



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	产品包装与广告设计 Package and Advertising Design
2.	授课院系 Originating Department	系统设计与智能制造学院 School of System Design and Intelligent Manufacturing (SDIM)
3.	课程编号 Course Code	SDM317
4.	课程学分 Credit Value	3
5.	课程类别 Course Type	专业选修课 Major Elective Courses
6.	授课学期 Semester	春季 Spring
7.	授课语言 Teaching Language	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) Instructor(s), Affiliation & Contact (For team teaching, please list all instructors)	白紫千 助理教授 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 Tutor/TA(s), Contact	待公布 To be announced
10.	选课人数限额(可不填) Maximum Enrolment (Optional)	待公布 To be announced



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	产品设计视觉表达技巧 (SDM114)				
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

The goal of this course is to familiarize students with the principles and techniques of packaging and advertising design, and to help students develop key skills. so that students can engage in serialized packaging and graphic advertising design, as well as evaluating work in related fields. Through the comprehensive study of product packaging and advertising design knowledge, students will be able to master the comprehensive application of materials, modeling, protection, material technology and technology. Students will be able to skilled use design language and design principles of visual communication. Students will learn the technology and craftsmanship of packaging and advertising, the principle of selection and application of materials, design, modeling, and lay-out design. In particular, we expect every student:

1. to research and learn methods of this subject, as well as the preliminary methods applied in the process of visual communication design.
2. to obtain basic knowledge and cutting-edge knowledge of art and humanities-these knowledge related to the history of design development.
3. to improve their humanities, artistic literacy, modeling expression, aesthetic appreciation.
4. to obtain the basic theories, basic knowledge and basic skills of packaging and advertising design, and design skills, such as font design, layout design, and graphic design.
5. to apply the contemporary methods of visual communication design, such as advertising design, brand image design, packaging design, web design, multi-media design, etc.

本课程的目标是使学生熟悉包装和广告设计的原理和技术，并帮助学生开发关键技能，使学生可以从事系列化的包装和平面广告设计，以及评估相关领域的工作。通过对产品的包装和广告设计知识的全面学习，使学生掌握材料、造型、防护、材料工艺与技术的综合应用，以及视觉传达的语言和设计准则。学习了解包装和广告的技术与工艺，材料的选择与应用，设计、造型与排版等，全面了解并掌握包装和广告设计的基础知识。我们希望每个学生：

1. 接触到这个学科的研究、学习方法，以及应用在视觉传达设计过程中的初步方法。
2. 掌握艺术与人文的基础知识和前沿知识——这些知识应与设计发展历史紧密联系
3. 提高人文、艺术素养和造型表现力、审美鉴赏能力。
4. 掌握包装和广告设计的专业基础理论，以及专业技能，如字体设计、版式设计、图形设计。
5. 运用现代视觉传达设计核心理论与方法，如广告设计、品牌形象设计、包装设计、网页设计、多媒体设计等。



16. 预达学习成果 Learning Outcomes

By studying this course, students will be able to:

1. Study the history and principles of packaging and advertising design.
2. Use multi-media and technologies to design and develop packaging and advertising projects .
3. Utilize visual graphics, images, content, and oral presentation to express the design concept.
4. Further understand and in-depth packaging and advertising design, explore and carry out the design of packaging and print advertising, and expand the design language and methods.
5. Enhance awareness to international packaging and advertising trends, thoughts, and design methods.
6. Obtain creative thinking, content writing, sketching, and prototyping skills.
7. Understand the general processes of packaging engineering.
8. Improve problem- solving and teamwork skills through the practice of the projects.

通过学习此课程，学生能够：

1. 了解包装与广告设计的历史及设计范式
2. 熟练运用多媒体与新技术设计和开发包装、广告设计项目
3. 运用视觉图形图像、语言文字、口头等方式，准确表达设计意图
4. 对包装和广告设计进一步的理解和深入，探索和进行包装和平面广告的设计，拓展设计语言和手段
5. 增强对国际包装和广告的潮流趋势、思潮和设计手段的敏锐度
6. 具备创意思维、编写、绘制、制作等综合素质。
7. 了解包装工程设计的基本概念和一般流程。
8. 通过课程项目的实践，培育认识和发现问题的能力和团队协作解决工程问题的能力。

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	Introduction for Package and Advertising Design • 课程介绍 • 产品包装及广告设计概念 • 发展历程	• 中英双语 English & Chinese	Search for Reference and Discussion • 素材收集（不限于图片） • 讨论	2
2	2	Classification of Package Design and Style Analysis for Advertising Design 包装分类及广告风格分类	• 中英双语 English & Chinese	Search for Reference and Discussion • 素材收集 • 讨论	2
3-4	4	Creative Thinking and Design Concept in Package and Advertising Design • 设计创意思维方法 有思维 无思维 跳跃思维 逆向思维 • 创意策略与创意概念 • 4A 广告公司平面广告案例分析及创意法则 • 奥美平面广告创意原则	• 中英双语 English & Chinese	Creative Thinking Practice, Case Study • 创意思维训练 • 包装及广告案例收集分析 • Bite-size 创意方案练习	4
5-6	4	Visual Communication in Package and Advertising Design 包装与广告设计的视觉传达	• 中英双语 English & Chinese	Case Study; Creative Typography, Font, Graphics, Color and Sketch • 经典案例分析 • 创意构图与草图演绎	4



		<ul style="list-style-type: none"> 形式美法则 组群与层次 空间与余白 节奏与韵律 视觉语言表达 图形语言 色彩语言 文字语言 版式 		<ul style="list-style-type: none"> 文字素材搜集与文字设计 图形、色彩、文字、版式综合训练 	
7	2	Midterm presentation and feedback 中期检查及回顾	<ul style="list-style-type: none"> 中英双语 English & Chinese 	Student's Midterm Presentation 学生中期汇报	2
8-9	4	Three-view Drawing and Printing Technique 包装与广告设计中的立体形态与结构构成 <ul style="list-style-type: none"> 包装的容器造型与结构设计 容器造型的三视图画法 平面与立体的结合与转换 印刷工艺 	<ul style="list-style-type: none"> 中英双语 English & Chinese 	Three-view Drawing Practice, Prototype Development <ul style="list-style-type: none"> 包装三视图练习 包装原型制作（包括创意构图、图形、色彩、文字、版式） 实物考察 	4
10	2	Material for Package Design and Print Ads 包装与广告材料分类、选择、应用比例 <ul style="list-style-type: none"> 纸张分类与特性 案例：苹果电脑的包装设计 	<ul style="list-style-type: none"> 中英双语 English & Chinese 	Design Diary Development 设计日志开发	2
11	2	Design and Marketing 包装与广告设计与市场销售 <ul style="list-style-type: none"> 包装与广告的市场营销策略 包装与广告企划与市场调研 	<ul style="list-style-type: none"> 中英双语 English & Chinese 	User Study: Interview, Questionnaire <ul style="list-style-type: none"> 设计、发放、分析调查问卷 室外现场调研，形成调研报告 	2
12	2	Cultural Design and Trend 包装与广告设计中的文化特征 <ul style="list-style-type: none"> 包装与广告设计的文化性 包装与广告设计的民族化与国际化 包装与广告设计与商业文化 包装与广告的定位设计 包装与广告设计趋势 <ul style="list-style-type: none"> 绿色设计 人性化设计 趣味设计 	<ul style="list-style-type: none"> 中英双语 English & Chinese 	Designer Research and Case Study <ul style="list-style-type: none"> 设计师调研 针对性优秀案例进行 ppt 形式的案例分析报告 	2
13	2	Copywriting Design 包装及广告文案设计 <ul style="list-style-type: none"> 案例 原则 	<ul style="list-style-type: none"> 中英双语 English & Chinese 	Copywriting Practice 文案设计练习	2
14-15	4	Serialized Design 包装与广告系列化设计 <ul style="list-style-type: none"> 系列化的意义 系列化的原则 系列化的方法 案例分析 	<ul style="list-style-type: none"> 中英双语 English & Chinese 	Final Project Design and Development <ul style="list-style-type: none"> 主题创作与参赛创作 脚本方案、草图图、系列包装与招贴广告等成套设计方案 对创意方案进行讨论、分析、筛选 包装与广告系列制作 	4



				<ul style="list-style-type: none"> • 创意方案进行修改与完善 • 进行 ppt 形式的汇报 	
16	2	Final Presentation 期末汇报	<ul style="list-style-type: none"> • 中英双语 English & Chinese 	Student's final presentation 学生期末汇报	2

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

<p>Supplementary readings:</p> <p>《平面广告设计》，孙湘明 主编，湖南美术出版社，2003 年</p> <p>《当代广告学》，威廉·阿伦斯 著，华夏出版社，2001 年</p> <p>《包装设计》，陈磊编，中国青年出版社，2006 年</p> <p>《包装设计》，胡绍中 主编，湖南美术出版社，2004 年</p> <p>《纸质包装》顾惠忠编著上海书店出版社出版 ISSN 978-7-80678-911-7</p>
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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				
课堂表现 Class Performance				
小测验 Quiz				
课程项目 Projects				
平时作业 Assignments	每周 Weekly	40	NIL	评估学生个人作业 To assess students' individual assignment
期中考试 Mid-Term Test				
期末考试 Final Exam				
期末报告 Final Presentation	第 16 周 End of the 16 th week	60	NIL	评估学生设计项目 To assess students' group design project
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

