

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	创意城市研究 The Study of Creative City
2.	授课院系 Originating Department	社会科学中心 Center for Social Sciences
3.	课程编号 Course Code	SS151
4.	课程学分 Credit Value	2
5.	课程类别 Course Type	通识选修课程 General Education (GE) Elective Courses
6.	授课学期 Semester	春季 Spring
7.	授课语言 Teaching Language	中文 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)	杨辉 YANG Hui 南方科技大学人文社会科学荣誉学会 Society of Fellows in the Liberal Arts, SUSTech yangh3@mail.sustech.edu.cn
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
12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	无 NA				
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	无 NA				
14. 其它要求修读本课程的学系 Cross-listing Dept.	无 NA				

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

在经济和资讯全球化的21世纪，如何创造性地进行自我开发，找到自身独特的发展潜能和文化资产，是每座城市的核心理念。本课程通过阐述策略性的城市规划法，探讨如何运用人的想象力与才华，使城市变得更适合居住；同时，给出打造创意城市的思维方法、操作流程、注意事项，也列举了大量的实际案例。本课程旨在让学生通过学习能够对创意城市的知识体系有较为完整的认识，并且能够深入了解创意是如何推动城市发展的，以及在打造创意城市过程中，不同城市所采取的发展模式。

In the 21st century of economic and information globalization, how to develop yourself creatively and find your own unique development potential and cultural assets is the core goal of each city. This course explores how to use human imagination and talent to make the city more livable by stating strategic urban planning methods. At the same time, it gives the thinking method, operation process and matters needing attention of creating a creative city, and also lists a large number of practical cases. This course aims to enable students to have a more complete understanding of the knowledge system of creative cities. What's more, students can gain insight into how creativity drives urban development and the development patterns that different cities adopt in the process of creating creative cities.

16. 预达学习成果 Learning Outcomes

本课程预期让学生掌握以下技能和知识：
对创意城市的知识体系有较为完整的认识；
能够深入了解创意是如何推动城市发展的；
能够明晰在打造创意城市过程中，不同城市所采取的发展模式。

Upon completion of this course, students will be able to:
Have a relatively complete understanding of the knowledge system of creative cities;
Learn more about how creativity drives cities;
To be able to identify the development patterns of different cities in the process of creating creative cities.

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.)

第一课：创意城市的概说（2学时）

- ◆ 课程介绍
- ◆ 学生自我介绍
- ◆ 创意城市的诞生

第二课：城市创意（2学时）

- ◆ 为何有些城市会成功
- ◆ 文化成为重心
- ◆ 形形色色的创意

第三课：城市问题与创意对策（2学时）

- ◆ 现代城市
- ◆ 都市生活的断层

第四课：新思维（2学时）

- ◆ 改变城市的创新思维
- ◆ 想象一座城市

第五课：创造性的城市蜕变（2学时）

- ◆ 在较小的城市中深植创意文化：“创意城市创举”
- ◆ 赫尔辛基：发掘潜藏的资源
- ◆ 在非创新环境中的创新：埃姆舍尔园区
- ◆ 播下创新种子：城市实验计划

第六课：创意城市的基础（2学时）

- ◆ 在基因码中深植创意：先决条件
- ◆ 个人特质
- ◆ 意志力与领导力
- ◆ 人力的多元性与各种人才发展的管道：融合族群
- ◆ 组织文化
- ◆ 地方认同感
- ◆ 城市的空间与设施
- ◆ 网络与组合架构

第七课：创意氛围（2学时）

- ◆ 什么是创意氛围
- ◆ 创意氛围的特质
- ◆ 利用创意诱因

第八课：课堂分享与点评（2学时）

学生可以选择国内外任意城市，对其城市在创意与城市品牌打造方面进行分析（可以包括当前存在的问题、优势、机会等进行描述），并在课堂上进行演示交流，由学生和老师共同评议。

第九课：启动创意规划（2学时）

- ◆ 创意城市策略法
- ◆ 文化与创意
- ◆ 启动创意工厂：创意工具与技巧
- ◆ 市民创意

第十课：重新发掘城市创意（2学时）

- ◆ 城市创新母体
- ◆ 生命周期思维
- ◆ 城市研发

第十一课：评估与维持创意流程（2学时）

- ◆ 城市创意循环
- ◆ 创意城市发展评估表
- ◆ 创意城市新指标
- ◆ 城市生活与城市素养

第十二课：创意城市：伦敦与米兰（2学时）

- ◆ 伦敦与米兰城市介绍
- ◆ 伦敦与米兰的发展模式
- ◆ 来自伦敦与米兰的启示

第十三课：创意城市：巴黎与开罗（2学时）

- ◆ 巴黎与开罗城市介绍
- ◆ 巴黎与开罗的发展模式
- ◆ 来自巴黎与开罗的启示

第十四课：创意城市：首尔与东京（2学时）

- ◆ 首尔与东京城市介绍
- ◆ 首尔与东京的发展模式
- ◆ 来自巴黎与东京的启示

第十五课：创意城市：北京、上海与深圳（2学时）

- ◆ 北京、上海与深圳城市介绍
- ◆ 北京、上海与深圳的发展模式
- ◆ 来自北京、上海与深圳的启示

第十六课：课堂分享与点评（2学时）

根据课程所学知识，学生选择某一城市对其进行评价，并就如何增强城市创意方面提出自己的想法与建议。最终以课堂演讲和文字报告的形式呈现（字数：2000—4000字）。

Lesson 1:Introduction: Creative Cities (2-credit hours)

- ◆ Course introduction
- ◆ Students' self-introduction
- ◆ The birth of a creative city

Lesson 2:Rediscovering Urban Creativity (2-credit hours)

- ◆ Why are some cities successful ?
- ◆ Culture moving centre stage
- ◆ The varieties of creativity

Lesson 3: Urban Problems, Creative Solutions (2-credit hours)

- ◆ The contemporary city
- ◆ Fault-lines in urbanism

Lesson 4:The New Thinking (2 credit hours)

- ◆ Innovative thinking for changing cities
- ◆ Imagine a city

Lesson 5:Creative Urban Transformations(2-credit hours)

- ◆ Embedding a culture of creativity in a smaller city: The Creative Town Initiative,Huddersfield
- ◆ Helsinki: Uncovering a hidden resource
- ◆ Innovation in a non-innovative setting: Emscher Park
- ◆ Seeding innovation: The Urban Pilot Programme

Lesson 6:Foundations of the Creative City(2-credit hours)

- ◆ Embedding creativity into the genetic code: The preconditions
- ◆ Personal qualities
- ◆ Will and leadership
- ◆ Human diversity and access to varied talent: Mixing people
- ◆ Organizational culture
- ◆ Fostering strong local identity
- ◆ Urban spaces and facilities
- ◆ Networking and associative structures

Lesson 7:The Creative Milieu(2-credit hours)

- ◆ What is a creative milieu:
- ◆ The qualities of a creative milieu
- ◆ Harnessing the triggers Creativity

Lesson 8:Class Sharing and Review (2-credit hours)

Students select any city at home and abroad to analyze their city's creativity and urban branding (which can include the description of current problems, strengths, opportunities, etc.)

Lesson 9:Getting Creative Planning Started(2-credit hours)

- ◆ The Creative City strategy method
- ◆ Culture and creativity
- ◆ Getting the ideas factory going: Creative tools and techniques
- ◆ Civic creativity

Lesson 10:Rediscovering Urban Creativity(2-credit hours)

- ◆ The urban innovations matrix
- ◆ Lifecycle thinking
- ◆ Urban R&D

Lesson 11:Assessing and Sustaining the Creative Process(2-credit hours)

- ◆ The cycle of urban creativity
- ◆ The Creative City development scale
- ◆ New indicators for creative cities
- ◆ Urbanism and urban literacy

Lesson 12:Creative City: London and Milan(2-credit hours)

- ◆ Introduction to London and Milan
- ◆ The development model of London and Milan
- ◆ Inspiration from London and Milan

Lesson 13:Creative City: Paris and Cairo. (2-credit hours)

- ◆ Introduction to Paris and Cairo
- ◆ The development model of Paris and Cairo
- ◆ Inspiration from Paris and Cairo

Lesson 14:Creative City: Seoul and Tokyo. (2-credit hours)

- ◆ Introduction to Seoul and Tokyo
- ◆ The development model of Seoul and Tokyo
- ◆ Inspiration from Seoul and Tokyo

Lesson 15:Creative City: .Beijing, Shanghai and Shenzhen (2-credit hours)

- ◆ Introduction to Beijing, Shanghai and Shenzhen
- ◆ The development model of Beijing, Shanghai and Shenzhen
- ◆ Inspiration from Beijing, Shanghai and Shenzhen

Lesson 16:Class Sharing and Review (2-credit hours)

Based on the knowledge learned in the curriculum, students select a city to evaluate it and present their own ideas and suggestions on how to enhance urban creativity.

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

图书 (Books)

(英) 查尔斯·兰德利著; 杨幼兰译. 创意城市 如何打造都市创意生活圈[M]. 北京: 清华大学出版社, 2009.10.
王晖著. 创意城市与城市品牌[M]. 北京: 中国物资出版社, 2011.03.
王哲平、苏永华编著. 创意城市与创意产业案例教程[M]. 杭州: 浙江大学出版社, 2021.03.

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		10%		无故缺席 5 次及以上为不通过 Students with absence of 5 times or more will be noted as "not passed"
课堂表现 Class Performance		20%		参与课堂问题讨论 Participation in class discussion
小测验 Quiz				
课程项目 Projects				
平时作业 Assignments				

期中考试
Mid-Term Test

	30%		<p>学生可以选择国内外任意城市，对其城市在创意与城市品牌打造方面进行分析（可以包括当前存在的问题、优势、机会等进行描述），并在课堂上进行演示交流，由学生和老师共同评议。</p> <p>Students select any city at home and abroad to analyze city's creativity and urban branding (which can include the description of current problems, strengths, opportunities, etc.). There is a presentation communication in the class and the students and teachers review it together.</p>
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期末考试
Final Exam

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期末报告
Final
Presentation

	40%		<p>根据课程所学知识，学生选择某一城市对其进行评价，并就如何增强城市创意方面提出自己的想法与建议。最终以课堂演讲和文字报告的形式呈现（字数：2000—4000字）。</p> <p>Based on the knowledge learned in the course, students choose a city to evaluate it and give their own ideas and suggestions on how to enhance urban creativity. The final presentation is in the form of a lecture and a text report (2,000-4,000 words).</p>
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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)

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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

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