学：介绍使用者的行为，习惯，动机，期望和情感，从而使学生更好得理解使用者和设计的的产品之间是如何互动的。

This course aims to cultivate students to acquire aesthetic & psychological knowledge which can contribute to human-centered design. We experience the world not only in terms of its physical structure, but also in terms of a wide range of 'aesthetic' qualities such as pleasantness, orderliness, usability, attractiveness, and beauty. In this course we will discuss most of the major cognitive/psychological theories of design aesthetics. This is a cross-disciplinary course integrates aesthetics and design psychology for industrial design major. It covers a) design aesthetics: the basic principles of aesthetics, the nature of design aesthetics, the composition of design aesthetics, the law of design aesthetics, the theoretical basis of design and morphological design. b) design psychology: to introduce the behaviors, habits, motivations, expectations, and emotions of the people using products, and to better understand how users engage with the products we've created.

#### 16. 预达学习成果 Learning Outcomes

通过学习此课程，学生能够：

1. 认识，分析及理解美学的基本原理和要素
2. 掌握设计心理学的基本知识
3. 懂得美学和设计心理学如何影响设计，以及指导设计实践
4. 通过形状、颜色及其他设计变量，体现美学原理和形式法则
5. 通过设计心理学理论和实践的方法解析使用者的行为及喜好
6. 应用设计心理学在研究和设计，评估产品、服务或体验

Upon completion of the subject, students will be able to:

1. Identify, analyze, and understand the principles and elements of aesthetics
2. Acquire the basic knowledge of design psychology
3. Understand how aesthetics and design psychology influence design and guide design practice
4. Apply the principles and elements of aesthetics via shape, colors, and other design variables
5. Use both theoretical and practical methods to analyze user's behavior and preferences



6. Apply design psychology to research and design and evaluation of product, services, experience.

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.)

Course Schedule					
Week	Hour	Lecture		Practice	Hours
		Lecture Title	Language	Practice	
1	2	课程简介：美学，设计心理学和工业设计 Introduction: Aesthetics, design psychology and industrial design	• Bilingual	对于给定项目的初步学习和设计 Preliminary study and design of the assigned project topic	2
2	/2	/	• /	应用美学原理进行图案设计 Apply basic principles of aesthetics in pattern design	2
3-4	4	美学原理 Basic Principles of Aesthetics	• Bilingual	形成及发展最初的概念设计 Ideation and development of initial concept	4
5-6	4	设计沟通 I：色彩 Design communication I – Colors	• Bilingual	运用不同的颜色进行设计，将给定的关键词表现出来 Exploring the given key words in different colors	4
7-8	4	设计沟通 II：形式与材料 Design communication II -Forms& Materials	• Bilingual	运用不同的形式和材料进行设计，将给定的关键词表现出来 Exploring the given key words in different forms and materials	4
9-10	4	中期项目 Mid-term Project	• Bilingual	中期项目进行及答辩 Mid-term Project Presentation	4
11-12	4	情感设计： 1.具有吸引力的产品更成功 2.情感及设计的多面性 Emotional design 1.Attractive things work better 2.The multiple faces of emotion and design	• Bilingual	练习运用多种研究手段调查人机交互方式，包括角色扮演法，调研法及观察法 Investigation of user- machine interaction by multiple research methods: role play, survey, and observation	4
13-14	4	设计的3个层次：本能，行为，反馈 Three Levels of design: Visceral, Behavioral, and Reflective	• Bilingual	通过调研结果和用户反馈改进个人项目设计 Refine and redesign the individual project according to the survey result and the feedback of the user	4
15	2	以人为本的设计心理学 Human-centered design psychology	• Bilingual	原型设计 Prototyping	2
16	/	/	• /	设计作品展示及答辩 Final Presentation	2



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

Supplementary readings:

Emotional Design: Why We Love (or Hate) Everyday Things, Donald Norman, 2005  
 The design of everyday things, Donald Norman, 2002  
 The Aesthetics of Design, Jane Forsey. Oxford Press. 2013.  
 《现代设计美学》，章利国，清华大学出版社，2008  
 《设计艺术心理学》，梁家年 武汉大学出版社 2011

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
平时作业 Assignments	每两周 Bi-Weekly	55	NIL	通过不同的色彩、形式与材料，以及设计心理学原则，评估学生应用美学与设计心理学原则和规则的能力 To assess students' ability of applying the principles and laws of aesthetics and psychology.
期中报告 Midterm Presentation	第 9 周 End of the 9 <sup>th</sup> week	15	NIL	通过前期设计研究，设计虚拟及实体作品，评估学生掌握设计理论，及应用美学与设计心理学原则和规则的能力 To assess students' ability of applying the principles and laws of aesthetics and psychology via design research and prototyping.
期末报告 Final Presentation and Report	第 16 周 End of the 16 <sup>th</sup> week	30	NIL	通过调研、原型制作、设计表达能力等方面评估学生大设计项目 To assess students' final design project via design research, prototyping, design communication and test.

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