



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	工业设计职业实践 Industrial Design Professional Practices
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	SDM414
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	秋季 Fall
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)	Fred HAN, 副教授 系统设计与智能制造学院 (设计智造学院) Fred HAN, Associate Professor School of System Design and Intelligent Manufacturing (SDIM) Email: fred@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
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	<ul style="list-style-type: none"> - 累计完成 100 学分的课程，其中包括至少 2 门在工业设计专业培养方案内的设计选修课 - Cumulated 100 credits of courses completion that include minimum 2 elective courses in Industrial Design discipline 				
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

本课程旨在培养工业设计学生从学习生活过渡到专业工业设计职业的基本技能。指导学生制作能反映出个人品牌和职业目标的策略性作品集设计，进而向潜在的雇主、客户和研究机构展示自己的专业知识。它将涵盖有效个人设计作品集制作、工作面试、作品集展示以及相关技能的实现方法。特别是，它将重点讲解个人设计作品集的设计策略和职业目标。学生将回顾修改在读期间所作的设计项目，并制作成可以展示设计能力的设计作品集。

此外，本门课程结合讲座、工作坊、与设计专业人士公开对话，为学生提供了对设计行业商业基础全面了解的机会。

This course aims to nurture the essential skills for industrial Design students to transit from academic life into professional design realities. It will employ the self-branding approach by reflecting and positioning of each one's strength and talent to the the challenges of contemporary design practice to demonstrate own expertise for potential employers, clients, and institutions for further study. It will cover methods for effective portfolio design, job interviews, portfolio presentation & related skills. Particularly, it will focus on design of strategic portfolio design reflecting personal branding and career objectives. Students will revamp the involved design projects for school years and produce a compatible portfolio demonstrating design competent.

Additionally, through a combination of lectures, workshops, open dialogue with invited design professionals, it will provide a comprehensive understanding of the nature of a commercial grounding in design industry.

16. 预达学习成果 Learning Outcomes

完成该课程后，学生将获得以下能力：

- 实践设计领域所寻找的初级设计师技术；
- 打造自我品牌并完善职业目标，以驾驭未来的设计行业；
- 设计作品集设计技巧和原则
- 进入设计行业和追求职业道路的相关技能和见解

Upon completing the subject, students will gain the competency of:



- What the practice of design field looks for in newly graduated junior designers
- Self-branding and refine career goals to navigate the design industry of the future
- Portfolio design skills and principles
- Related skills and insights for entering the design profession and pursuing a career path

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 in Makerspace	
1	2	洞察职业设计领域所寻找的人才。 Insights of professional design field. What competencies do they look for?	• Chinese /English	用 SWOT 进行工业设计师的自我反思与分析 Self-reflection and analysis in the views of SWOT as a working designer	2
2	2	演示设计作品集并分析 Deconstruction of portfolio contents and analysis	• Chinese /English	以往项目文件的收集和回顾 Collection of previous design project documents and review	2
3	2	设计作品集的机构和再设计 Structure of portfolio and redesign	• Chinese /English	设计作品集模板设计 Design of Portfolio Template	2
4-10	14	设计作品集 Design of portfolio	• Chinese /English	回顾修改以往的一个项目 Revamp one previous project	14
11	2	-设计作品集 -针对中国和海外不同公司编写 CV -Design of portfolio - Writing CV and its difference between enterprises in China and overseas	• Chinese /English	-回顾修改以往的一个项目 -编写 CV -Revamp previous project -Writing CV	2
12	2	面试中的表达技巧 Presentation skills in interviews	• Chinese /English	-回顾修改以往的一个项目 -编写 CV（修订） -Revamp previous project -Writing CV (revision)	2
13	2	自我推销的个人网站 Self-promotion personal website	• Chinese /English	-回顾修改以往的一个项目 -编写 CV（修订） -演讲 PPT -Revamp previous project -Writing CV (revision) - Presentation PPT	2



14-15	4	模拟面试 Mock-interviews	• Chinese /English	-回顾修改以往的一个项目 -CV 定稿 -自我宣传视频 -Revamp previous project -Finalized CV - Self-promotion video	6
16	2	作品集展览 Open house- portfolio exhibition	• Chinese /English	期末报告 Final Presentation	0

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

<p>Supplementary readings:</p> <p>Craig Welsh Design (2013).Portfolio: Self promotion at its best Craig Welsh Design</p> <p>Susan Weinschenk (2020) 100 Things Every Designer Needs to Know About People</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	每周 Weekly	5	NIL		
课堂表现 Class Performance					
小测验 Quiz					
课程项目 Projects	项目口头报告 Project Presentation	每两周 Bi-weekly	30	NIL	个人周期报告 Individual Weekly Report
	项目口头报告 Project Presentation	第十周 End of the 10 th week	30	NIL	期中作品集回顾 Mid-term Portfolio Review
平时作业 Assignments					
期中考试 Mid-Term Test					



期末考试
Final Exam

期末报告
Final
Presentation

其它（可根据需要
改写以上评估方
式）

Others (The
above may be
modified as
necessary)

第十六周 End of the 16 th week	35	NIL	期末报告 Final Presentation

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

