项目主要成果佐证材料目录：

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1、外籍师资储备信息库列表

序号	▲姓名	性别	学位	专业名称	毕业院校
1	Albert Po Tsung Lin	男	硕士		美国纽约视觉艺术学院
2	Andreas Sprenger	男	学士	平面设计与广告	新白金汉大学
3	Angelika Mantz	女	硕士	艺术设计	德国汉堡艺术学院
4	Ann Kristin Iwersen	女	博士	哲学	汉堡大学
5	Annika Unterburg	女	硕士	插图与传播设计	汉堡应用技术大学
6	Ansgar Maria Eidens	男	硕士	设计	德国希尔德斯海姆-霍尔兹明登
7	António Miguel Jorge	男	硕士	国际创意广告	英国曼切斯特城市大学
8	Beatrice Righi	女	硕士		德国安哈尔特大学
9	Bert Michael Peter	男	硕士	经济学	柏林自由大学
10	Dale Arnold Lewis	男	学士	插画	威尔士大学
11	Daniel John Andrew Rey	男	博士	字体设计	布伦瑞克艺术学院
12	Derong Chen	男	硕士	视觉传达设计	加拿大艾米丽卡尔学院
13	George Shatirishvili	男	硕士	视觉传达	Bauhaus Dessau
14	Guenda Ellen Mary Orth	女	学士	现代戏剧	East 15（英国）
15	Hans Adolf Meuers	男	硕士	工商行政管理	德国伍珀塔尔大学
16	Hendrik John	男	硕士	电影	汉堡艺术学院
17	Huschang Pourian	男	学士	交互设计	曼海姆设计职业技术学校
18	Ines Goebel	女	硕士	产品设计	德国汉堡艺术大学
19	Jacob Malek	男	硕士	通讯设计	汉堡应用科学大学
20	Jan Martin	男	学士	传媒与新媒体设计	德国汉堡国际传媒艺术与新媒体学院
21	Jan Tomas	男	硕士	视觉传达	柏林艺术学院
22	Jeanette Kong	女	硕士	媒体制作	加拿大瑞尔森大学
23	Joachim Bongard	男	博士	传播学、媒体科学和	德国Münster大学
24	Jochen Manz	男	硕士	视觉传达	多特蒙德科学应用大学
25	Johannes Christoph Roe	男	硕士	企业经济学	比勒费尔德专业大学
26	Julia Munz	女	硕士	插画通讯设计	汉堡应用科学大学
27	KARIMOVA DILFUZA, A.K.	女	学士	英语语言学	安集延市国立外语师范
28	Karin Kutsam	女	硕士	视觉传达设计	利兹平面设计学院（奥）
29	Karsten Kühn	男	硕士	商业管理	汉堡经济与管理大学
30	Khoorshid Sadikov	男	学士	英语语言文学	安集延州师范语言学院
31	Linda Moeller	女	硕士	视觉传达设计	科隆应用科技大学
32	Martina Righi	女	硕士	管理学	东南大学
33	Meike Staats	女	硕士	造型艺术	卡尔斯鲁厄国立艺
34	Michael Baltzer	男	硕士	视觉传达设计	汉堡艺术大学
35	Michael Christian Jona	男	博士	数字媒体	德国布伦瑞克艺术大学
36	Michael John Carvalho	男	学士	东亚语言与文化	芝加哥大学
37	Ole Utikal	男	硕士	交互设计	汉堡应用科技大学
38	Oliver Müller	男	硕士		德国法兰克福歌德大学
39	Patrizia Christlmeier	女	硕士		维尔茨堡大学
40	Peter Smith	男	学士	联合商学	英国普利茅斯大学
41	Ralph Baiker	男	硕士	视觉传达	多特蒙德应用技术大学
42	Regine Steenbock	女	硕士	独立制片	德国达姆斯塔特艺术大学
43	Roland Darjes	男	学士	艺术设计	德国汉堡国际传媒艺术与新媒体学院
44	Rong Yingzi	女	硕士	德语语言文学	德国美因茨大学
45	Salome Areias	女	硕士	时尚趋势与发展	Faculdade de Arquite
46	Stefan Volk	男	硕士	摄影设计研究	比勒费尔德应用科学大
47	Stefan Waller	男	博士	哲学	汉堡大学
48	Stefanie Mager	女	硕士	市场与经济	EBLA,Cologne,Germany
49	Stephanie Natalie Wund	女	硕士	设计	奥格斯堡应用技术大学
50	Tabea Siekermann	女	学士	传播与媒体设计	德国多特蒙德广告与传播学院
51	Teoh Hooi Chiat	女	硕士	视觉传达	伯明翰城市大学

52	Thomas Rieck	男	硕士	艺术学	汉堡造型艺术学院
53	Tom Gobels	男	硕士	时装设计	列日大学
54	Tycho Sajkowicz	男	学士	精算数学	布莱恩特大学
55	Ulrich Schwedes	男	硕士	设计	汉堡造型艺术学院
56	Ute Roeseler	女	硕士	视觉传达设计	汉堡应用科技大学
57	Vace Shakoori	女	硕士	纺织品设计与印刷	美国旧金山艺术大学
58	Vanessa Nikolidakis	女	硕士	国际艺术管理	科隆音乐舞蹈大学

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333	Design Elements: Form and Space: A Graphic Style Manual for Understanding Structure in Graphic	1592537006
334	Design Elements, Color Fundamentals: A Graphic Style Manual for Understanding Color in Design	1592537197
335	Design Elements: A Graphic Style Manual for Understanding How Typography Impacts Design	1592537677
336	Playing with Image Transfers: Exploring Creative Imagery for Use in Art, Mixed Media, and Design	1592538568
337	Layout Workbook: A Real-world Guide to Building Pages in Graphic Design	1592533523
338	Design Elements: Understanding the Rules and Knowing When to Break Them	1592539270
339	Design Elements: Understanding the Rules and Knowing When to Break Them	1592539270
340	Making and Breaking the Grid: A Layout Design Workshop	1592531253
341	Basics of Design: Layout & Typography for Beginners	1401879527
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353	The Sound Effects Bible: How to Create and Record Hollywood Style Sound Effects	9781615932047
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3、专业特色课程列表

Curriculum

开课学期	课程编码	课程名称		承担方
SEMESTER	CODE	COURSE		BORNE BY
1	13114391	设计理论与方法	Design Theory & Methods	德国品牌学院
	13114010	造型基础	Basics of Drawing	北师大珠海分校
	13114400	设计基础Ⅰ	Fundamentals of Design 1: Form and Composition	北师大珠海分校
	13110073	设计基础Ⅱ	Fundamentals of Design 2: Color	北师大珠海分校
2	13112060	图形创意	Creative Graphics	德国品牌学院
	13114260	设计基础Ⅲ	Fundamentals of Design 3: Space & Structure	北师大珠海分校
	04112541	计算机辅助设计	Computer Graphics	北师大珠海分校
3	13110600	摄影基础	Fundamentals of Photography	德国品牌学院
	13110210	中文字体	Chinese Typography Design	北师大珠海分校
	13110150	西方字体	Latin Typography Design	德国品牌学院
	新课	品牌设计基础	Fundamentals of Brand Design	德国品牌学院
4	13112120	图形符号设计	Pictograms Design	德国品牌学院
	13112080	版式设计基础	Fundamentals of Editorial	北师大珠海分校
	新课	媒体与传播	Brand and Communication	德国品牌学院
	新课	“一带一路”设计观	The design concept of “the Belt and Road”	北师大珠海分校
	08191560	西方文化概论	Western Culture	德国品牌学院
5	新课	品牌设计	Brand Design Concept Development	德国品牌学院
	新课	动态影像与声音设计	Motion and Sound Design	德国品牌学院
	13110862	出版物设计	Print Publishing	北师大珠海分校
	新课	广告设计	Advertising Design	德国品牌学院

	新课	摄影强化	advanced picture & media	德国品牌学院
	新课	图形创意强化	advanced graphic design	德国品牌学院
6	新课	广告视觉语言	art direction	德国品牌学院
	新课	市场与消费行为学	Market and Consumers	德国品牌学院
	新课	品牌交互设计	Interaction Branding	德国品牌学院
	新课	品牌多媒体设计	Audiovisual branding	北师大珠海分校
	新课	出版物设计强化	Advanced print publishing	德国品牌学院
	13114680	视觉传达管理	Communications Management	德国品牌学院
7	13110363	包装设计	Packaging Design	德国品牌学院
	新课	品牌环境设计	Brand Environments	北师大珠海分校
	新课	跨文化传达设计	Intercultural Communications	德国品牌学院
	新课	视觉传达设计项目实践	Interdisciplinary Practical Project	北师大珠海分校
	新课	品牌多媒体设计强化	Advanced Audiovisual Branding	德国品牌学院
	新课	品牌交互设计强化	Advanced Interaction Design	德国品牌学院
8	新课	毕业设计	德国品牌学院chelor Design Project	德国品牌学院
	新课	毕业论文	Bachelor Thesis	北师大珠海分校
35次专题讲座	13114360	国际设计与创新趋势	International Design and Creative Trend	北师大珠海分校

4、导学手册

产品设计导学手册 Product Design

服装与服饰设计导学手册 Fashion Design

广告学导学手册 Advertising

环境设计导学手册 Environment Design

视觉传达设计导学手册（中德合作办学项目）

数字媒体艺术导学手册 Digital Media Art

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第一部分 产品设计（2+2 中外联合培养双学位）专业人才培养方案

I. Educational Objectives 培养目标

The BA of Product Design, featuring distinct international perspectives, mainly focuses on a combination of both theory and practice in contemporary industrial design field, to meet the social needs and industrial development requirement, aims at educating individual who experts in one particular field while acquiring comprehensive knowledge and ability by means of learning basic product design theories, developing professional skills in processing a variety of products shape and color, form and appearance, structure and function, shape and technique, product and people, product and environment or market, having solid aesthetic and innovation abilities. Students could upgrade themselves via transnational study, obtaining the abilities of research, communication and cooperation, which would qualify them for a wide range of employment, including enterprises, institutions, and design organizations. Students could upgrade themselves via transnational study and engage in product design, design development, design research and management, as well as visual communication design, information design, environmental facility design or display design relating to the industrial design field.

本专业针对当代工业设计领域的特点和需要，旨在培养具有良好人文素养及国际视野的、一专多能的产品设计人才，以产业发展和社会需求为导向，培养掌握产品设计的理论知识，具有处理各种产品的造型与色彩、形式与外观、结构与功能、结构与材料、外形与工艺、产品与人、产品与环境、市场等关系的专业技能，具备扎实的审美能力和创新能力，同时具有良好的用户研究能力、项目动手能力、交流合作能力和组织能力，能够在企事业单位、设计机构等生产研发型单位就业。学生通过跨国学习，可获得较强的外语能力，可望成为专业理论功底扎实、适应性强的产品设计或相关行业的专业人才，从事轻工和其他工业产品的造型设计、开发、研究和管理工作，也能从事与产品设计相关的视觉传达设计、信息设计、环境设施设计或展示设计工作。

II. Educational Profile/ Educational Requirements 培养要求

1. Students should raise awareness of industry-related laws and regulations, values and outlook, to become builders and managers of workers excellent in both morals and academic performance.
   具有正确的世界观、人生观、价值观，成为品学兼优的劳动者、建设者和管理者。
2. Students should obtain occupational and social ethics while improving professional dedication as well as teamwork.

诚实可信，学会做人，具有良好的道德修养、敬业精神及团队合作精神。

3. Students should understand systematically the basic knowledge, rationales and design skills of product design, together with a certain entrepreneurial ability； they will be equipped with basic operational capacity for product design industry.
系统掌握本专业必须的基础知识、基本理论，基本技能和具备一定的创业能力；具有从事本专业实际工作的初步能力。

4. Students should acquire the basic ability of obtaining knowledge and information, problem parsing, problem solving and continuous innovating.
具有获取知识和信息的能力，分析问题、解决问题、不断创新的初步能力。

5. Students should develop advanced communicational and literal proficiency in English, to be competitive in both local and international employment market.
外语水平达到规定的标准，在国内外就业市场中具备较强的竞争力。

III. Duration of Education 学制

The programme is in the implementation of flexible learning system, students who take the "2 + 2" dual-degree programme would have the length of schooling for 4-8 years (at least 4 years, up to 8 years), the basic period of schooling is for 4 years.
实行弹性学习制，参加“2+2”中外双学位项目的学生修业年限为 4-8 年（至少 4 年，最多 8 年），基本学习年限 4 年。

IV. Degree Awarded 授予学位

After completing first two years’ courses at BNUZ, students can apply for the overseas cooperative universities to continue undergraduate degree programmes. Students who successfully achieve undergraduate degree at certain university of this program, thereafter, can as well apply for the BNUZ bachelor degree.
学生在北京师范大学珠海分校完成前两年的课程学习后，可申请到国外合作大学继续攻读并完成本科学位课程。达到两校培养标准，可同时获得北京师范大学珠海分校颁发的毕业证书、学士学位证书和国外合作大学的学士学位证书。

V. Professional main course 课程教学安排

See schedule.
见附表。

第二部分 课程导学

● 通识课课程导学

思想道德修养与法律基础课程导学

《思想道德修养与法律基础》共 3 个学分，是对大学生进行思想道德教育和法治观念教育的公共基础课。

学习目标

本课程的学习目标是： 按照马克思主义的立场、观点和方法积极汲取包括中华民族传统文化在内的一切人类文明优秀成果，逐步树立远大崇高的社会理想，不断提高思想境界和道德素质，不断增强法治观念和公民意识，最终确立科学的世界观、人生观和价值观，形成健全的道德人格和良好的公民素养。课程注重思想熏陶、政治教育、理论学习、品德养成，行为实践，更多的是人文主义教育和人文关怀。

学习内容

一、思想境界	1. 大学生活的特点与全新的学习理念 2. 树立科学的理想信念 3. 爱国传统与民族精神 4. 人生真谛与人生价值
二、道德修养	1. 中华民族道德传统 2. 公民基本道德规范 3. 社会公德与职业道德
三、法治观念	1. 法律意识与法治精神 2. 中国法律制度概要

《思想道德修养与法律基础》共七章，涉及三大板块内容，一是大学适应篇；二是理想信念、人生价值篇；三是道德与法律篇。

共拟定六个专题讲座和五个专题研讨课题，其内容基本涵盖该课程七章的主题。重点凸显相关的社会热点、学生的思想实际、人生困惑与发展选择。

专题讲座题目：

1.（第 1 周）大学之道
2.（第 4 周）当代青年学生的成长与选择
3.（第 7 周）国家安全观与爱国主义
4.（第 10 周）社会公共生活中的道德与法律
5.（第 13 周）中西法治精神与法律权威
6.（第 16 周）培育和践行社会主义核心价值观

讨论主题

（一）关于大学生活	1. 如何理解大学精神？ 2. 你对大学生活的期待？

	3.中西大学教育的对比
（二）当代青年学生的成长与选择	1.“理想理想，不愿理也不愿想”、“理想很丰满，现实很骨感”、“不要跟我谈理想，早戒了”……，很多年轻人对理想发出这样的感慨。你的理想是什么？结合现实谈谈当代青年的理想、信念具有怎样的特点？如何看待理想与现实的关系？ 2.这一代青年是消费社会、技术时代的宠儿，在你眼中，伴随着这样的时代潮流成长的90后具有什么特质？网络信息技术日益发达，微博、微信等自媒体的飞速发展对当代青年的成长（思维方式、价值观形成、交往形式等）产生哪些正、负两方面的影响？如何努力克服这一负面影响？ 3.大学生应如何培育和践行社会主义核心价值观？
（三）国家安全观与爱国主义	1.怎样理解国家安全观与爱国主义的关系？ 2.怎样理解非传统安全？ 3.全球化时代大学生如何发扬爱国主义精神？
（四）社会公共生活中的道德与法律	1.马丁•路德（Martin Luther 1483-1546）有一句最容易被误解、常常被误用的哲理名言：“不择手段，完成最高道德。”（To do the best in all means!）在社会公共生活领域，道德规范与法律制度究竟是引导个人活动目标，还是约束个人行为手段？为什么？试用事例和逻辑阐明你的观点与看法。 2.孔子讲过：“天地之性人为贵。”释迦牟尼也有句励志名言：“上天下地，唯我独尊。”自觉和自主、自尊和自信，自由和自律，是个人融入社会公共生活的必备修养与前提条件。但是，独立自主、自由自在、自尊自信的交往心态，有时容易“走火入魔”，陷入“傲慢与偏见”的“孤家寡人”绝境。结合阅读简•奥斯汀（Jane Austen 1775-1817）英文名著Pride and Prejudice (1813)，或观赏焦点电影公司2005年根据同名小说改编的电影Pride and Prejudice (2005)，在小组内分享读后感或观后感，畅谈在现代人际交往活动中，个人如何做才能既充分展现自己的个性素养与人格魅力，同时又能有效避免自大狂妄或自卑情结。 3.北京师范大学知名教授梁启超先生在《新民说》（1902-1906）中曾尖锐指出：中国国民自古以来最缺“公德”，近代以降又“私德”堕落。你如何看待近现代中国社会的“诚信危机”与“道德滑坡”？作为即将出国留学的2+2国际合作大学生，我们应当如何做才能在全球化的人生超级大舞台上，尽情展示东方文明古国的道德风采？ 4.近些年来，中国游客多次被列为“不受欢迎的人”，对于少数中国游客在境外的种种不文明行为，你怎么看？应当如何对症下药？ 5.“简历造假、考试作弊、代课泛滥”等诚信缺失现象，在当代中国的大学生（也包括一部分留学生）中越来越普遍，司空

	见惯，甚至愈演愈烈，无以复加。对此你有何看法？准备怎样去做？ 6.个人阅读或小组朗诵英译版《四书》、《易经》、《道德经》和《孙子兵法》，以及《唐诗》、《宋词》、《元曲》和《红楼梦》等中华优秀传统文化经典，汲取其中独特的道德价值理念，感受古典理想人格的品位与神韵，在即将到国外的学习和生活中，努力用英语弘扬渊博的国学智慧与高明的民族精神，以炎黄子孙（华人或华裔）的自豪身份，积极融入到经济全球化、文化本土化的时代浪潮中。按学习小组分享与交流阅读或朗诵英译版国学经典名篇名段的心得体会。
（五）中西法治精神与法律权威	1.什么是法律？什么是法治？ 2.中西法律文化比较 3.你了解你将要留学的国家的法律吗？

知识结构和能力结构

知识结构	思想史	1.一般了解中外思想史，特别是人类追求远大理想、坚定崇高信念的心路历程 2.重点把握中国特色社会主义共同理想的确立过程及其重要意义
	伦理学	1.一般了解道德的本质、功能和历史发展 2.重点把握中华民族的优良道德传统 3.系统掌握公民道德规范与职业道德精神
	法学	1.一般了解法律的本质、作用和历史发展 2.重点把握社会主义法治观念 3.系统掌握中国法律制度和主要法律规范
能力结构	思想史	1.学会运用人类思想史资源解决个人思想问题 2.善于将个人理想融入共同理想，实现人生价值
	伦理学	1.学会运用伦理学方法解决道德冲突问题 2.培养现代公民道德素质和职业道德精神
	法理学	学会运用法律手段协调利益关系，维护公民合法权益

学习方法

《思想道德修养与法律基础》3 学分，其中理论课学习 2 学分，社会服务 1 学分。

1. 四大板块，“1+1+1+1”模式 课程设置采用“1+1+1+1”模式，分为四大板块：专题教学、自主学习、小班讨论、社会服	大班讲座：根据专业学生人数，集中 800 人的讲座规模，参照形势政策课模式进行教学，按照讲座题目进行 6 次讲座，由《思想道德修养与法律基础》教研室教师分别讲授。 自主学习：在专题讲座时由教师提出问题思路，学生根据课堂内容阅读相关书目和文章等资料。 小班研讨：经过自主学习准备，学生分成小班进行研究性学习，老师根据学习特点，提出学习要求，布置作业进行考核。

务。	社会服务：参照《思想道德修养与法律基础》实践教学方案进行。
2. 班级组织形式：	大班讲座班级：680 人；每次上课由相关工作人员负责考勤工作（收发笔记方式）；教师采用讲座式讲授方法，针对一个专题讲座进行详细讲解。 自主学习：学生按照学号顺序或学生自然班级进行分组，每班规模为 30 人左右。每班学生再分为 6 个小组，每组 5 个学生，学生轮流担任组长，变换角色，进行自主合作性学习，并对其表现进行评分；其学习地点可以灵活多变，以在图书馆或校内其他合适场所为宜。 小班研讨：研讨形式可采取演讲、辩论、角色模拟等形式展开，班组模式与课下自主学习相同，需要到固定教学进行研讨学习，有专门老师负责组织；特殊情况下可考虑增加助教协助研讨工作的开展。 社会服务：分组以研讨小组一致，每组 5 人。每组提交活动方案、活动完成每位同学提交小组总结报告（PPT 形式）。老师负责监督指导，学生自行完成。

评估方式

主要注重过程考核，包括以下几个方面：

1. **专题讲座 10%**（考核依据，6 次课堂笔记）
2. **自主学习及小班研讨 70%**（考核依据，自主学习个人提纲 40%；小组展示汇报 30%）
3. **社会服务总结**（包括参与社会服务的主题、行程、照片等）20%

必读书目

《思想道德修养和法律基础》，高等教育出版社

选读书目

[1]葛兆光：《中国思想史》，复旦大学出版社 2001
[2]塔纳斯：《西方思想史》，上海社科院社出版 2007
[3]陈少峰：《中国伦理学名著导读》，北京大学出版社 2005
[4]高其才：《中国法律制度概要》，清华大学出版社 2005

重要刊物及网站

1.《道德与文明》杂志：天津社会科学院、中国伦理学会主办
2.青少年道德网：http://daode.youth.cn/
3.道德知音论坛：http://bbs.daode.biz/
4.道德网站：http://www.daode.org/
5.中国法治网：http://www.sinolaw.net.cn/

中国近现代史纲要课程导学

《中国近现代史纲要》共 2 个学分，36 课时。本课程是对大学生进行中华民族近代化、现代化发展史教育的公共必修课。

学习目标

本课程的学习目标是： 通过学习 19 世纪中叶以来中华民族近代化、现代化的历史进程，深入了解中国社会历史发展的特殊规律，激发既不骄傲自大又不妄自菲薄的爱国热情；深刻领会历史和人民怎样选择了马克思主义，选择了中国共产党，选择了社会主义道路，从而继承和发扬中华民族的优秀传统，坚定走中国特色社会主义道路的政治信念和改革开放、振兴中华的历史使命。

学习内容

一、从鸦片战争到五四运动（1840～1919）	1.反对外国侵略的斗争 2.对国家出路的早期探索 3.辛亥革命与君主专制制度的终结
二、从五四运动到新中国成立（1919～1949）	1.开天辟地的大事变 2.中国革命的新道路 3.中华民族的抗日战争 4.为新中国而奋斗
三、从新中国成立到社会主义现代化建设新时期（1949～ ）	1.社会主义基本制度在中国的确立 2.社会主义制度在探索中曲折发展 3.改革开放与现代化建设新时期

《中国近现代史纲要》全教材有上、中、下三编共十章的内容，涵盖了从鸦片战争至改革开放共 170 余年的历史，课程内容信息量大。在教学安排上打破教材章节顺序，突出问题导向，体现学生学习主体的教学设计，拟定六个专题讲座和五个专题研讨课题，内容涵盖了该课程所有内容。

专题讲座题目：	1.鸦片战争前的中国与世界 2.现代中国的思想革命 3.改良与革命的双重变奏 4.日本近代对华侵略历程 5.中华民族复兴之路 6.富强与梦想——中国近代的留学运动
专题研讨主题：	1.如何评价西学东渐 2.如何看待中华民国的历史地位 3.青年在近现代中国历史上的作用 4.日本与中国近代化之比较 5.如何看待改革开放前后两个历史时期

知识结构和能力结构

知识结构	历史学	1.系统了解中国近现代史上的重大事件和重要人物 2.重点把握中国近现代历史发展的必然趋势与特殊规律
	政治学	1.了解马克思主义在中国传播的历史背景 2.重点把握马克思主义中国化的理论成果
能力结构	历史学	学会客观地分析历史事件、公正地评价历史人物
	政治学	科学地理解“三个历史选择”的必然性

学习方法

1.“1+1+1”模式：即“大班讲座+自主学习+小班研讨”。	大班讲座：根据专业学生人数，集中300——400人的讲座规模，参照形势政策课模式进行教学，按照讲座题目进行6次讲座，由《中国近现代史纲要》教研室教师分别讲授。 自主学习：在专题讲座时由教师提出问题思路，学生根据课堂内容阅读相关书目和文章等资料。 小班研讨：经过自主学习准备，学生分成小班进行研究性学习，老师根据学习特点，提出学习要求，布置作业进行考核。
2. 班级组织形式：	大班讲座班级：300—400人；每次上课由相关工作人员负责考勤工作（收笔记纸）；教师采用讲座式讲授方法，针对一个专题讲座进行详细讲解。 自主学习：学生按照学号顺序或学生自然班级进行分组，每班规模为30人左右。每班学生再分为6个小组，每组5个学生，学生轮流担任组长，变换角色，进行自主合作性学习，并对其表现进行评分；其学习地点可以灵活多变，以在图书馆或校内其他合适场所为宜。 小班研讨：研讨形式可采取演讲、辩论、角色模拟等形式展开，班组模式与课下学习相同，需要到固定教学进行研讨学习，有专门老师负责组织，每位教师负责3个班；特殊情况下可考虑增加助教协助研讨工作的开展，也可考虑邀请其他老师参与课堂讨论。

评估方式

课程考核由**过程考核、小班研讨和期末论文三部分组成。**其中过程考核占20分；小组研讨占30分；期末论文占50分。

过程考核：大班讲座和小班研讨进行考勤；大班讲座旷课一次取消课程资格；专题研讨旷课1次取消课程资格，课下学习旷课2次取消课程资格。

小班研讨：评分依据为学生的参与度、材料的搜集情况。每组五名同学，轮流担任组长，负责该小组的课下学习和专题研讨，并根据每位同学的考勤、资料的搜集，讨论参与程度等方面为其评分。

期末论文：交一篇 3000 字以上的学习报告，主要考查学生对学习内容的理解和掌握程度等。

必读书目

高等教育出版社：《中国近现代史纲要》

选读书目

[1]苑书义：《中国近代史新编》，人民出版社，2007 年。

[2]陈廷湘：《中国现代史》，四川出版社，2007 年。

[3] 郭廷以：《中国近代史》，台湾、香港版。

重要刊物及网站

1.《历史研究》杂志：中国社会科学院主办

2.《近代史研究》，社科院近代史所

3. 中国近现代史网上资源：

http://web.nuist.edu.cn/courses/zgjxds/links/links.htm

马克思主义基本原理课程导学

《马克思主义基本原理》共 3 个学分，54 课时。本课程是高校思想政治理论主干课程，包括马克思主义哲学、马克思主义政治经济学和科学社会主义三个组成部分。

学习目标

本课程的学习目标是：对大学生进行系统的马克思主义理论教育，掌握马克思主义的世界观和方法论，树立科学的世界观、人生观和价值观，学会用唯物主义世界观和辩证思维方法论观察现象、分析矛盾，培养和提高大学生运用马克思主义理论发现问题、分析问题和解决问题的实际能力，为大学生确立中国特色社会主义的共同理想信念，自觉坚持党的基本理论、基本路线和基本纲领打下扎实的理论基础。

通过本课程的教学，要求学生要系统掌握马克思主义哲学、马克思主义政治经济学以及科学社会主义的基本理论，在实践中学会运用马克思主义基本原理认识各种社会现象，分析各种实际问题，正确认识世界的物质性和人类社会的实践本质，科学把握社会发展动力和基本规律，概括了解资本主义和社会主义在其发展过程中出现的新情况、新问题，坚信社会主义代替资本主义的历史必然性，坚定对社会主义和共产主义必胜的信念。

学习内容

绪论	马克思主义是关于无产阶级和人类解放的科学
一、哲学原理	1. 世界的物质性及发展规律 2. 认识的本质及发展规律 3. 人类社会及其发展规律
二、政治经济学原理	1. 资本主义的本质及规律 2. 资本主义的发展及其趋势
三、科学社会主义	1. 社会主义的发展及其规律

	2. 共产主义崇高理想及其最终实现

知识结构和能力结构

知识结构	哲学	1.（马克思主义哲学产生的历史背景） 2. 重点掌握马克思主义哲学的基本原理
	政治经济学	1. 系统了解资本主义的本质及其历史地位 2. 重点把握当代资本主义的新变化
	科学社会主义	1. 系统了解社会主义从空想到科学的历史发展 2. 重点把握不同民族走向社会主义的特殊道路
能力结构	哲学	学会运用唯物辩证的观点和方法分析解决问题
	政治经济学	学会运用马克思主义基本原理分析不同社会制度的形成、本质及其历史发展
	科学社会主义	坚定走中国特色社会主义道路的政治信念

学习方法

1．按“2+1 专题研讨”合作性、开放式组织理论教学，学生积极参与课堂教学活动，在集体学习和分组讨论中澄清问题，分析矛盾，掌握方法。

2．认真阅读经典名著，深入了解马克思主义理论产生的历史必然性，通过与经典作家的对话，再现基本原理的形成背景与科学内涵。

3. 敢于面对重大理论—实践问题，通过对问题的分析与研究学会独立思考。

评估方式

课程总成绩＝平时考核成绩（60%）＋期末考核成绩（40%）

1．**平时考核成绩**（60%）：包括课程学习笔记、课堂研讨发言、逻辑思维训练；

2．**期末考核成绩**（40%）：期末组织全校统一命题，开卷考试（只许带教材）。

必读书目

《马克思主义基本原理概论》，高等教育出版社，2015 年 8 月第 6 版

选读书目

[1]安启念：《新编马克思主义哲学发展史》，中国人民大学出版社，2004 年。
[2]冯友兰：《中国哲学简史》，北京大学出版社，1985 年。
[3]梯利：《西方哲学史》（增补修订版），商务印书馆，1995 年。
[4]顾海良：《马克思主义政治经济学》，高等教育出版社，2005 年。
[5]郑建邦：《科学社会主义原理》，中国人民大学出版社，1996 年。

重要刊物及网站

1．《哲学研究》杂志：中国社会科院哲学研究所主办

2．《经济研究》杂志：中国社会科学院经济研究所主办

3．《科学社会主义》杂志：科学社会主义学会主办

4．哲学网：http://www.zhexue.com.cn/

5．哲学在线：http://www.philosophyol.com/

6．哲学人生论坛：http://bbs.zxrs.net/

毛泽东思想和中国特色社会主义理论体系概论课程导学

《毛泽东思想和中国特色社会主义理论体系概论》共 6 个学分，108 课时（其中，课堂理论教学 54 课时，实践教学 54 课时）。本课程是对大学生进行马克思主义中国化教育的公共基础课。

学习目标

本课程的学习目标是： 通过全面了解马克思主义中国化的理论成果和实践事业，不断提高思想政治理论素质，进一步坚定建设中国特色社会主义的共同理想。

学习内容

一、马克思主义中国化	1.马克思主义中国化的历史进程 2.马克思主义中国化的理论成果 3.马克思主义中国化理论成果的精髓
二、毛泽东思想的理论贡献	1.新民主主义革命理论 2.社会主义改造理论
三、中国特色社会主义理论	1.社会主义本质理论 2.社会主义初级阶段理论 3.社会主义改革和对外开放
四、中国特色社会主义事业	1.建设中国特色社会主义经济 2.建设中国特色社会主义政治 3.建设中国特色社会主义文化 4.构建社会主义和谐社会 5.祖国完全统一的构想 6.国际战略和外交政策 7.中国特色社会主义事业的依靠力量 8.中国特色社会主义事业的领导核心

知识结构和能力结构

知识结构	中国化课题	1.了解马克思主义中国化课题的提出、科学内涵、历史进程和重要意义 2.重点把握马克思主义中国化的理论成果和精髓所在
	中国化成果	1.了解毛泽东思想的理论贡献及其历史地位 2.重点掌握中国特色社会主义理论体系及其伟大意义
	中国化事业	1.系统了解建设中国特色社会主义经济、政治、文化的制度设计与基本方略 2.重点把握构建社会主义和谐社会的总体思路 3.重点领会中国特色社会主义事业的依靠力量与领导核心
能力结构	中国化课题	学会用马克思主义分析研究中国课题
	中国化成果	学会用中国特色社会主义理论解决中国发展课题

	中国化事业	努力为中国特色社会主义建设事业奉献聪明才智

学习方法

1．按照开放式教学的原则要求，积极参与课堂理论教学活动，在集体学习和分组讨论中明确课题，领会内涵，把握实质。

2．认真阅读马克思主义中国化经典著作，深入了解中国国情和中国课题，系统掌握中国特色社会主义理论的科学内涵。

3．敢于研究中国现代化发展所面临的重大理论—实践问题，通过对问题的分析与研究学会有所创新。

4．勤于社会实践，切身感受中国特色社会主义理论成果及其实践成就。

评估方式

《毛泽东思想和中国特色社会主义理论体系概论（理论）》（3 学分）考核方式为：

课程总成绩＝平时考核成绩（40%）＋期末考核成绩（60%）

1．平时考核成绩（40%）：包括课后小论文、随堂作业和分组讨论发言；

2．期末考试成绩（60%）：期末组织全校统一命题，开卷考试。

《毛泽东思想和中国特色社会主义理论体系概论（实践）》（3 学分）实践教学三个模块（专题研习、主题活动、社会调查）分别实行全校滚动选课，学生在校期间的前 4 个学期内,任意选择一个学期开设的三个模块之一或者选择暑期项目，完成学习任务,成绩考核合格，即可获得《概论》实践课 3 学分。

必读书目

《毛泽东思想和中国特色社会主义理论体系概论》，高等教育出版社

选读书目

[1]《毛泽东文选》（多卷本），人民出版社，1999

[2]《邓小平文选》（三卷本），人民出版社，1994

[3]《江泽民文选》（三卷本），人民出版社，2006

[4]《十六大以来重要文献选编》，中央文献出版社，2005

[5]《科学发展观学习读本》，学习出版社，2006

重要刊物及网站

1．《求是》杂志：中共中央主办

2．《毛泽东思想研究》杂志：四川省社会科学院主管

3．《观察与思考》杂志：浙江省社会科学院主管

4．毛泽东思想网站：http://www.mzdthought.com

5．中国共产党新闻网：http://cpc.people.com.cn/GB/index.html

6．理论网—中国特色社会主义的重要思想源：http://www.cntheory.com/

形势与政策课程导学

《形势与政策》共 2 个学分，36 课时。《形势与政策》是综合运用相关学科的理论知识，紧密结合国内外政治、经济、文化和外交等领域发生的重大事件，针对大学生思想实际进行形势与政策教育的通识必修课。

学习目标

本课程的学习目标是： 通过专题时事报告和专项政策解读，及时了解国内外形势变化特点和政策调整方向，不断培养和有效提高大学生客观看待国内外形势和科学理解党中央路线、方针、政策的能力。

学习内容

一、国内形势与政策	1.深入贯彻落实科学发展观 2.社会主义核心价值体系 3.进一步深化改革，扩大开放 4.当前我国的经济形势与经济政策 5.台湾问题与两岸关系的和平发展
二、国际形势与政策	1.世界变革态势与时代发展主题 2.经济全球化趋势与中国的崛起 3.生态环境、能源安全等非传统安全问题 4.地区性冲突与全球热点问题 5.构建和谐世界，维护世界和平、促进共同发展 6.中美、中欧、中日和中俄等国际关系变化

知识结构和能力结构

知识结构	政治学	1.系统了解现代政治决策的民主特征 2.重点把握中国政治决策的集中体制
	经济学	1.系统了解现代经济发展的市场化、全球化趋势 2.重点把握中国经济发展的社会主义特质
	国际关系学	系统了解国际关系的不同学派及其理论主张
能力结构	政治学	学会运用民主集中制原则分析现代政治决策
	经济学	学会运用市场经济理论分析资源配置与利益博弈
	国际关系学	学会运用现实主义原则分析大国关系的最新变化

学习方法

1．本课程主要采取专题讲座和时事报告的方式组织课堂教学，每学期约有 100 次讲座或报告。学生可根据自己的实际情况自由选课，平均每学期至少要选听 4 次讲座或报告。

2．养成每天上网浏览新闻或到图书馆报刊阅览室读报的良好习惯，随时关注国内外形势变化和重大政策调整。

评估方式

课程总成绩＝听课次数＋听课笔记

1．听课次数：学生在校期间，平均每个学期持听课 IC 卡听课次数不少于 4 次（前两年总次数不少于 16 次），平时考核成绩为合格；

2．听课笔记：学生每次听《形势与政策》讲座，需提交 1 份课堂笔记。笔记不合格者，该次听课记录将被取消。

必读书目

教育部社科司印发：《20××年上（下）半年高校“形势与政策”教育教学要点》

选读书目

中宣部、教育部主编：《时事报告（大学生版）》和《时事》VCD

重要刊物及网站

1．《半月谈》杂志：新华通讯社主办

2．《学习时报》：中共中央党校主办

3．人民网：http://www.people.com.cn/

4．新华网：http://www.xinhuanet.com/

5．国际在线：http://gb.cri.cn/

大学体育健康课程导学

以国家教育方针和《中共中央国务院关于深化教育改革，全面推进素质教育的决定》，以及学校教育树立‘健康第一’为指导思想，以教育部印发《全国普通高等学校体育课程教学指导纲要》、《高等学校体育工作基本要求》为依据，深入贯彻落实《北京师范大学珠海分校人才培养模式改革与创新方案》精神，制定北京师范大学珠海分校《大学体育健康教程》导学，确保“健康第一”的思想落到实处，为提高全体学生健康素质服务。

➢ 学习目标

1.使学生爱好运动，积极参与各种体育活动，基本形成终身体育的意识和习惯；能制定可行的个人锻炼计划；具有一定的体育文化欣赏能力。

2..熟练掌握健身运动的基本方法和技能；能科学地进行体育锻炼；掌握常见运动创伤的处置方法。提高健康意识，关注身心健康；全面发展与健康有关的各种体能，掌握测试和评价体质健康的方法；学会合理、营养饮食，形成健康的行为生活方式。

3.根据自己的能力设置体育学习目标，学会通过体育活动调节自己的情绪和改善心理状态，养成

4.积极乐观的生活态度；在运动中体验运动的乐趣和成功的感觉；培养勇敢顽强的意志品质。

5.正确对待个人与集体、成功与失败；表现出良好的体育道德和合作精神；正确处理竞争与合作的关系。

➢ 学习内容

我校《大学体育健康教程》由课堂教学、体育俱乐部、自主锻炼课堂、运动能力拓展四种模块相结合。每学期 1 学分，修满 4 个学分是学生毕业、获得学位的必要条件之一。

- **课堂教学模块**

1. 基础课（对一年级学生开设）

内容包括：健康体适能（第 1、2 学期）、武术（第 1 学期）、游泳（第 2 学期）、健康知识讲座（第 1、2 学期）。

（1）健康体适能：针对学生体质健康监测的测试内容，对学生的身体成分、肌力和肌肉耐力、心肺耐力、柔软素质、爆发力等方面进行训练，进一步提高人体适应能力、应变能力、抗突发事件的能力。

（2）传统体育文化普及，武术——二十四式简化太极拳。

（3）求生技能类项目普及，游泳——蛙泳。

（4）健康知识讲座，包括科学锻炼身体的理论与方法、大学生体质健康的测量与评价方法、运动中常见生理反应及运动损伤急救、体育欣赏共计四个专题，采取课堂教学与网络化教学相结合的方式。

2. 选项课（对二年级学生开设）

内容包括：竞技对抗类、健身健美类、休闲文化类、康复保健类、求生技能类。

（1）竞技对抗类：足球、篮球、排球、乒乓球、羽毛球、网球、旱地冰球、橄榄球、木球、板球

（2）健身健美类：时尚健身、普拉提、体育舞蹈、瑜伽。

（3）休闲文化类：轮滑、高尔夫、弓道

（4）康复保健类：体育保健

（5）求生技能类：女子防身术

- **体育俱乐部模块（对二年级学生开设）**

开设项目：足球、篮球、排球、乒乓球、羽毛球、网球、高尔夫、木球、棒垒球、轮滑、体适能、橄榄球、跆拳道、体育舞蹈、野外生存等共计 15 个。

- **自主锻炼课堂模块（对二年级学生开设）**

开展阳光长跑活动，阳光长跑是《全国亿万学生阳光体育冬季长跑活动》的简称，是教育部和国家体育总局贯彻落实中央精神、开展阳光体育运动、提高学生体质健康水平特别是耐力素质水平特别开展的活动。跑步活动采用打卡记录的方式，男、女生每次跑步距离均要求不少于 1500 米。

- **运动能力拓展模块**

学生通过参加体育锻炼，在某项运动上形成一定特长或在运动比赛中表现突出，可获得体育学分，包括“游泳水平测试”、“马拉松赛”、“体育专长”三大类。

1. 游泳水平测试：男生、女生均不限泳姿，经现场测试，在规定时间内连续游泳 50 米(100 米)。游泳水平测试时间为每年的 5 月和 9 月。

2. 马拉松赛：参加并完成马拉松赛，并能提供相关成绩证书者。马拉松赛时间以各组委会官方公布为准。

3. 体育专长：符合以下条件之一：

（1）代表学校参加省级体育竞赛获得前 8 名（集体或个人）。
（2）代表学校参加市级体育竞赛获得前 6 名（集体或个人。
（3）入选学校体育运动队，按要求训练且表现优良。

- **学时分配**

表 1 课堂教学模块

学期	学分	学时	教学内容	时数
第 1 学期	1	34	健康体适能/14；太极拳/12	26
			基础理论	2
			国家学生体质健康测试	2
			考试	4
第 2 学期	1	34	健康体适能/14；游泳/12	26
			基础理论	2
			国家学生体质健康测试	2
			考试	4
第 3 学期	1	34	专项实践（专项技术、理论）	28
			体育欣赏	2
			考试	4
第 4 学期	1	34	专项实践（专项技术、理论）	28
			国家学生体质健康测试	2
			考试	4

（二）体育俱乐部模块，由指导教师组织开展有益的实践活动。时间安排在规定学期内进行，每学期不少于 17 次活动，含期末俱乐部考核。
（三）自主锻炼课堂模块，教学周第 1 周至第 17 周。
（四）运动能力拓展模块，游泳水平测试和马拉松赛，由学生自主参加。体育专长，由主管教练组织开展竞训计划。

- **选课管理**

（一）一年级学生按照行政班划分，无需选课。二年级学生实行一学期一选方式（可以变换模块、教师），通过教务选课系统完成选课。
（二）一旦选课认定，无特殊原因，中途不再办理转班、换项手续。如有特殊原因，必须在该学期教学周第 3 周之前提出申请。
（三）学生因健康原因不能正常参加体育课学习，可参加体育保健班。
（四）游泳水平测试、马拉松赛，每学年只能申请 1 次（即 1 个体育学分）。
（五）根据我校“2+2”专业的学制要求，即第 4 学期教学周为 12 周，“2+2”专业学生在第 4 个学期（体育 4）只能选择自主锻炼课堂模块，即阳光长跑，课程名称为：“阳光长跑 2+2”，且在教务选课系统中单独建班。非“2+2”专业的学生不能选择该项。
（六）课堂教学模块（基础课、选项课）：40-50 人/班。体育俱乐部模块：40-50 人/班。自主锻炼课堂模块（阳光长跑）：80 人/班。

- **评估方式**

采用过程性评价、终结性评价的方式，以百分制记分，网上录入成绩，网上成绩管理。

- **课堂教学模块**

表 2

一年级基础课		二年级选项课		分值	比重
第 1 学期	第 2 学期	第 1 学期	第 2 学期		
考勤/课堂表现	考勤/课堂表现	考勤/课堂表现	考勤/课堂表现	100	40%
1.太极拳 2.身体素质 男（1000 米） 女（800 米）	1.健康知识 2.身体素质 男（引体向上） 女（仰卧起坐）	专项技能	专项技能	100	60%

- **体育俱乐部模块**

表 3

评价内容	满分	比重
考勤、活动表现	100	40%
技能实践	100	60%

- **自主锻炼课堂模块（阳光长跑）**

男生、女生每次跑步距离均要求不少于 1500 米，未达距离或速度者，均不计次数。教学周第 1 周，由教师在课堂宣讲长跑活动细则。第 2 周至第 17 周为跑步活动时间，共计 16 周。打卡系统每天只记录 1 次，每周最多记录 3 次，每周必须至少有 1 次长跑记录，如遇恶劣天气（如暴雨、台风等），长跑活动暂停。

表 4　评分表

得分	60	62	65	67	70	72	75	77	80	82	85	87	90	93	95	97	100
次数	16	18	20	22	24	26	28	30	32	33	34	35	36	37	38	39	40

符合以下条件之一的学生取消期末考核资格：

1. 3 个星期没有跑步记录；
2. 跑步记录少于 16 次；

“2+2”专业的学生第 4 个学期（体育 4）考核办法：

教学周第 1 周，由教师在课堂宣讲长跑活动细则。教学周第 2 周-第 12 周为长跑活动时间，共计 11 周。

表 5　　评分表

得分	60	62	65	67	70	72	75	77	80	82	85	87	90	93	95	97	100
次数	1	1	1	1	1	1	1	1	1	2	2	2	2	2	2	2	27

	1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6	

符合下列条件之一的学生，将取消期末考核评分资格：

1. 两个星期没有跑步记录；
2. 跑步记录少于 11 次；

- **运动能力拓展模块**

游泳水平测试，按《北京师范大学珠海分校游泳水平测试评分标准》评定体育成绩。马拉松、体育专长根据赛事级别、比赛名次、训练情况等评定体育成绩，不低于 85 分。

体育专长学生的体育成绩评定时间为训练或取得比赛名次的学期。游泳水平测试、马拉松赛的学生体育成绩评定时间为参加测试或提出申请的下一个学期。

- **必读书目**

本书编写组. 大学体育健康教程［M］.北京：北京体育大学出版社，2016

English Reading I
英语阅读（一）

English Reading I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical reading skills of English reading, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1. Improve their English proficiency in terms of reading;
2. Prepare themselves for academic reading;
3. Expose themselves to the English language and the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to reading.

- **Course Contents**

Genres of reading	1.Descriptive passages 2.Discursive passages
Reading strategies	1.Skimming and speed reading 2.Scanning for detail 3.Identifying the main idea 4.Identifying types of information 5.Identifying the writer's views/claims
Task types	1.Multiple choice 2.Matching information 3.Matching headings 4.Matching sentence endings 5.Sentencecompletion 6.Note/summary/table/flow-chart completion 7.Identifying information (T/F/NG) 8.Identifying the writer's views (Y/N/NG) 9.Short-answer questions
Language and cultural tips	1.Cultural information of English spoken countries 2.English tips

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for CEFR B1 level reading (5000)
	Grammar	General grammatical knowledge
	Culture	Culture knowledge related to the topics covered
Competence	Reading	1.Ability to read English texts on general topics at a speed of 70 wpm (with longer yet less difficult texts, the reading speed should be 100 wpm) 2. Ability to understand long sentence 3. Ability to generalize the main idea of the text 4. Ability to employ effective reading strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Lecture (assisted by PowerPoint).
2. Class interactive activities.
3. Simulated test or exercise (time-controlled).

- **Grading**

1.60% performance (dictation, class participation, homework, attendance).
2.40% final exam (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B1*. 浙江教育出版社, 2015.

➢ **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 4*. Cambridge: Cambridge University Press, 2006.
2. University of Cambridge ESOL Examinations. *Cambridge IELTS 5*. Cambridge: Cambridge University Press, 2006.
3. University of Cambridge ESOL Examinations. *Cambridge IELTS 6*. Cambridge: Cambridge University Press, 2007.
4.环球雅思教材研究中心 GTRC.雅思阅读基础标准教程[M]. 北京：外文出版社，2013.

➢ **Recommended Journal and/or Website**

1. *Harvard Business Review*
2. *Economist*
3. *Guardian*
4. *National Geographic*
5. http://www.chinaielts.org/
6. http://www.bbc.co.uk
7. http://www. nytimes.com
8. http://www.ted.com/
9. http://www.kekenet.com/
10. http://www.hjenglish.com

English Listening I
英语听力（一）

English Listening I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English listening, learning strategies and intercultural communication.

➢ **Learning Outcomes**

At the end of the course the learners are expected to be able to:
1. Improve their English proficiency in terms of listening;
2. Get prepared for the IELTS listening;
3. Understand the western culture;
4. Adopt proper strategies of learning English, especially as related to listening.

➢ **Course Contents**

IELTS listening introduction	1.IELTS listening marking criteria 2.Students' target score 3.Four parts difficulty level 4.How to improve listening
Listening strategy	1.Pre-listening 2.While-listening

	3.Post-listening
Listening scenario training	1.Bank 2.Accommodation 3.Hospital 4.Academic scenario
Language and cultural tips	1.UK cultural information 2.US cultural information 3.English tips

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for listening (2000)
	Grammar	General grammatical knowledge
	Cultural information	Knowledge about different cultures in the world
Competence	Listening	1.Ability to follow classroom instructions, everyday conversations, and lectures on general topics 2.Ability to understand English radio and TV programs spoken at a speed of about 130 to 150 wpm, grasping the main ideas and key points 3.Ability to employ basic listening strategies 4.Equipped with the background knowledge of different scenarios 5.Ability to respond to different listening task according to different scenarios
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.
4. Students English news presentation.

- **Grading**

1. Process assessment: 60 %(attendance and performance, assignments, quiz).
2. Final exam: 40% (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B1*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 4*. Cambridge: Cambridge University Press, 2006.
2. University of Cambridge ESOL Examinations. *Cambridge IELTS 5*. Cambridge: Cambridge University Press, 2006.

3. University of Cambridge ESOL Examinations. *Cambridge IELTS 6*. Cambridge: Cambridge University Press, 2007.
4.环球雅思教材研究中心 GTRC. 雅思听力基础标准教程[M]. 北京：外文出版社，2013.

- **Recommended Journal and/or Website**

1. http://www.kekenet.com
2. http:// www.chinaielts.org/
3. http:// www.putclub.com
4. http:// www.hjenglish.com
5. http:// www.bbc.co.uk
6. http://www.ted.com/
7. https://www.coursera.org/

EnglishSpeakingI
英语口语（一）

English Speaking I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English speaking, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:
1. Improve their English proficiency in terms of speaking;
2. Get prepared for the IELTS speaking test;
3. Understand the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to speaking.

- **Course Contents**

Chapter I	1.Introduction to the IELTS test 2.Introduction to the speaking test
Chapter II	1.Introduction to speaking part one 2.Topic 1 Job/Studies Speaking skill：Understanding different question types and answering them accurately 3.Topic 2 Hobbies/Interests Speaking skill：Asking for and giving clarification 4.Topic 3 Where you live Speaking skill：Using verb forms correctly 5.Topic 4 Families Speaking skill：Talking about future events 6.Topic 5 Technology(I) Speaking skill：Talking about change

Chapter III	Introduction to Speaking Part Two 7.Topic 6 Someone You Know Speaking skill：Describing 8.Topic 7 A Personal Interest Speaking skill：Explaining 9.Topic 8 A Place You Enjoy Visiting Speaking skill：Saying‘to what extent’ 10.Topic 9 Your Living Environment Speaking skill：Generalizing and evaluating 11.Topic 10 Farming Technology Speaking skill：Explaining your ideas：talking about cause and effect

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for speaking (2000)
	Grammar	General grammatical knowledge for speaking
	Cultural information	Knowledge about different cultures in the world
Competence	Speaking	1.Ability to communicate in English in the course of learning, to conduct discussions on a given theme, and to talk about everyday topics in English 2.Ability to give, after some preparation, short talks on familiar topics with clear articulation and basically correct pronunciation and intonation 3.Ability to use basic conversational strategies in dialogue
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.

- **Grading**

1. Process assessment: 60% (class participation and performance, assignments).
2. Final exam: 40% (oral test).

- **Required Reading**

1.Patrick Hafenstein. Superior Speaking[M]. 西安：西安交通大学出版社，2013.
2.何琼、摩根. 新编雅思口语[M]. 北京：人民教育出版社，2008.

- **Suggested Reading**

1.慎小嶷. 十天突破雅思口语[M]. 北京：. 机械工业出版社，2015.

2.University of Cambridge ESOL Examinations. *Cambridge IELTS 4*. Cambridge: Cambridge University Press, 2006.
3. University of Cambridge ESOL Examinations. *Cambridge IELTS 5*. Cambridge: Cambridge University Press, 2006.
4. University of Cambridge ESOL Examinations. *Cambridge IELTS 6*. Cambridge: Cambridge University Press, 2007.

- **Recommended Journal and/or Website**

1. *Economist*
2. *Guardian*
3. http://newhorizon.bnuep.com
4. http://www.chinaielts.org/
5. http://www.putclub.com
6. http://www.hjenglish.com
7. http://www.bbc.co.uk
8. http://www. Nytimes.com
9. http://www.bbc.co.uk/podcasts

English Writing I
英语写作（一）

English Writing I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English writing, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:
1. Improve their English proficiency in terms of writing;
2. Get prepared for the academic writing;
3. Understand the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to writing.

- **Course Contents**

Language in use	1.Formal English; 2.Informal English
Writing skills	1.Rewriting; 2.Paraphrasing
Guided writing	1.Description 2.Argumentation 3.Writing definition 4.Writing abstract 5.Compare & contrast: describing differences

Topics related writing	1.Describing graphs; 2.Education 3.Family 4.Modern technology 5.Media 6.Animal 7.Social issue
Language and cultural tips	Comparison between Western and Chinese culture

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for writing (2000)
	Grammar	General grammatical knowledge
	Cultural Information	Knowledge about different cultures in the world
Competence	Writing	1.Ability to complete writing tasks for general purposes, e.g., describing personal experiences, impressions, feelings, or some events, and to undertake practical writing 2.Ability to write within an hour a short composition of no less than 150 words on describing graphs and an essay of no less than 250 words on a general topic, with the compositions as basically complete in content, clear in main idea, appropriate in diction and coherent in discourse 3.A command of basic writing strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.

- **Grading**

1. Process assessment: 60% (class participation and performance, assignments, dictation).
2. Final exam: 40% (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B1*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 4*. Cambridge: Cambridge University Press, 2006.
2. University of Cambridge ESOL Examinations. *Cambridge IELTS 5*. Cambridge: Cambridge University Press, 2006.

3.University of Cambridge ESOL Examinations. *Cambridge IELTS 6*. Cambridge: Cambridge University Press, 2007.
4.环球雅思教材研究中心 GTRC.雅思写作基础标准教程[M]. 北京：外文出版社，2014.

- **Recommended Journal and/or Website**

1. Economist
2. Guardian
3.http://www.chinaielts.org/
4.http://www.perfectyourenglish.com/writing/english-writing.htm
5.http://www.bartleby.com/141/index.html
6.http://writingspaces.org/essays
7.http://www.writing.wisc.edu/podcasts/index.html
8.http://bcs.bedfordstmartins.com/everyday_writer/20errors/default.asp
9.http://www.custom-essays.org/Essay_Structure.html

English Reading II
英语阅读（二）

English Reading II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English reading, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:
1. Improve their English proficiency in terms of reading;
2. Prepare them for the academic reading;
3. Expose themselves to the English language and the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to reading.

- **Course Contents**

Genres of reading	1.Descriptive passages 2.Discursive passages
Reading strategies	1.Skimming and speed reading 2.Scanning for detail 3.Identifying the main idea 4.Identifying types of information 5.Identifying the writer's views/claims
Task types	1.Multiple choice 2.Matching information 3.Matching headings 4.Matching sentence endings

	5.Sentencecompletion 6.Note/summary/table/flow-chart completion 7.Identifying information (T/F/NG) 8.Identifying the writer's views (Y/N/NG) 9.Short-answer questions
Language and cultural tips	1.Cultural information of English spoken countries 2.English tips

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for CEFR B2 level reading (6000)
	Grammar	General grammatical knowledge
	Culture	Culture knowledge related to the topics covered
Competence	Reading	1.Ability to read English texts on general topics at a speed of 80-90 wpm (with longer yet less difficult texts, the reading speed should be 120 wpm) 2. Ability to understand long sentence 3. Ability to generalize the main idea of the text 4. Ability to employ effective reading strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Lecture (assisted by PowerPoint).
2. Class interactive activities.
3. Simulated test or exercise (time-controlled).

- **Grading**

1.60% performances (dictation, class participation, homework, attendance).
2.40% final exam (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B2*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 7*. Cambridge: Cambridge University Press, 2009.
2. University of Cambridge ESOL Examinations. *Cambridge IELTS 8*. Cambridge: Cambridge University Press, 2011.
3. University of Cambridge ESOL Examinations. *Cambridge IELTS 9*. Cambridge: Cambridge University Press, 2013.

- **Recommended Journal and/or Website**

1. *Harvard Business Review*
2. *Economist*
3. *Guardian*
4. *National Geographic*

5. http://www.chinaielts.org/
6. http://www.bbc.co.uk
7. http://www. nytimes.com
8. http://www.ted.com/
9. http://www.kekenet.com/
10. http://www.hjenglish.com

English Listening II
英语听力（二）

English Listening II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English listening, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:
1. Improve their English proficiency in terms of listening;
2. Get prepared for academic listening;
3. Understand the western culture;
4. Adopt proper strategies of learning English, especially as related to listening.

- **Course Contents**

IELTS listening question types analyze	1.Multiple choice 2.Matching 3.Form/sentence/note completion 4.Short answers
Listening strategy in different question types	1.Pre-listening 2.While-listening 3.Post-listening
Language and cultural tips	1.UK cultural information 2.US cultural information 3.English tips

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for listening (3000)
	Grammar	General grammatical knowledge
	Cultural information	Knowledge about different cultures in the world
Competence	Listening	1.Ability to follow talks and lectures in English 2.Ability to understand longer English radio and TV programs on familiar topics spoken at a speed of around 150 to 180 wpm, grasping the main ideas, key

		points and relevant details 3.Ability to use different strategy regarding different question types
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.
4. Students English news presentation.

- **Grading**

1. Process assessment: 60 %(attendance and performance, assignments, quiz).
2. Final exam: 40% (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B2*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 7*. Cambridge: Cambridge University Press, 2009.
2.University of Cambridge ESOL Examinations. *Cambridge IELTS 8*. Cambridge: Cambridge University Press, 2011.
3.University of Cambridge ESOL Examinations. *Cambridge IELTS 9*. Cambridge: Cambridge University Press, 2013.
4.环球雅思教材研究中心 GTRC.雅思听力强化标准教程[M]. 北京：外文出版社，2013.

- **Recommended Journal and/or Website**

1. http://www.kekenet.com
2. http://www.chinaielts.org/
3. http://www.putclub.com
4. http://www.hjenglish.com
5. http://www.bbc.co.uk
6. http://www. nytimes.com
7. http://www.ted.com/
8. https://www.coursera.org/

EnglishSpeaking II
英语口语（二）

EnglishSpeaking II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs fornon-English majors. It is designed to help the learners to gain the knowledge and practical skills of English speaking, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:
1.Improve their English proficiency in terms of speaking;
2.Get prepared for the IELTS speaking test;
3.Understand the western culture;
4.Adopt proper strategies of learning English as a foreign language, especially as related to speaking.

- **Course Contents**

Chapter I	Introduction to Speaking Part Three
Chapter II	1.Topic--Working Life Speaking Skill：Expressing an opinion 2.Topic --Lifestyles Speaking Skill：Presenting an argument 3.Topic -- Environmental Issues Speaking Skill：Showing cause and effect 4.Topic -- Economic Development Speaking Skill：Comparing and contrasting ideas 5.Topic-- Technology(II) Speaking Skill：Predicting the future

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for speaking (3000)
	Grammar	General grammatical knowledge for speaking
	Cultural information	Knowledge about different cultures in the world
Competence	Speaking	1.Ability to speak at length and use a range of connectives and discourse markers. 2.Ability to use a wide enough vocabulary to discuss topics at length and make meaning clear. 3.Ability to use a mix of simple and complex structures. 4.Ability to use a range of pronunciation features with mixed control.
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoringand self-assessment

- **Learning Methods/Tips**

1.Multimedia-based lecture and discussion.
2.Computer- and Web-based practice and interaction.
3.Task-based and students-centered language learning.

- **Grading**

1.Process assessment: 60% (class participation and performance, assignments, dictation).
2.Final exam: 40% (oral test).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B2*. 浙江教育出版社, 2015.

- **Suggested Reading**

1.University of Cambridge ESOL Examinations. *Cambridge IELTS 7*. Cambridge: Cambridge University Press, 2009.
2.University of Cambridge ESOL Examinations. *Cambridge IELTS 8*. Cambridge: Cambridge University Press, 2011.
3.University of Cambridge ESOL Examinations. *Cambridge IELTS 9*. Cambridge: Cambridge University Press, 2013.
4.慎小嶷. 十天突破雅思口语[M]. 北京：.机械工业出版社，2015.

- **Recommended Journal and/or Website**

1. *Economist*
2. *Guardian*
3. http://newhorizon.bnuep.com
4. http://www.chinaielts.org/
5. http://www.putclub.com
6. http://www.hjenglish.com
7. http://www.bbc.co.uk
8. http://www. nytimes.com
9. http://www.bbc.co.uk/podcasts

English Writing II
英语写作（二）

English Writing II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs fornon-English majors. It is designed to help the learners to gain the knowledge and practical skills of English writing, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:
1.Improve their English proficiency in terms of writing;

2.Get prepared for the IELTS writing test;
3.Understand the western culture;
4.Adopt proper strategies of learning English as a foreign language, especially as related to writing.

- **Course Contents**

Language in use	1.Formal English; 2.Informal English
Writing skills	1.Rewriting; 2.Paraphrasing
Guided writing	1.DescriptionArgumentation 2.Writing definition 3.Writing abstract 4.Compare & contrast: describing differences
Topics related writing	1.Describing graphs 2.Education 3.Family 4.Modern technology 5.Media 6.Animal 7.Social issue
Language and cultural tips	Comparison between Western and Chinese culture

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for writing (3000)
	Grammar	General grammatical knowledge
	Cultural information	Knowledge about different cultures in the world
Competence	Writing	1.Ability to complete writing tasks for general purposes, e.g., describing personal experiences, impressions, feelings, or some events, and to undertake practical writing 2.Ability to write within an hour a short composition of no less than 150 words on describing graphs and a essay of no less than 250 words on a general topic, with the compositions as basically complete in content, clear in main idea, appropriate in diction and coherent in discourse 3.A command of basic writing strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1.Multimedia-based lecture and discussion.
2.Computer- and Web-based practice and interaction.
3.Task-based and students-centered language learning.

- **Grading**

  1.Process assessment: 60% (class participation and performance, assignments, dictation).
  2.Final exam: 40% (written, closed book).

- **Required Reading**

  Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B2*. 浙江教育出版社, 2015.

- **Suggested Reading**

  1.University of Cambridge ESOL Examinations. *Cambridge IELTS 7*. Cambridge: Cambridge University Press, 2009.
  2.University of Cambridge ESOL Examinations. *Cambridge IELTS 8*. Cambridge: Cambridge University Press, 2011.
  3.University of Cambridge ESOL Examinations. *Cambridge IELTS 9*. Cambridge: Cambridge University Press, 2013.
  4.环球雅思教材研究中心 GTRC.雅思写作强化标准教程[M]. 北京：外文出版社，2013.

- **Recommended Journal and/or Website**

1. http://www.chinaielts.org/
2. http://www. nytimes.com
3. http://www.bbc.co.uk/podcasts
4. http://www.perfectyourenglish.com/writing/english-writing.htm
5. http://www.bartleby.com/141/index.html
6. http://writingspaces.org/essays

http://www.writing.wisc.edu/podcasts/index.html

● 专业课程导学

DESIGN THEORY

设计概论

Design Theory, a specialized core course with 1 credit and 18 teaching hours. This course aims to enable students to understand the meaning of design, design history and design trends. In order to deepen students' knowledge and understanding of design. Explicitly designed as a cultural and creative industries important role in cultural transformation.
设计概论是产品设计（中外联合培养双学位）专业的专业核心课，共 1 学分，18 学时。通过本课程的教学，旨在让学生了解掌握何谓设计；设计的历史以及设计的当今潮流。通过介绍设计的定义、设计的本质及特征、设计形态、设计风格、设计历史等，加深学生对设计的基本认识和理解。明确设计作为文化创意产业在文化转型中重要的作用。

Learning Outcomes 学习目标

Students will have:

- Identify the characteristics and significance of different periods, styles, forms of main technological revolutions and their relevance to social and cultural evolution.
- Name and discuss important industrial and product design works, and the creators of these works.
- Contextualize the relevance of such works to wider cultural contexts such as artistic movements and other design disciplines.
- Think critically and analytically and work collaboratively as a team.

学生将会掌握：

- 了解不同时期的艺术，设计风格，技术革命对社会和文化的改革。
- 掌握知名设计师及其历史上里程碑式的设计作品的相关内容。
- 了解在更广泛的文化背景下，设计的作用。
- 具有批判性和分析力的思维，更好的团队合作。
-

Course Contents 学习内容

The teaching content is subdivided in following sections:

- What is design and the characteristic of design.
- Design format and style.
- Design history.

课程内容包括：

- 何谓设计及设计的本质与特征。
- 设计的形态及设计的风格。
- 设计的历史。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.

做课堂笔记和课后复习。

4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Attendance and homework results in 50%.
平时成绩占总成绩的 50%。
2. Final exam in 50%.
期末考试占总成绩的 50%。

Required Reading 必读图书

[1] 设计学概论，尹定邦 著，湖南科技出版社，2009.

Suggested Reading 选读图书

1. 世界现代设计史，王受之 著，中国青年出版社，2002.
2. Doondan, Dennis P., Design history: An anthology, MIT Press, 1995.
3. Loewy, Raymond, Industrial design, Overlook TP, 2007.
4. Miles Steven, Consumerism as a way of life, London: Sage, 1998.

Recommended Journal and/or Website 重要刊物及网站

1. http://www.designboom.com
2. http://www.dezeen.com
3. http://www.core77.com

PRESENTATION SKILLS

提案技巧

Presentation Skills, a specialized core course with 1 credits and 18 teaching hours. This is the based course, which will be employed in students' future homework、internship、interview even jobs to be foundation of all proposal.

This course mainly focuses on all the aspects related to public speaking skills. Having experienced all the chosen practical exercises, students would get to know about different communication methods, skills and roles, and further have a more comprehensive view and understanding of presentation skills. At the end of this course, students should develop good communication skills and become proficient with combining their own styles with skills they learnt in the course.

提案技巧是产品设计（中外联合培养双学位）专业的专业核心课，共 1 学分，18 学时。这是一门在学生将来的作业、实习、面试甚至工作中会涉及到的所有提案的基础性的课程。本课程主要侧重于所有公众演讲方面的相关技能。通过选择实践的练习，学生会更多地了解不同的沟通方法，技巧和角色，并对提案技巧有了更全面的看法和更进一步的理解。在这个课程结束后，学生养成良好的沟通能力，结合自己的风格熟练掌握课中所学习的技巧。

Learning Outcomes 学习目标

This course aims to:

- Build up students' confidence and courage in public speaking and putting forward proposal.
- Enable students to have comprehensive understanding of concept and significance of "presentation".
- Practicing in different presentation, students can explore their own advantages and disadvantages in communicating with teachers.

本课旨在：

- 建立学生公开演讲和提案的信心和勇气。
- 使学生全面了解提案的概念和意义。
- 进行不同的提案练习，学生可以通过与老师的沟通。探索自己的优点和缺点。

Course Contents 学习内容

Part I 第一部分	Understanding and knowledge of the classical presentation techniques while experienced all the chosen practical exercises, including eye contact, tone and tempo, listening skills, body language , and presentation strategy. 通过课堂练习，在实践和讨论中逐渐理解并掌握经典提案技巧，包括眼神交流，音调与节奏，倾听技巧，肢体语言和提案策略。

Part II 第二部分	Understand basics of communication, including role of the receiver, levels of communication, communication systems). 理解基础沟通，包括信息接收方的角色，交流的多层级，沟通系统。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	5%
	Participation 课堂参与	15%
Mid-term Grades 期中成绩	Assignment 1 作业 1	20%
	Assignment 2 作业 2	20%
End-term Grades 期末成绩	Final Project 结课项目	40%

Mid-term and End-term assessment methods: presentation.
期中成绩和期末成绩考核方式：提案展示。

Required Reading 必读图书

1. 高效演讲，彼得•迈尔斯 (Peter Meyers) 著, 尚恩•尼克斯 (Shann Nix) 著, 马林梅 译，吉林出版集团有限责任公司，2013.
2. 演说：用幻灯片说服全世界 . Nancy Duarte 著, 汪庭祥 译，电子工业出版社, 2012.

Suggested Reading 选读图书

1. 演说之禅：职场必知的幻灯片秘技，Reyno-Lds,G 著，王佑 译, 汪亮译 译. 电子工业出版社, 2009.
2. 演说之禅设计篇：完美呈现的幻灯片设计原则和技巧 . Reyno-Lds,G 著. 王佑 译，电子工业出版社, 2010.

Recommended Journal and/or Website 重要刊物及网站

1. http://www.ted.com

2D CREATIVE DESIGN FOUNDATION

视觉创意基础

2D Creative Design Foundation, a specialized core course with 3 credits and 54 teaching hours. The content of this subject is a comprehensive introduction to typography, layout, image and colour usage, and other creative design principles. The students will get a first introduction how to work with the key elements of graphic design in a creative way.
视觉创意基础是产品设计（2+2 中外联合培养双学位）专业的专业核心课，共 3 学分，54 学时。本课程是全面介绍排版，构图，图形，颜色应用以及其他创意设计的基础法则。学生将会学习如果从平面设计的关键元素入手进行创意设计。

Learning Outcomes 学习目标

The mission is that the students get an idea about how to create a visual language and what is graphic design all about. And they will learn how to work clean and professional.

Students will have:

- Basic understanding of design basics and graphic design.
- Working knowledge of the implementation of creative design projects.
- Knowledge and application know-how of creative techniques and creative implementation techniques.
- Practical efficiency and certitude in creative processes.
- Basic knowledge of the scientific image viewing and analysis.
- Basic knowledge of image structure and composition.
- Master the basic theory of color composition.
- Improve students' sensibility to color through integrated training of color comparison and art forms.
- Learn about the impact of human's universal emotions and social culture and customs on color composition and its application.
- Emphasize cultivating students' color combining ability as well as comprehensive design ability and application ability of color language.

本课程的的目标是让学生掌握如何创新视觉语言以及什么是平面设计。学生也将学习如何将设计做的简洁与专业。

学生将会掌握：

- 平面设计基础。
- 如何完成创意设计过程。
- 学习创意活动的技巧与技法。
- 在实践中有效的完成创意设计过程。

- 基础的系统图形观察与分析能力。
- 图形结构与构图基础。
- 掌握色彩构成的基本理论。
- 通过色彩对比与艺术形式相结合的训练，提高学生对色彩的感受力。
- 学习了解人类普遍情感和社会文化习俗对色彩构成及运用的影响。
- 侧重培养学生掌握色彩组合能力，对色彩语言的综合设计能力及运用能力。

Course Contents 学习内容

The content of this subject is a comprehensive introduction to typography, layout, image and colour usage, and other creative design principles. The students will get a first introduction how to work with the key elements of graphic design in a creative way. Color composition training is to cultivate students' sensibility to color as well as their modes of artistic (creative) thinking. It gives a comprehensive and systematic description of the scientific rules and artistic rules of color from a brand-new perspective. The students are expected to improve their aesthetic consciousness to color and flexibly acquire and apply the rules of color beauty, scientific color knowledge and the influence of social cultures as well as personal emotions. Analysis of specific cases can also help students to learn the basic theory of chromatics and the rules of color composition, and gradually foster their ability to independently organize abundant colors and set the tonality through color comparison and harmony.
The course contents are divided into the following areas:

- Basics in graphic design, especially the process from ideation to implementation.
- Analysis of creative processes and results in different media, as well as Practice of creative methods.
- Presentation techniques.

本课程是全面介绍排版，构图，图形，颜色应用以及其他创意设计的基础法则。学生将会学习如果从平面设计的关键元素入手进行创意设计。对色彩构成的训练，着眼于培养学生对色彩的视觉敏感度和艺术（创造性）思维方式等方面的知识和能力。从全新的角度对色彩科学规律和艺术规律进行全面系统的阐述。提高学生的色彩审美意识，灵活地掌握和运用色彩美的规律、科学的色彩知识、社会文化及情感心理因素的影响。通过具体案例的分析，使学生掌握色彩学的基本理论和色彩构成美的规律，运用色彩对比和色彩调和的方法，逐渐做到独立完成丰富的色彩组织与色调构成。
课程包含以下内容：

- 平面设计基础，特别是从构思到完成。
- 创意过程与结果的分析，从媒介与创意方式上分析。
- 展示技巧。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Attendance and homework results in 60%.
   平时成绩占总成绩的 60%。
2. Final project results in 40%.
   结课项目占总成绩的 40%。

Required Reading 必读图书

[1] 图形设计新元素，[美]勒普顿、[美]菲利普斯 著；张翠 译，上海人民美术出版社，2009.

Suggested Reading 选读图书

1. 色彩设计的原理，[日] 伊达千代 著；悦知文化 译，中信出版社，2011.
2. 色彩心理学，[日] 原田玲仁 著；陕西师范大学出版社，2013.
3. Peg Faimon and John Weigand, The Nature of Design, HOW Books, 2004.
4. Gavin Ambrose and Paul Harris, The Fundamentals of Creative Design, AVA Publishing, 2003.
5. Alex W. White, The Elements of Graphic Design, Allworth Press, 2011.

Recommended Journal and/or Website 重要刊物及网站

1. http://shijue.me/home

VISUAL MEDIA IN PRODUCT DESIGN

产品设计思维与表达

Visual Media in Product Design, a specialized core course with 2 credits and 36 teaching hours. On completing the course the student should be able to visualize their ideas by using freehand drawing, Students will also understand different structures by studying and drawing products examples. Surface and form will be practiced by drawing and prototyping to help them understand better. They will be able to use the sketching skill to present and communicate their design to the audience.

产品设计思维与表达是产品设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。学生在本门课程中将学习到基础的设计表现技法并应用手绘去可视化设计的过程。通过对不同的产品案例进行学习和临摹，帮助学生理解产品的结构。对于形态和面的理解将通过大量的手绘及草模制作练习帮助学生掌握。在课程结束后，学生能够使用手绘技法去展示和说明自己的设计。

Learning Outcomes 学习目标

Students will have:

- Knowledge of Perspective drawing.
- Expressing product structure.
- Expressing complex surface.

学生将会掌握：

- 手绘透视原理。
- 产品结构表现。
- 曲面类产品设计表现技法。

Course Contents 学习内容

This course will introduce basic drawing skills in product design. Students will learn the principle of perspective drawing and how objects and scenes change appearance form different viewpoints and under different lighting conditions. Different product structures will be introduced during the course and students will practice to express different forms and structures by freehand drawing.

The teaching content is subdivided in following sections:

- Basic theory covers the most important aspects of sketching theory with areas specifically selected for their relevance to industrial design.
- Simplifying shape.
- Elementary geometrical shape.
- Special attention for ellipses.
- Instructional step-by-step tutorials reveal the creation process of 4-5 different product structures.

本门课程的主要内容是知道学生掌握基础产品手绘技能。教学内容包括基本的透视原理（一点透视，二点透视及三点透视），以及产品在不同的视点灯光及环境下的设计表现手法。

本门课程也会重点介绍不同的产品结构及相对应的设计表现技法。

本门课程教学内容分为以下几个模块：

- 基本手绘原理涵盖手绘表现技法的基础部分，通过对不同类型的产品进行分析和临摹掌握。
- 概括形体。
- 基本几何形体练习。
- 关注椭圆。
- 选择 4-5 个不同类型的产品结构进行分步骤偶读分解演示练习，帮助学生掌握产品结构及形态表现。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Attendance and homework results in 70%.
   平时成绩占总成绩的 70%。
2. Final project results in 30%.
   结课项目占总成绩的 30%。

Required Reading 必读图书

[1] 产品设计手绘与思维表达案例教程，王艳群、张丙辰 著，人民邮电出版社，2015.

Suggested Reading 选读图书

1. Koos Eissen & Roselien Steur, Sketching, Bis Publishers, 2012.
2. Joseph D'Amelio, Perspective Drawing Handbook, Dover Publications, 2004.

Recommended Journal and/or Website 重要刊物及网站

1. http://www.designboom.com
2. http://www.dezeen.com
3. http://www.core77.com

COMPUTER AIDED DESIGN I

计算机辅助设计 I

Computer Aided Design I, a specialized core course with 2 credits and 36 teaching hours. This course will include two main parts. Firstly, Students will know how to use Adobe Illustrator. Secondly, they will learn how to use Adobe Photoshop. Student will have the basic skills and knowledge in both softwares. As a result, they are required to finish their future projects or designs independently.

计算机辅助设计 I 是产品设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程主要分为两大板块，一部分是 Adobe Illustrator 设计软件的学习操作，另一部分是 Adobe Photoshop 设计软件的学习操作。在教学过程中，通过实际演练说明，分析在商业中实际案例，进行剖析及制做。

Learning Outcomes 学习目标

The main objective of this course is to help them to further apply these skills in similar projects and courses such as: Symbols, Font, Posters Design, etc. This may allow them to apply the skills and master both softwares in order to design those assignments assigned to them before the course starts.

This subject provides students with the knowledge and skills in the following areas:

- Two design softwares such as Adobe Illustrator and Photoshop.
- Vector making.
- Exporting mages.
- Basic Photoshop skills and methods.

本课程的开设是为其他专业课程起辅助作用，通过两个平面设计软件的学习，能将学习到的实际操作方法，运用在以后的设计专业课程中，如图形符号设计，字体设计，海报设计等。能够将在本课程前做过的其他课程作业在本课程中通过运用两个设计软件实现出来。

学生在本课程中将会掌握：

- 两个平面设计软件基本操作方法。
- 矢量图的制做技法。

- 不同图像的格式输出模式。
- 基本的图片处理技术与方法。

Course Contents 学习内容

This course will include two main parts. Firstly, Students will know how to use Adobe Illustrator. Secondly, they will learn how to use Adobe Photoshop. Student will have the basic skills and knowledge in both softwares. As a result, they are required to finish their future projects or designs independently.
Teacher will do a full step-by-step explanation and case analysis.
Teaching content are as below:

- Full introduction of Adobe Illustrator.
- Teacher will explain how to use the basic tools through several examples.
- The produce of vector graph-flexibility in the use of pen.
- Full introduction of Adobe Photoshop.
- Several fundamental methods of processing images such as downloading images and removing watermarks.
- Illustrate how to cut out, retouching, colour mixing and etc using Photoshop.
- Explain how to exporting images in different formats.

本课程主要分为两大板块，一部分是 Adobe Illustrator 设计软件的学习操作，另一部分是 Adobe Photoshop 设计软件的学习操作。对于学生首次接触两个入门设计软件，对于软件中不同的工具，要有一个初步的认识；在以后的设计中，软件中常用的工具，要熟练掌握及运用。对于课堂布置的各种小练习，学生能独立完成其操作。也可以通过本课程前，学生完成其他专业课程的手工作业，在本课程中在两个软件中实现出来。在教学过程中，老师进行实际演练说明，分析在商业中实际案例，进行剖析及制做。

教学内容可划分为如下部分：

- Adobe Illustrator 设计软件各工具的功能介绍说明。
- AI 常用工具的使用演练－通过几个小案例进行解说。
- 矢量图的制做－钢笔工具的灵活运用。
- Adobe Photoshop 设计软件各工具的功能介绍说明。
- PS 几种常见的图片处理方式－网上图片下载，水印的消除方法等。
- PS 抠图，修图，调色，合成的制做演练。
- 图像不同的格式输出解说。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Attendance and homework results in 70%.
   平时成绩占总成绩的 70%。
2. Final project results in 30%.
   结课项目占总成绩的 30%。

Required Reading 必读图书

1. 抠图+修图+调色+合成+特效 Photoshop 核心应用 5 项修炼，曾宽、潘擎 著，人民邮电出版社，2013.
2. 突破平面 Illustrator CS6 设计与制作深度剖析，李金荣 著，清华大学出版，2013.

Suggested Reading 选读图书

1. Photoshop 专业抠图技法，李金明、李金荣 著，人民邮电出版社，2012.
2. 配色设计原理，奥博斯科 著，暴风明 译，中国青年出版社，2009.

Recommended Journal and/or Website 重要刊物及网站

1. http://www.51zixue.net

MECHANICAL DRAWING

计算机制图

Mechanical Drawing, a specialized core course with 2 credits and 36 teaching hours. On completing the course the student should have acquired the ability to use AutoCAD and Adobe Illustrator to visualize product information, including dimension, color, material and assembly drawing. The students should have acquired a basic skill in mechanical drawing and formalize sensitivity in products' dimension. The students should have acquired experience with the use of different software to complete the product information brochure.

计算机制图是产品设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程中，学生将会学习基础的 AutoCAD 及 Adobe Illustrator 的相关技法去帮助他们描述产品的相关信息，包括尺寸，色彩，材质及组装。通过本门课程的学习，学生能够学习基础的机械制图方法，并且培养他们对产品尺寸的敏感度，学生将会获得通过不同的计算机辅助制图去制作完整的产品信息手册的实践经验。

Learning Outcomes 学习目标

On completing the course the student should have acquired knowledge of relevant methods and tools in mechanical drawing. Students will have:

- Knowledge of projection principles.
- Knowledge of how to draw lines in mechanical drawing.
- Knowledge of the princlples of mechanical drawing.
- Knowledge of AutoCAD mechanical drawing.

通过本门课程学生讲获得制图的相关理论知识。

学生在本课程中将会掌握：

- 投影原理。
- 绘制线条的相关技法。
- 制图规范与准则。

- 计算机辅助制图（AutoCAD）。

Course Contents 学习内容

The course will equip learners with knowledge in fundamental mechanical drawing skills, general knowledge in projection principles and a fundamental skill of AutoCAD design. Examples will be presented to help students understand how product designer communicate their ideas with engineers. Students will study 2-3 products and use mechanical drawing to make a final report, including product dimension, color and material descripting.
The teaching content is subdivided in following sections:

- Projection.
- Princlples of mechanical drawing.
- AutoCAD mechanical drawing.
- Colour definition.
- Material definition.

通过对机械制图规范及原理的讲授，AutoCAD 的软件学习，使学生掌握制图的基础知识。结合对产品材质及色彩以及部件的定义去绘制相关的尺寸图纸，在教学过程中结合抄绘及测绘的练习，使学生熟练应用机械制图表现方法辅助设计。学生在课程中需要针对 2-3 个工业设计产品进行学习并制作设计图册，内容包括产品的尺寸、色彩及材质定义。

教学内容包括：

- 投影。
- 制图规范讲解。
- AUTOCAD 计算机辅助设计制图技法。
- 色彩定义法。
- 材质定义法。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Attendance and homework results in 70%.
   平时成绩占总成绩的 70%。
2. Final project results in 30%.
   结课项目占总成绩的 30%。

Required Reading 必读图书

1. 产品设计图学，唐蕾、孙冬梅、林英博 著，人民美术出版社，2011.
2. AutoCAD 2008 中文版工业产品设计从入门到精通，陈俊维 著，科学出版社，2008.

Suggested Reading 选读图书

1. Charles Henry Sampson, Mechanical Drawing and Practical Drafting, Nabu Press, 2011.

Recommended Journal and/or Website 重要刊物及网站

无

GRAPHIC DESIGN

图形符号设计

Graphic Design, a specialized core course with 3 credits and 54 teaching hours. The creative graphics is a bridge connecting drawing training, form and composition to graphic image designing. It explained the difference and the definition of pixel image and graphic elements. This course is the fundamental of pictograms and motion graphics.

图形符号设计是产品设计（2+2 中外联合培养双学位）专业的专业核心课，共 3 学分，54 学时。本课程是一门连接绘画训练、造型基础与平面图形设计的桥梁，此课程讲述图形图像的区别与界限，提升为图形符号设计、动态图形设计等课程提供基础。

Learning Outcomes 学习目标

Students will have:

- Developing the ability of creating graphic images.
- Developing the methods of transforming graphic element from figurative to abstract.
- Creative thinking and sense of visual communication.

本课程旨在：

- 培养学生对造型的敏锐度和观察力，在绘画的基础训练上锻炼造型能力，引导学生由具象写生过渡到平面图形的设计训练。
- 运用观察、 对比和延展性思维与头脑风暴等方法，引导学生开发视觉领域的具象和抽象创造性思维。

Course Contents 学习内容

The course contents are divided into the following areas:

- The concept of pixel image, graphics and mono-graphics.

- Definition of positive and negative image, common structure image, multi-dimension image, text image, etc.
- Abstract visual training, sense visual training.
- Interactive visual communication.

教学内容如下：

- 本课讲述图形与图像的区别与联系。
- 讲述正负图形、同构图形、共型图形、拼置图形、混维图形、文字图形等案例。
- 通过感官延伸、无意识和抽象图形等训练抽象思维和发散思维训练，培养锻炼学生的感知力和视觉传播的交互性体验。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Attendance and homework results in 60%.
   平时成绩占总成绩的 60%。
2. Final project results in 40%.
   结课项目占总成绩的 40%。

Required Reading 必读图书

1. 图形创意与联想，林家阳 著，高等教育出版社，2006.

Suggested Reading 选读图书

1. 造型原本-讲卷，吕胜中 著，北京大学出版社，2010.
2. 设计中的设计，[日]原研哉 著；朱锣 译，山东人民出版社，2006.
3. 设计与蒙太奇，徐芸 著；云南出版社，2000.
4. Alex W. White, The Elements of Graphic Design, Allworth Press, 2011.

Recommended Journal and/or Website 重要刊物及网站

1. http://shijue.me/home

3D CREATIVE DESIGN FOUNDATION

三维创意基础

3D Creative Design Foundation, a specialized core course with 4 credits and 72 teaching hours. This course is using simple materials to training students' 3D structure and spatial imagination. Requires students to analysis the 3D objects, deconstructing and restructuring it in a creative way to build up a new form. To improve students' ability of the three-dimensional structure, image thinking ability and imagination ability. Provide a wide range of design inspiration for creative design and design foundation for future.

三维创意基础是产品设计（2+2 中外联合培养双学位）专业的专业核心课，共 4 学分，72 学时。本课程利用单纯的材料来进行立体构造和空间思维的训练，要求学生对立体形态进行科学的解剖，解构重组，创造出新的形态。提高学生的立体构造能力、形象思维能力、艺术想象能力。为设计创作提供广泛的构思灵感，为学生在今后的三维设计造型和产品设计专业打下一定的基础。

Learning Outcomes 学习目标

Students will have:

- Recognize the basic mechanics of 3D design principles.
- Produce designs of 3D forms that are semantically enriched and aesthetically enhanced.
- Apply the principles of proportion, orientation and color in the design production of 3D forms.
- Visualize 3-dimensionally using models, sketches and drawings.
- Manage form exploration and 3D design process.
- Plan and manage time.
- Give presentations.

学生将会掌握：

- 三维造型的原则。
- 提升三维造型设计的语义及美感。
- 应用比例、造型原则、色彩进行设计。
- 通过模型，草图、效果图可视化三维造型。
- 思考并掌握三维造型的发展过程。
- 时间管理。
- 方案陈述技巧。

Course Contents 学习内容

The teaching content is subdivided in following sections:

- 3D construction introduction.
- Characteristics of the 3D construction.
- Space analysis.
- Final project.

课程内容包括：

- 立体构成基础概论。
- 立体构成的特征。
- 空间的分析。
- 整合项目。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Attendance and homework results in 60%.
   平时成绩占总成绩的 60%。
2. Final project results in 40%.
   结课项目占总成绩的 40%。

Required Reading 必读图书

1. 立体构成教程，俞爱芳 著，浙江人民美术出版社，2004.

Suggested Reading 选读图书

1. 从平面到立体:设计师必备的折叠技巧，保罗.杰克逊 著；朱海辰 译，上海人民美术出版社，2012.
2. 立体构成教程，俞爱芳 著，浙江人民美术出版社，2004.
3. 立体构成训练，俞爱芳、朱鸽翔 著，浙江人民美术出版社，2006.
4. 立体构成，满懿 著，人民美术出版社，2008.
5. Itten, J.(1975), Design and form: The basic course at the Bauhaus, Thames and Hudson, 1975.
6. Wong Wucius (1993), Principles of form & design, Van Nostrand Reinhold Co, 1993.

7. Eaton, M. M, Basic issues in aesthetics, Waveland Press Inc, 1999.
8. Dondis, D. A., A primer of visual literacy, MIT Press, 1973.
9. Norman, D.A., The psychology of everyday things, Basic Books, 1988.

Recommended Journal and/or Website 重要刊物及网站

1. http://shijue.me/home
2. http://www.designboom.com

MODEL MAKING

模型制作与工艺

Model Making, a specialized core course with 2 credits and 36 teaching hours. On completing the course the student should have acquired knowledge of relevant methods and tools in model making. On completing the course the student should have acquired a basic skill in modeling and use it to explore new ideas and testing for more solutions.
模型制作与工艺是产品设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。通过本门课程的学习，学生将会学习到模型制作的相关材料及工具，学生能够掌握基础的模型制作工艺并且可以使用模型去探索更多设计的可能，通过模型去对设计方案进行评估和测试。

Learning Outcomes 学习目标

On completing the course the student should have acquired the ability to use different modeling materials to express their design including from, surface, colour, texture and so on.
Students will have:

- Knowledge of forming skill.
- Knowledge of polishing skill.
- Knowledge of painting skill.
- Knowledge of modeling materials.

在学习过程中，学生将会掌握使用不同的材料制作模型去表达产品的形态，面，色彩，肌理等
学生将会掌握以下模型制作技能：

- 模型塑形工艺。
- 打磨技法。
- 喷漆技法。
- 模型材料的属性。

Course Contents 学习内容

Building prototypes and models is an essential component of any design activity. Product development is a multi-disciplinary effort that relies on prototyping in order to explore new ideas and test them sufficiently before they become actual products. This course for students illustrates how prototypes are used to help designers understand problems better, explore more imaginative solutions. Following an introduction on the purpose of prototyping, specific materials, tools and techniques are examined in detail, with step-by-step tutorials and industry examples of real and successful products illustrating how prototypes are used to help solve design problems. Workflow is also discussed, using a mixture of hands on. Practice material groups:

- Urethane foam (forming, polishing, painting).
- Plaster + silica gel.
- Resin (colour, texture).
- Plastic (ABS).

制作设计原型及模型是设计过程中关键的一环，产品在开发过程需要结合多学科知识的辅助，并且依赖于对设计原型进行测试及评估才能进行实际的投产。因此本门课程向学生展示了不同的设计模型如何帮助设计师在设计过程中对方案进行检测与评估，并且通过模型的塑造去打开思路。本门课程会分步骤的讲解不同的材料对应的模型制作工艺，并且会结合相关的设计案例帮助学生理解。学生在课程中也要按照制作流程亲身实践制作不同材料的模型。
涉及到的模型材料包括：

- 聚氨酯泡沫（塑性、打磨、喷漆）。
- 石膏+硅胶翻模。
- 树脂（调色及肌理处理）。
- 塑料（ABS）。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Attendance and homework results in 70%.
   平时成绩占总成绩的 70%。
2. Final project results in 30%.
   结课项目占总成绩的 30%。

Required Reading 必读图书

1. 设计草图、制图、模型，[日]清水吉治、[日]酒井和平 著；张福昌 译，清华大学出版社，2007.

Suggested Reading 选读图书

1. Bjarki Hallgrimsson, Prototyping and Model making for Product Design, Thames & Hudson, 2012.

Recommended Journal and/or Website 重要刊物及网站

无

DRAWING TECHNIQUES FOR PRODUCT DESIGN

产品设计效果图表现技法

Drawing Techniques for Product Design, a specialized core course with 2 credits and 36 teaching hours. On completing the course the student should have acquired the ability to practice higher level drawing skills such as marker drawing, digital rendering, visual communication. On completing the course the student should have acquired a basic aesthetic awareness and formalize sensitivity in sketching. The student should have acquired experience with the use of different drawing techniques.
产品设计效果图表现技法是产品设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。通过学习本门课程学生将会掌握较高阶的效果图表现技法，例如马克笔效果图表现及电脑辅助效果图表现及其他可视化沟通手段。在完成本门课程后，学生将提高在效果图中对产品形态及表现的审美水平及敏感度，并且获得使用不同技法进行视觉表现的实践经验。

Learning Outcomes 学习目标

On completing the course the student should have acquired knowledge of relevant methods and tools in drawing. The student should have acquired knowledge about the application of different aesthetic effects in two-dimensional expression.
Students will have:

- Knowledge of rendering techniques in sketching.

- Expressing colour and materials.
- Knowledge of product context.

这授课过程中学生将会学习到不同类型的效果图表现技法，并且将他们掌握并使用到二维效果图表现上。
学生将会掌握：

- 手绘效果图表现技法。
- 产品材质及色彩的表现。
- 产品环境表现。

Course Contents 学习内容

The first part of the course covers different rendering techniques in sketching, students will be introduced how to use marker and colour pencil to express product.
The second part of the course will introduce how to draw explanatory sketches and persuasive sketches. Students will practice the ability to communicate the function or story of the product. This part shows sketches created in order to illustrate concepts or proposed design solutions. They will also learn to express the mood and emotional values of a product and use it to convince an audience.

The teaching content is subdivided in following sections:

- Colour basics.
- Glossy and matt.
- Transparency.
- Metal.
- Adding product details.
- Digital sketching (Adobe photoshop / Illustrator).

制作本门课程第一部分将会重点介绍手绘效果图常用的渲染表现技法，包括使用马克笔和彩铅去进行产品效果图表现。
第二部分介绍如何绘制说明性效果图及说服性效果图。学生将会通过练习去掌握产品外观及语义的表现，通过案例讲解帮助学生掌握使用效果图去进行概念展示及设计提案的相关技巧。
教学内容将分为以下几个模块：

- 色彩表现基础。
- 粗糙与光滑材质表现。
- 透明材质表现。
- 金属材质表现。
- 产品细节表现。
- 计算机渲染效果图技法(Adobe photoshop / Illustrator)。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Attendance and homework results in 70%.
   平时成绩占总成绩的 70%。
2. Final project results in 30%.

结课项目占总成绩的 30%。

Required Reading 必读图书

1. 产品手绘与创意表达，［荷］库斯·艾森、［荷］罗丝琳·斯特尔 著，王玥然 译，中国青年出版社，2012.

Suggested Reading 选读图书

1. Koos Eissen & Roselien Steur, Sketching: The Basics, BIS Publishers, 2011.
2. Koos Eissen & Roselien Steur, Sketching, Bis Publishers, 2012.

Recommended Journal and/or Website 重要刊物及网站

1. http://www.designboom.com
2. http://www.dezeen.com
3. http://www.core77.com

DEVELOPMENT OF ART AND DESIGN

设计史

Development of Art and Design, a specialized core course with 2 credits and 36 teaching hours. This course on the history of modern design as the center, to master design history development venation and every stage, to understand the turning stage of the modern design, undertake relations, to understand the cause of formation and development of modern design and today and future design trends; to understand the national characteristics of modern design, style and its cause of formation, to feel the inherent relationship between national culture and design; to recognize outstanding masterpieces in the history of design, understand the meaning and historical significance.

设计史是产品设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程以现代设计史为中心，掌握设计史发展脉络和每一阶段重要内容，了解近现代设计各转折阶段的承接关系，理解现代设计的形成、发展的原因及今日、今后的设计动向；理解设各国的现代设计特征、风格及其形成原因，从中感受民族文化与设计的内在关联性；熟知世界设计史中重要的优秀名作，理解其中表达的含义与历史意义。

Learning Outcomes 学习目标

Students will have:

- Knowledge of modern design history context and each time the designer's design principle and classic works.
- Knowledge of understanding the factors that promote the development of design art and the law of design development.
- Knowledge of analyzing design language, feeling and thinking about how to design the basic elements of creative application.
- Knowledge of improving the students' ability to appreciate and evaluate the excellent design.

学生将会掌握：

- 通过整体性理解认识掌握现代设计史发展脉络，掌握各个历史时期重要设计家的设计思想和历史经典作品，全面提高设计史论知识与修养。
- 中西文字体设计的基本原则和概念。
- 从本质上理解促进设计艺术发展的因素和设计学科的发展规律。
- 引导学生参与分析设计语言，感受、思考设计家对造型设计基本要素的创造性应用。
- 提高学生对优秀设计的鉴赏与评价能力。

Course Contents 学习内容

The teaching of this course combines theory with practice:

- Modern design and modern design education, the beginning of modern design，the movement of art and crafts.
- New art movement.
- Eruption of modernism design.
- Bauhaus.
- The rise of industrial design, the rise of professional designers.
- Post-war reconstruction and design.
- Design diversity.

课程内容包括：

- 现代设计和现代设计教育、现代设计的萌芽、工艺美术运动。
- 新艺术运动。
- 现代主义设计的萌起。
- 包豪斯。
- 工业设计的兴起、职业化设计师的兴起。
- 战后重建与设计。
- 设计多元化。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Attendance, group operations and personal operations in 50%.
   平时成绩占总成绩的 50%，内容包括：考勤、课堂表现、小组作业加个人作业。
2. Final exam in 50%.
   期末考试占总成绩的 50%。

Required Reading 必读图书

1. 世界现代设计史，王受之 著，中国青年出版社，2002.

Suggested Reading 选读图书

1. 工业设计史，何人可 著，高等教育出版社，2000.
2. 现代设计史，[美]大卫·瑞兹曼 著；若斓达·昂 译，中国人民大学出版社，2013.
3. David Raizman, History of Modern Design, Laurence King Publishing 2nd Revised edition, 2003.

Recommended Journal and/or Website 重要刊物及网站

1. http://www.designishistory.com

COMPUTER AIDED DESIGN II

计算机辅助设计 II

Computer Aided Design II, a specialized core course with 2 credits and 36 teaching hours. This course mainly includes the Rhino 3D modeling and Keyshot rendering software two parts, Through the software interface, basic commands in detail and related case introduction and explanation, so that the students can extrapolate, grasp different modeling ideas and methods.

计算机辅助设计II是产品设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程主要包括 Rhino 三维建模和 Keyshot 渲染软件两部分，通过对软件基本界面、详细命令及相关案例的介绍及讲解，使学生能够举一反三，领会不同的建模思路及方法。

Learning Outcomes 学习目标

Students will have:

- The application of Rhino basic tool.
- Rhino modeling ideas and methods.

- The application of Keyshot basic tool.
- Keyshot different material rendering techniques.

学生将会掌握：

- Rhino 基本工具的应用。
- Rhino 建模思路及方法。
- Keyshot 基本工具的应用。
- Keyshot 不同材质的渲染技巧。

Course Contents 学习内容

The teaching content is subdivided in following sections:

- Introduce the Rhino interface and commands.
- Simple model (dice/bin, etc.).
- Surface modeling case (mouse/trash cans, etc.).
- Introduce the Keyshot interface and commands.
- Keyshot render training.

教学内容可划分为如下部分：

- Rhino 操作界面及命令介绍。
- 简单模型制作（骰子 / 收纳箱等）。
- 曲面建模案例（鼠标 / 垃圾桶等）。
- Keyshot 操作界面及命令介绍。
- Keyshot 渲染训练。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Usually results in 50%, including: attendance, classroom performance, classroom tests.
   平时成绩占总成绩的 50%，内容包括：考勤、课堂表现、课堂练习。
2. The final score in 50%, including: completed training, 180 minutes exam.
   期末成绩占总成绩的 50%，内容包括：每人独立完成课堂训练 ，180 分钟考试。

Required Reading 必读图书

1. Rhino 4.0 完全实例教程，叶德辉、刘伟元 著，科学出版社，2010.

Suggested Reading 选读图书

1. RHINOCEROS & GRASSHOPPER 参数化建模，曾旭东、王大川、陈辉 著，华中科技大学出版社，2011.

Recommended Journal and/or Website 重要刊物及网站

1. http://www.51zixue.net

INTRODUCTION TO ERGONOMICS

人机工程学

Introduction to Ergonomics, a specialized core course with 3 credits and 54 teaching hours. This course is mainly divided into theory teaching and practical project. The ergonomics of the teaching process, fully consider the man-machine relationship between each factor and product design. Discussing man-machine case, hand tool design and man and environment issues, such as project investigation and analysis. Practice project requires a 1:1 model to verify the rationality of the product.

人机工程学是产品设计（中外联合培养双学位）专业的专业核心课，共 3 学分，54 学时。本课程主要分为理论部分和实践项目。在人机工程学的教学过程中，充分考虑到人机各要素与产品设计之间的联系，讨论人机案例、手握式工具设计和人与环境等问题的同时，需进行项目调查和分析。实践项目则需要以 1：1 模型来验证产品的合理性。

Learning Outcomes 学习目标

Students will have:

- Understand the development of ergonomics and daily life application in product design.
- To master the basic data of human body size and application methods.
- Understanding of the importance of human perception, psychological and behavioral characteristics in product design.
- To master the basic principles of hand type tool design.
- Basic knowledge of the field of vision, visual field and eyesight, display instrument designed ergonomics factors, etc.
- Life space and the human body size, product design and the use environment.

学生将会掌握：

- 了解人机工程学的发展历程及日常生活在产品设计中的应用。
- 掌握人体尺寸的基本数据及应用方法。
- 了解人体感知、心理与行为特征在产品设计中的重要性。
- 掌握手握式工具设计的基本原则。
- 视野、视区与视力的基本知识、显示仪表设计的人机学因素等。
- 生活空间与人体尺寸、产品设计与使用环境。

Course Contents 学习内容

The teaching content is subdivided in following sections:
Theory teaching

- Overview of ergonomics.
- Human body size and its application method.
- Human perception, psychology and behavior characteristics.
- Hand type tool design.

- Display and control design.
- Human being and environment.

Practice project

- Tables and chairs design (bicycle).
- Product improvement design related to the hand.
- The man-machine system project design.

教学内容可划分为如下部分：
理论讲授

- 人机工程学概论。
- 人体尺寸及其应用方法。
- 人体感知、心理与行为特征。
- 手握式工具设计。
- 显示与操纵设计。
- 人与环境。

实践项目

- 桌椅设计（自行车测量）。
- 与手有关的产品改良设计。
- 人机系统课题设计。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.

通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Attendance, group operations and personal operations in 50%.
   平时成绩占总成绩的 50%，内容包括：考勤、课堂表现、小组作业加个人作业。
2. Final exam in 50%.
   期末考试占总成绩的 50%。

Required Reading 必读图书

1. 人机工程学，丁玉兰 著，北京理工大学出版社，2011.

Suggested Reading 选读图书

1. 工业设计应用人机工程学，胡海权 著，辽宁科学技术出版社，2013.

2. Pamela McCauley-Bush, Ergonomics: Foundational Principles, Applications, and Technologies, CRC Press, 2011.

PRODUCT DESIGN BASICS I

产品设计基础 I

Product Design Basics I, a specialized core course with 3 credits and 54 teaching hours. This course by the theory of "creative thinking method" explain, to enable students to master the creative design thinking method, expanded its design perspective, enrich the ability of design thinking and exploring, study how to identify and define problem preliminary, use "the creative thinking method" effectively in product design, provide an effective solution to solve the problem which we have defined, so as to help the students to improve the creativity of the design.

产品设计基础 I 是产品设计（2+2 中外联合培养双学位）专业的专业核心课，共 3 学分，54 学时。本课程通过对创意思维方法的理论讲解，使学生掌握设计创意思维方法、扩展其设计视角、丰富其设计思考与探索能力，初步学习如何发现问题和定义问题，将创意思维方法有效的用于产品设计中，有效地解决所定义的问题，从而帮助学生提高

设计创新能力。

Learning Outcomes 学习目标

Students will have:

- Knowledge of creative thinking method of product design.
- Knowledge of extending design perspective.
- Knowledge of design thinking and exploration ability.
- Knowledge of design innovation ability.

学生将会掌握：

- 产品设计创意思维方法。
- 扩展设计视角。
- 设计思考与探索能力。
- 设计创新能力。

Course Contents 学习内容

This course by the theory of “creative thinking method” explain, to enable students to master the creative design thinking method, expanded its design perspective, enrich the ability of design thinking and exploring, study how to identify and define problem preliminary, use “the creative thinking method” effectively in product design, provide an effective solution to solve the problem which we have defined, so as to help the students to improve the creativity of the design.
The teaching of this course combines theory with practice:

- Training and expression of product thinking.
- Expression of design thinking.
- How to use creative thinking method in product design.
- Project design issues.

本课程通过对“创意思维方法”的理论讲解，使学生掌握设计创意思维方法、扩展其设计视角、丰富其设计思考与探索能力，初步学习如何发现问题和定义问题，将创意思维方法有效的用于产品设计中，有效地解决所定义的问题，从而帮助学生提高设计创新能力。
课程内容包括：

- 产品思维训练与表达。
- 设计思维的表达方式。
- 如何将创意思维方法有效的用于产品设计中。
- 项目设计课题。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Usually results in 30%, including: attendance, classroom performance, classroom notes.
   平时成绩占总成绩的 30%，内容包括：考勤、课堂表现、课堂笔记。

2. The final score in 70%, including: group operations and personal operations, PPT report.
期末成绩占 70%，内容包括：小组作业加个人作业，PPT 汇报。

Required Reading 必读图书

1. 产品创意思维方法，白晓宇 著，西南师范大学出版社，2008.

Suggested Reading 选读图书

1. 设计思维，刘静伟 著，化学工业出版社，2014.
2. Gavin Ambrose, Paul Harris, Design Thinking, AVA Publishing SA, 2002.

Recommended Journal and/or Website 重要刊物及网站

1. http://www.designboom.com
2. http://www.dezeen.com
3. http://www.core77.com

GRAPHIC AND LAYOUT DESIGN

平面设计

Graphic and Layout Design, a specialized core course with 2 credits and 36 teaching hours. The course is aim to training student's design abilities, base on the knowledge of information classification, layout design elements, typography and layout structure forming. In order to lay a foundation for student's project present and display in future.

平面设计是产品设计（中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程主要在学生对优先信息分类、版式设计要素、版式结构和版式细节整理形成基本理解的基础上，训练培养学生的版式设计能力，为产品设计专业学生日后的学习与设计生活中的项目表达与项目展示打下基础。

Learning Outcomes 学习目标

Students will have:

- Knowledge of the historical and conceptual basis of Latin and Chinese typography.
- Knowledge of typographic concepts and principles.
- Knowledge in the classifications of typefaces.
- Knowledge of the writing and set of rules and their application in the layout.
- Knowledge of typographic technical vocabulary.
- Understanding and practical knowledge of the importance of typography for the plot area brand design and brand communication.
- Instrumental and methodological expertise for analyzing typographic elements and the conception and realization own textual-pictorial designs for the brand context.

学生将会掌握：

- 中西文字体的基本历史和概念。
- 中西文字体设计的基本原则和概念。
- 中西文字体的分类，及类别特征和用途等。
- 不同字体在书写，版式排版应用时的规律和原则。
- 中西文字体的专业词汇。
- 能够在品牌设计和品牌传播的工作中得到全面的理解和应用。
- 能够运用专业知识分析字体设计，排版及其它应用。
- 能够在品牌环境下，完成文字和图像的设计工作。

Course Contents 学习内容

Layout design course is the basic needs of product design students. The course is aim to training student's design abilities, base on the knowledge of information classification, layout design elements, typography and layout structure forming. In order to lay a foundation for student's project present and display in future.
The teaching content is subdivided in following sections:

- Introduction to layout design.
- Structure of layout design.
- Typography in layout design.
- Image and graph in layout design.
- Final project.

本课程针对产品设计专业学生的设计学习与工作需要，从版式设计中选取必须的内容进行针对教学。在学生对优先信息分类、版式设计要素、版式结构和版式细节整理形成基本理解的基础上，训练培养学生的版式设计能力，为产品设计专业学生日后的学习与设计生活中的项目表达与项目展示打下基础。
课程内容包括：

- 版式设计概述。
- 版式设计中的结构体系。
- 版式设计中的 文字与段落。
- 版式设计中的图像。
- 版式设计实践项目。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.

通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Attendance and homework results in 60%.
   平时成绩占总成绩的 60%。
2. Final project results in 40%.
   结课项目占总成绩的 40%。

Required Reading 必读图书

1. 版式设计原理，[日] 佐佐木刚士 著；中国青年出版社，2007.

Suggested Reading 选读图书

1. 设计几何学 -关于比例与构成的研究，[美] 伊拉姆 著；李乐山 译，中国水利水电出版社，2003.
2. 美国版面编排设计教程，[美] 伊拉姆 著；王毅 译，上海人民美术出版社，2009.
3. 设计元素——平面设计样式，[美] 蒂莫西·萨马拉 著；齐际，何清新 译，广西美术出版社，2008.
4. 栅格系统与版式设计，[美] 伊拉姆 著；王昊 译，上海人民美术出版社，2006.
5. 版面设计的原理，[日] 伊达千代 著；周淳 译，中信出版社，2011.
6. 字体故事，[英] 西蒙·加菲尔德 著；吴涛、刘庆 译，电子工业出版社，2013.
7. 字体传奇，拉斯•缪勒 著；李德庚 译，重庆大学出版社，2013.
8. 西文字体，[日] 小林章 著；刘庆 译，中信出版社，2015.
9. 字型之不思议，[日] 小林章 著；脸谱（城邦）出版社，2013.
10. 字型散步，［台湾］柯志杰，脸谱（城邦）出版社，2014.
11. Unlimited Page -Innovations in Layout Design, SANDU Cultural Media Ltd, 2011.
12. Ellen Lupto, Thinking with Type, Princetion Architectural Press, 2004.
13. Kimberly Elam, Grid Systems, Princeton Architectural Press, 2004.
14. John Kane, Type Primer, Laurence King, 2011.

Recommended Journal and/or Website 重要刊物及网站

1. http://shijue.me/home

PHOTOGRAPHY FOUNDATION

摄影基础

Photography Foundation is a compulsory course for art design specialty. It is 2 credits and 36 hours.
摄影基础是产品设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时，以艺术实践为主。

Learning Outcomes 学习目标

In the lecture is the history of photography, the basic principle and technology basic law, using art practice, enable students to

master basic skills of shooting, at the same time, direct experience, gradually transformed into personal experience, and then seek to create a personalized direction.
在讲解摄影的历史、基本原理及技术基本规律时，以艺术实践为主，使学生掌握基本拍摄技能，同时获得直接感受，逐渐转化成个人经验，进而寻求个性化的创作方向。

Course Contents 学习内容

第一部分 摄影概述及摄影基础知识 Part1.summery of photography and basic knowledge of photography	1.摄影的历史 2.摄影工具与载体 1.history of photography 2.photography tools& carrier
第二部分 摄影基本技术 Part2. The basic technology	摄影的画质、技巧 quality &technique 摄影的曝光控制 Exposure control 影调调节与相机的技术表现 Tone adjustment and technical performance
第三部分 影像的表现和拓展 Part3. Imaging performance And development	摄影的画面构成元素及表现 Photography composition elements and performance 摄影的创作理念和方法 Creative ideas and methods 影像的构成规律 Image form law 创造性画面的拍摄与摄影观念的表达 Creative picture photographing and the concept expression

Knowledge and Competence 知识能力

知识结构	摄影道具 Photography props	1.了解摄影技术的诞生和发展阶段、相机的构造原理、传统胶片与数字成像的特性 2.了解相机的调节、拍摄模式、EV 补偿、感光度、白平衡等原理 1. Understand the birth of photography technology and the development stage, the camera's structure principle and characteristics of the traditional film and digital imaging 2. Understand the adjustment of the camera, shooting mode, EV compensation, such as ISO, white balance principle
	影像表现 Imaging expression	1.了解构成影像的各种创造性元素、艺术语言及观念摄影的表现形式、特征 2.了解影像的视觉导向、平衡、结构、人文的表现 1. Of various types of creative elements, constitute the image art manifestation, characteristics of language and conceptual photography 2. Understand the visual image orientation, balance, structure, the performance of the humanities
能力结构	影像艺术表现能力 artistic performance ability	具有拍摄技能与影像创作表现能力 Performance and image creation ability with shooting skills

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1]《美国摄影教材》 Jin Stone 著，吉林摄影出版社

[2]《大学摄影基础教程》 彭国平 著，浙江摄影出版社，2009-03

[3]《基础摄影》 刘智海 著，上海人民美术出版社，2013-04

Suggested Reading 选读图书

[1]《数码摄影教程》 董河东 著，中国电力出版社,2012-09

PORTFOLIO DESIGN

作品集设计

Portfolio Design, a specialized core course with 1 credit and 18 teaching hours. The course is aim to training student's design abilities, base on the knowledge of information classification, layout design elements, typography and layout structure

forming. In order to help students improve the skills of presenting their own design works.
作品集设计是产品设计（2+2 中外联合培养双学位）专业的专业核心课，共 1 学分，18 学时。本课程主要在学生对优先信息分类、版式设计要素、版式结构和版式细节整理形成基本理解的基础上，训练培养学生的展现个人设计作品能力，为产品设计专业学生日后的学习与设计生活中的项目表达与项目展示打下基础。

Learning Outcomes 学习目标

Students will have:

- Knowledge of the writing and set of rules and their application in the layout.
- Portfolio information arrangement logic.
- Skill to make the layout design style uniform.
-

学生将会掌握：

- 不同字体在书写，版式排版应用时的规律和原则。
- 作品集编排逻辑。
- 作品集版式设计风格统一。

Course Contents 学习内容

Layout design course is the basic needs of product design students. The course is aim to training student’s portfolio design abilities, base on the knowledge of information classification, layout design elements, typography and layout structure forming. In order to lay a foundation for student’s project present and display in future.
The teaching content is subdivided in following sections:

- Structure of portfolio layout design.
- Typography in portfolio design.
- Images and graphics in portfolio layout design.
- Portfolio binding design.

在学生对优先信息分类、版式设计要素、版式结构和版式细节整理形成基本理解的基础上，训练培养学生的作品集设计能力，为产品设计专业学生日后的学习与设计生活中的项目表达与项目展示打下基础。
课程内容包括：

- 作品集设计中的结构体系。
- 作品集设计中的文字与段落。
- 作品集设计中的图像处理。
- 作品集的装帧设计。

Learning Methods/Tips 学习方法

5. Read required and suggested reading list before class.
   提前阅读必读书目。
6. Participate actively in class activities.
   积极参与课堂练习和讨论。
7. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
8. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

3. Attendance and homework results in 20%.
   平时成绩占总成绩的 20%。
4. Final project results in 80%.
   结课项目占总成绩的 80%。

Required Reading 必读图书

1. 版式设计原理，[日] 佐佐木刚士 著；中国青年出版社，2007.

Suggested Reading 选读图书

1. 设计几何学 -关于比例与构成的研究，[美] 伊拉姆 著；李乐山 译，中国水利水电出版社，2003.
2. 美国版面编排设计教程，[美] 伊拉姆 著；王毅 译，上海人民美术出版社，2009.
3. 设计元素——平面设计样式，[美] 蒂莫西·萨马拉 著；齐际，何清新 译，广西美术出版社，2008.
4. 栅格系统与版式设计，[美] 伊拉姆 著；王昊 译，上海人民美术出版社，2006.
5. 版面设计的原理，[日] 伊达千代 著；周淳 译，中信出版社，2011.

15.

Recommended Journal and/or Website 重要刊物及网站

1. http://shijue.me/home

MATERIAL AND PROCESSING

材料与加工工艺

Material and Processing, a specialized core course with 2 credits and 36 teaching hours. On completing the course the student should be able to perform material research, Students will also learn to recognize different types of wood, plastic, metal, ceramics and glass. They will be able to choose the appropriate material for their design in their future study base on the study

of manufactory process.
材料与加工工艺是产品设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。通过本门课程，学生将通过对材料的调研及实践，掌握不同材料的特性，包括木材、塑料、金属、陶瓷及玻璃等。通过对生产工艺的学习，学生能够根据自己的设计去选择合适的材料，帮助他们在未来的学习中更好的完善设计。

Learning Outcomes 学习目标

Students will have learned how to choose the right material for the task based on:

- Function (may depend on various material parameters such as weight, conductivity etc.)
- Sustainability
- Production
- Price / economy
- Aesthetics
- Durability
- Formability
- Mechanical properties

在完成本门课程后学生将能够根据以下几点对自己的设计选择合适的材料：

- 功能
- 可持续性
- 生产方式
- 成本
- 美学考量
- 耐久性
- 可成形性
- 机械性能

Course Contents 学习内容

Student will acquire knowledge of various material properties such as:

- The relationship between stress, strain and elasticity.
- Concepts such as yield strength, strength, elastic and plastic strain, ductile and brittle fracture etc.
- The material's mechanical properties (compressive and tensile, shear and bending, impact).
- The materials' electrical resistance / conductivity.
- Materials in different phases, melting point and boiling.
- Materials heat capacity.

- The materials' ability to isolate or conduct heat.
- Thermal expansion.
- Density etc.

Students should also have acquired knowledge of some relevant material properties related to the following material groups:

- Metals (steel, aluminum, magnesium)
- Natural materials (wood, cardboard, etc.)
- Mineral materials (brick, concrete etc.)
- Artificial materials (plastics, composites, etc.)
- Smart materials, textiles

本门课程将会讲解不同的材料特性及相关的生产制作工艺：

- 成型技术：吹制、吹塑、挤出成型、旋转成型、离心铸造、机械加工、热弯热压、模压、泡沫成型、锻造、嵌件成型、CNC 雕刻成型、3D 打印等；
- 材料的切割：铣切、模切、水流切割、电火花、激光切割等；
- 材料与材料的连接：电弧焊、超声波焊接、震动焊接、编织、榫卯结构等；
- 表面处理工艺：喷涂、粉末涂层、阳极氧化、模内装饰与模外装饰、丝网印刷、光蚀刻、玻璃雕刻、水转印等。

材料部分知识内容：

- 金属
- 自然材料
- 矿物材料
- 新型材料

其中，在任何一种加工工艺的讲解中均需对其适用场合、工艺优点与缺点进行阐述，必要时应当横向比较一些近似工艺的异同，以帮助学生理解。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Usually results in 30%, including: attendance, classroom performance, classroom notes.
   平时成绩占总成绩的 30%，内容包括：考勤、课堂表现、课堂笔记。
2. The final score in 70%, including: completed training, 180 minutes exam.
   期末成绩占总成绩的 70%，内容包括：每人独立完成课堂训练 ，180 分钟考试。

Required Reading 必读图书

1. 欧美工业设计顶尖材料创意-金属，[英] 克里斯.莱夫特瑞；杨继栋、宫力 译，上海人民美术出版社，2007.
2. 欧美工业设计顶尖材料创意-塑料，[英] 克里斯.莱夫特瑞；杨继栋、宫力 译，上海人民美术出版社，2007.
3. 欧美工业设计顶尖材料创意-陶瓷，[英]克里斯.莱夫特瑞；杨继栋、宫力 译，上海人民美术出版社，2007.
4. 欧美工业设计顶尖材料创意-木材，[英]克里斯.莱夫特瑞；杨继栋、宫力 译，上海人民美术出版社，2007.
5. 欧美工业设计顶尖材料创意-玻璃，[英]克里斯.莱夫特瑞；杨继栋、宫力 译，上海人民美术出版社，2007.

Suggested Reading 选读图书

1. Rob Thompson, Manufacturing Processes for Design Professionals, Thames & Hudson, 2007.
2. Chris Lefteri, Making It: Manufacturing Techniques for Product Design, Laurence King, 2007.

Recommended Journal and/or Website 重要刊物及网站

1. http://www.designboom.com

PRODUCT DESIGN BASICS II

产品设计基础 II

Product Design Basics II, a specialized core course with 3 credits and 54 teaching hours. This course on the product semantics based, focusing on from semiotics, communication science, cognitive psychology angle, in studying the symbolic significance of product form in using of the environment, to enable students to understand and master the new design thinking angle and keen powers of observation, in order to upgrade from perceptual knowledge to rational knowledge, and help the students to improve their innovation ability.

产品设计基础 II 是产品设计（2+2 中外联合培养双学位）专业的专业核心课，共 3 学分，54 学时。这个课程以产品语义学为基础， 侧重于从符号学、传播学、认知心理学的角度，研究产品形态的使用环境中的象征意义，使学生通过学习了解并掌握新的设计思考的角度和敏锐的观察力，使学生从感性认识提升到理性认识，帮助学生提高设计的创新能力。

Learning Outcomes 学习目标

Students will have:

- Knowledge of the symbolic significance of the use of the product form.
- Understanding the relationship between product semantics and product design.
- Understanding the use of product semantics, looking for product design opportunities.
- Knowledge of new thinking and keen observation.
- Knowledge of expanding ideas, improving the innovation ability of the design.

学生将会掌握：

- 产品形态的使用环境中的象征意义。
- 理解产品语义与产品设计的关系。
- 懂得利用产品语义，寻找产品设计机会点。
- 新的设计思考的角度和敏锐的观察力。
- 扩展思路，提高设计的创新能力。

Course Contents 学习内容

This course on the product semantics based, focusing on from semiotics, communication science, cognitive psychology angle, in studying the symbolic significance of product form in using of the environment, to enable students to understand and master the new design thinking angle and keen powers of observation, in order to upgrade from perceptual knowledge to rational knowledge, and help the students to improve their innovation ability.

The teaching of this course combines theory with practice:

- Product semantics.
- Product extension semantics and semantic meaning.
- Research methods of product semantics.
- Rhetorical devices in the application of product semantics.
- The application of product semantics in product design.
- Design project.

这个课程以产品语义学为基础，侧重于从符号学、传播学、认知心理学的角度，研究产品形态的使用环境中的象征意义，使学生通过学习了解并掌握新的设计思考的角度和敏锐的观察力，使学生从感性认识提升到理性认识，帮助学生提高设计的创新能力。

教学内容可划分为如下部分：

- 产品语义学概述。
- 产品外延语义与内涵语义。
- 产品语义的研究方法。
- 修辞手法在产品语义传达中的运用。
- 产品语义在产品设计中的应用。
- 项目设计课题。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
提前阅读必读书目。
2. Participate actively in class activities.
积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Usually results in 30%, including: attendance, classroom performance, classroom notes.
平时成绩占总成绩的 30%，内容包括：考勤、课堂表现、课堂笔记。
2. The final score in 70%, including: group operations and personal operations, project design results and PPT report.
期末成绩占 70%，内容包括：小组作业加个人作业，项目设计成果及 PPT 汇报。

Required Reading 必读图书

1. 产品语义设计，高力群 著，机械工业出版社，2010.

Suggested Reading 选读图书

1. 产品形态设计语义与传达，戴端 著；吴卫 译，高等教育出版社，2010.
2. Creative Product Design, Sendpoints, 2013.
3. Cool Product Design: Designerbooks, Designerbooks press, 2014.

Recommended Journal and/or Website 重要刊物及网站

1. http://www.designboom.com
2. http://www.dezeen.com
3. http://www.core77.com

产品设计基础 III

Product Design Basics III, a specialized core course with 3 credits and 54 teaching hours. Through the case analysis of products of daily life, to understand the characteristics, principle, composition of elements, the basic requirements of product design, and to master the esthetics principle, constitution principle in product shape design. The course chose the daily products as design project, training students to learn how to apply the product modeling theory to design practice.

产品设计基础 III 是产品设计（2+2 中外联合培养双学位）专业的专业核心课，共 3 学分，54 学时。本课程通过对日常生活产品进行案例分析，使学生了解产品造型设计的特征、原则、组成要素、基本要求等，掌握产品形态设计中的美学法则、构成原理等，选择日常生活产品作为设计选题，培养学生将所学的产品造型理论应用到设计实践中。

Learning Outcomes 学习目标

Students will have:

- Related concepts of product modeling design.
- Knowledge of the relevant theoretical knowledge.
- Knowledge of mastering the connection between the design and the related factors.
- Innovation design ability of product modeling.

学生将会掌握：

- 产品造型设计的相关概念。
- 掌握美感的相关理论知识。
- 掌握造型设计与相关各要素之间的联系。
- 产品造型的创新设计能力。

Course Contents 学习内容

Through the case analysis of products of daily life, to understand the characteristics, principle, composition of elements, the basic requirements of product design, and to master the esthetics principle, constitution principle in product shape design. The course chose the daily products as design project, training students to learn how to apply the product modeling theory to design practice.

The teaching of this course combines theory with practice:

- Industrial products design features, principles, elements, basic requirements, etc.
- Aesthetic principles of industrial product modeling design.
- Industrial products form / color / decoration / material design.
- Design project.

通过对日常生活产品进行案例分析，了解产品造型设计的特征、原则、组成要素、基本要求等，掌握产品形态设计中的美学法则、构成原理等，选择日常生活产品作为设计选题，培养学生将所学的产品造型理论应用到设计实践中。

教学内容可划分为如下部分：

- 工业产品造型设计的特征、原则、组成要素、基本要求等。
- 工业产品造型设计的美学法则。
- 工业产品的形态 / 色彩 / 装饰 / 材料等设计。
- 设计项目实践。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。

3. Take notes in class and review course content after class.
做课堂笔记和课后复习。

4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Usually results in 30%, including: attendance, classroom performance, classroom notes.
平时成绩占总成绩的 30%，内容包括：考勤、课堂表现、课堂笔记。

2. The final score in 70%, including: group operations and personal operations, project design results and PPT report.
期末成绩占 70%，内容包括：小组作业加个人作业，项目设计成果及 PPT 汇报。

Required Reading 必读图书

1. 产品造型设计原理与方法，陈士俊 著，天津大学出版社，1994.

Suggested Reading 选读图书

1. Alex Milton & Paul Rodgers, Research Methods for Product Design, Laurence King Publishing, 2013.
2. 产品造型设计，赵得成 著，海洋出版社，2010.
3. 工业产品形态美学教程，孙岚 著，广西美术出版社出版社，2009.
4. 工业产品造型设计，袁涛 著，北京大学出版社，2011.

Recommended Journal and/or Website 重要刊物及网站

1. http://www.designboom.com
2. http://www.dezeen.com
3. http://www.core77.com

DESIGN PSYCHOLOGY

设计心理学

Design Psychology, a specialized core course with 2 credits and 36 teaching hours. This course is built on the basis of psychology, research design and consumer psychology. Through the system taught how to grasp the consumer psychology, consumer behavior follow the laws of such knowledge in a variety of design activities, especially to find out people's psychological state and psychological needs. This course seeks to let students understand the psychological, design psychology and the design process of interaction and influence between them. In order to design marketable products, and ultimately improve customer satisfaction, better achieve the design task.

设计心理学是产品设计（中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程是设计与消费心理学交叉的一门课程，是建立在心理学基础上，研究设计与消费者心理匹配的专题。通过系统讲授在各种设计活动中如何把握消费者心理、遵循消费行为规律等知识，把人们的心理状态，尤其是人们对需求的心理，通过意识作用于设计。课程的任务是通过学习使学生能够了解设计过程的心理和设计主体的心理以及他们之间相互作用、影响，从而掌握创作的基本方向——设计适销对路的产品，最终提升消费者满意度，更好地实现设计这一任务。以双语教学帮助学生掌握本专业课的英语听说读写技能。

Learning Outcomes 学习目标

Students will have:

- Acquired a fundamental and panoramic view of the contemporary design issues in the global context.
- To put forward multiple perspectives to discuss the development of contemporary design from a theoretical approach.
- Apply the psychological paradigms learned to categorize and practice.
- Explain, discuss and predict the development of design directions in a theoretical context.
- Better presentation and communication skills to explain the design process and directions to clients.
- Reflect critically on their learning process.

学生将会掌握：

- 在全球化的背景下对现有产品的产生有一个基础的，概括的理解。
- 从多个角度分析讨论现有产品在社会中的发展。
- 应用心理学理论，分类分析与实践。
- 解释，讨论和预测设计方向发展的理论背景。
- 更好的演讲和沟通能力，向客户解释设计过程和方向，合理分配项目时间。
- 学习过程中的批判性反思。

Course Contents 学习内容

The teaching content is subdivided in following sections:

- Introduction to design and consumer psychology.
- Characteristic of consumer psychology.
- Social and consumer psychology.
- Research and case study.

课程内容包括：

- 设计与消费心理学的基本理论。
- 消费者的个性心理特征。
- 社会群体与消费心理。
- 市场调查与案例分析。

Learning Methods/Tips 学习方法

5. Read required and suggested reading list before class.
提前阅读必读书目。

6. Participate actively in class activities.
积极参与课堂练习和讨论。

7. Take notes in class and review course content after class.
做课堂笔记和课后复习。

8. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

3. Attendance, group operations and personal operations in 50%.
平时成绩占总成绩的 50%，内容包括：考勤、课堂表现、小组作业加个人作业。

4. Final exam in 50%.
期末考试占总成绩的 50%。

Required Reading 必读图书

设计心理学，[美] 诺曼 著；小柯 译，中信出版社，2010.

Suggested Reading 选读图书

1. 社会心理学，[美]戴维·迈尔斯 著；侯玉波，乐国安，张智勇 译，人民邮电出版社，2006.
2. 心理学与生活，[美]格里格·津巴多 著；王垒、王甦 译，人民邮电出版社，2003.
3. Sherman Cochran, Inventing Nanjing Road: commercial culture in Shanghai, 1900-1945, Cornell Univ East Asia Program, 2000.
4. Cross, M. (Ed.) (1996), Advertising and culture: theoretical perspectives, Praeger Publishers Inc, 1996.
5. Featherstone, M. (1995), Undoing culture: globalization, postmodernism and identity, Sage Publications, 1995.

Recommended Journal and/or Website 重要刊物及网站

无

PRODUCT AND INTERACTION DESIGN FOUNDATION

产品交互设计基础

Product and Interaction Design Foundation, a specialized core course with 3 credits and 54 teaching hours. This course focuses on interaction design theory and method of social science teaching, scientific design, ergonomics, computer science basic principle and technology, introduce interaction design concept, user research, process design, evaluation system of product, teaching interaction design process and methods, to guide students to make a product interaction design, training students to use the principle of academic ability and the basic ability of innovative design.

产品交互设计基础是产品设计（2+2 中外联合培养双学位）专业的专业核心课，共 3 学分，54 学时。本课程围绕交互设计学中所涉及的理论方法讲授社会科学，设计科学，人类工程学，计算机科学的基本原理和技术，介绍交互设计学的设计概念、用户调研、流程设计、产品评价体系，讲授交互设计一般流程和方法，引导学生制作完成一个产品交互设计，培养学生运用学术原理的能力和展开设计创新的基本能力。

Learning Outcomes 学习目标

This subject provides students with the knowledge and skills in the following areas:

- By teaching and reading reference books, to uderstand the basic principles of social science, human engineering, and computer science.
- To understand the concept of interaction design.
- Master the basic method and process of interaction design.
- To understand user research, process design, product evaluation system.
- To understand modeling and functional research.
- To understand the development trend of interaction design in various fields.
- To understand the organizational structure and operation process.
- Master interactive design presentation method.

本课程旨在让学生：

- 通过课堂讲授和课后阅读推荐参考书，了解社会科学，人类工程学，计算机科学的基本原理。
- 了解交互设计概念。
- 掌握交互设计的基本方法和流程。
- 了解用户调研，流程设计，产品评价体系。
- 了解产品造型及功能研究方法。
- 了解各领域交互设计的发展趋势。
- 了解组织架构与操作流程。
- 掌握互动式设计展示方法。

Course Contents 学习内容

This course focuses on interaction design theory and method of social science teaching, scientific design, ergonomics, computer science basic principle and technology, introduce interaction design concept, user research, process design, evaluation system of product, teaching interaction design process and methods, to guide students to make a product

interaction design, training students to use the principle of academic ability and the basic ability of innovative design.

Teaching content are as below:

- Interaction design concept.
- User centered Design.
- Interaction design user survey.
- Data statistics and analysis.
- Interaction model.
- Product modeling and functional design.
- Userface design.

本课程围绕交互设计学中所涉及的理论方法讲授社会科学，设计科学，人类工程学，计算机科学的基本原理和技术，介绍交互设计学的设计概念、用户调研、流程设计、产品评价体系，讲授交互设计一般流程和方法，引导学生制作完成一个产品交互设计，培养学生运用学术原理的能力和展开设计创新的基本能力。

教学内容主要包括：

- 交互设计概念。
- 以用户为中心的设计。
- 交互设计用户调研。
- 数据统计与分析。
- 用户模型的建立。
- 产品造型与功能设计。
- 界面设计。
- 互动演示。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

1. Attendance and assignment results in 30%.
   平时成绩占总成绩的 30%。
2. Final project results in 70%.
   结课项目占总成绩的 70%。

Required Reading 必读图书

1. 交互设计指南，塞弗 著；陈军亮 译，机械工业出版社，2010.

Suggested Reading 选读图书

1. About Face3 交互设计精髓，库伯 著；刘松涛 译，电子工业出版社，2012.
2. Bill Moggridge, Designing Interactions, MIT Press, 2006.

Recommended Journal and/or Website 重要刊物及网站

1. http://spec.fm
2. http://thenextweb.com

PRODUCT DESIGN ANALYSIS AND TRENDS

产品设计分析与趋势研究

Product Design Analysis and Trends, a specialized core course with 1 credit and 18 teaching hours. The course enables students to know how to analyze the mainstream design style, pay attention to global technology trends and environmental protection trend, and further understand the driven sectors behind the design trends.

产品设计分析与趋势研究是产品设计（中外联合培养双学位）专业的专业核心课，共 1 学分，18 学时。本课程主要帮助学生扩展思维，使学生懂得如何分析主流设计风格，关注全球科技趋及环境保护动向，并在此基础上进行信息梳理与归纳，并进一步对设计趋势背后看不见的驱动要素有所认识。

Learning Outcomes 学习目标

Students will have:

- Mainstream design style of world wide famous designers and brands.
- Understand the driving factors behind the change of product design: the development of economy, culture, society, materials and processing technology, science and technology.
- Analysis on the future development trend of product design

学生将会掌握：

- 世界知名品牌或设计师的设计造型风格。
- 了解产品设计变化背后的驱动要素：经济、文化、社会、材料与加工工艺、科技的发展。
- 浅析产品设计的未来发展趋势。

Course Contents 学习内容

The teaching content is subdivided in following sections:

- Life aesthetic trends.
- Interactive design trends.
- Trends in fashion, art and technology.
- New trends in design discipline.

课程内容包括：

- 生活美学趋势。
- 交互设计趋势。
- 时尚、艺术与科技的跨界交融趋势。
- 设计学科研究新动向。

Learning Methods/Tips 学习方法

9. Read required and suggested reading list before class.
提前阅读必读书目。

10. Participate actively in class activities.
积极参与课堂练习和讨论。

11. Take notes in class and review course content after class.
做课堂笔记和课后复习。

12. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

5. Attendance, group operations and personal operations in 50%.
平时成绩占总成绩的 50%，内容包括：考勤、课堂表现、小组作业加个人作业。

6. Final exam in 50%.
期末考试占总成绩的 50%。

Required Reading 必读图书

1. 设计趋势之上，[韩]罗建，李妍珠 著；电子工业出版社， 2011.
2. Mark J.Penn, Microtrend, Hachette Book Group USA, 2012.

Suggested Reading 选读图书

1. 失控，[美]凯文•凯利, 东西文库译，新星出版社，2011.

Recommended Journal and/or Website 重要刊物及网站

1. http://www.designboom.com

English I

英语 1

English I, an English foundation module consisting of five courses with total credits of 9 and teaching hours of 216, is offered to the year one students in the first semester. It is designed to help the learners acquire the basics of IELTS four academic modules as well as practical application of English language into daily usage.

Learning Outcomes 学习目标

1. Improve English proficiency in terms of reading, writing, listening and speaking;
2. Understand basic spectrum of knowledge related to four modules of the IELTS exam;
3. Lay solid language skills foundation targeting on practical use of English language and the IETLS exam.

Course Contents 学习内容

English Reading I	1. Language in use 2. Reading skills 3. Reading within context
English Writing I	1. English syntax 2. Writing sample analysis 3. Guided writing
English Listening I	1. Listening strategies 2. Language and cultural tips 3. Topic-related listening
English Speaking I	1. Pronunciation & intonation 2. Language and cultural tips 3. Communication skills 4. Topic-related speaking
English Fundamentals	1. Grammar and Vocabulary 2. Cross-cultural language usage 3. IELTS examination framework

Knowledge and Competence 知识能力

Knowledge	**Vocabulary** • Vocabulary for reading (5000) • Vocabulary for writing (2000) • Vocabulary for listening (2500) • Vocabulary for speaking (2500) **Grammar** • Basic grammatical knowledge Cultural information • Cross-culture knowledge within a variety of English speaking countries
Competence	**Reading** • Ability to read texts on general topics in popular newspapers and magazines published in English-speaking countries at a speed of 70 to 90 wpm (with longer texts for fast reading, the reading speed should be 120 wpm) • Ability to identify main themes and key information using skimming and scanning skills • Ability to understand general texts of various styles, such as introductory and practical reading material **Writing** • Ability to compose writing tasks for general purposes, e.g., describing personal experiences, impression, feelings, or some events, and to undertake practical writing • Ability to draft paragraphs generally addressing IELTS tasks in a progressive organization using appropriate range of vocabulary and sentence structure • Demonstration of employing writing strategies during tasks **Listening** • Ability to follow classroom instructions, everyday conversations, and lectures on general topics • Ability to identify and understand main idea and most of the specific information in common conversations, news clips and lectures of various settings • Demonstration of employing listening strategies during tasks **Speaking** • Ability to conduct English conversations on given topics and discuss in a natural way • Manage to talk about familiar or unfamiliar topics using basic sentence structure and vivid vocabulary in clear articulation and pronunciation • Ability to use basic conversational strategies in dialogue **Self-regulated learning ability** • Goal-setting & self-motivating • Learning-plan making • Self-monitoring and self-assessment

Learning Methods/Tips 学习方法

1. Multimedia-based lecture and discussion
2. Computer- and Web-based practice and interaction
3. Task-based and student-centered language learning

Grading 评估方式

1. Attendance and participation: 50% (Participation includes class discussion, quizzes and presentations etc.)
2. Mid-term exam: 20%
3. Final exam (closed book): 30%

Required Reading 必读图书

1. Snelling, R. (2012). *Get Ready for IELTS-Speaking: IELTS 4+ (A2+)* (Collins English for IELTS). Collins
2. Short, J. (2012). *Get Ready for IELTS-Listening: IELTS 4+ (A2+)* (Collins English for IELTS). Collins
3. Aish, F. (2012). *Get Ready for IELTS-Writing: IELTS 4+ (A2+)* (Collins English for IELTS). Collins
4. Van Geyte, E. (2012). *Get Ready for IELTS-Reading: IELTS 4+ (A2+)* (Collins English for IELTS). Collins
5. Richard, J. C., Hull, J, & Proctor, S. (2012). I*nterchange Level 3 Student's Book*. Cambridge University Press.
6. Guy Brook-Hart, Vanessa Jakeman, & Rawdon Wyatt (2015). *Complete IELTS band 4 to 5*. Cambridge University Presss.

Suggested Reading 选读图书

1. Cambridge ESOL, (2013), *Cambridge IELTS 6 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests)*, Cambridge University Press.
2. Pauline Cullen & Amanda French. (2014) *The Official Cambridge Guide to IETLS*, Cambridge University Press.

Recommended Journal and/or Website 重要刊物及网站

9. http://www.chinaielts.org/
10. http://www.putclub.com
11. http://www.hjenglish.com
12. http://www.bbc.co.uk
13. http://www. nytimes.com

English II

英语 2

English II, an English module consisting of four courses with total credits of 6 and teaching hours of 144, is offered to the year one students in the second semester. It is designed to help the learners in intermediate to advanced IELTS study of four academic modules as well as communicating in an intercultural context.

Learning Outcomes 学习目标

1. Improve English proficiency remarkably in terms of reading, writing, speaking and listening;
2. Employ test-taking strategies in mock and real IELTS exam;
3. Understand knowledge related to four modules of the IELTS exam;
4. Develop English skills progressively;

Course Contents 学习内容

English Reading II	1. Language in use 2. Reading skills 3. Reading and comprehending within context
English Writing II	1. English syntax 2. Writing sample analysis 3. Guided writing 4. Essential writing skills
English Listening II	1. Listening strategies 2. Test-taking strategies 3. Language and cultural tips 4. Topic-related listening
English Speaking II	1. Pronunciation & intonation 2. Language and cultural tips 3. Communication skills 4. Topic-related speaking

Knowledge and Competence 知识能力

Knowledge	**Vocabulary** • Vocabulary for reading (6500) • Vocabulary for writing (2300) • Vocabulary for listening (3500) • Vocabulary for speaking (3500) **Grammar** • Grammatical knowledge **Cultural information** • Cross-culture knowledge within a variety of English speaking countries
Competence	**Reading** • Ability to apply fast reading skills in areas of specialty to get the main idea and important information with a reading speed of about 130wpm and summarize the text within 4-5 sentences • Ability to identify the main ideas and supporting points by skimming skill. • Ability to skim and scan for answers to specific questions or general understanding of the text • Ability to put into use IELTS reading strategies adequately **Writing** • Ability to accomplish all parts of writing tasks for academic purposes within IELTS testing hours. • Ability to use a sufficient range of vocabulary and appropriate cohesive devices to allow some flexibility and precision. • Ability to express opinion with clear main idea, relevant supporting details and appropriate paragraphing • Ability to display some progression in writing with basic cohesive devices, generally correct punctuation and spelling **Listening** • Ability to grasp the central theme and some key information in English lectures, speeches or interviews • Ability to listen to English programs speaking at a speed of 150-180 wpm without much difficulty • Ability to apply IELTS listening strategies adeptly **Speaking** • Ability to give rather complicated topic-related speech fluently and maintain steady flow • Ability to discuss on general questions with basically correct pronunciation, awareness of pronunciation features and attempts to use subordinate structures • Ability to use a wide range of pronunciation features with mixed control and is understood throughout. **Self-regulated learning ability** • Goal-setting & self-motivating • Learning-plan making • Self-monitoring and self-assessment

Learning Methods/Tips 学习方法

1. Multimedia-based lecture and discussion
2. Computer- and Web-based practice and interaction
3. Task-based and student-centered language learning

Grading 评估方式

1. Attendance and participation: 50% (Participation includes class discussion, quizzes and presentations etc.)
2. Mid-term exam: 20%
3. Final exam (closed book): 30%

Required Reading 必读图书

1. GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Enhanced Reading.* Foreign Language Press.
2. GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Beginner Reading.* Foreign Language Press.
3. GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Enhanced Listening.* Foreign Language Press.
4. GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Speaking*. Foreign Language Press.
5. GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Beginner Writing*. Foreign Language Press.

Suggested Reading 选读图书

1. Cambridge ESOL, (2013), *Cambridge IELTS 7 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests)*. Cambridge University Press.
2. O'Connell, S. (2010). *Focus on IELTS*. Pearson Education ESL

Recommended Journal and/or Website 重要刊物及网站

1. http://www.chinaielts.org/
2. http://www.putclub.com
3. http://www.hjenglish.com
4. http://www.bbc.co.uk
5. http://www. nytimes.com

English III

英语 3

English III, an English advanced module consisting of four courses with total credits of 6 and teaching hours of 144, is offered to the year two students in the third semester. It is designed to help the learners acquire in-depth review of IELTS academic reading, writing, listening and speaking knowledge, along with test-taking skills.

Learning Outcomes 学习目标

1. Improve English proficiency remarkably in terms of reading, writing, speaking and listening;
2. Have sufficient English language knowledge for the IELTS exam;
3. Develop English skills progressively;
4. Apply English language skills in English-medium education

Course Contents 学习内容

Advanced English	1. Advanced application of grammar and vocabulary 2. In-depth mastery of English language in native context
Advanced English Listening and Reading	1. Essential listening test-taking strategies 2. IELTS-oriented listening 3. Reading comprehension 4. Reading strategies
Advanced English Writing	1. Essential writing skills 2. Academic writing topics 3. IELTS-oriented writing
Advanced English Speaking	1. IELTS speaking topics 2. Pronunciation & intonation 3. IELTS-oriented speaking

Knowledge and Competence 知识能力

Knowledge	**Vocabulary** • Vocabulary for reading (7000) • Vocabulary for writing (3000) • Vocabulary for listening 4000) • Vocabulary for speaking (4000) **Grammar** • Advanced IELTS test-taking related grammatical knowledge **Cultural information** • Cross-culture knowledge within a variety of English speaking countries

Competence	**Reading** • Ability to read English texts on general and academic topics at a speed of 150 wpm (with longer texts for fast reading, the reading speed should be 180 wpm). • Ability to read English publications related to students' areas of specialty without difficulty. • Ability to answer questions on IETLS Reading module with high accuracy within limited time range. **Writing** • Ability to compose with a clear purpose in a consistent and appropriate tone. • Ability to organize information and ideas with a clear progression and use cohesion naturally without attracting attention. • Ability to use a sufficient range of vocabulary to allow some flexibility and precision. • Ability to use a variety of complex structures. **Listening** • Ability to understand radio and TV programs produced in English-speaking countries and grasp the gist and important details. • Ability to follow talks by people from English-speaking countries given at normal speed, and to understand courses in students' areas of specialty and lectures in English. **Speaking** • Ability to speak at length without noticeable effort or loss of coherence, and use a range of connectives and discourse markers. • Ability to use vocabulary resource flexibly to discuss a variety of topics • Ability to use a range of complex structures with some flexibility. • Ability to use a full range of pronunciation features with precision and subtlety. **Self-regulated learning ability** • Goal-setting & self-motivating • Learning-plan making • Self-monitoring and self-assessment

Learning Methods/Tips 学习方法

1. Multimedia-based lecture and discussion
2. Computer- and Web-based practice and interaction
3. Task-based and students-centered language learning
4. Full-length academic training version practice test

Grading 评估方式

1. Attendance and participation: 50% (Participation includes class discussion, quizzes and presentations etc.)
2. Mid-term exam: 20%
3. Final exam (closed book): 30%

Required Reading 必读图书

1. Jakeman, V. & McDowell, C. (2009). *New Insigth into IELTS Student's Book with answres*. Cambridge University Press.
2. Hafenstein, P. (2014). *Master IELTS 6: Precise Reading*. Xi'an Jiaotong University Press.
3. Patrick Hafenstein. *Master IELTS 4: IELTS Superior Speaking.* Xi'an Jiaotong University Press.
4. Ball, J. (2013). *Master IELTS 3: Listening Leader*. Xi'an Jiaotong University Press.

Suggested Reading 选读图书

1. Cambridge ESOL, (2013), *Cambridge IELTS 9 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests)*. Cambridge University Press.
2. Cambridge ESOL, (2011), *Cambridge IELTS 8 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests)*. Cambridge University Press.
3. Wang, L. (2015). *Voice of Cambridge*. China Renmin University Press.
4. Shen, X. (2015). *Pat's Ten-Day Step –by-Step Guide to the IELTS Writing Test*. China Mahine Press.
5. Shen, X. (2015). *Pat's Ten-Day Step –by-Step Guide to the IELTS Speaking Test*. China Mahine Press.

Recommended Journal and/or Website 重要刊物及网站

1. http://newhorizon.bnuep.com
2. http://www.bbc.co.uk
3. http://www.cnn.com
4. http://www. nytimes.com

第三部分 产品设计（2+2 中外联合培养双学位）专业升学和就业指导

升学指导
OVERSEAS STUDY GUIDANCE

After completing first two years' courses, students can apply for the overseas cooperative universities to continue undergraduate degree programmes. The admission conditions should be in accordance with the requirements of each cooperative university.
学生完成前两年课程学习后，应申请到国外合作大学继续攻读并完成本科学位课程。合作院校的入学要求根据当年实际情况而定。

就业指导
OVERSEAS STUDY GUIDANCE

Career outlook 就业方向
Students could be employed in enterprises, institutions and other design companies, engaging in industrial design, product development, research and management, and could also engage in product design, visual communication design, information design, environmental facilities design and display design for the corresponding work.
能够在企事业单位、设计机构等生产研发型单位就业，从事轻工和其他工业产品的造型设计、开发、研究和管理工作，也能从事与产品设计相关的视觉传达设计、信息设计、环境设施设计或展示设计等相应的工作。
Career position 就业职位
Product designer, fashion accessories designer, packaging designer, display designer, display designer, environment designer, interaction designer, UI designer, graphic designer, product manager, etc.
产品设计师，时尚配饰设计师，包装设计师，陈列设计师，展示设计师，环境设计师，交互设计师， UI 设计师，视觉设计师，产品经理等。

服装与服饰设计课程导学　　目录

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第一部分 服装与服饰设计（2+2 中外联合培养双学位）专业人才培养方案

I. Educational Objectives 培养目标

The students are expected to master the basic theoretical knowledge and basic skills of apparel and accessories design, grasp the basic methods to forecast fashion trends. Emphasize the combination of theory and practice, focus on training students with creative abilities and hands-on skills with strong market awareness and market competitiveness. Students can work in areas like fashion and accessories brands company, Fashion foreign trade company, Fashion media (magazines, newspapers, TV), Fashion design product development research institutions, haute couture design, designer assistant, accessories design, fashion editor, fashion advertising, visual merchandiser, fashion management and marketing etc.

本专业培养学生掌握服装及配饰设计的基本理论知识、基本专业技能和把握时尚潮流并进行预测的基本方法，强调理论与实践相结合，注重培养学生具有设计创造和动手制作的技能，具备较强的市场设计意识和市场竞争能力，能够在服装及配饰品牌公司、服装外贸企业、时尚媒体（杂志、报社、电视台）、服装商品开发及时装设计研究机构，从事高级时装设计、设计师助理、配饰设计、时尚编辑、时装广告、展示设计及服装管理与营销等工作的应用型高级专门人才。

II. Educational Profile/ Educational Requirements 培养要求

1. Students should obtain good political qualities, ideological quality, moral quality, with good knowledge of the humanities and artistic accomplishment; honest and trustworthy, learn how to be a nice person, have good legal awareness, moral training, dedication and as well as teamwork spirits.
   具有良好的政治素质、思想素质、道德素质，具有较好的人文学科知识和艺术修养；诚实可信，学会做人，具有良好的法制意识、道德修养、敬业精神及团队合作精神。

2. Students should understand systematically the basic knowledge and rationales of fashion design. They will be equipped with both the operational capacity of fashion design, accessories design, apparel structure design and apparel production, together with the essential knowledge of fashion aesthetics, fashion drawings, color design, pattern design and essential skills of fashion relative areas such as photography etc. They will be also equipped with the independent operational capacity of artistic practice, fashion advertising and commercial display design.
   系统掌握本专业基础知识、基本理论，具备服装款式设计、配饰设计、服装结构设计以及成衣制作的能力，掌握服装美术知识、服装效果图、服装色彩、图案设计以及摄影等与服装设计相关的基础知识及操作能力；具有独立进行艺术设计实践、服装广告设计和商品展示设计的基本能力。

3. Students should be attentive to related policies and regulations about economy, culture, commercial and have fundamental capacity to execute fashion production, management, market forecasting while developing perceptions of development tendency in international design arts and compacted intellectual of fashion design history, aesthetics and social psychology.
   了解相关经济、文化、艺术事业的政策和法规，具有服装生产、管理及市场预测的初步能力；了解国内外艺术设计的发展动态，掌握服装历史、服装美学和社会心理学的知识，具有较强的审美能力。

4. Students should acquire the knowledge of foreign languages, computer and information technology, document retrieval, thesis writing and other aspects of instrumental knowledge. Understand humanities and social sciences knowledge like art, history and psychology. Students should acquire the basic ability of obtaining knowledge and information, problem parsing, problem solving and continuous innovating.

具备一定的外语、计算机及信息技术应用、文献检索、论文写作等方面的工具性知识，了解艺术、历史、心理学等方面的人文社会科学知识；具有获取专业知识和信息的能力，分析问题、解决问题、不断创新的初步能力。

III. Duration of Education 基本学制

Duration implement flexible learning system, students can participate in Sino-foreign united study program for 4--8 years (at least 4 years, up to 8 years), the basic study period of 4 years. Minimum graduation credits to 160 credits.
实行弹性学习制，参加中外联合培养项目的学生修业年限为 4-8 年（至少 4 年，最多 8 年），基本学习年限 4 年。毕业最低学分为 160 学分。

IV. Degree Awarded 授予学位

After completing first two years' courses, students can apply for the overseas cooperative universities to continue undergraduate degree program. Students who successfully achieve undergraduate degree at certain university of this program, thereafter, can as well apply for BNUZ bachelor degree.
学生在北京师范大学珠海分校完成前两年的课程学习后，可申请到国外合作大学继续攻读并完成本科学位课程。达到两校培养标准，可同时获得北京师范大学珠海分校颁发的毕业证书、学士学位证书和国外合作大学的学士学位证书。

V. Teaching Plan 课程教学安排

Details in Schedule.
见附表。

第二部分 课程导学

● 通识课课程导学

● 思想道德修养与法律基础课程导学

《思想道德修养与法律基础》共 3 个学分，是对大学生进行思想道德教育和法治观念教育的公共基础课。

学习目标

本课程的学习目标是： 按照马克思主义的立场、观点和方法积极汲取包括中华民族传统文化在内的一切人类文明优秀成果，逐步树立远大崇高的社会理想，不断提高思想境界和道德素质，不断增强法治观念和公民意识，最终确立科学的世界观、人生观和价值观，形成健全的道德人格和良好的公民素养。课程注重思想熏陶、政治教育、理论学习、品德养成，行为实践，更多的是人文主义教育和人文关怀。

学习内容

一、思想境界	1. 大学生活的特点与全新的学习理念 2. 树立科学的理想信念 3. 爱国传统与民族精神 4. 人生真谛与人生价值
二、道德修养	1. 中华民族道德传统 2. 公民基本道德规范 3. 社会公德与职业道德
三、法治观念	1. 法律意识与法治精神 2. 中国法律制度概要

《思想道德修养与法律基础》共七章，涉及三大板块内容，一是大学适应篇；二是理想信念、人生价值篇；三是道德与法律篇。

共拟定六个专题讲座和五个专题研讨课题，其内容基本涵盖该课程七章的主题。重点凸显相关的社会热点、学生的思想实际、人生困惑与发展选择。

专题讲座题目：

1.（第 1 周）大学之道
2.（第 4 周）当代青年学生的成长与选择
3.（第 7 周）国家安全观与爱国主义
4.（第 10 周）社会公共生活中的道德与法律
5.（第 13 周）中西法治精神与法律权威
6.（第 16 周）培育和践行社会主义核心价值观

讨论主题

（一）关于大学生活	1. 如何理解大学精神？ 2. 你对大学生活的期待？ 3. 中西大学教育的对比
（二）当代青年学生的成长与选择	1.“理想理想，不愿理也不愿想”、“理想很丰满，现实很骨感”、“不要跟我谈理想，早戒了”……，很多年轻人对理想发出这样的感慨。你的理想是什么？结合现实谈谈当代青年的理想、信念具有怎样的特点？如何看待理想与现实的关系？

	2.这一代青年是消费社会、技术时代的宠儿，在你眼中，伴随着这样的时代潮流成长的90后具有什么特质？网络信息技术日益发达，微博、微信等自媒体的飞速发展对当代青年的成长（思维方式、价值观形成、交往形式等）产生哪些正、负两方面的影响？如何努力克服这一负面影响？ 3.大学生应如何培育和践行社会主义核心价值观？
（三）国家安全观与爱国主义	1.怎样理解国家安全观与爱国主义的关系？ 2.怎样理解非传统安全？ 3.全球化时代大学生如何发扬爱国主义精神？
（四）社会公共生活中的道德与法律	1.马丁•路德（Martin Luther 1483-1546）有一句最容易被误解、常常被误用的哲理名言：“不择手段，完成最高道德。”（To do the best in all means!）在社会公共生活领域，道德规范与法律制度究竟是引导个人活动目标，还是约束个人行为手段？为什么？试用事例和逻辑阐明你的观点与看法。 2.孔子讲过：“天地之性人为贵。”释迦牟尼也有句励志名言：“上天下地，唯我独尊。”自觉和自主、自尊和自信，自由和自律，是个人融入社会公共生活的必备修养与前提条件。但是，独立自主、自由自在、自尊自信的交往心态，有时容易“走火入魔”，陷入“傲慢与偏见”的“孤家寡人”绝境。结合阅读简•奥斯汀（Jane Austen 1775-1817）英文名著Pride and Prejudice (1813)，或观赏焦点电影公司2005年根据同名小说改编的电影Pride and Prejudice (2005)，在小组内分享读后感或观后感，畅谈在现代人际交往活动中，个人如何做才能既充分展现自己的个性素养与人格魅力，同时又能有效避免自大狂妄或自卑情结。 3.北京师范大学知名教授梁启超先生在《新民说》（1902-1906）中曾尖锐指出：中国国民自古以来最缺“公德”，近代以降又“私德”堕落。你如何看待近现代中国社会的“诚信危机”与“道德滑坡”？作为即将出国留学的2+2国际合作大学生，我们应当如何做才能在全球化的人生超级大舞台上，尽情展示东方文明古国的道德风采？ 4.近些年来，中国游客多次被列为“不受欢迎的人”，对于少数中国游客在境外的种种不文明行为，你怎么看？应当如何对症下药？ 5.“简历造假、考试作弊、代课泛滥”等诚信缺失现象，在当代中国的大学生（也包括一部分留学生）中越来越普遍，司空见惯，甚至愈演愈烈，无以复加。对此你有何看法？准备怎样去做？ 6.个人阅读或小组朗诵英译版《四书》、《易经》、《道德经》和《孙子兵法》，以及《唐诗》、《宋词》、《元曲》和《红楼梦》等中华优秀传统文化经典，汲取其中独特的道德价值理念，感受古典理想人格的品位与神韵，在即将到国外的学习和生活中，努力用英语弘扬渊博的国学智慧与高明的民族精神，以炎黄子孙（华人或华裔）的自豪身份，积极融入到经济全球化、文化本土化的时代浪潮中。按学习小组分享与交流阅读或朗诵英译版国学经典名篇名段的心得体会。
（五）中西法治精神与法律权威	1.什么是法律？什么是法治？ 2.中西法律文化比较 3.你了解你将要留学的国家的法律吗？

知识结构和能力结构

知识结构	思想史	1.一般了解中外思想史，特别是人类追求远大理想、坚定崇高信念的心路历程 2.重点把握中国特色社会主义共同理想的确立过程及其重要意义
	伦理学	1.一般了解道德的本质、功能和历史发展 2.重点把握中华民族的优良道德传统

		3.系统掌握公民道德规范与职业道德精神
	法学	1.一般了解法律的本质、作用和历史发展 2.重点把握社会主义法治观念 3.系统掌握中国法律制度和主要法律规范
能力结构	思想史	1.学会运用人类思想史资源解决个人思想问题 2.善于将个人理想融入共同理想，实现人生价值
	伦理学	1.学会运用伦理学方法解决道德冲突问题 2.培养现代公民道德素质和职业道德精神
	法理学	学会运用法律手段协调利益关系，维护公民合法权益

学习方法

《思想道德修养与法律基础》3 学分，其中理论课学习 2 学分，社会服务 1 学分。

1. 四大板块，“1+1+1+1”模式 课程设置采用“1+1+1+1”模式，分为四大板块：专题教学、自主学习、小班讨论、社会服务。	大班讲座：根据专业学生人数，集中 800 人的讲座规模，参照形势政策课模式进行教学，按照讲座题目进行 6 次讲座，由《思想道德修养与法律基础》教研室教师分别讲授。 自主学习：在专题讲座时由教师提出问题思路，学生根据课堂内容阅读相关书目和文章等资料。 小班研讨：经过自主学习准备，学生分成小班进行研究性学习，老师根据学习特点，提出学习要求，布置作业进行考核。 社会服务：参照《思想道德修养与法律基础》实践教学方案进行。
2. 班级组织形式：	大班讲座班级：680 人；每次上课由相关工作人员负责考勤工作（收发笔记方式）；教师采用讲座式讲授方法，针对一个专题讲座进行详细讲解。 自主学习：学生按照学号顺序或学生自然班级进行分组，每班规模为 30 人左右。每班学生再分为 6 个小组，每组 5 个学生，学生轮流担任组长，变换角色，进行自主合作性学习，并对其表现进行评分；其学习地点可以灵活多变，以在图书馆或校内其他合适场所为宜。 小班研讨：研讨形式可采取演讲、辩论、角色模拟等形式展开，班组模式与课下自主学习相同，需要到固定教学进行研讨学习，有专门老师负责组织；特殊情况下可考虑增加助教协助研讨工作的开展。 社会服务：分组以研讨小组一致，每组 5 人。每组提交活动方案、活动完成每位同学提交小组总结报告（PPT 形式）。老师负责监督指导，学生自行完成。

评估方式

主要注重过程考核，包括以下几个方面：

1.专题讲座 10%（考核依据，6 次课堂笔记）

2.自主学习及小班研讨 70%（考核依据，自主学习个人提纲 40%；小组展示汇报 30%）

3.社会服务总结（包括参与社会服务的主题、行程、照片等）20%

必读书目

《思想道德修养和法律基础》，高等教育出版社

选读书目

[1]葛兆光：《中国思想史》，复旦大学出版社 2001
[2]塔纳斯：《西方思想史》，上海社科院社出版 2007
[3]陈少峰：《中国伦理学名著导读》，北京大学出版社 2005
[4]高其才：《中国法律制度概要》，清华大学出版社 2005

重要刊物及网站

1.《道德与文明》杂志：天津社会科学院、中国伦理学会主办
2.青少年道德网：http://daode.youth.cn/
3.道德知音论坛：http://bbs.daode.biz/
4.道德网站：http://www.daode.org/
5.中国法治网：http://www.sinolaw.net.cn/

● 中国近现代史纲要课程导学

《中国近现代史纲要》共 2 个学分，36 课时。本课程是对大学生进行中华民族近代化、现代化发展史教育的公共必修课。

学习目标

本课程的学习目标是： 通过学习 19 世纪中叶以来中华民族近代化、现代化的历史进程，深入了解中国社会历史发展的特殊规律，激发既不骄傲自大又不妄自菲薄的爱国热情；深刻领会历史和人民怎样选择了马克思主义，选择了中国共产党，选择了社会主义道路，从而继承和发扬中华民族的优秀传统，坚定走中国特色社会主义道路的政治信念和改革开放、振兴中华的历史使命。

学习内容

一、从鸦片战争到五四运动（1840～1919）	1. 反对外国侵略的斗争 2. 对国家出路的早期探索 3. 辛亥革命与君主专制制度的终结
二、从五四运动到新中国成立（1919～1949）	1. 开天辟地的大事变 2. 中国革命的新道路 3. 中华民族的抗日战争 4. 为新中国而奋斗
三、从新中国成立到社会主义现代化建设新时期（1949～ ）	1. 社会主义基本制度在中国的确立 2. 社会主义制度在探索中曲折发展 3. 改革开放与现代化建设新时期

《中国近现代史纲要》全教材有上、中、下三编共十章的内容，涵盖了从鸦片战争至改革开放共 170 余年的历史，课程内容信息量大。在教学安排上打破教材章节顺序，突出问题导向，体现学生学习主体的教学设计，拟定六个专题讲座和五个专题研讨课题，内容涵盖了该课程所有内容。

专题讲座题目：	1. 鸦片战争前的中国与世界 2. 现代中国的思想革命 3. 改良与革命的双重变奏 4. 日本近代对华侵略历程 5. 中华民族复兴之路 6. 富强与梦想——中国近代的留学运动
专题研讨主题：	1. 如何评价西学东渐 2. 如何看待中华民国的历史地位 3. 青年在近现代中国历史上的作用 4. 日本与中国近代化之比较 5. 如何看待改革开放前后两个历史时期

知识结构和能力结构

知识结构	历史学	1. 系统了解中国近现代史上的重大事件和重要人物 2. 重点把握中国近现代历史发展的必然趋势与特殊规律
	政治学	1. 了解马克思主义在中国传播的历史背景 2. 重点把握马克思主义中国化的理论成果

能力 结构	历史学	学会客观地分析历史事件、公正地评价历史人物
	政治学	科学地理解“三个历史选择”的必然性

学习方法

1.“1+1+1”模式：即“大班讲座+自主学习+小班研讨”。	大班讲座：根据专业学生人数，集中300——400人的讲座规模，参照形势政策课模式进行教学，按照讲座题目进行6次讲座，由《中国近现代史纲要》教研室教师分别讲授。 自主学习：在专题讲座时由教师提出问题思路，学生根据课堂内容阅读相关书目和文章等资料。 小班研讨：经过自主学习准备，学生分成小班进行研究性学习，老师根据学习特点，提出学习要求，布置作业进行考核。
2. 班级组织形式：	大班讲座班级：300—400人；每次上课由相关工作人员负责考勤工作（收笔记纸）；教师采用讲座式讲授方法，针对一个专题讲座进行详细讲解。 自主学习：学生按照学号顺序或学生自然班级进行分组，每班规模为30人左右。每班学生再分为6个小组，每组5个学生，学生轮流担任组长，变换角色，进行自主合作性学习，并对其表现进行评分；其学习地点可以灵活多变，以在图书馆或校内其他合适场所为宜。 小班研讨：研讨形式可采取演讲、辩论、角色模拟等形式展开，班组模式与课下学习相同，需要到固定教学进行研讨学习，有专门老师负责组织，每位教师负责3个班；特殊情况下可考虑增加助教协助研讨工作的开展，也可考虑邀请其他老师参与课堂讨论。

评估方式

课程考核由**过程考核、小班研讨和期末论文三部分组成。**其中过程考核占20分；小组研讨占30分；期末论文占50分。

过程考核：大班讲座和小班研讨进行考勤；大班讲座旷课一次取消课程资格；专题研讨旷课1次取消课程资格，课下学习旷课2次取消课程资格。

小班研讨：评分依据为学生的参与度、材料的搜集情况。每组五名同学，轮流担任组长，负责该小组的课下学习和专题研讨，并根据每位同学的考勤、资料的搜集，讨论参与程度等方面为其评分。

期末论文：交一篇3000字以上的学习报告，主要考查学生对学习内容的理解和掌握程度等。

必读书目

高等教育出版社：《中国近现代史纲要》

选读书目

[1]苑书义：《中国近代史新编》，人民出版社，2007年。
[2]陈廷湘：《中国现代史》，四川出版社，2007年。
[3] 郭廷以：《中国近代史》，台湾、香港版。

重要刊物及网站

1.《历史研究》杂志：中国社会科学院主办
2.《近代史研究》，社科院近代史所
3．中国近现代史网上资源：
http://web.nuist.edu.cn/courses/zgjxds/links/links.htm

● 马克思主义基本原理课程导学

《马克思主义基本原理》共 3 个学分，54 课时。本课程是高校思想政治理论主干课程，包括马克思主义哲学、马克思主义政治经济学和科学社会主义三个组成部分。

学习目标

本课程的学习目标是：对大学生进行系统的马克思主义理论教育，掌握马克思主义的世界观和方法论，树立科学的世界观、人生观和价值观，学会用唯物主义世界观和辩证思维方法论观察现象、分析矛盾，培养和提高大学生运用马克思主义理论发现问题、分析问题和解决问题的实际能力，为大学生确立中国特色社会主义的共同理想信念，自觉坚持党的基本理论、基本路线和基本纲领打下扎实的理论基础。

通过本课程的教学，要求学生要系统掌握马克思主义哲学、马克思主义政治经济学以及科学社会主义的基本理论，在实践中学会运用马克思主义基本原理认识各种社会现象，分析各种实际问题，正确认识世界的物质性和人类社会的实践本质，科学把握社会发展动力和基本规律，概括了解资本主义和社会主义在其发展过程中出现的新情况、新问题，坚信社会主义代替资本主义的历史必然性，坚定对社会主义和共产主义必胜的信念。

学习内容

绪论	马克思主义是关于无产阶级和人类解放的科学
一、哲学原理	1. 世界的物质性及发展规律 2. 认识的本质及发展规律 3. 人类社会及其发展规律
二、政治经济学原理	1. 资本主义的本质及规律 2. 资本主义的发展及其趋势
三、科学社会主义	1. 社会主义的发展及其规律 2. 共产主义崇高理想及其最终实现

知识结构和能力结构

知识结构	哲学	1.（马克思主义哲学产生的历史背景） 2. 重点掌握马克思主义哲学的基本原理
	政治经济学	1. 系统了解资本主义的本质及其历史地位 2. 重点把握当代资本主义的新变化
	科学社会主义	1. 系统了解社会主义从空想到科学的历史发展 2. 重点把握不同民族走向社会主义的特殊道路
能力结构	哲学	学会运用唯物辩证的观点和方法分析解决问题
	政治经济学	学会运用马克思主义基本原理分析不同社会制度的形成、本质及其历史发展
	科学社会主义	坚定走中国特色社会主义道路的政治信念

学习方法

1. 按“2+1 专题研讨”合作性、开放式组织理论教学，学生积极参与课堂教学活动，在集体学习和分组讨论中澄清问题，分析矛盾，掌握方法。

2. 认真阅读经典名著，深入了解马克思主义理论产生的历史必然性，通过与经典作家的对话，再现基本原理的形成背景与科学内涵。

3. 敢于面对重大理论—实践问题，通过对问题的分析与研究学会独立思考。

评估方式

课程总成绩＝平时考核成绩（60%）＋期末考核成绩（40%）

1. **平时考核成绩**（60%）：包括课程学习笔记、课堂研讨发言、逻辑思维训练；

2. **期末考核成绩**（40%）：期末组织全校统一命题，开卷考试（只许带教材）。

必读书目

《马克思主义基本原理概论》，高等教育出版社，2015 年 8 月第 6 版

选读书目

[1]安启念：《新编马克思主义哲学发展史》，中国人民大学出版社，2004 年。
[2]冯友兰：《中国哲学简史》，北京大学出版社，1985 年。
[3]梯利：《西方哲学史》（增补修订版），商务印书馆，1995 年。
[4]顾海良：《马克思主义政治经济学》，高等教育出版社，2005 年。
[5]郑建邦：《科学社会主义原理》，中国人民大学出版社，1996 年。

重要刊物及网站

1.《哲学研究》杂志：中国社会科院哲学研究所主办
2.《经济研究》杂志：中国社会科学院经济研究所主办
3.《科学社会主义》杂志：科学社会主义学会主办
4．哲学网：http://www.zhexue.com.cn/
5．哲学在线：http://www.philosophyol.com/
6．哲学人生论坛：http://bbs.zxrs.net/

● 毛泽东思想和中国特色社会主义理论体系概论课程导学

《毛泽东思想和中国特色社会主义理论体系概论》共 6 个学分，108 课时（其中，课堂理论教学 54 课时，实践教学 54 课时）。本课程是对大学生进行马克思主义中国化教育的公共基础课。

学习目标

本课程的学习目标是： 通过全面了解马克思主义中国化的理论成果和实践事业，不断提高思想政治理论素质，进一步坚定建设中国特色社会主义的共同理想。

学习内容

一、马克思主义中国化	1. 马克思主义中国化的历史进程 2. 马克思主义中国化的理论成果 3. 马克思主义中国化理论成果的精髓
二、毛泽东思想的理论贡献	1. 新民主主义革命理论 2. 社会主义改造理论
三、中国特色社会主义理论	1. 社会主义本质理论 2. 社会主义初级阶段理论 3. 社会主义改革和对外开放
四、中国特色社会主义事业	1. 建设中国特色社会主义经济 2. 建设中国特色社会主义政治 3. 建设中国特色社会主义文化 4. 构建社会主义和谐社会 5. 祖国完全统一的构想 6. 国际战略和外交政策 7. 中国特色社会主义事业的依靠力量 8. 中国特色社会主义事业的领导核心

知识结构和能力结构

知识结构	中国化课题	1. 了解马克思主义中国化课题的提出、科学内涵、历史进程和重要意义 2. 重点把握马克思主义中国化的理论成果和精髓所在
	中国化成果	1. 了解毛泽东思想的理论贡献及其历史地位 2. 重点掌握中国特色社会主义理论体系及其伟大意义
	中国化事业	1. 系统了解建设中国特色社会主义经济、政治、文化的制度设计与基本方略 2. 重点把握构建社会主义和谐社会的总体思路 3. 重点领会中国特色社会主义事业的依靠力量与领导核心
能力结构	中国化课题	学会用马克思主义分析研究中国课题
	中国化成果	学会用中国特色社会主义理论解决中国发展课题
	中国化事业	努力为中国特色社会主义建设事业奉献聪明才智

学习方法

1．按照开放式教学的原则要求，积极参与课堂理论教学活动，在集体学习和分组讨论中明确课题，领会内涵，把握实质。

2．认真阅读马克思主义中国化经典著作，深入了解中国国情和中国课题，系统掌握中国特色社会主义理论的科学内涵。

3．敢于研究中国现代化发展所面临的重大理论—实践问题，通过对问题的分析与研究学会有所创新。

4．勤于社会实践，切身感受中国特色社会主义理论成果及其实践成就。

评估方式

《毛泽东思想和中国特色社会主义理论体系概论（理论）》（3 学分）考核方式为：

课程总成绩＝平时考核成绩（40%）＋期末考核成绩（60%）

1．平时考核成绩（40%）：包括课后小论文、随堂作业和分组讨论发言；

2．期末考试成绩（60%）：期末组织全校统一命题，开卷考试。

《毛泽东思想和中国特色社会主义理论体系概论（实践）》（3 学分）实践教学三个模块（专题研习、主题活动、社会调查）分别实行全校滚动选课，学生在校期间的前 4 个学期内,任意选择一个学期开设的三个模块之一或者选择暑期项目，完成学习任务,成绩考核合格，即可获得《概论》实践课 3 学分。

必读书目

《毛泽东思想和中国特色社会主义理论体系概论》，高等教育出版社

选读书目

[1]《毛泽东文选》（多卷本），人民出版社，1999

[2]《邓小平文选》（三卷本），人民出版社，1994

[3]《江泽民文选》（三卷本），人民出版社，2006

[4]《十六大以来重要文献选编》，中央文献出版社，2005

[5]《科学发展观学习读本》，学习出版社，2006

重要刊物及网站

1.《求是》杂志：中共中央主办

2.《毛泽东思想研究》杂志：四川省社会科学院主管

3.《观察与思考》杂志：浙江省社会科学院主管

4．毛泽东思想网站：http://www.mzdthought.com

5．中国共产党新闻网：http://cpc.people.com.cn/GB/index.html

6．理论网—中国特色社会主义的重要思想源：http://www.cntheory.com/

● 形势与政策课程导学

《形势与政策》共 2 个学分，36 课时。《形势与政策》是综合运用相关学科的理论知识，紧密结合国内外政治、经济、文化和外交等领域发生的重大事件，针对大学生思想实际进行形势与政策教育的通识必修课。

学习目标

本课程的学习目标是： 通过专题时事报告和专项政策解读，及时了解国内外形势变化特点和政策调整方向，不断培养和有效提高大学生客观看待国内外形势和科学理解党中央路线、方针、政策的能力。

学习内容

一、国内形势与政策	1. 深入贯彻落实科学发展观 2. 社会主义核心价值体系 3. 进一步深化改革，扩大开放 4. 当前我国的经济形势与经济政策 5. 台湾问题与两岸关系的和平发展
二、国际形势与政策	1. 世界变革态势与时代发展主题 2. 经济全球化趋势与中国的崛起 3. 生态环境、能源安全等非传统安全问题 4. 地区性冲突与全球热点问题 5. 构建和谐世界，维护世界和平、促进共同发展 6. 中美、中欧、中日和中俄等国际关系变化

知识结构和能力结构

知识结构	政治学	1. 系统了解现代政治决策的民主特征 2. 重点把握中国政治决策的集中体制
	经济学	1. 系统了解现代经济发展的市场化、全球化趋势 2. 重点把握中国经济发展的社会主义特质
	国际关系学	系统了解国际关系的不同学派及其理论主张
能力结构	政治学	学会运用民主集中制原则分析现代政治决策
	经济学	学会运用市场经济理论分析资源配置与利益博弈
	国际关系学	学会运用现实主义原则分析大国关系的最新变化

学习方法

1．本课程主要采取专题讲座和时事报告的方式组织课堂教学，每学期约有 100 次讲座或报告。学生可根据自己的实际情况自由选课，平均每学期至少要选听 4 次讲座或报告。

2．养成每天上网浏览新闻或到图书馆报刊阅览室读报的良好习惯，随时关注国内外形势变化和重大政策调整。

评估方式

课程总成绩＝听课次数＋听课笔记

1．听课次数：学生在校期间，平均每个学期持听课 IC 卡听课次数不少于 4 次（前两年总次数不少于 16 次），平时考核成绩为合格；

2．听课笔记：学生每次听《形势与政策》讲座，需提交1份课堂笔记。笔记不合格者，该次听课记录将被取消。

必读书目

教育部社科司印发：《20××年上（下）半年高校“形势与政策”教育教学要点》

选读书目

中宣部、教育部主编：《时事报告（大学生版）》和《时事》VCD

重要刊物及网站

1．《半月谈》杂志：新华通讯社主办
2．《学习时报》：中共中央党校主办
3．人民网：http://www.people.com.cn/
4．新华网：http://www.xinhuanet.com/
5．国际在线：http://gb.cri.cn/

● 大学体育健康课程导学

以国家教育方针和《中共中央国务院关于深化教育改革，全面推进素质教育的决定》,以及学校教育树立‘健康第一’为指导思想，以教育部印发《全国普通高等学校体育课程教学指导纲要》、《高等学校体育工作基本要求》为依据，深入贯彻落实《北京师范大学珠海分校人才培养模式改革与创新方案》精神，制定北京师范大学珠海分校《大学体育健康教程》导学，确保“健康第一”的思想落到实处，为提高全体学生健康素质服务。

➢ 学习目标

1.使学生爱好运动，积极参与各种体育活动，基本形成终身体育的意识和习惯；能制定可行的个人锻炼计划；具有一定的体育文化欣赏能力。

2..熟练掌握健身运动的基本方法和技能；能科学地进行体育锻炼；掌握常见运动创伤的处置方法。提高健康意识，关注身心健康；全面发展与健康有关的各种体能，掌握测试和评价体质健康的方法；学会合理、营养饮食，形成健康的行为生活方式。

3.根据自己的能力设置体育学习目标，学会通过体育活动调节自己的情绪和改善心理状态，养成

4.积极乐观的生活态度；在运动中体验运动的乐趣和成功的感觉；培养勇敢顽强的意志品质。

5.正确对待个人与集体、成功与失败；表现出良好的体育道德和合作精神；正确处理竞争与合作的关系。

➢ 学习内容

我校《大学体育健康教程》由课堂教学、体育俱乐部、自主锻炼课堂、运动能力拓展四种模块相结合。每学期 1 学分，修满 4 个学分是学生毕业、获得学位的必要条件之一。

➢ 课堂教学模块

1. 基础课（对一年级学生开设）

内容包括：健康体适能（第 1、2 学期）、武术（第 1 学期）、游泳（第 2 学期）、健康知识讲座（第 1、2 学期）。

（1）健康体适能：针对学生体质健康监测的测试内容，对学生的身体成分、肌力和肌肉耐力、心肺耐力、柔软素质、爆发力等方面进行训练，进一步提高人体适应能力、应变能力、抗突发事件的能力。

（2）传统体育文化普及，武术——二十四式简化太极拳。

（3）求生技能类项目普及，游泳——蛙泳。

（4）健康知识讲座，包括科学锻炼身体的理论与方法、大学生体质健康的测量与评价方法、运动中常见生理反应及运动损伤急救、体育欣赏共计四个专题，采取课堂教学与网络化教学相结合的方式。

2. 选项课（对二年级学生开设）

内容包括：竞技对抗类、健身健美类、休闲文化类、康复保健类、求生技能类。

（1）竞技对抗类：足球、篮球、排球、乒乓球、羽毛球、网球、旱地冰球、橄榄球、木球、板球

（2）健身健美类：时尚健身、普拉提、体育舞蹈、瑜伽。

（3）休闲文化类：轮滑、高尔夫、弓道

（4）康复保健类：体育保健

（5）求生技能类：女子防身术

➢ 体育俱乐部模块（对二年级学生开设）

开设项目：足球、篮球、排球、乒乓球、羽毛球、网球、高尔夫、木球、棒垒球、轮滑、体适能、橄榄球、跆拳道、体育舞蹈、野外生存等共计 15 个。

➢ 自主锻炼课堂模块（对二年级学生开设）

开展阳光长跑活动，阳光长跑是《全国亿万学生阳光体育冬季长跑活动》的简称，是教育部和国家体育总局贯彻落实中央精神、开展阳光体育运动、提高学生体质健康水平特别是耐力素质水平特别开展的活动。跑步活动采用打卡记录的方式，男、女生每次跑步距离均要求不少于 1500 米。

➢ 运动能力拓展模块

学生通过参加体育锻炼，在某项运动上形成一定特长或在运动比赛中表现突出，可获得体育学分，包括“游泳水平测试”、“马拉松赛”、“体育专长”三大类。

1. 游泳水平测试：男生、女生均不限泳姿，经现场测试，在规定时间内连续游泳 50 米(100 米)。游泳水平测试时间为每年的 5 月和 9 月。

2. 马拉松赛：参加并完成马拉松赛，并能提供相关成绩证书者。马拉松赛时间以各组委会官方公布为准。

3. 体育专长：符合以下条件之一：

（1）代表学校参加省级体育竞赛获得前 8 名（集体或个人）。

（2）代表学校参加市级体育竞赛获得前 6 名（集体或个人。

（3）入选学校体育运动队，按要求训练且表现优良。

➢ 学时分配

表 1　课堂教学模块

学期	学分	学时	教学内容	时数
第 1 学期	1	34	健康体适能/14；太极拳/12	26
			基础理论	2
			国家学生体质健康测试	2
			考试	4
第 2 学期	1	34	健康体适能/14；游泳/12	26
			基础理论	2
			国家学生体质健康测试	2
			考试	4
第 3 学期	1	34	专项实践（专项技术、理论）	28
			体育欣赏	2
			考试	4
第 4 学期	1	34	专项实践（专项技术、理论）	28
			国家学生体质健康测试	2
			考试	4

（二）体育俱乐部模块，由指导教师组织开展有益的实践活动。时间安排在规定学期内进行，每学期不少于 17 次活动，含期末俱乐部考核。

（三）自主锻炼课堂模块，教学周第 1 周至第 17 周。

（四）运动能力拓展模块，游泳水平测试和马拉松赛，由学生自主参加。体育专长，由主管教练组织开展竞训计划。

➢ 选课管理

（一）一年级学生按照行政班划分，无需选课。二年级学生实行一学期一选方式（可以变换模块、教师），通过教务选课系统完成选课。
（二）一旦选课认定，无特殊原因，中途不再办理转班、换项手续。如有特殊原因，必须在该学期教学周第 3 周之前提出申请。
（三）学生因健康原因不能正常参加体育课学习，可参加体育保健班。
（四）游泳水平测试、马拉松赛，每学年只能申请 1 次（即 1 个体育学分）。
（五）根据我校“2+2”专业的学制要求，即第 4 学期教学周为 12 周，“2+2”专业学生在第 4 个学期（体育 4）只能选择自主锻炼课堂模块，即阳光长跑，课程名称为：“阳光长跑 2+2”，且在教务选课系统中单独建班。非“2+2”专业的学生不能选择该项。
（六）课堂教学模块（基础课、选项课）：40-50 人/班。体育俱乐部模块：40-50 人/班。自主锻炼课堂模块（阳光长跑）：80 人/班。

➢ 评估方式

采用过程性评价、终结性评价的方式，以百分制记分，网上录入成绩，网上成绩管理。

➢ 课堂教学模块

表 2

一年级基础课		二年级选项课		分值	比重
第 1 学期	第 2 学期	第 1 学期	第 2 学期		
考勤/课堂表现	考勤/课堂表现	考勤/课堂表现	考勤/课堂表现	100	40%
1. 太极拳 2. 身体素质 男（1000 米） 女（800 米）	1. 健康知识 2. 身体素质 男（引体向上） 女（仰卧起坐）	专项技能	专项技能	100	60%

➢ 体育俱乐部模块

表 3

评价内容	满分	比重
考勤、活动表现	100	40%
技能实践	100	60%

➢ 自主锻炼课堂模块（阳光长跑）

男生、女生每次跑步距离均要求不少于 1500 米，未达距离或速度者，均不计次数。教学周第 1 周，由教师在课堂宣讲长跑活动细则。第 2 周至第 17 周为跑步活动时间，共计 16 周。打卡系统每天只记录 1 次，每周最多记录 3 次，每周必须至少有 1 次长跑记录，如遇恶劣天气（如暴雨、台风等），长跑活动暂停。

表 4　　评分表

得分	0	2	5	7	0	2	5	7	0	2	5	7	0	3	5	7	00
次数	6	8	0	2	4	6	8	0	2	3	4	5	6	7	8	9	0

符合以下条件之一的学生取消期末考核资格：
1. 3 个星期没有跑步记录；

2. 跑步记录少于 16 次；

“2+2”专业的学生第 4 个学期（体育 4）考核办法：

教学周第 1 周，由教师在课堂宣讲长跑活动细则。教学周第 2 周-第 12 周为长跑活动时间，共计 11 周。

表 5　　评分表

得分	0	2	5	7	0	2	5	7	0	2	5	7	0	3	5	7	100
次数	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	27

符合下列条件之一的学生，将取消期末考核评分资格：

1. 两个星期没有跑步记录；
2. 跑步记录少于 11 次；

➢ 运动能力拓展模块

游泳水平测试，按《北京师范大学珠海分校游泳水平测试评分标准》评定体育成绩。马拉松、体育专长根据赛事级别、比赛名次、训练情况等评定体育成绩，不低于 85 分。

体育专长学生的体育成绩评定时间为训练或取得比赛名次的学期。游泳水平测试、马拉松赛的学生体育成绩评定时间为参加测试或提出申请的下一个学期。

➢ 必读书目

本书编写组. 大学体育健康教程［M］.北京：北京体育大学出版社，2016

English Reading I

● 英语阅读（一）

English Reading I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical reading skills of English reading, learning strategies and intercultural communication.

➢ Learning Outcomes

At the end of the course the learners are expected to be able to:
1. Improve their English proficiency in terms of reading;
2. Prepare themselves for academic reading;
3. Expose themselves to the English language and the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to reading.

➢ Course Contents

Genres of reading	1.Descriptive passages 2.Discursive passages
Reading strategies	1.Skimming and speed reading 2.Scanning for detail 3.Identifying the main idea 4.Identifying types of information 5.Identifying the writer's views/claims
Task types	1.Multiple choice 2.Matching information 3.Matching headings 4.Matching sentence endings 5.Sentencecompletion 6.Note/summary/table/flow-chart completion 7.Identifying information (T/F/NG) 8.Identifying the writer's views (Y/N/NG) 9.Short-answer questions
Language and cultural tips	1.Cultural information of English spoken countries 2.English tips

➢ Knowledge and Competence

Knowledge	Vocabulary	Vocabulary for CEFR B1 level reading (5000)
	Grammar	General grammatical knowledge
	Culture	Culture knowledge related to the topics covered
Competence	Reading	1.Ability to read English texts on general topics at a speed of 70 wpm (with longer yet less difficult texts, the reading speed should be 100 wpm) 2. Ability to understand long sentence 3. Ability to generalize the main idea of the text 4. Ability to employ effective reading strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

➢ Learning Methods/Tips

1. Lecture (assisted by PowerPoint).
2. Class interactive activities.
3. Simulated test or exercise (time-controlled).

➢ Grading

1.60% performance (dictation, class participation, homework, attendance).
2.40% final exam (written, closed book).

➢ Required Reading

Guy Brook-Hart & Vanessa Jakeman.Complete IELTS B1. 浙江教育出版社, 2015.

➢ Suggested Reading

1. University of Cambridge ESOL Examinations. Cambridge IELTS 4. Cambridge: Cambridge University Press, 2006.
2. University of Cambridge ESOL Examinations. Cambridge IELTS 5. Cambridge: Cambridge University Press, 2006.
3. University of Cambridge ESOL Examinations. Cambridge IELTS 6. Cambridge: Cambridge University Press, 2007.
4.环球雅思教材研究中心 GTRC.雅思阅读基础标准教程[M]. 北京：外文出版社，2013.

➢ Recommended Journal and/or Website

Harvard Business Review
Economist
Guardian
National Geographic
http://www.chinaielts.org/
http://www.bbc.co.uk
http://www. nytimes.com
http://www.ted.com/
http://www.kekenet.com/
http://www.hjenglish.com

English Listening I

● 英语听力（一）

English Listening I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English listening, learning strategies and intercultural communication.

➢ Learning Outcomes

At the end of the course the learners are expected to be able to:
1. Improve their English proficiency in terms of listening;
2. Get prepared for the IELTS listening;
3. Understand the western culture;
4. Adopt proper strategies of learning English, especially as related to listening.

➢ Course Contents

IELTS listening introduction	1.IELTS listening marking criteria 2.Students' target score 3.Four parts difficulty level 4.How to improve listening
Listening strategy	1.Pre-listening 2.While-listening 3.Post-listening
Listening scenario training	1.Bank 2.Accommodation 3.Hospital 4.Academic scenario
Language and cultural tips	1.UK cultural information 2.US cultural information 3.English tips

➢ Knowledge and Competence

Knowledge	Vocabulary	Vocabulary for listening (2000)
	Grammar	General grammatical knowledge
	Cultural information	Knowledge about different cultures in the world
Competence	Listening	1.Ability to follow classroom instructions, everyday conversations, and lectures on general topics 2.Ability to understand English radio and TV programs spoken at a speed of about 130 to 150 wpm, grasping the main ideas and key points 3.Ability to employ basic listening strategies 4.Equipped with the background knowledge of different scenarios 5.Ability to respond to different listening task according to different scenarios
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

➢ Learning Methods/Tips

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.
4. Students English news presentation.

➢ Grading

1. Process assessment: 60 %(attendance and performance, assignments, quiz).
2. Final exam: 40% (written, closed book).

➢ Required Reading

Guy Brook-Hart & Vanessa Jakeman.Complete IELTS B1. 浙江教育出版社, 2015.

➢ Suggested Reading

1. University of Cambridge ESOL Examinations. Cambridge IELTS 4. Cambridge: Cambridge University Press, 2006.
2. University of Cambridge ESOL Examinations. Cambridge IELTS 5. Cambridge: Cambridge University Press, 2006.
3. University of Cambridge ESOL Examinations. Cambridge IELTS 6. Cambridge: Cambridge University Press, 2007.
4.环球雅思教材研究中心 GTRC. 雅思听力基础标准教程[M]. 北京：外文出版社，2013.

➢ Recommended Journal and/or Website

http://www.kekenet.com
http:// www.chinaielts.org/
http:// www.putclub.com
http:// www.hjenglish.com
http:// www.bbc.co.uk
http://www.ted.com/
https://www.coursera.org/

EnglishSpeakingI

● 英语口语（一）

English Speaking I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English speaking, learning strategies and intercultural communication.

➢ Learning Outcomes

At the end of the course the learners are expected to be able to:
1. Improve their English proficiency in terms of speaking;
2. Get prepared for the IELTS speaking test;
3. Understand the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to speaking.

➢ Course Contents

Chapter I	1.Introduction to the IELTS test 2.Introduction to the speaking test
Chapter II	1.Introduction to speaking part one 2.Topic 1 Job/Studies Speaking skill：Understanding different question types and answering them accurately 3.Topic 2 Hobbies/Interests Speaking skill：Asking for and giving clarification 4.Topic 3 Where you live Speaking skill：Using verb forms correctly 5.Topic 4 Families Speaking skill：Talking about future events 6.Topic 5 Technology(I) Speaking skill：Talking about change
Chapter III	Introduction to Speaking Part Two 7.Topic 6 Someone You Know Speaking skill：Describing 8.Topic 7 A Personal Interest Speaking skill：Explaining 9.Topic 8 A Place You Enjoy Visiting Speaking skill：Saying'to what extent' 10.Topic 9 Your Living Environment Speaking skill：Generalizing and evaluating 11.Topic 10 Farming Technology Speaking skill：Explaining your ideas：talking about cause and effect

➢ Knowledge and Competence

Knowledge	Vocabulary	Vocabulary for speaking (2000)
	Grammar	General grammatical knowledge for speaking
	Cultural information	Knowledge about different cultures in the world

Competence	Speaking	1.Ability to communicate in English in the course of learning, to conduct discussions on a given theme, and to talk about everyday topics in English 2.Ability to give, after some preparation, short talks on familiar topics with clear articulation and basically correct pronunciation and intonation 3.Ability to use basic conversational strategies in dialogue
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

➢ Learning Methods/Tips

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.

➢ Grading

1. Process assessment: 60% (class participation and performance, assignments).
2. Final exam: 40% (oral test).

➢ Required Reading

1.Patrick Hafenstein. Superior Speaking[M]. 西安：西安交通大学出版社，2013.

2.何琼、摩根. 新编雅思口语[M]. 北京：人民教育出版社，2008.

➢ Suggested Reading

1.慎小嶷. 十天突破雅思口语[M]. 北京：. 机械工业出版社，2015.

2.University of Cambridge ESOL Examinations. Cambridge IELTS 4. Cambridge: Cambridge University Press, 2006.
3. University of Cambridge ESOL Examinations. Cambridge IELTS 5. Cambridge: Cambridge University Press, 2006.
4. University of Cambridge ESOL Examinations. Cambridge IELTS 6. Cambridge: Cambridge University Press, 2007.

➢ Recommended Journal and/or Website

Economist
Guardian
http://newhorizon.bnuep.com
http://www.chinaielts.org/
http://www.putclub.com
http://www.hjenglish.com
http://www.bbc.co.uk
http://www. Nytimes.com
http://www.bbc.co.uk/podcasts

English Writing I

● 英语写作（一）

English Writing I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English writing, learning strategies and intercultural communication.

➢ Learning Outcomes

At the end of the course the learners are expected to be able to:
1. Improve their English proficiency in terms of writing;
2. Get prepared for the academic writing;
3. Understand the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to writing.

➢ Course Contents

Language in use	1.Formal English; 2.Informal English
Writing skills	1.Rewriting; 2.Paraphrasing
Guided writing	1.Description 2.Argumentation 3.Writing definition 4.Writing abstract 5.Compare & contrast: describing differences
Topics related writing	1.Describing graphs; 2.Education 3.Family 4.Modern technology 5.Media 6.Animal 7.Social issue
Language and cultural tips	Comparison between Western and Chinese culture

➢ Knowledge and Competence

Knowledge	Vocabulary	Vocabulary for writing (2000)
	Grammar	General grammatical knowledge
	Cultural Information	Knowledge about different cultures in the world
Competence	Writing	1.Ability to complete writing tasks for general purposes, e.g., describing personal experiences, impressions, feelings, or some events, and to undertake practical writing 2.Ability to write within an hour a short composition of no less than 150 words on describing graphs and an essay of no less than 250 words on a general topic, with the compositions as basically complete in content, clear in main idea, appropriate in diction and coherent in discourse 3.A command of basic writing strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

➢ Learning Methods/Tips

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.

➢ Grading

1. Process assessment: 60% (class participation and performance, assignments, dictation).
2. Final exam: 40% (written, closed book).

➢ Required Reading

Guy Brook-Hart & Vanessa Jakeman.Complete IELTS B1. 浙江教育出版社, 2015.

➢ Suggested Reading

1. University of Cambridge ESOL Examinations. Cambridge IELTS 4. Cambridge: Cambridge University Press, 2006.
2. University of Cambridge ESOL Examinations. Cambridge IELTS 5. Cambridge: Cambridge University Press, 2006.
3.University of Cambridge ESOL Examinations. Cambridge IELTS 6. Cambridge: Cambridge University Press, 2007.
4.环球雅思教材研究中心 GTRC.雅思写作基础标准教程[M]. 北京：外文出版社，2014.

➢ Recommended Journal and/or Website

1. Economist
2. Guardian
3.http://www.chinaielts.org/
4.http://www.perfectyourenglish.com/writing/english-writing.htm
5.http://www.bartleby.com/141/index.html
6.http://writingspaces.org/essays
7.http://www.writing.wisc.edu/podcasts/index.html
8.http://bcs.bedfordstmartins.com/everyday_writer/20errors/default.asp
9.http://www.custom-essays.org/Essay_Structure.html

English Reading II

● 英语阅读（二）

English Reading II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English reading, learning strategies and intercultural communication.

➢ Learning Outcomes

At the end of the course the learners are expected to be able to:
1. Improve their English proficiency in terms of reading;
2. Prepare them for the academic reading;
3. Expose themselves to the English language and the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to reading.

➢ Course Contents

Genres of reading	1.Descriptive passages 2.Discursive passages
Reading strategies	1.Skimming and speed reading 2.Scanning for detail 3.Identifying the main idea 4.Identifying types of information 5.Identifying the writer's views/claims
Task types	1.Multiple choice 2.Matching information 3.Matching headings 4.Matching sentence endings 5.Sentencecompletion 6.Note/summary/table/flow-chart completion 7.Identifying information (T/F/NG) 8.Identifying the writer's views (Y/N/NG) 9.Short-answer questions
Language and cultural tips	1.Cultural information of English spoken countries 2.English tips

➢ Knowledge and Competence

Knowledge	Vocabulary	Vocabulary for CEFR B2 level reading (6000)
	Grammar	General grammatical knowledge
	Culture	Culture knowledge related to the topics covered
Competence	Reading	1.Ability to read English texts on general topics at a speed of 80-90 wpm (with longer yet less difficult texts, the reading speed should be 120 wpm) 2. Ability to understand long sentence 3. Ability to generalize the main idea of the text 4. Ability to employ effective reading strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

➢ Learning Methods/Tips

- 1. Lecture (assisted by PowerPoint).
- 2. Class interactive activities.

- 3. Simulated test or exercise (time-controlled).

➢ Grading

- 1.60% performances (dictation, class participation, homework, attendance).
- 2.40% final exam (written, closed book).

➢ Required Reading

- Guy Brook-Hart & Vanessa Jakeman.Complete IELTS B2. 浙江教育出版社, 2015.

➢ Suggested Reading

- 1. University of Cambridge ESOL Examinations. Cambridge IELTS 7. Cambridge: Cambridge University Press, 2009.
- 2. University of Cambridge ESOL Examinations. Cambridge IELTS 8. Cambridge: Cambridge University Press, 2011.
- 3. University of Cambridge ESOL Examinations. Cambridge IELTS 9. Cambridge: Cambridge University Press, 2013.

➢ Recommended Journal and/or Website

- Harvard Business Review
- Economist
- Guardian
- National Geographic
- http://www.chinaielts.org/
- http://www.bbc.co.uk
- http://www. nytimes.com
- http://www.ted.com/
- http://www.kekenet.com/
- http://www.hjenglish.com

English ListeningII

● 英语听力（二）

English Listening II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English listening, learning strategies and intercultural communication.

➢ Learning Outcomes

At the end of the course the learners are expected to be able to:
1. Improve their English proficiency in terms of listening;
2. Get prepared for academic listening;
3. Understand the western culture;
4. Adopt proper strategies of learning English, especially as related to listening.

➢ Course Contents

IELTS listening question types analyze	1.Multiple choice 2.Matching 3.Form/sentence/note completion 4.Short answers
Listening strategy in different question types	1.Pre-listening 2.While-listening 3.Post-listening
Language and cultural tips	1.UK cultural information 2.US cultural information 3.English tips

➢ Knowledge and Competence

Knowledge	Vocabulary	Vocabulary for listening (3000)
	Grammar	General grammatical knowledge
	Cultural information	Knowledge about different cultures in the world
Competence	Listening	1.Ability to follow talks and lectures in English 2.Ability to understand longer English radio and TV programs on familiar topics spoken at a speed of around 150 to 180 wpm, grasping the main ideas, key points and relevant details 3.Ability to use different strategy regarding different question types
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

➢ Learning Methods/Tips

- 1. Multimedia-based lecture and discussion.
- 2. Computer- and Web-based practice and interaction.
- 3. Task-based and students-centered language learning.
- 4. Students English news presentation.

➢ Grading

- 1. Process assessment: 60 %(attendance and performance, assignments, quiz).
- 2. Final exam: 40% (written, closed book).

➢ Required Reading

- Guy Brook-Hart & Vanessa Jakeman.Complete IELTS B2. 浙江教育出版社, 2015.

➢ Suggested Reading

- 1. University of Cambridge ESOL Examinations. Cambridge IELTS 7. Cambridge: Cambridge University Press, 2009.
- 2.University of Cambridge ESOL Examinations. Cambridge IELTS 8. Cambridge: Cambridge University Press, 2011.
- 3.University of Cambridge ESOL Examinations. Cambridge IELTS 9. Cambridge: Cambridge University Press, 2013.
- 4.环球雅思教材研究中心 GTRC.雅思听力强化标准教程[M]. 北京：外文出版社，2013.

➢ Recommended Journal and/or Website

- http://www.kekenet.com
- http://www.chinaielts.org/
- http://www.putclub.com
- http://www.hjenglish.com
- http://www.bbc.co.uk
- http://www. nytimes.com
- http://www.ted.com/
- https://www.coursera.org/

English SpeakingII

● 英语口语（二）

EnglishSpeaking II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs fornon-English majors. It is designed to help the learners to gain the knowledge and practical skills of English speaking, learning strategies and intercultural communication.

➢ Learning Outcomes

At the end of the course the learners are expected to be able to:

- 1.Improve their English proficiency in terms of speaking;
- 2.Get prepared for the IELTS speaking test;
- 3.Understand the western culture;
- 4.Adopt proper strategies of learning English as a foreign language, especially as related to speaking.

➢ Course Contents

Chapter I	Introduction to Speaking Part Three
Chapter II	1.Topic--Working Life Speaking Skill：Expressing an opinion 2.Topic --Lifestyles Speaking Skill：Presenting an argument 3.Topic -- Environmental Issues Speaking Skill：Showing cause and effect 4.Topic -- Economic Development Speaking Skill：Comparing and contrasting ideas 5.Topic-- Technology(II) Speaking Skill：Predicting the future

➢ Knowledge and Competence

Knowledge	Vocabulary	Vocabulary for speaking (3000)
	Grammar	General grammatical knowledge for speaking
	Cultural information	Knowledge about different cultures in the world
Competence	Speaking	1.Ability to speak at length and use a range of connectives and discourse markers. 2.Ability to use a wide enough vocabulary to discuss topics at length and make meaning clear. 3.Ability to use a mix of simple and complex structures. 4.Ability to use a range of pronunciation features with mixed control.
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoringand self-assessment

➢ Learning Methods/Tips

- 1.Multimedia-based lecture and discussion.
- 2.Computer- and Web-based practice and interaction.
- 3.Task-based and students-centered language learning.

➢ Grading

- 1.Process assessment: 60% (class participation and performance, assignments, dictation).
- 2.Final exam: 40% (oral test).

➢ Required Reading

- Guy Brook-Hart & Vanessa Jakeman.Complete IELTS B2. 浙江教育出版社, 2015.

➢ Suggested Reading

- 1.University of Cambridge ESOL Examinations. Cambridge IELTS 7. Cambridge: Cambridge University Press, 2009.
- 2.University of Cambridge ESOL Examinations. Cambridge IELTS 8. Cambridge: Cambridge University Press, 2011.
- 3.University of Cambridge ESOL Examinations. Cambridge IELTS 9. Cambridge: Cambridge University Press, 2013.
- 4.慎小嶷. 十天突破雅思口语[M]. 北京：.机械工业出版社，2015.

➢ Recommended Journal and/or Website

- Economist
- Guardian
- http://newhorizon.bnuep.com
- http://www.chinaielts.org/
- http://www.putclub.com
- http://www.hjenglish.com
- http://www.bbc.co.uk
- http://www. nytimes.com
- http://www.bbc.co.uk/podcasts

English Writing II

● 英语写作（二）

English Writing II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs fornon-English majors. It is designed to help the learners to gain the knowledge and practical skills of English writing, learning strategies and intercultural communication.

➢ Learning Outcomes

- At the end of the course the learners are expected to be able to:
- 1.Improve their English proficiency in terms of writing;
- 2.Get prepared for the IELTS writing test;
- 3.Understand the western culture;
- 4.Adopt proper strategies of learning English as a foreign language, especially as related to writing.

➢ Course Contents

• Language in use	• 1.Formal English; • 2.Informal English
• Writing skills	• 1.Rewriting; • 2.Paraphrasing
• Guided writing	• 1.DescriptionArgumentation • 2.Writing definition • 3.Writing abstract • 4.Compare & contrast: describing differences
• Topics related writing	• 1.Describing graphs • 2.Education • 3.Family • 4.Modern technology • 5.Media • 6.Animal • 7.Social issue
• Language and cultural tips	• Comparison between Western and Chinese culture

➢ Knowledge and Competence

• Knowledge	• Vocabulary	• Vocabulary for writing (3000)
	• Grammar	• General grammatical knowledge
	• Cultural information	• Knowledge about different cultures in the world
• Competence	• Writing	• 1.Ability to complete writing tasks for general purposes, e.g., describing personal experiences, impressions, feelings, or some events, and to undertake practical writing • 2.Ability to write within an hour a short composition of no less than 150 words on describing graphs and a essay of no less than 250 words on a general topic, with the compositions as basically complete in content, clear in main idea, appropriate in diction and coherent in discourse • 3.A command of basic writing strategies

	• Self-regulated learning ability	• 1.Goal-setting & self-motivating • 2.Learning-plan making • 3.Self-monitoring and self-assessment

➢ Learning Methods/Tips

- 1.Multimedia-based lecture and discussion.
- 2.Computer- and Web-based practice and interaction.
- 3.Task-based and students-centered language learning.

➢ Grading

- 1.Process assessment: 60% (class participation and performance, assignments, dictation).
- 2.Final exam: 40% (written, closed book).

➢ Required Reading

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B2*. 浙江教育出版社, 2015.

➢ Suggested Reading

- 1.University of Cambridge ESOL Examinations. Cambridge IELTS 7. Cambridge: Cambridge University Press, 2009.
- 2.University of Cambridge ESOL Examinations. Cambridge IELTS 8. Cambridge: Cambridge University Press, 2011.
- 3.University of Cambridge ESOL Examinations. Cambridge IELTS 9. Cambridge: Cambridge University Press, 2013.

4. 环球雅思教材研究中心 GTRC. 雅思写作强化标准教程[M]. 北京：外文出版社，2013.

Recommended Journal and/or Website

- http://www.chinaielts.org/
- http://www. nytimes.com
- http://www.bbc.co.uk/podcasts
- http://www.perfectyourenglish.com/writing/english-writing.htm
- http://www.bartleby.com/141/index.html
- http://writingspaces.org/essays
- http://www.writing.wisc.edu/podcasts/index.html

● 专业课课程导学

INTRODUCTION TO FASHION DESIGN

● 设计概论

Introduction to Fashion Design is a specialized core course with 1 credit and 18 teaching hours. This course is a basic course for grade one Fashion Design students. The task is to have a general understanding of the fashion design study program and curriculum system, a basic cognize of fashion design principle, cultivate the students' correct design values. in order to lay the foundation for further study of fashion design courses.

设计概论是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 1 学分，18 学时。本课程为服装与服饰专业一年级的一门基础课。它的任务在于概括性了解服装设计专业的学习计划和课程系统，对服装设计的原理有基本的认知，培养正确的设计价值观，为后续服装设计相关课程的学习奠定基础。

Learning Outcomes 学习目标

This course aims to help students have a basic concept of fashion design. Understand the status quo of the fashion industry, the development process of fashion, famous fashion brands and designers. Have a basic understanding of fashion style and garment categories. And students could have a comprehensive and objective point of view to analyse and appreciate fashion design.

这门课程旨在帮助学生对服装设计有基本的概念，了解行业现状、发展历程，著名服装品牌和设计师，对服装风格和品类有基本的认知，并能以全面客观的角度对服装设计进行分析和鉴赏。

Course Contents 学习内容

The meaning, function, composition elements of design, etc.
The basic concepts of garments, the origin of garments, the development of design, the function of garments.
Analysis and appreciation of fashion style.
Basic knowledge of garment categories.
The basic skills of fashion design that a fashion designer must have, fashion designer's occupational characteristics.
Introduction of fashion design teaching plan, curriculum system.
Introduction of famous fashion institute and famous designers from all over the world.
Introduction of famous fashion week from all over the world.
Introduction of famous fashion competitions and events.

- 设计的涵义、功能、组成要素等。
- 服装基本概念、服装的起源、设计的发展、服装的功能。
- 服装风格解析与鉴赏。
- 服装品类基本认知。
- 服装设计师应具备的基本技能、职业特点。
- 服装设计专业教学计划、课程体系介绍。
- 国内外著名服装院校及设计大师。
- 著名时装周介绍。
- 国内外服装赛事、活动介绍。

Grading 评估方式

1. Attendance 出勤 20%
2. Assignment 平时作业 30%
3. Final Examination 期末考试 50%

Suggested Reading 推荐图书

1. Fashion Design，Sue Jenkyn Jones 著，Thames & Hudson 出版社，2011
2. Fashion Design Directory，Marnie Fogg 著，Thames & Hudson 出版社，2011
3. 服装设计 1：服装设计概论(第 2 版)，冯利，刘晓刚著，东华大学出版社，2015
4. 设计概论，杨先艺 著，清华大学出版社，2010
5. Sue Jenkyn Jones, Fashion Design, Thames & Hudson, 2011

FOUNDATION DESIGN

● 设计基础

Foundation Design, a specialized core course with 2 credits and 36 teaching hours. This course is a basic course for grade one Fashion Design students. Through studying this course, the students would understand the basic principle of form and composition design, the basic principle of color design, train students' abilities of rational or abstract logical thinking, and the application of the graphic design and color design in the fashion design.

设计基础是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程为服装与服饰专业一年级学生的一门基础课。它的任务在于理解、认知平面构成的基本原理，色彩构成的基本原理，训练学生对色彩理性、抽象的逻辑思维能力和色彩设计的应用能力，以及平面构成和色彩构成在服装设计领域的应用方法。

Learning Outcomes 学习目标

Pay attention to the combination of scientific systematic theory teaching and the abstract visual training, and according to the theory of teaching progress, arrange experimental assignments by corresponding unit. It would be the best for students to deeply understand and grasp the principle of the graphic design by this teaching method. Understand the elements of graphic design, the expression of graphic design, and be able to use the concept of graphic design into fashion design. From the formation and the perceptual principle of color, grasps the color properties as well as the relationship between them. Be able to skillfully use the basic theories to analysis and explain the related problems. Grasp correctly the impact of color psychology to color design. Understand the principles of color mixing and purposes, grasp the rules' characteristics' of color contrast, harmonic, and be able to use the compressive measures of color into fashion design.

注重科学、系统的理论讲授与抽象的视觉训练相结合，并根据理论讲授的进度，分单元安排相应的实验性作业，以利学生对平面设计原理的深入理解和掌握，掌握平面构成的形态要素和基本表现形式，能将平面设计的概念应用于服装设计。

从色彩的形成及知觉原理入手，掌握色彩属性以及它们之间的相互关系，能熟练运用基本理论对相关问题进行分析、解释，正确把握色彩心理对色彩设计产生的影响，了解色彩混合的原理和用途，掌握色彩对比、调和的规律和特点，并能将色彩表现的综合手段应用于服装设计。

Course Contents 学习内容

- Basic concepts, characteristics, classification of the graphic design and color design.
- Shape elements of graphic design.
- The form elements of graphic design.
- The basic expression of graphic design.
- Theoretical description of color, image analysis and appreciation.
- Color psychology, color collocation.
- Color contrast and harmony rules.
- Application of the graphic design and color design in the fashion design.

- 平面设计和色彩设计的基本概念、特点、分类。
- 平面设计中的形态要素。
- 平面构成的形态要素。
- 平面设计的基本表现形式。
- 色彩的理论性描述，图例分析与欣赏。
- 色彩心理，色彩混合。
- 色彩对比与调和规律。

- 平面设计和色彩设计在服装设计中的应用。

Grading 评估方式

1. Attendance 上课出勤 20%
2. Assignment 平时作业 30%
3. Final project 结课项目 50%

Suggested Reading 推荐图书

1. Graphic Design: The New Basics，Ellen Lupton 著，Princeton Architectural Press 出版，2008
2. Colors for Modern Fashion，Nancy Riegelman 著，Prentice Hall 出版，2006
3. 色彩设计的原理，［日］伊达千代 著，中信出版社，2011
4. Marnie Fogg, The Fashion Design Directory, Thames & Hudson, 2011.
5. Digital Visions for Fashion and Textiles, Sarah E. Braddock Clarke and Jane Harris, Thames & Hudson, 2012.
6. Nancy Riegelman, Colors for Fashion, Thames & Hudson, 2011.
7. Ellen Lupton, Graphic Design the new basic, Princeton Architectural Press, 2008.
8. Peg Faimon and John Weigand, The Nature of Design, HOW Books, 2004.
9. 色彩心理学，［日］原田玲仁 著，湖南文艺出版社，2013.
10. 色彩设计的原理，［日］伊达千代 著，中信出版社，2011.

THREE DIMENSIONAL COMPOSITION

● 立体构成

Three Dimensional Compositon is a specialized core course with 2 credits and 36 teaching hours. This course is one of the important basic courses in art design. Based on learning the three-dimensional construction, change students'habitual single plane mode of thinking, realize transformation from two-dimensional to three-dimensional thinking. Lays the foundation for fashion design ability.
立体构成是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程为服装与服饰专业一年级学生的一门基础课。通过本课程学习，改变学生习惯性单一的平面思维方式，实现由二维到三维思维的转换。为服装设计能力的培养打下基础。

Learning Outcomes 学习目标

This course will train students' abilitiesof space imagination and space design. Expand the scope of imagination thinking and design to create the heaven and the earth. Encourage students to carry out in accordance with the law of formal beauty, organization of point, line, plane, block space composition, nimble to use cube, cone and sphere, these basicprimary formsperfectly to create three-dimensional space models, and begin to exercise the three-dimensional design on mannequins, make itscolor of constitute elementsand materials consistent with creative, reasonable shape.
培养学生空间的想象力及空间设计能力。拓展了想象思维的范畴和设计创造的天地。促使学生能够按照形式美的规律，进行组织点、线、面、块的空间构成，灵活运用方体、椎体、球体这基本的三原体完美地创造立体空间造型，并开始体验在人台上进行立体设计，使其构成元素的色彩及材质与创意相符合，造型的合理。

Course Contents 学习内容

- To master the basic concepts of three-dimensional space model (3d).
- Master three elements of stereo modeling: forms, function and aesthetic.
- Diversity ofcomposition methods by using addition, subtraction, and looking for sense of order and wholeness.
- Master the inner form and outer form of objects visual esthetics.And nimble to use its aesthetic principles: change and unity, rhythm and cadence, proportion, balance, etc.

- 掌握立体空间造型（立体构成）的基本概念。
- 掌握立体造型的三要素，形态、机能、审美。
- 构成方法多样性、运用加法构成、减法构成，寻找秩序与整体感。
- 掌握物象视觉美的外形式与内形式。并能灵活运用它的形式美法则：变化与统一，节奏与韵律，比例、平衡等。

Grading 评估方式

1. Attendance 上课出勤 20%
2. Assignment 平时作业 30%
3. Final project 结课项目 50%

Suggested Reading 推荐图书

1. Shadowfolds: Surprisingly Easy-to Make Geometric Designs in Fabric， Jeffrey Rutzky、Chris K. Palmer 著，Kodansha America, Inc 出版，2011
2. 立体构成，满懿 著，人民美术出版社，2008.

BASIC CLOTHING TECHNOLOGY

● 服装工艺基础

Basic Clothing Technology is a specialized core course with 1 credit and 18 teaching hours. This course is one of the important basic courses in fashion design, through studying this course; the students would understand the basic skills of sewing process.

服装工艺基础是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 1 学分，18 学时。本课程为服装与服饰设计专业的重要基础课程之一，通过本课程学习，学生将掌握服装工艺的基本技术。

Learning Outcomes 学习目标

Master the basic principles of clothingtechniques and processes.
Master the basic clothing techniques.
Students could be enable to use sewing machine and pressing equipment skillfully.
掌握成衣工艺的基本原理和流程。
掌握基本的工艺方法。
能够熟练应用缝纫机及整烫设备。

Course Contents 学习内容

- Sewing machine structure and function, the conventional fault processing method, machine operation method and process.
- Basic linear practice (straight line, curve, fall back to the needle), commonly used type seam tech-niques.
- Shopper bag sewing process.

- 缝纫机结构与功能，常规故障处理方法，缝纫机操作方法与流程。
- 基本线型的练习（直线、曲线、倒回针），常用缝口类型技法。
- 购物袋的缝纫步骤。

Grading 评估方式

1. Attendance 上课出勤 20%
2. Assignment 1 任务 1 30%
3. Assignment 2 任务 2 50%

Suggested Reading 推荐图书

1. A Guide to Fashion Sewing，Connie Amaden-Crawford 著，Fairchild Books 出版，2010
2. Roland Kilgus / Werner Ring / Marianne Hornberger / Hannelore Eberle / Hermann Hermeling, Clothing Technology, Europa Lehrmittel Verlag, 2008

SKILL OF FASHION DRAWING

● 服装设计表现

Skill of Fashion Drawing is a specialized core course with 3 credits and 54 teaching hours. This course is one of the important basic courses in fashion design, through studying this course, students would have the ability of drawing different fabric texture and diagram structure performance and master the skillfully application ability of different styles of the rendering.

服装设计表现是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 3 学分，54 学时。本课程为服装与服饰设计专业的重要基础课程之一，通过本课程学习，学生将获得对服装材质与形态的手绘表现能力以及不同效果图表现手法的灵活应用能力。

Learning Outcomes 学习目标

Through study the theory and practice of this course, it makes students know well the various skills, master various skills, in the form of performance skills, cognitive and thinking to appreciate different style at the same time, feeling series, improve the appreciation, etc., and to lay a solid foundation for subsequent design course.

通过本课程的理论与实践学习，使学生熟悉各种技法的形式、掌握各种技法的表现技巧，从而能够将自己的设计认知及思维有效地加以表现，同时体味不同的风格、感悟系列，提高鉴赏眼光等，并为后续设计课程打下坚实的基础。

Course Contents 学习内容

- The basic structure and proportion character of human body.
- Select proper personages posture and performance
- The knowledge of color and composition principles.
- Commonly expression technique of effect drawing.
- The expression techniques of different types of fabric.
- Working sketch.
- Introduce the style of the illustration.

- 人物的基本结构与比例。
- 人物姿态的合理选择与表现。
- 色彩知识、构成原理。
- 效果图的常用表现手法。
- 效果图中不同面料材质的表现手法。
- 服装平面款式图。
- 效果图的风格介绍。

Grading 评估方式

1. Attendance 上课出勤 10%
2. Assignments 平时作业 40%
3. Final project 结课项目 50%

Suggested Reading 推荐图书

1. Fashion Illustration for Designers，Kathryn Hagen 著，Prentice Hal,出版，2004

2. Advanced Fashion Drawing: Lifestyle Illustration，Bil Donovan 著，Laurence King Publishing 出版，2010
3. 美国时装画技法教程，[美] 凯特哈根 著；张培 译，中国轻工业出版社，2008
4. Bil and Donovan, Advanced Fashion Drawing: Lifestyle Illustration, Laurence King Publishers, 2010.
5. Steven Faerm, Creating a Successful Fashion Collection: Everything You Need to Develop a Great Line and Portfolio, Barron's Educational Series, 2012.
6. 效果图技法，刘元风 著，高等教育出版社，2007.
7. 现代效果图艺术表现，刘兴邦 著，福建美术出版社，2006.
8. 实用效果图，王钧 著，中国纺织出版社，2005.

PRESENTATION SKILLS 1

● 提案技巧 1

Presentation Skills 1 is a basic course with 1 credits and 18 teaching hours, will be employed in students' future homework，internship，interview even jobs to be foundation of all proposal.

This course mainly focuses on all the aspects related to public speaking skills. Having experienced all the chosen practical exercises, students would get to know about different communication methods, skills and roles, and further have a more comprehensive view and understanding of presentation skills. At the end of this course, students should preliminarily develop communication skills and become proficient with combining their own styles with skills they learnt in the course.

提案技巧 1 是一门在学生将来的作业，实习，面试甚至工作中会涉及到的所有提案的基础性的课程，共 1 学分，18 学时。

本课程主要侧重于所有公众演讲方面的相关技能。通过选择实践的练习，学生会更多地了解不同的沟通方法，技巧和角色，并对提案技巧有了更全面的看法和更进一步的理解。在这个课程结束后，学生初步掌握沟通能力，结合自己的风格熟练掌握课中所学习的技巧。

Learning Outcomes 学习目标

Build up students' confidence and courage speaking in public and putting forward proposal.

Enable students to have preliminarily understanding of concept and significance of "presentation".

建立学生公开演讲和提案的信心和勇气。

使学生初步了解提案的概念和意义。

Course Contents 学习内容

Understanding and knowledge of the classical presentation techniques while experienced all the chosen practical exercises, including eye contact, tone and tempo, listening skills, body language，and presentation strategy.

通过课堂练习，在实践和讨论中逐渐理解并掌握经典提案技巧，包括眼神交流，音调与节奏，倾听技巧，肢体语言和提案策略。

Grading 评估方式

1. Attendance 出勤 5%
2. Participation 课堂参与 15%
3. Assignment 1 作业 1 35%
4. Final Project 结课项目 45%

Suggested Reading 推荐图书

1. 高效演讲，彼得•迈尔斯 (Peter Meyers) 著， 尚恩•尼克斯 (Shann Nix) 著， 马林梅 译，吉林出版集团有限责任公司，2013.
2. 演说：用幻灯片说服全世界 . Nancy Duarte 著， 汪庭祥 译，电子工业出版社, 2012.
3. 沟通：用故事产生共鸣，Nancy Duarte 著，冯海洋 译，刘芳 译，电子工业出版社，2013.
4. 演说之禅：职场必知的幻灯片秘技，Reyno-Lds,G 著，王佑 译， 汪亮译 译. 电子工业出版社, 2009.
5. 演说之禅设计篇：完美呈现的幻灯片设计原则和技巧 . Reyno-Lds,G 著. 王佑 译，电子工业出版社, 2010.

APPAREL PRODUCTION PROCESS I

● 服装工艺制作 I

Apparel Production Process I is a specialized core course with 2 credits and 36 teaching hours. This course is one of the important basic courses in fashion design, through studying this course, the students would learn the basic skills of operating the sewing equipment and using the techniques into their own design practice.
服装工艺制作 I 是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程为服装与服饰设计专业的重要基础课程之一，通过本课程学习，学生将掌握基本的缝纫设备操作技术并能运用到设计创新实践中去。

Learning Outcomes 学习目标

Understand the methods of operation and maintenance of sewing equipment.
Master the use of sewing machines, overlock machine.
Master the pullover making process.
Master the skirt making process.

了解常用缝纫设备的使用和维护方法。
熟练掌握缝纫机、包边机的使用方法。
掌握卫衣工艺操作流程。
掌握半裙工艺操作流程。

Course Contents 学习内容

- Pullover making method and process.
- Students must master the pullover pattern design, layout, fabric cutting method, overlock the pieces, and the whole process of making pullover, which includesweatshirts collar making, finish the hem, ironing and checking, etc.
- 制作卫衣的方法与步骤。
- 学生将掌握卫衣纸样设计，排料，裁剪工艺，锁边，以及整个卫衣制作的过程，包括缝制领口，收边，整烫，检验等。

- Skirt making method and process.
- Students must master the skirts pattern design, layout, fabric cutting method, overlock the pieces, and the whole process of making skirt, which include skirt waistband making, invisible zipper sewing, finish the hem, ironing and checking, etc.
- 制作裙子的方法与步骤。
- 学生将掌握半裙纸样设计，排料，裁剪工艺，锁边，以及整个半裙制作的过程，包括绱腰头，装隐形拉链，收边，整烫，检验等。

Grading 评估方式

1. Attendance 出勤 20%
2. Assignment 平日作业 20%
3. Final Project 结课作品 60%

Suggested Reading 推荐图书

1. A Guide to Fashion Sewing, Connie Amaden-Crawford 著, Fairchild Books 出版, 2010
2. Clothing Technology, Eberle Hannelore, Verlag Europa-Lehrmittel Nourney 著, Vollmer GmbH & C 出版, 2008

COMPUTER ILLUSTRATION

● 计算机图形

Computer Illustration is a specialized core course with 2 credits and 36 teaching hours. This course is one of the important courses in fashion design, through studying this course, the students would have the ability of drawing different fabric texture，different styles of sketch and work drawing by PS and AI. Moreover, students could also learn basic skills of graphic and words arrangement by InDesign.

计算机图形是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程为服装与服饰设计专业的重要课程之一，通过本课程学习，学生将获得使用 PS 和 AI 来表现服装材质，绘制不同风格效果图以及款式图的方法，另外学生通过这门课程还可以掌握利用 InDesign 来进行基础的图像文字排版能力。

Learning Outcomes 学习目标

Through learning of this course, students will understand the basic principles of computer fashion design drawing and painting methods. Cultivate the students' abilities of fashion design performance, and the skills of graphic processing.

通过本课程的学习，使学生了解电脑服装设计绘画的基本原理与绘画方法；培养学生的服装设计表现与动手能力，培养学生的图形处理技能。

Course Contents 学习内容

- Introduction for common software types of computer fashion drawing
- Basic usage and graphics drawing with Adobe Photoshop
- Basic usage and graphics drawing with Adobe Illustrator
- Basic usage with Adobe InDesign
- Fashion illustration by PS
- Work drawing by AI
- The comprehensive expression of processing image, fashion drawing, layout, etc.
- 常用服装效果图软件种类介绍
- Adobe Photoshop 基本使用和图形绘制
- Adobe Illustrator 基本使用和图形绘制
- Adobe InDesign 基本使用
- PS 的服装效果图绘制
- AI 的服装款式图绘制
- 效果图的综合绘制、排版等相结合的综合表达

Grading 评估方式

1. Attendance 出勤 10%
2. PS assignment PS 课后作业 20%
3. AI assignment AI 课后作业 20%
4. Final project 结课项目 50%

Suggested Reading 推荐图书

1. Bil and Donovan, Advanced Fashion Drawing: Lifestyle Illustration, Laurence King Publishers, 2010.

2. Photoshop Cs3/Cs4 Wow! Book，Linnea Dayton/Cristen Gillespie 著，Peachpit Press 出版，2010
3. Adobe photoshop CS6 classroom in a book，Adobe Creative Team 著，Adobe Press 出版，2012
4. Adobe illustrator CS6 classroom in a book，Adobe Creative Team 著，Adobe Press 出版，2012
5. Borrelli and Laird, Fashion Illustration by Fashio, Chronicle Books, 2008.

APPAREL STRUCTURE DESIGN I

● 服装结构设计 I

Apparel Structure Design I is a specialized core course with 3 credits and 54 teaching hours. This course is one of the important basic courses in fashion design, through studying this course, the students would learn the female body characteristics and measuring method, the basic skills and principles of pattern making.

服装结构设计 I 是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 3 学分，54 学时。本课程为服装与服饰设计专业的重要基础课程之一，通过本课程学习，学生将掌握人体特征和测量方法，服装的基本结构变化的方法与原则。

Learning Outcomes 学习目标

Master the structure, basic concepts and basic theories of clothing.
Grasp the female body characteristics and measuring method.
Understand the basic structure of female top and its simple change.
Understand the basic structure of the sleeves and its simple changes.

掌握课程中所涉及的服装结构的基本概念和基本理论。
掌握女性人体特征和测量方法。
了解女上装的基本结构及简单变化。
了解袖子的基本结构及简单变化。

Course Contents 学习内容

- The meaning and concepts of the pattern, the method of pattern design.
- Regional division and connection point of the human body, the body's basic structure, the proportion of the human body, the differences between the male and female body shape.
- Pattern making symbols, body measuring method, women's clothingspecification and referencesize.
- Chinese and foreign women's basic pattern, the standard pattern, overview of women's patterns.
- Demonstrations and practical training of women´s bodice block by draping.
- Understanding and practical trainingofthe basic pattern structures of women´s bodice block and simple changes.
- Understanding pattern´s transfer principles and methods: folds, darts, dividing seams.
- Sleeve basic pattern and different types of sleeve changing.

- 纸样概念、纸样设计的意义、纸样设计的方法。
- 人体区域的划分和连接点，人体的基本构造、人体的比例、男女体型的差异。
- 纸样绘制符号、女装人体测量、女装规格及参考尺寸。
- 中外女装基本纸样、标准基本纸样、女装纸样综述。
- 立体裁剪演示与练习女装基本原型。
- 理解和练习女装基本原型和简单的变化。
- 理解纸样转移的原则和方法：打褶，做省，分割线。
- 袖子基本原型和不同袖形的变化。

Grading 评估方式

1. Attendance 出勤 10%
2. Tasks in class 课堂练习 30%

3. Workshop completed project (Minimum 1 Outfit) Workshop 结课作业 50%
4. Final presentation in English 英文演讲 10%

Suggested Reading 推荐图书

1. Metric Pattern Cutting for Women's Wear，Winifred Aldrich 著，Wiley 出版，2015
2. 服装造型学技术篇，［日］中屋典子、［日］三吉满智子 著，中国纺织出版社，2009.
3. 服装纸样设计原理与应用 ： 女装编，刘瑞璞编著，北京:中国纺织出版社 ,2008

DRAPING I

● 立体裁剪 I

Draping I is a specialized core course with 2 credits and 36 teaching hours. This course is one of the important basic courses in fashion design, through studying this course， students would learn the basic skills of making structures of garments by draping.
立体裁剪 I 是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程为服装与服饰专业一年级学生的一门重要的基础课。通过本课程学习，学生将掌握服装立体剪裁的基本设计技巧。

Learning Outcomes 学习目标

Through studying of theories and operation of draping, which demands that correct understanding of the morphological characteristics of human body and it can be established directly between the structure of human body and clothing, three-dimensional contact. Requiring mastering the application of the design method, the theoretical principles of construction with the draping method, the three-dimensional cutting process, and the operating points of various design form, problems, the structure principles of application, etc.
通过立体裁剪的理论和操作的学习要求做到正确认识人体的形态特征，并能够在人体和服装结构间建立起直接的、立体的联系。要求掌握立体裁剪在款式设计中的理论原则、应用方法、工艺的配合、各种设计形式的操作要点、常出现的问题、结构原理的应用等。

Course Contents 学习内容

- The concepts of three-dimensional cutting, tools, preparation and basic operation requirements and methods, etc.
- The mark line making and using in draping.
- Making women's primary shape of upper.
- The structure and principles of clothing darts on the tops, principles and operation method and effect. Transform darts into pleats, segmentation processing.
- Basic study of creative clothing draping method, the integrated application of three-dimensional cutting skills, grey fabric modeling characteristics and limitations, the structure of the creative divergent ways.
- Basic study of creative clothing draping method and draping technique of integrated English, fit fashion and easy fashion modeling design method.

- 立体裁剪的概念、工具、准备工作和基本操作要求与方法等。
- 标注线的划定与使用。
- 女装基本原型制作
- 服装中的省的结构原理、上衣中的省、转省原理和操作方法以及效果比较。省道转化为褶裥、分割的处理。
- 创意服装立体裁剪方法，立体裁剪技巧的综合应用，白坯布造型特点和限制，创意结构的发散方式的基础学习。
- 创意服装立体裁剪方法，立体裁剪技巧的综合英语，合体时装和宽松时装造型设计方法的基础学习。

Grading 评估方式

1. Attendance 上课出勤 10%
2. Assignment 平时作业 40%
3. Final project 结课项目 50%

Suggested Reading 推荐图书

1. Stitch Magic: A Compendium of Techniques for Stitching Fabric into Exciting New Forms and Fashions，Alison J. Reid 著，Stewart Tabori & Chang 出版，2011
2. The Art of Manipulating Fabric，Collette Wolff 著，KP Books 出版，1996
3. Draping: The Complete Course，Karolyn Kiisel 著，Laurence King Pub 出版，2013
4. Drape Drape，Hisako Sato 著，Laurence King Publishing 出版，2012
5. Drape Drape2，Hisako Sato 著，Laurence King Publishing 出版，2012
6. Drape Drape3，Hisako Sato 著，Laurence King Publishing 出版，2012
7. 美国经典立体裁剪:基础篇，Amaden-CranfordConnie 著，中国纺织出版社，2003
8. Jaffe Hilde，Draping for Fashion Design, Prentice Hall, 2011.

FASHION DESIGN I

● 服装设计 I

Fashion Design I is a specialized core course with 3 credits and 54 teaching hours. This course is one of the important courses in fashion design, through studying this course, students will acquire basic fashion design capability and innovation ability, and applied to their design practice.

服装设计 I 是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 3 学分，54 学时。本课程为服装与服饰设计专业的重要课程之一，通过本课程学习，学生将获得基本的服装造型设计能力及创新能力并运用到设计实践中去。

Learning Outcomes 学习目标

Fashion design I mainly introduce the basic knowledge of fashion design, it causes the students to understand theoretical clothing elements constitute the modeling, the law of formal beauty, the basic principles of clothing shape and structure design, fashion design creative thinking method, material and fabric color collocation. In fashion design, know basic principles and skills well and improve the students' ability of innovation ability and skill performance.

本课程主要介绍服装设计的基本知识，使学生从理论上了解服装构成的造型要素、形式美的法则、服装造型与结构线设计的基本原理、服装设计的创作思维方法、服装面料材质与色彩搭配，在掌握服装设计基本原理与技能的基础上，不断提高学生的创新能力及技法表现能力。

Course Contents 学习内容

- Introduction of fashion design
- The elements of fashion design
- The law of formal beauty in fashion design
- Fashion design methods and procedures
- material and fabric color collocation
- Graphic performance

- 服装设计的介绍
- 服装设计的要素
- 形式美的法则在服装中的运用
- 服装设计方法和程序
- 服装面料材质与色彩搭配

Grading 评估方式

1. Attendance 上课出勤 10%
2. Assignment 随堂作业 30%
3. Final Project, 10 Minutes Presentation 每人完成独立的课堂项目，10 分钟的项目提案 40%

Suggested Reading 推荐图书

1. Fashion design，Sue Jenkyn Jones 著，Laurence King Publishing 出版，2011
2. Fashion design: a technical foundation，Tanya Dove 著，Austin Macaulay Ltd 出版，2013
3. 服装设计概论，刘晓刚 著，纺织大学出版社，2008.
4. Laura Eceiza, Atlas of Fashion Designers, Rockport Publishers Inc, 2010.
5. 现代服装艺术设计，刘元风、李迎军 著，清华大学出版社，2005
6. Jenny Udale / Richard Sorger, Fundamentals of Fashion Design, AVA Publishing, 2014.

FASHION PHOTOGRAPHY 1

● 时装摄影 1

Fashion photography 1 is a practical course to help students demonstrate their own design concept by photography. In this course students will be required to attend on both theoretical and practical classes. Throughout the course it will covers from fundamental knowledge to technical aspect such as lighting and post retouching. Students will gradually improve their expression of visual language. It contains 1 credit and 18 class hours.

时尚摄影 1 是一门帮助学生利用摄影的方式，在平面中更好的呈现自己设计作品 / 概念的实践类课程。学生需要参与该课程的理论以及实践部分。在本课中，学生将会学习到与时尚摄影的基础知识，辅以技术实践型操作（诸如影棚布光和后期制作）。认识摄影的基础流程，从而通过自己的拍摄逐步提高视觉语言的表现张力。为日后个人作品的展示打下坚实基础。本门课包含 1 学分，共 18 课时。

Learning Outcomes 学习目标

This course will start with basic camera manipulation to make students capable on dealing with multiple light source. With the support of studio lighting training, students will also build up the sense of lighting styling and the awareness of various lighting position.
Students will be given the fundamental knowledge of fashion Photography. In the eye of photographer section, they will assign different world-famed photographer to research on for future project. Under the notion of those great fashion photographer, students will discover the process of photoshooting and how those great idea can be appiled in photography.
Students will able to use the concepts, knowledge and skills they learnt in class to present their design in fashion photography.

通过这节课学生将掌握到基本的相机使用技能，在混合光源的拍摄条件下完成作品。在一定量的摄影棚布光练习后，培养学生对光的造型能力，提高学生对不同光位的分析能力。
学生将会学习并体验时尚摄影。通过摄影师之眼练习，学生将会分配到不同的当代时尚摄影大师作为选题进行研究。从大师的角度感受时尚摄影的创作过程，通过模仿大师杰作去提炼自己的摄影语言。
学生将综合运用课堂上所学的理念、知识和技巧，去更好地进行拍摄。

Course Contents 学习内容

- Mastering Your Camera: Exposure/ Composition/ Camera Basic
- Eyes of Photographer: Research on Photographer/ Generate Shooting Concept
- Studio Light Practice: Rembrrantd Lighting/ Butterfly Lighting/ 3 Point Lighting
- Baisc Adobe photoshop / Camera raw

- 掌控相机：相机的基本使用 / 构图要素 / 曝光三元素
- 摄影师之眼：摄影创作概念形成 / 不同摄影师的创作 / 重塑大师佳作
- 灯光应用：伦勃朗光 / 蝴蝶光 / 三点光位
- 相关后期软件应用

Grading 评估方式

1. Attendance 出勤 10%
2. Oral Presentation & Idea Sharing 课堂演讲与讨论 10%
3. Case Studies & Photo Shooting 摄影师案例分析及过佳作重塑程 40%
4. Design Outcome Photo Shooting Project 结课拍摄项目 40%

Suggested Reading 推荐图书

1. New Fashion Photography，Tim Blanks，Prestel，2013
2. Fashion photography 101, Lara Jade, New York, Pixiq, 2012
3. 大师的时尚摄影，林路，福建科学技术出版社，2010
4. 布光拍摄修饰：影棚人像摄影全流程详解，Scott Kelby 著 李立新 译，人民邮电出版社
5. Uncovering fashion: fashion communication across the media，Marian Frances Wolbers，Fairchild books，2009

CREATIVE PROJECT

● 创意项目

Creative Project is a specialized core course with 3 credits and 54 teaching hours. This course is one of the important courses in fashion design, through studying this course, students would apply all the creative fashion design methods and practice from conception to production, which through a whole fashion design project.

创意项目是服装与服饰设计（2+2 中外联合培养双学位）专业的专业实践课，共 3 学分，54 学时。本课程为服装与服饰设计专业的重要课程之一，通过本课程学习，学生将运用所有所学的创意设计方法，实践从设计构思到服装制作的全过程。

Learning Outcomes 学习目标

Creative Project aims to mainly improve the students' ability of innovation and skill performance. Through learning of this course, students will master the creative clothing from conception to express the whole process, and improve the artistic taste of creative clothes and make a foundation for the next step at the same time.

创意项目旨在提高学生的创新能力和技能表现。通过本课程的学习，握创意服装从构思到表达的全过程，并提高对创意服装的艺术审美眼光，同时为下一步设计学习打好基础。

Course Contents 学习内容

- Information and inspiration research
- Theme determination, imagination development, conception expression, model experiment
- Sketch and randering
- Draping and pattern making
- Technological process
- Shooting
- 信息收集、灵感捕捉
- 主题确定、联想发挥、构思表达、模型实验
- 草图和设计稿
- 白坯布实验和纸样制作
- 工艺制作
- 作品拍摄

Grading 评估方式

1. Attendance 上课出勤 10%
2. Assignments 平时作业 30%
3. Final project 结课项目 60%

Suggested Reading 推荐图书

1. Fashion Design: Process, Innovation and Practice，Kathryn Mckelvey，Janine Munslow 著， Wiley 出版，2012
2. Fashion Thinking: Creative Approaches to the Design Process，Fiona Dieffenbacher 著，AVA Publishing 出版，2013
3. Fashion Details: 1,000 Ideas from Neckline to Waistline, Pockets to Pleats，Macarena San Martin 著，Rockport Publishers 出版，2011
4. Visual Research Methods in Fashion，Julia Gaimster 著，Bloomsbury Academic 出版，2011
5. Kathryn McKelvey, Janine Munslow, Fashion Design: Process, Innovation and Practice, Wiley, 2012.
6. 创意服装设计，肖琼琼 著，中南大学出版社，2008.
7. Macarena San Martin, Fashion Details: 1,000 Ideas from Neckline to Waistline, Pockets to Pleats, RockportPublishers, 2011.

DESIGN HISTORY AND COSTUME THEORY

● 设计史与服装理论

Western Design History and Costume Theory is a specialized core course with 2 credits and 36 teaching hours. This course is one of the important basic courses in fashion design, through studyingthis course, students would have the understanding of the fashion evolution process in each period, master the various period of representative image cultural of foreign clothing.

设计史与服装理论是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程为服装与服饰设计专业的重要课程之一，通过本课程学习，学生们将理解每个时期服装款式的演化过程，掌握国外服装的各个时期代表的服装文化。

Learning Outcomes 学习目标

An overall perception of Social background/ Culture/ Art (Architecture、Sculpture and Printing) in each period.

A clear impression of western fashion history sections.
Understand western costume evolution process in each period.
Master the characteristics of the western costume, the features and representative images in each period.
Understand western accessories features and representative images in each period.
Understand fashion aesthetic of each period.

对每个时期的社会背景/文化/艺术（建筑，雕塑和绘画）有宏观的认知。
对西洋服装史的章节有清晰的概念。
了解西洋服装史每个时期的演变过程。
掌握西洋服装史每个时期的性格特征，设计特点和代表性形象。
了解西洋服装史每个时期的配饰特点和代表性样式。
了解每个时期的时尚美学。

Course Contents 学习内容

- The reason and practical significance of learning Design History and Costume Theory.
- The brief seminar about ‘Art, Design and Fashion’.
- The concept of costume, the origin of costume, the meaning of fashion aesthetic.
- Overview of the Ancient Period, the characteristics of the ancient costume, Ancient Egyptian Art, Ancient Egypt female costume, male costume, Hairpiece, Make up, Accessories.
- Ancient Greece history, Greek Sculpture and Architecture, Ancient Greece female costume, male costume, Hairstyle, Footwear, Ancient Greece fashion style in modern design.
- Ancient Rome history, the essential difference between Ancient Greece and Ancient Rome in fashion, Ancient Rome female costume, male costume, Hairpiece, Accessories.
- Overview of the Middle Ages, the Byzantine Empire costume culture, Roman costume culture, Gothic costume culture.
- Overview of the Early Modern Period, Renaissance Architecture and Sculpture, Renaissance female costume, male costume, Hairstyle, Accessories.
- Baroque Architecture, Interior design, Baroque printing, Baroque female costume, male costume, Hairstyle, Accessories, 17th century aesthetic attitude.
- Rococo Interior design, Rococo printing, the differences between Baroque and Rococo in Art, Rococo female costume, male costume, Hairpiece, 18th century aesthetic attitude.
- Overview of Modern Period, Neoclassicism, Romanticism, Neo-Rococo and Bustle Style costume culture.

- 学习设计史与服装理论的原因和现实意义。
- 关于“艺术、设计、服装”简要的讨论。

- 服饰的概念、服饰的起源和服饰美的意义。
- 古代背景概述，古代服装文化的特点，古埃及艺术，古埃及女装，古埃及男装，假发，妆容和配饰。
- 古希腊历史背景，古希腊雕塑和建筑，古希腊女装，古希腊男装，发型，鞋子，古希腊风格在服装发展历程中的彰显。
- 古罗马历史背景，古罗马服装与古希腊服装本质上的区别，古罗马女装，古罗马男装，发型，配饰。
- 中世纪概述，拜占庭帝国、罗马式、哥特式时期的服装文化。
- 近世纪概述，文艺复兴雕塑和建筑，文艺复兴时期女装，文艺复兴时期男装，发型，配饰。
- 巴洛克建筑、室内设计、绘画，巴洛克女装，巴洛克男装，发型，配饰，17 世纪美学观。
- 洛可可室内设计、绘画，巴洛克艺术和洛可可艺术的区别，洛可可女装，洛可可男装，发型，18 世纪美学观。
- 近代概述，新古典主义、浪漫主义、新洛可可和巴斯尔样式的服装文化。

Grading 评估方式

1. Attendance 上课出勤 10%
2. Assignments 平时作业 30%
3. Final Examination 期末考核 60%

Suggested Reading 推荐图书

1. 西洋服装史，李当岐 著，高等教育出版社，2005
2. Fashion-The definitive history of costume and style, DK 出版, 2012

TEXTILE TECHNOLOGY

● 服装材料学

Textile Technology is a specialized core course with 2 credits and 36 teaching hours. This course is one of the important basic courses in fashion design, through studying this course, student would learn how to identify and interpret the performance and quality of apparel textile materials for industrial applications, and use the knowledge into their fashion design developing.
服装材料学是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程为服装与服饰专业一年级学生的一门重要的基础课。通过本课程学习，学生将学会识别服装纺织原料的性能品质，并将此专业知识应用到个人创造性设计实践中。

Learning Outcomes 学习目标

Recognize and compare the characteristics and specifications of various apparel textile fabrics, accessories to meet the general requirements of apparel products.
Identify and interpret the performance quality of apparel textile materials for industrial application.
Apply the knowledge of apparel textiles to solve the general problems related to apparel textile materials.
Be able to match the apparel textile materials independently of collections.
Communicate effectively with industrial practitioners.
Develop a foundation for further study and engage in life-long learning.
Recognize the professional, ethical and social responsibility.

识别和比较各种面料的特点，认识各种纺织面料，服装配件等材料，以满足一般要求的服装产品。
识别工业应用和解释服装纺织原料的性能质量。
利用服装纺织品的知识, 解决一般的服装纺织原料的问题。
能够独立完成设计系列面辅料的搭配。
能与从业人员有效的沟通。
为进一步研究打下基础并养成终身学习的意识。
专业、道德和社会责任的意识。

Course Contents 学习内容

- Clothing fibers.
- Clothing yarns.
- Woven fibers.
- Knitted fibers.
- Clothing accessories.
- Dyeing and printing.

- 面料纤维
- 面料纱线
- 梭织面料
- 针织面料
- 服装辅料
- 服装面料二次加工（印染）

Grading 评估方式

4. Attendance 出勤 20%

5. Assignment 1 平时作业 30%
6. Final Examination 期末考试 50%

Suggested Reading 推荐图书

1. Miller. E, Textile Properties and Behaviour in Clothing Use, Batsford Technical, 1981.
2. Basics Fashion Design: Textiles and Fashion，Jenny Udale 著，AVA Publishing 出版，2008
3. Taylor, M.A., Technology of Textile Properties,3rd , Forbes, 1990.
4. Glock, R.E., Apparel Manufactring-Sewn Product Analysis, 2nd ed., Prentice-Hall, 1995.
5. Brown, P., Ready to Wear Apparel Analysis, 2nd ed., Pentice-Hall, 1998.
6. Stamper, A., Evaluating Apparel Quality, Fairchild Publications Division of Captial Cities Media Inc., 1986.

FASHION DESIGN II

● 服装设计 II

Fashion Design II is a specialized core course with 3 credits and 54 teaching hours. This course is one of the important courses in fashion design, through studying this course, students would learn the methods of creative fashion design, master the related design skills, and apply them to design practice.

服装设计 II 是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 3 学分，54 学时。本课程为服装与服饰设计专业的重要课程之一，通过本课程学习，学生将学习创意类服装设计的具体方法，掌握相关的设计手法，并能运用到设计实践中去。

Learning Outcomes 学习目标

Through learning of this course can make the students master the related knowledge and the method of creation of style, silhouette design, details design, color design, pattern design, fabric design. The students would learn the whole operating process of products, improve their ability of collection planning and make a foundation of next step to garment design.

通过本课程地学习，使学生掌握服装风格的创造、服装的外轮廓设计、服装细部设计、服装色彩设计、服装图案设计、服装面料设计的相关知识和方法，了解服装产品设计从构思到成品的运作全过程，提高学生的系列规划能力，同时为下一步成衣设计的学习打好基础。

Course Contents 学习内容

- The creation of fashion styles
- Silhouette design
- Details design of clothing
- Fashion color design
- Fabric design
- Comprehensive practice of design elements
- Collection planning process, conception, method, series, and material planning
- Production process and technology innovation of clothing

- 服装风格的创造
- 服装的外轮廓设计
- 服装的细节设计
- 服装色彩设计
- 服装面料设计
- 服装设计元素综合实践
- 服装系列规划过程、构思方法，系列性以及面辅料规划
- 服装的制作流程与工艺创新

Grading 评估方式

1. Attendance 上课出勤 10%
2. Assignment 随堂作业 30%
3. Final Project, 10 Minutes Presentation 每人完成独立的课堂项目，10 分钟的项目提案 60%

Suggested Reading 推荐图书

1. Concept to creation, Tanya Dove 著，Austin Macaulay Ltd 出版, 2014

2. Fashion Design: Process, Innovation and Practice, Kathryn McKelvey, Janine Munslow 著, Wiley 出版, 2012
3. 创意服装设计，肖琼琼 著，中南大学出版社，2008.
4. Fashion Details: 1,000 Ideas from Neckline to Waistline, Pockets to Pleats, Macarena San Martin 著, RockportPublishers 出版, 2011
5. 新编服装成衣学，甘应进、毕松梅 著，中国轻工出版社，2005

APPAREL PRODUCTION PROCESS II

● 服装工艺制作 II

Apparel Production Process II is a specialized core course with 2 credits and 36 teaching hours. This course is one of the important basic courses in fashion design, through studying this course, students would understand the whole process from design to making the clothes and using the techniques into their own design practice.
服装工艺制作 II 是服装与服饰设计（中外联合培养）专业的专业核心课，共 2 学分，36 学时。本课程为服装与服饰设计专业的重要基础课程之一，通过本课程学习，学生将掌握服装制作工艺的完整流程并能运用到设计创新实践中去。

Learning Outcomes 学习目标

This course requires students to master the clothing from materials preparation, cutting, sewing, ironing, until finished the whole process of operation method, students can make a shirt independently.
本课程要求学生掌握服装从原辅料经准备、裁剪、缝制、整烫直至成品的整个过程的操作方法，独立完成女式衬衫的制作。

Course Contents 学习内容

Shirt making method and process.
Students must master the shirts pattern design, layout, fabric cutting method, overlock the pieces, and the whole process of making shirt, which include making collar, front fly, patch pocket, attach shoulder, attach cuff, cuff opening techniques, set in sleeve, attach collar and fit techniques, buttonholeing, ironing and checking, etc.

制作女衬衫的方法与步骤。
学生将掌握半裙纸样设计，排料，裁剪工艺，锁边，以及整个衬衫的过程，包括制领工艺，制作门襟、贴袋，覆肩工艺，装袖克夫，袖叉工艺装袖，装领及合身工艺，锁眼工艺，整烫，检验等。

Grading 评估方式

1. Attendance 出勤 20%
2. Assignment 平时作业 20%
3. Completed Project 结课作品 60%

Suggested Reading 推荐图书

1. Clothing Technology，Eberle Hannelore 著，Verlag Europa-Lehrmittel Nourney, Vollmer GmbH & C 出版，2008
2. Professional Sewing Techniques for Designers，Julie Cole, Sharon Czachor 著，Fairchild Books 出版，2014

FABRIC DESIGN

● 面料设计

Fabric Design is a specialized core course with 2 credits and 36 teaching hours. This course is one of the important basic courses in fashion design, through studying this course, students would understand the basic methods of design fabric patterns, the basic methods of shaping fabrics, and using the techniques into their own design practice.
面料设计是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程为服装与服饰设计专业的重要基础课程之一，通过本课程学习，学生将掌握面料纹样的基本设计理论和面料塑形的基本设计理论，并能把技术应用到学生的创新设计中去。

Learning Outcomes 学习目标

Master the basic concept and basic theory of pattern design and fabric shaping involved in the classes.
Understand the basic method of fabric patterns design.
Understand the basis pattern, printing technology and fabric pattern design.
Learning to create patterns of the fashion fabric design.
Understand a variety of fabrics shape design modeling methods and visual style.
Understand the basic method of fabric shaping design.
Development and application of fabric design, practice fabric shaping comprehensive effect of fashion design.

掌握课程中所涉及服装面料纹样设计和面料塑形的基本概念和基本理论。
了解面料纹样设计的基本方法。
理解基础图案的印染工艺及服装印花面料设计。
学会进行时装面料纹样的创作设计。
理解多种面料塑型设计的造型方法与视觉风格。
了解面料塑形设计的基本方法。
拓展与运用面料塑形设计，练习面料塑形在服装设计中的综合性效果。

Course Contents 学习内容

- The basic contents, learning aims and task of patterns design and shaping fabric.
- The basic conditions of Chinese and foreign country’s traditional classic patterns.
- Design principles, techniques of expression, methods and elements of pattern design.
- Characteristics of different types of fashion pattern design.
- Recognition、trend and development of shaping fabric.
- Creative inspiration and design process of fabrics shaping.
- The bionic technology, adding technology, cutting technology, electronic technology.
- Characteristics of different types of shaping fabric.
- The application of fabric shaping, the popularity of fabric shaping.

- 图案设计和面料塑形的基本内容、课程目的及任务。
- 面料纹样的设计原则、表现手法、设计形式和设计要素。
- 中国传统经典纹样、外国传统纹样的基本情况。
- 不同服装类型的面料纹样设计特点。
- 面料塑型的认知、流行趋势及发展。
- 面料塑型的创意灵感和设计过程。
- 仿生工艺、添加工艺、缩减工艺、电子工艺。
- 不同服装类型的面料塑形设计特点。
- 面料塑型的应用以及面料塑型的流行。

Grading 评估方式

Attendance 出勤 10%
Assignment 平时作业 30%
Final Project 结课作业 60%

Suggested Reading 推荐图书

1. Digital Visions for Fashion and Textiles: Made in Code，Sarah E. Braddock Clarke and Jane Harris 著，Thames & Hudson 出版，2012
2. The Print Revolution - Groundbreaking Textile Design in the Digital Age，Tamasin Doe 著，Gingko Press Inc.出版，2013
3. Printed Textile Design，Amanda Briggs-Goode 著，Laurence King Publishing 出版，2013
4. Three-Dimensional Textiles: With Coils, Loops, Knots and Nets，Ruth Lee 著，Batsford Ltd 出版，2010
5. 服装创意面料设计，杨颐 著，东华大学出版社，2015
6. 设计风尚 1—创意纹样设计与制作，凤舞视觉 著，人民邮电出版社，2010.
7. Sarah E. Braddock and Marie O' Mahony, Techno Textiles: Revolutionary Fabrics for Fashion and Design, Thames & Hudson, 1999.
8. Colin Gale and Jasbir Kaur, Fashion & Textiles, Berg Publishers, 2004.

AESTHETICS AND PREVALENCE

● 服饰美学与流行

Aesthetics and Prevalence is a specialized core course with 2 credits and 36 teaching hours. This course is one of the important basic courses in fashion design, through studying this course; students would have the understanding of clothing aesthetic basic concepts and fashion trends communication ways; understand the relationship between art aesthetic in different areas and fashion aesthetic; know the pioneers, famous brands in fashion area and fashion styles, thus finding individual style, providing aesthetic level and artistic appreciation.

服装美学与流行是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程为服装与服饰设计专业的重要基础课程之一，通过本课程学习，学生将掌握服饰美学的基本概念与流行趋势传播方式，理解各艺术领域审美美学与服饰审美之间的关系，了解行业先锋人物、品牌及主流风格，从而发掘自身的设计风格，提高自身的审美水平与艺术鉴赏力。

Learning Outcomes 学习目标

Master clothing aesthetic basic concepts and basic theories.
Understand the relationship between different types of art and fashion design.
Master the evolution of fashion trends.
Master fashion communication ways.
Discover design style of your own.
Understand the meaning of learning fashion aesthetic.

掌握课程中所涉及的服饰美学的基本概念和基本理论。
理解各艺术类型与服装设计之间的关系。
掌握服饰流行的内在推动原因。
掌握服饰流行的传播方式。
发掘个人设计风格。
理解学习服饰美学的意义。

Course Contents 学习内容

- The basic concepts of aesthetic.
- Appreciate and analysis works of different types of art.
- Fashion artists and brand overview.
- Find individual character style, style type and location.
- The concepts and essence of fashion, the communication of fashion.

- 基本的美学概念。
- 各个领域艺术作品赏析。
- 服装设计大师与品牌介绍。
- 发现个性风格、风格类型与定位。
- 流行的概念与本质、流行的传播方式。

Grading 评估方式

1. Attendance 出勤 10%
2. Participation 课堂参与 40%
3. Final assignment 结课作业 50%

Suggested Reading 推荐图书

1. Beauty and Art: 1750-2000，Elizabeth Prettejohn 著，OUP Oxford 出版，2005
2. History of 20th Century Fashion，Elizabeth Ewing 著，Quite Specific Media Group Ltd 出版，2002
3. The Fairchild Books Dictionary of Fashion，Phyllis G. Tortora, Sandra J. Keiser ,Bina Abling 著，Fairchild Books 出版，2014
4. 《美的历程》李泽厚著，北京:三联书店出版 , 2009
5. Leonard Koren, Which Aesthetics Do You Mean, Perseus, 2010.

FASHION PHOTOGRAPHY 2

● 时装摄影 2

Fashion photography 2 is a practical course to help students demonstrate their own design concept by photography. In this course students will be required to attend on both theoretical and practical classes. Throughout the course it will covers from fundamental knowledge to technical aspect such as lighting and post retouching. Students will gradually improve their expression of visual language. It contains 1 credit and 18 class hours.

时装摄影 2 是一门帮助学生利用摄影的方式，在平面中更好的呈现自己设计作品 / 概念的实践类课程。学生需要参与该课程的理论以及实践部分。在本课中，学生将会学习到与时尚摄影的基础知识，辅以技术实践型操作（诸如影棚布光和后期制作）。认识摄影的基础流程，从而通过自己的拍摄逐步提高视觉语言的表现张力。为日后个人作品的展示打下坚实基础。本门课包含 1 学分，共 18 课时。

Learning Outcomes 学习目标

This course will start with muitlpe lighting set up on dealing with deiffernt shooting demand. Since students have completed the first part of this class, the lighting set will much advance than before. Student will start using multiple lighting position to not just illuminate but also add a concept in the picture.
Students will be given the a subject to creative a series story behind their designing dress. With this actual workflow students can get to know modeling the subject. Students will be required to create a mood board that contain the main visual guidance for the real practice.
Students will able to use the concepts, knowledge and skills they learnt in class to present their design in fashion photography.

在完成时装摄影 I 之后，这门课会为学生带来更加进阶的商业布光技巧，从单灯到多灯的运用。但与之前不同的是，同学们需要清晰认识到通过操作光位可以为自己的时尚设计服饰带来什么样的深度。这是本次课程的重点及难点所在。
在时尚摄影的基础上，为自己设计的服装进行拍摄依然是重点。在本次课程里，学生不仅限于把拍摄物主体打亮，但更重要的是根据自己的创意进行必要的调研，从而为自己的时尚摄影增加视觉深度。项目制的作业将会是主体，在此过程中学生还将学习如何指导模特。为此学生需要建立系统的视觉情绪版，并以此为视觉基准进行拍摄。
学生将综合运用课堂上所学的理念、知识和技巧，去更好地进行拍摄。

Course Contents 学习内容

- Multiple lighting workshop: Duo-lights/ Tri-lights/ Various lighting using
- Creating Depth in your Photography: Research on Own Design Philosophy / Generate Shooting Concept
- Given subject: Rembrrantd Lighting/ Butterfly Lighting/ 3 Point Lighting
- Advanced Adobe photoshop / Camera raw

- 多光控制：双灯位使用 / 三灯位使用 / 混合光源应用
- 摄影师之眼：摄影创作概念形成 / 为自己的照片添加故事 /
- 灯光应用：伦勃朗光 / 蝴蝶光 / 三点光位
- 相关后期软件应用

Grading 评估方式

1. Attendance 出勤 10%
2. Oral Presentation & Idea Sharing 课堂演讲与讨论 10%

3. Workshop Tasks: Chinese Tale Recreation 摄影小组练习：重现中国传统故事 40%
4. Design Outcome Photo Shooting Project 结课拍摄项目 40%

Suggested Reading 推荐图书

1. New Fashion Photography，Tim Blanks，Prestel，2013
2. Fashion photography 101, Lara Jade, New York, Pixiq, 2012
3. 大师的时尚摄影，林路，福建科学技术出版社，2010
4. 布光拍摄修饰：影棚人像摄影全流程详解，Scott Kelby 著 李立新 译，人民邮电出版社
5. Uncovering fashion: fashion communication across the media，Marian Frances Wolbers，Fairchild books，2009

PORTFOLIO DESIGN

● 作品集设计

Portfolio Design is a course to help students build their own professional portfolios. By applying multi-teaching methods — theoretical lectures, case studies, layout design practice, etc, students should improve skills of design portfolios by using expressive visual language and typography, which leads to an artistic and creative portfolio. It contains 1 credit and 18 class hours.

作品集设计是一门帮助学生建立专业作品集的课程，通过理论构建、作品分析及设计实践，让学生掌握基本的视觉语言和排版技巧，提高视觉表现能力，逐步提高专业作品集设计的创意和艺术性。本门课包含 1 学分，共 18 课时。

Learning Outcomes 学习目标

This course will start with concepts board which indicated to make the portfolio as an individual design project, students will form an integrated design concept with the consideration of design purpose, contents of portfolio, audience and media, instead of single visual expression skills.
Knowledge of essential theories, structures and elements, design principles and techniques of layout design, able to apply in portfolio design process.
Students will able to use the concepts, knowledge and skills they learnt in class to present their portfolios more effectively and expressively.
通过制作概念板的方式，让学生把作品集项目化，以培养系统的设计理念，综合考虑设计目的、作品集内容、受众以及载体等因素对作品集视觉表现的影响。
介绍版式设计的基本原理和要素，版式设计的重要设计原则和方法，让学生结合设计概念来合理应用到作品集制作之中。
学生将综合运用课堂上所学的理念、知识和技巧，去更好地制作和展示个人作品。

Course Contents 学习内容

- Generate a design concept: Mind mapping / Brainstorm / Mood-board
- Basic principles & Key elements of layout design: Composition / Typefaces / Grid / Colour / Layout
- Personal Portfolio or Business Plan Layout Design: Concept leads Visual
- Adobe Illustrator / Microsoft Office Power Point / Mac OS Keynote

- 设计概念与主题的确定：思维导图、头脑风暴、情绪板
- 版面设计基本原则及设计要素：构图、字体、网格、色彩、版面
- 个人作品集或商业策划案排版设计：概念指导视觉
- 基础设计软件应用

Grading 评估方式

1. Attendance 出勤 5%
2. Oral Presentation & Idea Sharing 课堂分享与讨论 15%
3. Case Studies & Process Book 案例分析及过程记录 20%
4. Workshop Tasks: Computer Based Design 设计练习 20%
5. Layout Design Project 结课设计项目 40%

Suggested Reading 推荐图书

1. 版式设计从入门到精通，ArtTone 视觉研究中心编著，中国青年出版社，2012
2. Typography Essentials：100 Design Principles For Working With Type, Ina Saltz, Rockport Publishers, 2009
3. 版式设计原理案例篇：提升版式设计的 55 个技巧，（日）田中久美子原弘始林晶子山田纯也编著，中国青年出版社，2015

VISUAL COMMUNICATION

● 视觉传播

Visual Communication is a specialized core course with 2 credits and 36 teaching hours. This course is one of the important basic courses in fashion design, through studying this course, students would understand fashion is a field where the visual information is primordial for the brand to express them in order to be recognized by the customers. The expression of the logo and the brand name have to be consistent with the objective and the value of the company and apply on any marketing visual elements. As fashion is a visual field, photography of the products is also focus on the visual communication.

视觉传播是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程为服装与服饰设计专业的重要基础课程之一，通过本课程学习，学生将懂得视觉信息最基本的是为品牌表达他们并得到消费者的认可。标志和品牌名称的表达必须以客观和公司的价值一致，适用于任何营销的视觉元素。由于时尚属于视觉领域，产品的拍摄同样也要注重视觉传播。

Learning Outcomes 学习目标

Knowledge of 4 basic concepts of elements of marketing: product, price, palce, promotion
Knowledge of Visual communication in marketing.
Knowledge of the importance of image in fashion visual communication.
Knowledge of the importance of logo and brand awareness in order to develop a brand communication.
Understanding and practical knowledge of the importance of logo, brand name.
Conception and realization of own logo, brand name and brand materials such as advertisement, lookbook, packaging, price tag, label…

市场营销的四个基本要素的概念：商品，价格，地点，促销。
视觉传播在市场营销中的知识。
图像在时尚视觉传播中的重要性。
标识和品牌知名度在帮助品牌传播的重要性的知识。
了解并练习关于标识和品牌名称的重要性的知识。
构想和作出自己的标识，品牌名称和例如广告片，lookbook，包装，价格标签，衣标等材料。

Course Contents 学习内容

- Logo and a brand objective
- Importance of image/photography in fashion
- Development of visual material for a fashion brand (lookbook, price tag, label, packaging, billboard, advertisement…)
- 标识和品牌目标
- 图片和摄影在时尚中的重要性
- 为某时尚品牌做视觉材料的开发（lookbook，价标，标签，包装，广告牌，广告...）

Grading 评估方式

1. Attendance 上课出勤 20%
2. Assignment 平时作业 30%
3. Final project 结课作业 50%

Suggested Reading 推荐图书

1. Uncovering fashion: fashion communication across the media，Marian Frances Wolbers 著，Fairchild books 出版，2009
2. New Fashion Photography，Tim Blanks 著，Prestel 出版，2013
3. Fashion Photography Course: Principles, Practice and Techniques: An Essential Guide，Elio Siegel 著，Barron's Educational Series 出版，2008
4. Eliot Siegel, The Fashion Photography Course, Thames & Hudson, 2008.
5. Smith Bruce, Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade, Amphoto Books, 2008.

DESIGN PROJECT

● 设计项目

Design Project is a specialized core course with 2 credits and 36 teaching hours. This course is one of the important courses in fashion design, through studying this course, students would apply all the fashion design methods and practice from conception, production to works exhibition , which through a whole fashion collection design project.

设计项目是服装与服饰设计（2+2 中外联合培养双学位）专业的专业实践课，共 2 学分，36 学时。本课程为服装与服饰设计专业的重要课程之一，通过本课程学习，学生将运用所有所学的服装设计方法，实践从设计构思、系列制作到作品展示的全过程。

Learning Outcomes 学习目标

Through learning of this course, students could master and know well the the whole process of fashion design, from conception to express, from drawing to realization. Improve the students' ability of collection planning and works displaying , while improving the students' artistic taste of creative design and make a foundation for the next step at the same time.

通过本课程的学习，使学生熟悉和掌握服装设计的全过程，从概念构思到设计表达。提高学生的服装设计、系列规划、作品包装及展示的能力，提高对服装艺术的审美眼光，同时为下一步设计学习打好基础。

Course Contents 学习内容

Outdoor information research to find interested theme, based on inspirarion to develop mood board, color board, material board and key words. Use image language to express inspiration and conception. Encourage original and creative ideas, imagination development.

Master the whole process of collection planning and design. Illustration/techinical drawing— material collect —fabric sample making—pattern making — sample making —sewing and ironing.

Master the methods of conceptual fashion design, collection design and know how to proceed fabric and materials planning.

Master the methods of works displaying and visual communication。

户外信息搜集寻找感兴趣的主题，基于灵感主题发展出灵感板、色彩板、材料板和关键词。用图像语言表达灵感和概念。鼓励原创和创新的想法，联想力的发挥。

掌握服装系列规划和设计的全过程。效果图 / 结构图—材料的搜集—面料小样—打板—样衣制作—缝纫和整烫。

掌握服装设计构思方法，系列设计以及如何进行面辅料规划。

掌握设计作品的展示方法和视觉沟通的能力。

Grading 评估方式

1. Attendance 出勤 10%
2. Assignments 平时作业 30%
3. Final project 结课项目 70%

Suggested Reading 推荐图书

1. Fashion Design: Process, Innovation and Practice，Kathryn Mckelvey，Janine Munslow 著， Wiley 出版，2012
2. Fashion Thinking: Creative Approaches to the Design Process，Fiona Dieffenbacher 著，AVA Publishing 出版，2013
3. Fashion Details: 1,000 Ideas from Neckline to Waistline, Pockets to Pleats，Macarena San Martin 著，Rockport Publishers 出版，2011
4. Visual Research Methods in Fashion，Julia Gaimster 著，Bloomsbury Academic 出版，2011

5. Concept to creation, Tanya Dove 著，Austin Macaulay Ltd 出版, 2014
6. Kathryn McKelvey, Janine Munslow, Fashion Design: Process, Innovation and Practice, Wiley, 2012.
7. 创意服装设计，肖琼琼 著，中南大学出版社，2008.
8. Macarena San Martin, Fashion Details: 1,000 Ideas from Neckline to Waistline, Pockets to Pleats, RockportPublishers, 2011.
9. 新编服装设计学，陈东生、甘应进 著，中国轻工业出版社，2001.
10. Fashion Design: Process, Innovation and Practice, Kathryn McKelvey, Janine Munslow 著, Wiley 出版, 2012
11. 创意服装设计，肖琼琼 著，中南大学出版社，2008.
12. Fashion Details: 1,000 Ideas from Neckline to Waistline, Pockets to Pleats, Macarena San Marti 著 , RockportPublishers 出版, 2011
13. 新编服装成衣学，甘应进、毕松梅 著，中国轻工出版社，2005

APPAREL STRUCTURE DESIGN II

● 服装结构设计 II

Apparel Structure Design II, a specialized core course with 3 credits and 54 teaching hours. This course is one of the important basic courses in fashion design, through studying this course, the students would understand the pattern making of women's dresses and trousers, and be able to use the techniques into their own design practice.
服装结构设计 II 是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 3 学分，54 学时。本课程为服装与服饰设计专业的重要基础课程之一，通过本课程学习，学生将掌握女裤和连衣裙的纸样制作，并能运用到设计创新实践中去。

Learning Outcomes 学习目标

Master the basic concepts and basic theories involved in the course.
Understand the female dress basic structure and design change.
Understand the female trousers basic structures and simple change.

掌握课程中所涉及的基本概念和基本理论
掌握连衣裙基本结构及款式变化
掌握女裤基本结构及款式变化

Course Contents 学习内容

Women's clothing categories, women's clothing structure patterns which commonly be used, women's clothing classification.
The category of the dress, dress pattern design with waistline, no waistline dress pattern design.
The category of the trousers, dress pattern design with waistline, no waistline dress pattern design.

Trousers category, fit trousers pattern design, straight trousers pattern design, wide trousers pattern design.
女装类别、女装纸样常用结构、女装纸样分类。
连衣裙的类别、有腰线连衣裙纸样设计、无腰线连衣裙纸样设计。
女裤的类别、合体女裤纸样设计、直筒女裤纸样设计、宽松女裤纸样设计。

Grading 评估方式

1. Attendance 上课出勤 20%
2. Assignment 平时作业 20%
3. Final project 结课作业 60%

Suggested Reading 推荐图书

1. 服装纸样设计原理与应用 ： 女装编，刘瑞璞编著，北京:中国纺织出版社, 2008
2. Pattern magic，Tomoko Nakamichi 著，Laurence King 出版，2010
3. Pattern magic2，Tomoko Nakamichi 著，Laurence King 出版，2011
4. Pattern Cutting，Dennic Chunman Lo.著，Laurence King 出版，2011
5. Draping: The Complete Course, Karolyn Kiisel 著， Laurence King Pub; Pap/DVD 出版，2013
6. 女装纸样设计教程，谢朝 著，中国纺织出版社，2006.
7. 服装造型学技术篇，［日］中屋典子［日］三吉满智子 著，中国纺织出版社，2009

DRAPING II

● 立体裁剪 II

Draping II is a specialized core course with 2 credits and 36 teaching hours. This course is one of the important basic courses in fashion design. Through studying this course，students would learn the skills of making creative structures of garments for their own design projects.
立体裁剪 II 是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程为服装与服饰专业一年级学生的一门重要的基础课。通过本课程学习，学生将掌握服装立体剪裁的基本设计技巧并应用到个人创造性设计实践中。

Learning Outcomes 学习目标

Through studying theories and operation of the draping training, students could master the creative methods of draping which be used in garment structure design. Students could provide a comprehensive formal dress design with different kinds of fabric, crafts and other forms of design. This course could train students' skillful operation ability and practical ability.
通过此门课程的理论与实操训练，要求学生掌握创意立体裁剪在款式设计中的应用方法、并配合面料、工艺、以及各种设计形式等来进行综合的创意礼服设计，培养熟练的操作能力和实际动手能力。

Course Contents 学习内容

- Keep going to learn draping skills based on DRAPING I.
- Further study of creative draping methods, the integrated application of three-dimensional cutting skills, the structure of the creative divergent ways.
- Further study of creative clothing draping methods, draping technique in integrated English, fit clothing and loose clothing design methods.
- Master the principles of draping on clothing form. Apply the techniques of placing various style lines. Manipulating darts excess and adding fullness.
- Applying draping skills to develop patterns for various formal dress.

- 在立体裁剪 I 的基础上继续学习立体裁剪技能。
- 创意服装立体裁剪方法，立体裁剪技巧的综合应用，创意结构的发散方式的深入学习。
- 创意服装立体裁剪方法，立体裁剪技巧的综合英语，合体时装和宽松时装造型设计方法深入学习。
- 掌握立体裁剪的服装形态的原则。造型各种类型线条的技巧。控制过多的褶和增加褶量。
- 应用立体裁剪技术，制作各种款式的礼服。

Grading 评估方式

1. Attendance 出勤 10%
2. Assignment 平时作业 40%
3. Final project 结课项目 50%

Suggested Reading 选读图书

1. Stitch Magic: A Compendium of Techniques for Stitching Fabric into Exciting New Forms and Fashions，Alison J. Reid 著，Stewart Tabori & Chang 出版，2011
2. The Art of Manipulating Fabric，Collette Wolff 著，KP Books 出版，1996
3. Draping: The Complete Course，Karolyn Kiisel 著，Laurence King Pub 出版，2013

4. Drape Drape，Hisako Sato 著，Laurence King Publishing 出版，2012
5. Drape Drape2，Hisako Sato 著，Laurence King Publishing 出版，2012
6. Drape Drape3，Hisako Sato 著，Laurence King Publishing 出版，2012
7. Jaffe Hilde，Draping for Fashion Design, Prentice Hall, 2011.
8. 美国经典立体裁剪:基础篇，Amaden-CranfordConnie 著，中国纺织出版社，2003

APPAREL PRODUCTION PROCESS III

● 服装工艺制作 III

Apparel Production Process III, a specialized core course with 2 credits and 36 teaching hours. This course is one of the important basic courses in fashion design, through studying this course, the students would understand the whole process from design to making clothes and using the techniques into their own design practice.
服装工艺制作 III 是服装与服饰设计（2+2 中外联合培养双学位）专业的专业核心课，共 2 学分，36 学时。本课程为服装与服饰设计专业的重要基础课程之一，通过本课程学习，学生将掌握服装制作工艺的完整流程并能运用到设计创新实践中去。

Learning Outcomes 学习目标

This course requires students to master the dress from materials preparation, cutting, sewing, ironing, until finished the whole process of operation methods, students can make the dress independently.
本课程要求学生掌握连衣裙从原辅料经准备、裁剪、缝制、整烫直至成品的整个过程的操作方法，独立完成连衣裙的制作。

Course Contents 学习内容

Dress making method and process.
Students must master the dress pattern design, layout, fabric cutting method, overlock the pieces, and the whole process of making dress, which include collar making, pocket making, invisible zipper, lining process, ironing and checking, etc.
制作连衣裙的方法与步骤。
学生将掌握连衣裙纸样设计，排料，裁剪工艺，锁边，以及整个连衣裙的制作过程，包括制领工艺，制作口袋，绱隐形拉链，绱里子工艺，整烫，检验等。

Grading 评估方式

1. Attendance 出勤 20%
2. Assignment 平时作业 20%
3. Final Project 结课作品 60%

Suggested Reading 推荐图书

1. Clothing Technology，Eberle Hannelore 著，Verlag Europa-Lehrmittel Nourney, Vollmer GmbH & C 出版，2008
2. Professional Sewing Techniques for Designers，Julie Cole, Sharon Czachor 著，Fairchild Books 出版，2014

PRESENTATION SKILLS 2

● 提案技巧 2

Presentation Skills 2 is a basic course with 1 credits and 18 teaching hours. This course will be employed in students' future homework，internship，interview even jobs to be foundation of all proposal.

This course mainly focuses on all the aspects related to public speaking skills. Having experienced all the chosen practical exercises, students would get to know about different communication methods, skills and roles, and further have a more comprehensive view and understanding of presentation skills. At the end of this course, students should develop good communication skills and become proficient with combining their own styles with skills they learnt in the course.
提案技巧 2 是一门在学生将来的作业，实习，面试甚至工作中会涉及到的所有提案的基础性的课程，共 1 学分，18 学时。

本课程主要侧重于所有公众演讲方面的相关技能。通过选择实践的练习，学生会更多地了解不同的沟通方法，技巧和角色，并对提案技巧有了更全面的看法和更进一步的理解。在这个课程结束后，学生养成良好的沟通能力，结合自己的风格熟练掌握课中所学习的技巧。

Learning Outcomes 学习目标

Build up students' confidence and courage speaking in public and putting forward proposal.
Enable students to have comprehensive understanding of concept and significance of "presentation".
Practicing in different presentation, students can explore their own advantages and disadvantages in communicating with teachers.
建立学生公开演讲和提案的信心和勇气。
使学生全面了解提案的概念和意义。
进行不同的提案练习，学生可以通过与老师的沟通。探索自己的优点和缺点。

Course Contents 学习内容

Understand basics of communication, including role of the receiver, levels of communication, communication systems.
理解基础沟通，包括信息接收方的角色，交流的多层级，沟通系统。

Grading 评估方式

1. Attendance 出勤 5%
2. Participation 课堂参与 15%
3. Assignment 1 作业 1 20%
4. Assignment 2 作业 2 20%
5. Final Project 结课项目 40%

Suggested Reading 推荐图书

1. 高效演讲，彼得•迈尔斯（Peter Meyers）著，尚恩•尼克斯（Shann Nix）著，马林梅 译，吉林出版集团有限责任公司，2013.
2. 演说：用幻灯片说服全世界. Nancy Duarte 著，汪庭祥 译，电子工业出版社，2012.
3. 沟通：用故事产生共鸣，Nancy Duarte 著，冯海洋 译，刘芳 译，电子工业出版社，2013.
4. 演说之禅：职场必知的幻灯片秘技，Reyno-Lds,G 著，王佑 译，汪亮译 译. 电子工业出版社，2009.
5. 演说之禅设计篇：完美呈现的幻灯片设计原则和技巧. Reyno-Lds,G 著. 王佑译，电子工业出版社，2010.

English I

● 英语 1

English I, an English foundation module consisting of five courses with total credits of 9 and teaching hours of 216, is offered to the year one students in the first semester. It is designed to help the learners acquire the basics of IELTS four academic modules as well as practical application of English language into daily usage.

Learning Outcomes 学习目标

- Improve English proficiency in terms of reading, writing, listening and speaking;
- Understand basic spectrum of knowledge related to four modules of the IELTS exam;
- Lay solid language skills foundation targeting on practical use of English language and the IETLS exam.

Course Contents 学习内容

English Reading	• Language in use • Reading skills • Reading within context
English Writing	• English syntax • Writing sample analysis • Guided writing
English Listening	1. Listening strategies 2. Language and cultural tips 3. Topic-related listening
English Speaking	1. Pronunciation & intonation 2. Language and cultural tips 3. Communication skills 4. Topic-related speaking
English Fundamentals	1. Grammar and Vocabulary 2. Cross-cultural language usage 3. IELTS examination framework

Knowledge and Competence 知识能力

Knowledge	**Vocabulary** 1. Vocabulary for reading (5000) 2. Vocabulary for writing (200) 3. Vocabulary for listening (2500) 4. Vocabulary for speaking (2500) **Grammar** 1. Basic grammatical knowledge Cultural information 2. Cross-culture knowledge within a variety of English speaking countries
Competence	**Reading** 1. Ability to read texts on general topics in popular newspapers and magazines published in English-speaking countries at a speed of 70 to 90 wpm (with longer texts for fast reading, the reading speed should be 120 wpm) 2. Ability to identify main themes and key information using skimming and scanning skills 3. Ability to understand general texts of various styles, such as introductory and practical reading material **Writing** 1. Ability to compose writing tasks for general purposes, e.g., describing personal experiences, impression, feelings, or some events, and to undertake practical writing 2. Ability to draft paragraphs generally addressing IELTS tasks in a progressive organization using appropriate range of vocabulary and sentence structure 3. Demonstration of employing writing strategies during tasks **Listening** 1. Ability to follow classroom instructions, everyday conversations, and lectures on general topics 2. Ability to identify and understand main idea and most of the specific information in common conversations, news clips and lectures of various settings 3. Demonstration of employing listening strategies during tasks **Speaking** 1. Ability to conduct English conversations on given topics and discuss in a natural way 2. Manage to talk about familiar or unfamiliar topics using basic sentence structure and vivid vocabulary in clear articulation and pronunciation 3. Ability to use basic conversational strategies in dialogue **Self-regulated learning ability** 1. Goal-setting & self-motivating 2. Learning-plan making 3. Self-monitoring and self-assessment

Learning Methods/Tips 学习方法

1. Multimedia-based lecture and discussion
2. Computer- and Web-based practice and interaction
3. Task-based and student-centered language learning

Grading 评估方式

1. Attendance and participation: 50% (Participation includes class discussion, quizzes and presentations etc.)
2. Mid-term exam: 20%
3. Final exam (closed book): 30%

Required Reading 必读图书

1. Snelling, R. (2012). Get Ready for IELTS-Speaking: IELTS 4+ (A2+) (Collins English for IELTS). Collins
2. Short, J. (2012). Get Ready for IELTS-Listening: IELTS 4+ (A2+) (Collins English for IELTS). Collins
3. Aish, F. (2012). Get Ready for IELTS-Writing: IELTS 4+ (A2+) (Collins English for IELTS). Collins
4. Van Geyte, E. (2012). Get Ready for IELTS-Reading: IELTS 4+ (A2+) (Collins English for IELTS). Collins
5. Richard, J. C., Hull, J, & Proctor, S. (2012). Interchange Level 2 Student's Book. Cambridge University Press.
6. Guy Brook-Hart, Vanessa Jakeman, & Rawdon Wyatt (2015). Complete IELTS band 4 to 5. Cambridge University Presss.

Suggested Reading 选读图书

1. Cambridge ESOL, (2013), Cambridge IELTS 6 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests), Cambridge University Press.
2. Pauline Cullen & Amanda French. (2014) The Official Cambridge Guide to IETLS, Cambridge University Press.

Recommended Journal and/or Website 重要刊物及网站

1. http://www.chinaielts.org/

2. http://www.hjenglish.com
3. http://www.bbc.co.uk
4. http://www. nytimes.com

English II

● 英语 2

English II, an English module consisting of four courses with total credits of 6 and teaching hours of 144, is offered to the year one students in the second semester. It is designed to help the learners in intermediate to advanced IELTS study of four academic modules as well as communicating in an intercultural context.

Learning Outcomes 学习目标

1. Improve English proficiency remarkably in terms of reading, writing, speaking and listening;
2. Employ test-taking strategies in mock and real IELTS exam;
3. Understand knowledge related to four modules of the IELTS exam;
4. Develop English skills progressively.

Course Contents 学习内容

English Reading II	1. Language in use 2. Reading skills and strategies 1. Reading and comprehending within context
English Writing II	1. English syntax 2. Writing sample analysis 3. Guided writing 4. Essential writing skills
English Listening II	1. Listening strategies 2. Test-taking strategies 3. Language and cultural tips 4. Topic-related listening
English Speaking II	1. Pronunciation & intonation 2. Language and cultural tips 3. Communication skills 4. Topic-related speaking

Knowledge and Competence 知识能力

Knowledge	**Vocabulary** 1. Vocabulary for reading (6500) 2. Vocabulary for writing (2300) 3. Vocabulary for listening (3500) 4. Vocabulary for speaking (3500) **Grammar** 1. Grammatical knowledge **Cultural information** 2. Cross-culture knowledge within a variety of English speaking countries
Competence	**Reading** 1. Ability to apply fast reading skills in areas of specialty to get the main idea and important information with a reading speed of about 130wpm and summarize the text within 4-5 sentences 2. Ability to identify the main ideas and supporting points by skimming skill. 3. Ability to skim and scan for answers to specific questions or general understanding of the text 4. Ability to put into use IELTS reading strategies adequately **Writing** 1. Ability to accomplish all parts of writing tasks for academic purposes within IELTS testing hours. 2. Ability to use a sufficient range of vocabulary and appropriate cohesive devices to allow some flexibility and precision. 1. Ability to express opinion with clear main idea, relevant supporting details and appropriate paragraphing 2. Ability to display some progression in writing with basic cohesive devices, generally correct punctuation and spelling **Listening** 1. Ability to grasp the central theme and some key information in English lectures, speeches or interviews 2. Ability to listen to English programs speaking at a speed of 150-180 wpm without much difficulty 3. Ability to apply IELTS listening strategies adeptly **Speaking** 1. Ability to give rather complicated topic-related speech fluently and maintain steady flow 2. Ability to discuss on general questions with basically correct pronunciation, awareness of pronunciation features and attempts to use subordinate structures 1. Ability to use a wide range of pronunciation features with mixed control and be understood throughout. **Self-regulated learning ability** 1. Goal-setting & self-motivating 2. Learning-plan making 3. Self-monitoring and self-assessment

Learning Methods/Tips 学习方法

1. Multimedia-based lecture and discussion
2. Computer- and Web-based practice and interaction
3. Task-based and student-centered language learning

Grading 评估方式

1. Attendance and participation: 50% (Participation includes class discussion, quizzes and presentations etc.)
2. Mid-term exam: 20%
3. Final exam (closed book): 30%

Required Reading 必读图书

1. GTRC. (2013). GEDU 8th Generation Training Material: IELTS Enhanced Reading. Foreign Language Press.
2. GTRC. (2013). GEDU 8th Generation Training Material: IELTS Beginner Reading. Foreign Language Press.
3. GTRC. (2013). GEDU 8th Generation Training Material: IELTS Enhanced Listening. Foreign Language Press.
4. GTRC. (2013). GEDU 8th Generation Training Material: IELTS Speaking. Foreign Language Press.
5. GTRC. (2013). GEDU 8th Generation Training Material: IELTS Beginner Writing. Foreign Language Press.

Suggested Reading 选读图书

1. Cambridge ESOL, (2013), Cambridge IELTS 7 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests). Cambridge University Press.
2. O'Connell, S. (2010). Focus on IELTS. Pearson Education ESL

Recommended Journal and/or Website 重要刊物及网站

1. http://www.chinaielts.org/
2. http://www.putclub.com
3. http://www.hjenglish.com
4. http://www.bbc.co.uk
5. http://www. nytimes.com

English III

● 英语 3

English III, an English advanced module consisting of four courses with total credits of 6 and teaching hours of 144, is offered to the year two students in the third semester. It is designed to help the learners acquire in-depth review of IELTS academic reading, writing, listening and speaking knowledge, along with test-taking skills.

Learning Outcomes 学习目标

1. Improve English proficiency remarkably in terms of reading, writing, speaking and listening;
2. Have sufficient English language knowledge for the IELTS exam;
3. Develop English skills progressively;
4. Apply English language skills in English-medium education

Course Contents 学习内容

Advanced English	1. Advanced application of grammar and vocabulary 2. In-depth mastery of English language in native context
Advanced English Listening and Reading	1. Essential listening test-taking strategies 2. IELTS-oriented listening 3. Reading comprehension 4. Reading strategies
Advanced English Writing	1. Essential writing skills 2. Academic writing topics 3. IELTS-oriented writing
Advanced English Speaking	1. IELTS speaking topics 2. Pronunciation & intonation 3. IELTS-oriented speaking

Knowledge and Competence 知识能力

Knowledge	**Vocabulary** 1. Vocabulary for reading (7000) 2. Vocabulary for writing (3000) 3. Vocabulary for listening (4000) 4. Vocabulary for speaking (4000) **Grammar** 5. Advanced IELTS test-taking related grammatical knowledge **Cultural information** 1. Cross-culture knowledge within a variety of English speaking countries

Competence	**Reading** 1. Ability to read English texts on general and academic topics at a speed of 130 wpm (with longer texts for fast reading, the reading speed should be 170 wpm). 1. Ability to read English publications related to students' areas of specialty without difficulty. 2. Ability to answer questions on IETLS Reading module with high accuracy within limited time range. **Writing** 1. Ability to compose with a clear purpose in a consistent and appropriate tone. 2. Ability to organize information and ideas with a clear progression and use cohesion naturally without attracting attention. 3. Ability to use a sufficient range of vocabulary to allow some flexibility and precision. 4. Ability to use a variety of complex structures. **Listening** 1. Ability to understand radio and TV programs produced in English-speaking countries and grasp the gist and important details. 2. Ability to follow talks by people from English-speaking countries given at normal speed, and to understand courses in students' areas of specialty and lectures in English. **Speaking** 1. Ability to speak at length without noticeable effort or loss of coherence, and use a range of connectives and discourse markers. 2. Ability to use vocabulary resource flexibly to discuss a variety of topics 3. Ability to use a range of complex structures with some flexibility. 4. Ability to use a full range of pronunciation features with precision and subtlety. **Self-regulated learning ability** 1. Goal-setting & self-motivating 2. Learning-plan making 3. Self-monitoring and self-assessment

Learning Methods/Tips 学习方法

1. Multimedia-based lecture and discussion
2. Computer- and Web-based practice and interaction
3. Task-based and students-centered language learning
4. Full-length academic training version practice test

Grading 评估方式

1. Attendance and participation: 50% (Participation includes class discussion, quizzes and presentations etc.)
2. Mid-term exam: 20%
3. Final exam (closed book): 30%

Required Reading 必读图书

1. Jakeman, V. & McDowell, C. (2009). *New Insigth into IELTS Student's Book with answres*. Cambridge University Press.
2. Hafenstein, P. (2014). *Master IELTS 6: Precise Reading*. Xi'an Jiaotong University Press.
3. Patrick Hafenstein. *Master IELTS 4: IELTS Superior Speaking*. Xi'an Jiaotong University Press.
4. Ball, J. (2013). *Master IELTS 3: Listening Leader*. Xi'an Jiaotong University Press.

Suggested Reading 选读图书

1. Cambridge ESOL, (2013), *Cambridge IELTS 9 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests)*. Cambridge University Press.
2. Cambridge ESOL, (2011), *Cambridge IELTS 8 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests)*. Cambridge University Press.
3. Wang, L. (2015). *Voice of Cambridge*. China Renmin University Press.
4. Shen, X. (2015). *Pat's Ten-Day Step –by-Step Guide to the IELTS Writing Test*. China Mahine Press.
5. Shen, X. (2015). *Pat's Ten-Day Step –by-Step Guide to the IELTS Speaking Test*. China Mahine Press.

Recommended Journal and/or Website 重要刊物及网站

1. http://newhorizon.bnuep.com
2. http://www.bbc.co.uk
3. http://www.cnn.com
4. http://www. nytimes.com

第三部分 服装与服饰设计（2+2 中外联合培养双学位）就业指导

I. Career Outlook 就业方向

Fashion design company, Apparel trading company, Visual identity design company, Apparel marketing company, Government departments in the field of apparel, Domestic and foreign fashion brands, Fashion brands company, Press, Newspaper office, Television and other fashion media, Film crew, Fashion and design-related companies and manufacturers, Fashion design Professional Colleges.

服饰设计公司、服饰外贸公司、形象设计公司、服饰营销公司、服饰领域的政府管理部门、国内外品牌企业、服饰品牌公司、出版社、报社、电视台等时尚媒体、影视剧组，以及与时尚设计相关的公司和厂家、服饰设计专业院校。

II. Career Position 就业职位

Fashion Designers, Style Planner, Fashion Design Assistant, Fashion Illustrators, Fashion Photographer, Stylist, Costume Pattern Designer, Fashion Visual Merchandiser, Costume Process Line Monitoring, Costume Quality Control etc.

时装设计师、形象策划师、服装助理设计师、时装品牌顾问、时装插画师、时装摄影师、时尚造型师、服装版型设计师、时装陈列设计师、服装生产线监视、服装质量控制等。

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第一部分 广告学（2+2 中外联合培养双学位）专业人才培养方案

I. Educational Objectives 培养目标

The BA of Advertising, featuring distinct international perspectives, integrates with western educational system that mainly focuses on a combination of both theory and practice. To meet the needs in the feld of advertising industry, the programme aims at educating individual who experts in one particular feld while acquiring comprehensive knowledge and ability by means of learning basic theories, keeping abreast of patterns of industry development, developing professional skills including independent analysis, creation, judgment, as well as abilities of intercultural communication and cooperation. Students can upgrade themselves via transnational study, which will qualify them for a wide range of employment, including domestic or international advertising agencies, communication companies, media companies, brand companies, public relation companies, and culture & creative companies, undertake advertising creative, marketing planning, media planning, and brand management jobs.
本专业融合欧美教育体系，具有鲜明的国际化特色，注重理论与实践统一，针对当代国际广告领域的特点和需要，旨在培养具有良好人文素养及国际视野的，掌握广告学基本理论，了解相关行业发展规律及趋势，具备独立分析，创作和判断的专业技能，以及跨文化沟通与协作能力的，一专多能的应用型人才。学生可通过跨国学习，成为实际操作，适应性和外语能力强的专业人才，能在国内外广告公司、传播公司、媒体公司、品牌公司、公关策划公司、文化创意公司等承担广告创意、 营销策划、媒介策划、品牌管理等工作。

II. Educational Profle/ Educational Requirements 培养要求

1. Students should obtain occupational and social ethics and raise awareness of industry-related laws and regulations, values and outlook while improving professional dedication as well as teamwork.
具有良好社会道德和职业道德，了解行业相关的法律，法规；具有正确的世界观，人生观，价值观；具有良好的敬业精神及团队合作精神。

2. Students should understand systematically the basic knowledge and rationales of advertising and marketing communication, and branding；they will be equipped with both the operational capacity of advertising judgment, analysis, research, creative, planning and the essential skills of decision making and writing ability of advertising campaign, marketing planning and brand communication strategy.
系统掌握本专业市场学，传播学，品牌学等与广告学相关的的基础知识，基本理论；具备广告鉴赏与分析，广告市场调查，广告创意，广告策划的操作能力；具有独立进

行广告创作、营销方案、品牌传播方案撰写的基本能力。

3. Students should acquire basic abilities of obtaining knowledge and information, problem parsing, problem solving and continuous innovating.
具有获取知识和信息的能力，分析问题，解决问题，不断创新的初步能力。

4. Students should develop perceptions of present situation in advertising industry, media and technology and international brands' marketing, as well as abilities of according to the actual situation reasonable apply one's own knowledge to accomplish industry project.
了解行业动态、媒体和科技的发展和国际品牌营销的现状 ，具有根据实际情况合理运用所学知识完成行业项目的能力。

5. Students should develop advanced communicational and literal proficiency in English and Mandarin, and outstanding international competitiveness.
具有较强的中英文语言和文字表达能力 ；具有突出的国际竞争力。

III. Duration of Education 学制

Duration implement flexible learning system, students can participate in Sino-foreign united study program for 4-8 years (at least 4 years, up to 8 years), the basic study period of 4 years. Minimum graduation credits should be 160 credits.
实行学分制和弹性学制，修业年限为 4-8 年（至少 4 年，最多 8 年），基本学习年限 4 年。

IV. Degree Awarded 授予学位

After completing first two years' courses, students can apply for the overseas cooperative universities to continue undergraduate degree program. Students who successfully achieve undergraduate degree at certain university of this program, thereafter, can as well apply for the BNUZ bachelor degree.
学生在北京师范大学珠海分校完成前两年的课程学习后，可申请到国外合作大学继续攻读并完成本科学位课程。达到两校培养标准，可同时获得北京师范大学珠海分校颁发的毕业证书、学士学位证书和国外合作大学的学士学位证书。

第二部分 课程导学

通识课课程导学

思想道德修养与法律基础课程导学

《思想道德修养与法律基础》共 3 个学分，是对大学生进行思想道德教育和法治观念教育的公共基础课。

学习目标

本课程的学习目标是： 按照马克思主义的立场、观点和方法积极汲取包括中华民族传统文化在内的一切人类文明优秀成果，逐步树立远大崇高的社会理想，不断提高思想境界和道德素质，不断增强法治观念和公民意识，最终确立科学的世界观、人生观和价值观，形成健全的道德人格和良好的公民素养。课程注重思想熏陶、政治教育、理论学习、品德养成，行为实践，更多的是人文主义教育和人文关怀。

学习内容

一、思想境界	1. 大学生活的特点与全新的学习理念 2. 树立科学的理想信念 3. 爱国传统与民族精神 4. 人生真谛与人生价值
二、道德修养	1. 中华民族道德传统 2. 公民基本道德规范 3. 社会公德与职业道德
三、法治观念	1. 法律意识与法治精神 2. 中国法律制度概要

《思想道德修养与法律基础》共七章，涉及三大板块内容，一是大学适应篇；二是理想信念、人生价值篇；三是道德与法律篇。

共拟定六个专题讲座和五个专题研讨课题，其内容基本涵盖该课程七章的主题。重点凸显相关的社会热点、学生的思想实际、人生困惑与发展选择。

专题讲座题目：

1.（第 1 周）大学之道
2.（第 4 周）当代青年学生的成长与选择
3.（第 7 周）国家安全观与爱国主义
4.（第 10 周）社会公共生活中的道德与法律
5.（第 13 周）中西法治精神与法律权威
6.（第 16 周）培育和践行社会主义核心价值观

讨论主题

（一）关于大学生活	1. 如何理解大学精神？ 2. 你对大学生活的期待？ 3. 中西大学教育的对比
（二）当代青年	1.“理想理想，不愿理也不愿想”、“理想很丰满，现实很骨感”、“不

学生的成长与选择	要跟我谈理想，早戒了”……，很多年轻人对理想发出这样的感慨。你的理想是什么？结合现实谈谈当代青年的理想、信念具有怎样的特点？如何看待理想与现实的关系？ 2.这一代青年是消费社会、技术时代的宠儿，在你眼中，伴随着这样的时代潮流成长的90后具有什么特质？网络信息技术日益发达，微博、微信等自媒体的飞速发展对当代青年的成长（思维方式、价值观形成、交往形式等)产生哪些正、负两方面的影响？如何努力克服这一负面影响？ 3.大学生应如何培育和践行社会主义核心价值观？
（三)国家安全观与爱国主义	1.怎样理解国家安全观与爱国主义的关系？ 2.怎样理解非传统安全？ 3.全球化时代大学生如何发扬爱国主义精神？
（四)社会公共生活中的道德与法律	1.马丁•路德（Martin Luther 1483-1546）有一句最容易被误解、常常被误用的哲理名言：“不择手段，完成最高道德。”（To do the best in all means!）在社会公共生活领域，道德规范与法律制度究竟是引导个人活动目标，还是约束个人行为手段？为什么？试用事例和逻辑阐明你的观点与看法。 2.孔子讲过：“天地之性人为贵。”释迦牟尼也有句励志名言：“上天下地，唯我独尊。”自觉和自主、自尊和自信，自由和自律，是个人融入社会公共生活的必备修养与前提条件。但是，独立自主、自由自在、自尊自信的交往心态，有时容易“走火入魔”，陷入“傲慢与偏见”的“孤家寡人”绝境。结合阅读简•奥斯汀（Jane Austen 1775-1817）英文名著Pride and Prejudice (1813)，或观赏焦点电影公司2005年根据同名小说改编的电影Pride and Prejudice (2005)，在小组内分享读后感或观后感，畅谈在现代人际交往活动中，个人如何做才能既充分展现自己的个性素养与人格魅力，同时又能有效避免自大狂妄或自卑情结。 3.北京师范大学知名教授梁启超先生在《新民说》（1902-1906）中曾尖锐指出：中国国民自古以来最缺“公德”，近代以降又“私德”堕落。你如何看待近现代中国社会的“诚信危机”与“道德滑坡”？作为即将出国留学的2+2国际合作大学生，我们应当如何做才能在全球化的人生超级大舞台上，尽情展示东方文明古国的道德风采？ 4.近些年来，中国游客多次被列为“不受欢迎的人”，对于少数中国游客在境外的种种不文明行为，你怎么看？应当如何对症下药？ 5.“简历造假、考试作弊、代课泛滥”等诚信缺失现象，在当代中国的大学生（也包括一部分留学生）中越来越普遍，司空见惯，甚至愈演愈烈，无以复加。对此你有何看法？准备怎样去做？ 6.个人阅读或小组朗诵英译版《四书》、《易经》、《道德经》和《孙子兵法》，以及《唐诗》、《宋词》、《元曲》和《红楼梦》等中华优秀传统文化经典，汲取其中独特的道德价值理念，感受古典理想人格的品位与神韵，在即将到国外的学习和生活中，努力用英语弘扬渊博的国学智慧与高明的民族精神，以炎黄子孙（华人或华裔）的自豪身份，积极融入到经济全球化、文化本土化的时代浪潮中。按学习小组分享与交流阅读或朗诵英译版国学经典名篇名段的心得体会。
（五)中西法治精神与法律权威	1.什么是法律？什么是法治？ 2.中西法律文化比较 3.你了解你将要留学的国家的法律吗？

知识结构和能力结构

知识结构	思想史	1.一般了解中外思想史，特别是人类追求远大理想、坚定崇高信念的心路历程 2.重点把握中国特色社会主义共同理想的确立过程及其重要意义
	伦理学	1.一般了解道德的本质、功能和历史发展 2.重点把握中华民族的优良道德传统 3.系统掌握公民道德规范与职业道德精神
	法学	1.一般了解法律的本质、作用和历史发展 2.重点把握社会主义法治观念 3.系统掌握中国法律制度和主要法律规范
能力结构	思想史	1.学会运用人类思想史资源解决个人思想问题 2.善于将个人理想融入共同理想，实现人生价值
	伦理学	1.学会运用伦理学方法解决道德冲突问题 2.培养现代公民道德素质和职业道德精神
	法理学	学会运用法律手段协调利益关系，维护公民合法权益

学习方法

《思想道德修养与法律基础》3 学分，其中理论课学习 2 学分，社会服务 1 学分。

1. 四大板块，“1+1+1+1”模式 课程设置采用“1+1+1+1”模式，分为四大板块：专题教学、自主学习、小班讨论、社会服务。	大班讲座：根据专业学生人数，集中 800 人的讲座规模，参照形势政策课模式进行教学，按照讲座题目进行 6 次讲座，由《思想道德修养与法律基础》教研室教师分别讲授。 自主学习：在专题讲座时由教师提出问题思路，学生根据课堂内容阅读相关书目和文章等资料。 小班研讨：经过自主学习准备，学生分成小班进行研究性学习，老师根据学习特点，提出学习要求，布置作业进行考核。 社会服务：参照《思想道德修养与法律基础》实践教学方案进行。
2. 班级组织形式：	大班讲座班级：680 人；每次上课由相关工作人员负责考勤工作（收发笔记方式）；教师采用讲座式讲授方法，针对一个专题讲座进行详细讲解。 自主学习：学生按照学号顺序或学生自然班级进行分组，每班规模为 30 人左右。每班学生再分为 6 个小组，每组 5 个学生，学生轮流担任组长，变换角色，进行自主合作性学习，并对其表现进行评分；其学习地点可以灵活多变，以在图书馆或校内其他合适场所为宜。 小班研讨：研讨形式可采取演讲、辩论、角色模拟等形式展开，班组模式与课下自主学习相同，需要到固定教学进行研讨学习，有专门老师负责组织；特殊情况下可考虑增加助教协助研讨工作的开展。 社会服务：分组以研讨小组一致，每组 5 人。每组提交活动方案、活动完成每位同学提交小组总结报告（PPT 形式）。老师负责监督指导，学生自行完成。

评估方式

主要注重过程考核，包括以下几个方面：

1.专题讲座 10%（考核依据，6 次课堂笔记）

2.自主学习及小班研讨 70%（考核依据，自主学习个人提纲 40%；小组展示汇报 30%）

3.社会服务总结（包括参与社会服务的主题、行程、照片等）20%

必读书目

《思想道德修养和法律基础》，高等教育出版社

选读书目

[1]葛兆光：《中国思想史》，复旦大学出版社 2001
[2]塔纳斯：《西方思想史》，上海社科院社出版 2007
[3]陈少峰：《中国伦理学名著导读》，北京大学出版社 2005
[4]高其才：《中国法律制度概要》，清华大学出版社 2005

重要刊物及网站

1.《道德与文明》杂志：天津社会科学院、中国伦理学会主办
2.青少年道德网：http://daode.youth.cn/
3.道德知音论坛：http://bbs.daode.biz/
4.道德网站：http://www.daode.org/
5.中国法治网：http://www.sinolaw.net.cn/

中国近现代史纲要课程导学

《中国近现代史纲要》共 2 个学分，36 课时。本课程是对大学生进行中华民族近代化、现代化发展史教育的公共必修课。

学习目标

本课程的学习目标是： 通过学习 19 世纪中叶以来中华民族近代化、现代化的历史进程，深入了解中国社会历史发展的特殊规律，激发既不骄傲自大又不妄自菲薄的爱国热情；深刻领会历史和人民怎样选择了马克思主义，选择了中国共产党，选择了社会主义道路，从而继承和发扬中华民族的优秀传统，坚定走中国特色社会主义道路的政治信念和改革开放、振兴中华的历史使命。

学习内容

一、从鸦片战争到五四运动（1840～1919）	1.反对外国侵略的斗争 2.对国家出路的早期探索 3.辛亥革命与君主专制制度的终结
二、从五四运动到新中国成立（1919～1949）	1.开天辟地的大事变 2.中国革命的新道路 3.中华民族的抗日战争 4.为新中国而奋斗
三、从新中国成立到社会主义现代化建设新时期（1949～ ）	1.社会主义基本制度在中国的确立 2.社会主义制度在探索中曲折发展 3.改革开放与现代化建设新时期

《中国近现代史纲要》全教材有上、中、下三编共十章的内容，涵盖了从鸦片战争至改革开放共 170 余年的历史，课程内容信息量大。在教学安排上打破教材章节顺序，突出问题导向，体现学生学习主体的教学设计，拟定六个专题讲座和五个专题研讨课题，内容涵盖了该课程所有内容。

专题讲座题目：	1.鸦片战争前的中国与世界 2.现代中国的思想革命 3.改良与革命的双重变奏 4.日本近代对华侵略历程 5.中华民族复兴之路 6.富强与梦想——中国近代的留学运动
专题研讨主题：	1.如何评价西学东渐 2.如何看待中华民国的历史地位

	3.青年在近现代中国历史上的作用 4.日本与中国近代化之比较 5.如何看待改革开放前后两个历史时期

知识结构和能力结构

知识结构	历史学	1.系统了解中国近现代史上的重大事件和重要人物 2.重点把握中国近现代历史发展的必然趋势与特殊规律
	政治学	1.了解马克思主义在中国传播的历史背景 2.重点把握马克思主义中国化的理论成果
能力结构	历史学	学会客观地分析历史事件、公正地评价历史人物
	政治学	科学地理解“三个历史选择”的必然性

学习方法

1.“1+1+1”模式： 即“大班讲座+自主学习+小班研讨”。	大班讲座：根据专业学生人数，集中300——400人的讲座规模，参照形势政策课模式进行教学，按照讲座题目进行6次讲座，由《中国近现代史纲要》教研室教师分别讲授。 自主学习：在专题讲座时由教师提出问题思路，学生根据课堂内容阅读相关书目和文章等资料。 小班研讨：经过自主学习准备，学生分成小班进行研究性学习，老师根据学习特点，提出学习要求，布置作业进行考核。
2. 班级组织形式：	大班讲座班级：300—400人；每次上课由相关工作人员负责考勤工作（收笔记纸）；教师采用讲座式讲授方法，针对一个专题讲座进行详细讲解。 自主学习：学生按照学号顺序或学生自然班级进行分组，每班规模为30人左右。每班学生再分为6个小组，每组5个学生，学生轮流担任组长，变换角色，进行自主合作性学习，并对其表现进行评分；其学习地点可以灵活多变，以在图书馆或校内其他合适场所为宜。 小班研讨：研讨形式可采取演讲、辩论、角色模拟等形式展开，班组模式与课下学习相同，需要到固定教学进行研讨学习，有专门老师负责组织，每位教师负责3个班；特殊情况下可考虑增加助教协助研讨工作的开展，也可考虑邀请其他老师参与课堂讨论。

评估方式

课程考核由**过程考核、小班研讨和期末论文三部分组成。**其中过程考核占20分；小组研讨占30分；期末论文占50分。

过程考核：大班讲座和小班研讨进行考勤；大班讲座旷课一次取消课程资格；专题研讨旷课1次取消课程资格，课下学习旷课2次取消课程资格。

小班研讨：评分依据为学生的参与度、材料的搜集情况。每组五名同学，轮流担任组长，负责该小组的课下学习和专题研讨，并根据每位同学的考勤、资料的搜集，讨论参与程度等方面为其评分。

期末论文：交一篇3000字以上的学习报告，主要考查学生对学习内容的理解和掌握程度等。

必读书目

高等教育出版社：《中国近现代史纲要》

选读书目

[1]苑书义：《中国近代史新编》，人民出版社，2007 年。
[2]陈廷湘：《中国现代史》，四川出版社，2007 年。
[3] 郭廷以：《中国近代史》，台湾、香港版。

重要刊物及网站

1.《历史研究》杂志：中国社会科学院主办
2.《近代史研究》，社科院近代史所
3. 中国近现代史网上资源：
http://web.nuist.edu.cn/courses/zgjxds/links/links.htm

马克思主义基本原理课程导学

《马克思主义基本原理》共 3 个学分，54 课时。本课程是高校思想政治理论主干课程，包括马克思主义哲学、马克思主义政治经济学和科学社会主义三个组成部分。

学习目标

本课程的学习目标是：对大学生进行系统的马克思主义理论教育，掌握马克思主义的世界观和方法论，树立科学的世界观、人生观和价值观，学会用唯物主义世界观和辩证思维方法论观察现象、分析矛盾，培养和提高大学生运用马克思主义理论发现问题、分析问题和解决问题的实际能力，为大学生确立中国特色社会主义的共同理想信念，自觉坚持党的基本理论、基本路线和基本纲领打下扎实的理论基础。

通过本课程的教学，要求学生要系统掌握马克思主义哲学、马克思主义政治经济学以及科学社会主义的基本理论，在实践中学会运用马克思主义基本原理认识各种社会现象，分析各种实际问题，正确认识世界的物质性和人类社会的实践本质，科学把握社会发展动力和基本规律，概括了解资本主义和社会主义在其发展过程中出现的新情况、新问题，坚信社会主义代替资本主义的历史必然性，坚定对社会主义和共产主义必胜的信念。

学习内容

绪论	马克思主义是关于无产阶级和人类解放的科学
一、哲学原理	1. 世界的物质性及发展规律 2. 认识的本质及发展规律 3. 人类社会及其发展规律
二、政治经济学原理	1. 资本主义的本质及规律 2. 资本主义的发展及其趋势
三、科学社会主义	1. 社会主义的发展及其规律 2. 共产主义崇高理想及其最终实现

知识结构和能力结构

知识结构	哲学	1.（马克思主义哲学产生的历史背景） 2. 重点掌握马克思主义哲学的基本原理
	政治经济学	1. 系统了解资本主义的本质及其历史地位 2. 重点把握当代资本主义的新变化
	科学社会主义	1. 系统了解社会主义从空想到科学的历史发展 2. 重点把握不同民族走向社会主义的特殊道路
能力结构	哲学	学会运用唯物辩证的观点和方法分析解决问题
	政治经济学	学会运用马克思主义基本原理分析不同社会制度的形成、本质及其历史发展
	科学社会主义	坚定走中国特色社会主义道路的政治信念

学习方法

1．按“2+1 专题研讨”合作性、开放式组织理论教学，学生积极参与课堂教学活动，在集体学习和分组讨论中澄清问题，分析矛盾，掌握方法。

2．认真阅读经典名著，深入了解马克思主义理论产生的历史必然性，通过与经典作家的对话，再现基本原理的形成背景与科学内涵。

3．敢于面对重大理论—实践问题，通过对问题的分析与研究学会独立思考。

评估方式

课程总成绩＝平时考核成绩（60%）＋期末考核成绩（40%）

1．**平时考核成绩**（60%）：包括课程学习笔记、课堂研讨发言、逻辑思维训练；

2．**期末考核成绩**（40%）：期末组织全校统一命题，开卷考试（只许带教材）。

必读书目

《马克思主义基本原理概论》，高等教育出版社，2015 年 8 月第 6 版

选读书目

[1]安启念：《新编马克思主义哲学发展史》，中国人民大学出版社，2004 年。

[2]冯友兰：《中国哲学简史》，北京大学出版社，1985 年。

[3]梯利：《西方哲学史》（增补修订版），商务印书馆，1995 年。

[4]顾海良：《马克思主义政治经济学》，高等教育出版社，2005 年。

[5]郑建邦：《科学社会主义原理》，中国人民大学出版社，1996 年。

重要刊物及网站

1.《哲学研究》杂志：中国社会科院哲学研究所主办

2.《经济研究》杂志：中国社会科学院经济研究所主办

3.《科学社会主义》杂志：科学社会主义学会主办

4．哲学网：http://www.zhexue.com.cn/

5．哲学在线：http://www.philosophyol.com/

6．哲学人生论坛：http://bbs.zxrs.net/

毛泽东思想和中国特色社会主义理论体系概论课程导学

《毛泽东思想和中国特色社会主义理论体系概论》共 6 个学分，108 课时（其中，课堂理论教学 54 课时，实践教学 54 课时）。本课程是对大学生进行马克思主义中国化教育的公共基础课。

学习目标

本课程的学习目标是： 通过全面了解马克思主义中国化的理论成果和实践事业，不断提高思想政治理论素质，进一步坚定建设中国特色社会主义的共同理想。

学习内容

一、马克思主义中国化	1.马克思主义中国化的历史进程 2.马克思主义中国化的理论成果 3.马克思主义中国化理论成果的精髓
二、毛泽东思想的理论贡献	1.新民主主义革命理论 2.社会主义改造理论
三、中国特色社会主义理论	1.社会主义本质理论 2.社会主义初级阶段理论 3.社会主义改革和对外开放
四、中国特色社会主义事业	1.建设中国特色社会主义经济 2.建设中国特色社会主义政治

	3.建设中国特色社会主义文化 4.构建社会主义和谐社会 5.祖国完全统一的构想 6.国际战略和外交政策 7.中国特色社会主义事业的依靠力量 8.中国特色社会主义事业的领导核心

知识结构和能力结构

知识结构	中国化课题	1.了解马克思主义中国化课题的提出、科学内涵、历史进程和重要意义 2.重点把握马克思主义中国化的理论成果和精髓所在
	中国化成果	1.了解毛泽东思想的理论贡献及其历史地位 2.重点掌握中国特色社会主义理论体系及其伟大意义
	中国化事业	1.系统了解建设中国特色社会主义经济、政治、文化的制度设计与基本方略 2.重点把握构建社会主义和谐社会的总体思路 3.重点领会中国特色社会主义事业的依靠力量与领导核心
能力结构	中国化课题	学会用马克思主义分析研究中国课题
	中国化成果	学会用中国特色社会主义理论解决中国发展课题
	中国化事业	努力为中国特色社会主义建设事业奉献聪明才智

学习方法

1．按照开放式教学的原则要求，积极参与课堂理论教学活动，在集体学习和分组讨论中明确课题，领会内涵，把握实质。

2．认真阅读马克思主义中国化经典著作，深入了解中国国情和中国课题，系统掌握中国特色社会主义理论的科学内涵。

3．敢于研究中国现代化发展所面临的重大理论—实践问题，通过对问题的分析与研究学会有所创新。

4．勤于社会实践，切身感受中国特色社会主义理论成果及其实践成就。

评估方式

《毛泽东思想和中国特色社会主义理论体系概论（理论）》（3 学分）考核方式为：

课程总成绩＝平时考核成绩（40%）＋期末考核成绩（60%）

1．平时考核成绩（40%）：包括课后小论文、随堂作业和分组讨论发言；

2．期末考试成绩（60%）：期末组织全校统一命题，开卷考试。

《毛泽东思想和中国特色社会主义理论体系概论（实践）》（3 学分）实践教学三个模块（专题研习、主题活动、社会调查）分别实行全校滚动选课，学生在校期间的前 4 个学期内,任意选择一个学期开设的三个模块之一或者选择暑期项目，完成学习任务,成绩考核合格，即可获得《概论》实践课 3 学分。

必读书目

《毛泽东思想和中国特色社会主义理论体系概论》，高等教育出版社

选读书目

[1]《毛泽东文选》（多卷本），人民出版社，1999

[2]《邓小平文选》（三卷本），人民出版社，1994

[3]《江泽民文选》（三卷本），人民出版社，2006

[4]《十六大以来重要文献选编》，中央文献出版社，2005

[5]《科学发展观学习读本》，学习出版社，2006

重要刊物及网站

1.《求是》杂志：中共中央主办

2.《毛泽东思想研究》杂志：四川省社会科学院主管

3.《观察与思考》杂志：浙江省社会科学院主管
4. 毛泽东思想网站：http://www.mzdthought.com
5. 中国共产党新闻网：http://cpc.people.com.cn/GB/index.html
6. 理论网—中国特色社会主义的重要思想源：http://www.cntheory.com/

形势与政策课程导学

《形势与政策》共 2 个学分，36 课时。《形势与政策》是综合运用相关学科的理论知识，紧密结合国内外政治、经济、文化和外交等领域发生的重大事件，针对大学生思想实际进行形势与政策教育的通识必修课。

学习目标

本课程的学习目标是： 通过专题时事报告和专项政策解读，及时了解国内外形势变化特点和政策调整方向，不断培养和有效提高大学生客观看待国内外形势和科学理解党中央路线、方针、政策的能力。

学习内容

一、国内形势与政策	1.深入贯彻落实科学发展观 2.社会主义核心价值体系 3.进一步深化改革，扩大开放 4.当前我国的经济形势与经济政策 5.台湾问题与两岸关系的和平发展
二、国际形势与政策	1.世界变革态势与时代发展主题 2.经济全球化趋势与中国的崛起 3.生态环境、能源安全等非传统安全问题 4.地区性冲突与全球热点问题 5.构建和谐世界，维护世界和平、促进共同发展 6.中美、中欧、中日和中俄等国际关系变化

知识结构和能力结构

知识结构	政治学	1.系统了解现代政治决策的民主特征 2.重点把握中国政治决策的集中体制
	经济学	1.系统了解现代经济发展的市场化、全球化趋势 2.重点把握中国经济发展的社会主义特质
	国际关系学	系统了解国际关系的不同学派及其理论主张
能力结构	政治学	学会运用民主集中制原则分析现代政治决策
	经济学	学会运用市场经济理论分析资源配置与利益博弈
	国际关系学	学会运用现实主义原则分析大国关系的最新变化

学习方法

1.本课程主要采取专题讲座和时事报告的方式组织课堂教学，每学期约有 100 次讲座或报告。学生可根据自己的实际情况自由选课，平均每学期至少要选听 4 次讲座或报告。

2. 养成每天上网浏览新闻或到图书馆报刊阅览室读报的良好习惯，随时关注国内外形势变化

和重大政策调整。

评估方式

课程总成绩＝听课次数＋听课笔记

1．听课次数：学生在校期间，平均每个学期持听课 IC 卡听课次数不少于 4 次（前两年总次数不少于 16 次），平时考核成绩为合格；

2．听课笔记：学生每次听《形势与政策》讲座，需提交 1 份课堂笔记。笔记不合格者，该次听课记录将被取消。

必读书目

教育部社科司印发：《20××年上（下）半年高校“形势与政策”教育教学要点》

选读书目

中宣部、教育部主编：《时事报告（大学生版）》和《时事》VCD

重要刊物及网站

1.《半月谈》杂志：新华通讯社主办

2.《学习时报》：中共中央党校主办

3．人民网：http://www.people.com.cn/

4．新华网：http://www.xinhuanet.com/

5．国际在线：http://gb.cri.cn/

大学体育健康课程导学

以国家教育方针和《中共中央国务院关于深化教育改革，全面推进素质教育的决定》,以及学校教育树立‘健康第一’为指导思想，以教育部印发《全国普通高等学校体育课程教学指导纲要》、《高等学校体育工作基本要求》为依据，深入贯彻落实《北京师范大学珠海分校人才培养模式改革与创新方案》精神，制定北京师范大学珠海分校《大学体育健康教程》导学，确保“健康第一”的思想落到实处，为提高全体学生健康素质服务。

- **学习目标**

1.使学生爱好运动，积极参与各种体育活动，基本形成终身体育的意识和习惯；能制定可行的个人锻炼计划；具有一定的体育文化欣赏能力。

2..熟练掌握健身运动的基本方法和技能；能科学地进行体育锻炼；掌握常见运动创伤的处置方法。提高健康意识，关注身心健康；全面发展与健康有关的各种体能，掌握测试和评价体质健康的方法；学会合理、营养饮食，形成健康的行为生活方式。

3.根据自己的能力设置体育学习目标，学会通过体育活动调节自己的情绪和改善心理状态，养成

4.积极乐观的生活态度；在运动中体验运动的乐趣和成功的感觉；培养勇敢顽强的意志品质。

5.正确对待个人与集体、成功与失败；表现出良好的体育道德和合作精神；正确处理竞争与合作的关系。

- **学习内容**

我校《大学体育健康教程》由课堂教学、体育俱乐部、自主锻炼课堂、运动能力拓展四种模块相结合。每学期 1 学分，修满 4 个学分是学生毕业、获得学位的必要条件之一。

- **课堂教学模块**

1. 基础课（对一年级学生开设）

内容包括：健康体适能（第 1、2 学期）、武术（第 1 学期）、游泳（第 2 学期）、健康知识讲座（第 1、2 学期）。

（1）健康体适能：针对学生体质健康监测的测试内容，对学生的身体成分、肌力和肌肉耐力、心肺耐力、柔软素质、爆发力等方面进行训练，进一步提高人体适应能力、应变能力、抗突发事件的能力。
（2）传统体育文化普及，武术——二十四式简化太极拳。
（3）求生技能类项目普及，游泳——蛙泳。
（4）健康知识讲座，包括科学锻炼身体的理论与方法、大学生体质健康的测量与评价方法、运动中常见生理反应及运动损伤急救、体育欣赏共计四个专题，采取课堂教学与网络化教学相结合的方式。
2. 选项课（对二年级学生开设）
内容包括：竞技对抗类、健身健美类、休闲文化类、康复保健类、求生技能类。
（1）竞技对抗类：足球、篮球、排球、乒乓球、羽毛球、网球、旱地冰球、橄榄球、木球、板球
（2）健身健美类：时尚健身、普拉提、体育舞蹈、瑜伽。
（3）休闲文化类：轮滑、高尔夫、弓道
（4）康复保健类：体育保健
（5）求生技能类：女子防身术

- **体育俱乐部模块（对二年级学生开设）**

开设项目：足球、篮球、排球、乒乓球、羽毛球、网球、高尔夫、木球、棒垒球、轮滑、体适能、橄榄球、跆拳道、体育舞蹈、野外生存等共计 15 个。

- **自主锻炼课堂模块（对二年级学生开设）**

开展阳光长跑活动，阳光长跑是《全国亿万学生阳光体育冬季长跑活动》的简称，是教育部和国家体育总局贯彻落实中央精神、开展阳光体育运动、提高学生体质健康水平特别是耐力素质水平特别开展的活动。跑步活动采用打卡记录的方式，男、女生每次跑步距离均要求不少于 1500 米。

- **运动能力拓展模块**

学生通过参加体育锻炼，在某项运动上形成一定特长或在运动比赛中表现突出，可获得体育学分，包括“游泳水平测试”、“马拉松赛”、“体育专长”三大类。
1. 游泳水平测试：男生、女生均不限泳姿，经现场测试，在规定时间内连续游泳 50 米(100 米)。游泳水平测试时间为每年的 5 月和 9 月。
2. 马拉松赛：参加并完成马拉松赛，并能提供相关成绩证书者。马拉松赛时间以各组委会官方公布为准。
3. 体育专长：符合以下条件之一：
（1）代表学校参加省级体育竞赛获得前 8 名（集体或个人）。
（2）代表学校参加市级体育竞赛获得前 6 名（集体或个人。
（3）入选学校体育运动队，按要求训练且表现优良。

- **学时分配**

表 1　课堂教学模块

学期	学分	学时	教学内容	时数
第 1 学期	1	34	健康体适能/14；太极拳/12	26
			基础理论	2
			国家学生体质健康测试	2
			考试	4
第 2 学期	1	34	健康体适能/14；游泳/12	26
			基础理论	2

			国家学生体质健康测试	2
			考试	4
第 3 学期	1	34	专项实践（专项技术、理论）	28
			体育欣赏	2
			考试	4
第 4 学期	1	34	专项实践（专项技术、理论）	28
			国家学生体质健康测试	2
			考试	4

（二）体育俱乐部模块，由指导教师组织开展有益的实践活动。时间安排在规定学期内进行，每学期不少于 17 次活动，含期末俱乐部考核。

（三）自主锻炼课堂模块，教学周第 1 周至第 17 周。

（四）运动能力拓展模块，游泳水平测试和马拉松赛，由学生自主参加。体育专长，由主管教练组织开展竞训计划。

- **选课管理**

（一）一年级学生按照行政班划分，无需选课。二年级学生实行一学期一选方式（可以变换模块、教师），通过教务选课系统完成选课。

（二）一旦选课认定，无特殊原因，中途不再办理转班、换项手续。如有特殊原因，必须在该学期教学周第 3 周之前提出申请。

（三）学生因健康原因不能正常参加体育课学习，可参加体育保健班。

（四）游泳水平测试、马拉松赛，每学年只能申请 1 次（即 1 个体育学分）。

（五）根据我校“2+2”专业的学制要求，即第 4 学期教学周为 12 周，“2+2”专业学生在第 4 个学期（体育 4）只能选择自主锻炼课堂模块，即阳光长跑，课程名称为：“阳光长跑 2+2”，且在教务选课系统中单独建班。非“2+2”专业的学生不能选择该项。

（六）课堂教学模块（基础课、选项课）：40-50 人/班。体育俱乐部模块：40-50 人/班。自主锻炼课堂模块（阳光长跑）：80 人/班。

- **评估方式**

采用过程性评价、终结性评价的方式，以百分制记分，网上录入成绩，网上成绩管理。

- **课堂教学模块**

表 2

一年级基础课		二年级选项课		分值	比重
第 1 学期	第 2 学期	第 1 学期	第 2 学期		
考勤/课堂表现	考勤/课堂表现	考勤/课堂表现	考勤/课堂表现	100	40%
1.太极拳 2.身体素质 男（1000 米） 女（800 米）	1.健康知识 2.身体素质 男（引体向上） 女（仰卧起坐）	专项技能	专项技能	100	60%

- **体育俱乐部模块**

表 3

评价内容	满分	比重
考勤、活动表现	100	40%
技能实践	100	60%

- **自主锻炼课堂模块（阳光长跑）**

男生、女生每次跑步距离均要求不少于 1500 米，未达距离或速度者，均不计次数。教学周第 1 周，由教师在课堂宣讲长跑活动细则。第 2 周至第 17 周为跑步活动时间，共计 16 周。打卡系统每天只记录 1 次，每周最多记录 3 次，每周必须至少有 1 次长跑记录，如遇恶劣天气（如暴雨、台风等），长跑活动暂停。

表 4　　评分表

得分	60	62	65	67	70	72	75	77	80	82	85	87	90	93	95	97	100
次数	16	18	20	22	24	26	28	30	32	33	34	35	36	37	38	39	40

符合以下条件之一的学生取消期末考核资格：

1. 3 个星期没有跑步记录；
2. 跑步记录少于 16 次；

“2+2”专业的学生第 4 个学期（体育 4）考核办法：

教学周第 1 周，由教师在课堂宣讲长跑活动细则。教学周第 2 周-第 12 周为长跑活动时间，共计 11 周。

表 5　　评分表

得分	60	62	65	67	70	72	75	77	80	82	85	87	90	93	95	97	100
次数	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27

符合下列条件之一的学生，将取消期末考核评分资格：

1. 两个星期没有跑步记录；
2. 跑步记录少于 11 次；

- **运动能力拓展模块**

游泳水平测试，按《北京师范大学珠海分校游泳水平测试评分标准》评定体育成绩。马拉松、体育专长根据赛事级别、比赛名次、训练情况等评定体育成绩，不低于 85 分。

体育专长学生的体育成绩评定时间为训练或取得比赛名次的学期。游泳水平测试、马拉松赛的学生体育成绩评定时间为参加测试或提出申请的下一个学期。

- **必读书目**

本书编写组. 大学体育健康教程［M］.北京：北京体育大学出版社，2016

English Reading I
英语阅读（一）

English Reading I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical reading skills of English reading, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1. Improve their English proficiency in terms of reading;
2. Prepare themselves for academic reading;
3. Expose themselves to the English language and the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to reading.

- **Course Contents**

Genres of reading	1.Descriptive passages 2.Discursive passages
Reading strategies	1.Skimming and speed reading 2.Scanning for detail 3.Identifying the main idea 4.Identifying types of information 5.Identifying the writer's views/claims
Task types	1.Multiple choice 2.Matching information 3.Matching headings 4.Matching sentence endings 5.Sentencecompletion 6.Note/summary/table/flow-chart completion 7.Identifying information (T/F/NG) 8.Identifying the writer's views (Y/N/NG) 9.Short-answer questions
Language and cultural tips	1.Cultural information of English spoken countries 2.English tips

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for CEFR B1 level reading (5000)
	Grammar	General grammatical knowledge
	Culture	Culture knowledge related to the topics covered
Competence	Reading	1.Ability to read English texts on general topics at a speed of 70 wpm (with longer yet less difficult texts, the reading speed should be 100 wpm) 2. Ability to understand long sentence 3. Ability to generalize the main idea of the text 4. Ability to employ effective reading strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Lecture (assisted by PowerPoint).
2. Class interactive activities.
3. Simulated test or exercise (time-controlled).

- **Grading**

1.60% performance (dictation, class participation, homework, attendance).
2.40% final exam (written, closed book).

➢ **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B1*. 浙江教育出版社, 2015.

➢ **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 4*. Cambridge: Cambridge University Press, 2006.
2. University of Cambridge ESOL Examinations. *Cambridge IELTS 5*. Cambridge: Cambridge University Press, 2006.
3. University of Cambridge ESOL Examinations. *Cambridge IELTS 6*. Cambridge: Cambridge University Press, 2007.
4.环球雅思教材研究中心 GTRC.雅思阅读基础标准教程[M]. 北京：外文出版社，2013.

➢ **Recommended Journal and/or Website**

1. *Harvard Business Review*
2. *Economist*
3. *Guardian*
4. *National Geographic*
5. http://www.chinaielts.org/
6. http://www.bbc.co.uk
7. http://www. nytimes.com
8. http://www.ted.com/
9. http://www.kekenet.com/
10. http://www.hjenglish.com

English Listening I

英语听力（一）

English Listening I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English listening, learning strategies and intercultural communication.

➢ **Learning Outcomes**

At the end of the course the learners are expected to be able to:
1. Improve their English proficiency in terms of listening;
2. Get prepared for the IELTS listening;
3. Understand the western culture;
4. Adopt proper strategies of learning English, especially as related to listening.

➢ **Course Contents**

IELTS listening introduction	1.IELTS listening marking criteria 2.Students' target score

	3.Four parts difficulty level 4.How to improve listening
Listening strategy	1.Pre-listening 2.While-listening 3.Post-listening
Listening scenario training	1.Bank 2.Accommodation 3.Hospital 4.Academic scenario
Language and cultural tips	1.UK cultural information 2.US cultural information 3.English tips

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for listening (2000)
	Grammar	General grammatical knowledge
	Cultural information	Knowledge about different cultures in the world
Competence	Listening	1.Ability to follow classroom instructions, everyday conversations, and lectures on general topics 2.Ability to understand English radio and TV programs spoken at a speed of about 130 to 150 wpm, grasping the main ideas and key points 3.Ability to employ basic listening strategies 4.Equipped with the background knowledge of different scenarios 5.Ability to respond to different listening task according to different scenarios
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.
4. Students English news presentation.

- **Grading**

1. Process assessment: 60 %(attendance and performance, assignments, quiz).
2. Final exam: 40% (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B1*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 4*. Cambridge: Cambridge University Press, 2006.
2. University of Cambridge ESOL Examinations. *Cambridge IELTS 5*. Cambridge: Cambridge University Press, 2006.
3. University of Cambridge ESOL Examinations. *Cambridge IELTS 6*. Cambridge: Cambridge University Press, 2007.
4.环球雅思教材研究中心 GTRC. 雅思听力基础标准教程[M]. 北京：外文出版社，2013.

- **Recommended Journal and/or Website**

1. http://www.kekenet.com
2. http:// www.chinaielts.org/
3. http:// www.putclub.com
4. http:// www.hjenglish.com
5. http:// www.bbc.co.uk
6. http://www.ted.com/
7. https://www.coursera.org/

EnglishSpeakingI

英语口语（一）

English Speaking I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English speaking, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1. Improve their English proficiency in terms of speaking;
2. Get prepared for the IELTS speaking test;
3. Understand the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to speaking.

- **Course Contents**

Chapter I	1.Introduction to the IELTS test 2.Introduction to the speaking test
Chapter II	1.Introduction to speaking part one 2.Topic 1 Job/Studies Speaking skill：Understanding different question types and answering them accurately 3.Topic 2 Hobbies/Interests Speaking skill：Asking for and giving clarification 4.Topic 3 Where you live Speaking skill：Using verb forms correctly 5.Topic 4 Families Speaking skill：Talking about future events 6.Topic 5 Technology(I) Speaking skill：Talking about change
Chapter III	Introduction to Speaking Part Two 7.Topic 6 Someone You Know Speaking skill：Describing 8.Topic 7 A Personal Interest Speaking skill：Explaining 9.Topic 8 A Place You Enjoy Visiting Speaking skill：Saying‘to what extent’ 10.Topic 9 Your Living Environment Speaking skill：Generalizing and evaluating 11.Topic 10 Farming Technology Speaking skill：Explaining your ideas：talking about cause and effect

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for speaking (2000)
	Grammar	General grammatical knowledge for speaking
	Cultural information	Knowledge about different cultures in the world
Competence	Speaking	1.Ability to communicate in English in the course of learning, to conduct discussions on a given theme, and to talk about everyday topics in English 2.Ability to give, after some preparation, short talks on familiar topics with clear articulation and basically correct pronunciation and intonation 3.Ability to use basic conversational strategies in dialogue
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.

- **Grading**

1. Process assessment: 60% (class participation and performance, assignments).
2. Final exam: 40% (oral test).

- **Required Reading**

1.Patrick Hafenstein. Superior Speaking[M]. 西安：西安交通大学出版社，2013.
2.何琼、摩根. 新编雅思口语[M]. 北京：人民教育出版社，2008.

- **Suggested Reading**

1.慎小嶷. 十天突破雅思口语[M]. 北京：. 机械工业出版社，2015.
2.University of Cambridge ESOL Examinations. *Cambridge IELTS 4*. Cambridge: Cambridge University Press, 2006.
3. University of Cambridge ESOL Examinations. *Cambridge IELTS 5*. Cambridge: Cambridge University Press, 2006.
4. University of Cambridge ESOL Examinations. *Cambridge IELTS 6*. Cambridge: Cambridge University Press, 2007.

- **Recommended Journal and/or Website**

1. *Economist*
2. *Guardian*
3. http://newhorizon.bnuep.com
4. http://www.chinaielts.org/
5. http://www.putclub.com

6. http://www.hjenglish.com
7. http://www.bbc.co.uk
8. http://www. Nytimes.com
9. http://www.bbc.co.uk/podcasts

English Writing I

英语写作（一）

English Writing I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English writing, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1. Improve their English proficiency in terms of writing;
2. Get prepared for the academic writing;
3. Understand the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to writing.

- **Course Contents**

Language in use	1.Formal English; 2.Informal English
Writing skills	1.Rewriting; 2.Paraphrasing
Guided writing	1.Description 2.Argumentation 3.Writing definition 4.Writing abstract 5.Compare & contrast: describing differences
Topics related writing	1.Describing graphs; 2.Education 3.Family 4.Modern technology 5.Media 6.Animal 7.Social issue
Language and cultural tips	Comparison between Western and Chinese culture

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for writing (2000)
	Grammar	General grammatical knowledge

	Cultural Information	Knowledge about different cultures in the world
Competence	Writing	1.Ability to complete writing tasks for general purposes, e.g., describing personal experiences, impressions, feelings, or some events, and to undertake practical writing 2.Ability to write within an hour a short composition of no less than 150 words on describing graphs and an essay of no less than 250 words on a general topic, with the compositions as basically complete in content, clear in main idea, appropriate in diction and coherent in discourse 3.A command of basic writing strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.

- **Grading**

1. Process assessment: 60% (class participation and performance, assignments, dictation).
2. Final exam: 40% (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B1*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 4*. Cambridge: Cambridge University Press, 2006.
2. University of Cambridge ESOL Examinations. *Cambridge IELTS 5*. Cambridge: Cambridge University Press, 2006.
3.University of Cambridge ESOL Examinations. *Cambridge IELTS 6*. Cambridge: Cambridge University Press, 2007.
4.环球雅思教材研究中心 GTRC.雅思写作基础标准教程[M]. 北京：外文出版社，2014.

- **Recommended Journal and/or Website**

1. Economist
2. Guardian
3.http://www.chinaielts.org/
4.http://www.perfectyourenglish.com/writing/english-writing.htm
5.http://www.bartleby.com/141/index.html
6.http://writingspaces.org/essays
7.http://www.writing.wisc.edu/podcasts/index.html

8.http://bcs.bedfordstmartins.com/everyday_writer/20errors/default.asp
9.http://www.custom-essays.org/Essay_Structure.html

English Reading II

英语阅读（二）

English Reading II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English reading, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:
1. Improve their English proficiency in terms of reading;
2. Prepare them for the academic reading;
3. Expose themselves to the English language and the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to reading.

- **Course Contents**

Genres of reading	1.Descriptive passages 2.Discursive passages
Reading strategies	1.Skimming and speed reading 2.Scanning for detail 3.Identifying the main idea 4.Identifying types of information 5.Identifying the writer's views/claims
Task types	1.Multiple choice 2.Matching information 3.Matching headings 4.Matching sentence endings 5.Sentencecompletion 6.Note/summary/table/flow-chart completion 7.Identifying information (T/F/NG) 8.Identifying the writer's views (Y/N/NG) 9.Short-answer questions
Language and cultural tips	1.Cultural information of English spoken countries 2.English tips

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for CEFR B2 level reading (6000)
	Grammar	General grammatical knowledge
	Culture	Culture knowledge related to the topics covered
Competence	Reading	1.Ability to read English texts on general topics at a speed of

		80-90 wpm (with longer yet less difficult texts, the reading speed should be 120 wpm) 2. Ability to understand long sentence 3. Ability to generalize the main idea of the text 4. Ability to employ effective reading strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Lecture (assisted by PowerPoint).
2. Class interactive activities.
3. Simulated test or exercise (time-controlled).

- **Grading**

1.60% performances (dictation, class participation, homework, attendance).
2.40% final exam (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B2*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 7*. Cambridge: Cambridge University Press, 2009.
2. University of Cambridge ESOL Examinations. *Cambridge IELTS 8*. Cambridge: Cambridge University Press, 2011.
3. University of Cambridge ESOL Examinations. *Cambridge IELTS 9*. Cambridge: Cambridge University Press, 2013.

- **Recommended Journal and/or Website**

1. *Harvard Business Review*
2. *Economist*
3. *Guardian*
4. *National Geographic*
5. http://www.chinaielts.org/
6. http://www.bbc.co.uk
7. http://www. nytimes.com
8. http://www.ted.com/
9. http://www.kekenet.com/
10. http://www.hjenglish.com

English Listening II

英语听力（二）

English Listening II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English listening, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1. Improve their English proficiency in terms of listening;
2. Get prepared for academic listening;
3. Understand the western culture;
4. Adopt proper strategies of learning English, especially as related to listening.

- **Course Contents**

IELTS listening question types analyze	1.Multiple choice 2.Matching 3.Form/sentence/note completion 4.Short answers
Listening strategy in different question types	1.Pre-listening 2.While-listening 3.Post-listening
Language and cultural tips	1.UK cultural information 2.US cultural information 3.English tips

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for listening (3000)
	Grammar	General grammatical knowledge
	Cultural information	Knowledge about different cultures in the world
Competence	Listening	1.Ability to follow talks and lectures in English 2.Ability to understand longer English radio and TV programs on familiar topics spoken at a speed of around 150 to 180 wpm, grasping the main ideas, key points and relevant details 3.Ability to use different strategy regarding different question types
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.
4. Students English news presentation.

- **Grading**

1. Process assessment: 60 %(attendance and performance, assignments, quiz).
2. Final exam: 40% (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B2*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 7*. Cambridge: Cambridge University Press, 2009.
2.University of Cambridge ESOL Examinations. *Cambridge IELTS 8*. Cambridge: Cambridge University Press, 2011.
3.University of Cambridge ESOL Examinations. *Cambridge IELTS 9*. Cambridge: Cambridge University Press, 2013.
4.环球雅思教材研究中心 GTRC.雅思听力强化标准教程[M]. 北京：外文出版社，2013.

- **Recommended Journal and/or Website**

1. http://www.kekenet.com
2. http://www.chinaielts.org/
3. http://www.putclub.com
4. http://www.hjenglish.com
5. http://www.bbc.co.uk
6. http://www. nytimes.com
7. http://www.ted.com/
8. https://www.coursera.org/

EnglishSpeaking II

英语口语（二）

EnglishSpeaking II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs fornon-English majors. It is designed to help the learners to gain the knowledge and practical skills of English speaking, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:
1.Improve their English proficiency in terms of speaking;

2.Get prepared for the IELTS speaking test;
3.Understand the western culture;
4.Adopt proper strategies of learning English as a foreign language, especially as related to speaking.

- **Course Contents**

Chapter I	Introduction to Speaking Part Three
Chapter II	1.Topic--Working Life Speaking Skill：Expressing an opinion 2.Topic --Lifestyles Speaking Skill：Presenting an argument 3.Topic -- Environmental Issues Speaking Skill：Showing cause and effect 4.Topic -- Economic Development Speaking Skill：Comparing and contrasting ideas 5.Topic-- Technology(II) Speaking Skill：Predicting the future

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for speaking (3000)
	Grammar	General grammatical knowledge for speaking
	Cultural information	Knowledge about different cultures in the world
Competence	Speaking	1.Ability to speak at length and use a range of connectives and discourse markers. 2.Ability to use a wide enough vocabulary to discuss topics at length and make meaning clear. 3.Ability to use a mix of simple and complex structures. 4.Ability to use a range of pronunciation features with mixed control.
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoringand self-assessment

- **Learning Methods/Tips**

1.Multimedia-based lecture and discussion.
2.Computer- and Web-based practice and interaction.
3.Task-based and students-centered language learning.

- **Grading**

1.Process assessment: 60% (class participation and performance, assignments, dictation).
2.Final exam: 40% (oral test).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B2*. 浙江教育出版社, 2015.

- **Suggested Reading**

1.University of Cambridge ESOL Examinations. *Cambridge IELTS 7*. Cambridge: Cambridge University Press, 2009.
2.University of Cambridge ESOL Examinations. *Cambridge IELTS 8*. Cambridge: Cambridge University Press, 2011.
3.University of Cambridge ESOL Examinations. *Cambridge IELTS 9*. Cambridge: Cambridge University Press, 2013.
4.慎小嶷. 十天突破雅思口语[M]. 北京：.机械工业出版社，2015.

- **Recommended Journal and/or Website**

1. *Economist*
2. *Guardian*
3. http://newhorizon.bnuep.com
4. http://www.chinaielts.org/
5. http://www.putclub.com
6. http://www.hjenglish.com
7. http://www.bbc.co.uk
8. http://www. nytimes.com
9. http://www.bbc.co.uk/podcasts

English Writing II

英语写作（二）

English Writing II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs fornon-English majors. It is designed to help the learners to gain the knowledge and practical skills of English writing, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1.Improve their English proficiency in terms of writing;

2.Get prepared for the IELTS writing test;

3.Understand the western culture;

4.Adopt proper strategies of learning English as a foreign language, especially as related to writing.

- **Course Contents**

Language in use	1.Formal English; 2.Informal English
Writing skills	1.Rewriting; 2.Paraphrasing
Guided writing	1.DescriptionArgumentation 2.Writing definition 3.Writing abstract 4.Compare & contrast: describing differences
Topics related writing	1.Describing graphs 2.Education 3.Family 4.Modern technology 5.Media 6.Animal 7.Social issue
Language and cultural tips	Comparison between Western and Chinese culture

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for writing (3000)
	Grammar	General grammatical knowledge
	Cultural information	Knowledge about different cultures in the world
Competence	Writing	1.Ability to complete writing tasks for general purposes, e.g., describing personal experiences, impressions, feelings, or some events, and to undertake practical writing

		2.Ability to write within an hour a short composition of no less than 150 words on describing graphs and a essay of no less than 250 words on a general topic, with the compositions as basically complete in content, clear in main idea, appropriate in diction and coherent in discourse 3.A command of basic writing strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1.Multimedia-based lecture and discussion.
2.Computer- and Web-based practice and interaction.
3.Task-based and students-centered language learning.

- **Grading**

1.Process assessment: 60% (class participation and performance, assignments, dictation).
2.Final exam: 40% (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B2*. 浙江教育出版社, 2015.

- **Suggested Reading**

1.University of Cambridge ESOL Examinations. *Cambridge IELTS 7*. Cambridge: Cambridge University Press, 2009.
2.University of Cambridge ESOL Examinations. *Cambridge IELTS 8*. Cambridge: Cambridge University Press, 2011.
3.University of Cambridge ESOL Examinations. *Cambridge IELTS 9*. Cambridge: Cambridge University Press, 2013.
4.环球雅思教材研究中心 GTRC.雅思写作强化标准教程[M]. 北京：外文出版社，2013.

- **Recommended Journal and/or Website**

1. http://www.chinaielts.org/
2. http://www. nytimes.com
3. http://www.bbc.co.uk/podcasts
4. http://www.perfectyourenglish.com/writing/english-writing.htm
5. http://www.bartleby.com/141/index.html
6. http://writingspaces.org/essays

http://www.writing.wisc.edu/podcasts/index.html

专业课课程导学

INTRODUCTION TO ADVERTISING

广告学概论

This course introduces basic concepts, industry working process and some other knowledge related to advertising. Teaching methods, including lectures, group discussion, information search and presentation, are applied in this course. At the end of this course, students should be led to have a more comprehensive and advanced understanding towards advertising theory and industry, basic understanding of advertising history and developing, also will be able to make preliminary analysis and evaluation to advertising works. It contains 2 credits and 36 class hours.

本课程将介绍广告学的基本概念，行业工作流程，以及与该行业相关的知识。通过集中式授课，小组讨论，资料搜集，提案展示等教学方式，使学生通过此课程学习能较全面地认识广告学和广告行业，基本认识广告历史和发展，并能够对广告作品作初步的分析和评价。 本门课包含 2 学分，共 36 学时。

Learning Outcomes 学习目标

This course aims to enable students to understand principles of advertising theory, industry operation and creating process. From studying advertising historical development and typical case analysis to have depth explorations of regular patterns of advertising activities. Also, it intends to enable students to master the basic feature of advertising activities, leading students to regard advertising activities and relevant society in comprehensive and objective way, meanwhile try to analyze by professional point of view; in order to lay the foundation for further study of advertising major courses.

这门课程旨在帮助学生理解广告理论，行业运营及创作流程的原理。学生通过学习广告的发展和典型的案例分析，能够深入探索广告活动的规律。此外，这门课程要求学生掌握广告的基本特征，并能以全面客观及专业的角度对广告及相关社会活动进行分析，为未来其他广告学相关学科的学习奠定基础。

Course Contents 学习内容

Part I 第一部分	Definition of Advertising 广告的定义
Part II 第二部分	Category of Advertising 广告的分类

Part III 第三部分	Development of Advertising 广告的演变
Part IV 第四部分	Future of Advertising 广告的未来
Part V 第五部分	Responsibility of Advertising 广告的责任
Part VI 第六部分	Advertising Industry 广告产业
Part VII 第七部分	Advertising Planning 广告策划
Part VIII 第八部分	Advertising Creative 广告创意
Part VIIII 第九部分	Advertising Execution 广告执行

Learning Methods/Tips 学习方法

1. Read required reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Group Project 小组作业	40%
End-term Grades 期末成绩	Final Examine 结课考试	50%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

1. Presentation 提案展示
2. Close-book Examine 闭卷考试

Required Reading 必读图书

[1] 当代广告学，William Arens Berkeley 著，丁俊杰 译，华夏出版社，2009

Suggested Reading 选读图书

[1] 一个广告人的自白，大卫·奥格威 著，林桦 译，中信出版社，2015
[2] 蔚蓝诡计，乔治•路易斯 (George Lois) 著，比尔•皮茨 (Bill Pitts) 著，何辉 译，华文出版社，2010
[3] 科学的广告+我的广告生涯，克劳德•霍普金斯 (Claude C. Hopkins) 著，邱凯生 译，华文出版社，2010

Recommended Journal and/or Website 重要刊物及网站

[1] 广告档案 Luerzer's Archive ，广告档案杂志社
[2] 中国广告 ，东方出版中心
[3] 现代广告 ， 现代广告 杂志社
[4] http://www.adquan.com/
[5] http://www.topys.cn/
[6] http://adsoftheworld.com/

ADVERTISING HISTORY

中外广告史

Based on the course of Introduction to Advertising, this course further presents more knowledge in terms of advertising history, and patterns of the industry developments. Students could get to know about development of commercial advertisement, advertising industry and advertising theory by this course, as the result students will also have a more comprehensive understanding of their major. At the same time, at the end of this course, students should be led to have a advanced understanding towards relationship between advertising development and society, economics, culture and so on by study of typical cases in different ages. It contains 1 credit and 18 class hours.
在广告学的基础上，本门课程进一步讲述了东西方广告史的相关知识和行业发展规律。学生可以通过本课程对商业广告、广告行业和广告学在过去的发展从而对专业有更加全面深入的了解，同时在课程结束时可以通过不同时代的典型案例理解广告的发展与社会、经济、文化等多方面因素的关系。本门课包含 1 学分，共 18 课时。

Learning Outcomes 学习目标

This course aims to enable students have further understanding in advertising history on base of Introduction to Advertising, so as to explore its patterns of activities in different times; which intends to enable students to master the feature and principle of advertising activities in different ages, also focusing on enhancing students' abilities in analyzing advertising history while also have their own opinion, in order to lay the foundation for further study in advertising major course .
本课程旨在让学生在广告学概论的基础上进一步认识广告历史，以探讨广告在不同时期的发展的

规律。使学生掌握不同时期广告活动的特点和原则，同时也注重提高学生对广告历史的分析能力，并持有自己的见解，从而为进一步学习广告学的专业课程打下基础。

Course Contents 学习内容

Part I 第一部分	Advertising History Overview 广告史概述
Part II 第二部分	Preindustrial Age 前工业化时代
Part III 第三部分	Industrializing Age 工业化时代 1. Primeval Advertising Period 原始广告时期 (advertising appears 广告产生-1450) 2. Modern Advertising Period 近代广告时期 (1450-1850) 3. Transition Period of Modern Advertising to Contemporary Advertising 近代广告向现代广告过渡时期（1850-1920）
Part IV 第四部分	Industrial Age 工业时代 1. Advertising of 1930s 20世纪30年代的广告 2. Advertising in War Period 战争期间的广告 3. Advertising after the Founding of New China 新中国成立后的广告
Part V 第五部分	Postindustrial Age 后工业时代 Advertising in the New Period 新时期的广告

Learning Methods/Tips 学习方法

1. Read required reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	

Mid-term Grades 期中成绩	Group Project　小组作业	40%
End-term Grades 期末成绩	Final Examine　结课考试	50%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

3. Presentation 提案展示
4. Open-book Examine 开卷考试

Required Reading 必读图书

[1] 中外广告史新编，陈培爱 著，高等教育出版社，2009

Suggested Reading 选读图书

[1] 当代中国广告史(1979-1991)，陈刚 编，北京大学出版社，2010

[2] 可口可乐帝国，马克·彭德格拉斯特 著，高增安 译，马永红 译，李维余 译，华夏出版社，2009

[3] 科学的广告+我的广告生涯，克劳德·霍普金斯 (Claude C. Hopkins) 著，邱凯生 译，华文出版社，2010

[4] 奥格威谈广告，大卫·奥格威 (David Ogilvy) 著，曾晶 译，机械工业出版社，2013

Recommended Journal and/or Website 重要刊物及网站

[1] 中国广告，东方出版中心

[2] 现代广告，现代广告杂志社

[3] http://americanhistory.si.edu/collections/subjects/advertising

BRIEF HISTORY OF BRAND & DESIGN

品牌与设计简史

This course introduces to students design history and the brands' concepts of different historical periods from various perspectives, and having analyzed different design genres, styles and famous designers' works, in order to lay the foundation for further study of advertising creative and visual design related courses. It contains 1 credit and 18 class hours.

本课程将向学生介绍设计的历史和品牌的概念从不同的角度不同的历史时期，并分析不同的设计流

派，风格和著名设计师的作品，为未来其他广告创意和视觉设计相关学科的学习奠定基础。 本门课包含 1 学分，共 18 课时。

Learning Outcomes 学习目标

Knowledge of historical development of design theories, significant developments in the brand's history. theoretical and scientific basics of design, knowledge about the interrela-tions of science processes and design processes. Ability to generate and use knowledge relevant to design on the basis of other scientific disciplines, relativise present design movements and to anticipate future design movements. Classification of the most important designers, groups and schools. Be familiar with styles and able to classify them. Expansion of the power of judgment in the design context.
设计理论的历史发展的知识,品牌的历史上重大进展知识。设计的理论和科学的基础知识,科学的相互关系过程和设计过程的知识,有生成和使用知识与设计相关的基础上其他科学学科的能力,有对比现在设计运动和预测未来设计运动的能力。对最重要的设计师,团队和学校分类。熟悉风格和分类。扩张在设计中的判断力量。

Course Contents 学习内容

Part I 第一部分	Observation of design theoretical positions of the 20th Century: Industrial criticism (Arts & Crafts, Art Nouveau) , International Style (Constructivism, De Stijl, Bauhaus, Art Deco), Streamline, FRG (Form & Function), Organic Design (Scandinavia, USA), Post Modern Design (Alchimia, Memphis) Digital Revolution. 20 世纪的设计理论立场的观察:工业的批评(艺术与工艺，新艺术)，国际风格(建构主义，风格派，包豪斯艺术装饰)，简化，德意志联邦共和国(形式和功能)，有机设计(斯堪的纳维亚半岛，美国)，后现代设计(Alchimia，孟菲斯)数字革命。
Part II 第二部分	Aesthetic questions about aspects of the material mode of objects, relationship between trade and industry, the debate about ornament and style and functionalism. 有关审美的问题，包括物体的材料类型，贸易和工业之间的关系，以及装饰和功能主义之间的辩论。
Part III 第三部分	Case studies of historical brand developments in relation to the history of design. 历史品牌的发展与设计历史的案例研究。
Part IV 第四部分	Foundations of contemporary design research. 当代设计研究基础。
Part V 第五部分	Development and application of methodological foundations and basic issues in design science and design process, and the development of specific scientific methods of generating knowledge relevant to design. 开发和应用设计科学方法论基础和基本问题，以及设计过程,和具体科学方法的发展生成与设计相关的知识。

Learning Methods/Tips 学习方法

5. Read required reading list before class.
   提前阅读必读书目。
6. Participate actively in class activities.
   积极参与课堂练习和讨论。
7. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
8. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Group Project 小组作业	40%
End-term Grades 期末成绩	Final Examine 结课考试	50%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

3. Presentation 提案展示
4. Open-book Examine 开卷考试

Required Reading 必读图书

[1] 现代设计史，大卫·瑞兹曼 (David Raizman) 著，若斓达·昂 (Yolanda Am Wang) 译，李昶 译，中国人民大学出版社，2013

Suggested Reading 选读图书

[1] 世界现代设计史，王受之，中国青年出版社，2002

Recommended Journal and/or Website 重要刊物及网站

[1] 艺术与设计 ，中华人民共和国新闻出版总署
[2] http://jpkc.hnu.cn/gysj/zx/
[3] http://blog.sina.com.cn/s/blog_4bdabb49010187ar.html

BASICS OF BRAND MANAGEMENT

品牌管理基础

This is a comprehensive overview of brand management. It presents with an overview of how brands are developed, brand research, and how companies develop brand management structures for sales, marketing, advertising, and promotional purposes. In addition, it will explore how companies develop financial wealth by extending existing brands and controlling and/or influencing brand pricing and distribution. Additional topics include an overview of brand history, understanding the differences between brand equity and brand identity. One of the most important areas covered is branding on the Internet.
By integrating multi-teaching methods (theoretical lectures, case analysis, project practice etc.), it presents the latest research findings and their application in the industry in this course. It contains 3 credits and 54 class hours.

这是一个全面的品牌管理概述。它介绍了品牌的发展，品牌研究，以及公司如何开发以销售，营销，广告和促销的为目的的品牌管理结构 。此外，它将探讨如何通过扩展现有的品牌和控制和/或影响品牌的定价和分销，以达到财务收入。附加主题包括品牌历史的概述，了解品牌资产和品牌识别之间的差异。课程也将覆盖到最重要的领域之一，即互联网上的品牌运作。
本门课程将应用多元教学法（理论讲座，案例分析，项目实践）， 还介绍了最新的研究成果及其在行业中的应用。本门课包含 3 学分，共 54 课时。

Learning Outcomes 学习目标

This course lets students understand origin and nature of brand management; comprehend the basic factors of managing brands. Know and understand brand management along with company's value chain; Basic knowledge of brand structures, families and values; Understand and apply the target group configurations; Basic knowledge of the identity and image building; Know and understand brand triad (brand awareness, brand popularity, brand use / ownership), alternatives in the communication strategy. Understand basics of marketing concept.
本课程将引导学生理解品牌管理的起源与本质；理解品牌管理的基本要素；认识和理解公司的品牌管理及价值链；品牌架构，系列品牌与品牌价值的基础知识；理解并运用目标群体配置；品牌识别与形象塑造的基础知识；认识和理解品牌三元素（品牌认知度，品牌知名度，品牌使用/所有权）以及沟通策略的可选方案；理解市场营销概念的基础知识。

Course Contents 学习内容

Part I 第一部分	Introduction to brand identity, Definition of branding. 介绍品牌辨识、品牌定义

Part II 第二部分	Brand history , methods of brand development. 品牌历史、品牌发展的方式
Part III 第三部分	Brand Positioning, Building Brands with Social Media 品牌定位、网际网路品牌建设
Part IV 第四部分	Managing Brand Systems, Brand ethics and responsibility. 管理品牌系统、品牌道德和责任
Part V 第五部分	Definition of target groups and target group-oriented brand management. 目标群体的定义以，针对目标群体的品牌管理。
Part VI 第六部分	Importance of design solutions for the preservation and expansion of the company's value. 设计解决方案对公司价值提升和维护的重要性。
Part VII 第七部分	Communication and advertising concept. 沟通与广告的概念。
Part VIII 第八部分	Case Studies of selected brands for explanation of application areas, including situation analysis, communication tools; objectives, strategies and the so-called marketing mix. 通过特定品牌的案例分析说明相关的应用领域，包括形势分析，沟通工具；目标，策略和市场营销组合。

Learning Methods/Tips 学习方法

1. Read required reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Group Project 小组作业	40%
End-term Grades 期末成绩	Final Examine 结课考试	50%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

5. Presentation 提案展示
6. Close-book Examine 闭卷考试

Required Reading 必读图书

[1] 品牌大师:塑造成功品牌的 20 条法则，戴维•阿克 (David Aaker) 著，陈倩 译，中信出版社，2015

Suggested Reading 选读图书

[1] 品牌地图:关于品牌的 60 个关键词，艾丽娜 • 惠勒 著，乔尔 • 卡茨 著，刘月影 译，上海人民美术出版社，2013

[2] 品牌三部曲 2:创建强势品牌，戴维 • 阿克(David Aaker)，李兆丰 （译者），机械工业出版社，2012

[3] 品牌洗脑，马丁•林斯特龙 (Martin Lindstrom)，赵萌萌（译者），中信出版社，2013

[4] 品牌三部曲 1:管理品牌资产，戴维 • 阿克(David A.Aaker)，吴进操（译者），机械工业出版社，2012

[5] Kellogg on Branding: The Marketing Faculty of The Kellogg School of Management, by Tim Calkins, Publisher: Wiley; 1 edition (September 29, 2005)

Recommended Journal and/or Website 重要刊物及网站

[1] 中国广告，东方出版中心

[2] 现代广告， 现代广告 杂志社

[3] 应用心理学，浙江省心理学会和浙江大学

[4] http://www.digitaling.com/

[5] http://www.madisonboom.com/

[6] http://bbs.sciopsy.com

MARKET RESEARCH & TREND ANALYSIS

市场调研与趋势分析

With the combination of theoretical and practical teaching methods, based on the knowledge students learnt in the previous marketing courses, this course introduces the concepts and processes of marketing research, as well as the connection between marketing research and decision making process. Students should manage to solve the problems in advertising planning process by applying practical and operable marketing research methods after this course. It contains 3 credits and 54 class hours.

本门课程在之前学生所学的市场营销课程的基础之上，通过理论教学和实践教学方式的结合，介绍市场调查的概念和执行过程，以及市场调查与决策过程之间的联系。完成课程后，学生能够通过实用和切实可行的市场调查方法来解决广告策划过程中出现的问题。 本门课包含 3 学分，共 54 课时。

Learning Outcomes 学习目标

1. Basic knowledge of the methods of empirical social research, particularly market research, studies plan, collect data and evaluate scientifically-methodical.
   实证性社会调查方法的基础知识，特别涉及到市场调查，学习计划，数据收集，及科学系统的评估。
2. Concepts, processes and methods of trend and future research and be able to use.
   趋势研究及未来研究的概念，过程及方法。

Course Contents 学习内容

Part I Market Research 第一部分 市场调查	1. Concept, nature and tasks of market research, 市场调查的概念、性质和任务。 2. Overview of the qualitative selection and data collection methods of the market 市场的定性选择和数据收集方法的概述 3. Communication and social research 沟通与社会调查 4. Organization of market research in companies and institution 市场调查在公司及机构的组织方式 5. Quantitative survey methods 定量调查方法 6. Questionnaire preparation and interview techniques 调查问卷准备和采访技巧 7. Qualitative data collection 定性数据收集 8. Data evaluation and analysis process interpretation, reporting and presentation. 数据评估与分析过程说明，报告和陈述。
Part II Trend Analysis 第二部分 趋势分析	1. Concept, nature and tasks of trend research. 趋势研究的概念，性质和任务 2. Overview of the qualitative selection and survey methods of trend research. 定性选择的概述和趋势研究的调查方法 3. Introducing trend dynamics, research preparation. 趋势动态和调查准备概述 4. Data collection activities through zeitgeist research, trend-oriented

	analyzing and interpreting information. 关键字搜索数据收集，趋势性分析及诠释信息，进行数据收集活动。 5. Develop and consolidate the data on trends, field research methods, basic research, desktop research, network research, interview techniques, self-test, field trips, trend management, presentation techniques for trends, reporting and presentation of independently researched trends and constructed thereon brand/product innovations. 开发和整合数据，实地调查方法，基础研究，网上数据调查，网络调查，采访技巧，自我测试，实地考察，趋势管理，趋势的演讲技巧，独立研究的趋势报道和陈述，以及在其基础上的品牌/产品创新。

Learning Methods/Tips 学习方法

1. Read required reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	30%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Assignment 个人作业	30%
End-term Grades 期末成绩	Group Project 小组作业	40%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

1. Writing Report 书面报告
2. Presentation 提案展示

Required Reading 必读图书

[1] 营销调研应用向导，纳雷希·马尔霍特拉 (Narensh K.Malhotra) 著，第 6 版，熊伟改编，中国人民大学出版社

Suggested Reading 选读图书

[1] 当代市场调研，小卡尔•麦克丹尼尔 (Carl Mcdaniel Jr.) 著，罗杰•盖茨 (Roger Gates) 著，李桂华译,机械工程出版社，2012

[2] 谁说菜鸟不会数据分析，张文霖 著 等，电子工业出版社，2012

Recommended Journal and/or Website 重要刊物及网站

[1] 成功营销 ，香港上市公司财讯传媒集团（SEEC）
[2] 现代市场营销 ，中文开源汉斯出版社
[3] http://www.199it.com/
[4] https://www.ama.org/ 美国营销协会
[5] https://www.mra-net.org/ 美国市场调研协会

PRESENTATION TECHNIQUE

提案技巧

This is a based course, which will be employed in students' future homework, internship, interview even jobs to be foundation of all proposal. This course mainly focuses on all the aspects related to public speaking skills. Having experienced all the chosen practical exercises, students would get to know about different communication methods, skills and roles, and further have a more comprehensive view and understanding of presentation skills by experiencing. At the end of this course, students should develop good communication skills and become proficient with combining their own styles with skills they learnt in the course. It contains 1 credit and 18 class hours.

这是一门在学生将来的作业, 实习, 面试甚至工作中都会涉及到其所学的基础课程。本课程内容主要侧重于公众演讲的相关技能，通过精选的实践练习, 使学生通过练习认识不同的沟通方法、技巧和角色, 并对提案技巧有了全面和深入的了解。在这个课程结束后, 学生应掌握良好的沟通能力, 并且能结合自己的风格熟练掌握和运用课中所学习的提案技巧。本门课包含1学分，共18课时。

Learning Outcomes 学习目标

1. Build up students' confidence and courage in public speaking and putting forward proposal.

   建立学生公开演讲和提案的信心和勇气。

2. Enable students to have comprehensive understanding of concept and significance of "presentation".
   使学生全面了解提案的概念和意义。

3. Practicing in different presentation, students can explore their own advantages，disadvantages and characteristic in communicating with teachers.　进行不同的提案练习，学生可以通过与老师的沟通。探索自己的优缺点和特色。

Course　Contents　学习内容

Part I 第一部分	Understanding and knowledge of the classical presentation techniques while experienced all the chosen practical exercises, including eye contact, tone and tempo, listening skills, body language,　and presentation strategy. 通过课堂练习，在实践和讨论中逐渐理解并掌握经典提案技巧，包括眼神交流，音调与节奏，倾听技巧，肢体语言和提案策略。
Part II 第二部分	Understand basics of communication, including role of the receiver, levels of communication, communication systems). 理解基础沟通，包括信息接收方的角色，交流的多层级，沟通系统。

Learning　Methods/Tips　学习方法

1. Participate actively in class activities.　积极参与课堂练习和讨论。

2. Review course content after class.　课后复习所学内容。

3. Read required and suggested reading list.　阅读必读和选读书目。

4. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading　评估方式

Regular Grades 平时成绩	Attendance　出勤 Participation　课堂参与	30%
Mid-term Grades 期中成绩	Group Project　小组作业	30%
End-term Grades 期末成绩	Assignment　个人作业	40%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

3. Group Presentation 小组提案展示
4. Individual Presentation 个人提案展示

Suggested Reading 选读图书

[1] 演说:用幻灯片说服全世界 . Nancy Duarte 著, 汪庭祥 译,电子工业出版社, 2012

[2] 高效演讲,彼得•迈尔斯 (Peter Meyers) 著, 尚恩•尼克斯 (Shann Nix) 著, 马林梅译,吉林出版集团有限责 任公司,2013

[3] 沟通:用故事产生共鸣,Nancy Duarte 著,冯海洋 译,刘芳 译,电子工业出版社,2013

[4] 演说之禅:职场必知的幻灯片秘技,Reyno-Lds,G 著,王佑 译, 汪亮译 译. 电子工业出版社, 2009.

[5] 演说之禅设计篇:完美呈现的幻灯片设计原则和技巧 . Reyno-Lds,G 著. 王佑 译, 电子工业出版社, 2010.

Recommended Journal and/or Website 重要刊物及网站

[6] http://www.ted.com/

INTRODUCTION TO MARKETING

市场营销概论

This is an introductory course designed to provide an overview of marketing as a principal function in modern business operation. It covers the marketing origins, orientations, concepts, principles, components, tools and techniques. With a specific emphasis on the marketing strategic planning and management, students are expected to develop and evaluate marketing strategy for business and brand at the end of the course. It contains 2 credits and 36 class hours.

这是一个介绍性的基础课程，旨在提供营销在现代商业运作的主要功能的概述。它涵盖了营销的起

源、导向、概念、原则、要件、工具和技术。课程强调营销战略规划与执行的重要性，在课程结束时,学生们预计将有能力展发及评估企业及品牌的营销策略。本门课包含 2 学分，共 36 课时。

Learning Outcomes 学习目标

1. Obtain profound understanding of theoretical and practical marketing, including marketing's role in business operation and marketing tools and techniques to achieve marketing and business goals.
   对理论和实践营销有深刻的理解，包括营销和营销工具、技术在商业运作中的作用，以实现营销和企业目标。
2. Work with marketing mix to develop effective marketing strategy
   利用市场营销组合，制定有效和有效的营销策略。
3. Adopt marketing management and evaluation in class exercises and after class projects.
   通过课堂练习和课后项目实践，应用市场营销管理与评估。

Course Contents 学习内容

Part I 第一部分	Fundamental concepts of marketing's role, function and scope in modern business management (development, implementation and review of marketing concepts). 营销在现代企业管理中的角色、作用和范围的基本概念（营销理念发展，实施和检验）。
Part II 第二部分	Marketing strategic planning, goals, process, tools, execution and evaluation. Major theories of strategy development including STP(Segmentation, Targeting and Positioning) . 营销战略规划，目标，过程，工具，执行和评估。战略发展理论主要包括 STP（市场细分，目标和定位）。
Part III 第三部分	Comprehensive study of marketing tactics and tools including marketing mix of 4C and most updated development of modern marketing techniques. 综合研究营销战术和工具，包括现代营销技术的最新发展和 4C 营销组合。

Learning Methods/Tips 学习方法

1. Read required reading list before class.
   提前阅读必读与选读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Group Project 小组作业	40%
End-term Grades 期末成绩	Final Examine 结课考试	50%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

7. Presentation 提案展示
8. Close-book Examine 闭卷考试

Required Reading 必读图书

[1] 市场营销原理(亚洲版 •英文第 2 版)，菲利普•科特勒 (Philip Kotler) 著，加里•阿姆斯特朗(Gary Armstrong) 著，洪瑞云(Swee Hoon Ang) 译，梁绍明(Siew Meng Leong) 译，机械工业出版社. 2012

Suggested Reading 选读图书

[2] 定位:有史以来对美国营销影响最大的观念，阿尔•里斯 (Al Ries) 著，杰克•特劳特 (Jack Trout) 著，谢伟山 译，苑爱冬 译，机械工业出版社，2011

[3] 从 0 到 1:开启商业与未来的秘密，彼得 • 蒂尔 著，布莱克 • 马斯特斯 著，高玉芳 译，中信出版股份有限公司，2015

Recommended Journal and/or Website 重要刊物及网站

[1] 新营销 ，广西师范大学杂志社
[2] 成功营销 ，香港上市公司财讯传媒集团（SEEC）
[3] 现代市场营销 ，中文开源汉斯出版社
[4] http://www.digitaling.com/
[5] http://www.madisonboom.com/
[6] http://www.marketingteacher.com/
[7] http://www.campaignchina.com

INTRODUCTION TO ECONOMICS

经济学概论

This course is an essential part of the theory systems of economics. Topics include supply and demand, consumer behavior, price and output decisions by firms, market structures, factor markets, market failures, and international trade. An emphasis is also given to national income, unemployment, inflation, business cycles, aggregate supply and demand, monetary and fiscal policy, and economic growth. It contains 2 credits and 36 class hours.

本课程是经济学理论体系的重要组成部分。其主要内容包括供给和需求，消费行为，企业的价格和产量决策，市场结构，要素市场，市场失灵与国际贸易。本门课程的内容还包括国民收入，失业，通货膨胀，经济周期，总供给和总需求，货币和财政政策，经济增长。本门课包含 2 学分，共 36 课时。

Learning Outcomes 学习目标

Gain overview of basic methods and problems of modern business administration.

了解现代工商管理的基本方法与基础概念

Be able to point out the options for economic policymakers, entrepreneurs and households under economic policy from economic perspective and apply them in case studies.

从经济角度出发理解与分析经济决策者，企业和家庭的选择，并能应用于案例研究。

Course Contents 学习内容

Part I 第一部分	Introduction: Understanding 10 basic principles of economics and two of the most basic economic models 导言：了解十大经济学原理和两大基本经济模型
Part II 第二部分	Microeconomics 1：the basics of economic activity，the market forces of supply and demand 微观经济学 1：经济活动的基础——供给与需求的市场力量
Part III 第三部分	Microeconomics 2: firm behavior and the organization of industry，the relationship between costs and firm behavior and 4 kinds of market forms and their features 微观经济学 2：企业行为与产业组织——成本与企业行为之间的关系以及四种市场类型及其特征
Part IV 第四部分	The economics of the public sector 公共部门经济学

Part V 第五部分	Macroeconomics 1: the data of macroeconomics，GDP and CPI 宏观经济学 1：宏观经济学中的数据—— GDP 和 CPI
Part VI 第六部分	Macroeconomics 2: the real economy, money and prices in the long run; short-run economic fluctuations 宏观经济学 2：长期中的实际经济、货币与物价，以及短期经济波动

Learning Methods/Tips 学习方法

1. Read required reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Group Project 小组作业	40%
End-term Grades 期末成绩	Final Examine 结课考试	50%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

9. Presentation 提案展示
10. Close-book Examine 闭卷考试

Required Reading 必读图书

[1] 经济学原理:微观经济学分册+宏观经济学分册(第 7 版)(套装共 2 册)，N.格里高利•曼昆(N.Gregory Mankiw) 著，北京大学出版社，2015

Suggested Reading 选读图书

[2] 疯狂经济学，唐 • 汤普森 (Don Thompson) 著，谭平 译，南海出版公司， 2013
[3] 牛奶可乐经济学，罗伯特•弗兰克 (Robert H.Frank) 著，闾佳 译，中国人民大学出版社，2010

Recommended Journal and/or Website 重要刊物及网站

[1] 财经天下周刊，黄河出版传媒集团有限公司
[2] 第一财经周刊，上海东方传媒集团有限公司，http://www.cbnweek.com

[3] 21 世纪财经报道网络版，南方报业集团，http://epaper.21jingji.com

BRANDS & BRAND DESIGN

品牌与品牌设计

This course is a basic course of advertising. Students will have basic knowledge analyze, categorize and develop design processes after this course, meanwhile they will have basic knowledge of the principles of design, particularly in the field of brand design. It contains 2 credits and 36 class hours.
本课程是广告学的基础课程。学生通过课程学习将对设计过程的分析，分类和延展有基础认识，同时学生还会对设计原则,尤其是在品牌设计领域的设计原则有基本了解。本门课包含 2 学分，共 36 课时。

Learning Outcomes 学习目标

Knowledge principles of visual design, understanding of process and basic principles model of communication. Knowledge principles in graphic design, in particular in the field of brand design: from idea generation to implementation. Analysis of creative processes and design outcomes in different media.
了解视觉设计的原则。理解的传播模型的工作流程和基本原理。了解品牌设计原理，特别是在品牌设计领域：从创意产生到实现执行。分析在不同媒体中的创意过程和设计结果。

Course Contents 学习内容

Part I 第一部分	Overview of the terminus branding and brand design 品牌化和品牌设计的概况
Part II 第二部分	Analysis (Brand Asset Valuator, Customer Experience Mapping, Design Audit, Brand Equity Evaluation) 分析（BAV 调研方法，顾客体验旅程图，设计成果审查，品牌资产评估）
Part III 第三部分	Strategy (Vision, Mission Statement and Core Values, Positioning Process according to Landor and Interbrand, Value Propositions, Portfolio Management and Brand Architecture) 策略（品牌愿景，品牌使命和核心价值，浪涛品牌咨询公司与 Interbrand 品牌咨询的定位过程，价值主张，投资组合管理和品牌架构）
Part IV 第四部分	Creation (Verbal Identity and Naming, Corporate Design, Packaging, Environmental/3D Design, Exhibition and Shop Design, Web and Interactive Design, Virtual Modeling) 创作（口头识别和命名，企业设计，包装，环境三维设计，展览和店铺设计，

	网页和互动设计，虚拟建模）
Part V 第五部分	Production (Final Artwork, Lithography, Print Management, Roll-Out Management, Tendering) 生产（最后的作品，平版印刷，印刷管理、推出管理、投标）
Part VI 第六部分	Management (Online Brand Management Systems, Brand Engagement, Employer Branding) 管理（在线品牌管理系统、品牌互动，雇主品牌建设）

Learning Methods/Tips 学习方法

1. Read required reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤 Participation 课堂参与	30%
Mid-term Grades 期中成绩	Assignment 个人作业	30%
End-term Grades 期末成绩	Group Project 小组作业	40%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

5. Writing Report 书面报告
6. Presentation 提案展示

Required Reading 必读图书

[1] 设计思维:整合创新,用户体验与品牌价值,托马斯•洛克伍德(Thomas Lockwood) 著, 李翠荣 译, 李永春 译, 等 译，电子工业出版社，2012

Suggested Reading 选读图书

[1] 国际最新设计案例专业解读教程:品牌设计，闫宇 著，龙门书局，2014

[2] 品牌标志设计:美国神话级设计公司经典商标设计法则，伊万・谢梅耶夫 著, 汤姆・盖斯玛 著, 萨基・哈维夫 著, 黎名蔚 译，北京美术摄影出版社，2014

[3] 创新设计:如何打造赢得用户的产品、服务与商业模式，瓦格 (Craig M. Vogel) 著，卡格 (Jonathan Cagan) 著，伯特瑞特 (Peter Boatwright) 著，吴卓浩 译，郑佳朋 译，电子工业出版社，2014
[4] 标志，安格斯•海兰 (Angus Hyland) 著，史蒂文•贝特曼 (Steven Bateman) 著，章丹露 译，北京美术摄影社，2013
[5] 创造品牌的包装设计，加文•安布罗斯 (作者)，保罗•哈里斯 (作者)，张馥玫 (译者)，中国青年出版社，2012

Recommended Journal and/or Website 重要刊物及网站

[1] 艺术与设计 ，中华人民共和国新闻出版总署
[2] 中国品牌 ，中国质检报刊社
[3] Design360° ，三度出版有限公司
[4] http://www.digitaling.com/
[5] http://www.madisonboom.com/

CREATIVE TECHNIQUE

创意技巧

With the combination of practical and theoretical teaching methods, this course aims to improve students' creative thinking using in personal and teamwork projects. At the same time, it also enhances students' agility towards creative, and finally leads students to have a comprehensive and positive understanding of advertising and other kind of creative jobs and their working methods. It contains 2 credits and 36 class hours.

实践和理论相结合的教学方式，本课程旨在提高学生在个人和团队合作项目中正确运用创造性思维能力。与此同时,它还可以提高学生的创意灵活性,最后让学生对广告以及其他创意行业及其工作方法有一个全面的和积极的理解。本门课包含 2 学分，共 36 课时。

Learning Outcomes 学习目标

Grasp basic problem discovery, analysis and solving methods for planning and implementation of creative projects, understand the value factors in creative processes though practices, correct knowledge of creative processes and will be able to complete specific creative projects at the end of this course.
掌握创意项目规划和执行的问题发现、分析和解决的基本方法，通过实践练习了解创意过程中的价值元素，科学认识创意的过程并能够运用课堂所学完成指定的创意项目。

Course Contents 学习内容

Part I 第一部分	Introduction to creative theory and process. 创意学说与过程概述。
Part II 第二部分	Procurement, management and quality control of services in the creative process. 创意过程中的收集，管理和质量控制。
Part III 第三部分	Basis of value-added techniques in creative processes. 创意过程中的增值技巧。
Part IV 第四部分	Requirements and preparation of briefings. 创意简报完成需要具备的条件和准备工作。

Learning Methods/Tips 学习方法

1. Participate actively in class activities. 积极参与课堂练习和讨论。
2. Review course content after class. 课后复习所学内容。
3. Read required and suggested reading list. 阅读必读和选读书目。
4. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	30%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Group Project 小组作业	30%
End-term Grades 期末成绩	Assignment 个人作业	40%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

7. Presentation 提案展示
8. Creative Copywriting 创意文案

Required Reading 必读图书

[1] 创意的生成，詹姆斯·韦伯·扬(James Webb Young) 著，祝士伟 译，中国人民大学出版社，2014

Suggested Reading 选读图书

[1] 让创意更有黏性：创意直抵人心的六条路径，希思 著，姜奕晖 译，中信出版社，2013
[2] 创新五把刀，乔希•林克纳 (Josh Linkner) 著，王勇 译，中信出版社，2012
[3] IESE 商学院最受欢迎的创新课，帕迪•米勒 著，托马斯•韦德尔-韦德尔斯伯格 著，魏群 译，中信出版社，2013
[4] 创造力:心流与创新心理学，米哈里 •希斯赞特米哈伊 (Mihaly Csikszentmihalyi) 著，黄珏苹 译，浙江人民出版社，2015
[5] 想象:创造力的艺术与科学，乔纳 • 莱勒 (Jonah Lehrer) 著，简学 译，邓雷群 译，浙江人民出版社，2014

Recommended Journal and/or Website 重要刊物及网站

[1] 广告档案 Luerzer's Archive ，广告档案杂志社
[2] http://www.topys.cn/
[3] http://www.adquan.com/
[4] http://www.campaignchina.com/

STUDIO PHOTOGRAPHY

广告摄影

This course is practice based，with applying multi-teaching methods (theoretical lectures, work exhibition, group critiques, group tutorials, oral presentation etc.). This course introduces the brief history of advertising photography, the main style of advertising photography, the basic principles and skills of modern advertising photography and the master-piece in this discourse. Students should possess skills and abilities of creative advertising photography and artistic expression. It contains 2 credits and 36 class hours.

本课程以拍摄实践为主，将广告摄影简史、广告摄影风格、广告摄影优秀作品赏析等理论知识穿插其中，使学生了解并掌握基本的数码相机使用方法，初步把握人物、静物摄影技巧，基本具备广告摄影的创意与艺术表现的思维和应用能力。本门课包含 2 学分，共 36 课时。

Learning Outcomes 学习目标

1. Through theoretical lectures and case studies, students will be able to gain knowledge of the brief history of advertising photography, the main style of advertising photography, the basic principles and skills of modern advertising photography and the master-piece in this discourse.

   学生将通过理论教授和案例分析了解广告摄影简史、广告摄影风格、当代广告摄影的基本表现

手法以及广告摄影优秀作品。

2. Basic photographic techniques will be taught, mainly focus on Still Photography, Portrait Photography and Documentary Phytography will also be mentioned. By combining these photographic workshops and Postproduction Photoshop skills, students will be able to use the knowledge and skills they have learnt in class to compete actual advertising photography work themselves.

   基本摄影技巧将主要集中于静物摄影，人像摄影和纪实摄影将会成为辅助内容。广告摄影技巧和图片后期处理的结合，学生可自主参与到实际的广告摄影相关的工作中去。

Course Contents 学习内容

Part I 第一部分	Introduction: Brief History of Advertising Photography / Categories and functions / Basic Techniques of Digital Camera 导学：广告摄影简史、广告摄影分类及功能、数码相机的基本使用技巧
Part II 第二部分	Key Elements of Advertising Still Photography: Objects / Textures / Colour Tone / Composition 广告静物摄影要素：商品、材质、色调、构图 Case Studies of Advertising Portrait & Documentary Photography: Characters / Pose / Costume / Colour Tone / Personality / Storytelling 广告人像摄影与纪实摄影赏析：角色、姿势、服装、色调、性格、叙事
Part III 第三部分	Personal Photography Portfolio: Concept leads Visual / Collage / Storytelling 个人广告摄影作品集：概念指导视觉、拼贴、叙事
Part IV 第四部分	Adobe Photoshop & Light room: Beginner 基础设计软件应用: Adobe Photoshop & Light room

Teaching & Learning Methods 教学方法

1. **Lectures:** the main areas of theory and its practical applications will be covered in a planned series of tutor-led sessions.

   理论教授：由导师自主决定主要理论及其实操应用的教学计划。

2. **Workshop & seminar learning:** practical sessions that will enable the student to experiment with a skill or technique relevant to the area of study. Students will be able to share their understanding with others and obtain guidance from lecturers to identify solutions to practical or theoretical problems.

   工作坊及小组研讨：工作坊给学生提供了学习并尝试课程相关技术的机会；小组研讨让学生们可以互相分享其对与课程知识的理解，并能在导师的辅导下明确其在理论及实践方面遇到的问题，进一步改善方案。

3. **Self directed learning:** independent study undertaken by the student to research, write and prepare assignments and to extend their knowledge and understanding. This can be undertaken at home or using college facilities.

自主学习：学生在为课程任务进行调研、写作和准备的过程中，将会积累相关的学科知识，这部分需要学生积极主动地完成，导师和学校资源将会尽量满足学生的学习需求。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	30%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Group Project 小组作业	30%
End-term Grades 期末成绩	Assignment 个人作业	40%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

9. Presentation 提案展示
10. Photography Project 摄影项目
11.

Required Reading 必读图书

[1] 美国纽约摄影学院摄影教材，美国纽约摄影学院 著，中国摄影出版社，2010

Suggested Reading 选读图书

[1] 熊谷晃商业静物摄影布光与布景 ，熊谷晃 著, 刘玉冰 译，人民邮电出版社，2015

[2] Photoshop+Lightroom 摄影师必备后期处理技法， [美] Scott Kelby 著，王惺卓 译，人民邮电出版社，2015

Recommended Journal and/or Website 重要刊物及网站

Website 相关网站	http://www.dandad.org	http://www.adquan.com
	http://www.oneclub.org	http://www.madisonboom.com
	http://oneshow.com.cn	https://www.pinterest.com
	http://www.clioawards.com	https://www.behance.net
	http://www.mobiusawards.com	http://www.damndigital.com
	http://www.canneslions.com	http://adsoftheworld.com

Phone Apps 手机应用	Flipboard 开眼 好奇心日报	Pinterest Behancee Snapseed
Magazines 期刊杂志	咔啪先锋摄影 BRAND	艺术与设计 Design 360°

INTRODUCTION TO COMMUNICATION

传播学概论

Develop awareness and basic understanding of a broad range of theories that deal with interpersonal communication, especially mass communication. This course shall trace historical developments of media theories and also the most updated progress on mass communication and media so students may develop a personal perspective on mass media and prepare for advanced courses in application such as advertising, marketing communication, public relation or related fields. It contains 2 credits and 36 class hours.

发展认识和基本理解处理人际互动沟通的通用传播理论，尤其是大众传播的领域。本课程将跟踪传播媒体理论方法的历史发展，以及大众传播和媒体的最新进展，使学生可以发展出自己对大众媒体的个人观点，并准备在未来之后的实际应用，如广告，营销传播，公共传播或相关领域的高级课程。本门课包含 2 学分，共 36 课时。

Learning Outcomes 学习目标

1. Demonstrate a basic knowledge of the technology of mass communication, e.g., newspaper, radio, computer, television, cable, Internet.

展示了大众传播技术的基本知识，例如，报纸、广播、计算机、电视、有线电视、互联网。

2. Relate how the media interact and influence society, including the socialization of values, interpersonal relationships, the family, our economy and government.

关系到媒体如何与社会互动和影响社会，包括价值观的社会化、人际关系、家庭、经济和政府。

3. Demonstrate how media message design draws from learning theory, intrapersonal, interpersonal and public communication

从学习理论、个人、人际和公众的沟通理论，展示设计媒体信息的方法 。

4. Demonstrate how media ancillary services (networks, news wires, advertising agencies, syndication, etc.) interact and support the industry.
展示媒体辅助服务下（网络、新闻、广告公司、组合等）所产生的行业。

Course Contents 学习内容

Part I 第一部分	Grasp basic communication theories, understand its origin, development and research, and get to know iconic representative and their academic opinions. 掌握基本的沟通理论,了解传播学的起源，发展和研究,了解代表学者和他们的学术观点。
Part II 第二部分	Grasp basic rules and principles of communication process, and understand its types, media, models and other relevant concepts and theories. 掌握传播过程的基本规则和原则并理解类型，媒体，模型和其他相关概念和理论。
Part III 第三部分	Knowledge relationship between advertising and communication, and understand the application of communication research methods in advertising and mass media researches. 了解广告和传播之间的关系,并了解传播的应用研究方法在广告和大众媒体研究中。
Part IV 第四部分	Grasp the basic communication theories, and acquire the ability to think about human social communication phenomena by applying this knowledge properly. 掌握基本的沟通理论,并能够思考如何在社会传播现象上运用这些理论。
Part V 第五部分	Analyze mass communication phenomena and leverage mass communication principles and rules in advertising activities properly. 分析大众传播现象，并使大众传播的原理和规则在广告活动中的合理运用。

Learning Methods/Tips 学习方法

9. Read required reading list before class.
提前阅读必读书目。
10. Participate actively in class activities.
积极参与课堂练习和讨论。
11. Take notes in class and review course content after class.
做课堂笔记和课后复习。
12. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	

Mid-term Grades 期中成绩	Group Project　小组作业	40%
End-term Grades 期末成绩	Final Examine　结课考试	50%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

11. Presentation 提案展示
12. Open-book Examine 开卷考试

Required Reading 必读图书

[1] 传播学概论，威尔伯•施拉姆 (Wilbur Schramm) 著，威廉•波特 (William E.Porter) 著，何道宽译，中国人民大学出版社， 2010

Suggested Reading 选读图书

[1] 传播学史:一种传记式的方法，E.M.罗杰斯 著，上海译文出版社，2012

Recommended Journal and/or Website 重要刊物及网站

[1] 传媒，传媒杂志社
[2] http://www.digitaling.com/
[3] http://www.madisonboom.com/
[4] http://www.campaignchina.com

INTRODUCTION TO INTERNATIONAL MEDIA

国际媒介概论

This course is a foundation primarily theoretical course of Advertising， it aims to introduce the different forms of media, including book, newspaper, magazine, movies TV program, radio, Internet, mobile etc. Also, it includes the basic concepts of international media and more information related to media industry. And through the study of the origin and future trends in the media, understanding of the impact of digital media, new media and we-media to popular culture. It contains 2 credits and 36 class hours.

本课程是广告专业主要的基础理论课程，旨在介绍不同形式的媒介,包括书籍、报纸、杂志、电影、电视节目、电台、互联网、手机等。同时，课程还包含国际传媒的基本概念和传媒产业的相关信息，并通过研究媒介的起源和未来趋势,认识数字媒体、新媒体和自媒体对大众文化的影响。本门课包含2 学分，共 36 课时。

Learning Outcomes 学习目标

1. Develop understanding of international media theory, and detailed knowledge of the international media in the media industry development.
   拓展对国际媒介理论知识的理解，及国际媒介在传媒产业发展的详细知识。
2. In the process of continuous development of the international media, understanding new media and from the media, to understand the impact of today's society and culture.
   在国际媒介不断发展的过程中，认识新媒介和自媒体，了解对当今社会文化的影响。
3. Be able to understand advertising campaigns and media as important aspects of the contemporary business world and be aware of the importance of the advertising agency to the development of ideas in different medias.
   理解广告战役与媒体在当代商业中的重要性，并理解广告机构对创意延伸在媒体运用上的重视。
4. Be able to use the international media theory on the different media have on the analysis and recommendations.
   能够运用国际媒介理论对不同媒介所产生的影响进行分析和建议。

Course Contents 学习内容

Part I 第一部分	Introduces the concept of international media. 介绍国际媒介概念
Part II 第二部分	History and development of the spread of international media. 国际媒介的传播历程与发展
Part III 第三部分	Introduction to the theory and analysis of international media. 国际媒介理论介绍与分析
Part IV 第四部分	International media on political, social and cultural. 大众传媒影响政治，社会和文化
Part V 第五部分	Profit center of the media industry. 以盈利为中心的传媒产业
Part VI 第六部分	Marketing and international media advertising. 广告与国际媒介的市场开发
Part VII 第七部分	Development of the Internet and the world of media diversity. 互联网与世界媒体多样性发展
Part VII 第八部分	The impact of new media, We- media on society. 新媒体、自媒体对社会的影响

Learning Methods/Tips 学习方法

5. Read required reading list before class.
   提前阅读必读书目。
6. Participate actively in class activities.

积极参与课堂练习和讨论。

7. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
8. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Group Project 小组作业	40%
End-term Grades 期末成绩	Final Examine 结课考试	50%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

13. Presentation 提案展示
14. Open-book Examine 开卷考试

Required Reading 必读图书

[1] 媒介/影响:大众传播媒介概论，谢丽·比亚吉(Shirley Biagi) 著，宋铁军 译，中国人民大学出版社，2011

[2] Media/Impact: an introduction to mass media ,Shirley Biagi , ISBN: 9781439041970

[3] Understanding Media, Marshall McLuhan, ISBN:9780415253970

Suggested Reading 选读图书

[1] 新闻与传播学译丛·国外经典教材系列:大众传媒革命，查尔斯·斯特林 (J.Charles Sterin) 著，王家全 译，中国人民大学出版社，2014

[2] 媒介融合：网络传播、大众传播和人际传播的三重维度 ，克劳斯·布鲁恩·延森 (Klaus Bruhn Jensen) 著，吴信训 编，何道宽 编，刘君 译，复旦大学出版社，2012

[3] Media Semiotics , Bignell, J. Manchester University Press: Manchester, 2002

[4] Image and Representation: Key Concepts in Media Studies, Lacey, N., Palgrave MacMillan: Basingstoke, 2009

Recommended Journal and/or Website 重要刊物及网站

[1] 传媒 ，传媒杂志社

[2] http://www.digitaling.com/

[3] http://www.madisonboom.com/

CONSUMER BEHAVIOR

消费者行为学

This course mainly introduces characters, performance and causation of consumer behavior, as well as prediction and guidance of this filed. Students should grasp the core concepts and basic theories of this course and they should get to experience about information collection and analysis about consumers' psychology and behaviors through practical project. Consequently, they could apply these concepts and skills in advertising creative and planning in later studies. It contains 3 credits and 54 class hours.
本课程主要介绍消费者行为的特征、表现、因果关系，以及对消费者行为的预测和指导。学生们应通过课程掌握消费者行为学课程领域的核心概念和基本理论，并通过实践练习体验如何搜集和分析消费者心理和行为的信息，为将来在广告创意和策划中的应用打下基础。本门课包含3 学分，共54 课时。

Learning Outcomes 学习目标

This course aims to guide master key concept and basic theory of consumer behavior to students, help them to understand psychology and behavior of different consumers groups, also be able to make choices of target markets, analysis consumer behavior, and distinguish a advertisement meet target's needs or not through practicing.
本课程旨在引导学生掌握消费者行为学的基本概念和基本理论，帮助学生理解不同消费者的心理和行为，通过实践练习有能力选定目标消费人群，分析消费者行为，并辨别广告是否满足目标消费者的需求。

Course Contents 学习内容

Part I 第一部分	1. Why should we focus on consumer behavior? 为什么我们要关注消费者的行为？ 2. Structure of consumer behavior value 消费者行为的价值框架
Part II Internal Influence 第二部分 内部影响	1. Consumer perception, study and memory 消费者知觉、学习与记忆 2. Motivation and Values 动机和价值观 3. Personality, life style and self concept 个性、生活方式和自我概念 4. Attitude, attitude change and interactive communication 态度、态度改变与互动传播
Part III Outside Influence 第三部分 外部影响	1. Consumer and subculture 消费者和亚文化 2. Consumer and culture 消费者和文化
Part IV Consuming Process 第四部分 消费过程	1. 情境中的消费者 2. Decision I: requirement knowledge and message searching 决策 I: 需求认知和信息搜寻 3. Decision II: Evaluation and selection of substitute

	决策Ⅱ：对替代品进行评估和选择
Part V Further Studying Questions 第五部分 未来研究的问题	1. Consumption and satisfaction 消费与满意 2. Relationship of consumers 消费者关系 3. Non ethical behavior of consumer 消费者非伦理行为

Learning Methods/Tips 学习方法

1. Read required reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Group Project 小组作业	40%
End-term Grades 期末成绩	Final Examine 结课考试	50%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

15. Presentation 提案展示
16. Open-book Examine 开卷考试

Required Reading 必读图书

[1] 重塑消费者:品牌关系，唐·E.舒尔茨 (Don E.Schultz) 著，等 (作者，译者)，沈虹 译,郭嘉 译，机械工业出版社，2015

Suggested Reading 选读图书

[1] 消费者行为学，迈克尔•R•所罗门 (Michael R. Solomon) 著，卢泰宏 著，杨晓燕 著，中国人民大学出版社， 2009
[2] 怪诞行为学:可预测的非理性，丹•艾瑞里 (Dan Ariely) 著，赵德亮 译，夏蓓洁 译，中信出版社，2010
[3] 受众分析，丹尼斯·麦奎尔 (Denis mcquail) 著，刘燕南 译，李颖 译，杨振荣 译，中国人民大学出版社，2006
[4] 无价:洞悉大众心理玩转价格游戏 ，威廉·庞德斯通 (William Poundstone) 著，闾佳 译，浙江

人民出版社，2013

Recommended Journal and/or Website 重要刊物及网站

[1] 成功营销 ，香港上市公司财讯传媒集团（SEEC）
[2] 现代市场营销 ，中文开源汉斯出版社
[3] http://www.digitaling.com/
[4] http://www.madisonboom.com/
[5] http://www.marketingteacher.com/what-is-consumer-behavior/

BRAND STRATEGY ANALYSIS

品牌策略透析

Based on the concepts of brand management that students learnt before, this course mainly focuses on brand, brand property and strategic brand management. After this course, students should be capable of analyzing the current situation and development trends of companies, and further provide their own suggestions. In terms of teaching methods, mock business case conferences, mock negotiation meetings between suppliers and distributors, systematically theoretical lectures, group discussion and multimedia teaching methods are applied in this course. It contains 2 credits and 36 class hours.
基于品牌管理的概念和学生以前的知识储备,本课程主要关注品牌,品牌属性和战略品牌管理。通过本课程学习，学生应该能够分析企业现状和发展趋势,并进一步提供自己的建议。在教学方法方面,模拟商业案例会议，供应商和经销商之间的模拟谈判会议,系统地理论讲座，小组讨论和多媒体教学方法都会应用于这门课程中。本门课包含 2 学分，共 36 课时。

Learning Outcomes 学习目标

1. Knowledge basic principles of brand strategy.
   了解品牌策略的基本原理
2. Understand distinguishing and preponderance of iconic strong brands' strategy.
   理解极具代表性的强势品牌策略的特点和优势
3. Able to analyzing the current situation and development trends of companies, and further provide their own suggestions.
4. 能够分析企业现状和发展趋势,并进一步提供建议。

Course Contents 学习内容

Part I Recognize That Brands Are Assets 第一部分 认识品牌资产	1. Introduction to Strategic Management 战略管理学概述 2. Brand Theory Review 品牌概述回顾

Part II Have a Compelling Brand Vision 第二部分 塑造有力的品牌愿景	1. Brand Proposition 品牌定位 2. Brand and Quality of Product 品牌与产品质量 3. Brand Equity 品牌资产 4. Brand Strategy Analysis and management tools 品牌策略透析及其管理工具 5. Brand Structure and Strategy 品牌结构与战略
Part III Bring the Brand to Life 第三部分 给予品牌生命活力	1. Brand Strategy and Brand Communication 品牌策略与品牌传播 2. Brand Strategy and Advertising 品牌策略与广告 3. Brand Strategy and Public Relationship 品牌策略与公关
Part IV Maintain Relevance 第四部分 保持品牌的相关性	1. Gaining Brand Preference. The Brand Relevance Model. The New Brand Challenge. The First-Mover Advantage. The Payoff. Creating New Categories or Subcategories—Four Challenges. The Brand Relevance Model Versus Others. 获取品牌偏好、品牌相关性模型、创建新品类或子品类、相关性程度、新的品牌挑战、先行者优势、获得的收益、创建新品类或子品类的 4 项基本步骤； 2. Categorization. It's All About Framing. Consideration Set as a Screening Step. Measuring Relevance. 品类划分、框架理论、在考虑集合中筛选、相关性评估； 3. Finding New Concepts. Evaluation. Defining the Category or Subcategory. Creating Barriers: Sustaining the Differentiation. Innovative Organization. 发现新概念、概念评估、定义并管理品类或子品类、创建竞争壁垒，保持差异化。
Part V Manage Your Brand Portfolio 第五部分 管理品牌组合	1. Management of Parent-Brand 母子品牌的管理 2. Management of Multi-Brand 多品牌的管理 3. Management of Outside Brand and Private Brand 外来品牌和自有品牌的管理 4. Management of Global Brand and Regional Brand 全球品牌和区域品牌的管理

Learning Methods/Tips 学习方法

1. Read required reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and

collect and organize topic-related materials.
通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	30%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Assignment 个人作业	30%
End-term Grades 期末成绩	Group Project 小组作业	40%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

12. Writing Report 书面报告
13. Presentation 提案展示

Required Reading 必读图书

[6] 品牌三部曲 2:创建强势品牌，戴维·阿克(David Aaker)，李兆丰 （译者），机械工业出版社，2012

Suggested Reading 选读图书

[1] 品牌相关性:将对手排除在竞争之外，戴维·阿克 (David A.Aaker) 著，金珮璐 译，中国人民大学出版社，2014
[2] 品牌三部曲 3:品牌领导，戴维·阿克(David Aaker)，耿帅（译者），机械工业出版社，2012
[3] 引爆点:如何引发流行，马尔科姆·格拉德威尔 (Malcolm GlaDwell) 著，钱清 译，覃爱冬 译，中信出版社， 2014

Recommended Journal and/or Website 重要刊物及网站

[1] 艺中国品牌 ，中国质检报刊社
[2] 成功营销 ，香港上市公司财讯传媒集团（SEEC）
[3] 现代市场营销 ，中文开源汉斯出版社
[4] http://www.digitaling.com/
[5] http://www.madisonboom.com/
[6] http://www.campaignchina.com/

METHODS & ORGANIZATION OF SCIENTIFIC WORK

科学工作方法

By combining different theoretical and practical teaching methods, this course aims to lead students to improve their working effectiveness, quality and teamwork cooperation, as well as scientize and systematize students' working process. At the end of this course, students should develop good habits for their future study and working life. It contains 2 credits and 36 class hours.
通过结合不同的理论和实践的教学方法，旨在引导学生提高工作效率，质量和团队合作，以及科学化和制度化学生的工作过程。在这个课程结束后，学生应该为他们将来的学习和工作生活养成良好的习惯。本门课包含 2 学分，共 36 课时。

Learning Outcomes 学习目标

1. Knowledge of basic scientific methods and instruments, able to apply in university homework and professional project after in class exercises.
   理解科学工作方法的基础知识和工具，并通过课堂练习学习应用在大学作业和专业项目中.
2. Knowledge and application of organizational and conflict solution strategies in the areas of studying, team building and communication.
   理解与应用在学习，团队建设和沟通交流领域的组织与冲突解决策略。
3. Obtain systematic solution expertise for planning and realization of project work.
   运用所学内容制定系统性的解决方案，为科学和专业地实际完成项目作业。
4. Knowledge and application of creativity techniques in studying, team building and communication.
   理解与运用创新技巧在学习，团队建设和沟通交流领域。

Course Contents 学习内容

Part I 第一部分	1. Definitions of science delimitation of different scientific approaches. 不同科学方法划分的定义 2. Analytical tools in practice. 实践中的分析工具。

Part II 第二部分	1. Social skills and self-management, teamwork in school or in career. (cooperation and collaboration) 社会技能和自我管理，在学校或职业生涯中的团队合作（合作与协作）。 2. Analysis and decision-making ability, independent work (organization, project planning, self-discipline, responsibility) 分析和决策能力，独立工作（组织，规划，自律，责任感）。 3. Thinking and observation， definition and objectives of projects, planning techniques, team management. 思考与观察，项目的定义和目标，筹划技巧，团队管理。 4. Techniques and strategies for goal-oriented organization of creative processes. Practice of creative methods.创作过程中以目标为导向组织的技巧和策略。创作方法的实践。

Learning Methods/Tips 学习方法

5. Read required reading list before class.
   提前阅读必读书目。
6. Participate actively in class activities.
   积极参与课堂练习和讨论。
7. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
8. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	30%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Group Project 小组作业	30%
End-term Grades 期末成绩	Assignment 个人作业	40%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

14. Essay 短文

Required Reading 必读图书

[1] 我的大学我做主 3:学术论文写作技巧，苏珊·卡特 (Susan Carter) 著，弗朗西丝·凯利 (Frances Kelly) 著，伊恩·布雷斯福德 (Ian Brailsford) 著，李鉴墨 译，金安迪 译，于雅鑫 译，东北财经大学出版社，2014

Suggested Reading 选读图书

[1] 逻辑思维简易入门，[美] 加里·西伊（Gary Seay），苏珊娜.努切泰利（Susana Nuccetelli）著，廖备水，雷丽赟，冯立荣 译，机械工业出版社，2013
[2] 决断力:如何在生活与工作中做出更好的选择 .[美] 奇普·希思 著,[美] 丹·希思 著,宝静雅 译，中信出版社,2013
[3] 自控力，凯利•麦格尼格尔 (Kelly McGonigal Ph.D.) 著，王岑卉 译，文化发展出版社(原印刷工业出版社)，2012
[4] 人际智慧:高效沟通的 8 项修炼，梅尔•西尔伯曼 (Mel Silberman) 著，弗瑞达•汉斯伯格 (Freda Hansburg) 著，杜华 译，团结出版社，2013

Recommended Journal and/or Website 重要刊物及网站

[1] http://www.jijitang.com/，唧唧堂
[2] http://www.cnki.net/，中国知网

ADVERTISING COPY WRITING

广告文案写作

This course introduces content including skills of copy writing and creation of copy writing. It aims to knowledge essence and effects of advertising copy writing, students should get to know about its history, development and current situation. also the creation of different types of advertising copy capabilities. In terms of teaching methods, this course has integrated theoretical lectures, case analysis, creative writing training, writing practice, copywriting training proposition etc. It contains 2 credits and 36 class hours.

本课程的内容包括广告文案写作技巧和广告文案创作。本课程的目是为了使学生掌握广告文案写作的本质与作用，了解它的历史，发展和现状，同时具有创作不同类型广告文案的能力。在教学方法上，本课程采用理论知识讲授，案例分析，创意写作训练，文案命题训练等。本门课包含 2 学分，共 36 课时。

Learning Outcomes 学习目标

This course enables students to know the major requirement in advertising copy writing while mastering common requirement and basic skills in all kind copy writings. To enhance the abilities of creative, strategic, case appreciation, comprehensive capacity of creative skills, especially to improve the professional copy writing abilities, and lay a foundation for cultivating excellent advertiser.
使学生了解并掌握各类广告文案写作的主要要求，同时掌握文案创作的基本技能。提高创意、策略、案例赏析、创作技巧的综合能力，特别是提高专业写作能力，并为培养优秀的广告人奠定基础。

Course Contents 学习内容

Part I 第一部分	Introduction of advertising copy writing. 广告文案写作介绍。
Part II 第二部分	Principles of copy writing and market position theory. 广告文案原则论和市场定位论。
Part III 第三部分	Copy writing and the expression of cultural creativity. 广告文案与文化创意表达。
Part IV 第四部分	Copy writing structure, category and steps. 广告文案写作构成、分类和步骤。
Part V 第五部分	The use of advertising copy writing language. 广告文案写作语言修辞运用。
Part VI 第六部分	Advertising copy writing techniques and exercises. 广告文案写作技巧与练习。
Part VII 第七部分	Advertising copy writing of different types. 不同类型的广告文案写作。

Learning Methods/Tips 学习方法

1. Read required reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	30%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Group Project 小组作业	30%

End-term Grades 期末成绩	Assignment 个人作业	40%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

15. Presentation 提案展示
16. Creative Copy-base Ad 创意文案广告

Required Reading 必读图书

[1] 全球一流文案:32 位世界顶尖广告人的创意之道，英国设计与艺术指导协会(D&AD) 著, 阿拉斯泰尔·克朗普顿 著, 邹熙 译，中信出版社，2013

Suggested Reading 选读图书

[1] 广告文案 ，乐剑峰，上海人民美术出版社，2009
[2] 文案训练手册 ，约瑟夫·休格曼 （Joseph Sugarman） 著，中信出版社，2015

Recommended Journal and/or Website 重要刊物及网站

[3] 广告档案 Luerzer's Archive ，广告档案杂志社
[4] 中国广告 ，东方出版中心
[5] 现代广告 ， 现代广告 杂志社
[6] http://www.topys.cn/
[7] http://www.adquan.com/
[8] http://www.digitaling.com/
[9] http://www.madisonboom.com/

VISUAL DESIGN

视觉设计

This course is mainly set for students in advertising major without knowing much about design, to build their own professional portfolios. By applying multi-teaching methods — theoretical lectures, case studies, layout design practice, etc, students should improve skills of design portfolios by using expressive visual language and typography, which leads to an artistic and creative portfolio. It contains 2 credits and 36 class hours.

本课程主要是为对设计认识有限的广告学专业学生建立专业作品集而设，通过理论构建、作品分析及设计实践，让学生掌握基本的视觉语言和排版技巧，提高视觉表现能力，逐步提高专业作品集设计的创意和艺术性。本门课包含 2 学分，共 36 课时。

Learning Outcomes 学习目标

1. This course will start with concepts board which indicated to make the portfolio as an individual design project, students will form an integrated design concept with the consideration of design purpose, contents of portfolio, audience and media, instead of single visual expression skills.

   通过制作概念板的方式，让学生把作品集项目化，以培养系统的设计理念，综合考虑设计目的、作品集内容、受众以及载体等因素对作品集视觉表现的影响。

2. Knowledge of essential theories, structures and elements, design principles and techniques of layout design, able to apply in portfolio design process.

   介绍版式设计的基本原理和要素，版式设计的重要设计原则和方法，让学生结合设计概念来合理应用到作品集制作之中。

3. Students will able to use the concepts, knowledge and skills they learnt in class to present their portfolios more effectively and expressively.

   学生将综合运用课堂上所学的理念、知识和技巧，去更好地制作和展示个人作品。

Course Contents 学习内容

Part I 第一部分	Generate a design concept: Mind mapping / Brainstorm / Mood-board 设计概念与主题的确定：思维导图、头脑风暴、情绪板
Part II 第二部分	Basic principles & Key elements of layout design: Composition / Typefaces / Grid / Colour / Layout 版面设计基本原则及设计要素：构图、字体、网格、色彩、版面
Part III 第三部分	Personal Portfolio or Business Plan Layout Design: Concept leads Visual 个人作品集或商业策划案排版设计：概念指导视觉
Part IV 第四部分	Adobe Illustrator / Microsoft Office Power Point / Mac OS Keynote 基础设计软件应用

Teaching & Learning Methods 教学方法

1. **Lectures:** the main areas of theory and its practical applications will be covered in a planned series of tutor-led sessions.

   理论教授：由导师自主决定主要理论及其实操应用的教学计划。

2. **Workshop & seminar learning:** practical sessions that will enable the student to experiment with a skill or technique relevant to the area of study. Students will be able to share their understanding with others and obtain guidance from lecturers to identify solutions to practical or theoretical problems.

   工作坊及小组研讨：工作坊给学生提供了学习并尝试课程相关技术的机会；小组研讨让学生们可以互相分享其对与课程知识的理解，并能在导师的辅导下明确其在理论及实践方面遇到的问

题，进一步改善方案。

3. **Self directed learning:** independent study undertaken by the student to research, write and prepare assignments and to extend their knowledge and understanding. This can be undertaken at home or using college facilities.

自主学习：学生在为课程任务进行调研、写作和准备的过程中，将会积累相关的学科知识，这部分需要学生积极主动地完成，导师和学校资源将会尽量满足学生的学习需求。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	30%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Group Project 小组作业	30%
End-term Grades 期末成绩	Assignment 个人作业	40%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

17. Presentation 提案展示
18. Layout Design Project 板式设计项目

Required Reading 必读图书

[1] 版式设计从入门到精通，ArtTone 视觉研究中心 编著，中国青年出版社，2012

[2] Typography Essentials：100 Design Principles For Working With Type, Ina Saltz, Rockport Publishers, 2009

Suggested Reading 选读图书

[1] 版式设计原理案例篇：提升版式设计的 55 个技巧，（日）田中久美子 原弘始 林晶子 山田纯也 编著，中国青年出版社，2015

[2] 配色设计原理，（日）奥博斯科（Obscureinc）编辑部 编著，中国青年出版社，2009

Recommended Journal and/or Website 重要刊物及网站

Website 相关网站	https://www.pinterest.com https://www.behance.net http://thebookdesignblog.com http://www.zcool.com.cn http://www.sj33.cn/article/jphc https://www.fontshop.com/glossary/

Phone Apps 手机应用	Flipboard 黄油相机 WordSwag	Pinterest Behancee Snapseed
Magazines 期刊杂志	IDN BRAND	艺术与设计 Design 360°

TV COMMERCIAL PRODUCTION

广告影片制作

This course aims at improving students' video editing skills and showing them the process of creative TV Commercial production within basic audio-visual language principles, by applying multi-teaching methods — theoretical lectures, case studies, editing practice, etc. Students should process skills and capacities of visual storytelling，which leads to a creative and artistic expression of advertising. It contains 2 credits and 36 class hours.

本课程通过理论构建、作品分析及剪辑实践，让学生了解广告影片的基本特征和创意过程，掌握影视创作的视听语言和剪辑技巧，提高视觉叙事能力，培养其具备广告影片制作创意和艺术思维，并掌握基本的应用能力。本门课包含 2 学分，共 36 课时。

Learning Outcomes 学习目标

1. Getting to know cinematography history, video editing history (montage history) and TV Commercial production history, learning and practicing the basic visual-audio language, able to build a critical perspective of shooting and cutting.

   了解电影艺术、剪辑艺术与影视广告的历史，学习并实践影视艺术语言，为构建思辨性的拍摄和剪辑作业打下基础。

2. Getting to know basic processes of video production, essential techniques of video post-production, able to apply in personal and university professional projects after practice.

   了解影片制作的基本流程和后期技巧，以应用于个人和大学的专业项目中。

3. Students will able to use the concepts, knowledge and skills they learnt in class to build systematic video-making plan with specific advertising ideas or business purposes, then executive this plan more effectively and expressively.

   学生将综合运用课堂上所学的理念、知识和技巧，去为广告创意及广告影片项目执行而创造系统的视频制作计划，并将计划执行地更有效率。

Course Contents 学习内容

Part I 第一部分	Introduction： Brief History of Editing / Editing Styles / Montage / TV Commercial Development and Innovation 导学：剪辑简史、剪辑艺术流派、蒙太奇、影片广告的发展历程及创新
Part II 第二部分	Key Elements of Video Production: Frame / Shots / Sounds / Storytelling / Aesthetic / Creativity 影片制作要素：画幅、镜头、声音、叙事、美学、创意
Part III 第三部分	Process of TV Commercial Production: 影视广告制作流程 Preproduction: Scenario / Storyboards / Shot List 前期准备：剧本 / 故事板 / 分镜表 Production: Actor / Scene / Camara / Recorder 拍摄现场：演员 / 场景 / 设备 Postproduction: Cut / Effects / Sounds / Subtitles 后期制作：剪辑 / 滤镜 / 音乐 / 字幕
Part IV 第四部分	Adobe Premier: Beginner 基础剪辑软件应用: Adobe Premier

Teaching & Learning Methods 教学方法

1. **Lectures:** the main areas of theory and its practical applications will be covered in a planned series of tutor-led sessions.

   理论教授：由导师自主决定主要理论及其实操应用的教学计划。

2. **Workshop & Seminar learning:** practical sessions that will enable the student to experiment with a skill or technique relevant to the area of study. Students will be able to share their understanding with others and obtain guidance from lecturers to identify solutions to practical or theoretical problems.

   工作坊及小组研讨：工作坊给学生提供了学习并尝试课程相关技术的机会；小组研讨让学生们可以互相分享其对与课程知识的理解，并能在导师的辅导下明确其在理论及实践方面遇到的问题，进一步改善方案。

3. **Self directed learning:** independent study undertaken by the student to research, write and prepare assignments and to extend their knowledge and understanding. This can be undertaken at home or using college facilities.

   自主学习：学生在为课程任务进行调研、写作和准备的过程中，将会积累相关的学科知识，这部分需要学生积极主动地完成，导师和学校资源将会尽量满足学生的学习需求。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤 Participation 课堂参与	30%
Mid-term Grades 期中成绩	Group Project 小组作业	30%
End-term Grades 期末成绩	Assignment 个人作业	40%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

19. Presentation 提案展示
20. TV Commercial Project 影视广告项目

Required Reading 必读图书

[1] Advertising Now. TV Commercials, by Julius Wiedemann (Editor), Taschen, 2009

[2] 影视广告学专业教材·影视广告学：Advertising on Movie and TV（第五版），聂鑫 著，中国广播电视出版社，2011

Suggested Reading 选读图书

[1] 电影学院丛书·认识电影（Understanding Movies）：第 12 版英文影印本，（美）路易斯·贾内梯（Louis Giannetti）著， 世界图书出版公司，2011

Recommended Journal and/or Website 重要刊物及网站

Website 相关网站	http://www.vimeo.com http://www.cinepedia.cn http://www.pmovie.com	http://www.clermont-filmfest.com http://www.vmovier.com https://scratch.mit.edu
Phone Apps 手机应用	Flipboard Eyepetizer 好奇心日报 Flipboard Pinterest	Vimeo Snapseed Musemage Stop Motion Studio Animation Desk Cloud
Magazines 期刊杂志	世界电影 World Cinema Wechat: 一条	Wechat: 二更 Wechat：Vmovies

BRAND COMMUNICATION STRATEGY

品牌传播战略

An introductory and comprehensive holistic framework is presented for the management of integrated marketing communication strategy. This course links to strategic communication and marketing planning, and a stakeholder perspective in managing relationships with customers. With understanding of the integrated structure and component of strategy, brand and communication in marketing perspective, students are expected to develop and evaluate strategy of brand communication in business. It contains 2 credits and 36 class hours.

课程基本介绍及阐述了整合营销传播战略的管理及其整体框架。本课程从企业利益相关者与客户关系管理的角度，链接整合了企业传播战略和营销规划 。透过在市场营销中，对战略、品牌和传播的整合结构和组成部分的理解，期望学生能在企业的品牌传播策略进行开发和评估。本门课包含 2 学分，共 36 课时。

Learning Outcomes 学习目标

1. To understand and create a theoretical and practical in marketing and brand communication
   理解并建立市场营销与品牌传播的理论和实践
2. To develop advertising campaign as a persuasive tool of brand communication
   制定广告作为品牌传播的一个有说服力的工具
3. To appreciate the management of promotional and other necessary purposive communicative activities in the context of markets operating in wider social groupings
   针对广大社会团体的营销运作中，体会管理推广活动和其他具有必要目标的传播行为
4. To apply a framework for developing band communication strategies
   应用一个发展品牌传播策略规划的框架

Course Contents 学习内容

Part I 第一部分	Strategic Planning 战略规划
Part II 第二部分	Consumer Behaviors and Communication Communication in Marketing and The Marketing Mix 消费者行为与传播，营销及营销组合传播

Part III 第三部分	Communication Strategy and Selecting Media 传播策略与媒体选择
Part IV 第四部分	Integrated Marketing Communication and Product Strategy Brand Strategy and Brand Communicator 整合营销传播与产品策略，品牌策略及品牌沟通者
Part V 第五部分	Advertising as Persuasive Communicating and Advertising Evaluating 广告传播说服与广告效果评估

Learning Methods/Tips 学习方法

1. Read required reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	30%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Assignment 个人作业	30%
End-term Grades 期末成绩	Group Project 小组作业	40%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

21. Writing Report 书面报告
22. Presentation 提案展示

Required Reading 必读图书

[1] 品牌三部曲 3:品牌领导，戴维•阿克(David A.Aaker)，埃里克•乔基姆塞勒(Erich Joachimsthaler) 著，耿帅 译，机械工业出版社，2012

Suggested Reading 选读图书

[1] 感官品牌 ，马丁•林斯特龙 (Martin Lindstrom) 著，赵萌萌 译，天津教育出版社，2011

[2] 凭借品牌影响力获得长期增长 ，芭芭拉·卡恩 (Barbara E.Kahn) 著， 崔明香（译者），中国青年出版社，2014

Recommended Journal and/or Website 重要刊物及网站

[1] 成功营销 ，香港上市公司财讯传媒集团（SEEC）
[2] 现代市场营销 ，中文开源汉斯出版社
[3] 中国品牌 ，中国质检报刊社
[4] http://www.digitaling.com/
[5] http://www.madisonboom.com/
[6] http://www.inc.com/
[7] http://issuu.com/

STUDY OF ADVERTISING EFFECTIVENESS

广告效果研究

This course from the perspective of international advertising industry, aims to lead students to learn and practice the basis for the measurement and evaluation of advertising effectiveness. Through this course students will understand the significance to track advertising effectiveness of advertising agencies and advertisers， and understand international methods for measurement and evaluation of advertising effectiveness, to master the basic methods and use the integrated knowledge of Advertising, Communication, Consumer Behavior, Marketing Research and Trend Analysis and skills in the course of practice exercises. It contains 2 credits and 36 class hours.
本课程从国际化广告行业真实视角展开，针对广告效果的测量和评估方面进行方法学习和基础实践。学生通过此课程将理解追踪广告效果对广告公司和广告主的意义，了解广告效果测量和评估的国际化方法，掌握其基本方法并综合运用低年级学习的广告学，传播学，顾客行为学，市场调研与趋势研究，市场营销等课程的知识和技能到实践练习中。本门课包含 2 学分，共 36 课时。

Learning Outcomes 学习目标

1. Enable students to have an overview of understanding for the effectiveness of advertising industry, especially the development and current situation of the measurement of advertising effectiveness.
使学生对广告行业广告效果有一个概貌性的认识，特别是广告效果测算概念的提出，发展和当今现状。
2. Enable students to understand the characteristics and differences in current advertising effectiveness

measurement and evaluation methods.
使学生了解当今广告效果测量和评估方法的特点和差异。

3. Enable students to use the basic methods to research the advertising by learning the basic theory.
使学生通过学习基本理论，能运用基础方法研究身边的广告。

Course Contents 学习内容

Part I Basic theoretical knowledge 第一部分基础理论知识	1. Significance of advertising effectiveness study 广告效果研究的意义 2. Development of the concept of advertising effectiveness 广告效果概念的发展
Part II Measurement and Evaluation 第二部分　测量与评估	1. Measurement methods of advertising effectiveness 广告效果的测量方法 2. Evaluation methods of advertising effectiveness 广告效果的评估方法 3. Comparison of the methods 测量和评估方法对比
Part III　Practice 第三部分 练习	The theory with practice 理论结合实际

Learning Methods/Tips 学习方法

1. Read required reading list before class.
提前阅读必读书目。
2. Participate actively in class activities.
积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance　出勤	30%
	Participation　课堂参与	
Mid-term Grades 期中成绩	Assignment　个人作业	30%
End-term Grades 期末成绩	Group Project　小组作业	40%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

23. Writing Report 书面报告
24. Presentation 提案展示

Required Reading 必读图书

[1] 高等学校广告专业系列教材:广告效果，王晓华，高等教育出版社. 2012.

Suggested Reading 选读图书

[1] 大视频时代广告策略与效果测量研究 ，黄升民 (编者)，中国传媒大学出版社，2014

Recommended Journal and/or Website 重要刊物及网站

[1] 中国广告 ，东方出版中心
[2] 现代广告 ， 现代广告 杂志社
[3] http://www.digitaling.com/
[4] http://www.madisonboom.com/
[5] http://www.199it.com/
[6] http://www.nielsen.com/

ADVERTISING PSYCHOLOGY

广告心理学

This course by integrating multi-teaching methods (theoretical lectures, case analysis, project practice etc.), this course includes the history of advertising psychology, research objects, research methods, application principles and the methods of judgment. Also, it presents the latest research findings and their application in the industry in this course. It contains 2 credits and 36 class hours.
本门课程将应用多元教学法（理论讲座，案例分析，项目实践），内容涉及广告心理学历史，研究对象，调研方法，应用原则及判断方法。 同时，这门课程还介绍了最新的研究成果及其在行业中的应用。本门课包含 2 学分，共 36 课时。

Learning Outcomes 学习目标

Knowledge of the main and current theories of media and advertising effect and the communicative methods and techniques in advertising. Basics and studies of advertising effectiveness research. Understanding the operation of research institutes and agencies and knowledge of the specific research methods that are applied in the advertising research. Knowledge of the relationships between action research, advertising strategy and the design of promotional materials. Ability to use the knowledge gained on application fields in various media (print, TV, web, mobile) differently.
学生需掌握广告心理学，媒体与广告效果的现代理论知识，广告的沟通方法及技巧，及广告效果的

基础知识和研究；理解研究机构的运作和广告调研中一些具体研究方法的相关知识；掌握消费者心理研究，广告策略和宣传材料设计之间的关系；能够将所学的知识和不同的媒体 (印刷，电视，网站，手机)灵活的应用在适用的领域。

Course Contents 学习内容

Part I 第一部分	Themes and history of advertising research. 广告研究的主题和历史。
Part II 第二部分	Claims and limitations of behavioral psychology research and theory. 行为心理学研究和理论的要求和限制。
Part III 第三部分	Theories of memory and forgetting. 记忆和遗忘理论。
Part IV 第四部分	Theories and test methods for measuring motivation. 测量动机的理论和试验方法。
Part V 第五部分	Action research and action theories for individual advertising media. 针对个体广告媒体的行为研究和行为理论。

Learning Methods/Tips 学习方法

1. Read required reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Group Project 小组作业	40%
End-term Grades 期末成绩	Final Examine 结课考试	50%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

17. Presentation 提案展示
18. Open-book Examine 开卷考试

Required Reading 必读图书

[1] 创意心理学:唤醒与生俱来的创造力潜能，罗伯特·斯腾伯格(Robert J.Sternberg) 著，陶德·陆伯特(Todd I.Lubart) 著，曾盼盼 译，中国人民大学出版社，2009

Suggested Reading 选读图书

[1] 选择的悖论:用心理学解读人的经济行为，巴里•施瓦茨 (Barry Schwartz) 著，梁嘉歆 译，黄子威译，彭珊怡 译，浙江人民出版社，2013

Recommended Journal and/or Website 重要刊物及网站

[7] 中国广告，东方出版中心
[8] 现代广告， 现代广告 杂志社
[9] 应用心理学，浙江省心理学会和浙江大学
[10] http://www.digitaling.com/
[11] http://www.madisonboom.com/
[12] http://bbs.sciopsy.com

RESEARCH METHODS AND THESIS WRITING

研究方法与论文写作

By combining different theoretical and practical teaching methods, including lectures, free discussion, information search and project instruction, this course aims to lead students to knowledge basic specialties of thesis, are able to apply different research methods and basic skills for thesis writing . At the end of this course, students should develop good thesis writing habits for their future study and working life. It contains 2 credits and 36 class hours.
本课程通过集中授课，自由讨论，资料搜集，项目指导等结合理论和实践的教学方式，引导学生了解学术论文的基本特点，掌握不同的论文研究方法和写作技巧，为学生未来的学习和工作塑造良好的论文写作习惯。本门课包含 2 学分，共 36 课时。

Learning Outcomes 学习目标

1. Master what the academic thesis is and its feature;

掌握什么是学术论文及其功能;

2. Write professional thesis according to the form of academic thesis;
   根据要求撰写专业论文;
3. Primary research and secondary research, be skilled in mastering and applying the Primary research and secondary research, so as to get the effective application in academic thesis;
   熟练掌握一手研究和二手研究，并将研究结果有效应用在学术论文的写作中;
4. Stronger in logical thinking.
   较强的逻辑思维能力。

Course Contents 学习内容

Part I Thesis and Academic Thesis 第一部分论文与学术论文	1. Key factors of thesis 论文的基本要素 2. Differences between academic thesis and thesis 论文与学术论文的区别
Part II Effective research result 第二部分　有效的研究成果	1. Category of Research Methods 研究方法的种类 2. The Application of Studying Result in Thesis 研究结果的应用
Part III　Edit and Revise 第三部分 编辑与修改	1. Extended topic 延伸选题 2. Summarized Content 内容概要 3. Format and Composition of Academic Thesis 学术论文的格式与构成

Learning Methods/Tips 学习方法

1. Read required reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance　出勤	30%
	Participation　课堂参与	

Mid-term Grades 期中成绩	Assignment　个人作业	30%
End-term Grades 期末成绩	Group Project　小组作业	40%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

1. Dissertation 论文

Required Reading 必读图书

[2] 经管研究方法，[英]马克·桑德斯，菲利普·刘易斯，阿德里安·桑希尔著，余宇莹，张宜霞 译，东北财经大学出版社，2011

Suggested Reading 选读图书

[1] 逻辑思维简易入门，[美] 加里·西伊（Gary Seay），苏珊娜.努切泰利（Susana Nuccetelli）著，廖备水，雷丽赟，冯立荣 译，机械工业出版社，2013

[2] 我们如何思维，约翰·杜威(John Dewey) 著，伍中友 译，新华出版社，2010

Recommended Journal and/or Website 重要刊物及网站

[1] http://www.digitaling.com/

BASICS OF ADVERTISING CREATIVE

广告创意基础

This course mainly leads students to make full use of the professional knowledge and skills that they learnt before as well as creative thinking to create advertisements for mock projects, or some other practical projects experiences. Students are encouraged to actively apply their creative thinking in their working process. At the same time, their abilities of teamwork cooperation can be improved. Teaching methods, such as lectures, case study and project instruction, are included in this course. It contains 2 credits and 36 class hours.

本课程主要引导学生充分利用此前学过的专业知识和技能，以及为模拟项目创作广告的创意思维，和其他一些实践项目经验。鼓励学生积极地运用他们的创造性思维。同时他们的团队合作能力将被提高。教学形式包括如讲座，案例研究和项目指导等在内。本门课包含 2 学分，共 36 课时。

Learning Outcomes 学习目标

This course aims to lead students to use all sorts of thought pattern with knowledge experience and skill they do have, applying creation to create different media advertising. Discovery Method, Suggestopedia, Brainstorming will be employed in teaching, which review the way of creative mind systematically.
本课程旨在引导学生运用各种思维模式与他们所具备的知识经验技能，创作不同的媒体广告。发现法，暗示法，头脑风暴法等系统展示创造性思维的方式将被用在教学中。

Course Contents 学习内容

Part I 第一部分	Unscramble of Creative Brief 创意简报解读
Part II 第二部分	Style and Tone of Voice in Creative Advertising 广告创意的风格和调性
Part III 第三部分	Grammar in Creative Advertising 创意广告中的文法
Part IV 第四部分	Integrated Technique 整合技巧
Part V 第五部分	Group Tutorial 小组辅导

Learning Methods/Tips 学习方法

5. Read required reading list before class.
   提前阅读必读书目。
6. Participate actively in class activities.
   积极参与课堂练习和讨论。
7. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
8. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	30%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Assignment 个人作业	30%
End-term Grades 期末成绩	Group Project 小组作业	40%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

1. Presentation 提案展示
2. Creative Ad Project 创意广告项目

Required Reading 必读图书

[1] 广告与营销策划，威廉·阿伦斯 著，迈克尔·维戈尔 著，克里斯蒂安·阿伦斯 著，丁俊杰 译，程坪 译，陈志娟 译，人民邮电出版社，2013

Suggested Reading 选读图书

[1] 让创意更有黏性：创意直抵人心的六条路径，希思 著，姜奕晖 译，中信出版社，2013
[2] 大量流出，许舜英，广西师范大学出版社，2012-12
[3] 奥美广告创意 52 条法则，史蒂夫•兰斯 著，杰夫•沃尔 著，张旭 译，贾治华 译，东方出版社，2012
[4] 1001 个广告法则:来自全球最成功的广告宣传创意和策略，路克•杜邦(Luc Dupont) 著，赵静 译，2012

Recommended Journal and/or Website 重要刊物及网站

[2] 广告档案 Luerzer's Archive ，广告档案杂志社
[3] 中国广告 ，东方出版中心
[4] 现代广告 ， 现代广告 杂志社
[5] http://www.topys.cn/
[6] http://www.adquan.com/
[7] http://www.digitaling.com/
[8] http://www.madisonboom.com/
[9] http://www.campaignchina.com

BASICS OF ADVERTISING DESIGN

广告设计基础

This course is mainly focus on the connection that how advertising design （graphic） can be used in integrated marketing strategy effectively. Teaching methods consist of lectures, case studies, design techniques and project practice. Guiding by the creative brief, the theoretical parts can provide basic principles as how to choose appropriate media for the advertising while the practical parts can give students an opportunity to gain the basic visual communication skills. It contains 2 credits and 36 class

hours.

本课程以服务于整合营销策略的广告设计（平面类）为主要内容，通过理论讲授，案例分析，设计练习，项目实践，使学生了解广告设计的媒体选择，掌握在创意简报的指导下如何让广告设计有效执行，并基本具备广告创意的视觉呈现能力。本门课包含 2 学分，共 36 课时。

Learning Outcomes 学习目标

1. Through theoretical lectures and case studies, students will be able to understand the categories of advertising medias and their different functions,

   学生将通过理论教授和案例分析了解广告媒体的类别、特征及作用，掌握如何选择媒体及如何进行媒介组合。

2. Simple design techniques will be taught, such as Photoshop and Illustrator. By combining these design techniques with the basic principles of colour, graphic, composition and layout design, students will able to understand the visual design of advertising.

   学生将通过设计软件（Photoshop / Illustrator）的简单学习，结合已学过的基本色彩、平面及排版理论，练习广告平面设计的基本创作手法。

3. Students will be able to use the knowledge and skills they have learnt in class to finish a specific advertising project, from creative brief to visual expression.

   学生将通过具体的广告项目去实践如何从创意简报出发去执行广告设计。

Course Contents 学习内容

Part I 第一部分	Choosing of Advertising Media: Press / Posters / Ambient / Phone apps / Digital / TV Commercials 广告媒体选择: 印刷、海报、环境、手机应用、数码、电视
Part II 第二部分	Key Elements of Advertising Design: Graphics / Images / Typography / Colour / Layout 广告设计要素：图形、图像、文字、色彩、版面
Part III 第三部分	Process of Advertising Design: From Creative Brief to Visual Design 广告设计流程：创意与表现
Part IV 第四部分	Adobe Photoshop & Illustrator: Beginner 基础设计软件应用: Adobe Photoshop & Illustrator

Teaching & Learning Methods 教学方法

4. **Lectures:** the main areas of theory and its practical applications will be covered in a planned series of tutor-led sessions.

   理论教授：由导师自主决定主要理论及其实操应用的教学计划。

5. **Workshop & seminar learning:** practical sessions that will enable the student to experiment with a skill or technique relevant to the area of study. Students will be able to share their understanding with others and obtain guidance from lecturers to identify solutions to practical or theoretical problems.

   工作坊及小组研讨：工作坊给学生提供了学习并尝试课程相关技术的机会；小组研讨让学生们可以互相分享其对与课程知识的理解，并能在导师的辅导下明确其在理论及实践方面遇到的问题，进一步改善方案。

6. **Self directed learning:** independent study undertaken by the student to research, write and prepare assignments and to extend their knowledge and understanding. This can be undertaken at home or using college facilities.

   自主学习：学生在为课程任务进行调研、写作和准备的过程中，将会积累相关的学科知识，这部分需要学生积极主动地完成，导师和学校资源将会尽量满足学生的学习需求。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	30%
	Participation 课堂参与	
Mid-term Grades 期中成绩	Group Project 小组作业	30%
End-term Grades 期末成绩	Assignment 个人作业	40%

Mid-term and End-term assessment methods/ 期中成绩和期末成绩考核方式：

3. Presentation 提案展示
4. Ad Design Project 广告设计项目

Required Reading 必读图书

1. 国际广告设计精品教程：广告设计基础（第 2 版）， [英] 肯·伯坦肖，[英] 尼克·马洪，[英] 尼洛琳·巴尔福特 著， 中国青年出版社，2014

Suggested Reading 选读图书

1. Photoshop＋Illustrator 平面设计实战从入门到精通，杨雨濛 赵青著，人民邮电出版社，2015
2. The Fundamentals of Creative Advertising: Second edition, by Ken Burtenshaw, Nik Mahon, Caroline Barfoot, AVA Publishing, 2011
3. Guerrilla Advertising 2: More Unconventional Brand Communications, by Gavin Lucas, Laurence King Publishing, 2011

Recommended Journal and/or Website 重要刊物及网站

Website 相关网站	http://www.dandad.org http://www.oneclub.org http://oneshow.com.cn http://www.clioawards.com http://www.mobiusawards.com http://www.canneslions.com	http://www.adquan.com http://www.madisonboom.com https://www.pinterest.com https://www.behance.net http://www.damndigital.com http://adsoftheworld.com
Phone Apps 手机应用	Flipboard 开眼 好奇心日报	Pinterest Behancee Snapseed
Magazines 期刊杂志	ADWEEK Advertising Age CREATIVE REVIEW	BRAND 艺术与设计 Design 360°

English I

英语 1

English I, an English foundation module consisting of five courses with total credits of 9 and teaching hours of 216, is offered to the year one students in the first semester. It is designed to help the learners acquire the basics of IELTS four academic modules as well as practical application of English language into daily usage.

Learning Outcomes 学习目标

1. Improve English proficiency in terms of reading, writing, listening and speaking;

2. Understand basic spectrum of knowledge related to four modules of the IELTS exam;
3. Lay solid language skills foundation targeting on practical use of English language and the IETLS exam.

Course Contents 学习内容

English Reading I	1. Language in use 2. Reading skills 3. Reading within context
English Writing I	1. English syntax 2. Writing sample analysis 3. Guided writing
English Listening I	1. Listening strategies 2. Language and cultural tips 3. Topic-related listening
English Speaking I	1. Pronunciation & intonation 2. Language and cultural tips 3. Communication skills 4. Topic-related speaking
English Fundamentals	1. Grammar and Vocabulary 2. Cross-cultural language usage 3. IELTS examination framework

Knowledge and Competence 知识能力

Knowledge	**Vocabulary** • Vocabulary for reading (5000) • Vocabulary for writing (2000) • Vocabulary for listening (2500) • Vocabulary for speaking (2500) **Grammar** • Basic grammatical knowledge Cultural information • Cross-culture knowledge within a variety of English speaking countries

Competence	**Reading** • Ability to read texts on general topics in popular newspapers and magazines published in English-speaking countries at a speed of 70 to 90 wpm (with longer texts for fast reading, the reading speed should be 120 wpm) • Ability to identify main themes and key information using skimming and scanning skills • Ability to understand general texts of various styles, such as introductory and practical reading material **Writing** • Ability to compose writing tasks for general purposes, e.g., describing personal experiences, impression, feelings, or some events, and to undertake practical writing • Ability to draft paragraphs generally addressing IELTS tasks in a progressive organization using appropriate range of vocabulary and sentence structure • Demonstration of employing writing strategies during tasks **Listening** • Ability to follow classroom instructions, everyday conversations, and lectures on general topics • Ability to identify and understand main idea and most of the specific information in common conversations, news clips and lectures of various settings • Demonstration of employing listening strategies during tasks **Speaking** • Ability to conduct English conversations on given topics and discuss in a natural way • Manage to talk about familiar or unfamiliar topics using basic sentence structure and vivid vocabulary in clear articulation and pronunciation • Ability to use basic conversational strategies in dialogue **Self-regulated learning ability** • Goal-setting & self-motivating • Learning-plan making • Self-monitoring and self-assessment

Learning Methods/Tips 学习方法

1. Multimedia-based lecture and discussion
2. Computer- and Web-based practice and interaction
3. Task-based and student-centered language learning

Grading 评估方式

1. Attendance and participation: 50% (Participation includes class discussion, quizzes and presentations etc.)
2. Mid-term exam: 20%
3. Final exam (closed book): 30%

Required Reading 必读图书

1. Snelling, R. (2012). *Get Ready for IELTS-Speaking: IELTS 4+ (A2+)* (Collins English for IELTS). Collins
2. Short, J. (2012). *Get Ready for IELTS-Listening: IELTS 4+ (A2+)* (Collins English for IELTS). Collins
3. Aish, F. (2012). *Get Ready for IELTS-Writing: IELTS 4+ (A2+)* (Collins English for IELTS). Collins
4. Van Geyte, E. (2012). *Get Ready for IELTS-Reading: IELTS 4+ (A2+)* (Collins English for IELTS). Collins
5. Richard, J. C., Hull, J, & Proctor, S. (2012). I*nterchange Level 3 Student's Book*. Cambridge University Press.
6. Guy Brook-Hart, Vanessa Jakeman, & Rawdon Wyatt (2015). *Complete IELTS band 4 to 5*. Cambridge University Presss.

Suggested Reading 选读图书

1. Cambridge ESOL, (2013), *Cambridge IELTS 6 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests)*, Cambridge University Press.
2. Pauline Cullen & Amanda French. (2014) *The Official Cambridge Guide to IETLS*, Cambridge University Press.

Recommended Journal and/or Website 重要刊物及网站

9. http://www.chinaielts.org/
10. http://www.putclub.com
11. http://www.hjenglish.com
12. http://www.bbc.co.uk
13. http://www. nytimes.com

English II

英语 2

English II, an English module consisting of four courses with total credits of 6 and teaching hours of 144, is offered to the year one students in the second semester. It is designed to help the learners in intermediate to advanced IELTS study of four academic modules as well as communicating in an intercultural context.

Learning Outcomes 学习目标

1. Improve English proficiency remarkably in terms of reading, writing, speaking and listening;
2. Employ test-taking strategies in mock and real IELTS exam;
3. Understand knowledge related to four modules of the IELTS exam;
4. Develop English skills progressively;

Course Contents 学习内容

English Reading II	1. Language in use 2. Reading skills 3. Reading and comprehending within context
English Writing II	1. English syntax 2. Writing sample analysis 3. Guided writing 4. Essential writing skills
English Listening II	1. Listening strategies 2. Test-taking strategies 3. Language and cultural tips 4. Topic-related listening
English Speaking II	1. Pronunciation & intonation 2. Language and cultural tips 3. Communication skills 4. Topic-related speaking

Knowledge and Competence 知识能力

Knowledge	**Vocabulary** • Vocabulary for reading (6500) • Vocabulary for writing (2300) • Vocabulary for listening (3500) • Vocabulary for speaking (3500) **Grammar** • Grammatical knowledge **Cultural information** • Cross-culture knowledge within a variety of English speaking countries

Competence	**Reading** • Ability to apply fast reading skills in areas of specialty to get the main idea and important information with a reading speed of about 130wpm and summarize the text within 4-5 sentences • Ability to identify the main ideas and supporting points by skimming skill. • Ability to skim and scan for answers to specific questions or general understanding of the text • Ability to put into use IELTS reading strategies adequately **Writing** • Ability to accomplish all parts of writing tasks for academic purposes within IELTS testing hours. • Ability to use a sufficient range of vocabulary and appropriate cohesive devices to allow some flexibility and precision. • Ability to express opinion with clear main idea, relevant supporting details and appropriate paragraphing • Ability to display some progression in writing with basic cohesive devices, generally correct punctuation and spelling **Listening** • Ability to grasp the central theme and some key information in English lectures, speeches or interviews • Ability to listen to English programs speaking at a speed of 150-180 wpm without much difficulty • Ability to apply IELTS listening strategies adeptly **Speaking** • Ability to give rather complicated topic-related speech fluently and maintain steady flow • Ability to discuss on general questions with basically correct pronunciation, awareness of pronunciation features and attempts to use subordinate structures • Ability to use a wide range of pronunciation features with mixed control and is understood throughout. **Self-regulated learning ability** • Goal-setting & self-motivating • Learning-plan making • Self-monitoring and self-assessment

Learning Methods/Tips 学习方法

1. Multimedia-based lecture and discussion
2. Computer- and Web-based practice and interaction
3. Task-based and student-centered language learning

Grading 评估方式

1. Attendance and participation: 50% (Participation includes class discussion, quizzes and presentations etc.)
2. Mid-term exam: 20%
3. Final exam (closed book): 30%

Required Reading 必读图书

1. GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Enhanced Reading*. Foreign Language Press.
2. GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Beginner Reading*. Foreign Language Press.
3. GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Enhanced Listening*. Foreign Language Press.
4. GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Speaking*. Foreign Language Press.
5. GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Beginner Writing*. Foreign Language Press.

Suggested Reading 选读图书

1. Cambridge ESOL, (2013), *Cambridge IELTS 7 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests)*. Cambridge University Press.
2. O'Connell, S. (2010). *Focus on IELTS*. Pearson Education ESL

Recommended Journal and/or Website 重要刊物及网站

1. http://www.chinaielts.org/
2. http://www.putclub.com
3. http://www.hjenglish.com
4. http://www.bbc.co.uk
5. http://www. nytimes.com

English III

英语 3

English III, an English advanced module consisting of four courses with total credits of 6 and teaching hours of 144, is offered to the year two students in the third semester. It is designed to help the learners acquire in-depth review of IELTS academic reading, writing, listening and speaking knowledge, along with test-taking skills.

Learning Outcomes 学习目标

1. Improve English proficiency remarkably in terms of reading, writing, speaking and listening;
2. Have sufficient English language knowledge for the IELTS exam;
3. Develop English skills progressively;
4. Apply English language skills in English-medium education

Course Contents 学习内容

Advanced English	1. Advanced application of grammar and vocabulary 2. In-depth mastery of English language in native context
Advanced English Listening and Reading	1. Essential listening test-taking strategies 2. IELTS-oriented listening 3. Reading comprehension 4. Reading strategies
Advanced English Writing	1. Essential writing skills 2. Academic writing topics 3. IELTS-oriented writing
Advanced English Speaking	1. IELTS speaking topics 2. Pronunciation & intonation 3. IELTS-oriented speaking

Knowledge and Competence 知识能力

Knowledge	**Vocabulary** • Vocabulary for reading (7000) • Vocabulary for writing (3000) • Vocabulary for listening 4000) • Vocabulary for speaking (4000) **Grammar** • Advanced IELTS test-taking related grammatical knowledge **Cultural information** • Cross-culture knowledge within a variety of English speaking countries

Competence	**Reading** • Ability to read English texts on general and academic topics at a speed of 150 wpm (with longer texts for fast reading, the reading speed should be 180 wpm). • Ability to read English publications related to students' areas of specialty without difficulty. • Ability to answer questions on IETLS Reading module with high accuracy within limited time range. **Writing** • Ability to compose with a clear purpose in a consistent and appropriate tone. • Ability to organize information and ideas with a clear progression and use cohesion naturally without attracting attention. • Ability to use a sufficient range of vocabulary to allow some flexibility and precision. • Ability to use a variety of complex structures. **Listening** • Ability to understand radio and TV programs produced in English-speaking countries and grasp the gist and important details. • Ability to follow talks by people from English-speaking countries given at normal speed, and to understand courses in students' areas of specialty and lectures in English. **Speaking** • Ability to speak at length without noticeable effort or loss of coherence, and use a range of connectives and discourse markers. • Ability to use vocabulary resource flexibly to discuss a variety of topics • Ability to use a range of complex structures with some flexibility. • Ability to use a full range of pronunciation features with precision and subtlety. **Self-regulated learning ability** • Goal-setting & self-motivating • Learning-plan making • Self-monitoring and self-assessment

Learning Methods/Tips 学习方法

1. Multimedia-based lecture and discussion
2. Computer- and Web-based practice and interaction
3. Task-based and students-centered language learning
4. Full-length academic training version practice test

Grading 评估方式

1. Attendance and participation: 50% (Participation includes class discussion, quizzes and presentations etc.)
2. Mid-term exam: 20%
3. Final exam (closed book): 30%

Required Reading 必读图书

1. Jakeman, V. & McDowell, C. (2009). *New Insigth into IELTS Student's Book with answres*. Cambridge University Press.
2. Hafenstein, P. (2014). *Master IELTS 6: Precise Reading*. Xi'an Jiaotong University Press.
3. Patrick Hafenstein. *Master IELTS 4: IELTS Superior Speaking*. Xi'an Jiaotong University Press.
4. Ball, J. (2013). *Master IELTS 3: Listening Leader*. Xi'an Jiaotong University Press.

Suggested Reading 选读图书

1. Cambridge ESOL, (2013), *Cambridge IELTS 9 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests)*. Cambridge University Press.
2. Cambridge ESOL, (2011), *Cambridge IELTS 8 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests)*. Cambridge University Press.
3. Wang, L. (2015). *Voice of Cambridge*. China Renmin University Press.
4. Shen, X. (2015). *Pat's Ten-Day Step –by-Step Guide to the IELTS Writing Test*. China Mahine Press.
5. Shen, X. (2015). *Pat's Ten-Day Step –by-Step Guide to the IELTS Speaking Test*. China Mahine Press.

Recommended Journal and/or Website 重要刊物及网站

1. http://newhorizon.bnuep.com
2. http://www.bbc.co.uk
3. http://www.cnn.com
4. http://www. nytimes.com

第三部分 广告学（2+2 中外联合培养双学位）专业升学和就业指导

OVERSEAS STUDY GUIDANCE

升学指导

After completing frst two years’ courses, students can apply for the overseas cooperative universities to continue undergraduate degree programmes. The admission conditions should be in accordance with the requirements of each cooperative university.
学生完成前两年课程学习后，应申请到国外合作大学继续攻读并完成本科学位课程。合作院校的入学要求根据当年实际情况而定。

CAREER GUIDANCE

就业指导

Career outlook 就业方向
Agencies specialising in advertising, digital media, communication, marketing and public relation; media (TV and radio stations, newspapers and magazines, etc.) and suppliers (TV production, radio, print and new media, etc.); business, government and non-proft organisations with in-house advertising facilities; advertising and management consultancies; and other advertising-related companies and institutions, etc.
专门从事广告、数字媒体、传播、营销和公共关系的公司；媒体（电视台和广播电台、报纸和杂志等）和媒体供应商（电视节目制作、广播节目、印刷品和新媒体等）；企业、政府和非盈利机构的内部广告部门；广告和管理咨询顾问，以及其他广告相关企业和机构的工作。

Career position 就业职位
Advertising creative, strategic planner, media planner/ buyer, account executive, art director, copywriter, brand manager, and other advertising-related companies and institutions’

employee, etc.
广告创意专员、战略策划专员、媒介策划或采购员、客户专员、艺术指导、广告文案专员、品牌管理专员，以及其他广告
相关企业和机构的工作职位。

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18.室内设计原理 PRINCIPLES OF INTERIOR DESIGN.....68

19.室内空间设计 INTERIOR SPACE DESIGN.....70

20.建筑材料与构造 BUILDING MATERIALS AND CONSTRUCTION.....72

21.景观设计原理 PRINCIPLE OF LANDSCAPE PLANNING.....74

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第一部分 环境设计（2+2 中外联合培养双学位）专业人才培养方案

I. Educational Objectives 培养目标

The BA of Environmental Design, taking "teaching" as the subject, "practice" as the foundation, aims at educating person of having indoor and outside space environmental design ability. The graduated students can take jobs in interior design, landscape design, space design, architecture design, exhibition design and urban design, etc.

本专业以“ 设计教学 ”为主体、“ 设计实践 ”为基础，针对当代建筑环境设计领域的特点和需要，旨在为社会培养具有良好人文素养及国际视野的、一专多能的室内外环境设计人才。毕业生将能够从事室内设计、景观园林设计、空间设计、建筑设计、 展示设计、城市设计等相应的设计工作。

II. Educational Profile/ Educational Requirements 培养要求

1. Students should raise awareness of industry-related laws and regulations, values and outlook, to become builders and managers of workers excellent in both morals and academic performance.
   具有正确的世界观、人生观、价值观，成为品学兼优的劳动者、建设者和管理者。
2. Students should obtain occupational and social ethics while improving professional dedication as well as teamwork.
   诚实可信，学会做人，具有良好的道德修养、敬业精神及团队合作精神。
3. Students should understand systematically the basic knowledge, rationales and design skills of product design, together with a certain entrepreneurial ability； they will be equipped with basic operational capacity for product design industry.
   系统掌握本专业必须的基础知识、基本理论，基本技能和具备一定的创业能力；具有从事本专业实际工作的初步能力。
4. Students should acquire the basic ability of obtaining knowledge and information, problem parsing, problem solving and continuous innovating.
   具有获取知识和信息的能力，分析问题、解决问题、不断创新的初步能力。
5. Students should develop advanced communicational and literal proficiency in English, to be competitive in both local and international employment market.
   外语水平达到规定的标准，在国内外就业市场中具备较强的竞争力。

III. Duration of Education 学制

“2+2” Curriculum Plan 2+2 课程计划：

After completing first two years’ courses, students can apply for the overseas cooperative universities to continue undergraduate degree programmed. Students who successfully achieve undergraduate degree at certain university of this program, thereafter, can as well apply for the BNUZ bachelor degree.

学生完成前两年的课程学习后，可申请到国外合作大学继续攻读并完成本科学位课程。以本项目出国留学的学生达到两校培养标准，可同时获得北京师范大学珠海分校颁发的毕业证书、学士学位证书和国外合作大学的学士学位证书。

IV. Degree Awarded 授予学位

Bachelor of Arts 艺术学学士学位

V. Professional main course 专业主干课程

Design Theory, Presentation Skills, Environmental Design thinking and expression, Creative Design Foundation, Methods of Architecture Design, Small-scale Architecture Design, Theory of Interior Design, Interior Space Design, Theory of Landscape architecture, History of Architect, Ergonomics, Computer-aided Design, etc.

设计概论、提案技巧、环境设计思维与表达、视觉创意基础、建筑设计方法学、小建筑设计、室内设计原理、室内空间设计、景观设计原理、建筑设计史、人机工程学、计算机辅助设计等。

VI. Career outlook 就业方向

Interior design, landscape design, space design, architecture design, exhibition design, urban design， government apartments in the fields of landscape design manage, design-related companies and institutions, etc.

室内设计、景观园林设计、空间设计、建筑设计、展示设计、城市设计、园林绿化管理部门、设计相关企业和机构等相应的工作。

VII. Career position 就业职位

Interior designer, interior design assistant, landscape designer, space designer, architect, exhibition designer, urban designer， government apartments in the fields of landscape design manager, design-related companies and institutions employee, etc.

室内设计师、室内设计师助理、景观园林设计师、空间设计师、建筑设计师、展示设计师、城市设计师、园林绿化管理者、 设计相关企业和机构员工等相应的工作。

第二部分 课程导学

（一）、通识课课程导学

1. 思想道德修养与法律基础课程导学

《思想道德修养与法律基础》共 3 个学分，是对大学生进行思想道德教育和法治观念教育的公共基础课。

学习目标

本课程的学习目标是： 按照马克思主义的立场、观点和方法积极汲取包括中华民族传统文化在内的一切人类文明优秀成果，逐步树立远大崇高的社会理想，不断提高思想境界和道德素质，不断增强法治观念和公民意识，最终确立科学的世界观、人生观和价值观，形成健全的道德人格和良好的公民素养。课程注重思想熏陶、政治教育、理论学习、品德养成，行为实践，更多的是人文主义教育和人文关怀。

学习内容

一、思想境界	1.大学生活的特点与全新的学习理念 2.树立科学的理想信念 3.爱国传统与民族精神 4.人生真谛与人生价值
二、道德修养	1.中华民族道德传统 2.公民基本道德规范 3.社会公德与职业道德
三、法治观念	1.法律意识与法治精神 2.中国法律制度概要

《思想道德修养与法律基础》共七章，涉及三大板块内容，一是大学适应篇；二是理想信念、人生价值篇；三是道德与法律篇。

共拟定六个专题讲座和五个专题研讨课题，其内容基本涵盖该课程七章的主题。重点凸显相关的社会热点、学生的思想实际、人生困惑与发展选择。

专题讲座题目：

1.（第 1 周）大学之道

2.（第 4 周）当代青年学生的成长与选择

3.（第 7 周）国家安全观与爱国主义

4.（第 10 周）社会公共生活中的道德与法律

5.（第 13 周）中西法治精神与法律权威

6.（第 16 周）培育和践行社会主义核心价值观

讨论主题

（一）关于大学生活	1.如何理解大学精神？ 2.你对大学生活的期待？ 3.中西大学教育的对比
（二）当代青年学生的成长与选择	1.“理想理想，不愿理也不愿想”、“理想很丰满，现实很骨感”、“不要跟我谈理想，早戒了”……，很多年轻人对理想发出这样的感慨。你的理想是什么？结合现实谈谈当代青年的理想、信念具有怎样的特点？如何看待理想与现实的关系？

	2.这一代青年是消费社会、技术时代的宠儿，在你眼中，伴随着这样的时代潮流成长的 90 后具有什么特质？网络信息技术日益发达，微博、微信等自媒体的飞速发展对当代青年的成长（思维方式、价值观形成、交往形式等）产生哪些正、负两方面的影响？如何努力克服这一负面影响？ 3.大学生应如何培育和践行社会主义核心价值观？
（三）国家安全观与爱国主义	1.怎样理解国家安全观与爱国主义的关系？ 2.怎样理解非传统安全？ 3.全球化时代大学生如何发扬爱国主义精神？
（四）社会公共生活中的道德与法律	1.马丁•路德（Martin Luther 1483-1546）有一句最容易被误解、常常被误用的哲理名言：“不择手段，完成最高道德。”（To do the best in all means!）在社会公共生活领域，道德规范与法律制度究竟是引导个人活动目标，还是约束个人行为手段？为什么？试用事例和逻辑阐明你的观点与看法。 2.孔子讲过：“天地之性人为贵。”释迦牟尼也有句励志名言：“上天下地，唯我独尊。”自觉和自主、自尊和自信，自由和自律，是个人融入社会公共生活的必备修养与前提条件。但是，独立自主、自由自在、自尊自信的交往心态，有时容易“走火入魔”，陷入“傲慢与偏见”的“孤家寡人”绝境。结合阅读简·奥斯汀（Jane Austen 1775-1817）英文名著 Pride and Prejudice (1813)，或观赏焦点电影公司 2005 年根据同名小说改编的电影 Pride and Prejudice (2005)，在小组内分享读后感或观后感，畅谈在现代人际交往活动中，个人如何做才能既充分展现自己的个性素养与人格魅力，同时又能有效避免自大狂妄或自卑情结。 3.北京师范大学知名教授梁启超先生在《新民说》（1902-1906）中曾尖锐指出：中国国民自古以来最缺“公德”，近代以降又“私德”堕落。你如何看待近现代中国社会的“诚信危机”与“道德滑坡”？作为即将出国留学的 2+2 国际合作大学生，我们应当如何做才能在全球化的人生超级大舞台上，尽情展示东方文明古国的道德风采？ 4.近些年来，中国游客多次被列为“不受欢迎的人”，对于少数中国游客在境外的种种不文明行为，你怎么看？应当如何对症下药？ 5.“简历造假、考试作弊、代课泛滥”等诚信缺失现象，在当代中国的大学生（也包括一部分留学生）中越来越普遍，司空见惯，甚至愈演愈烈，无以复加。对此你有何看法？准备怎样去做？ 6.个人阅读或小组朗诵英译版《四书》、《易经》、《道德经》和《孙子兵法》，以及《唐诗》、《宋词》、《元曲》和《红楼梦》等中华优秀传统文化经典，汲取其中独特的道德价值理念，感受古典理想人格的品位与神韵，在即将到国外的学习和生活中，努力用英语弘扬渊博的国学智慧与高明的民族精神，以炎黄子孙（华人或华裔）的自豪身份，积极融入到经济全球化、文化本土化的时代浪潮中。按学习小组分享与交流阅读或朗诵英译版国学经典名篇名段的心得体会。
（五）中西法治精神与法律权威	1.什么是法律？什么是法治？ 2.中西法律文化比较 3.你了解你将要留学的国家的法律吗？

知识结构和能力结构

知识结构	思想史	1.一般了解中外思想史，特别是人类追求远大理想、坚定崇高信念的心路历程 2.重点把握中国特色社会主义共同理想的确立过程及其重要意义
	伦理学	1.一般了解道德的本质、功能和历史发展 2.重点把握中华民族的优良道德传统 3.系统掌握公民道德规范与职业道德精神
	法学	1.一般了解法律的本质、作用和历史发展 2.重点把握社会主义法治观念 3.系统掌握中国法律制度和主要法律规范
能力结构	思想史	1.学会运用人类思想史资源解决个人思想问题 2.善于将个人理想融入共同理想，实现人生价值
	伦理学	1.学会运用伦理学方法解决道德冲突问题 2.培养现代公民道德素质和职业道德精神
	法理学	学会运用法律手段协调利益关系，维护公民合法权益

学习方法

《思想道德修养与法律基础》3 学分，其中理论课学习 2 学分，社会服务 1 学分。

1. 四大板块，“1+1+1+1”模式 课程设置采用“1+1+1+1”模式，分为四大板块：专题教学、自主学习、小班讨论、社会服务。	大班讲座：根据专业学生人数，集中 800 人的讲座规模，参照形势政策课模式进行教学，按照讲座题目进行 6 次讲座，由《思想道德修养与法律基础》教研室教师分别讲授。 自主学习：在专题讲座时由教师提出问题思路，学生根据课堂内容阅读相关书目和文章等资料。 小班研讨：经过自主学习准备，学生分成小班进行研究性学习，老师根据学习特点，提出学习要求，布置作业进行考核。 社会服务：参照《思想道德修养与法律基础》实践教学方案进行。
2. 班级组织形式：	大班讲座班级：680 人；每次上课由相关工作人员负责考勤工作（收发笔记方式）；教师采用讲座式讲授方法，针对一个专题讲座进行详细讲解。 自主学习：学生按照学号顺序或学生自然班级进行分组，每班规模为 30 人左右。每班学生再分为 6 个小组，每组 5 个学生，学生轮流担任组长，变换角色，进行自主合作性学习，并对其表现进行评分；其学习地点可以灵活多变，以在图书馆或校内其他合适场所为宜。 小班研讨：研讨形式可采取演讲、辩论、角色模拟等形式展开，班组模式与课下自主学习相同，需要到固定教学进行研讨学习，有专门老师负责组织；特殊情况下可考虑增加助教协助研讨工作的开展。 社会服务：分组以研讨小组一致，每组 5 人。每组提交活动方案、活动完成每位同学提交小组总结报告（PPT 形式）。老师负责监督指导，学生自行完成。

评估方式

主要注重过程考核，包括以下几个方面：

1.专题讲座 10%（考核依据，6 次课堂笔记）

2.自主学习及小班研讨 70%（考核依据，自主学习个人提纲 40%；小组展示汇报 30%）

3.社会服务总结（包括参与社会服务的主题、行程、照片等）20%

必读书目

《思想道德修养和法律基础》，高等教育出版社

选读书目

[1]葛兆光：《中国思想史》，复旦大学出版社 2001

[2]塔纳斯：《西方思想史》，上海社科院社出版 2007

[3]陈少峰：《中国伦理学名著导读》，北京大学出版社 2005

[4]高其才：《中国法律制度概要》，清华大学出版社 2005

重要刊物及网站

1.《道德与文明》杂志：天津社会科学院、中国伦理学会主办

2.青少年道德网：http://daode.youth.cn/

3.道德知音论坛：http://bbs.daode.biz/

4.道德网站：http://www.daode.org/

5.中国法治网：http://www.sinolaw.net.cn/

2. 中国近现代史纲要课程导学

《中国近现代史纲要》共 2 个学分，36 课时。本课程是对大学生进行中华民族近代化、现代化发展史教育的公共必修课。

学习目标

本课程的学习目标是： 通过学习 19 世纪中叶以来中华民族近代化、现代化的历史进程，深入了解中国社会历史发展的特殊规律，激发既不骄傲自大又不妄自菲薄的爱国热情；深刻领会历史和人民怎样选择了马克思主义，选择了中国共产党，选择了社会主义道路，从而继承和发扬中华民族的优秀传统，坚定走中国特色社会主义道路的政治信念和改革开放、振兴中华的历史使命。

学习内容

一、从鸦片战争到五四运动（1840～1919）	1.反对外国侵略的斗争 2.对国家出路的早期探索 3.辛亥革命与君主专制制度的终结
二、从五四运动到新中国成立（1919～1949）	1.开天辟地的大事变 2.中国革命的新道路 3.中华民族的抗日战争 4.为新中国而奋斗
三、从新中国成立到社会主义现代化建设新时期（1949～ ）	1.社会主义基本制度在中国的确立 2.社会主义制度在探索中曲折发展 3.改革开放与现代化建设新时期

《中国近现代史纲要》全教材有上、中、下三编共十章的内容，涵盖了从鸦片战争至改革开放共 170 余年的历史，课程内容信息量大。在教学安排上打破教材章节顺序，突出问题导向，体现学生学习主体的教学设计，拟定六个专题讲座和五个专题研讨课题，内容涵盖了该课程所有内容。

专题讲座题目：	1.鸦片战争前的中国与世界 2.现代中国的思想革命 3.改良与革命的双重变奏 4.日本近代对华侵略历程 5.中华民族复兴之路 6.富强与梦想——中国近代的留学运动
专题研讨主题：	1.如何评价西学东渐 2.如何看待中华民国的历史地位 3.青年在近现代中国历史上的作用 4.日本与中国近代化之比较 5.如何看待改革开放前后两个历史时期

知识结构和能力结构

知识结构	历史学	1.系统了解中国近现代史上的重大事件和重要人物 2.重点把握中国近现代历史发展的必然趋势与特殊规律
	政治学	1.了解马克思主义在中国传播的历史背景 2.重点把握马克思主义中国化的理论成果
能力	历史学	学会客观地分析历史事件、公正地评价历史人物

结构	政治学	科学地理解“三个历史选择”的必然性

学习方法

1.“1+1+1”模式：即“大班讲座+自主学习+小班研讨”。	大班讲座：根据专业学生人数，集中 300——400 人的讲座规模，参照形势政策课模式进行教学，按照讲座题目进行 6 次讲座，由《中国近现代史纲要》教研室教师分别讲授。 自主学习：在专题讲座时由教师提出问题思路，学生根据课堂内容阅读相关书目和文章等资料。 小班研讨：经过自主学习准备，学生分成小班进行研究性学习，老师根据学习特点，提出学习要求，布置作业进行考核。
2. 班级组织形式：	大班讲座班级：300—400 人；每次上课由相关工作人员负责考勤工作（收笔记纸）；教师采用讲座式讲授方法，针对一个专题讲座进行详细讲解。 自主学习：学生按照学号顺序或学生自然班级进行分组，每班规模为 30 人左右。每班学生再分为 6 个小组，每组 5 个学生，学生轮流担任组长，变换角色，进行自主合作性学习，并对其表现进行评分；其学习地点可以灵活多变，以在图书馆或校内其他合适场所为宜。 小班研讨：研讨形式可采取演讲、辩论、角色模拟等形式展开，班组模式与课下学习相同，需要到固定教学进行研讨学习，有专门老师负责组织，每位教师负责 3 个班；特殊情况下可考虑增加助教协助研讨工作的开展，也可考虑邀请其他老师参与课堂讨论。

评估方式

课程考核由**过程考核、小班研讨和期末论文三部分组成。**其中过程考核占 20 分；小组研讨占 30 分；期末论文占 50 分。

过程考核：大班讲座和小班研讨进行考勤；大班讲座旷课一次取消课程资格；专题研讨旷课 1 次取消课程资格，课下学习旷课 2 次取消课程资格。

小班研讨：评分依据为学生的参与度、材料的搜集情况。每组五名同学，轮流担任组长，负责该小组的课下学习和专题研讨，并根据每位同学的考勤、资料的搜集，讨论参与程度等方面为其评分。

期末论文：交一篇 3000 字以上的学习报告，主要考查学生对学习内容的理解和掌握程度等。

必读书目

高等教育出版社：《中国近现代史纲要》

选读书目

[1]苑书义：《中国近代史新编》，人民出版社，2007 年。

[2]陈廷湘：《中国现代史》，四川出版社，2007 年。

[3] 郭廷以：《中国近代史》，台湾、香港版。

重要刊物及网站

1.《历史研究》杂志：中国社会科学院主办

2.《近代史研究》，社科院近代史所

3．中国近现代史网上资源：

http://web.nuist.edu.cn/courses/zgjxds/links/links.htm

3. 马克思主义基本原理课程导学

《马克思主义基本原理》共 3 个学分，54 课时。本课程是高校思想政治理论主干课程，包括马克思主义哲学、马克思主义政治经济学和科学社会主义三个组成部分。

学习目标

本课程的学习目标是：对大学生进行系统的马克思主义理论教育，掌握马克思主义的世界观和方法论，树立科学的世界观、人生观和价值观，学会用唯物主义世界观和辩证思维方法论观察现象、分析矛盾，培养和提高大学生运用马克思主义理论发现问题、分析问题和解决问题的实际能力，为大学生确立中国特色社会主义的共同理想信念，自觉坚持党的基本理论、基本路线和基本纲领打下扎实的理论基础。

通过本课程的教学，要求学生要系统掌握马克思主义哲学、马克思主义政治经济学以及科学社会主义的基本理论，在实践中学会运用马克思主义基本原理认识各种社会现象，分析各种实际问题，正确认识世界的物质性和人类社会的实践本质，科学把握社会发展动力和基本规律，概括了解资本主义和社会主义在其发展过程中出现的新情况、新问题，坚信社会主义代替资本主义的历史必然性，坚定对社会主义和共产主义必胜的信念。

学习内容

绪论	马克思主义是关于无产阶级和人类解放的科学
一、哲学原理	1. 世界的物质性及发展规律 2. 认识的本质及发展规律 3. 人类社会及其发展规律
二、政治经济学原理	1. 资本主义的本质及规律 2. 资本主义的发展及其趋势
三、科学社会主义	1. 社会主义的发展及其规律 2. 共产主义崇高理想及其最终实现

知识结构和能力结构

知识结构	哲学	1.（马克思主义哲学产生的历史背景） 2. 重点掌握马克思主义哲学的基本原理
	政治经济学	1. 系统了解资本主义的本质及其历史地位 2. 重点把握当代资本主义的新变化
	科学社会主义	1. 系统了解社会主义从空想到科学的历史发展 2. 重点把握不同民族走向社会主义的特殊道路
能力结构	哲学	学会运用唯物辩证的观点和方法分析解决问题
	政治经济学	学会运用马克思主义基本原理分析不同社会制度的形成、本质及其历史发展
	科学社会主义	坚定走中国特色社会主义道路的政治信念

学习方法

1．按“2+1 专题研讨”合作性、开放式组织理论教学，学生积极参与课堂教学活动，在集体学习和分组讨论中澄清问题，分析矛盾，掌握方法。

2．认真阅读经典名著，深入了解马克思主义理论产生的历史必然性，通过与经典作家的对话，再现基本原理的形成背景与科学内涵。

3. 敢于面对重大理论—实践问题，通过对问题的分析与研究学会独立思考。

评估方式

课程总成绩＝平时考核成绩（60%）＋期末考核成绩（40%）

1．**平时考核成绩**（60%）：包括课程学习笔记、课堂研讨发言、逻辑思维训练；

2．**期末考核成绩**（40%）：期末组织全校统一命题，开卷考试（只许带教材）。

必读书目

《马克思主义基本原理概论》，高等教育出版社，2015 年 8 月第 6 版

选读书目

[1]安启念：《新编马克思主义哲学发展史》，中国人民大学出版社，2004 年。

[2]冯友兰：《中国哲学简史》，北京大学出版社，1985 年。

[3]梯利：《西方哲学史》（增补修订版），商务印书馆，1995 年。

[4]顾海良：《马克思主义政治经济学》，高等教育出版社，2005 年。

[5]郑建邦：《科学社会主义原理》，中国人民大学出版社，1996 年。

重要刊物及网站

1．《哲学研究》杂志：中国社会科院哲学研究所主办

2．《经济研究》杂志：中国社会科学院经济研究所主办

3．《科学社会主义》杂志：科学社会主义学会主办

4．哲学网：http://www.zhexue.com.cn/

5．哲学在线：http://www.philosophyol.com/

6．哲学人生论坛：http://bbs.zxrs.net/

4. 毛泽东思想和中国特色社会主义理论体系概论课程导学

《毛泽东思想和中国特色社会主义理论体系概论》共 6 个学分，108 课时（其中，课堂理论教学 54 课时，实践教学 54 课时）。本课程是对大学生进行马克思主义中国化教育的公共基础课。

学习目标

本课程的学习目标是： 通过全面了解马克思主义中国化的理论成果和实践事业，不断提高思想政治理论素质，进一步坚定建设中国特色社会主义的共同理想。

学习内容

一、马克思主义中国化	1.马克思主义中国化的历史进程 2.马克思主义中国化的理论成果 3.马克思主义中国化理论成果的精髓
二、毛泽东思想的理论贡献	1.新民主主义革命理论 2.社会主义改造理论
三、中国特色社会主义理论	1.社会主义本质理论 2.社会主义初级阶段理论 3.社会主义改革和对外开放
四、中国特色社会主义事业	1.建设中国特色社会主义经济 2.建设中国特色社会主义政治

	3.建设中国特色社会主义文化 4.构建社会主义和谐社会 5.祖国完全统一的构想 6.国际战略和外交政策 7.中国特色社会主义事业的依靠力量 8.中国特色社会主义事业的领导核心

知识结构和能力结构

知识结构	中国化课题	1.了解马克思主义中国化课题的提出、科学内涵、历史进程和重要意义 2.重点把握马克思主义中国化的理论成果和精髓所在
	中国化成果	1.了解毛泽东思想的理论贡献及其历史地位 2.重点掌握中国特色社会主义理论体系及其伟大意义
	中国化事业	1.系统了解建设中国特色社会主义经济、政治、文化的制度设计与基本方略 2.重点把握构建社会主义和谐社会的总体思路 3.重点领会中国特色社会主义事业的依靠力量与领导核心
能力结构	中国化课题	学会用马克思主义分析研究中国课题
	中国化成果	学会用中国特色社会主义理论解决中国发展课题
	中国化事业	努力为中国特色社会主义建设事业奉献聪明才智

学习方法

1．按照开放式教学的原则要求，积极参与课堂理论教学活动，在集体学习和分组讨论中明确课题，领会内涵，把握实质。

2．认真阅读马克思主义中国化经典著作，深入了解中国国情和中国课题，系统掌握中国特色社会主义理论的科学内涵。

3．敢于研究中国现代化发展所面临的重大理论—实践问题，通过对问题的分析与研究学会有所创新。

4．勤于社会实践，切身感受中国特色社会主义理论成果及其实践成就。

评估方式

《毛泽东思想和中国特色社会主义理论体系概论（理论）》（3 学分）考核方式为：

课程总成绩＝平时考核成绩（40%）＋期末考核成绩（60%）

1．平时考核成绩（40%）：包括课后小论文、随堂作业和分组讨论发言；

2．期末考试成绩（60%）：期末组织全校统一命题，开卷考试。

《毛泽东思想和中国特色社会主义理论体系概论（实践）》（3 学分）实践教学三个模块（专题研习、主题活动、社会调查）分别实行全校滚动选课，学生在校期间的前 4 个学期内,任意选择一个学期开设的三个模块之一或者选择暑期项目，完成学习任务,成绩考核合格，即可获得《概论》实践课 3 学分。

必读书目

《毛泽东思想和中国特色社会主义理论体系概论》，高等教育出版社

选读书目

[1]《毛泽东文选》（多卷本），人民出版社，1999

[2]《邓小平文选》（三卷本），人民出版社，1994

[3]《江泽民文选》（三卷本），人民出版社，2006

[4]《十六大以来重要文献选编》，中央文献出版社，2005

[5]《科学发展观学习读本》，学习出版社，2006

重要刊物及网站

1．《求是》杂志：中共中央主办

2．《毛泽东思想研究》杂志：四川省社会科学院主管

3．《观察与思考》杂志：浙江省社会科学院主管

4．毛泽东思想网站：http://www.mzdthought.com

5．中国共产党新闻网：http://cpc.people.com.cn/GB/index.html

6．理论网—中国特色社会主义的重要思想源：http://www.cntheory.com/

5. 形势与政策课程导学

《形势与政策》共 2 个学分，36 课时。《形势与政策》是综合运用相关学科的理论知识，紧密结合国内外政治、经济、文化和外交等领域发生的重大事件，针对大学生思想实际进行形势与政策教育的通识必修课。

学习目标

本课程的学习目标是： 通过专题时事报告和专项政策解读，及时了解国内外形势变化特点和政策调整方向，不断培养和有效提高大学生客观看待国内外形势和科学理解党中央路线、方针、政策的能力。

学习内容

一、国内形势与政策	1.深入贯彻落实科学发展观 2.社会主义核心价值体系 3.进一步深化改革，扩大开放 4.当前我国的经济形势与经济政策 5.台湾问题与两岸关系的和平发展
二、国际形势与政策	1.世界变革态势与时代发展主题 2.经济全球化趋势与中国的崛起 3.生态环境、能源安全等非传统安全问题 4.地区性冲突与全球热点问题 5.构建和谐世界，维护世界和平、促进共同发展 6.中美、中欧、中日和中俄等国际关系变化

知识结构和能力结构

知识结构	政治学	1.系统了解现代政治决策的民主特征 2.重点把握中国政治决策的集中体制
	经济学	1.系统了解现代经济发展的市场化、全球化趋势 2.重点把握中国经济发展的社会主义特质
	国际关系学	系统了解国际关系的不同学派及其理论主张
能力结构	政治学	学会运用民主集中制原则分析现代政治决策
	经济学	学会运用市场经济理论分析资源配置与利益博弈
	国际关系学	学会运用现实主义原则分析大国关系的最新变化

学习方法

1．本课程主要采取专题讲座和时事报告的方式组织课堂教学，每学期约有 100 次讲座或报告。学生可根据自己的实际情况自由选课，平均每学期至少要选听 4 次讲座或报告。

2．养成每天上网浏览新闻或到图书馆报刊阅览室读报的良好习惯，随时关注国内外形势变化和重大政策调整。

评估方式

课程总成绩＝听课次数＋听课笔记

1．听课次数：学生在校期间，平均每个学期持听课 IC 卡听课次数不少于 4 次（前两年总次数不少于 16 次），平时考核成绩为合格；

2．听课笔记：学生每次听《形势与政策》讲座，需提交 1 份课堂笔记。笔记不合格者，该次听课记录将被取消。

必读书目

教育部社科司印发：《20××年上（下）半年高校“形势与政策”教育教学要点》

选读书目

中宣部、教育部主编：《时事报告（大学生版）》和《时事》VCD

重要刊物及网站

1．《半月谈》杂志：新华通讯社主办

2．《学习时报》：中共中央党校主办

3．人民网：http://www.people.com.cn/

4．新华网：http://www.xinhuanet.com/

5．国际在线：http://gb.cri.cn/

6. 大学体育健康课程导学

以国家教育方针和《中共中央国务院关于深化教育改革，全面推进素质教育的决定》,以及学校教育树立‘健康第一’为指导思想，以教育部印发《全国普通高等学校体育课程教学指导纲要》、《高等学校体育工作基本要求》为依据，深入贯彻落实《北京师范大学珠海分校人才培养模式改革与创新方案》精神，制定北京师范大学珠海分校《大学体育健康教程》导学，确保“健康第一”的思想落到实处，为提高全体学生健康素质服务。

- **学习目标**

1.使学生爱好运动，积极参与各种体育活动，基本形成终身体育的意识和习惯；能制定可行的个人锻炼计划；具有一定的体育文化欣赏能力。

2..熟练掌握健身运动的基本方法和技能；能科学地进行体育锻炼；掌握常见运动创伤的处置方法。提高健康意识，关注身心健康；全面发展与健康有关的各种体能，掌握测试和评价体质健康的方法；学会合理、营养饮食，形成健康的行为生活方式。

3.根据自己的能力设置体育学习目标，学会通过体育活动调节自己的情绪和改善心理状态，养成

4.积极乐观的生活态度；在运动中体验运动的乐趣和成功的感觉；培养勇敢顽强的意志品质。

5.正确对待个人与集体、成功与失败；表现出良好的体育道德和合作精神；正确处理竞争与合作的关系。

- **学习内容**

我校《大学体育健康教程》由课堂教学、体育俱乐部、自主锻炼课堂、运动能力拓展四种模块相结合。每学期 1 学分，修满 4 个学分是学生毕业、获得学位的必要条件之一。

- **课堂教学模块**

1. 基础课（对一年级学生开设）

内容包括：健康体适能（第 1、2 学期）、武术（第 1 学期）、游泳（第 2 学期）、健康知识讲座（第 1、2 学期）。

（1）健康体适能：针对学生体质健康监测的测试内容，对学生的身体成分、肌力和肌肉耐力、心肺耐力、柔软素质、爆发力等方面进行训练，进一步提高人体适应能力、应变能力、抗突发事件的能力。

（2）传统体育文化普及，武术——二十四式简化太极拳。

（3）求生技能类项目普及，游泳——蛙泳。

（4）健康知识讲座，包括科学锻炼身体的理论与方法、大学生体质健康的测量与评价方法、运动中常见生理反应及运动损伤急救、体育欣赏共计四个专题，采取课堂教学与网络化教学相结合的方式。

2. 选项课（对二年级学生开设）

内容包括：竞技对抗类、健身健美类、休闲文化类、康复保健类、求生技能类。

（1）竞技对抗类：足球、篮球、排球、乒乓球、羽毛球、网球、旱地冰球、橄榄球、木球、板球

（2）健身健美类：时尚健身、普拉提、体育舞蹈、瑜伽。

（3）休闲文化类：轮滑、高尔夫、弓道

（4）康复保健类：体育保健

（5）求生技能类：女子防身术

- **体育俱乐部模块（对二年级学生开设）**

开设项目：足球、篮球、排球、乒乓球、羽毛球、网球、高尔夫、木球、棒垒球、轮滑、体适能、橄榄球、跆拳道、体育舞蹈、野外生存等共计 15 个。

- **自主锻炼课堂模块（对二年级学生开设）**

开展阳光长跑活动，阳光长跑是《全国亿万学生阳光体育冬季长跑活动》的简称，是教育部和国家体育总局贯彻落实中央精神、开展阳光体育运动、提高学生体质健康水平特别是耐力素质水平特别开展的活动。跑步活动采用打卡记录的方式，男、女生每次跑步距离均要求不少于 1500 米。

- **运动能力拓展模块**

学生通过参加体育锻炼，在某项运动上形成一定特长或在运动比赛中表现突出，可获得体育学分，包括“游泳水平测试”、“马拉松赛”、“体育专长”三大类。

1. 游泳水平测试：男生、女生均不限泳姿，经现场测试，在规定时间内连续游泳 50 米(100 米)。游泳水平测试时间为每年的 5 月和 9 月。

2. 马拉松赛：参加并完成马拉松赛，并能提供相关成绩证书者。马拉松赛时间以各组委会官方公布为准。

3. 体育专长：符合以下条件之一：

（1）代表学校参加省级体育竞赛获得前 8 名（集体或个人）。

（2）代表学校参加市级体育竞赛获得前 6 名（集体或个人。

（3）入选学校体育运动队，按要求训练且表现优良。

- **学时分配**

学期	学分	学时	教学内容	时数
第 1 学期	1	34	健康体适能/14；太极拳/12	26
			基础理论	2
			国家学生体质健康测试	2
			考试	4
第 2 学期	1	34	健康体适能/14；游泳/12	26
			基础理论	2
			国家学生体质健康测试	2
			考试	4
第 3 学期	1	34	专项实践（专项技术、理论）	28
			体育欣赏	2
			考试	4
第 4 学期	1	34	专项实践（专项技术、理论）	28
			国家学生体质健康测试	2
			考试	4

（二）体育俱乐部模块，由指导教师组织开展有益的实践活动。时间安排在规定学期内进行，每学期不少于 17 次活动，含期末俱乐部考核。

（三）自主锻炼课堂模块，教学周第 1 周至第 17 周。

（四）运动能力拓展模块，游泳水平测试和马拉松赛，由学生自主参加。体育专长，由主管教练组织开展竞训计划。

- **选课管理**

（一）一年级学生按照行政班划分，无需选课。二年级学生实行一学期一选方式（可以变换模块、教师），通过教务选课系统完成选课。

（二）一旦选课认定，无特殊原因，中途不再办理转班、换项手续。如有特殊原因，必须在该学期教学周第 3 周之前提出申请。

（三）学生因健康原因不能正常参加体育课学习，可参加体育保健班。

（四）游泳水平测试、马拉松赛，每学年只能申请 1 次（即 1 个体育学分）。

（五）根据我校“2+2”专业的学制要求，即第 4 学期教学周为 12 周，“2+2”专业学生在第 4 个学期（体育 4）只能选择自主锻炼课堂模块，即阳光长跑，课程名称为：“阳光长跑 2+2”，且在教务选课系统中单独建班。非“2+2”专业的学生不能选择该项。

（六）课堂教学模块（基础课、选项课）：40-50 人/班。体育俱乐部模块：40-50 人/班。自主锻炼课堂模块（阳光长跑）：80 人/班。

- **评估方式**

采用过程性评价、终结性评价的方式，以百分制记分，网上录入成绩，网上成绩管理。

- **课堂教学模块**

一年级基础课		二年级选项课		分值	比重
第 1 学期	第 2 学期	第 1 学期	第 2 学期		
考勤/课堂表现	考勤/课堂表现	考勤/课堂表现	考勤/课堂表现	100	40%

1.太极拳 2.身体素质 男（1000 米） 女（800 米）	1.健康知识 2.身体素质 男（引体向上） 女（仰卧起坐）	专项技能	专项技能	100	60%

- **体育俱乐部模块**

评价内容	满分	比重
考勤、活动表现	100	40%
技能实践	100	60%

- **自主锻炼课堂模块（阳光长跑）**

男生、女生每次跑步距离均要求不少于 1500 米，未达距离或速度者，均不计次数。教学周第 1 周，由教师在课堂宣讲长跑活动细则。第 2 周至第 17 周为跑步活动时间，共计 16 周。打卡系统每天只记录 1 次，每周最多记录 3 次，每周必须至少有 1 次长跑记录，如遇恶劣天气（如暴雨、台风等），长跑活动暂停。

评分表

得分	60	62	65	67	70	72	75	77	80	82	85	87	90	93	95	97	100
次数	16	18	20	22	24	26	28	30	32	33	34	35	36	37	38	39	40

符合以下条件之一的学生取消期末考核资格：

1. 3 个星期没有跑步记录；

2. 跑步记录少于 16 次；

“2+2”专业的学生第 4 个学期（体育 4）考核办法：

教学周第 1 周，由教师在课堂宣讲长跑活动细则。教学周第 2 周-第 12 周为长跑活动时间，共计 11 周。

评分表

得分	60	62	65	67	70	72	75	77	80	82	85	87	90	93	95	97	100
次数	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27

符合下列条件之一的学生，将取消期末考核评分资格：

1. 两个星期没有跑步记录；

2. 跑步记录少于 11 次；

- **运动能力拓展模块**

游泳水平测试，按《北京师范大学珠海分校游泳水平测试评分标准》评定体育成绩。马拉松、体育专长根据赛事级别、比赛名次、训练情况等评定体育成绩，不低于 85 分。

体育专长学生的体育成绩评定时间为训练或取得比赛名次的学期。游泳水平测试、马拉松赛的学生体育成绩评定时间为参加测试或提出申请的下一个学期。

- **必读书目**

本书编写组. 大学体育健康教程［M］.北京：北京体育大学出版社，2016

7. English Reading, I

英语阅读（一）

English Reading, I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first-year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical reading skills of English reading, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:
1. Improve their English proficiency in terms of reading;
2. Prepare themselves for academic reading;
3. Expose themselves to the English language and the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to reading.

- **Course Contents**

Genres of reading	1.Descriptive passages 2.Discursive passages
Reading strategies	1.Skimming and speed reading 2.Scanning for detail 3.Identifying the main idea 4.Identifying types of information 5.Identifying the writer's views/claims
Task types	1.Multiple choice 2.Matching information 3.Matching headings 4.Matching sentence endings 5.Sentencecompletion 6.Note/summary/table/flow-chart completion 7.Identifying information (T/F/NG) 8.Identifying the writer's views (Y/N/NG) 9.Short-answer questions
Language and cultural tips	1.Cultural information of English spoken countries 2.English tips

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for CEFR B1 level reading (5000)
	Grammar	General grammatical knowledge
	Culture	Culture knowledge related to the topics covered
Competence	Reading	1.Ability to read English texts on general topics at a speed of 70 wpm (with longer yet less difficult texts, the reading speed should be 100 wpm) 2. Ability to understand long sentence

		3. Ability to generalize the main idea of the text 4. Ability to employ effective reading strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Lecture (assisted by PowerPoint).
2. Class interactive activities.
3. Simulated test or exercise (time-controlled).

- **Grading**

1.60% performance (dictation, class participation, homework, attendance).
2.40% final exam (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B1*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 4*. Cambridge: Cambridge University Press, 2006.
2. University of Cambridge ESOL Examinations. *Cambridge IELTS 5*. Cambridge: Cambridge University Press, 2006.
3. University of Cambridge ESOL Examinations. *Cambridge IELTS 6*. Cambridge: Cambridge University Press, 2007.
4.环球雅思教材研究中心 GTRC.雅思阅读基础标准教程[M]. 北京：外文出版社，2013.

- **Recommended Journal and/or Website**

1. *Harvard Business Review*
2. *Economist*
3. *Guardian*
4. *National Geographic*
5. http://www.chinaielts.org/
6. http://www.bbc.co.uk
7. http://www. nytimes.com
8. http://www.ted.com/
9. http://www.kekenet.com/
10. http://www.hjenglish.com

8. English Listening, I

英语听力（一）

English Listening, I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first-year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English listening, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1. Improve their English proficiency in terms of listening;
2. Get prepared for the IELTS listening;
3. Understand the western culture;
4. Adopt proper strategies of learning English, especially as related to listening.

- **Course Contents**

IELTS listening introduction	1.IELTS listening marking criteria 2.Students' target score 3.Four parts difficulty level 4.How to improve listening
Listening strategy	1.Pre-listening 2.While-listening 3.Post-listening
Listening scenario training	1.Bank 2.Accommodation 3.Hospital 4.Academic scenario
Language and cultural tips	1.UK cultural information 2.US cultural information 3.English tips

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for listening (2000)
	Grammar	General grammatical knowledge
	Cultural information	Knowledge about different cultures in the world
Competence	Listening	1.Ability to follow classroom instructions, everyday conversations, and lectures on general topics 2.Ability to understand English radio and TV programs spoken at a speed of about 130 to 150 wpm, grasping the main ideas and key points 3.Ability to employ basic listening strategies

		4.Equipped with the background knowledge of different scenarios 5.Ability to respond to different listening task according to different scenarios
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.
4. Students English news presentation.

- **Grading**

1. Process assessment: 60 %(attendance and performance, assignments, quiz).
2. Final exam: 40% (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B1*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 4*. Cambridge: Cambridge University Press, 2006.
2. University of Cambridge ESOL Examinations. *Cambridge IELTS 5*. Cambridge: Cambridge University Press, 2006.
3. University of Cambridge ESOL Examinations. *Cambridge IELTS 6*. Cambridge: Cambridge University Press, 2007.
4. 环球雅思教材研究中心 GTRC. 雅思听力基础标准教程[M]. 北京：外文出版社，2013.

- **Recommended Journal and/or Website**

1. http://www.kekenet.com
2. http:// www.chinaielts.org/
3. http:// www.putclub.com
4. http:// www.hjenglish.com
5. http:// www.bbc.co.uk
6. http://www.ted.com/
7. https://www.coursera.org/

9. English Speaking, I

英语口语（一）

English Speaking, I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first-year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English speaking, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1. Improve their English proficiency in terms of speaking;
2. Get prepared for the IELTS speaking test;
3. Understand the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to speaking.

- **Course Contents**

Chapter I	1.Introduction to the IELTS test 2.Introduction to the speaking test
Chapter II	1.Introduction to speaking part one 2.Topic 1 Job/Studies Speaking skill：Understanding different question types and answering them accurately 3.Topic 2 Hobbies/Interests Speaking skill：Asking for and giving clarification 4.Topic 3 Where you live Speaking skill：Using verb forms correctly 5.Topic 4 Families Speaking skill：Talking about future events 6.Topic 5 Technology(I) Speaking skill：Talking about change
Chapter III	Introduction to Speaking Part Two 7.Topic 6 Someone You Know Speaking skill：Describing 8.Topic 7 A Personal Interest Speaking skill：Explaining 9.Topic 8 A Place You Enjoy Visiting Speaking skill：Saying‘to what extent’ 10.Topic 9 Your Living Environment Speaking skill：Generalizing and evaluating 11.Topic 10 Farming Technology Speaking skill：Explaining your ideas：talking about cause and effect

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for speaking (2000)
	Grammar	General grammatical knowledge for speaking
	Cultural information	Knowledge about different cultures in the world
Competence	Speaking	1.Ability to communicate in English in the course of learning, to conduct discussions on a given theme, and to talk about everyday topics in English 2.Ability to give, after some preparation, short talks on familiar topics with clear articulation and basically correct pronunciation and intonation 3.Ability to use basic conversational strategies in dialogue
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.

- **Grading**

1. Process assessment: 60% (class participation and performance, assignments).
2. Final exam: 40% (oral test).

- **Required Reading**

1.Patrick Hafenstein. Superior Speaking[M]. 西安：西安交通大学出版社，2013.

2.何琼、摩根. 新编雅思口语[M]. 北京：人民教育出版社，2008.

- **Suggested Reading**

1.慎小嶷. 十天突破雅思口语[M]. 北京：. 机械工业出版社，2015.

2.University of Cambridge ESOL Examinations. *Cambridge IELTS 4*. Cambridge: Cambridge University Press, 2006.

3. University of Cambridge ESOL Examinations. *Cambridge IELTS 5*. Cambridge: Cambridge University Press, 2006.

4. University of Cambridge ESOL Examinations. *Cambridge IELTS 6*. Cambridge: Cambridge University Press, 2007.

- **Recommended Journal and/or Website**

1. *Economist*
2. *Guardian*
3. http://newhorizon.bnuep.com
4. http://www.chinaielts.org/
5. http://www.putclub.com
6. http://www.hjenglish.com
7. http://www.bbc.co.uk
8. http://www. Nytimes.com
9. http://www.bbc.co.uk/podcasts

10. English Writing, I

英语写作（一）

English Writing, I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first-year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English writing, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1. Improve their English proficiency in terms of writing;
2. Get prepared for the academic writing;
3. Understand the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to writing.

- **Course Contents**

Language in use	1.Formal English; 2.Informal English
Writing skills	1.Rewriting; 2.Paraphrasing
Guided writing	1.Description 2.Argumentation 3.Writing definition 4.Writing abstract 5.Compare & contrast: describing differences
Topics related writing	1.Describing graphs; 2.Education 3.Family 4.Modern technology 5.Media 6.Animal 7.Social issue
Language and cultural tips	Comparison between Western and Chinese culture

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for writing (2000)
	Grammar	General grammatical knowledge
	Cultural Information	Knowledge about different cultures in the world
Competence	Writing	1.Ability to complete writing tasks for general purposes, e.g., describing personal experiences, impressions, feelings, or some events, and to undertake practical writing

		2.Ability to write within an hour a short composition of no less than 150 words on describing graphs and an essay of no less than 250 words on a general topic, with the compositions as basically complete in content, clear in main idea, appropriate in diction and coherent in discourse 3.A command of basic writing strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.

- **Grading**

1. Process assessment: 60% (class participation and performance, assignments, dictation).
2. Final exam: 40% (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B1*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 4*. Cambridge: Cambridge University Press, 2006.
2. University of Cambridge ESOL Examinations. *Cambridge IELTS 5*. Cambridge: Cambridge University Press, 2006.
3. University of Cambridge ESOL Examinations. *Cambridge IELTS 6*. Cambridge: Cambridge University Press, 2007.
4. 环球雅思教材研究中心 GTRC.雅思写作基础标准教程[M]. 北京：外文出版社，2014.

- **Recommended Journal and/or Website**

1. Economist
2. Guardian
3. http://www.chinaielts.org/
4. http://www.perfectyourenglish.com/writing/english-writing.htm
5. http://www.bartleby.com/141/index.html
6. http://writingspaces.org/essays
7. http://www.writing.wisc.edu/podcasts/index.html
8. http://bcs.bedfordstmartins.com/everyday_writer/20errors/default.asp
9. http://www.custom-essays.org/Essay_Structure.html

11. English Reading II

英语阅读（二）

English Reading II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first-year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English reading, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1. Improve their English proficiency in terms of reading;
2. Prepare them for the academic reading;
3. Expose themselves to the English language and the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to reading.

- **Course Contents**

Genres of reading	1.Descriptive passages 2.Discursive passages
Reading strategies	1.Skimming and speed reading 2.Scanning for detail 3.Identifying the main idea 4.Identifying types of information 5.Identifying the writer's views/claims
Task types	1.Multiple choice 2.Matching information 3.Matching headings 4.Matching sentence endings 5.Sentencecompletion 6.Note/summary/table/flow-chart completion 7.Identifying information (T/F/NG) 8.Identifying the writer's views (Y/N/NG) 9.Short-answer questions
Language and cultural tips	1.Cultural information of English spoken countries 2.English tips

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for CEFR B2 level reading (6000)
	Grammar	General grammatical knowledge
	Culture	Culture knowledge related to the topics covered
Competence	Reading	1.Ability to read English texts on general topics at a speed of 80-90 wpm (with longer yet less difficult texts, the reading speed should be 120 wpm)

		2. Ability to understand long sentence 3. Ability to generalize the main idea of the text 4. Ability to employ effective reading strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Lecture (assisted by PowerPoint).
2. Class interactive activities.
3. Simulated test or exercise (time-controlled).

- **Grading**

1.60% performances (dictation, class participation, homework, attendance).
2.40% final exam (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B2*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 7*. Cambridge: Cambridge University Press, 2009.
2. University of Cambridge ESOL Examinations. *Cambridge IELTS 8*. Cambridge: Cambridge University Press, 2011.
3. University of Cambridge ESOL Examinations. *Cambridge IELTS 9*. Cambridge: Cambridge University Press, 2013.

- **Recommended Journal and/or Website**

1. *Harvard Business Review*
2. *Economist*
3. *Guardian*
4. *National Geographic*
5. http://www.chinaielts.org/
6. http://www.bbc.co.uk
7. http://www. nytimes.com
8. http://www.ted.com/
9. http://www.kekenet.com/
10. http://www.hjenglish.com

12. English Listening Ⅱ

英语听力（二）

English Listening II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first-year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English listening, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1. Improve their English proficiency in terms of listening;
2. Get prepared for academic listening;
3. Understand the western culture;
4. Adopt proper strategies of learning English, especially as related to listening.

- **Course Contents**

IELTS listening question types analyze	1.Multiple choice 2.Matching 3.Form/sentence/note completion 4.Short answers
Listening strategy in different question types	1.Pre-listening 2.While-listening 3.Post-listening
Language and cultural tips	1.UK cultural information 2.US cultural information 3.English tips

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for listening (3000)
	Grammar	General grammatical knowledge
	Cultural information	Knowledge about different cultures in the world
Competence	Listening	1.Ability to follow talks and lectures in English 2.Ability to understand longer English radio and TV programs on familiar topics spoken at a speed of around 150 to 180 wpm, grasping the main ideas, key points and relevant details 3.Ability to use different strategy regarding different question types
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.
4. Students English news presentation.

- **Grading**

1. Process assessment: 60 %(attendance and performance, assignments, quiz).
2. Final exam: 40% (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B2*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 7*. Cambridge: Cambridge University Press, 2009.
2.University of Cambridge ESOL Examinations. *Cambridge IELTS 8*. Cambridge: Cambridge University Press, 2011.
3.University of Cambridge ESOL Examinations. *Cambridge IELTS 9*. Cambridge: Cambridge University Press, 2013.
4.环球雅思教材研究中心 GTRC.雅思听力强化标准教程[M]. 北京：外文出版社，2013.

- **Recommended Journal and/or Website**

1. http://www.kekenet.com
2. http://www.chinaielts.org/
3. http://www.putclub.com
4. http://www.hjenglish.com
5. http://www.bbc.co.uk
6. http://www. nytimes.com
7. http://www.ted.com/
8. https://www.coursera.org/

13. English Speaking II

英语口语（二）

EnglishSpeaking II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first-year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English speaking, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1.Improve their English proficiency in terms of speaking;

2.Get prepared for the IELTS speaking test;

3.Understand the western culture;

4.Adopt proper strategies of learning English as a foreign language, especially as related to speaking.

- **Course Contents**

Chapter I	Introduction to Speaking Part Three
Chapter II	1.Topic--Working Life Speaking Skill：Expressing an opinion 2.Topic --Lifestyles Speaking Skill：Presenting an argument 3.Topic -- Environmental Issues Speaking Skill：Showing cause and effect 4.Topic -- Economic Development Speaking Skill：Comparing and contrasting ideas 5.Topic-- Technology(II) Speaking Skill：Predicting the future

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for speaking (3000)
	Grammar	General grammatical knowledge for speaking
	Cultural information	Knowledge about different cultures in the world
Competence	Speaking	1.Ability to speak at length and use a range of connectives and discourse markers. 2.Ability to use a wide enough vocabulary to discuss topics at length and make meaning clear. 3.Ability to use a mix of simple and complex structures. 4.Ability to use a range of pronunciation features with mixed control.
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoringand self-assessment

- **Learning Methods/Tips**

1.Multimedia-based lecture and discussion.

2.Computer- and Web-based practice and interaction.

3.Task-based and students-centered language learning.

- **Grading**

1.Process assessment: 60% (class participation and performance, assignments, dictation).

2.Final exam: 40% (oral test).

➢ **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B2*. 浙江教育出版社, 2015.

➢ **Suggested Reading**

1.University of Cambridge ESOL Examinations. *Cambridge IELTS 7*. Cambridge: Cambridge University Press, 2009.
2.University of Cambridge ESOL Examinations. *Cambridge IELTS 8*. Cambridge: Cambridge University Press, 2011.
3.University of Cambridge ESOL Examinations. *Cambridge IELTS 9*. Cambridge: Cambridge University Press, 2013.
4.慎小嶷. 十天突破雅思口语[M]. 北京：.机械工业出版社，2015.

➢ **Recommended Journal and/or Website**

1. *Economist*
2. *Guardian*
3. http://newhorizon.bnuep.com
4. http://www.chinaielts.org/
5. http://www.putclub.com
6. http://www.hjenglish.com
7. http://www.bbc.co.uk
8. http://www. nytimes.com
9. http://www.bbc.co.uk/podcasts

14. English Writing II

英语写作（二）

English Writing II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first-year students of the 2+2 programs fornon-English majors. It is designed to help the learners to gain the knowledge and practical skills of English writing, learning strategies and intercultural communication.

➢ **Learning Outcomes**

At the end of the course the learners are expected to be able to:
1.Improve their English proficiency in terms of writing;
2.Get prepared for the IELTS writing test;
3.Understand the western culture;
4.Adopt proper strategies of learning English as a foreign language, especially as related to writing.

- **Course Contents**

Language in use	1.Formal English; 2.Informal English
Writing skills	1.Rewriting; 2.Paraphrasing
Guided writing	1.DescriptionArgumentation 2.Writing definition 3.Writing abstract 4.Compare & contrast: describing differences
Topics related writing	1.Describing graphs 2.Education 3.Family 4.Modern technology 5.Media 6.Animal 7.Social issue
Language and cultural tips	Comparison between Western and Chinese culture

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for writing (3000)
	Grammar	General grammatical knowledge
	Cultural information	Knowledge about different cultures in the world
Competence	Writing	1.Ability to complete writing tasks for general purposes, e.g., describing individual experiences, impressions, feelings, or some events, and to undertake practical writing 2.Ability to write within an hour a short composition of no less than 150 words on describing graphs and a essay of no less than 250 words on a general topic, with the compositions as basically complete in content, clear in main idea, appropriate in diction and coherent in discourse 3.A command of basic writing strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1.Multimedia-based lecture and discussion.

2.Computer- and Web-based practice and interaction.

3.Task-based and students-centered language learning.

- **Grading**

1.Process assessment: 60% (class participation and performance, assignments, dictation).

2.Final exam: 40% (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B2*. 浙江教育出版社, 2015.

- **Suggested Reading**

1.University of Cambridge ESOL Examinations. *Cambridge IELTS 7*. Cambridge: Cambridge University Press, 2009.

2.University of Cambridge ESOL Examinations. *Cambridge IELTS 8*. Cambridge: Cambridge University Press, 2011.

3.University of Cambridge ESOL Examinations. *Cambridge IELTS 9*. Cambridge: Cambridge University Press, 2013.

4.环球雅思教材研究中心 GTRC.雅思写作强化标准教程[M]. 北京：外文出版社，2013.

- **Recommended Journal and/or Website**

1. http://www.chinaielts.org/
2. http://www. nytimes.com
3. http://www.bbc.co.uk/podcasts
4. http://www.perfectyourenglish.com/writing/english-writing.htm
5. http://www.bartleby.com/141/index.html
6. http://writingspaces.org/essays

http://www.writing.wisc.edu/podcasts/index.html

(二)、专业课程导学

DESIGN THEORY

1. 设计概论

Design Theory, a specialized core course with 1 credit and 18 teaching hours. This course aims to enable students to understand the meaning of design, design history and design trends. Make students have knowledge of the historical development of design theories, knowledge of significant developments in the environmental design history. In order to deepen students' knowledge and understanding of design. Acknowledge the importance of design as a cultural and creative industry in cultural transformation.

设计概论是环境设计（2+2 国际联合培养教学班）专业的专业核心课，共 1 学分，18 学时。通过本课程的教学，旨在让学生了解掌握何谓设计；设计的历史以及设计的当今潮流。使学生了解设计理论的历史发展，环境设计历史上的重大进展。加深学生对设计的基本认识和理解。明确设计作为文化创意产业在文化转型中重要的作用。

Learning Outcomes 学习目标

Students will have:

- Identify the characteristics and significance of different periods, styles, forms of main technological revolutions and their relevance to social and cultural evolution.
- Acknowledge the important design works and famous designers in history.
- Think critically and analytically and work collaboratively as a team.

学生将会掌握：

- 了解不同时期的艺术，设计风格，技术革命对社会和文化的改革。
- 掌握知名设计师及其历史上里程碑式的设计作品的相关内容。
- 具有批判性和分析力的思维，更好的团队合作。

Course Contents 学习内容

Part I 第一部分	What is design and the characteristic of design. 何谓设计及设计的本质与特征。
Part II 第二部分	Environmental design format and style. 环境设计的形态及设计的风格。
Part III 第三部分	Environmental design history. 环境设计历史。
Part IV 第四部分	Foundations of contemporary design research. 当代设计研究基础。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	20%
	Participation 课堂参与	20%
End-term Grades 期末成绩	Final Exam 结课考试	60%

Required Reading 必读图书

[1] 设计学概论，尹定邦 著，湖南科技出版社，2009.
[2] 设计史，大卫·瑞兹曼 (David Raizman) 著，若斓达•昂 (Yolanda Am Wang) 译，李昶 译，中国人民大学出版社，2013

Suggested Reading 选读图书

[1] 世界现代设计史，王受之 著，中国青年出版社，2002.
[2] Doondan, Dennis P., Design history: An anthology, MIT Press, 1995.
[3] Loewy, Raymond, Industrial design, Overlook TP, 2007.
[4] Miles Steven, Consumerism as a way of life, London: Sage, 1998.

Recommended Journal and/or Website 重要刊物及网站

[1] http://www.designboom.com
[2] http://www.dezeen.com

PRESENTATION SKILLS

2. 提案技巧

Presentation Skills, a specialized core course with 1 credit and 18 teaching hours. This is the based course, which will be employed in students' future homework, internship and interview even jobs to be foundation of all proposal.

This course mainly focuses on all the aspects related to public speaking skills. Having experienced all the chosen practical exercises, students would get to know about different communication methods, skills and roles, and further have a more comprehensive view and understanding of presentation skills. At the end of this course, students should develop excellent communication skills and become proficient with combining their own styles with skills they learnt in the course.

提案技巧是环境设计（2+2 国际联合培养教学班）专业的专业核心课，共 1 学分，18 学时。这是一门在学生将来的作业、实习、面试甚至工作中会涉及到的所有提案的基础性的课程。本课程主要侧重于所有公众演讲方面的相关技能。通过选择实践的练习，学生会更多地了解不同的沟通方法，技巧和角色，并对提案技巧有了更全面的看法和更进一步的理解。在这个课程结束后，学生养成良好的沟通能力，结合自己的风格熟练掌握课中所学习的技巧。

Learning Outcomes 学习目标

This course aims to:

- Build up students' confidence and courage in public speaking and putting forward proposal.
- Enable students to have comprehensive understanding of concept and significance of "presentation".
- Practicing in different presentation, students can explore their own advantages and disadvantages in communicating with teachers.

本课旨在：

- 建立学生公开演讲和提案的信心和勇气。
- 使学生全面了解提案的概念和意义。
- 进行不同的提案练习，学生可以通过与老师的沟通。探索自己的优点和缺点。

Course Contents 学习内容

Part I 第一部分	Understanding and knowledge of the classical presentation techniques while experienced all the chosen practical exercises, including eye contact, tone and tempo, listening skills, body language，and presentation strategy. 通过课堂练习，在实践和讨论中逐渐理解并掌握经典提案技巧，包括眼神交流，音调与节奏，倾听技巧，肢体语言和提案策略。
Part II 第二部分	Understand basics of communication, including role of the receiver, levels of communication, communication systems). 理解基础沟通，包括信息接收方的角色，交流的多层级，沟通系统。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	5%
	Participation 课堂参与	15%
Mid-term Grades 期中成绩	Assignment 1 作业 1	20%
	Assignment 2 作业 2	20%
End-term Grades 期末成绩	Final Project 结课项目	40%

Mid-term and End-term assessment methods: presentation.

期中成绩和期末成绩考核方式：提案展示。

Required Reading 必读图书

[1] 高效演讲，彼得•迈尔斯（Peter Meyers）著，尚恩•尼克斯（Shann Nix）著，马林梅 译，吉林出版集团有限责任公司，2013.

[2] 演说：用幻灯片说服全世界 . Nancy Duarte 著，汪庭祥 译，电子工业出版社, 2012.

Suggested Reading 选读图书

[1] 演说之禅：职场必知的幻灯片秘技，Reyno-Lds,G 著，王佑 译，汪亮译 译. 电子工业出版社, 2009.

[2] 演说之禅设计篇：完美呈现的幻灯片设计原则和技巧 . Reyno-Lds,G 著. 王佑 译，电子工业出版社, 2010.

Recommended Journal and/or Website 重要刊物及网站

[1] http://www.ted.com

DRAFTING

3. 制图

Drafting, a specialized basic course with 4 credits and 72 teaching hours. This course emphasizes on basic skills for drawing which students drawn to copy the painting as a means, from simple to complex and gradually increase the difficulty. So that students using the pencil, needle pen, compass, ruler and other professional tools adept. This course also will lay the foundation for the other design courses.

制图是环境设计（2+2 国际化教学班）专业的专业基础课，共 4 学分，72 学时。这个课程注重学生对图纸绘制的基本技能培养，以图纸抄绘为手段，由简单到复杂逐步加大难度，让学生熟练掌握铅笔、针管笔、圆规和尺子等专业工具的应用。为今后的专业方案表达奠定基础。

Learning Outcomes 学习目标

Students will have:

- Requirements and procedures of architectural drafting
- How to use professional tools
- How to express their design by using tools

学生将会掌握：

- 建筑制图的要求和步骤
- 专业工具的使用方法
- 熟练的使用工具表达设计方案

Course Contents 学习内容

Part I 第一部分	Practice Italics word, how to use professional tools. 练习仿宋字体，学习如何使用专业工具制图。
Part II 第二部分	Hand-painted background for architecture, Architecture perspective 手绘配景图，建筑透视。
Part III 第三部分	Requirements and methods of architectural drafting. Copy painted from simple to complex professional drawings 建筑制图要求和方法，抄绘由简单到复杂的专业图纸。
Part IV 第四部分	Copy a complete set of architectural drawings. 一套完整的建筑图纸抄绘。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。

3. Take exercise in class and after classes.
   课堂练习和课后练习。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	10%
Mid-term Grades 期中成绩	Assignment 1 作业 1	20%
	Assignment 2 作业 2	20%
End-term Grades 期末成绩	Final assignment 结课作业	40%

Required Reading 必读图书

《建筑初步（第二版）》 田学哲主编 中国建筑工业出版社 1999 年出版

Suggested Reading 选读图书

《建筑画环境与表现技法》钟训正 中国建筑工业出版社 1985 年出版

Recommended Journal and/or Website 重要刊物及网站

http://s.rouding.com/book/26720

ENVIRONMENTAL DESIGN THINKING AND EXPRESSION 1

4. 环境设计思维与表达 1

Environmental Design thinking and expression 1, a specialized core course with 2 credits and 36 teaching hours. The main content of the course is to through appreciation of music and painting, observation of theater and performances, feeling through photography and movie, finally combining these various kinds of art forms to create architecture and design, forming a unique personal artistic language to express understanding of architecture.

环境设计思维与表达 1 是环境设计（2+2 国际联合培养教学班）专业的专业核心课，共 2 学分，36 学时。这门课程主要是通过音乐与绘画鉴赏，戏剧与表演的观察，通过摄影或者电影去感知，最后结合以上各类的艺术形式去联想建筑的创造与设计，以及形成独特的个人艺术语言去表达对建筑的理解。

Learning Outcomes 学习目标

The course should master the ability to appreciate and observation art from different perspectives, taught student think like artist to forming a unique design style, and use this thinking ability to transfer design language.

这门课程主要需要学生掌握从不同角度欣赏和观察艺术的能力，教会学生从艺术家的角度思考，同时教会学生形成独特的设计思维能力，最后将这样的设计思维转换为设计语言。

Course Contents 学习内容

Part I 第一部分	Appreciation of music and painting 音乐与绘画鉴赏
Part II 第二部分	Observation the theater and performances 戏剧与表演的观察
Part III 第三部分	Learning photography and movie 摄影和电影学习（概念记录片）
Part IV 第四部分	Combine all kinds of art forms to create architecture and design 结合各类的艺术形式去联想建筑的创造与设计
Part V 第五部分	Create a unique design language 创造独特的设计语言
Part VI 第六部分	Creation of experimental art 概念艺术创作

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.

做课堂笔记和课后复习。

4. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤 Participation 课堂参与	10%
Mid-term Grades 期中成绩	Assignment 作业	20%
End-term Grades 期末成绩	Examination 考试	70%

End-term assessment methods/ 期中成绩和期末成绩考核方式：

各类调研和最终方案设计

Examination 考试

Required Reading 必读图书

[1] 《艺术鉴赏》凌继尧 北京大学出版社， 2007 年

[2] 《艺术鉴赏漫笔》江曾培 浙江人民出版社 1983 年

2D CREATIVE DESIGN FOUNDATION

5. 视觉创意基础

2D Creative Design Foundation, a specialized core course with 3 credits and 54 teaching hours. The content of this subject is a comprehensive introduction to typography, layout, image and color usage, and other creative design principles. The students will get a first introduction how to work with the key elements of graphic design in a creative way.

视觉创意基础是环境设计（2+2 国际联合培养教学班）的专业核心课，共 3 学分，54 学时。本课程是全面介绍排版，构图，图形，颜色应用以及其他创意设计的基础法则。学生将会学习如果从平面设计的关键元素入手进行创意设计。

Learning Outcomes 学习目标

The mission is that the students get an idea about how to create a visual language and what is graphic design all about. And they will learn how to work clean and professional.

Students will have:

- Basic understanding of design basics and graphic design.
- Working knowledge of the implementation of creative design projects.
- Knowledge and application of creative techniques and creative implementation techniques.
- Practical efficiency and certitude in creative processes.
- Basic knowledge of the scientific image viewing and analysis.
- Basic knowledge of image structure and composition.
- Master the basic theory of color composition.
- Improve students' sensibility to color through integrated training of color comparison and art forms.
- Learn about the impact of human's universal emotions and social culture and customs on color composition and its application.
- Emphasize cultivating students' color combining ability as well as comprehensive design ability and application ability of color language.

学生将会掌握：

- 平面设计基础。
- 如何完成创意设计过程。
- 学习创意活动的技巧与技法。
- 在实践中有效的完成创意设计过程。
- 基础的系统图形观察与分析能力。
- 图形结构与构图基础。
- 掌握色彩构成的基本理论。
- 通过色彩对比与艺术形式相结合的训练，提高学生对色彩的感受力。
- 学习了解人类普遍情感和社会文化习俗对色彩构成及运用的影响。
- 侧重培养学生掌握色彩组合能力，对色彩语言的综合设计能力及运用能力。

Course Contents 学习内容

Part I 第一部分	Basics in graphic design, especially the process of ideation. 平面设计基础，特别是从构思到完成。
Part II 第二部分	Analysis of creative processes and results in different media, as well as practice of creative methods. 创意过程与结果的分析，从媒介与创意方式上分析。
Part III 第三部分	Basics of color foundation. 色彩构成基础。
Part IV 第四部分	Presentation techniques. 汇报技巧。

The content of this subject is a comprehensive introduction to typography, layout, image and color usage, and other creative design principles. The students will get a first introduction how to work with the key elements of graphic design in a creative way. Color composition training is to cultivate students' sensibility to color as well as their modes of artistic (creative) thinking. It gives a comprehensive and systematic description of the scientific rules and artistic rules of color from a brand-new perspective. The students are expected to improve their aesthetic consciousness to color and flexibly acquire and apply the rules of color beauty, scientific color knowledge and the influence of social cultures as well as personal emotions. Analysis of specific cases can also help students to learn the basic theory of chromatics and the rules of color composition, and gradually foster their ability to independently organize abundant colors and set the tonality through color comparison and harmony.

本课程是全面介绍排版，构图，图形，颜色应用以及其他创意设计的基础法则。学生将会学习如果从平面设计的关键元素入手进行创意设计。对色彩构成的训练，着眼于培养学生对色彩的视觉敏感度和艺术（创造性）思维方式等方面的知识和能力。从全新的角度对色彩科学规律和艺术规律进行全面系统的阐述。提高学生的色彩审美意识，灵活地掌握和运用色彩美的规律、科学的色彩知识、社会文化及情感心理因素的影响。通过具体案例的分析，使学生掌握色彩学的基本理论和色彩构成美的规律，运用色彩对比和色彩调和的方法，逐渐做到独立完成丰富的色彩组织与色调构成。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
   通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

Regular Grades	Attendance 出勤	10%

平时成绩	Participation　课堂参与	10%
Mid-term Grades 期中成绩	Assignment 1　作业 1	20%
	Assignment 2　作业 2	20%
End-term Grades 期末成绩	Final Project　结课项目	40%

Required Reading 必读图书

[1] 图形设计新元素，[美]勒普顿、[美]菲利普斯 著；张翠 译，上海人民美术出版社，2009.

Suggested Reading 选读图书

[1] 色彩设计的原理，[日] 伊达千代 著；悦知文化 译，中信出版社，2011.

[2] 色彩心理学，[日] 原田玲仁 著；陕西师范大学出版社，2013.

[3] Peg Faimon and John Weigand, The Nature of Design, HOW Books, 2004.

[4] Gavin Ambrose and Paul Harris, The Fundamentals of Creative Design, AVA Publishing, 2003.

[5] Alex W. White, The Elements of Graphic Design, Allworth Press, 2011.

Recommended Journal and/or Website 重要刊物及网站

[1] http://shijue.me/home

THE MODEL DESIGN AND MAKE OF ARCHITECTURE

6. 建筑模型制作

The Model Design and Make of, a specialized core course with 2 credits and 36 teaching hours. Through teaching, students master the production of basic general architectural model making skills, basic modeling rules to improve students' three-dimensional visual skills and ability, students architecture thinking and creativity; simultaneously, to improve their aesthetic architectural design consciousness. In the end, lay the foundation for the other design course.

建筑模型是环境设计（2+2 国际联合培养教学班）专业的专业核心课，共 2 学分，36 学时。通过教学，使学生掌握一般建筑模型基本制作知识、基本造型规律和基本制作技巧，提高学生对三维空间的视觉表达能力和动手能力，培养学生建筑思维和创造能力，提高学生建筑设计审美意识，为以后的设计课程奠定基础。

Learning Outcomes 学习目标

Students will have:

1 General making method of architectural models

2 The law of basic shape on architecture

3 Architectural model making skills

4 Different model materials production methods

学生将会掌握：

- 一般建筑模型制作方法
- 建筑基本造型规律
- 建筑模型制作技巧
- 不同模型材料制作方法

Course Contents 学习内容

Part I 第一部分	Functions and types of models, Materials and their properties of model making. 介绍建筑模型作用和种类，制作模型的材料及其性能
Part II 第二部分	Features of model material, practice small scale models like furniture. 模型的肌理和质感表达，制作家具等小型模型。
Part III 第三部分	Practice building model. 制作住宅建筑模型。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.

提前阅读必读书目。

2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and practice.
   做课堂笔记和课上制作模型。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂练习	40%
End-term Grades 期末成绩	Final assignment 结课作业	50%

Required Reading 必读图书

[1] 《模型制作》 刘光明著 辽宁出版社 1992 年出版

Suggested Reading 选读图书

[2]《模型制作》 饶小军著 天津大学出版社 2008 年出版
[3]《立体构成》 卢少夫著 中国美术出版社 1993 年出版

Recommended Journal and/or Website 重要刊物及网站

http://s.rouding.com/book/26720

THREE-DIMENSIONAL COMPOSITION

7. 立体构成

Three-dimensional composition, a specialized core course with 3 credits and 54 teaching hours. This is a basic course of design in the aim of improving space design thinking and creative abilities of students, based on learning of basic theories and methods of three-dimensional composition, including 2.5-dimensional composition and compositions of point, line, plane, cube and space. In order to better adapt the students' basic needs for environment design.

立体构成是环境设计（2+2 国际联合培养教学班）专业的专业核心课，共 3 学分，54 学时。该课程使学生掌握 2.5 维构成及点、线、面、体块、空间等的立体构成基本理论与方法，提高学生的空间设计思维能力及创造能力，更好地适应环境设计专业的基本需求。

Learning Outcomes 学习目标

Students will have:

- Knowledge of applications of three dimensional composition in environmental design and other design
- Knowledge of methods and applications of 2.5 dimensional composition
- Knowledge of composition forms and methods of point, line and plane
- Knowledge of composition methods and applications of cube
- Knowledge of composition forms and methods of cube space
- Fully understanding and application in later courses and in professional works of the future.

学生将会掌握：

- 立体构成在环境设计及其他设计中的应用
- 2.5 维立体构成的方法及应用
- 点、线、面的构成形式及方法
- 体块的构成方法
- 立方体空间的综合构成方法
- 在以后的专业设计课程和未来工作中得到全面理解和应用

Course Contents 学习内容

Part I 第一部分	The process of 2 dimensions becoming 3 dimensions. 从平面到立体的过渡。
Part II 第二部分	Composition methods of point, line, plane. 点、线、面的构成。
Part III 第三部分	Composition methods of block: addition, subtraction, operation. 体块的构成方法：加法、减法、转移。

Part IV 第四部分	Composition of cube space. 立方体空间的构成。

Learning Methods/Tips 学习方法

1Read required and suggested reading list before class.

提前阅读必读书目。

2Participate actively in class activities.

积极参与课堂练习和讨论。

3Take notes in class and review course content after class.

做课堂笔记和课后复习。

4Through recommended journals and websites, follow industry last information with interest, and finish design projects.

通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	10%
Mid-term Grades 期中成绩	Assignment 1 作业 1	20%
	Assignment 2 作业 2	20%
End-term Grades 期末成绩	Final Assignment 结课作业	40%

Required Reading 必读图书

[1] Operative Design——a Catalogue to Spatial Verbs, Anthony Di Mari/Nora Yoo, Page One

Suggested Reading 选读图书

[1] 艺术设计的立体构成, [日] 朝仓直巳著，林征，林华 译,中国计划出版社,2000-10

[2]艺术设计纸的构成, [日] 朝仓直巳著，林征，林华 译,中国计划出版社,2000-10

[3] SOFT SHELLS——Porous and Deployable Architectural Screens, Sophia Vyzoviti, Page One

[4]设计元素 ——罗伊娜·里德·科斯塔罗与视觉构成关系 [美] 盖尔．格里特．汉娜 著，沈儒雯译，上海人民美术出版社 2013-1

Recommended Journal and/or Website 重要刊物及网站

[1] http://www.designboom.com

[2] http://dezeen.com

[3] http://notcot.org

ARCHITECTURE EXPRESSION

8. 建筑表现

Architecture Expression, a specialized core course with 3 credits and 54 teaching hours. This is a basic course of design in the aim of improving students drawing skills. This course developing the thinking and language skills of students from the creative arts basics, the basic qualities and skills aspects. Improve students' artistic quality and the ability to contain several aspects: First, the ability to improve the aesthetic appreciation; Second is to improve the practical ability of freehand drawing; Third is to improve creative thinking ability.

建筑表现是环境设计（2+2 国际联合培养教学班）专业的专业核心课，共 3 学分，54 学时。该课程本课程教学从艺术基础知识、基本素质和技能诸方面培养学生创意的思维和语言表达能力。学生艺术素质和能力的提高包含几个方面：一是审美鉴赏能力的提高；二是徒手绘画实际动手能力的提高；三是创意思维能力的提高。

Learning Outcomes 学习目标

Students will have:

- Improve students' artistic accomplishment and appreciation of the arts
- Understand gouache, watercolor features familiar with their material properties Tools
- Learn the basics of color areas, observe the correct use of color, color matching, color and contrast regularity sketch creation
- Developing color feeling ability and performance ability

学生将会掌握：

- 提高学生的艺术修养和艺术鉴赏能力
- 了解水粉、水彩画的特点，熟悉他们的工具材料性能
- 学习色彩方面的基础知识，正确运用色彩观察、色彩调配、色彩对比等规律进行写生创作
- 培养学生对色彩的感受能力和表现能力

Course Contents 学习内容

Part I 第一部分	Sketch overview, Morphology shape sketch modeling 素描基础知识，结构形态素描造型。
Part II 第二部分	Color Basics, Color painting tools and materials and techniques 色彩的基础知识,色彩绘画的工具材料和技法。
Part III 第三部分	Different textures, different difficulty, different shades of still life painting practice combination. 不同质感、不同难度，不同色调的静物组合写生练习。
Part IV 第四部分	Architecture expression practice. 建筑画练习。

Learning Methods/Tips 学习方法

1Read required and suggested reading list before class.

提前阅读必读书目。

2 Draw watercolor works in class.

课堂进行水彩画练习。

3 Extra-curricular watercolor painting.

课后水彩写生。

4Through recommended journals and websites, follow industry last information with interest.

通过推荐刊物和网站等途径，关注行业最新资讯。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	10%
Mid-term Grades 期中成绩	Assignment 作业	20%
End-term Grades 期末成绩	Final Assignment 结课作业	60%

Required Reading 必读图书

[1]《设计色彩学》张宪荣，张萱，2003

Suggested Reading 选读图书

[1] 《色彩画》，黄今声，高等美术出版社，1996

[2] 《设计素描》，石鹏飞等，北京工艺美术出版社，2008

ARCHITECTURE AND ENVIRONMENTAL PHOTOGRAPHY

9. 建筑与环境摄影

Architecture and Environmental photography is one of the professional courses of Environmental Design which has 2 credits and 36 teaching hours. The course covers basics of photography, photographic equipment, printing technology and digital output, etc. The core of the course includes choose of subject and selection; building's lines and perspective; application of light; relationship between architecture and environment; Informative photography and architectural models. Photographic equipment including single-lens reflex camera, digital camera imaging principle of the method, printing technology and digital outputs including black and white film processing and photo finishing, how to use Photoshop to finish a picture, etc.

建筑与环境摄影是环境设计（2+2国际联合培养教学班）专业的专业核心课之一，共2学分，36学时。内容主要有摄影基础知识、摄影器材、冲印技术及数码输出等。其中基础知识包括拍摄主体和内容的选择，建筑的线条与透视，建筑摄影中光线的应用，建筑摄影中立体与环境的关系，资料性摄影及建筑模型的摄影等；摄影器材包括单镜头反光相机、数码相机成像原理方法，冲印技术和数码输出包括黑白胶卷冲洗及相片冲晒、 Photoshop 电脑出图等。

Learning Outcomes 学习目标

Architecture and Environmental photography is the necessary skills for design students who are learning architectural and environmental design, it can not only improve students' artistic quality, but also help gather information and deepen the experience of the construction and the effect of the body. Through architectural photography experiment, students can handle the use of various camera skills, learning photography in the viewfinder, light, composition, depth of field skills, and mastery of darkroom printing technology and digital technology showing.

建筑与环境摄影是建筑与环境设计专业学生的必备技能，它不仅可以提高学生的艺术素质，而且可以帮助采集资料，加深对建筑的形体、效果的体验。通过建筑摄影实验，学生应掌握各种相机的使用技能，掌握建筑摄影中的取景、光线、构图、景深等技巧，并掌握暗室冲印技术及数码出图技术。

Course Contents 学习内容

Part I 第一部分	The use of SLR camera imaging, digital camera 单镜反光相机成像、数码相机使用
Part II 第二部分	SLR camera how to shoot buildings 单反相机建筑物拍摄
Part III 第三部分	Building a digital camera shooting 数码相机建筑物拍摄
Part IV 第四部分	Film rinse 胶卷冲洗
Part V 第五部分	Photo Finishing 相片冲晒
Part VI 第六部分	Computer output 电脑出图

Learning Methods/Tips 学习方法

1 Read required and suggested reading list before class.
提前阅读必读书目。

2 Participate actively in class activities.
积极参与课堂练习和讨论。

3 Take notes in class and review course content after class.
做课堂笔记和课后复习。

4 Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤 Participation 课堂参与	10%
Mid-term Grades 期中成绩	Assignment 作业	30%
End-term Grades 期末成绩	Examination 考试	60%

End-term assessment methods/ 期中成绩和期末成绩考核方式：
课程指导老师根据学生对相机使用技能及作品水平高低综合评分作为本实验成绩，实验成绩占本课程期评成绩的 20% 。
Examination 考试:：每个学生根据指导老师要求完成一定数量的摄影作品。

Required Reading 必读图书

[1] 楼庆西主编，建筑摄影，中国建筑工业出版社， 1996 年 11 月第 1 版
[2] 毛金华主编，摄影技法与欣赏，中南工业大学出版社， 2003 年 1 月第 1 版

DESIGN PSYCHOLOGY

10. 设计心理学

Design Psychology is one of the professional courses of Environmental Design which has 2 credits and 36 teaching hours.

The course introduces the relationship between human behavior, psychological need and environmental design, and its application in architecture design, interior design and landscape design. With this course students can understand the influence of environment on human psychology and behavior, to improve environmental design concept and the basic quality of environmental design.

《设计心理学》是环境设计（2+2 中外联合培养双学位）专业的必修课之一，共 2 学分，36 学时。

本课程介绍人类行为、心理需求与环境设计之间的关系，及其在建筑设计、室内设计、景观设计中的应用。通过本课程的学习，使学生了解环境对人心理和行为上的影响，达到丰富学生环境设计理念，提高学生环境设计基本素质的目的。

Learning Outcomes 学习目标

Students will have:

- Knowledge of the relationship between human behavior, psychological activity and environmental design
- Knowledge of the psychology
- Knowledge of the application of psychology in environmental design
- Basic methods of landscape design
- knowledge of complex emotional design

学生将会掌握：

- 了解人类行为、心理活动与环境设计的关系
- 了解心理学的基本知识
- 掌握心理学在环境设计中的应用
- 了解设计中复杂关系与情感变化设计

Course Contents 学习内容

Part I 第一部分	The development and research methods of behavior psychology in design 设计行为心理学的理论发展历程和研究方法
Part II 第二部分	The relationship between human consciousness and human environmental experience. 人的感觉和知觉与人的环境体验之间的关系
Part III 第三部分	Complex relations in design 设计中复杂关系
Part IV 第四部分	Emotional design. 情感化设计

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
   做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and collect and organize topic-related materials.
   通过推荐刊物和网站等途径，关注行业最新资讯，收集和整理课程相关的专业资料。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	10%
Mid-term Grades 期中成绩	Assignment 作业	20%
End-term Grades 期末成绩	Final Assignment 结课作业	60%

End-term assessment methods/ 期终成绩和期末成绩考核方式： 各个课堂手绘练习和最终方案设计
Examination 考试

Required Reading 必读图书

[1]《设计心理学》 唐纳德·A·诺曼编著 中信出版集团 2016 年出版

Suggested Reading 选读图书

[1]《建筑环境心理学》 常怀生编译 中国建筑出版社 1990 年出版
[2]《建筑心理学入门》 (英)D·肯特著 中国建筑工业出版社 1988 年出版
[3]《环境行为学概论》 李道增著 清华大学出版社 1999 年出版

COMPUTER-AIDED DESIGN I

11. 计算机辅助设计 I

Computer-aided Design I, a specialized core course with 3 credits and 54 teaching hours. This course will include two main parts. Firstly, Students will know how to use the basic command of AutoCAD. Secondly, they will learn about the practical application of AutoCAD software. As a result, they are required to finish their future projects or designs independently.
计算机辅助设计I是环境设计（2+2国际联合培养教学班）专业的专业核心课，共3学分，54学时。本课程主要分为两大板块，一部分是AutoCAD设计软件的基本命令的使用，另一部分是AutoCAD设计软件的实际应用。在教学过程中，通过实际演练说明，分析实际案例，进行剖析及制作。

Learning Outcomes 学习目标

Students will have:

- Design software such as AutoCAD.
- Design layout with software AutoCAD
- Exporting Images
- Basic Photoshop skills and methods

The main objective of this course is to help them to further apply these skills in similar projects and courses such as: Architecture, Interior Design, Landscape Design, etc. This may allow them to apply the skills and master the software in order to design those assignments assigned to them before the course starts.

学生将会掌握：

- 设计软件基本操作方法
- 工程图的绘制方法
- 图形的输出
- 基本的图片处理技术与方法

本课程的开设是为其他专业课程起辅助作用，通过平面设计软件的学习，能将学习到的实际操作方法，运用在以后的设计专业课程中，如建筑设计，室内设计，景观设计等。能够将在本课程前做过的其他课程作业在本课程中通过运用设计软件实现出来。

Course Contents 学习内容

Part I 第一部分	Full introduction of AutoCAD AutoCAD 设计软件各工具的功能介绍说明
Part II 第二部分	Knowledge of drawing building plan, architectural elevation and architectural section with

	AutoCAD. 建筑平面图、立面图和剖面图的绘制
Part III 第三部分	Explain how to exporting images 图像的输出

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and practice.
   做课堂笔记和课程实践。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂练习	30%
End-term Grades 期末成绩	Final assignment 结课作业	60%

Required Reading 必读图书

[1] 《计算机辅助设计与绘图》，白云等，高等教育出版社，2003.9

Suggested Reading 选读图书

[2]《AutoCAD2010 中文版基本功能与典型实例》，姜勇等，人民邮电出版社，2005.3

ERGONOMICS

12. 人机工程学

Ergonomics is one of the professional courses of Environmental Design which has 2 credits and 36 teaching hours. This course mainly focuses on space size and the human feelings. Students would have the understanding of perception in different kind of spaces. And students would get to know about the basic size and scale of different objects in space. From this course, students would understand each space patterns.

《人机工程学》是环境设计（2+2 国际联合培养教学班）专业的专业核心课之一，共 2 学分，36 学时。本课程主要侧重于介绍不同空间尺寸及其对于人所产生的不同感受。学生将获得对于不同空间形式的基本感知，并且将掌握空间里不同物件的常用尺寸规模。通过本门课程学习，学生将对空间格局有进一步理解。

Learning Outcomes 学习目标

Students will have:

Understand the development of ergonomics and daily life application in interior design

To master the basic data of human body size and application methods

Understanding of the importance of human perception, psychological and behavioral characteristics in product design

To master the basic principles of chairs and desks design

Basic knowledge of the field of vision, visual field and eyesight

Life and activity space with the human body size and its perception

学生将会掌握：

－了解人机工程学的发展历程及日常生活在室内设计中的应用

－掌握人体尺寸的基本数据及应用方法

－了解人体感知、心理与行为特征在产品设计中的重要性

－掌握桌椅设计的基本原则

－视野、视区与视力的基本知识

－生活活动空间与人体尺寸和感知的关系

Course Contents 学习内容

Part I 第一部分	Theory teaching • Overview of ergonomics • Human body size and its application method • Human perception, psychology and behavior characteristics • Human being and environment. 理论讲授 －人机工程学概论 －人体尺寸及其应用方法

	－人体感知、心理与行为特征 －人与环境。
Part II 第二部分	Practice project • Tables and chairs design • Survey infrastructures in school yard and presentation • Plan indoor space. 实践项目 －桌椅设计 －校园设施调研和汇报 －规划室内空间。

Learning Methods/Tips 学习方法

1Read required and suggested reading list before class.

提前阅读必读书目。

2Participate actively in class activities.

积极参与课堂练习和讨论。

3Take notes in class and review course content after class.

做课堂笔记和课后复习。

4Through recommended journals and websites, follow industry last information with interest, and finish design projects.

通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	20%
End-term Grades 期末成绩	Final Assignment 结课作业	70%

Required Reading 必读图书

[1] 人机工程学，丁玉兰 著，北京理工大学出版社，2011

Suggested Reading 选读图书

人体工程学， 吕荣丰著，重庆大学出版社，2014-09-01

Pamela McCauley-Bush, Ergonomics: Foundational Principles, Applications, and Technologies， CRC Press, 2011-12-13

ARCHITECTURAL DESIGN METHODOLOGY

13. 建筑设计方法学

Architectural design methodology, a specialized core course with 4 credits and 72 teaching hours. This course by the basic principles of architectural space constituted and the train of space constitute design examples, that students master the basic techniques of composition and structure of spatial composition. With the analysis and explanation of classic case about residential design, that students will have a comprehensive and profound understanding concept for architectural constitutes, and finally reach the purpose of managing spatial form.

建筑设计方法学是环境设计（2+2 国际联合培养教学班）专业的的专业核心课，共 4 学分，72 学时。本门课程通过系统讲授建筑空间构成的基本原理和空间构成设计实例的训练，使学生基本掌握空间构成与结构构成的技巧。借助住宅设计经典案例的剖析与讲解，加深学生对于建筑构成概念的全面而深刻的理解，最终达成驾驭空间形式的目的。

Learning Outcomes 学习目标

Students will have:

- Architectural spatial composition
- Methods of architectural design
- Features of residential design
- Knowledge of design thinking and exploration ability
- Knowledge of design innovation ability

学生将会掌握：

- 建筑空间构成
- 建筑设计方法
- 住宅设计特点
- 设计思考与探索能力
- 设计创新能力

Course Contents 学习内容

Part I 第一部分	Basic knowledge of architectural and architectural spatial composition. 介绍建筑基本知识和建筑空间构成
Part II 第二部分	Residential building design of function and facade. 居住建筑功能和立面设计
Part III 第三部分	Project design issues 项目设计课题

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and practice.
   做课堂笔记和课程实践。
4. Practice of residential design
   住宅设计方案实践

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂练习	30%
End-term Grades 期末成绩	Final assignment 结课作业	60%

Required Reading 必读图书

《居住建筑设计原理》，胡仁禄著，中国建筑工业出版社，2007 年版

Suggested Reading 选读图书

《建筑装饰装修材料与应用》 闻荣 主编 机械工业出版社 2007.03
《室内装饰材料应用与施工》 张峰，陈雪杰 主编 中国电力出版社 2009.04
《建筑风格学》（德）威尔弗里德·柯霍著 .辽宁科学技术出版社，2006 年出版
《建筑形式空间和秩序》. 程大锦著.天津大学出版社，2005 年出版
《建筑学教程》.（荷）赫曼·赫茨伯格著.天津大学出版社 ，2003 年出版
《外国建筑史》. 陈志华著.中国建筑工业出版社，1997 年出版
《世界现代建筑史》. 王受之著.中国建筑工业出版社，1999 年出版

SMALL-SCALE ARCHITECTURAL DESIGN

14. 小建筑设计

Small-scale architectural design, a specialized core course with 4 credits and 72 teaching hours. This course introduces the basic knowledge of the architecture and the design theory and method of the architectural design, so that the students can understand and awareness the knowledge of building space, architecture form and function.

小建筑设计是环境设计（2+2 国际联合培养教学班）专业核心课，共 4 学分，72 学时。本课程介绍了建筑的基本知识以及建筑设计的基本理论与方法，使学生能够正确理解和认识建筑空间、建筑形式、建筑功能。

Learning Outcomes 学习目标

The mission is that the students get an idea about how to use the theoretical knowledge and methods for building design.

Students will have:

- Basic knowledge of building and basic theory of architectural design.
- How to use the theoretical knowledge and methods for architectural project.
- The expression of architectural design skills.
- Understanding of the relationship between buildings and environment.
- Coordination of the architectural function and form.
- The practice ability of design.

学生将会掌握：

- 建筑的基本知识和建筑设计的基本理论；
- 如何运用相关理论知识和方法进行建筑方案设计；
- 建筑方案的表达技巧；
- 正确理解建筑与环境之间的关系；
- 建筑功能与形式美的协调；
- 综合设计实践能力。

Course Contents 学习内容

Part I 第一部分	The cognitive architecture, including the fundamental problem of the architectural and construction. 建筑认知，包括建筑设计的基本问题和建筑构成。
Part II 第二部分	The existence condition of building and the focus of the architectural design. 建筑的存在条件以及建筑设计的重点
Part III 第三部分	The design and expression method of architectural design. 建筑设计的设计方法和建筑设计的表达方法。
Part IV 第四部分	Creation and practice, using the knowledge and the method for small building design. 创作与实践，运用所学知识与方法进行小建筑的设计。

Learning Methods/Tips 学习方法

1 Read required and suggested reading list before class.

提前阅读必读书目。

2 Participate actively in class activities.
积极参与课堂练习和讨论。

3 Take notes in class and review course content after class.
做课堂笔记和课后复习。

4. Take exercise in class and after classes.
课堂练习和课后练习。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	10%
Mid-term Grades 期中成绩	Assignment 1 作业 1	20%
	Assignment 2 作业 2	20%
End-term Grades 期末成绩	Final Project 结课项目	40%

Required Reading 必读图书

[1] 张文忠. 《公共建筑设计原理》. 中国建筑工业出版社. 2001 年

Suggested Reading 选读图书

2 色彩（德）威尔弗里德·柯霍.《建筑风格学》.辽宁科学技术出版社，2006 年
3 色彩程大锦.《建筑形式空间和秩序》.天津大学出版社，2005 年.
4（荷）赫曼·赫茨伯格.《建筑学教程》.天津大学出版社 ，2003 年
5 陈志华，《外国建筑史》，中国建筑工业出版社，1997 年
6 王受之《世界现代建筑史》中国建筑工业出版社，1999 年

PORTFOLIO DESIGN

15. 作品集设计

Portfolio Design, a specialized core course with 1 credit and 18 teaching hours. The course is aiming to training student's design abilities, based on the knowledge of information classification, layout design elements, typography and layout structure forming. In order to help students, improve the skills of presenting their own design works.

作品集设计是环境设计（2+2 国际联合培养教学班）专业的专业核心课，共 1 学分，18 学时。本课程主要在学生对优先信息分类、版式设计要素、版式结构和版式细节整理形成基本理解的基础上，训练培养学生的展现个人设计作品能力，为环境设计专业学生日后的学习与设计生活中的项目表达与项目展示打下基础。

Learning Outcomes 学习目标

Students will have:

- Knowledge of the writing and set of rules and their application in the layout.
- Portfolio information arrangement logic.
- Skill to make the layout design style uniform.

学生将会掌握：

- 不同字体在书写，版式排版应用时的规律和原则。
- 作品集编排逻辑。
- 作品集版式设计风格统一。

Course Contents 学习内容

Part I 第一部分	Structure of portfolio layout design. 作品集设计中的结构体系；
Part II 第二部分	Typography in portfolio design; Images and graphics in portfolio layout design. 作品集设计中的文字与段落；作品集设计中的图像处理；
Part III 第三部分	Portfolio binding design. 作品集的装帧设计。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.

做课堂笔记和课后复习。

4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂练习	10%
End-term Grades 期末成绩	Final assignment 结课作业	80%

Required Reading 必读图书

[1] 版式设计原理，[日] 佐佐木刚士 著；中国青年出版社，2007.

Suggested Reading 选读图书

[1] 设计几何学 -关于比例与构成的研究，[美] 伊拉姆 著；李乐山 译，中国水利水电出版社，2003.
[2] 美国版面编排设计教程，[美] 伊拉姆 著；王毅 译，上海人民美术出版社，2009.
[3] 设计元素——平面设计样式，[美] 蒂莫西·萨马拉 著；齐际，何清新 译，广西美术出版社，2008.
[4] 栅格系统与版式设计，[美] 伊拉姆 著；王昊 译，上海人民美术出版社，2006.
[5] 版面设计的原理，[日] 伊达千代 著；周淳 译，中信出版社，2011.

Recommended Journal and/or Website 重要刊物及网站

http://shijue.me/home

COMPUTER-AODIED DESIGN II

16. 计算机辅助设计 II

Computer－aided DesignⅡ, a specialized core course with 2 credits and 36 teaching hours. This course mainly includes the Sketch Up modeling and V-Ray for Sketch Up rendering software two parts, through the software interface, basic commands in detail and related case introduction and explanation, so that the students can extrapolate, grasp different modeling ideas and methods.

计算机辅助设计 II 是环境设计（2+2 国际联合培养教学班）专业的专业核心课，共 2 学分，36 学时。本课程主要包括 Sketch Up 三维建模和 V-Ray 渲染软件两部分，通过对软件基本界面、详细命令及相关案例的介绍及讲解，使学生能够举一反三，领会不同的建模思路及方法。

Learning Outcomes 学习目标

Students will have:

1 The application of Sketch Up basic tool

2 Sketch Up modeling ideas and methods

3 The application of V-Ray for Sketch Up basic tool

4 V-Ray for Sketch Up different material rendering techniques

学生将会掌握：

- Sketch Up 基本工具的应用
- Sketch Up 建模思路及方法
- V-Ray for Sketch Up 基本工具的应用
- V-Ray for Sketch Up 不同材质的渲染技巧

Course Contents 学习内容

Part I 第一部分	Introduce the basic knowledge of Sketch Up interface and commands. Sketch Up 操作界面及命令介绍；
Part II 第二部分	Simple model and Architecture modeling case 简单模型制作和建筑模型案例分析；
Part III 第三部分	Introduce the V-Ray for SU interface, commands and training VFS 操作界面和命令介绍及渲染训练。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.

提前阅读必读书目。

2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and practice.
   做课堂笔记和课程实践。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂练习	30%
End-term Grades 期末成绩	Final assignment 结课作业	60%

Required Reading 必读图书

[1] 《图像处理 Photoshop CS 中文版入门与提高》，宋雪岩，人民邮电出版社，2005

[2] 《Sketch Up＋V-Ray 设计师实践》何杰等，清华大学出版社，2011

Suggested Reading 选读图书

《建筑、室内、景观设计 Sketch Up8 从入门到精通》刘友良，机械工业出版社

ARCHITECTURAL HISTORY

17. 建筑设计史

Architectural History, a specialized core course with 2 credits and 36 teaching hours. The purpose and mission of the course is to make students understand the history of architecture, architectural context, traditional architecture concept and symbol mechanism, building abstract generalization mode, the formation of architectural form and the social structure, economic structure, environmental structure, science and technology, cultural psychological structure and so on.

建筑设计史是环境设计（2+2 国际联合培养教学班）专业的专业核心课，共 2 学分，36 学时。课程的目的和任务是，通过教学使学生认识建筑的历史，建筑文脉的内涵，传统建筑观念和符号机制，建筑抽象的概括模式，建筑形态形成的原因及制约建筑的社会结构、经济结构、环境结构、科学技术结构、文化心理结构等等背景及其制约机制。

Learning Outcomes 学习目标

Students will have:

- Development history of Chinese Architecture
- Chinese architectural design in Key areas
- Development history of Foreign Architecture
- Law of Architectural culture development
- Typical structures of architectural

学生将会掌握：

- 中国建筑发展历史
- 重点地区的中国建筑设计风格
- 外国建筑发展历史
- 建筑文化发展规律
- 典型的建筑结构

Course Contents 学习内容

Part I 第一部分	Chinese building development history in primitive society and foreign building development history. 中国原始社会建筑发展历史和外国建筑发展历史；
Part II 第二部分	Architectural characteristics of ancient wooden structure and detailed evolution. 古代木构建筑的特征与详细演变；
Part III	Chinese ancient dwellings and layout of village and Building development history in modern and

第三部分	contemporary. 中国民居与村落布局；近现代建筑史。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
   提前阅读必读书目。
2. Participate actively in class activities.
   积极参与课堂练习和讨论。
3. Take notes in class and practice.
   做课堂笔记和课程实践。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂练习	20%
End-term Grades 期末成绩	Final assignment 结课作业	70%

Required Reading 必读图书

[1] 《中国建筑史》（第五版）,潘古西主编,中国建筑工业出版社，2004 年版

[2] 《外国建筑史》，陈志华，中国建筑工业出版社，2004 年版

Suggested Reading 选读图书

[1] 《中国古代建筑史》第二版，刘敦桢著，中国建筑工业出版社 1984 年版

[2] 《中国建筑史》，梁思成著，白花文艺出版社 1998 年版

[3] 《中国建筑美学》，侯幼彬著，中国建筑工业出版社 1997 年出版

PRINCIPLES OF INTERIOR DESIGN

18. 室内设计原理

The course of Principles of Interior Design is one of the main courses of interior design major, Through learning of this course, the students can have a better understanding for the basic principle of interior design, master the related design knowledge, develop the corresponding design analysis and the ability of expression and design report.

室内设计原理课程是环境设计（2+2国际联合培养教学班）专业的主干课程之一,在专业课程教学中占有重要的地位，通过本课程的学习，使学生对于室内设计的基本原理有一定了解，掌握相关设计知识，具有相应的设计分析、表达与设计方案汇报的能力。

Learning Outcomes 学习目标

Students will have:

4 Interior design history and the characteristics of style

5 Interior space form

6 Interior Design Principles and Methods

7 Skills of interior design sketches

8 Knowledge of expanding ideas, improving the innovation ability of the design

学生将会掌握：

室内设计历史以及风格特征

室内空间构成

室内设计原则以及方法

设计草图表达能力

扩展思路，提高设计的创新能力

Course Contents 学习内容

Part I 第一部分	Interior Design Overview, Interior design elements. 室内设计概述，室内设计元素。
Part II 第二部分	Space combinatorial theory. 空间组合论。
Part III 第三部分	Design drawings and design sketches. 设计制图与设计草图。
Part IV 第四部分	Design project. 项目设计课题。

Learning Methods/Tips 学习方法

1Read required and suggested reading list before class.

提前阅读必读书目。

2Participate actively in class activities.

积极参与课堂练习和讨论。

3Take notes in class and review course content after class.

做课堂笔记和课后复习。

4Through recommended journals and websites, follow industry last information with interest, and finish design projects.

通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	20%
End-term Grades 期末成绩	Final Assignment 结课作业	70%

Required Reading 必读图书

[1] 室内设计原理与实践，吕永中 著，高等教育出版社，2008-01-01

Suggested Reading 选读图书

室内设计资料集，张绮曼，郑曙旸 主编，中国建筑工业出版社，1991-06-01

世界室内设计史，（美）派尔 著，刘先觉，陈宇琳 等译，中国建筑工业出版社，2007-11-7

Recommended Journal and/or Website 重要刊物及网站

http://www.tuozhe8.com/

http://www.abbs.com.cn/

INTERIOR SPACE DESIGN

19. 室内空间设计

The course of Principles of Interior Design is one of the main courses of interior design major, Through learning of this course, for interior design students comprehensive training, according to the interior design program, design positioning, style setting, functional partitioning, program scrutiny, sketches, virtual environment, design drawings and other aspects of training.

室内空间设计课程是环境设计（2+2国际联合培养教学班）专业主干课程之一，在专业课程教学中占有重要的地位。通过本课程的学习，使学生对于室内设计进行综合训练，按照室内设计程序，进行设计定位、风格设定、功能划分、方案推敲、设计草图、环境虚拟、设计制图等环节进行训练。

Learning Outcomes 学习目标

Students will have:

1. Interior Design Process
2. Interior design thinking
3. Interior Design Principles and Methods
4. Skills of interior design sketches
5. Knowledge of expanding ideas, improving the innovation ability of the design

学生将会掌握：

1 室内设计流程

2 室内设计思维模式

3 室内设计方法

4 设计草图表达能力

5 扩展思路，提高设计的创新能力

Course Contents 学习内容

Part I 第一部分	Interior space Design Overview, Interior color and material, Interior structure 室内空间设计概述，室内设计元素室内色彩、材质，室内装饰构造。
Part II 第二部分	Each functional space decorative design 各个功能空间装饰设计。
Part III 第三部分	Design drawings and design sketches. 设计制图与设计草图。
Part IV 第四部分	Design project. 项目设计课题。

Learning Methods/Tips 学习方法

1 Read required and suggested reading list before class.

提前阅读必读书目。

2 Participate actively in class activities.

积极参与课堂练习和讨论。

3 Take notes in class and review course content after class.

做课堂笔记和课后复习。

4 Through recommended journals and websites, follow industry last information with interest, and finish design projects.

通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	20%
End-term Grades 期末成绩	Final Assignment 结课作业	70%

Required Reading 必读图书

[1] 室内设计原理与实践，吕永中 著，高等教育出版社，2008-01-01

Suggested Reading 选读图书

室内设计资料集，张绮曼，郑曙旸 主编，中国建筑工业出版社，1991-06-01

世界室内设计史，（美）派尔 著，刘先觉，陈宇琳 等译，中国建筑工业出版社，2007-11-7

Recommended Journal and/or Website 重要刊物及网站

http://www.tuozhe8.com/

http://www.abbs.com.cn/

BUILDING MATERIALS AND CONSTRUCTION

20. 建筑材料与构造

The building materials and construction, a specialized core course with 2 credits and 36 teaching hours. Through teaching, students master the structure of the building composition and the basic principle, the common practice in construction, technical characteristics of building materials and the construction technology.

建筑材料与构造是环境设计（2+2 国际联合培养教学班）专业的专业核心课，共 2 学分，36 学时。通过教学，使学生掌握民用建筑的构造组成和基本构造原理、常见的构造做法以及常用建筑材料的技术性能和施工工艺。

Learning Outcomes 学习目标

Students will have:

1 The classification and technical standards of building materials.

2 The development trend of building materials and construction.

3 Basic knowledge of the decorative materials.

4 The effect and design requirements of common structure: building foundation, wall, the underlying, stair, roofs, windows and doors.

5 The general construction drawings.

学生将会掌握：

- 建筑材料的分类和技术标准；
- 建筑材料的发展趋势；
- 装饰材料的基本知识；
- 基础、墙体（柱）、楼底层、楼梯、屋顶及门窗等常用构造的作用及设计要求；
- 识读一般的建筑施工图纸的能力。

Course Contents 学习内容

Part I 第一部分	Introduce the basic knowledge of building materials and construction. 介绍建筑材料和构造的基础知识；
Part II 第二部分	Understand and master the general composition and practice of different building, including the foundation and basement structure, the wall structure, the stair and roof structure. 了解并掌握不同建筑构造的一般组成和做法，包括基础及地下室构造、墙体构造、楼层和地面构造、饰面构造、楼梯构造和屋顶构造；
Part III 第三部分	Understand and grasp the performance and usage of different building materials, including the wall decoration materials, the ground adornment material and ceiling decorative material. 了解并掌握不同建筑材料的性能及用途，包括墙面装饰材料、地面装饰材料、顶棚装饰材料。

Learning Methods/Tips 学习方法

4. Read required and suggested reading list before class.
   提前阅读必读书目。
5. Participate actively in class activities.
   积极参与课堂练习和讨论。
6. Take notes in class and practice.
   做课堂笔记和课程实践。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂练习	40%
End-term Grades 期末成绩	Final assignment 结课作业	50%

Required Reading 必读图书

[1] 《建筑装饰构造》 韩建新，刘广浩编著 中国建筑工业出版社 2004 年 8 月出版

Suggested Reading 选读图书

[2]《建筑装饰装修材料与应用》 闻荣 主编 机械工业出版社 2007.03

[3]《室内装饰材料应用与施工》 张峰，陈雪杰 主编 中国电力出版社 2009.04

PRINCIPLE OF LANDSCAPE PLANNING

21. 景观设计原理

Landscape Design is one of the professional courses of Environmental Design which has 3 credits and 54 teaching hours. The course is aim to training student's landscape design abilities, to handling the theory of landscape architecture and landscape design. Also in order to lay a foundation for student's outdoor space design.

《景观设计原理》是环境设计（2+2 国际联合培养教学班）专业的必修课之一，共 3 学分，54 学时。

本课程的教学目的是培养环境艺术专业处理建筑室外环境的能力，使学生通过课程的学习，掌握景观规划设计的基本原理，并具备景观设计的基本能力。

Learning Outcomes 学习目标

Students will have:

- Knowledge of the historical and conceptual basis of landscape design
- Knowledge of the development of landscape design
- Knowledge in the basic elements of landscape design
- Basic methods of landscape design
- Understanding and practical knowledge of the important cases of landscape design in the world

学生将会掌握：

- 了解本门学科的历史沿革以及学科的国内外发展现状
- 了解本门学科的发展前景
- 掌握景观设计的基本元素
- 掌握景观设计的常用方法
- 使学生对优秀景观设计方案有一定把握
- 在以后的专业设计课程和未来工作中得到全面理解和应用

Course Contents 学习内容

Part I 第一部分	Introduction to landscape design. 景观设计绪论。
Part II 第二部分	Elements of landscape design. 景观设计元素。
Part III 第三部分	Methods of landscape design, Cases of landscape design 景观设计方法概论，优秀景观设计案例。
Part IV 第四部分	Final project. 小建筑外环境设计。

Learning Methods/Tips 学习方法

1 Read required and suggested reading list before class.

提前阅读必读书目。

2 Participate actively in class activities.

积极参与课堂练习和讨论。

3 Take notes in class and review course content after class.

做课堂笔记和课后复习。

4 Through recommended journals and websites, follow industry last information with interest, and finish design projects.

通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	20%
Mid-term Grades 期中成绩	Assignment 作业	30%
End-term Grades 期末成绩	Final Assignment 结课作业	40%

Required Reading 必读图书

[1]《环境艺术设计专业通用教材：景观设计》 李开然编著 上海人民美术出版社 2012 年出版

Suggested Reading 选读图书

1 《景观设计学——场地规划与设计手册（第三版）》 西梦兹著 俞孔坚等译 中国建筑工业出版社 2000 年出版

2 《人性场所---城市开放空间设计导则》 俞孔坚等译 中国建筑工业出版社 2001 年出版

3 People Places: Design Guidelines for Urban Open Spaces C. Marcus and C. Francis, Wiley & Sons 1997

4 《设计结合自然》 麦克哈格著 天津大学出版社 2006 年出版

5 《植物景观设计》 南希 A. 莱斯辛斯基著 卓丽环译 中国林业出版社 2004 年出版

Recommended Journal and/or Website 重要刊物及网站

[1] Landscape Architecture

[2] https://www.asla.org/

SURVEY AND METHODS OF ENVIRONMENTAL DESIGN

22. 环境设计调研与方法

Survey and methods of environmental design is one of the professional courses of Environmental Design which has 2 credits and 36 teaching hours. The course aim to training student's abilities of information collection, investigation and management, and to analysis and research the results, in order to have the design concept and support the follow-up design work.

《环境设计调研与方法》是环境设计（2+2 中外联合培养双学位）专业的必修课之一，共 2 学分，36 学时。本课程的教学目的是培养环境艺术专业学生对设计任务相关信息的搜集、调查和处理的能力，并对调研结果进行分析、判断和研究，为设计概念的形成，以及后续的设计工作提供充分依据和信息支持。

Learning Outcomes 学习目标

Students will have:

- Knowledge of the importance of environmental design research
- Knowledge of the basic procedure of environmental design survey
- Knowledge of the content of environmental design survey
- Basic methods of environmental design survey

学生将会掌握：

- 了解环境设计调研的重要性
- 掌握环境设计调研的基本程序
- 掌握环境设计调研的内容
- 掌握环境设计调研的常用方法

Course Contents 学习内容

Part I 第一部分	The importance of environmental design research. 环境设计调研的重要性。
Part II 第二部分	Environmental design survey procedures, including the determination of the purpose and tasks of the investigation, the development of research plans, research and implementation, data, information research and analysis 环境设计调研的程序，包括确定调查的目的和任务、制定调研计划、调研实施、资料信息的研究分析。
Part III 第三部分	Methods of environmental design include interviews, questionnaires, data collection, observation experiments, surveying and mapping, etc. 环境设计调研的方法，包括访谈、调查问卷、资料收集、观察实验、勘察测绘等。
Part IV 第四部分	Final project. 环境设计项目实践调研。

Learning Methods/Tips 学习方法

1. Read required and suggested reading list before class.
提前阅读必读书目。
2. Participate actively in class activities.

积极参与课堂练习和讨论。
3. Take notes in class and review course content after class.
做课堂笔记和课后复习。
4. Through recommended journals and websites, follow industry last information with interest, and finish design projects.
通过推荐刊物和网站等途径，关注行业最新资讯并完成设计项目。

Grading 评估方式

Regular Grades 平时成绩	Attendance 出勤	10%
	Participation 课堂参与	20%
Mid-term Grades 期中成绩	Assignment 作业	30%
End-term Grades 期末成绩	Final Project 结课项目	40%

Required Reading 必读图书

[1]《设计调查》 李乐山编著 中国建筑工业出版社 2007 年出版

Suggested Reading 选读图书

[1]《设计过程与方法》 沈祝华、米海妹著 山东美术出版社 2000 年出版
[2]《塑成建筑的思想》 (美)菲尔·赫恩著 中国建筑工业出版社 2006 年出版
[3]《建筑设计方法学》 张钦楠著 清华大学出版社 2007 年出版

ENGLISH I

23. 英语 1

English, I, an English foundation module consisting of five courses with total credits of 9 and teaching hours of 216, is offered to the year one students in the first semester. It is designed to help the learners acquire the basics of IELTS four academic modules as well as practical application of English language into daily usage.

Learning Outcomes 学习目标

1. Improve English proficiency in terms of reading, writing, listening and speaking;
2. Understand basic spectrum of knowledge related to four modules of the IELTS exam;
3. Lay solid language skills foundation targeting on practical use of English language and the IETLS exam.

Course Contents 学习内容

English Reading I	1. Language in use 2. Reading skills 3. Reading within context
English Writing I	1. English syntax 2. Writing sample analysis 3. Guided writing
English Listening I	1. Listening strategies 2. Language and cultural tips 3. Topic-related listening
English Speaking I	1. Pronunciation & intonation 2. Language and cultural tips 3. Communication skills 4. Topic-related speaking
English Fundamentals	1. Grammar and Vocabulary 2. Cross-cultural language usage 3. IELTS examination framework

Knowledge and Competence 知识能力

Knowledge	**Vocabulary** • Vocabulary for reading (5000) • Vocabulary for writing (2000) • Vocabulary for listening (2500) • Vocabulary for speaking (2500) **Grammar** • Basic grammatical knowledge Cultural information • Cross-culture knowledge within a variety of English speaking countries
Competence	**Reading** • Ability to read texts on general topics in popular newspapers and magazines published in English-speaking countries at a speed of 70 to 90 wpm (with longer texts for fast reading, the reading speed should be 120 wpm) • Ability to identify main themes and key information using skimming and scanning skills • Ability to understand general texts of various styles, such as introductory and practical reading material **Writing** • Ability to compose writing tasks for general purposes, e.g., describing personal experiences, impression, feelings, or some events, and to undertake practical writing • Ability to draft paragraphs generally addressing IELTS tasks in a progressive organization using appropriate range of vocabulary and sentence structure • Demonstration of employing writing strategies during tasks **Listening** • Ability to follow classroom instructions, everyday conversations, and lectures on general topics • Ability to identify and understand main idea and most of the specific information in common conversations, news clips and lectures of various settings • Demonstration of employing listening strategies during tasks **Speaking** • Ability to conduct English conversations on given topics and discuss in a natural way • Manage to talk about familiar or unfamiliar topics using basic sentence structure and vivid vocabulary in clear articulation and pronunciation • Ability to use basic conversational strategies in dialogue **Self-regulated learning ability** • Goal-setting & self-motivating • Learning-plan making • Self-monitoring and self-assessment

Learning Methods/Tips 学习方法

1. Multimedia-based lecture and discussion
2. Computer- and Web-based practice and interaction
3. Task-based and student-centered language learning

Grading 评估方式

1. Attendance and participation: 50% (Participation includes class discussion, quizzes and presentations etc.)
2. Mid-term exam: 20%
3. Final exam (closed book): 30%

Required Reading 必读图书

[1] Snelling, R. (2012). *Get Ready for IELTS-Speaking: IELTS 4+ (A2+)* (Collins English for IELTS). Collins

[2] Short, J. (2012). *Get Ready for IELTS-Listening: IELTS 4+ (A2+)* (Collins English for IELTS). Collins

[3] Aish, F. (2012). *Get Ready for IELTS-Writing: IELTS 4+ (A2+)* (Collins English for IELTS). Collins

[4] Van Geyte, E. (2012). *Get Ready for IELTS-Reading: IELTS 4+ (A2+)* (Collins English for IELTS). Collins

[5] Richard, J. C., Hull, J, & Proctor, S. (2012). I*nterchange Level 3 Student's Book*. Cambridge University Press.

[6] Guy Brook-Hart, Vanessa Jakeman, & Rawdon Wyatt (2015). *Complete IELTS band 4 to 5*. Cambridge University Presss.

Suggested Reading 选读图书

[1] Cambridge ESOL, (2013), *Cambridge IELTS 6 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests)*, Cambridge University Press.

[2] Pauline Cullen & Amanda French. (2014) *The Official Cambridge Guide to IETLS*, Cambridge University Press.

Recommended Journal and/or Website 重要刊物及网站

[1] http://www.chinaielts.org/

[2] http://www.putclub.com

[3] http://www.hjenglish.com

[4] http://www.bbc.co.uk

[5] http://www. nytimes.com

ENGLISH II

24. 英语 II

English II, an English module consisting of four courses with total credits of 6 and teaching hours of 144, is offered to the year one students in the second semester. It is designed to help the learners in intermediate to advanced IELTS study of four academic modules as well as communicating in an intercultural context.

Learning Outcomes 学习目标

1. Improve English proficiency remarkably in terms of reading, writing, speaking and listening;
2. Employ test-taking strategies in mock and real IELTS exam;
3. Understand knowledge related to four modules of the IELTS exam;
4. Develop English skills progressively;

Course Contents 学习内容

English Reading II	1. Language in use 2. Reading skills 3. Reading and comprehending within context
English Writing II	1. English syntax 2. Writing sample analysis 3. Guided writing 4. Essential writing skills
English Listening II	1. Listening strategies 2. Test-taking strategies 3. Language and cultural tips 4. Topic-related listening
English Speaking II	1. Pronunciation & intonation 2. Language and cultural tips 3. Communication skills 4. Topic-related speaking

Knowledge and Competence 知识能力

Knowledge	**Vocabulary** • Vocabulary for reading (6500) • Vocabulary for writing (2300) • Vocabulary for listening (3500) • Vocabulary for speaking (3500) **Grammar** • Grammatical knowledge **Cultural information** • Cross-culture knowledge within a variety of English speaking countries
Competence	**Reading** • Ability to apply fast reading skills in areas of specialty to get the main idea and important information with a reading speed of about 130wpm and summarize the text within 4-5 sentences • Ability to identify the main ideas and supporting points by skimming skill. • Ability to skim and scan for answers to specific questions or general understanding of the text • Ability to put into use IELTS reading strategies adequately **Writing** • Ability to accomplish all parts of writing tasks for academic purposes within IELTS testing hours. • Ability to use a sufficient range of vocabulary and appropriate cohesive devices to allow some flexibility and precision. • Ability to express opinion with clear main idea, relevant supporting details and appropriate paragraphing • Ability to display some progression in writing with basic cohesive devices, generally correct punctuation and spelling **Listening** • Ability to grasp the central theme and some key information in English lectures, speeches or interviews • Ability to listen to English programs speaking at a speed of 150-180 wpm without much difficulty • Ability to apply IELTS listening strategies adeptly **Speaking** • Ability to give rather complicated topic-related speech fluently and maintain steady flow • Ability to discuss on general questions with basically correct pronunciation, awareness of pronunciation features and attempts to use subordinate structures • Ability to use a wide range of pronunciation features with mixed control and is understood throughout. **Self-regulated learning ability** • Goal-setting & self-motivating • Learning-plan making • Self-monitoring and self-assessment

Learning Methods/Tips 学习方法

1. Multimedia-based lecture and discussion
2. Computer- and Web-based practice and interaction
3. Task-based and student-centered language learning

Grading 评估方式

1. Attendance and participation: 50% (Participation includes class discussion, quizzes and presentations etc.)
2. Mid-term exam: 20%
3. Final exam (closed book): 30%

Required Reading 必读图书

[1] GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Enhanced Reading.* Foreign Language Press.
[2] GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Beginner Reading.* Foreign Language Press.
[3] GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Enhanced Listening.* Foreign Language Press.
[4] GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Speaking*. Foreign Language Press.
[5] GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Beginner Writing*. Foreign Language Press.

Suggested Reading 选读图书

[1] Cambridge ESOL, (2013), *Cambridge IELTS 7 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests)*. Cambridge University Press.
[2] O'Connell, S. (2010). *Focus on IELTS*. Pearson Education ESL

Recommended Journal and/or Website 重要刊物及网站

[1] http://www.chinaielts.org/
[2] http://www.putclub.com
[3] http://www.hjenglish.com
[4] http://www.bbc.co.uk
[5] http://www. nytimes.com

English III

25. 英语 3

English III, an English advanced module consisting of four courses with total credits of 6 and teaching hours of 144, is offered to the year two students in the third semester. It is designed to help the learners acquire in-depth review of IELTS academic reading, writing, listening and speaking knowledge, along with test-taking skills.

Learning Outcomes 学习目标

1. Improve English proficiency remarkably in terms of reading, writing, speaking and listening;
2. Have sufficient English language knowledge for the IELTS exam;
3. Develop English skills progressively;
4. Apply English language skills in English-medium education

Course Contents 学习内容

Advanced English	1. Advanced application of grammar and vocabulary 2. In-depth mastery of English language in native context
Advanced English Listening and Reading	1. Essential listening test-taking strategies 2. IELTS-oriented listening 3. Reading comprehension 4. Reading strategies
Advanced English Writing	1. Essential writing skills 2. Academic writing topics 3. IELTS-oriented writing
Advanced English Speaking	1. IELTS speaking topics 2. Pronunciation & intonation 3. IELTS-oriented speaking

Knowledge and Competence 知识能力

Knowledge	**Vocabulary** • Vocabulary for reading (7000) • Vocabulary for writing (3000) • Vocabulary for listening 4000) • Vocabulary for speaking (4000) **Grammar** • Advanced IELTS test-taking related grammatical knowledge **Cultural information** • Cross-culture knowledge within a variety of English speaking countries
Competence	**Reading** • Ability to read English texts on general and academic topics at a speed of 150 wpm (with longer texts for fast reading, the reading speed should be 180 wpm). • Ability to read English publications related to students' areas of specialty without difficulty. • Ability to answer questions on IETLS Reading module with high accuracy within limited time range. **Writing** • Ability to compose with a clear purpose in a consistent and appropriate tone. • Ability to organize information and ideas with a clear progression and use cohesion naturally without attracting attention. • Ability to use a sufficient range of vocabulary to allow some flexibility and precision. • Ability to use a variety of complex structures. **Listening** • Ability to understand radio and TV programs produced in English-speaking countries and grasp the gist and important details. • Ability to follow talks by people from English-speaking countries given at normal speed, and to understand courses in students' areas of specialty and lectures in English. **Speaking** • Ability to speak at length without noticeable effort or loss of coherence, and use a range of connectives and discourse markers. • Ability to use vocabulary resource flexibly to discuss a variety of topics • Ability to use a range of complex structures with some flexibility. • Ability to use a full range of pronunciation features with precision and subtlety. **Self-regulated learning ability** • Goal-setting & self-motivating • Learning-plan making • Self-monitoring and self-assessment

Learning Methods/Tips 学习方法

1. Multimedia-based lecture and discussion
2. Computer- and Web-based practice and interaction
3. Task-based and students-centered language learning
4. Full-length academic training version practice test

Grading 评估方式

1. Attendance and participation: 50% (Participation includes class discussion, quizzes and presentations etc.)
2. Mid-term exam: 20%

3. Final exam (closed book): 30%

Required Reading 必读图书

[1] Jakeman, V. & McDowell, C. (2009). *New Insigth into IELTS Student's Book with answres*. Cambridge University Press.

[2] Hafenstein, P. (2014). *Master IELTS 6: Precise Reading*. Xi'an Jiaotong University Press.

[3] Patrick Hafenstein. *Master IELTS 4: IELTS Superior Speaking*. Xi'an Jiaotong University Press.

[4] Ball, J. (2013). *Master IELTS 3: Listening Leader*. Xi'an Jiaotong University Press.

Suggested Reading 选读图书

[1] Cambridge ESOL, (2013), *Cambridge IELTS 9 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests).* Cambridge University Press.

[2] Cambridge ESOL, (2011), *Cambridge IELTS 8 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests)*. Cambridge University Press.

[3] Wang, L. (2015). *Voice of Cambridge*. China Renmin University Press.

[4] Shen, X. (2015). *Pat's Ten-Day Step –by-Step Guide to the IELTS Writing Test*. China Mahine Press.

[5] Shen, X. (2015). *Pat's Ten-Day Step –by-Step Guide to the IELTS Speaking Test*. China Mahine Press.

Recommended Journal and/or Website 重要刊物及网站

[1] http://newhorizon.bnuep.com

[2] http://www.bbc.co.uk

[3] http://www.cnn.com

http://www. nytimes.com

第三部分 升学和就业指导

I. Overseas Study Guidance

海外升学指导

After completing first two years' courses, students can apply for the overseas cooperative universities to continue undergraduate degree programmes. The admission conditions should be in accordance with the requirements of each cooperative university.

学生完成前两年课程学习后，应申请到国外合作大学继续攻读并完成本科学位课程。合作院校的入学要求根据当年实际情
况而定。

II. Career Guidance

就业指导

Interior design, landscape design, space design, architecture design, exhibition design, urban design， government apartments in the fields of landscape design manage, design-related companies and institutions, etc.

室内设计、景观园林设计、空间设计、建筑设计、展示设计、城市设计、园林绿化管理部门、设计相关企业和机构等相应的工作。

III. Career position

就业职位

Interior designer, interior design assistant, landscape designer, space designer, architect, exhibition designer, urban designer， government apartments in the fields of landscape design manager, design-related companies and institutions employee, etc.

室内设计师、室内设计师助理、景观园林设计师、空间设计师、建筑设计师、展示设计师、城市设计师、园林绿化管理者、 设计相关企业和机构员工等相应的工作。

(完)

2015 Guiding outline
2015 级导学大纲

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Based on Brand Design Studienrichtung „Kommunikation“ | May 19, 2014

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1 Design Theory and Methods
设计理论与方法

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
13114391 **BD-03**	54 h	3 CP	Semester 1 第一学期	Compulsory Course 专业必修课	6 weeks 6 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
	Design Theory 设计理论 Design History and Method 设计历史与方法	None 无

2 Teaching & Learning Outcomes / 教学目标

- Knowledge about the central concepts of methods of design theory
- Knowledge of the historical development and contexts of design theories and design styles
- Knowledge of drawing and three-dimensional techniques of sketching
- Understanding of the interdisciplinary interrelationships of design in the field of cognition, psychology and sociology
- Classification and analysis of design research methodologies of artifacts in social-cultural and economical context
- Competence to use sketching and drawing techniques as basis of design-process
- Skills for scientifice discussion of design related problems and ability to generate knowledge

- 关于设计理论与方法的核心概念的知识
- 关于设计理论与设计风格在历史语境中的发展情况的知识
- 造型的基本知识与造型中的 3D 表现的技法
- 理解设计的不同领域，如设计的认知、设计的心理性与社会性在跨学科中的相互关系与影响
- 设计调研方法论对处于社会性经济文化语境中的加工品的归类与分析
- 掌握作为表现设计过程的基础的绘画与造型的能力
- 学习运用科学的论证方法来解决与设计相关的问题的能力以及创造知识的能力

3 Content / 教学内容

Design Theory and Methodology enables the students to have a reflected view upon the design appearing in their environment; knowledge of design methods is the basis of developing own design ideas. In this course the connection of design elements to the greater cultural, political and sociological developments. Basic knowledge of drawing is the fundamental of developing the ability for individual expression. In respect that this course not only leads to syntactic and pragmatic improvement of drawing skills but also of the students´ aesthetical judgement. In smaller exercises the students will develop own questions towards design-history.

	The course contents are divided into the following areas: • History of design and design-theory • Contemporary theoy, methodology and instruments of design theory and their application • Exercises in design analysis • Methods of representation in the arts • Practical development of 2D and 3D sketches 设计理论与方法这门课将能够使得学生认真思考设计在其环境中呈现出的各种情况；了解关于设计方法作为进一步对自己的设计想法进行延展的基础的相关知识。在这门课程中，将看到设计中的元素与大文化背景、政治性与社会性发展之间的联系。了解造型的基本知识就是提高个性化表达能力的基础。从这个层面上来看，这门课程提高学生的造型能力不仅是从其语义及实际层面，而且也是从学生的审美批判层面上进行引导的。学生将通过平时的练习针对设计的历史提出自己对其的思考与问题。： 课程内容分为以下几个部分 • 设计与设计理论的历史 • 当代的设计理论，方法与工具及其应用 • 通过对设计案例的分析来进行练习 • 艺术设计表现的方法 • 在 2D 和 3D 的草图绘制中提升实践能力
4	Teaching & Learning Methods / 教学形式 lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Written homework: paper on own design with connection to design theory | 3-5 DIN A4 pages / 10.000-12.000 characters 写作练习：写一篇关于自己的设计与设计史之间的联系的文章 | 3-5 页 DIN A4 纸张/ 10000-12000 字
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • History of Modern Design, David Raizman, Laurence King.ISBN: 9781856696944 • 《国际平面设计基础教程：版式设计（第 2 版）》,（英）安布罗斯等编著, 詹凯等译, 中国青年出版社, 2011. • Graphic Design Theory: Readings from the Field, by Helen Armstrong, Princeton Architectural Press. ISBN-13: 978-1568987729, • Schneider, Beat: Design - Eine Einführung: Entwurf im sozialen, kulturellen und wirtschaftlichen Kontext, Basel, 2008 • Bürdek, Bernhard E.: Design. Geschichte, Theorie und Praxis der Produktgestaltung, Basel, 2005 • Mareis, Joost, Kimpel: entwerfen, wissen, produzieren, Designforschung im Anwendungskontext; Bielefeld 2010 • Universal Methods of Design: 100 Ways to Research Complex Problems; Bruce Hannington, Bella Martin Rockport Publishers Inc.; ISBN: 1592537561, ASIN: 1592537561;2012 • Universal Principles of Design: William Lidwell, Kritina Holden, Jill Butler; Rockport Publishers Inc.; ISBN: 1592535879, ASIN: 1592535879 ; 2010

2 Basics of Drawing
造型基础

Visual Communication Design, Sino-German Cooperation Program
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视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
13114010 BD-KD-08	54 h	3 CP	Semester 1 第一学期	Compulsory Course 专业必修课	6 weeks 6 周

1	Course Components **课程构成**	**Preceding Courses** **前序课程**
	Shape and color 形状与色彩 Rhythm and composition 节奏和构成	None 无

2 Teaching & Learning Outcomes / 教学目标

- Knowledge of basics, methodology and instruments of sketching
- Knowledge of color design and methodology
- Practical knowledge of sketching methods
- Competence in composition of images and sketching layouts
- Competence in applying techniques of creativity
- Competence in using software in graphical sketching, especially in the field of branding
- Competence in sketching own design projects

- 造型的基础知识，方法与工具
- 色彩设计的知识及其方法
- 造型方法的的实际应用知识
- 进行图形构成与设计草图的能力
- 使技术应用于创意中的能力
- 在软件中表现图形化造型，尤其是在品牌化领域中应用的能力
- 完成对自己的设计项目进行绘制设计图的技能

3 Content / 教学内容

Abilities in sketching are to be considered a core qualification of brand designers. In this course, students will learn the basics of sketching. They will learn about models and processes in sketching and also about the methods of realization of own design. They will learn about contrast and composition, relationships between forms, position components, treated formats and proportions, composition, division of surface and related effects, design elements, color theory and color design. Also the basic techniques of print communication are being treated: digital vectorgraphics, grid-systems, exercises in collage, illustration and typography, detailed

	typography, treatment of materials. Students will learn about the process from sketching to graphic-design and also about data handling. The course contents are divided into the following areas: • Basics, methods and techniques of drawing and sketching • Basics of color theory and –design • Basics of image-composition and layout • Visual brand communication • Techniques of creativity • Use of digital sketching in exercises 作为品牌设计领域的设计师，造型能力被看做是核心的条件。在这门课程中，学生将学习基础的绘制草图的知识与技法。他们将通过案例掌握一般的绘图过程的技法，并且能具备实现自己的设计理念的绘图能力。学生将掌握关于构成设计的基本知识，包括对比手法的运用，形式与不同构成元素的位置关系，已固定的形式格式与比例关系，平面构成技巧及相关的效果，包含设计元素，色彩理论及色彩设计。课程也包含其他相关的基础知识与技巧，如印刷，数字化像素图形，网格系统，练习拼贴，插画及字体，具体的一些字体的知识以及认识不同的材料及其应用。学生将学习整个从手绘的过程到图形化设计的过程以及基础数据的处理。 课程内容分为以下几个部分： • 造型及设计草图绘制的基础知识，方法与技巧 • 色彩理论与设计的基础 • 图形构成与排版的基础知识 • 品牌视觉传播 • 创意技巧 • 使用数字化造型完成练习
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 户外调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Written homework: paper on own sketching concept | 3-5 DIN A4 pages / 10.000-12.000 characters 写作作业：完成设计理念的草图绘制，3-5 DIN A4 纸张
6	**Requirements for the award of credits／授予学分条件** Module exam passed 必修通过模块考试。
7	**Literature／教材与参考书** • Zwimpfer, Moritz, Visuelle Wahrnehmung im zweidimensionalen Bereich: Elementare Phänomene der zweidimensionalen Wahrnehmung, Sulgen, 2001 • Baldwin/Roberts, Visuelle Kommunikation, München, 2007 • Alan Pipes, Zeichnen für Designer: Zeichenfertigkeiten, Konzeptskizzen, Computersysteme, Illustration, Werkzeuge und Materialien, Präsentationen, Produktionstechniken, München, 2008 • Gekeler, Hans, Handbuch der Farbe-Systematik, Ästhetik und Praxis, Köln, 2007 • 《造型原本-讲卷》吕胜中 ISBN: 9787301141014 • 《机械复制时代的艺术作品》瓦尔特本雅明 ISBN: 9787563345137 • 《写给大家的中国美术史》蒋勋 ISBN: 9787108027207 • 《孤独六讲》蒋勋 ISBN: 9787563391271 • 《退步集》陈丹青 ISBN: 978756335139

	• 《设计中的设计》原研哉 ISBN: 9787563394180 • 《原画的密码》手冢治虫 ISBN: 9787560295345 • 《素描本》 妹尾河童 ISBN: 9787108021564

3 Fundamentals of Design 1: Form and Composition
设计基础 1

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
13114400 BD-KD-05	54 h	3 CP	Semester 1 第一学期	Compulsory Course 专业必修课	6 weeks 6 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
	Design Basics 平面设计基础	None 无

2 Learning Outcomes / 教学目标

- Understanding the principles and methods of image buildup
- Understanding the use of contrasts and bringing order to the image
- Understanding color theory and the use of color
- Basics of sketching a layout
- Basic ability to create a graphical composition
- Ability to apply theoretical knowledge of form and color in own design
- Practical knowledge in using composition methods in sketching as basic of graphic-design

- 理解图形构成的基本原则及方法
- 理解在图形中运用对比手法及为视觉图形带来秩序感
- 理解色彩的理论及色彩的应用
- 绘制设计图的基础性技能
- 图形构成基本技能
- 掌握为自己的设计中的形式与色彩提供理论性知识的能力
- 在图形设计中运用构成的基础技法进行造型表现的实际知识

3 Content / 教学内容

Design basics about shape-relationships, composition, formats and proportions, image-composition, division of surface, surface effect, design and design elements. Overview of artistic display techniques, history of presenting, semantic aspects of presenting, thinking processes in drawing, training in abstraction, basics od geometry, body and space, perspective types, natural forms and thing drawing, developing reduced forms as a basis for individual expressions. Color theory, color perception, and composition with color. Development of space imagination, syntactic and pragmatic deepening of drawing skills and of the aesthetic judgment, visualization of image ideas about scribbles, practical development of their own designs on the application of various imaging techniques

	The teaching content is subdivided into following sections: • Basics of form and color • Composition of images • different design techniques 设计基础是一门关于形与形的关系，构成结构，形式，格式与比例，图形组合，平面的分割及组成部分，平面化效果，设计与设计元素的课程。课程将对艺术性表现技法，表现手法与展示的历史，从语义角度看表现及展示方法，绘图过程中表达出思维的过程，简化图形作为个性化表现的手法的发展进行一个概括性总览。也包含色彩理论，色彩认知及色彩构成。对空间想象能力的发展，从美学评论角度分析绘画技法语言及实际表现手法的发展，将视觉理念从草图阶段进行完善性实践练习到实现自己的不同种类的设计理念并将其视觉化表现的技法。 教学内容分为以下几个部分： • 平面构成及色彩构成的基础知识 • 图形的组合与构成 • 不同的设计手法及技巧
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 户外调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Completed Project, 20-minute presentation/10-20 slides with notes 每人完成独立的课堂项目，20 分钟的项目提案/ 附以文字内容的 10-20 页幻灯片
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • Zwimpfer, Moritz, Visuelle Wahrnehmung im zweidimensionalen Bereich: Elementare Phänomene der zweidimensionalen Wahrnehmung, Sulgen, 2001 • Baldwin/Roberts, Visuelle Kommunikation, München, 2007 • Alan Pipes, Zeichnen für Designer: Zeichenfertigkeiten, Konzeptskizzen, Computersysteme, Illustration, Werkzeuge und Materialien, Präsentationen, Produktionstechniken, München, 2008 • Gekeler, Hans, Handbuch der Farbe-Systematik, Ästhetik und Praxis, Köln, 2007

4 Fundamentals of Design 2: Color
设计基础 2

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
13110073	36 h	2 CP	Semester 1 第一学期	Compulsory Course 专业必修课	4 weeks 4 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
	Fundamental of Color 色彩基础	None 无

2 Learning Outcomes / 教学目标

- Master the basic theory of color composition (color wheel, color harmony)
- Knowledge of contextual use of colors
- Improve students' sensibility to color through integrated training of color comparison and art forms
- Learn about the impact of human's universal emotions and social culture and customs on color composition and its application
- Emphasize cultivating students' color combining ability as well as comprehensive design ability and application ability of color language

- 熟悉色彩构成的基本理论（色相环、色彩和谐）
- 在相关语境中运用色彩的知识
- 通过进行色彩对比及其艺术表现形式的完整性练习来提高学生对色彩的感受力
- 学习色彩构成对人类普遍性情感、社会文化及习俗产生的影响及其应用
- 强调学生的色彩苏荷能力的同时也注重学生的综合设计能力及对色彩语言进行应用的能力

3 Content / 教学内容

Color composition training is to cultivate students' sensibility to color as well as their modes of artistic (creative) thinking. It gives a comprehensive and systematic description of the scientific rules and artistic rules of color. The students are expected to improve their aesthetic consciousness to color and flexibly acquire and apply the rules of color beauty, scientific color knowledge and the influence of social cultures as well as personal emotions. Analysis of specific cases will help students to learn the basic theory of chromatics and the rules of color composition. Gradually it will help them to foster their ability to independently organize abundant colors and set the tonality through color comparison and harmony.

对色彩构成的训练, 着眼于培养学生对色彩的视觉敏感度和艺术（创造性）思维方式等方面的知识和能力。从全新的角度对色彩科学规律和艺术规律进行全面系统的阐述。提高学生的色彩审美意识, 灵活地掌握和运用色彩美

	的规律、科学的色彩知识、社会文化及情感心理因素的影响。通过具体案例的分析, 使学生掌握色彩学的基本理论和色彩构成美的规律, 运用色彩对比和色彩调和的方法, 逐渐做到独立完成丰富的色彩组织与色调构成。
4	**Teaching & Learning Methods / 教学形式** Lecture, Seminar, Research 课堂讲课, 研讨会, 调研
5	**Examine Criteria ／考核方式** Completed Project, 20-minute presentation/10-20 slides with notes 每人完成独立的课堂项目，20 分钟的项目提案
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • Fundamental Problems of Creating in the Two-Dimensional Space 朝仓直巳 北星图书出版社 ISBN 9578548249 • Fundamental Problems of Composing with Colors 朝仓直巳 北星图书出版社 ISBN 9579437416 • Graphic Design the new basic Ellen Lupton Princeton Architectural Press ISBN 9787532264506 • The Nature of Design Peg Faimon, John Weigand How design books Press ISBN 9787532276059 • 《色彩设计的原理》 伊达千代 中信出版社 ISBN 9787508629902G733 • 《色彩心理学》 原田玲仁 陕西师范大学出版社 ISBN 9787561345467

5 Creative Graphics
图形创意

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
13112060	54 h	3 CP	Semester 2 第二学期	Compulsory Course 专业必修课	6 weeks 6 周

1	Course Component 课程构成	Preceding Courses 前序课程
	Graphics and images 图形与图像 Figurative and Abstract 具象符号与抽象	Computer Graphics 计算机辅助设计

2 Learning Outcomes / 教学目标

- Developing the ability of creating graphic images
- Developing the methods of transforming graphic element from figurative to abstract
- Creative thinking and a sense of visual communication

- 提高创造视觉图形化形象的能力
- 提升从具象到抽象的进行图形化元素的转化的方法
- 培养创意思维及对视觉传达的认知与感受力

3 Content / 教学内容

Creative Graphics is a bridge connecting drawing training and form and composition to digital graphic image designing. It explains the difference and the definition of pixel image and vector graphic elements. This course is also the fundamental of pictograms and motion graphics.

The course contents are divided into the following areas:

- The concept of pixel image and vector graphics
- Definition of positive and negative image, common structure image, multi-dimension image, text image, etc.
- Abstract visual training, Sense visual training
- Interactive visual communication

图形创意是一门连接绘画训练、造型基础与平面图形设计的桥梁, 此课程讲述像素化图像与矢量化图形的区别与定义, 这门课程也是图形符号设计与动态图形的基础课程。

教学内容分为以下区域：

- 像素化图像与矢量化图形的概念
- 正负图形、同构图形、共型图形、拼置图形、混维图形、文字图形等的定义
- 抽象化视觉训练与视觉感知力训练

	• 视觉传播中的交互性体验。
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 户外调研,作业，项目提案
5	**Examine Criteria ／考核方式** Completed Project, 20-minute presentation/10-20 slides with notes 每人完成独立的课堂项目，20 分钟的项目提案
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核
7	**Literature／教材与参考书** • Zwimpfer, Moritz, Visuelle Wahrnehmung im zweidimensionalen Bereich: Elementare Phänomene der zweidimensionalen Wahrnehmung, Sulgen, 2001 • Baldwin/Roberts, Visuelle Kommunikation, München, 2007 • Alan Pipes, Zeichnen für Designer: Zeichenfertigkeiten, Konzeptskizzen, Computersysteme, Illustration, Werkzeuge und Materialien, Präsentationen, Produktionstechniken, München, 2008 • Gekeler, Hans, Handbuch der Farbe-Systematik, Ästhetik und Praxis, Köln, 2007 • 《图形创意》林家阳/2003 年/ISBN7-5318-0738-6/J.739 • 《造型原本-讲卷》吕胜中/ISBN: 9787301141014 • 《设计中的设计》原研哉/ ISBN: 9787563394180 • 《雷・马格利特》 Dumont's Neue Galerie/1992/ISBN3-7701-2882-6 • 《塔舍尔的魔镜》TACO 德国出版社 1986 /ISBN3-89268-005-1 • 《设计与蒙太奇》徐芸 云南出版社 2000 年 /ISBN 7-222-02863-3/J.1735 • 《摄影图形》 Albert Winkler 1994/出版 Vlenna Paint /ISBN 3-9500536 -0-3

6 The Fundamentals of Design 3: Space and Structure Design
设计基础3

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
BNUZ-BA-018	54 h	3 CP	2. Semester 第二学期	Compulsory Course 专业必修课	6 weeks 6 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
	Space Design 空间设计 Structure Design 结构设计	Design Theory and Method /设计理论与方法 the Fundamental of Design 1 /2 设计基础 1/2:平面与色彩

2 Learning Outcomes / 教学目标

- to develop the 3d construction design ability.
- to study the principles and characteristics of 3D form and structure design.
- to study the basic 3D design elements. (dot, line, plane,volume and space,etc.)
- to practice the materials and colours.
- to develop the creativity.

- 培养学生立体构成能力
- 学习立体构成的设计基本法则与形式美法则
- 学习应用立体构成基本原素（点、线、面、体、空间等）
- 颜色与材料在立体构成中的应用
- 培养创造力

3 Content / 教学内容

- Knowledge of the concept of 3D form and structure design,
- Knowledge of principles and characteristics of 3D structure design,
- Knowledge of the basic 3D design elements,
- Knowledge of material using in 3D structure design,
- Design in practice

- 立体构成概论
- 立体构成基本原理
- 立体构成基本要素
- 立体构成材料应用
- 实战设计

4 Teaching & Learning Methods / 教学形式

	Lecture, Seminar, Outdoor teaching and learning课堂讲课，研讨会，户外学习
5	**Examine Criteria ／考核方式** Completed Projects 完成项目
6	**Requirements for the award of credits／授予学分条件** Pass the Requirement of the Examine Criteria. 必修通过课程考核。
7	**Literature／教材与参考** •*Format; Gavin Ambrose*, Paul Harris; AVA Publishing SA; ISBN-10: 2940411794 • *Traditional Japanese Origami Kit*; Nick Robinson; Rock Point; ISBN: 1631061283 • *Folding Paper: The Infinite Possibilities of Origami*; Meher McArthur , Robert J. Lang; Tuttle Publishing; ISBN: 0804843384 • *Packaging Essentials《包装设计法则》*；莎拉·罗纳凯莉；江西美术出版社；ISBN: 754800902X, 9787548009023 • *《拿来就用的包装设计》*；善本图书著作；电子工业出版社；ISBN: 7121208490

7 Computer Graphics
计算机辅助设计

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
04112541	54 h	3 CP	Semester 2 第二学期	Compulsory Course 专业必修课	6 weeks 6 周

1	Course Component 课程构成	Preceding Courses 前序课程
	Adobe Illustrator 矢量图制做软件 Adobe photoshop 图片后期处理软件	None 无

2 Learning Outcomes / 教学目标

This subject provides students with the knowledge and skills in the following areas:

- Two design programs on vectors and pixel graphics, such as Adobe Illustrator and Photoshop
- Vector drawing
- Image editing
- Exporting Images and understanding of different file formats
- Basics for design skills for making symbols, fonts, posters, etc.

学生在本课程中将会掌握:

- 两个处理矢量与像素图形的设计软件，如 AI 与 PS
- 矢量图的制做技法
- 图像的编辑处理
- 理解作为输出图像时用的不同的文件格式
- 掌握制作符号标志、字体、海报等的基础性设计技能

3 Content / 教学内容

This course is an introduction to working with vector graphics and pixel graphics, using programs such as Adobe Illustrator and Photoshop. Teacher will do a full step-by-step explanation and case analysis.

This will include:

- Full introduction to design programs, such as Adobe Illustrator and Photoshop
- Knowledge of basic tools of these programs through exercises
- Fundamental methods of processing images (e.g. downloading images and removing watermarks)
- Exporting images in different formats (jpg, gif, psd, pdf, etc.)

	这门课程是关于处理矢量图与像素图的两个软件如 AI 与 PS 的介绍。教师将进行一步步的完整的解释并对相关案例进行分析。 教学内容可划分为如下部分： • 对 Adobe Illustrator 和 Photoshop 这两个设计软件进行全面的介绍 • 通过练习掌握这两个软件中的基本功能与工具的相关知识 • 处理图像的基本方法（如下载图片与移除水印） • 以不同的格式输出图像（jpg、gif、psd、pdf 等）
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Complete class assignments and projects individually.每人完成独立的课堂练习，课堂项目
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核
7	**Literature／教材与参考书** • 《 抠图+修图+调色+合成+特效 Photoshop 核心应用 5 项修炼》：曾宽 潘擎, 人民邮电出版社，ISBN: 9787115303615 • 《 Photoshop 专业抠图技法》：李金明 李金荣，人民邮电出版社，ISBN: 9787115274090 • 《 突破平面 Illustrator CS6 设计与制作深度剖析》：李金荣，清华大学出版社，ISBN: 9787500690351 • 《 配色设计原理》： 奥博斯科，中国青年出版社，ISBN: 9787302304715

8 Fundamentals of Photography
摄影基础

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
13110600 BD-KD-06	36 h	2 CP	Semester 3 第三学期	Compulsory Course 专业必修课	4 weeks 4 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
	The Principle of Photography 摄影原理 Digital Technology 数字技术	None 无

2 Learning Outcomes / 教学目标

- Knowledge of image-composition and photography
- Knowledge of the short history and development of photography
- Knowledge of the categories of photographic equipment, categories and working principles of camera and lens and frequently used accessories
- Improve students' observation ability, judgment ability and aesthetic consciousness of photographic composition and point of sight
- Ability to independently operate the digital camera, and finish picture taking and digital processing by using digital techniques

本课程的训练力求达到以下要求：

- 关于图像组合与摄影的知识
- 关于摄影简史及其发展的知识
- 了解摄影器材的种类，相机的种类及原理，镜头的原理及种类，熟悉常用的摄影附件；
- 通过实践拍摄训练，提高学生对摄影构图、视点的观察力、判断力及审美意识；
- 能够独立操作数码相机，通过数字技术完成照片拍摄及数字化处理。

3 Content / 教学内容

Content of this class ranges from the photography's emergence and development to the replacement of traditional films by digital technologies. In the creation process, students use different kinds of photographic equipment such as various cameras, lens and general accessories to complete preliminary picture taking.

They will realize the difference between manual focus and auto focus, as well as the difference between exposure and side light. Introduction of digital technologies covers photosensitive element, white balance, data format, HDR techniques and digital interface, etc. Students can master digital shooting skills through actual operation.

In the practical training process, students will be arranged in a specific space to select shooting elements of the subject and coordinate the relationship and location of these elements so as to get a better layout and obtain a picture of high artistic quality, namely, a picture with a perfect matching of point, line, shape, light and

	color, etc. 本课程从讲解摄影术的诞生和发展过程，直到今天数字技术逐步取代传统的胶片。学生在创作中通过各种摄影器材，包括不同种类的相机、镜头及常用的摄影附件来实现初步的照片拍摄。通过实践训练，体会手动对焦及自动对焦、曝光与测光对拍摄照片形成的差异。数字技术的介绍，包括感光元件，白平衡，数据格式，HDR 技术以及数字接口等，通过实际操作，掌握数字拍摄技巧。摄影构图是造型艺术的语言，学生将通过实际训练，在一定的空间中，安排取舍和协调被拍摄体中各种元素的关系及位置，以获得较好的布局，配置出一个艺术性较高的画面。在视觉上表现为点、线条、形态、光线、色彩等的协调。
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Completed Project, 20-minute presentation/10-20 slides with notes. 每人完成独立的课堂项目，20 分钟的项目提案
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • 20th Century Photography Museum Ludwig Cologne TASCHEN ISBN 9783836541022 • Digital Photography: A Basic Manual Henry Horenstein Little, Brown &Company ISBN 9780316020749 • The Basic Book of Photography: Fifth Edition Tom Grimm,MicheleGrimm Plume; 5 ISBN 9780452284258 • A History of Photography David Wooters TASCHEN ISBN-10:3836540991 ISBN-13:978-3836540995 • World History of Photography Naomi Rosenblum Perseus ISBN 9780789209375) • 《摄影思想史》林路 浙江摄影出版社 ISBN 9787806866153 • 《创意摄影基础》大卫 普拉克尔 人民邮电出版社 ISBN 9787115229762 • 《摄影技术》于然，于琪林 中国传媒大学出版社 ISBN 9787565708954 • 《数码摄影构图技巧》杨品，李柏秋 中国电力出版社 ISBN 9787508398266

9 Chinese Typography Design
中国字体设计

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
13110210 **BD-KD-07 (abweichend)**	36 h	2 CP	Semester 3 第三学期	Compulsory Course 专业必修课	4 weeks 4 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
	Chinese Typography 中文字体	None 无

2 Learning Outcomes / 教学目标

- Knowledge of the historical and conceptual basis of Chinese typography
- Knowledge of typographic concepts and principles
- Knowledge in the classifications of typefaces
- Knowledge of the writing and set of rules and their application in the layout
- Knowledge of typographic technical vocabulary
- Understanding and practical knowledge of the importance of typography for the plot area Brand Design
- and brand communication
- Instrumental and methodological expertise for analyzing typographic elements and the conception realization
- Ability to create own textual-pictorial designs for the brand context

- 中文字体的基本历史和概念
- 字体设计的基本原则和概念
- 字体的分类及类别特征
- 字体在书写，版式排版应用时的规律和原则。
- 字体的专业词汇
- 对字体设计相关元素在品牌设计与品牌传播领域中的重要性建立全面的理解并具备实践性的知识
- 能够运用具有专业知识性的有效的方法分析字体设计的元素、理解认知相关概念
- 具备能够在品牌语境下中独立完成文字和图像的设计的能力

3 Content / 教学内容

This module deals with theoretical, methodical und practical form of typography and the aspects of micro-typography and macro-typography.

	The contemplation of font historic connections and of the relevant type-designers builds the foundation of the theoretical part of this class. In this part the methods and instruments of typography, the aspects of the visualization of information, layout construction and legibility are considered. Corporate font, typographical grid and organization of area will also be discussed; historical templates will be investigated and analyzed. Also this course focusses on the fundamental and practical meaning of typography for brand design. Narrative structures are designed from pictures and text in practical exercise, and the students will learn to create visual brand communication based on fonts (e.g. trademarks, word marks and letter marks, etc.) The teaching content is subdivided in following Sections: • conceptual basis of Chinese typography • typographical concept, basic rules and methods • basis of the classification and the rules of writing and sentences • typography in graphic design process • professional practical typographical exercises in the context of enterprises 这个模块主要涉及字体的理论内容、字体的方法性和字体的实践性内容，以及从宏观和微观角度解释相关内容。同时对于字体与该字体设计师之间的背景关系和历史渊源进行解释。在字体设计的教学过程和方法中，必须充分考虑到字体设计的视觉信息要传递准确、字体设计的布局和结构合理，同时注意易读性等因素。 字体对品牌设计的基础和实践意义是我们教学的核心。在教学过程中，讨论企业字体、设计网格和空间的组织等问题的同时，也会调查和分析历史案例。实践练习中则会安排用图片（如 moodboard）和文字（如 Brief）来总结和归纳具体要求，此外学生将学习建立基于字体的视觉品牌传播的设计作品（如商标、文字标和字母标等）。教学内容可划分为如下部分： • 中文字体的概念基础 • 字体的概念、基本规则与方法 • 划分类别的相关基础以及写作和语句规范 • 平面设计中的字体 • 在相关工作的语境中进行字体设计的专业性实践练习
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 户外调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Completed Project, 20-minute presentation/10-20 slides with notes 每人完成独立的课堂项目，20 分钟的项目提案
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • *《西文字体》*：（日）小林章，中信出版社，ISBN:9787508643632 • *《字型之不思议》*：（日）小林章，脸谱（城邦）出版社，ISBN: 9862352493，ASIN: 9862352493 • *《字型散步》*：（台湾）柯志杰等，脸谱（城邦）出版社，ISBN：9789862354018

10 Latin Typography Design
拉丁字体设计

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
13110150 **BD-KD-07 (etwas abweichend)**	36 h	2 CP	Semester 3 第三学期	Compulsory Course 专业必修课	4 weeks 4 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
	Latin Typography 拉丁字体	None 无

2 Learning Outcomes / 教学目标

- Knowledge of the historical and conceptual basis of Latin typography
- Knowledge of typographic concepts and principles
- Knowledge in the classifications of typefaces
- Knowledge of the writing and set of rules and their application in the layout
- Knowledge of typographic technical vocabulary
- understanding and practical knowledge of the importance of typography for the plot area Brand Design
- instrumental and methodological expertise for analyzing typographic elements and the conception and realization
- own textual-pictorial designs for the brand context

学生将会掌握:

- 西文字体的基本历史和概念。
- 西文字体设计的基本原则和概念
- 西文字体的分类及类别特征
- 不同字体在书写，版式排版应用时的规律和原则
- 字体的专业词汇。
- 对字体设计相关元素在品牌设计与品牌传播领域中的重要性建立全面的理解并具备实践性的知识
- 能够运用具有专业知识性的有效的方法分析字体设计的元素、理解认知相关概念
- 具备能够在品牌语境下中独立完成文字和图像的设计的能力

3 Content / 教学内容

This module deals with theoretical, methodical und practical form of typography and the aspects of micro-typography and macro-typography.

The contemplation of font historical connections and of the relevant type-designers builds the foundation of the

	theoretical part of this class. In this part the methods and instruments of typography, the aspects of the visualization of information, layout construction and legibility are considered. Corporate font, typographical grid and organization of area will also be discussed; historical templates will be investigated and analyzed. Also this course focusses on the fundamental and practical meaning of typography for brand design. Narrative structures are designed from pictures and text in practical exercise, and the students will learn to create visual brand communication based on fonts (e.g. trademarks, word marks and letter marks, etc.) The teaching content is subdivided in following Sections: • conceptual basis of Latin typography • typographical concept, basic rules und methods • basis of the classification and the rules of writing and sentences • typography in graphic design process • professional practical typographical exercises in the context of enterprises 这个模块主要涉及字体的理论内容、字体的方法性和字体的实践性内容，以及从宏观和微观角度解释相关内容。同时对于字体与该字体设计师之间的背景关系和历史渊源进行解释。在字体设计的教学过程和方法中，必修充分考虑到字体设计的视觉信息要传递准确、字体设计的布局和结构合理，同时注意易读性等因素。字体对品牌设计的基础和实践意义是我们教学的核心。在教学过程中，讨论企业字体、设计网格和空间的组织等问题的同时，也会调查和分析历史案例。实践练习中则会安排用图片（如 moodboard）和文字（如 Brief）来总结和归纳具体要求，此外还会建立基于字体的视觉品牌传播的设计作品（如商标、文字标和字母标等）。字体对品牌设计的基础和实践意义是我们教学的核心。教学内容可划分为如下部分： • 西文字体的理念基础 • 字体的理念、基本规则和方法 • 划分字体类别的相关基础以及写作和语句规范 • 平面设计中的字体 • 在相关工作的语境中进行字体设计的专业性实践练习
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 调研,作业， 项目提案
5	**Examine Criteria ／考核方式** Completed Project, 20-minute presentation/10-20 slides with notes 每人完成独立的课堂项目，20 分钟的项目提案
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • *Thinking with Type*: Ellen Lupto, Princetion Architectural Press, ISBN: 9781568989693 • *Grid Systems*,: Kimberly Elam, Princeton Architectural Press, ISBN:9781568984650 • *A Type Primer* (2nd Edition): John Kane, Pearson, ISBN-10: 0205066445; ISBN-13: 978-0205066445 • *Just My Type 《字体故事》*： Simon Garfield, 电子工业出版社，ISBN: 9787121190674； ASIN: B00ARK39MY • *Helvetica Forever 《永远的 Helvetica》*, 作者：Lars Muller，重庆大学出版社，ISBN: 9787562470632, 7562470634；ASIN: B00AEJ8D24

11 Fundamentals of Brand Management
品牌管理基础

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
BM-01	54 h	3 CP	Semester 3 第三学期	Compulsory Course 专业必修课	4 weeks 4 周

1	Course Components **课程构成**	**Preceding Courses** **前序课程**
		None 无

2 Teaching & Learning Outcomes / 教学目标

While working on the topics with the students, the teacher will try to develop a basic mindset you need to be a successful brand manager, e.g.: understanding motivations, change communications, (internal and external) politics, research and quality checks before and upon action (value for money), project management alongside with them.

It consists of the following topics:

- What is a brand?
- Basic principles of brand management
- Market and communication conditions
- Brand management as a part of business economics/the value added chain
- Fundamentals of brand management
- Brand architecture
- Brand management and marketing
- Maintaining and developing brand value (image, fame)
- Brands, ethics and responsibility

在这门课程的学习过程中，教师将尝试建立一个基本的思维观念，就是学生需要成为一个成功的品牌管理者，如：理解商业动机，改变沟通方式，（内部和外部）的政策，调研和质量检查，货币价值，项目管理与上述信息之间的关系。

课程包括以下主题：

- 什么是品牌？
- 品牌管理的基本原则
- 市场和沟通条件
- 品牌管理作为企业经济学的一部分/增值链
- 品牌管理的基础
- 品牌架构

	•品牌管理和市场营销 •维护和发展品牌价值（形象，名声） •品牌，道德和责任
3	• Gaining a first impression of the field “brand management”, get insights on the contents that will be presented and discussed during the course. • Gaining first insights on brand types and ways to liaise with target groups, a brands´ foundation, functions, benefits. • Finding out about external factors to consider when it comes to brand management. • A brand´s personality and positioning in the market – about truth, relevance, and getting in touch. • Giving a first response on the imparted contents – presenting results, being evaluated on content and presentation skills. • The difference between brand management and marketing • Brands between beliefs and ends in themselves – learn about and evaluate CSR-strategies. • 本课程将介绍和讨论“品牌管理”领域中的概念，洞悉其中的内容 • 洞悉品牌的种类与如何与目标群体建立联系，了解作为一个品牌的基础、功能及效益 • 寻找与品牌相关的外部因素并研究其与品牌的关系 • 品牌的个性与市场定位-关于真理性，相关性，与联系性 • 对已给出的内容以第一时间的回应-呈现结果，并对内容进行评估及其展示技巧 • 品牌管理和市场营销之间的区别 • 理解品牌自身在信仰与终结之间的关系-学习 CSR 战略评价方法
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Completed Projects，10 Minuten Presentation. 每人完成独立的课堂项目，10 分钟的项目提案
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • Esch, Franz Rudolf (Hrsg.): Best Practice in der Markenführung; Wiesbaden 2009 • Esch, Franz Rudolf (Hrsg.): Moderne Markenführung. Grundlagen–Innovative Ansätze–Praktische Umsetzungen; Wiesbaden 2005 • Baldwin/Roberts, Visuelle Kommunikation (2007), Stiebner Verlag, München • Lidwell, Wiiliam/Holden, Kristina/Butler, Jill, Design. Die 100 Prinzipien für erfolgreiche Gestaltung (2004), Stiebner Verlag, München • Rayan Abdullah, Roger Cziwerny, Corporate Design. Kosten und Nutzen (2007), Hermann Schmidt Verlag

12 Pictograms Design
图形符号设计

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
13112120	54 h	3 CP	Semester 4 第四学期	Compulsory Course 专业必修课	6 weeks 6 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
	Pictogram Design 图形符号设计 Icon Design 图标设计	None 无

2 Learning Outcomes / 教学目标

- Knowledge of history and theory concerning pictograms
- Basic knowledge of orientation design and signaletik
- Understanding of brand related pictogram design
- Skills in creating ideas, drawing and creating designs for pictograms
- Further skills in digital layout programs such as Adobe Illustrator and Photoshop
- Training in presenting work to others and giving/receiving constructive critique

- 关于图形符号的历史与理论基础
- 导向设计与公共图标设计基础
- 学习并理解与品牌相关的图形符号设计
- 掌握创意思维的技巧，绘制与创造图形符号的设计作品
- 在 AI 与 PS 这样的数字化设计软件中进一步学习并提升相应的技能
- 通过将作品展示给他人的练习来给出或接收相应的具有建设性积极的评论

3 Content / 教学内容

- Theory and history of pictorial design
- Design analysis
- Practical design
- Pictograms and icons in public space: wayfinding and orientation systems, warning signs, traffic signs
- For brands: orientation systems, information graphics
- On products / packaging: promotion, quality seals, instructions, warnings
- Icons for digital devices: APPs and programs, user experience in digital branding applications

- 图形符号设计的理论及发展历史

	• 对具体设计案例的分析 • 实践性的设计练习 • 图形符号与图标在公共场所中的应用：导航/导视系统，警告标志，交通信号标志 • 图形符号与图标在品牌中的应用：导视系统，信息图形符号 • 图形符号与图标在产品/包装中的应用：商品促销，质量封印标签，介绍与说明及警示 • 图形符号与图标在数码类图标中的应用：应用及软件，用户在数字化品牌应用中的体验
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Written paper on a topic in the field of pictogram design | 3-5 DIN A4 pages / 10.000-12.000 characters
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • Die Welt der Zeichen: Globale Kommunikation mit Piktogrammen (2007) (ISBN-10: 3899860861, ISBN-13: 978-3899860863) • Signs Symbols & Pictograms (2010) (ISBN-10: 3939998567, ISBN-13: 978-3939998563) • Piktogramme und Icons: Pflicht oder Kür? (2005) (ISBN-10: 3874396495, ISBN-13: 978-3874396493) • brandeins, Welt in Zahlen – China (2012) (ISBN-10: 3849125017, ISBN-13: 978-3849125011) • Ost trifft West, Yang Liu (2007) (ISBN-10: 3874397335, ISBN-13: 978-3874397339) • • Orientation & Identity - Porträts internationaler Leitsysteme, Erwin Bauer, Dieter Mayer (2008) (ISBN-10: 3211791892, ISBN-13: 978-3211791899)

13 Fundamentals of Editorial Design
版式设计基础

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
13112080	54 h	3 CP	Semester 4 第四学期	Compulsory Course 专业必修课	6 weeks 6 周

1	Course Component 课程构成	Preceding Courses 前序课程
	Layout Basics 版式基础 Editorial Design 编辑排版	Chinese Typography Design 中文字体设计 Latin Typography Design 西文字体设计

2 Learning Outcomes / 教学目标

- Knowledge of the basics of editorial design, including font size, tracking, leading, paragraph etc.
- Knowledge of templates with modules plan
- Knowledge of magazine navigation including cover page, content pages, page numbers, sections
- Knowledge of the work processes in editorial design and printing design
- Knowledge and ability to work with magazine, poster, and other printing work
- 版式设计的基本知识，包括字号，字符间距，行间距，段落等
- 版式设计中的模块布局设计
- 能独立完成完整的杂志设计，包括封面，内容页，页码及章节的设计等
- 版式设计的工作流程及印刷制作过程。
- 掌握独立完成杂志，海报及其它印刷品设计的相关知识与技能

3 Content / 教学内容

The content of the lessons is the basic knowledge of editorial design. Every student will get the opportunity to design his/her own magazine of a certain topic. During this process they will learn the importance of the design process: briefing, looking for inspiration, brainstorming, drawing sketches, digital design, improvement and feedback, finalizing the design and presentation in front of others.

The basic content will be:

- Grid system design (“Keep it gridded, but not too gridded”)
- Imaging techniques
- Detailed typography
- Paper, color, format, processing
- Customer briefings
- Input / output display devices

	• Identify audience and design for them • Cover first • Typographical Hierarchy • The relationship between positive space and negative space • Cross platform thinking 这门课程的内容是版式编辑设计的基础性知识。每个学生都有机会设计出关于某一主题的属于自己和杂志。在设计过程中，学生将了解设计过程中的一些重要步骤及元素：项目简报，灵感获取，头脑风暴，手绘草稿，数字化设计，改进与提高，意见回馈，完成最终的设计作品及在他人面前进行设计作品提案。 • 网格系统设计 (”遵循网格系统，但是不能呆板的利用”) • 图片编辑技巧 • 字体的细节处理 • 纸张，色彩，规格，处理过程 • 客户简报 • 输入，输出的展示终端 • 明确受众的身份并以他们为目标进行设计 • 首先从封面设计开始 • 掌握字体的等级关系 • 正空间和负空间的关系 • 始终考虑跨界面设计的情况
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Completed Project, 20-minute presentation/10-20 slides with notes. 完成项目，20 分钟的项目提案 10-20 页 PPT
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • Thinking with Type: Ellen Lupto, Princetion Architectural Press, ISBN: 9781568989693 • Grid Systems: Kimberly Elam, Princeton Architectural Press, ISBN:9781568984650 • A Type Primer (2nd Edition): John Kane, Pearson, ISBN-10: 0205066445; ISBN-13: 978-0205066445 • Editorial Design, Magazingestaltung; Nicola Wachsmut und Heike Glaeser, Publisher: Stiebner, ISBN—13:978-3-8307-1420-0 • Editorial Design / SURPRISE ME; Horst Moser; Publisher: Hermann Schmidt Mainz, ISBN 3-87439-612-6 • TURNING PAGES / Editorial Design for Print Media; Publisher: Gestalten, ISBN 978-3-89955-314-7 • 《版式设计原理》佐佐木刚士著；出版社: 中国青年出版社; ISBN: 7500677391, 9787500677390 • 《版式设计从入门到精通》ArtTone 视觉研究中心；出版社: 中国青年出版社；ISBN: 9787515305127

14 Fundamentals of Brand Design
品牌管理基础

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
BD-KD-01	72 h	4 CP	Semester 4 第四学期	Compulsory Course 专业必修课	4 weeks 4 周

1	Course Components **课程构成**	**Preceding Courses** **前序课程**
		None 无

2 Teaching & Learning Outcomes / 教学目标

- Knowledge about basic concepts of brands
- Knowledge of the fundamental tasks of brand designers
- Knowledge of the areas of design that are closely connected to brand design (e.g. corporate design)
- Knowledge of the theoretical and scientific fields closely connected to brand design
- Basic understanding of the connection between scientific, economic, media-related and design aspects of brand design
- Basic understanding of concepts, methods, instruments and proceedings of brand design
- Systematical understanding of the professional field of brand design, integrating aspects of brand management, design, communication theory and science
- Methodological competence of integrating the requirements of brand design in practical design assignments

- 品牌的基本概念
- 品牌设计师的基本任务
- 与品牌设计密切相关的设计领域的知识（例如企业设计）
- 与品牌设计密切相关的理论性的和科学性的知识
- 对品牌设计与科学、 经济、媒体关联以及从设计角度出发建立基本的理解
- 对品牌设计的概念、 方法、 工具和程序的形成基本的认识
- 对品牌设计的专业领域，结合品牌管理方面、 设计方面、 传播理论和科学方面建立系统性的理解
- 具备在实际设计任务中使品牌设计的要求与其结合成为整体的方法论能力

3 Content / 教学内容

This course is a basic introduction to the work area of brand design. It integrates its creative and scientific aspects, and gives an overview of historical and theoretical fundaments of brand design. This includes the concepts, methods, technologies and models of brand design as an own area of design. It also focuses on the cooperation between companies and advertising agencies. This course also includes practical assignments in

	the area of brand design. The teaching content is subdivided into following sections: • Fundamentals of brands and brand-symbols (e.g. logos) • Fundamentals of brand design • Creative areas connected to brand design • Scientific areas connected to brand design • Practical application of brand design 这门课程是一门对品牌设计领域中的工作进行基础性介绍的课程。它将结合创意与科学这两个方面，看到品牌设计历史性及理论性基础的总览。这其中包括品牌设计作为一个独立的设计领域中的概念，方法，技巧和模式。它也将关注公司与广告公司之间的合作。这门课程也包含了在品牌设计领域里的实践性任务的完成。 教学内容被细分在以下各节： • 品牌基础和品牌符号（如：标志） • 品牌设计基础 • 与品牌设计相关的创意领域 • 与品牌设计相关的科学领域 • 品牌设计在实践性应用
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 调研,作业， 项目提案
5	**Examine Criteria ／考核方式** Written homework: paper on own brand design | 3-5 DIN A4 pages / 10.000-12.000 characters 论文：品牌设计领域 3-5 张 A4 纸，1 万到 1 万 2 字符。
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • Baldwin, Jonathan / Roberts, Lucienne: Visuelle Kommunikation; München 2007 • Linxweiler, Richard: Marken-Design: Marken entwickeln, Markenstrategien erfolgreich umsetzen, Wiesbaden 2004 • Davis, Melissa: World of Branding; München 2005 • Abdullah, Rayan: Corporate Design, Kosten und Nutzen; Mainz 2007

15 Market and Trend Research
市场与趋势调研

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
BM-08	36h	2	Semester 4 第四学期	Compulsory Course 专业必修课	4 weeks 4 周

1	Course Components **课程构成**	**Preceding Courses 前序课程**
		无

2 Teaching & Learning Outcomes / 教学目标

- Knowledge of the most important concepts and methods of market- and trend- research
- Knowledge in the definition of variables, scales and measuring instruments
- Knowledge of collecting samples and representation of research data
- Systematical competence to critically question the results of market and trend research
- Methodological competence to integrate the results of market and trend research into the conceptual work in branding
- Methodological competence to solve problems in marketing using the tools of market and trend research

- 市场与趋势调研的重要基础理论及方法
- 对不同类型的定义，划分等级及衡量评测的工具的基础知识
- 采集样本及展示调研数据的基础知识
- 掌握对市场与趋势调研的结果/结论提出批判性问题/质疑的系统性思维能力
- 具备将市场与趋势调研的结论运用到品牌化理念的工作中的研究方法的能力
- 能够将市场与趋势调研的研究工具应用为解决市场存在问题的研究方法的能力

3 Content / 教学内容

In this course the students will learn about basic concepts, goals, exercises, methods and instruments of market and trend research. This includes an overview of qualitative and quantitative methods of survey technology in market-, trend-, communications- and social sciences. Students will learn about creating questionnaires and then focus on data evaluation and interpretation as well as doing reports and finally present the results of market and trend research. This also means analysis and interpretation of data according to trends and formulating causes of action according to single-data results.

The teaching content is divided into following sections:

	• Basics of trend research (performance, points of view, qualification criteria, different kinds of trending. • Instruments and methods of trend research • Strategy and practical work of trend research • Evaluation and validation of research results • Derivation of results for operative marketing • Presentation methods of market and trend research 在这门课程中，学生将学习认知关于市场与趋势调研的基础概念，理论，目标，实践，以及其研究方法与研究工具。包括对市场与趋势，传达与社会科学定性与定量的调查研究方法的总览。学生将学习和做文字汇报同样效果的通过提出创意性问题从而可从中得出的具体数据中找到衡量与解释市场与趋势调研的结论的方法与技巧。这也同样意味着根据趋势规划得出的行为结论的方法需要分析与研究其当中每个单独的具体数据。 课程内容包含以下几个部分： • 趋势调研的基础知识（表现形式，现象中的具体观点，定性评判的标准以及不同类型的趋势） • 趋势调研的工具及方法 • 趋势调研的战略及实践性工作 • 对调研结果的评价及确认的方法 • 在市场运营中对得出的结论/结果的衍生 • 市场与趋势调研的提案/展示的方法
4	**Teaching & Learning Methods / 教学形式**
5	**Examine Criteria ／考核方式** Written exam | 120 minutes 120 分钟考试
6	**Requirements for the award of credits／授予学分条件** Pass the Requirement of the Examine Criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • Belz, Christian/Schögel, Marcus & Tomczak, Torsten (Hrsg.): Innovation Driven Marketing – Vom Trend zur innovativen Marke- tinglösung; Wiesbaden 2007 • Fantapie Altobelli, Claudia: Marktforschung: Methoden-Anwendungen-Praxisbeispiele; Stuttgart 2011 • Horx, Matthias/Huber, Jeanette/Steinle, Andreas & Wenzel, Eike: Zukunft machen – Wie Sie von Trends zu Business- Innovationen kommen; Frankfurt/New York 2007 • Raab, Gerhard / Unger, Alexander; Unger, Fritz: Methoden der Marketing-Forschung; Wiesbaden 2009 • Rust, Holger: Zukunftsillusionen: Kritik der Trendforschung; Wiesbaden 2008 • Schnell, Rainer / Hill, Paul B. / Esser, Elke: Methoden der empirischen Sozialforschung; München 2011

16 Western Culture
西方文化概论

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
08191560	36 h	2 CP	Semester 4 第四学期	Elective Course 选修课	4 weeks 6 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
		None 无

2 Learning Outcomes / 教学目标

- Familiarity with the basic ideas of western culture
- Deepen knowledge of English vocabulary
- Understanding of the origin and history of western culture
- Understanding of the basic situation of major western cultural areas and important results
- Understanding of the history and current situation of western society from a cultural perspective
- Comparison of Chinese and western culture
- Knowledge and understanding of cultural diversity
- Cultivate cultural awareness as preparation for living and studying abroad

- 熟悉与西方文化相关的基本知识与概念
- 掌握相关英语词汇的深层知识
- 了解西方文化的起源和历史
- 了解主流西方文化领域中的基本现状及其相应重要成果
- 从文化的层面上认识西方社会的历史与现状
- 将中西方文化进行对比
- 掌握并认识文化的差异性
- 培养对文化的意识与认知，以为在海外的学习与生活做准备

3 Content / 教学内容

The course is mainly related to the origin and history of western culture and focusses on students specializing in international projects under the framework of cooperation creative design classes. It widens the understanding of western culture and art and thus strengthens the aesthetic abilities of the students; also it enriches and expands their English vocabulary.

Teaching contents include:

	• The origin and history of western culture, including: western countries and national profiles, origins of western culture and the classical era (in ancient times - 5th century AD), the European medieval feudal culture (6th century -16 century), the 16th century AD After western culture • Introduction to western cultural system configuration, including: cultural logic and theory of western culture, the western socio-economic and national institutions • Major western culture in the field of important achievements, including: Christianity and Christian culture, western literature, western sculpture, architecture and painting, western philosophy • Introduction relationship with western culture and its impact on world civilization in modern civilization 本课程是针对创意设计类专业国际合作项目框架下的学生开设的一门文化提升双语课程。为给学生的创意思维以及海外学习打下良好的文化基础，加强学生对西方文化与艺术的理解与审美能力，丰富和拓展学生在西方文化领域的英语词汇，课程主要涉及西方文化的起源与历史，西方文化的体系构成，西方主要文化领域的重要成绩以及西方文化与世界文化的关联。教学内容主要包括： • 介绍西方文化的起源与历史，具体包括：西方国家与民族概况、西方文化的起源及古典时代（上古时期-公元 5 世纪）、欧洲中古封建文化（公元 6 世纪-16 世纪）、公元 16 世纪以后西方文化 • 介绍西方的文化体系构成，具体包括：西方的文化逻辑与文化理论、西方的社会经济与国家体制 • 西方主要文化领域的重要成就，具体包括：基督教与基督教文化、西方文学、西方雕塑、建筑与绘画、西方哲学等。 • 介绍西方文化与世界文明的关系以及对世界近现代文明的影响。
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 调研,作业， 项目提案
5	**Examine Criteria ／考核方式** Completed Project, 20-minute presentation/10-20 slides with notes. 完成项目，20 分钟的项目提案 10-20 页 PPT
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • *《西方文化概论》*：方汉文，中国人民大学出版社，ISBN：9787300115184 • *《西方文化概论》*：赵林，高等教育出版社，ISBN：9787040199659

17 Intercultural Communications
跨文化传达设计

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
BD-KD-20	72 h	4 CP	Semester 5 第五学期	Compulsory Course 专业必修课	8 weeks 8 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
	Intergrated Culture Design **跨文化传达设计**	Fundamentals of Brand Design **品牌设计基础**

2 Learning Outcomes / 教学目标

- Knowledge of the scientific aspects of intercultural communication
- Understanding of the emotional, rational, cognitive and linguistic factors of intercultural communication
- Understanding of the importance of intercultural implications for internationally oriented brand communication
- Knowledge of successful strategies and examples of appropriation, processing and transformation of specific character and symbol systems of intercultural exchange
- Skills to apply methods of intercultural visual communication
- Social and communicative competence for drafting or translating intercultural concepts for brand presentations and adapting the brand design to regional conditions
- 从科学角度理解跨文化传达的知识
- 从感性，理性，认知和语言学因素的角度理解跨文化传达的概念
- 国际性品牌传达中跨文化含义的重要性
- 现实中跨文化交流成功的战略与案例运用，与跨文化交流的具体特征及符号性系统的处理过程及转化过程
- 跨文化视觉传播应用方法的技能
- 制定与转化跨文化理念在品牌呈现中及使其能适应于地域性特征的社会性交流与传播的能力

3 **Content / 教学内容**

Due to the globalized economic and living environment developing, intercultural dialogue becomes an inevitable necessity.

In this course, examples of historical, modern, postmodern and current art and design will be researched, studied, compared and processed. Case studies show successful strategies of intercultural dialogue in marketing and other areas of society. In practice scenarios, visual communication are examples for a international audience develops and tries to develop transnational aspects of intercultural brand language.

The course contents are divided into the following areas:

- foundations and models of intercultural communication

	• functions and effects of interculturalism from a sociological perspective • intercultural studies in the context of international brand communication, case studies and exercises of intercultural visual communication strategies 随着全球经济的发展和生活环境的变化，不同文化的沟通已不可避免。在这门课程中，通过调研，学习，对比与分析艺术及设计的历史性、现代性、后现代性及当代性的相关案例，了解跨文化对话在市场与社会的其他层面的成功的策略与战略。在实践情境中，视觉传达就是国际观众发展与尝试从跨国的角度对跨文化品牌语言进行发展的案例。 课程内容分为以下几个方面： 跨文化传达的基础和模式 从社会学角度理解跨文化主义的功能及其影响 结合案例学习在跨文化语境下的国际品牌传播，并进行跨文化视觉传达策略与战略的相关联系
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Written paper in the field of intercultural communications | 3-5 DIN A4 pages / 10.000-12.000 characters 写一篇跨文化传达领域的文章| 3-5 页 DIN A4 纸张| 10000-12000 字符
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • Heringer, Hans-Jürgen: Interkulturelle Kommunikation: Grundlagen und Konzepte, Stuttgart 2010 • Lüsebrink, Hans-Jürgen: Interkulturelle Kommunikation: Interaktion, Fremdwahrnehmung, Kulturtransfer, Stuttgart, 2008 • Panofsky, Erwin: Sinn und Deutung in der bildenden Kunst, Köln, (Auflagen ab 1978) • • Interkulturelle Kommunikation: Methoden, Modelle, Beispiele. Rowohlt 2006.

18 Communications Management

视觉传达管理

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲					
Course Code 课程代码	**Workload 课时量**	**Credits 学分**	**Semester 学期**	**Course Attribute 课程属性**	**Duration 开课周数**
BA WPD-032	72 h	4 CP	Semester 5 第五学期	Elective Course 选修课	8 weeks 8 周

1	**Course Component 课程构成**	**Preceding Courses 前序课程**
	Communication Management of Branding 视觉传达管理	Fundamentals of Brand Design 品牌设计基础 Fundamentals of Brand Management 品牌管理基础

2 Learning Outcomes / 教学目标

- Knowledge of concepts, goals, means and processes of communications management
- Knowledge of different forms of communication and relevant agency types
- Knowledge of evaluation and selection criteria for communication agencies
- Knowledge of the successful factors of briefings and feedback
- Methodical competence to define communication objectives and necessary means of communication
- Methodological expertise for the communication strategy in collaboration between brands and agencies
- Communicative competence, interface and interaction to detect and reduce losses
- 视觉传达管理的概念，目标，方法与过程
- 视觉传达的不同形式以及与其相关的企业类型
- 视觉传达相关企业的评价与筛选标准
- 做设计简报与获得反馈的成功因素
- 掌握明确视觉传达管理的目标及手段的方法和能力
- 掌握品牌与品牌公司之间合作的沟通策略
- 掌握沟通技能、沟通渠道，以减少沟通过程中的信息损失

3 Content / 教学内容

In this module, students will analyze and evaluate the success factors of communication agencies (event agencies, branding and design agencies, PR agencies, online and Internet agencies, traditional advertising agencies, etc.)

The course contents are divided into the following areas:

- Communication objectives and means
- Operations of various types agency

	• Success factors of project communication • Evaluation factors for agency presentations 在这门课程中，学生将对视觉传达公司中的成功要素（活动策划公司、品牌和设计机构、公关公司、线上和互联网公司、传统广告公司等）进行相应分析与评估。 课程内容分为以下几个方面： • 视觉传达的目标和手段 • 各类机构、公司的运营方式 • 项目沟通中的成功因素 • 公司展示情况的评估因素
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Written Exam | 120 min 书写测试 | 120 分钟
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • Beyer, Andrea: Einführung in die Medienökonomie; Stuttgart 2008 • Fuchs, Wolfgang/ Unger, Fritz: Management der Marketing-Kommunikation, Berlin 2011 • Hartleben, Ralph Erik: Werbekonzeption und Briefing; Erlangen 2004 • Schmidtbauer, Klaus: Professionelles Briefing – Marketing und Kommunikation mit Substanz; Göttingen 2007

19 Print Publishing
出版物设计

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
BD-KD 11	72 h	4 CP	Semester 5 第五学期	Compulsory Course 专业必修课	8 weeks 8 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
		Fundamentals of Editorial Design 版式设计基础

2 Teaching & Learning Outcomes / 教学目标

- Knowledge of basics, surroundings, forms and media of print publishing
- Knwoledge of basics design concepts, methods and instruments of print publishing
- Knowledge of conception, planning, execution, steering and controlling of print elements in the communication of brands
- Practical knwoldge of the surrounding conditions and processes of simple and complex projects in printing (e.g. mix of communications and media)
- Having the ability to individually develop concepts for analysis, evaluation, strategy and project planning
- Ability to use standard software in print publishing

- 出版与出版物相关领域的基础知识，形式与媒介的概论
- 设计理论的基础知识以及出版物设计的方法与工具
- 关于品牌传播中的概念，计划，执行，指导以及掌握控制与印刷相关元素的基础知识
- 与印刷相关的情况以及简单或复杂的项目在印刷中的实现的基础知识（如：传播与媒介的混合运用）
- 具备独立完成深入研究，分析，评价，制定战略及项目计划的能力
- 掌握运用基础的标准性印刷与出版的软件的能力

3 Content / 教学内容

This course is a basic introduction into the concepts, methods and instruments of print publishing and their contribution to brand communications. It focusses on the conception of communication campaigns in magazines, newspapers, posters (Out-of-Home), brochures and other forms of print-media that is relevant for brand communication. In exercises students will learn about the processes and instruments in the implementation of visual and haptic elements of print publishing (typography, images, graphics, different paper qualities and other materials and also different sorts of paper finishing). Above that it also focusses on innovative forms of print media and students will develop their own design concepts for print publishing.

The teaching content is subdivided into following sections:

- Basics, conditions, forms and media of print publishing

	• Design concepts, methods and instruments of print publishing • Print-design and design of print campaigns for brand-communication • Real-life examples and practical exercises (planning and execution), using standard tools • Theoretical and practical evaluation of print publishing 这门课程是一门介绍关于出版物设计的理念，方法及手段及其在品牌传播中的作用的基础课程。它主要集中在与品牌相关的印刷媒介如杂志，报纸，海报，手册等的理念构想与传播交流宣传的方向上。学生将在练习中学习关于出版物设计贯彻其中的视觉与触觉相关的元素（字体，图像，图形，不同纸张的质量，其他的材料以及不同类型的纸张效果）的工具手段及方法。除此之外，我们也将集中看到具有创新性的印刷媒介的形式，学生在此过程中将进一步完善及发展自己的出版物设计理念。 课程内容分为以下部分： • 出版物设计的基础知识，构成条件，形式及媒介 • 出版物设计的理念，方法和手段 • 品牌传播中的出版物设计和宣传设计 • 运用标准型工具完成实践性练习（计划与执行） • 出版物设计的理论性及实践性评价
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 调研, 项目提案
5	**Examine Criteria ／考核方式** Written paper on a topic in the field of print publishing | 3-5 DIN A4 pages / 10.000-12.000 characters 出版物设计相关课题论文，3-5 页 A4 纸，1 万到 1 万 2 字符
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • Jochen Kalka: Handbuch Printwerbung: Planung, Kreation und Wirkung von Anzeigen, Moderne Industrie, 2008 • Unger, Fritz / Durante, Nadia-Vittoria / Gabrys, Enrico / Koch, Rüdiger / Wailersbacher, Rainer: Mediaplanung. Me- thodische Grundlagen und praktische Anwendung; Berlin 2007 • Hofsäss, Michael / Engel, Dirk: Praxishandbuch Mediaplanung; Berlin 2004 • Ralf Turschie: Making of. Kreative Wege und Konzepte in der visuellen Kommunikation, Niggli, 2005 • Kloss, Ingomar: Werbung. Handbuch für Studium und Praxis, Vahlen Franz Gmbh;) 2011, 5. Auflage • Christian Scheier, Dirk Bayas-Linke, Johannes Schneider: Codes. Die geheime Sprache der Produkte, Haufe-Lexware; 2010

20 Advanced Photography

图形与媒体强化

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲					
Course Code **课程代码**	**Workload** **课时量**	**Credits** **学分**	**Semester** **学期**	**Course Attribute** **课程属性**	**Duration** **开课周数**
WPD-011	72 h	4 CP	Semester 5 第五学期	Elective Course 选修课	8 weeks 8 周

1	Course Components **课程构成**	**Preceding Courses** **前序课程**
	• Photography and Branding 摄影与品牌传播 • Practical Exercises 实践练习	Fundamentals of Photography 摄影基础 Brand Design Conception 品牌设计概论
2	**Teaching & Learning Outcomes / 教学目标** • In-depth knowledge in image theory and the structure of images • In-depth knowledge of history, sociology and technology of photography • Knowledge of the function of photography in branding and as branding • Knowledge of the role and function of imagery in brand communication • Knowledge of principles and methods of image structure and composition of images • Methodological knowledge of the usage of hard- and software for the production and post-production of photography • 深入了解图像的理论及图像的结构的知识 • 深入理解摄影的历史，社会性和技术性的知识 • 摄影在品牌及品牌传播中的功能 • 在品牌传播中图像的角色与功能 • 图像结构与图像构图的原则与方法 • 运用通用的摄影前期与后期制作软件及硬件的方法	
3	**Content / 教学内容** Photos as key images are important elements of brand communication. This course builds upon the previous courses on photography and visual language and deepens the knowledge of basics, concepts and strategies in the usage of photography. The aesthetical, media-related and socio-historic aspects of photography and their impact on brand communication are being discussed. Dealing with case studies the students will also widen their knowledge of technical aspects of photography. All theoretical knowledge will be translated into practical work in photography. The teaching content is subdivided into following sections:	

	• Theory of image and the structure of images • Knowledge of history, sociology and technology of photography • Photography and branding • Imagery and key images in brand communication • Principles of image structure and composition • Case studies of imagery • Exercises in creating brand imagery 在品牌传播中，照片作为主要的形象，是其中的重要元素。这门课程基于前续开展的课程，摄影基础和视觉语言的基础知识，进行深入分析与理解摄影中的构想、概念，及常用的策略与战略。将会讨论到与媒体相关的，社会历史相关的及与美学性相关的摄影的各个方面的内容，及其在品牌传播中的影响。在案例分析的过程中，学生将进一步从技术角度拓宽他们对摄影领域的知识。其中出现的所有摄影理论性的知识都将转换成为实践性的操作练习。 课程内容分为以下部分： • 关于图像与图形的理论和结构 • 关于摄影的历史性、社会性和技术性知识 • 摄影与品牌传播 • 品牌传播中的形象与主视觉 • 视觉图形的结构与构成组合的原则 • 关于形象的案例学习 • 创造品牌形象的练习
4	**Teaching & Learning Methods / 教学形式** Lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Written paper concerning the use of photography in brand communication | 3-5 DIN A4 pages / 10.000-12.000 characters 写一篇关于摄影图像与图形在品牌传播中的应用的文章 | 3-5 页 DIN A4 纸 / 10000-12000 字符
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • Geimer, Peter: Theorien der Fotografie zur Einführung; Hamburg Junius, 2009 • Mitchell, W.J.T.: What Do Pictures Want?: The Lives and Loves of Images; University of Chicago Press, 2006 • Shore, Stephen: Das Wesen der Fotografie: Ein Elementarbuch. Phaidon, 2009 • Gockel, Tilo: Kompendium digitale Fotografie: Von der Theorie zur erfolgreichen Fotopraxis, Berlin, 2011

21 Advanced Graphic Design

造型基础强化

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲					
Course Code 课程代码	**Workload 课时量**	**Credits 学分**	**Semester 学期**	**Course Attribute 课程属性**	**Duration 开课周数**
WPD-012	72 h	4 CP	Semester 5 第五学期	Elective Course 选修课	8 weeks 8 周

1	Course Components **课程构成**	**Preceding Courses 前序课程**
	• Visual design methods 视觉设计方法 • Practical execution 实践练习	

2 **Teaching & Learning Outcomes / 教学目标**

- Knowledge of basics theory, models and concepts of graphic design
- Knowledge of analogue and digital methods of visual design
- Knowledge of methods and instruments of drawing
- Understanding of the meaning of visual design methods for the development of visual brand elements
- Practical understanding of the relation between and aspects of different visual design methods
- Competence to apply techniques for analogue and digital tools of visual design
- Methodological competence in structuring design processes
- 图形造型设计的基础理论、方法与概念
- 视觉设计的数字化及模拟的方法
- 造型的方法以及工具
- 理解视觉设计方法在品牌视觉元素的发展中的含义
- 通过实践来理解不同的视觉设计方法中的关系
- 运用并掌握计算机模拟及数字化技术工具来进行视觉设计的技巧及能力
- 学习使得设计过程具有结构性的方法的技能

3 **Content / 教学内容**

This course is based upon the fundamental courses of design. It contains an overview of different techniques of visual representation, its semantic aspects, the thinking involved in drawing, a deepening of the ability to do abstraction in drawing, basic knowledge in geometry, aspects in space and object relationship and different kinds of perspective, natural forms and object drawing. The core methods of concepts of visual design are being discussed; experimental methods of representation, also hybrid forms of digital and analogues are being examined. In the practical application of their theoretical research, students will execute own designs and learn to apply their design abilities in the context of brand communication.

	The teaching contend is divided in following sections: • Basics, models und concepts of visual design methods • Overview of visual techniques of representation • Methods and instruments of drawing • Digital methods and instruments of representation and hybrid techniques • Examples of visual design • Practical exercises and application of different tools of visual design 这门课程作为设计的基础课程，包含了对运用不同技术进行视觉设计再现的总览，也包含关于视觉设计本身语义上的观点，思考关于造型的，以及进一步深入的创造出抽象化图形的方法的能力，包含基础的几何知识，空间与物体的关系的知识，各种不同类型的视角，以及自然形式和对象的造型的知识。课程将对视觉设计的核心方法及视觉设计再现的经验性方法进行讨论，也将包含对数字化计算机模拟技术及混合技术的仔细查阅。在基于学生自己的理论性调研而进行的实践性应用中，他们将完成自己的设计并学习将设计应用到具体情境中的品牌传播中。 课程内容分为以下几个部分： • 学习视觉设计方法的基础，模型及理念 • 对视觉设计造型表现的方法与技能的总览 • 造型的方法和工具 • 学习视觉设计的数字化方法、造型表现的工具以及混合技术 • 视觉设计的案例 • 运用不同工具完成视觉设计的实践性练习
4	**Teaching & Learning Methods / 教学形式** Lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 户外调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Written brand design concept and design manual as documentation | 3-5 DIN A4 pages / 10.000-12.000 characters 写下品牌设计的理念与构想并将设计过程的手稿存档，3-5 DIN A4 纸，1 万到 1 万 2 字符
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • Pipes, Alan: Zeichnen für Designer, Zeichenfertigkeiten, Konzeptskizzen, Computersysteme, Illustration, Werkzeu- ge und Materialien, Präsentationen, Produktionstechniken, München, 2008 • Eissen, Koos: Sketching, München, 2008 • Ott, Alexander, Darstellungstechnik und Design, München, 2010

22 Brand Language
品牌语言

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
BD-10	72 h	4 CP	Semester 6 第五学期	Compulsory Course 专业必修课	8 weeks 8 周

1	Course Components **课程构成**	**Preceding Courses** **前序课程**
		Fundamentals of Brand Design 品牌设计基础

2 Teaching & Learning Outcomes / 教学目标

- Knowledge of the concepts and functions of language and type
- Knowledge of the methods of using language in fields relevant to branding, such as names, claims etc.
- Knowledge of the use of language and type in the context of companies and markets
- Knowledge of embedding language elements in the context of advertisement campaigns and brand images
- Practical exercises on that lead to understanding the processes and underlying conditions of real life jobs
- Competence of analytical and conceptual tools of brand language
- Methodological competence to develop brand names, claims/slogans and other language based elements of brand image
- Instrumental competence of critical analysis and evaluation of language elements of brand images
- 语言与文字的功能与概念
- 在于品牌领域相关的地方比如名字，标语等运用语言的方法的知识
- 在相关语境的公司及市场中运用语言及文字的知识
- 关于将语言植入在广告宣传和品牌形象中的知识
- 关于理解整个过程及在现实生活工作中的潜在原因与条件的实践性练习
- 掌握品牌语言的分析性和构想性工具的能力
- 掌握发展品牌名字，标语或其他基于品牌形象的元素的语言的研究性方法能力
- 掌握对品牌形象中的语言要素进行分析，评价的有帮助性的工具及其使用的技能

3 Content / 教学内容

Language and text are element of strategical importance to the brand image. This course gives an insight into the basics of forms, characteristics, potential and functions of language and text in brand communication. Following real life examples, Individual parts of corporate communication (PR, Investor relations, customer relations et al.) are being discussed. The basics of language in its symbolic function and as a reference system are being discussed. Success-criteria of brand language, e.g. differentiation, association and meaning, memorability, internationality, timelessness, copy right, design and phonetic are being discussed by developing own text, claims and name-giving.

	The course is divided in following sections: • Basics of language as reference-system of communication • Concepts, models, methods and instruments of using language and text in advertising/brand communication • Heading, wording, texting et al. • Function of language and text in the context of brand communication and campaigning • Examples and practical exercises in developing of brand names • Examples and practical exercises in the development of claims and texting 语言和文字是品牌形象中重要的战略性要素。这门课程将会对品牌传播过程中语言与文字形式，特征，潜在性可能与功能进行总览。根据真实的案例，个性化创造部分与合作传播交流（投资者关系，客户关系等）也会进行讨论。语言作为象征功能的基础以及其系统性参照也将会涉及到。品牌语言的成功标准如：区别性，沟通性，意义，值得记忆性，国际性，超越时间性，版权，设计以及语音学的方面也将随着文字的设计发展，标语以及给品牌命名的过程所提及。 课程内容分为以下部分： • 关于语言作为交流的参考系统的基础知识 • 品牌传播与广告中运用语言及文字的构想，模型，方法及工具手段 • 标题，标语，文字等 • 品牌传播与竞争语境中的语言及文字的功能 • 品牌命名发展过程的案例及实践性练习 • 标语和文本的发展过程的案例和实践性练习
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 户外调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Written home work on an assignment in the field of brand language (60.000-75.000 characters/20-25 DIN A4 pages)写一篇基于某一任务中的关于品牌语言的文章（60000-75000 字/20-24 页 DIN A4 纸张）
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • Kunczik, Michael, Public Relations: Konzepte und Theorien, UTB Verlag, 2010 • Reins, Armin: Corporate Language: Wie Sprache über Erfolg oder Misserfolg von Marken entscheidet; Mainz 2006 • Förster, Hans Peter, Texten wie ein Profi: Ein Buch für Einsteiger, Corporate Wording, Frankfurter Allgemeines Buch Verlag, 2008 • Samland, Bernd, Unverwechselbar: Name, Claim & Marke, Verlag Haufe-Lexware, 2006 • Görg, Ulrich, Claims als Wertschöpfungsinstrument der Markenführung, Gabal Verlag, 2005

23 Branding and Interface Design
品牌交互设计

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
	72 h	4 CP	Semester 6 第六学期	Compulsory Course 专业必修课程	8 weeks 8 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
	The form and standard of software hardware interface 软件、硬件人机界面的形式与标准 The prospect of human-center interaction technology 人机交互技术展望	None 无

2 Learning Outcomes / 教学目标

Students will have

- The definition of human-computer interface.
- Origins and development trend of human-computer interface.
- Human-computer interaction design in cognitive psychology.
- Human-computer interaction method.
- Human-computer interaction design principles.
- Human-computer interface design.

学生将会掌握:

- 人机界面的定义。
- 人机界面学的起源和发展趋势。
- 认知心理学中的人机交互设计。
- 人机交互设计的方式。
- 人机交互设计的原则。
- 人机界面设计。

3 Content / 教学内容

The purpose of this course is to enable students to understand the concept of human-computer interaction, the basic principles and methods of user interface design and understand the different periods of user interface characteristics. Finally, the students will have prospects about user interface technology.

The main task of this course is to master the hardware interface and software interface design methods and theory, exploring new interaction techniques.

	• The development of human-computer interaction design. • The principles and methods of interaction design. • The human-computer system and interface design. 本课程目标是使学生了解人机交互的概念、理解用户界面设计的基本原则和方法以及不同时期的用户界面特点。学生终将具有对用户界面技术这门学科的期望。 课程的主要任务是掌握硬件人机界面设计与软件人机界面设计的方法与理论，探索新的交互技术。 教学内容如下： • 人机交互设计发展 • 交互设计原则与方法 • 人机系统及其界面设计
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 户外调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Written paper on conception of integrated brand communication | 3-5 DIN A4 pages / 10.000-12.000 characters 写一篇关于品牌交互设计概念的文章| 3-5 页 DIN A4 纸张/ 10000-12000 字
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书**

24 Interaction Branding
品牌传播与交互设计

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
BD-KD-15	72 h	4 CP	Semester 6 第六学期	Required Course 专业必修课	8 weeks 8 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
	Fundamental of Multimedia Design 多媒体设计基础 Multimedia Design within Branding Image 品牌形象建立中的多媒体设计应用	None 无

2 Learning Outcomes / 教学目标

Students will have

- Knowledge of the possible usage of interactive Media in brand communication
- Ability to analyze, evaluate and modify concepts and apply own concepts of interaction branding
- Methodological competence for the conception of on solutions in the area of interaction branding
- Practical knowledge based on exercises about the standard software for the production and management of projects in interaction branding
- Knowledge about the key points of Search Engine Optimization (SEO) and Social Media Optimization (SMO)
- Knowledge about function and range of Social Media Marketing
- Methodological competence for planning, conception and coordination of interactive and time-based branding projects in digital media
- 关于品牌传播中常用的交互媒介的知识
- 具备分析，评价，修改理念以及给品牌交互设计提出自己专属的理念的能力
- 掌握为品牌交互设计领域提供解决问题的方法的构成的研究性能力
- 掌握为品牌传播与交互提供设计产品生产的一般性软件的实践练习知识
- 掌握关于搜索引擎优化与社交媒体优化这两个关键性概论的知识
- 理解关于功能的知识以及社交媒体市场的系统情况
- 拥有制定，构想及协调基于时间线的品牌传播项目计划在数字媒体中的执行的研究性方法的能力

3 Content / 教学内容

Interaction branding relates to the conception and design of brand communication with and within interactive media. With a strong focus on social media, students will learn methods and instruments of interaction branding. In practical exercises they will work out own solutions for interaction branding.

The teaching content is divided in following sections:

	• Practical concepts, methods and instruments of designing interactive media • Real life examples of using interactive media in brand communication • Practical exercises with tools to design interactive user interfaces • Basics of Social Media, SMO and SEO • Success factors of digital branding 品牌传播与交互设计是一门关联于概念与品牌传播设计是否应用交互媒介的课程。通过将重点放在社交媒体上，学生将学习品牌传播与交互设计的方法与工具。通过实践性练习学生将找到属于他们自己的品牌交互设计的解决方案。 教学内容分为以下部分： • 实践性构想，交互媒介设计的方法与工具 • 提供在现实生活中的真实的关于运用交互媒介来进行品牌传播的案例 • 运用相应的工具来进行交互媒介中用户界面的设计的实践性练习 • 根据社交媒体，来认识搜索引擎优化及社交媒体优化这两个概念 • 数字化品牌传播的成功要素
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Completed Project, 20-minute presentation/10-20 slides with notes. 每人完成独立的课堂项目，20 分钟的项目提案/ 附以文字内容的 10-20 页幻灯片
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • Motion graphic artwork：after efferects：(韩)李秀呈，武传海, 人民邮电出版社 • 《动态图形设计基础》：李渝，西南师范大学出版社 • 《营销就是卖故事》：王艳，浙江人民出版社 • 《视频营销》：（美）凯文纳尔蒂，北京东方出版社 • 《数字媒体品牌形象推广》：罗军，西南师范大学出版社 • 《品牌广告塑造》：胡川妮主编，中国人民大学出版社 • 《国际交互设计基础教程》：（英）迈克尔萨蒙德，加文安布罗斯，杨茂林，中国青年出版社

25 Brand Environments
品牌环境设计

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
BD-KD-19	72 h	4 CP	Semester 6 第六学期	Compulsory Course 专业必修课	8 weeks 8 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
	The Design of Branding Environment 品牌环境设计	Brand Design Conception

2 Learning Outcomes / 教学目标

- Understanding of the psychological foundations of space and space experience
- Knowledge of the principles, concepts, strategies and methods of brand management
- Comprehensive of the objectives, conditions and procedures for brand environment
- Knowledge of applications of spatial brand staging
- Ability in design techniques for the visual design concepts
- Methodical competence for the systematic development of our own concepts for brand environment
- Application skills for use of software tools for work on brand environment
- Key knowledge of the professional practice in the development of brand environment

学生将会掌握：

- 从心里层面建立对空间和空间体验的认识和理解，
- 关于品牌管理的原则，理念，战略与方法的知识
- 学习并掌握品牌环境下的目标，条件及其处理程序的综合能力
- 关于空间品牌进阶的应用的知识
- 掌握进行视觉设计的技巧与能力
- 掌握为自主理念中的品牌环境进行系统性发展的方法性能力
- 品牌环境所需要的软件应用技能
- 关于品牌环境中的专业实践性发展的关键知识

3 Content / 教学内容

Including time, Brand Environment marks a four-dimensional space.

This module covers the basics of designing spatial brand productions and presentations. In case studies from the fields of corporate architecture, corporate exhibitions, theme parks, exhibitions, store-concepts and methods will be presented and analyzed

	The course contents are divided into the following areas: • psychological foundations of spatial perception and experience • principles, concepts, strategies and methods of brand-related spatial design • case studies of brand environment • design and implementation of concepts for a brand environment 品牌环境已构成四维空间（包括时间）的一种体验。该模块涵盖品牌空间设计的产品与展示。对企业体系结构，企业展览，主题公园，会展、商店概念及方法的实例进行展示与分析。 课程内容分为以下几个方面： • 对空间的认知和体验的心理学基础 • 和品牌相关的空间设计方法的基本原理，概念，战略 • 品牌环境设计的案例分析 • 品牌环境设计通过将某一概念进行设计实践并完成
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 户外调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Written paper in the field of 3-dimensional branding | 3-5 DIN A4 pages / 10.000-12.000 characters 写一篇关于三维品牌传播的领域的文章|3-5 页 DIN A4 纸张/10000-120000 字
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • Messedat, Jons, *Corporate Architecture*: Entwicklung, Konzepte, Strategien, München, 2005 • Reinhardt/Teufel, *Neue Ausstellungsgestaltung 02*, München, 2010 • Christian Mikunda: *Der Verbotene Ort oder die inszenierte Verführung*: Unwiderstehliches Marketing durch strategi- sche Dramaturgie, München, 2011 • Smith, Jim: *Brand Environment Design*, Berkeley, 2005 • Uebele, Andreas: *Orientierungssysteme und Signaletik*. Führen – Finden – Fliehen, Mainz 2006. • TwoPoints.Net (Hrsg.): *Left, Right, Up, Down*: Neue Ansätze für die Gestaltung von Leitsystemen.

26 Advanced Print Publishing

出版物设计强化

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲					
Course Code 课程代码	**Workload 课时量**	**Credits 学分**	**Semester 学期**	**Course Attribute 课程属性**	**Duration 开课周数**
	72 h	4 CP	Semester 5 第五学期	Compulsory Course 专业必修课	8 weeks 8 周

1	**Course Component 课程构成**	**Preceding Courses 前序课程**
		Fundamentals of Editorial Design 版式设计基础
2	**Teaching & Learning Outcomes / 教学目标**	
3	**Content / 教学内容**	
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 户外调研, 作业，项目提案	
5	**Examine Criteria ／考核方式**	
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。	
7	**Literature／教材与参考书**	

27 Advanced Communications Management
视觉传达管理强化

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
WPD-022	72 h	4 CP	Semester 6 第六学期	Elective Course 选修课	8 weeks 8 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
	Strategic Planning 战略制定 Practical exercise 实践练习	Brand Design Conception 品牌设计概论 Communications Management of Branding 品牌视觉传达管理

2 Learning Outcomes / 教学目标

- Knowledge of the development parameters of strategic planning processes
- Knowledge of the direct connections of brand and communication strategy
- Knowledge about the differences between classical brand strategies and planning-strategies
- Competence to individually create planning concepts
- Competence in transferring planning concepts into brand communication
- 关于战略性计划制定的过程与发展中的要素的基础知识
- 品牌连接与视觉传达战略的基础知识
- 关于传统性品牌战略与计划性战略的区别的基础知识
- 独立完成创造理念计划的能力
- 将理念计划转化成品牌视觉传达的能力

3 Content / 教学内容

Strategic planning is about the development of brand- and communication strategies from the perspective of communication agencies. This course focusses on all aspects of communication agencies. In respect to “best practices” the students will learn about strategies, instruments and recent trending and problems in communication strategies.

The teaching content is subdivided into following sections:

- Basics of strategic planning
- Planning of holistic brand- and communication strategies
- Practical usage of brand communication strategies

品牌战略计划制定是关于从传播公司的角度出发的品牌发展及传播战略计划为内容的。课程主要集中在视觉传播管理公司的各个方面，基于对‘最好的练习’的期待，从实践性项目的角度入手，学生将了解关于战略制

	定，方法及工具，与当下的趋势以及传播战略中所遇到的问题的相关知识。 课程内容分为以下部分： • 战略计划的基础知识 • 完整的品牌传播战略的计划制定 • 实践性品牌传播战略
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 户外调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Presentation and documentation | 20-minute presentation/10-20 slides with notes; 12-14 DIN A4 pages documentation (36.000-45.000 characters) 提案与文档 | 20 分钟项目提案/附以文字内容的 10-20 页 幻灯片；12-14 页 DIN A4 纸张 的文字记录（36000-45000 字符）
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • Baetzgen, Andreas: Brand Planning: Starke Strategien für Marken und Kampagnen; Stuttgart 2011 • Tuckwell, Keith J. Tuckwell: Integrated Marketing Communications: Strategic Planning Perspectives; Prentice Hall 2010 • Becker, Jochen: Marketing-Konzeption - Grundlagen des zielstrategischen und operativen Marketing-Managements; München 2009

28 Brand Design & Intellectual Property
品牌设计与知识产权

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
BD-13	72 h	4 CP	Semester 7 第七学期	Elective Course 选修课	8 weeks 8 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
	Communication Management of Branding 视觉传达管理	Brand Design Conception 品牌设计概论 Brand and Communication 品牌与视觉传达

2 Learning Outcomes / 教学目标

- Knowledge of the basic provisions of trademark and copyright law
- Knowledge of the legal provisions and their interpretation by the Court
- Application skills to integrate legal aspects on all relevant aspects of the Brand Design
- Methodological competence to make an initial classification of the facts according to the legal problems

- 关于商标的基本条款和版权的基本法律条款的知识
- 关于合法的规定及法院对其的解释的知识
- 掌握使品牌设计中相关联的每个方面都能合法性的结合在一起的应用技能
- 掌握根据法律法规对现实中的案例进行初始分类的方法性能力

3 Content / 教学内容

In this module, basic concepts are made relevant for the Brand Design area. It includes functions, structures, scope of trademarks and other trademark rights. In addition, relevant for the Brand Design legal transactions are deepening offer communications and media fundamental rights, Press Law, Art Copyright (portrait rights), copyright (text, music, film, photography, visual and Applied Arts, licensing law), competition law (boundaries of advertising), Internet law (Legal, domains).

The course contents are divided into the following areas:
• The basic legal system in the world
• Legal aspects of commercial conditions
• Testing and use of trademarks and copyrights
• Decision dimensions and courses of action in these areas of law

在这个模块中，基本概念都将围绕品牌设计相关领域展开。其中包括商标的功能，结构和商标使用规范以及其他商标的法律条款。此外，也将涉及与品牌设计及媒体相关的法律与基本权利，出版物法规，艺术版权所有（肖像

	权），版权（文字，音乐，电影，摄影，视觉和应用艺术，使用许可法），竞争法（广告的范围与界限），互联网法（合法性，领域）。 课程内容分为以下几个方面： •关于世界上的基本法律系统 •法律法规层面的商业条款 •商标及著作权的测试与使用 •决策层面和行动方针在这个法律法规领域中的情况
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 调研,作业，项目提案
5	**Examine Criteria ／考核方式** Written Exam | 120 minutes 书写测试 | 120 分钟
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书** • Ilzhöfer, Volker/ Engels, Rainer: Patent-, Marken- und Urheberrecht: Leitfaden für Ausbildung und Praxis; Vahlen 2010 • Mächtl, Florian / Uhrich, Ralf / Förster, Achim: Geistiges Eigentum – Vorschriftensammlung zum gewerblichen Rechtschutz, Urheberrecht, Wettbewerbsrecht; Tübingen 2007 • Stephan, Michael/ Schneider, Martin J.: Marken- und Produktpiraterie: Fälscherstrategien, Schutzinstrumente, Be- kämpfungsmanagement; Düsseldorf 2011 • Schnauer, Franz: Grundzüge des Privatrechts für den Bachelor: Bürgerliches Recht mit Handels- und Gesell- schaftsrecht, Arbeitsrecht, Zivilprozess- und Insolvenzrecht; Heidelberg 2010

29 Packaging Design
包装设计

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
13110363 BD-KD-18	72 h	4 CP	Semester 7 第七学期	Compulsory Course 专业必修课	8 weeks 8 周

1	Course Component 课程构成	Preceding Courses 前序课程
	Packaging Design包装设计	Brand Design Conception 品牌设计概论

2 Learning Outcomes / 教学目标

- Knowledge of essential aspects, basics and applications of packaging design
- Knowledge about front- and back of pack, as well as for full panel design and for different product categories, product ranges,
- developing a design system and packaging adaptations (different variants)
- Packaging architecture, product visual, appetite appeal, illustration-/photostyle, shelf impact, FFMC, sustainability, photoshop and illustrator tricks, material, packaging effects and finishing, creating 3D dummies)
- Knowledge of the basic packaging design vocabulary/terminology, also in terms of branding and brand identity
- Knowledge of methods of conception, creating design drafts and methods of technical implementation
- Understanding of the relationship and the importance of packaging design in terms of brand design
- Knowledge of material aspects of package design
- Methodological skills for analysis, evaluation and effect improvement of packaging design concepts and design research, esp. in terms of branding
- Methodological expertise for the development of strategies and concepts of brand packaging
- Knowledge of the use of typography and what can be expressed through hierarchy of information
- Practical understanding of the essential processes in packaging design
- 关于包装设计的必要层面，基础层面及应用设计层面知识
- 关于包装上的正面与背面，即是给不同的产品类型及产品系列进行整面的设计的知识
- 包装的结构，产品视觉，口味的表现，插画形式-/照片风格，货架展示效果，可持续性使用，PS 和 AI 的技巧，材料，包装设计完工的效果，创造 3D 模型
- 关于包装设计及品牌与视觉识别系统的专业术语及词汇的知识
- 关于表现概念的方法，创造设计草图以及完成技术性层面的方法的知识
- 理解包装设计与品牌设计的关系及其在品牌设计中的重要性
- 关于从材料角度出发的包装设计的相关知识
- 掌握对包装设计理念及设计调研，尤其是在品牌视觉化的条件下，进行分析，评价及效果改进与提升的方法性技能
- 具备发展品牌战略与品牌包装理念的专业性研究方法

	• 关于字体的运用及任何其他可通过其传达不同的重要性等级信息的知识 • 通过实践理解包装设计中最基本及必要的步骤及过程
3	Content / 教学内容 Packaging plays a significant role in brand design. Packages are often essential elements of a brand message and brand appearance. The module covers the basic knowledge of packaging design and its role and responsibilities in terms of brand design, also in terms of different cultural backgrounds. It is also about aspects of optics, haptics, sensor technology, materiality and sustainability and explains rational and emotional functions of packaging design. Exemplary packaging-concepts and methods of design evaluation and implementation provide an insight into the practice of packaging design. Their already acquired design knowledge enables the students to develop and create their own packaging models. Also they will learn about tools, methods and technics for creating a digital design (e.g. brainstorming, research, design analysis, sketching). The course contents are divided into the following areas: • Design analysis in theory and practical creativity exercises in design concept and application • Overview, principles and applications of packaging design • Concepts, methods and instruments of packaging design • The role and importance of packaging design in brand design and brand communication • Technical components of packaging design • Case studies and exercises for packaging in brand context 包装在品牌设计中起到显著的作用。包装往往是一个品牌信息和品牌外观的基本原素。本课程涵盖了包装设计的角色和作用的基本知识以及不同文化背景下的包装设计。同样关于对光学/触觉/传感器技术，材料和环保方面的知识，并解释了理性和感性的功能性包装设计。 对优秀的包装概念和设计的评估和实施方案给包装设计提供了很好的切入学习点。对原理和实践的学习可以帮助学生独立的完成设计任务和创意任务。学生会将会学习如何设计与完成他们自己的作品的方式。在学习方法中，包括头脑风暴，研究，设计分析，草图绘制和电脑辅助设计都会在本课程中体现。 课程内容分为以下几个方面： • 在设计理念和应用中分析设计理论和实践创新 • 概观包装设计的原理与应用 • 包装设计的概念与方法 • 包装设计在品牌设计和品牌传播中的作用和重要性 • 包装设计的技术（AI 和 PS，裁切，折叠工艺） • 案例研究与学习及在品牌语境中进行包装设计练习
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 调研,作业， 项目提案
5	**Examine Criteria ／考核方式** Written paper on a topic in the field of packaging design | 3-5 DIN A4 pages / 10.000-12.000 characters 写一篇与包装设计主题领域的文章 | 3-5 页 DIN A4 纸张/10000-12000 字
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。

7	**Literature / 教材与参考书** • Verpackungsdesign: Packaging als Instrument der Unternehmenskommunikation, Hamburg, 2010, by Henry Schröder, Published by Diplomica Verlag Gmbh, ASIN: B00FFBDE66 • Designing Sustainable Packaging, London, 2009, by Scott Bylston, Laurence King Publishing, ISBN-10: 1856695972 • Wirklich gute Verpackungen erklärt: Top Designer beurteilen Verpackungsgestaltungen, München, 2010, by Bronen Edwards, Published by Stiebner, ISBN-10: 3830713835 • The Package Design Book - Pentawards, by Julius Wiedemann, Published by Taschen, 2010, ISBN-10: 3836519968 • Big Brand Theory, Published by Gingko Press, 2011, ISBN-10: 1584234458 • The Art of Package Design, Published by Gingko Press, 2011, ISBN-10: 1584234342 • Simply Packaging, Published by Victionary, 2009, ISBN-10: 9889822954 • Structural Package Designs, Published by Pepin Press, 2005, ISBN-10: 9057680440

30 Advertising Psychology and Neuromarketing
广告与营销心理学

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
WPD-022	72 h	4 CP	Semester 7 第七学期	Compulsory Course 专业必修课	8 weeks 8 周

1	Course Components **课程构成**	**Preceding Courses** **前序课程**
		None 无

2 Teaching & Learning Outcomes / 教学目标

- Knowledge of contemporary theories of media and advertising psychology
- Knowledge of communicational methods and advertising technologies
- Knowledge of the connection between empirical research on advertising strategies and concepts of advertising measures
- Knowledge of neurophysiological research
- Knowledge of theories and implementation of marketing-decisions connected to the conception of advertisement
- Ability to implement theoretical insight to marketing conception
- Ability to critically understand contemporary research

- 关于当代媒体和广告心理学的理论知识
- 关于传播方法和广告技术的知识
- 关于广告策略和广告中的实验性调研以及广告措施的概念之间的关系的知识
- 关于神经心理学研究的知识
- 关于市场营销决策的理论及实施与广告的概念之间相互联系的知识
- 具备将理论性的观点贯彻到市场营销概念中的能力
- 具备对当代的研究成果进行辩证性思考与理解的能力

3 Content / 教学内容

This course focuses on fundamentals of advertisement psychology and neuro-marketing and the research methods of both areas. With this the course treats as well the potential benefits as the limits of these areas. Real-life cases show how the results of advertisement psychology and neuro-marketing help to build up purposeful marketing decisions.

	The teaching content is subdivided into following sections: • Basics of neuromarketing in brand management, neuromarketing, neuroeconomics and neurocommunication • Theories and research methods in measuring motivation in advertising psychology and neuromarketing • Research on effects of different advertisement measures • Implementation of neuroscientific technologies 本课程的重点是广告心理学和神经营销以及与这两个领域相关的调研方法的基本原理。在此基础上，本课程也将潜在的收益看作是这个领域中的限制。现实生活中的案例将展示出广告心理学和神经营销在帮助建立目标明确的营销决策上所起的作用。 教学内容细分为以下几个部分： • 品牌管理中神经营销学的基础知识，神经营销学，神经经济学和神经传播学 • 广告心理学和神经营销测量动机的理论和研究方法 • 研究不同效果的广告措施 • 神经科学技术的实施
4	Teaching & Learning Methods / 教学形式 lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 户外调研, 作业，项目提案
5	**Examine Criteria ／考核方式** Written paper on conception of integrated brand communication | 3-5 DIN A4 pages / 10.000-12.000 characters 写一篇关于品牌交互传达的文章 | 3-5 页 DIN A4 纸张/10000-12000 字
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书**

31 Interdisciplinary Practical Project
视觉传达设计项目实践

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
BD-KD-21	72 h	4 CP	Semester 7 第七学期	Compulsory Course 专业必修课	8 weeks 8 周

1	Course Component 课程构成	Preceding Courses 前序课程
	Intership of Visual Communication Design 视觉传达设计项目实践	Brand Design Conception 品牌设计概论 Interaction Branding 品牌交互设计

2 Learning Outcomes / 教学目标

- Knowledge of holistic process and networking collaboration in brand communication
- Knowledge of forms of cooperation and interaction between project partners (cooperation between designers and managers)
- Understanding of different kinds and success factors of briefing and feedback
- Instrumental and methodological competence to plan holistic marketing strategies
- Methodological competence in planning, developing and execution of communication concepts
- Methodological competence in planning and steering of projects
- Social and communicative competences
- Interdisciplinary Knowledge and a first insight in real life execution in own profeesional field

- 品牌视觉传达的整个工作进程及团队协同工作的基本知识
- 项目执行者以及设计师和经理之间的互动与合作的基本形式
- 理解不同类型的简报与信息反馈中成功的因素有哪些
- 掌握制定整个市场战略的工具与研究性方法的能力
- 具备传达理念中的制定计划，延伸发展与执行的方法性技能
- 拥有制定计划与指导性思维的方法技能
- 拥有社交和沟通的能力
- 具备跨学科的知识与技能以及能够在自己的专业领域中对现实生活中的实践性执行有着敏锐的洞察力

3 Content / 教学内容

Within their collaborative project work students will learn about the working methods of their project partner. In developing a fictional/practical projet, the goal is to develop and communicate a new brand. Students will develop strategy papers.

	The course contents are divided into the following areas: • Development of branding concepts • Success factors of briefings • Development of communication concepts • Project management and presentation of finished projects 在合作完成的项目中，学生将掌握与同伴团队合作的工作方法。在实践项目发展过程中，我们的目标是发展成为与一个全新的品牌相关联起来。学生将制定并进一步发展其项目的战略。 课程内容分为以下部分： • 品牌概念的发展 • 成功的进行简报的要素 • 视觉传达概念的发展 • 项目管理与完成项目时的提案
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 调研, 作业，项目提案
5	**Examine Criteria ／考核方式** 15-minute presentation/10-20 slides with notes of completed project/documentation of project | 36.000-45.000 characters = 12-15 DIN A4 pages 15 分钟项目提案/10-20 页附以文字记录完成的项目过程的幻灯片 | 36000-45000 字
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书**

32 Advanced Branding and Interaction Design
品牌交互设计强化

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲					
Course Code 课程代码	**Workload 课时量**	**Credits 学分**	**Semester 学期**	**Course Attribute 课程属性**	**Duration 开课周数**
	72 h	4 CP	Semester 7 第七学期	Elective Course 选修课	8 weeks 8 周

1	**Course Component 课程构成**	**Preceding Courses 前序课程**
		-Branding and Interaction Design 品牌交互设计
2	**Learning Outcomes / 教学目标**	
3	**Content / 教学内容**	
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 户外调研, 项目提案	
5	**Examine Criteria ／考核方式**	
6	**Requirements for the award of credits／授予学分条件**	
7	**Literature／教材与参考书**	

33 Advanced Branding and Interface Design
品牌多媒体设计强化

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
	72 h	4 CP	Semester 7 第七学期	Elective Course 选修课	8 weeks 8 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
	- Multimedia design and Application 多媒体设计应用 - Practice of branding multi-media design project 品牌多媒体设计项目实践	-Branding and Interface Design 品牌传播与界面设计

2 Learning Outcomes / 教学目标

- The rational use and design with kinds of media,
- Different media features and the main release form of application,
- Multimedia design based on different brand strategy demands,
- The selection of design methods and tools,
- Team work and promote project
- The practical skills of brand multimedia design project,
- Understanding of brand design laws
- Complete brand multimedia projects.
    - 多种媒体的合理运用及设计
    - 不同媒体的特点及主要通用的应用形式
    - 基于不同品牌策略需求下的多媒体设计
    - 设计方法和工具的选取运用
    - 团队协作，推进项目
    - 品牌多媒体设计项目的实践性技巧
    - 对品牌设计相关法律的认识
    - 完成品牌多媒体项目

3 Content / 教学内容

This module mainly when the brand multimedia design to deepen the learning and project practice. It involves the consolidation of the basis and methods of multimedia design, reasonable use of a variety of media to help brand participation in digital marketing. Pay attention to the accumulation and application of brand marketing knowledge. Analyze the different utility of the brand through the case classification and analyze the different media and different release forms.. Complete the design activity under the reasonable plan, time management

	and division of labor. To study project approach, organization, communication and business proposal skills. To complete the actual exercise of the brand or product in the brand environment of multimedia design projects. The teaching content is subdivided in following Sections: • Analysis, assessment, planning, team resources integration • Brand background, environment, competitors and other analysis and research • The project material transfer and other management work • Business etiquette, negotiation skills • The writing of the contract • Design production, unified style • The project closing 此模块主要为品牌多媒体设计深化学习与项目实践。涉及加强多媒体设计的基础和方法，合理运用多种媒体帮助品牌参与数字化营销。注重品牌营销知识的积累和运用。通过案例分类解析不同媒介、不同发布形式等对品牌的不同效用。在合理规划项目、时间管理、分工协作下完成完整的设计活动。学习项目接洽、组织、沟通交流、商业提案等技巧。完成制定品牌或产品在品牌环境下多媒体设计项目的实战演练。 教学内容可划分为如下部分： • 分析、评估、规划项目，团队资源整合 • 对品牌背景、环境、竞争对手及其他方面等进行分析和调研 • 项目材料的交接与其他管理工作 • 商务礼仪，谈判技巧 • 合同的撰写 • 设计制作，统一风格 • 项目结案
4	**Teaching & Learning Methods / 教学形式** lecture, seminar, team-work, research, homework, presentations 课堂讲课, 研讨会, 小组协作, 户外调研,作业， 项目提案
5	**Examine Criteria ／考核方式** Completed Project ，20 Minuten Presentation.以团队的形式完成实战项目，20 分钟的项目提案
6	**Requirements for the award of credits／授予学分条件** Pass the Requirement of the Examine Criteria.选修通过课程考核。
7	**Literature／教材与参考书** • *《品牌形象的力量》*：李辉，光明日报出版社 • *《高级品牌管理》*：保罗藤甫诺，牛国朋，清华大学出版社 • *《品牌形象论》*：刘国华，人民邮电出版社 • *《视频营销》*：（美）凯文纳尔蒂，北京东方出版社 • *《Motion graphic artwork》* after efferects：(韩)李秀呈，武传海 ，人民邮电出版社 • *《整合营销传播》*（第五版）：（美）克洛，巴克，应斌，王虹，等，清华大学出版社

34 Bachelor Design Project
毕业设计

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
	144 h	8 CP	Semester 8 第八学期	Compulsory Course 专业必修课	16 weeks 16 周

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
		Bachelor Design Project 毕业设计

2 Learning Outcomes / 教学目标

- Methodological and scientific skills to autonomously complete a complex task in th field of brand design in the given time
- Systemic competence to apply the results of own design work in the rea-life working field as brand designer
- Communication skills for adequate written and oral work on larger issues
- 能够运用科学研究方法在规定的时间内自主的完成品牌设计中某一领域的具有复杂/复合型特征的任务
- 具备作为品牌设计师运用系统性设计方法完成真实生活中的设计工作的能力
- 具备恰当的书写及口头应对更大的问题的沟通技巧的能力

3 Content / 教学内容

Practical design-work to solve a design problem using scientific methods. The knowledge and skills that the students did acquire in their study are to be applied here. Students present their work results in the time frame set by the board of examination and defend their findings in a 30-minute oral presentation with oral examination.

运用科学的方法在实际的设计工作中解决设计问题。学生在学习过程中获取的知识与技巧将提供到这次的工作工作中。学生将按照考试板上设定的时间框架来展示他们的工作成果，并在 30 分钟内对自己的作品进行论述及完成口头提案与答辩。

4 Teaching & Learning Methods / 教学形式

Lecture, Seminar, Outdoor Research 课堂讲课，研讨会，户外调研

5 Examine Criteria ／考核方式

Completed Projects, Completed Bachelor Thesis, 30-minute presentation. 每人完成独立的项目，完成毕业论文，30 分钟的项目提案

6 Requirements for the award of credits／授予学分条件

Pass the requirement of the examine criteria. 必修通过课程考核。

7 Literature／教材与参考书

35 Bachelor Thesis
毕业论文

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲

Course Code 课程代码	Workload 课时量	Credits 学分	Semester 学期	Course Attribute 课程属性	Duration 开课周数
BD-KD-23	144 h	8 CP	Semester 8 第八学期		

1	**Course Component** **课程构成**	**Preceding Courses** **前序课程**
	Graduate Thesis 毕业论文	Bachelor Design Project **毕业设计**

2 Learning Outcomes / 教学目标

- In-depth knowledge and understanding about the Bachelor project
- Methodological and scientific skills to autonomously complete a complex task in a field of brand design in the given time
- Systemic competence to apply the results of own design work in the rea-life working field as brand designer
- Communication skills for adequate written and oral work on larger issues
- 对毕业设计的深入的认知与理解
- 能够运用科学研究方法在规定的时间内自主的完成品牌设计中某一领域的具有复杂/复合型特征的任务
- 具备作为品牌设计师运用系统性设计方法完成真实生活中的设计工作的能力
- 具备恰当的书写及口头应对更大的问题的沟通技巧的能力

3 Content / 教学内容

The Bachelor Design Project is to be documented in a scientific thesis (bachelor thesis). Students present their work results in the time frame set by the board of examination and defend their findings in a 30-minute oral presentation with oral examination.

科学性论文（毕业论文）是对毕业设计的记载。在学习中要求掌握的知识与技能也应该应用到实践中去并加以深化。学生将按照考试板上设定的时间框架来展示他们的工作成果，并在 30 分钟内对自己的作品进行论述及完成口头提案与答辩。

4 Teaching & Learning Methods / 教学形式

lecture, seminar, team-work, research, homework, presentations

课堂讲课, 研讨会, 小组协作, 调研,作业， 项目提案

5 Examine Criteria ／考核方式

Complete Bachelor Thesis | written thesis of about 90.000 – 120.000 characters (30-40 pages), if it is a scientific project without own design part 150.000-210.000 characters (50-70 pages), 30-minute presentation
完成毕业论文 | 论文约 90000-120000 字（30-40 页），若为不包含自己设计的部分的科学性项目，则论文字数为 150000-210000 字（50-70 页），进行 30 分钟的提案

6	**Requirements for the award of credits / 授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature / 教材与参考书**

36 International Design and Creativity Trend
国际设计和创新趋势

Visual Communication Design, Sino-German Cooperation Program
Beijing Normal University, Zhuhai & Brand Academy, University of Applied Science
视觉传达设计专业中德合作办学项目
北京师范大学珠海分校 – 德国品牌学院-传播与管理应用科学大学

Syllabus 教学大纲					
Course Code 课程代码	**Workload 课时量**	**Credits 学分**	**Semester 学期**	**Course Attribute 课程属性**	**Duration 开课周数**
	54 h	3 CP	Semester 1-8 第一/八学期	Compulsory Course 专业必修课	8-semester follow-up course

1	Course Components **课程构成**	**Preceding Courses 前序课程**
		None 无

2 **Teaching & Learning Outcomes / 教学目标**

Students will acquire knowledge about:

- The different working fields of designers
- International design and creativity trends
- Different theoretical approaches towards design
- Modern presentation techniques
- Improvement of intercultural exchange skills and competence

学生将掌握的知识有:

- 设计师的不同工作领域
- 国际化设计和创新趋势
- 解决设计任务的不同的理论（方法）
- 现代化的提案技巧
- 改进与提升跨文化交流的技巧和能力

3 **Content / 教学内容**

For design students it is crucial to be informed about all the different fields that designers are working in today. Also they need to know about the trends that are happening in design and the creative industry worldwide. Considering this, this module features monthly lectures that are given by the international lecturers and professors that are visiting at the department of design at BNUZ. Students will acquire knowledge about their work and how it is connected to international design and creativity trends. This includes the different theoretical approaches that they have towards design and the different presentation techniques they use to convey their ideas. Also the discussions with the foreign lecturers will give the students the opportunity to

	improve their intercultural exchange skills and competence. 对于学习设计的学生来说，了解现在设计师在不同的领域中的工作是非常重要的。他们还需要了解正发生在设计领域中的趋势以及世界范围内的创意产业的情况。基于这样的思考,本模块每月都会邀请国际讲师和教授来到北京师范大学珠海分校设计学院在中德合作办学项目举办讲座。他们通过向学生分享工作经验,学生将会获得如何将自己的设计工作/作品与国际化设计和创意趋势相连接起来知识。这包括他们对于设计所拥有的、以及他们运用不同的提案技巧来表达他们自己的想法的不同的理论方法。此外,通过和外国讲师的讨论将会给学生提供一个改进与提升他们的跨文化交流的技巧和能力的机会。
4	**Teaching & Learning Methods / 教学形式** Lectures 讲座
5	**Examine Criteria ／考核方式** Regular attendance to lectures by foreign teachers 外籍教师讲座的常规考勤
6	**Requirements for the award of credits／授予学分条件** Pass the requirement of the examine criteria. 必修通过课程考核。
7	**Literature／教材与参考书**

数字媒体艺术课程导学　　目录

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第一部分 人才培养方案
数字媒体艺术（2+2 中外联合培养双学位）专业

I. Educational Objectives 培养目标

The BA of Digital Media Art, featuring distinct international perspectives, integrates with western educational system that mainly focuses on a combination of both theory and practice. To meet the needs in the field of digital media art, the program aims at educating individual who experts in one particular field while acquiring comprehensive knowledge and ability by means of learning basic theories, keeping abreast of patterns of industry development, developing professional skills including independent analysis, creation, judgment, as well as abilities of intercultural communication and cooperation. Students can upgrade themselves via transnational study, which will qualify them for a wide range of employment, including domestic or international advertising agencies, internet companies and culture communication groups, undertake film shooting and editing, graphic creative design, multimedia interactive design, etc.

本专业融合欧美教育体系，具有鲜明的国际化特色，注重理论与实践统一，针对当代国际数字媒体艺术领域的特点和需要，旨在培养具有良好人文素养及国际视野的优秀学生，使学生掌握数字媒体艺术基本理论，了解相关行业发展规律及趋势，具备独立分析、创作和判断的专业技能，以及跨文化沟通与协作能力的，一专多能的应用型人才。学生可通过跨国学习，成为实际操作、适应性和外语能力强的专业人才，能在国内外广告公司、互联网公司、文化传播公司等承担影像拍摄与剪辑、影像创意设计、多媒体互动设计等工作。

II. Educational Requirements 培养要求

1. Students should obtain occupational and social ethics and raise awareness of industry-related laws and regulations, values and outlook while improving professional dedication as well as teamwork.
   具有良好社会道德和职业道德，了解行业相关的法律、法规，具有正确的世界观、人生观、价值观，具有良好的敬业精神及团队合作精神。
2. Students should understand systematically the basic knowledge and rationales of digital media art design, together with other digital media design areas； they will be equipped with both the operational capacity of design research, design analysis, design practice and the essential skills of communication strategy.
   系统掌握本专业数字媒体艺术相关基础知识、基本理论，具备与其他数字媒体艺术设计相关专业合作与实操能力；具有独立进行设计调研、设计分析、设计操作与设计案例撰写的基本能力。
3. Students should acquire the basic ability of obtaining knowledge and information, problem parsing, problem solving and continuous innovating.
   具有获取知识和信息的能力，分析问题、解决问题、不断创新的能力。
4. Students should be attentive to related policies and regulations about economy, culture, commercial and have fundamental capacity to execute digital media art design plan, while developing perceptions of development tendency in international digital media art design and compacted intellectual of design history, theories, aesthetics and other design skills.
   了解相关经济、文化、商业事业的政策和法规，具有数字媒体艺术设计操作，管理及市场评

估的初步能力；了解国际数字媒体艺术设计的发展动态，掌握设计历史、设计理论，设计美学和社会心理学的知识，具有较强的竞争力。

5. Students should develop advanced communicational and literal proficiency in English and Mandarin.
具有较强的中英文语言和文字表达能力。

III. Duration of Education 学制

The basic duration of education of“2+2”program is 4 years. The longest duration of that is 8 years, including the study duration in foreign cooperated universities.

实行弹性学习制，参加“2+2”中外联合培养双学位项目的学生修业年限为 4-8 年（至少 4 年，最多 8 年，含在国外合作大学学习的年限），基本学习年限为 4 年。

IV. Degree Awarded 授予学位

After completing first two years' courses, students can apply for overseas cooperative universities to continue undergraduate degree programmes. Students who successfully achieve undergraduate degree at certain university of this program, thereafter, can as well apply for the BNUZ bachelor degree.

学生完成前两年的课程学习后，可申请到国外合作大学继续攻读并完成本科学位课程。达到两校培养标准者，可以获得北京师范大学珠海分校颁发的毕业证书、学士学位证书和国外合作大学颁发的学士学位证书。

Students in Digital Media Art “2+2” program will be awarded Bachelor of Arts by BNUZ.

我校授予的是艺术学学士学位。

V. Professional main course 专业主干课程

Design Theory, Basics of Drawing, Computer Aided Design I, Animation Principle, Computer Aided Design II, The Creativity of Icon Graphic, Typography Design, Layout Design Foundation, Digital Photography Foundation, Introduction to Western Culture, Media Creativity Design, English for Academic Purposes, Video and Editing, Computer Aided Design III, Video Post Production, Information Design, Human-Computer Interaction Design, Web Design, Computer Network, Usability Evaluation and Prototyping, Digital Interface Design etc.

设计概论、造型基础、数字设计、动画原理、图形创意、字体设计、版式设计基础、数字摄影基础、设计美学、媒体创意设计、摄像与剪辑、影像后期制作、信息设计、人机交互设计、网页设计、计算机网络、可用性评估与原型制作、数字界面设计等。

VI. Career outlook 就业方向

Digital media design, interaction design, user interface and user experience design, animation design, media marking and planning, video effects and editing, design-related companies and institutions etc.

数字媒体设计、交互设计、界面设计与用户研究、动画设计、媒体营销与策划、影片特效与剪辑等设计相关企业。

VII. Career position 就业职位

Muti-media designer, interaction designer, user interface designer, animation designer, media planning designer, digital marketing designer, video effects and editing designer, design-related companies and institutions employee, etc.

多媒体设计师、交互设计师、用户界面设计师、动画设计师、媒体策划师、数字营销师、影片特效与剪辑师等设计相关企业职位。

第二部分 课程导学

通识课课程导学

思想道德修养与法律基础课程导学

《思想道德修养与法律基础》共 3 个学分，是对大学生进行思想道德教育和法治观念教育的公共基础课。

学习目标

本课程的学习目标是： 按照马克思主义的立场、观点和方法积极汲取包括中华民族传统文化在内的一切人类文明优秀成果，逐步树立远大崇高的社会理想，不断提高思想境界和道德素质，不断增强法治观念和公民意识，最终确立科学的世界观、人生观和价值观，形成健全的道德人格和良好的公民素养。课程注重思想熏陶、政治教育、理论学习、品德养成，行为实践，更多的是人文主义教育和人文关怀。

学习内容

一、思想境界	1.大学生活的特点与全新的学习理念 2.树立科学的理想信念 3.爱国传统与民族精神 4.人生真谛与人生价值
二、道德修养	1.中华民族道德传统 2.公民基本道德规范 3.社会公德与职业道德
三、法治观念	1.法律意识与法治精神 2.中国法律制度概要

《思想道德修养与法律基础》共七章，涉及三大板块内容，一是大学适应篇；二是理想信念、人生价值篇；三是道德与法律篇。

共拟定六个专题讲座和五个专题研讨课题，其内容基本涵盖该课程七章的主题。重点凸显相关的社会热点、学生的思想实际、人生困惑与发展选择。

专题讲座题目：

1.（第 1 周）大学之道
2.（第 4 周）当代青年学生的成长与选择
3.（第 7 周）国家安全观与爱国主义
4.（第 10 周）社会公共生活中的道德与法律
5.（第 13 周）中西法治精神与法律权威
6.（第 16 周）培育和践行社会主义核心价值观

讨论主题

（一）关于大学生活	1.如何理解大学精神？ 2.你对大学生活的期待？

	3.中西大学教育的对比
（二）当代青年学生的成长与选择	1.“理想理想，不愿理也不愿想”、“理想很丰满，现实很骨感”、“不要跟我谈理想，早戒了”……，很多年轻人对理想发出这样的感慨。你的理想是什么？结合现实谈谈当代青年的理想、信念具有怎样的特点？如何看待理想与现实的关系？ 2.这一代青年是消费社会、技术时代的宠儿，在你眼中，伴随着这样的时代潮流成长的90后具有什么特质？网络信息技术日益发达，微博、微信等自媒体的飞速发展对当代青年的成长（思维方式、价值观形成、交往形式等）产生哪些正、负两方面的影响？如何努力克服这一负面影响？ 3.大学生应如何培育和践行社会主义核心价值观？
（三）国家安全观与爱国主义	1.怎样理解国家安全观与爱国主义的关系？ 2.怎样理解非传统安全？ 3.全球化时代大学生如何发扬爱国主义精神？
（四）社会公共生活中的道德与法律	1.马丁•路德（Martin Luther 1483-1546）有一句最容易被误解、常常被误用的哲理名言：“不择手段，完成最高道德。”（To do the best in all means!）在社会公共生活领域，道德规范与法律制度究竟是引导个人活动目标，还是约束个人行为手段？为什么？试用事例和逻辑阐明你的观点与看法。 2.孔子讲过：“天地之性人为贵。”释迦牟尼也有句励志名言：“上天下地，唯我独尊。”自觉和自主、自尊和自信，自由和自律，是个人融入社会公共生活的必备修养与前提条件。但是，独立自主、自由自在、自尊自信的交往心态，有时容易“走火入魔”，陷入“傲慢与偏见”的“孤家寡人”绝境。结合阅读简•奥斯汀（Jane Austen 1775-1817）英文名著Pride and Prejudice (1813)，或观赏焦点电影公司2005年根据同名小说改编的电影Pride and Prejudice (2005)，在小组内分享读后感或观后感，畅谈在现代人际交往活动中，个人如何做才能既充分展现自己的个性素养与人格魅力，同时又能有效避免自大狂妄或自卑情结。 3.北京师范大学知名教授梁启超先生在《新民说》（1902-1906）中曾尖锐指出：中国国民自古以来最缺“公德”，近代以降又“私德”堕落。你如何看待近现代中国社会的“诚信危机”与“道德滑坡”？作为即将出国留学的2+2国际合作大学生,我们应当如何做才能在全球化的人生超级大舞台上，尽情展示东方文明古国的道德风采？ 4.近些年来，中国游客多次被列为“不受欢迎的人”，对于少数中国游客在境外的种种不文明行为，你怎么看？应当如何对症下药？ 5.“简历造假、考试作弊、代课泛滥”等诚信缺失现象，在当代中国的大学生（也包括一部分留学生）中越来越普遍，司空见惯，甚至愈演愈烈，无以复加。对此你有何看法？准备怎样去做？ 6.个人阅读或小组朗诵英译版《四书》、《易经》、《道德经》和《孙子兵法》，以及《唐诗》、《宋词》、《元曲》和《红楼梦》等中华优秀传统文化经典，汲取其中独特的道德价值理念，感受古典理想人格的品位与神韵，在即将到国外的学习和生活中，努力用英语弘扬渊博的国学智慧与高明的民族精神，以炎黄子孙（华人或华裔）的自豪身份，积极融入到经济全球化、文化本土化的时代浪潮中。按学习小组分享与交流阅读或朗诵英译版国学经

	典名篇名段的心得体会。
（五）中西法治精神与法律权威	1.什么是法律？什么是法治？ 2.中西法律文化比较 3.你了解你将要留学的国家的法律吗？

知识结构和能力结构

知识结构	思想史	1.一般了解中外思想史，特别是人类追求远大理想、坚定崇高信念的心路历程 2.重点把握中国特色社会主义共同理想的确立过程及其重要意义
	伦理学	1.一般了解道德的本质、功能和历史发展 2.重点把握中华民族的优良道德传统 3.系统掌握公民道德规范与职业道德精神
	法学	1.一般了解法律的本质、作用和历史发展 2.重点把握社会主义法治观念 3.系统掌握中国法律制度和主要法律规范
能力结构	思想史	1.学会运用人类思想史资源解决个人思想问题 2.善于将个人理想融入共同理想，实现人生价值
	伦理学	1.学会运用伦理学方法解决道德冲突问题 2.培养现代公民道德素质和职业道德精神
	法理学	学会运用法律手段协调利益关系，维护公民合法权益

学习方法

《思想道德修养与法律基础》3学分，其中理论课学习2学分，社会服务1学分。

1. 四大板块，“1+1+1+1”模式 课程设置采用“1+1+1+1”模式，分为四大板块：专题教学、自主学习、小班讨论、社会服务。	大班讲座：根据专业学生人数，集中800人的讲座规模，参照形势政策课模式进行教学，按照讲座题目进行6次讲座，由《思想道德修养与法律基础》教研室教师分别讲授。 自主学习：在专题讲座时由教师提出问题思路，学生根据课堂内容阅读相关书目和文章等资料。 小班研讨：经过自主学习准备，学生分成小班进行研究性学习，老师根据学习特点，提出学习要求，布置作业进行考核。 社会服务：参照《思想道德修养与法律基础》实践教学方案进行。
2. 班级组织形式：	大班讲座班级：680人；每次上课由相关工作人员负责考勤工作（收发笔记方式）；教师采用讲座式讲授方法，针对一个专题讲座进行详细讲解。 自主学习：学生按照学号顺序或学生自然班级进行分组，每班规模为30人左右。每班学生再分为6个小组，每组5个学生，学生轮流担任组长，变换角色，进行自主合作性学习，并对其表现进行评分；其学习地点可以灵活多变，以在图书馆或校内其他合适场所为宜。 小班研讨：研讨形式可采取演讲、辩论、角色模拟等形式展开，班组模式与课下自主学习相同，需要到固定教学进行研讨学习，有专门老师负责组织；特殊情况下可考虑增加助教协助研讨工作的开展。 社会服务：分组以研讨小组一致，每组5人。每组提交活动方案、活动完成每位同学提交小组总结报告（PPT形式）。老师负责监督指导，学生自行完成。

评估方式

主要注重过程考核，包括以下几个方面：

1.专题讲座 10%（考核依据，6 次课堂笔记）

2.自主学习及小班研讨 70%（考核依据，自主学习个人提纲 40%；小组展示汇报 30%）

3.社会服务总结（包括参与社会服务的主题、行程、照片等）20%

必读书目

《思想道德修养和法律基础》，高等教育出版社

选读书目

[1]葛兆光：《中国思想史》，复旦大学出版社 2001

[2]塔纳斯：《西方思想史》，上海社科院社出版 2007

[3]陈少峰：《中国伦理学名著导读》，北京大学出版社 2005

[4]高其才：《中国法律制度概要》，清华大学出版社 2005

重要刊物及网站

1.《道德与文明》杂志：天津社会科学院、中国伦理学会主办

2.青少年道德网：http://daode.youth.cn/

3.道德知音论坛：http://bbs.daode.biz/

4.道德网站：http://www.daode.org/

5.中国法治网：http://www.sinolaw.net.cn/

中国近现代史纲要课程导学

《中国近现代史纲要》共 2 个学分，36 课时。本课程是对大学生进行中华民族近代化、现代化发展史教育的公共必修课。

学习目标

本课程的学习目标是： 通过学习 19 世纪中叶以来中华民族近代化、现代化的历史进程，深入了解中国社会历史发展的特殊规律，激发既不骄傲自大又不妄自菲薄的爱国热情；深刻领会历史和人民怎样选择了马克思主义，选择了中国共产党，选择了社会主义道路，从而继承和发扬中华民族的优秀传统，坚定走中国特色社会主义道路的政治信念和改革开放、振兴中华的历史使命。

学习内容

一、从鸦片战争到五四运动（1840～1919）	1.反对外国侵略的斗争 2.对国家出路的早期探索 3.辛亥革命与君主专制制度的终结
二、从五四运动到新中国成立（1919～1949）	1.开天辟地的大事变 2.中国革命的新道路 3.中华民族的抗日战争 4.为新中国而奋斗
三、从新中国成立到社会主义现代化建设新时期（1949～ ）	1.社会主义基本制度在中国的确立 2.社会主义制度在探索中曲折发展 3.改革开放与现代化建设新时期

《中国近现代史纲要》全教材有上、中、下三编共十章的内容，涵盖了从鸦片战争至改革开放共 170 余年的历史，课程内容信息量大。在教学安排上打破教材章节顺序，突出问题导向，体现学生学习主体的教学设计，拟定六个专题讲座和五个专题研讨课题，内容涵盖了该课程所有内容。

专题讲座题目：	1.鸦片战争前的中国与世界 2.现代中国的思想革命 3.改良与革命的双重变奏 4.日本近代对华侵略历程 5.中华民族复兴之路 6.富强与梦想——中国近代的留学运动
专题研讨主题：	1.如何评价西学东渐 2.如何看待中华民国的历史地位 3.青年在近现代中国历史上的作用 4.日本与中国近代化之比较 5.如何看待改革开放前后两个历史时期

知识结构和能力结构

知识结构	历史学	1.系统了解中国近现代史上的重大事件和重要人物 2.重点把握中国近现代历史发展的必然趋势与特殊规律
	政治学	1.了解马克思主义在中国传播的历史背景

		2.重点把握马克思主义中国化的理论成果
能力结构	历史学	学会客观地分析历史事件、公正地评价历史人物
	政治学	科学地理解“三个历史选择”的必然性

学习方法

1.“1+1+1”模式：即“大班讲座+自主学习+小班研讨”。	大班讲座：根据专业学生人数，集中300——400人的讲座规模，参照形势政策课模式进行教学，按照讲座题目进行6次讲座，由《中国近现代史纲要》教研室教师分别讲授。 自主学习：在专题讲座时由教师提出问题思路，学生根据课堂内容阅读相关书目和文章等资料。 小班研讨：经过自主学习准备，学生分成小班进行研究性学习，老师根据学习特点，提出学习要求，布置作业进行考核。
2. 班级组织形式：	大班讲座班级：300—400人；每次上课由相关工作人员负责考勤工作（收笔记纸）；教师采用讲座式讲授方法，针对一个专题讲座进行详细讲解。 自主学习：学生按照学号顺序或学生自然班级进行分组，每班规模为30人左右。每班学生再分为6个小组，每组5个学生，学生轮流担任组长，变换角色，进行自主合作性学习，并对其表现进行评分；其学习地点可以灵活多变，以在图书馆或校内其他合适场所为宜。 小班研讨：研讨形式可采取演讲、辩论、角色模拟等形式展开，班组模式与课下学习相同，需要到固定教学进行研讨学习，有专门老师负责组织，每位教师负责3个班；特殊情况下可考虑增加助教协助研讨工作的开展，也可考虑邀请其他老师参与课堂讨论。

评估方式

课程考核由**过程考核、小班研讨和期末论文三部分组成。**其中过程考核占20分；小组研讨占30分；期末论文占50分。

过程考核：大班讲座和小班研讨进行考勤；大班讲座旷课一次取消课程资格；专题研讨旷课1次取消课程资格，课下学习旷课2次取消课程资格。

小班研讨：评分依据为学生的参与度、材料的搜集情况。每组五名同学，轮流担任组长，负责该小组的课下学习和专题研讨，并根据每位同学的考勤、资料的搜集，讨论参与程度等方面为其评分。

期末论文：交一篇3000字以上的学习报告，主要考查学生对学习内容的理解和掌握程度等。

必读书目

高等教育出版社：《中国近现代史纲要》

选读书目

[1]苑书义：《中国近代史新编》，人民出版社，2007年。

[2]陈廷湘：《中国现代史》，四川出版社，2007年。

[3] 郭廷以：《中国近代史》，台湾、香港版。

重要刊物及网站

1.《历史研究》杂志：中国社会科学院主办

2.《近代史研究》，社科院近代史所

3．中国近现代史网上资源：

http://web.nuist.edu.cn/courses/zgjxds/links/links.htm

马克思主义基本原理课程导学

《马克思主义基本原理》共 3 个学分，54 课时。本课程是高校思想政治理论主干课程，包括马克思主义哲学、马克思主义政治经济学和科学社会主义三个组成部分。

学习目标

本课程的学习目标是：对大学生进行系统的马克思主义理论教育，掌握马克思主义的世界观和方法论，树立科学的世界观、人生观和价值观，学会用唯物主义世界观和辩证思维方法论观察现象、分析矛盾，培养和提高大学生运用马克思主义理论发现问题、分析问题和解决问题的实际能力，为大学生确立中国特色社会主义的共同理想信念，自觉坚持党的基本理论、基本路线和基本纲领打下扎实的理论基础。

通过本课程的教学，要求学生要系统掌握马克思主义哲学、马克思主义政治经济学以及科学社会主义的基本理论，在实践中学会运用马克思主义基本原理认识各种社会现象，分析各种实际问题，正确认识世界的物质性和人类社会的实践本质，科学把握社会发展动力和基本规律，概括了解资本主义和社会主义在其发展过程中出现的新情况、新问题，坚信社会主义代替资本主义的历史必然性，坚定对社会主义和共产主义必胜的信念。

学习内容

绪论	马克思主义是关于无产阶级和人类解放的科学
一、哲学原理	1. 世界的物质性及发展规律 2. 认识的本质及发展规律 3. 人类社会及其发展规律
二、政治经济学原理	1. 资本主义的本质及规律 2. 资本主义的发展及其趋势
三、科学社会主义	1. 社会主义的发展及其规律 2. 共产主义崇高理想及其最终实现

知识结构和能力结构

知识结构	哲学	1.（马克思主义哲学产生的历史背景） 2. 重点掌握马克思主义哲学的基本原理
	政治经济学	1. 系统了解资本主义的本质及其历史地位 2. 重点把握当代资本主义的新变化
	科学社会主义	1. 系统了解社会主义从空想到科学的历史发展 2. 重点把握不同民族走向社会主义的特殊道路
能力结构	哲学	学会运用唯物辩证的观点和方法分析解决问题
	政治经济学	学会运用马克思主义基本原理分析不同社会制度的形成、本质及其历史发展
	科学社会主义	坚定走中国特色社会主义道路的政治信念

学习方法

1．按“2+1 专题研讨”合作性、开放式组织理论教学，学生积极参与课堂教学活动，在集体学习和分组讨论中澄清问题，分析矛盾，掌握方法。

2．认真阅读经典名著，深入了解马克思主义理论产生的历史必然性，通过与经典作家的对话，再现基本原理的形成背景与科学内涵。

3. 敢于面对重大理论—实践问题，通过对问题的分析与研究学会独立思考。

评估方式

课程总成绩＝平时考核成绩（60%）＋期末考核成绩（40%）

1．**平时考核成绩**（60%）：包括课程学习笔记、课堂研讨发言、逻辑思维训练；

2．**期末考核成绩**（40%）：期末组织全校统一命题，开卷考试（只许带教材）。

必读书目

《马克思主义基本原理概论》，高等教育出版社，2015 年 8 月第 6 版

选读书目

[1]安启念：《新编马克思主义哲学发展史》，中国人民大学出版社，2004 年。

[2]冯友兰：《中国哲学简史》，北京大学出版社，1985 年。

[3]梯利：《西方哲学史》（增补修订版），商务印书馆，1995 年。

[4]顾海良：《马克思主义政治经济学》，高等教育出版社，2005 年。

[5]郑建邦：《科学社会主义原理》，中国人民大学出版社，1996 年。

重要刊物及网站

1．《哲学研究》杂志：中国社会科院哲学研究所主办

2．《经济研究》杂志：中国社会科学院经济研究所主办

3．《科学社会主义》杂志：科学社会主义学会主办

4．哲学网：http://www.zhexue.com.cn/

5．哲学在线：http://www.philosophyol.com/

6．哲学人生论坛：http://bbs.zxrs.net/

毛泽东思想和中国特色社会主义理论体系概论课程导学

《毛泽东思想和中国特色社会主义理论体系概论》共 6 个学分，108 课时（其中，课堂理论教学 54 课时，实践教学 54 课时）。本课程是对大学生进行马克思主义中国化教育的公共基础课。

学习目标

本课程的学习目标是： 通过全面了解马克思主义中国化的理论成果和实践事业，不断提高思想政治理论素质，进一步坚定建设中国特色社会主义的共同理想。

学习内容

一、马克思主义中国化	1.马克思主义中国化的历史进程 2.马克思主义中国化的理论成果 3.马克思主义中国化理论成果的精髓
二、毛泽东思想的理论贡献	1.新民主主义革命理论 2.社会主义改造理论
三、中国特色社会主义理论	1.社会主义本质理论 2.社会主义初级阶段理论 3.社会主义改革和对外开放
四、中国特色社会主义事业	1.建设中国特色社会主义经济 2.建设中国特色社会主义政治 3.建设中国特色社会主义文化 4.构建社会主义和谐社会 5.祖国完全统一的构想 6.国际战略和外交政策 7.中国特色社会主义事业的依靠力量 8.中国特色社会主义事业的领导核心

知识结构和能力结构

知识结构	中国化课题	1.了解马克思主义中国化课题的提出、科学内涵、历史进程和重要意义 2.重点把握马克思主义中国化的理论成果和精髓所在
	中国化成果	1.了解毛泽东思想的理论贡献及其历史地位 2.重点掌握中国特色社会主义理论体系及其伟大意义
	中国化事业	1.系统了解建设中国特色社会主义经济、政治、文化的制度设计与基本方略 2.重点把握构建社会主义和谐社会的总体思路 3.重点领会中国特色社会主义事业的依靠力量与领导核心
能力结构	中国化课题	学会用马克思主义分析研究中国课题
	中国化成果	学会用中国特色社会主义理论解决中国发展课题
	中国化事业	努力为中国特色社会主义建设事业奉献聪明才智

学习方法

1．按照开放式教学的原则要求，积极参与课堂理论教学活动，在集体学习和分组讨论中明确课题，领会内涵，把握实质。

2．认真阅读马克思主义中国化经典著作，深入了解中国国情和中国课题，系统掌握中国特色社会主义理论的科学内涵。

3．敢于研究中国现代化发展所面临的重大理论—实践问题，通过对问题的分析与研究学会有所创新。

4．勤于社会实践，切身感受中国特色社会主义理论成果及其实践成就。

评估方式

《毛泽东思想和中国特色社会主义理论体系概论（理论）》（3 学分）考核方式为：

课程总成绩＝平时考核成绩（40%）＋期末考核成绩（60%）

1．平时考核成绩（40%）：包括课后小论文、随堂作业和分组讨论发言；

2．期末考试成绩（60%）：期末组织全校统一命题，开卷考试。

《毛泽东思想和中国特色社会主义理论体系概论（实践）》（3 学分）实践教学三个模块（专题研习、主题活动、社会调查）分别实行全校滚动选课，学生在校期间的前 4 个学期内,任意选择一个学期开设的三个模块之一或者选择暑期项目，完成学习任务,成绩考核合格，即可获得《概论》实践课 3 学分。

必读书目

《毛泽东思想和中国特色社会主义理论体系概论》，高等教育出版社

选读书目

[1]《毛泽东文选》（多卷本），人民出版社，1999

[2]《邓小平文选》（三卷本），人民出版社，1994

[3]《江泽民文选》（三卷本），人民出版社，2006

[4]《十六大以来重要文献选编》，中央文献出版社，2005

[5]《科学发展观学习读本》，学习出版社，2006

重要刊物及网站

1．《求是》杂志：中共中央主办

2．《毛泽东思想研究》杂志：四川省社会科学院主管

3．《观察与思考》杂志：浙江省社会科学院主管

4．毛泽东思想网站：http://www.mzdthought.com

5．中国共产党新闻网：http://cpc.people.com.cn/GB/index.html

6．理论网—中国特色社会主义的重要思想源：http://www.cntheory.com/

形势与政策课程导学

《形势与政策》共 2 个学分，36 课时。《形势与政策》是综合运用相关学科的理论知识，紧密结合国内外政治、经济、文化和外交等领域发生的重大事件，针对大学生思想实际进行形势与政策教育的通识必修课。

学习目标

本课程的学习目标是： 通过专题时事报告和专项政策解读，及时了解国内外形势变化特点和政策调整方向，不断培养和有效提高大学生客观看待国内外形势和科学理解党中央路线、方针、政策的能力。

学习内容

一、国内形势与政策	1.深入贯彻落实科学发展观 2.社会主义核心价值体系 3.进一步深化改革，扩大开放 4.当前我国的经济形势与经济政策 5.台湾问题与两岸关系的和平发展
二、国际形势与政策	1.世界变革态势与时代发展主题 2.经济全球化趋势与中国的崛起 3.生态环境、能源安全等非传统安全问题 4.地区性冲突与全球热点问题 5.构建和谐世界，维护世界和平、促进共同发展 6.中美、中欧、中日和中俄等国际关系变化

知识结构和能力结构

知识结构	政治学	1.系统了解现代政治决策的民主特征 2.重点把握中国政治决策的集中体制
	经济学	1.系统了解现代经济发展的市场化、全球化趋势 2.重点把握中国经济发展的社会主义特质
	国际关系学	系统了解国际关系的不同学派及其理论主张
能力结构	政治学	学会运用民主集中制原则分析现代政治决策
	经济学	学会运用市场经济理论分析资源配置与利益博弈
	国际关系学	学会运用现实主义原则分析大国关系的最新变化

学习方法

1．本课程主要采取专题讲座和时事报告的方式组织课堂教学，每学期约有 100 次讲座或报告。学生可根据自己的实际情况自由选课，平均每学期至少要选听 4 次讲座或报告。

2．养成每天上网浏览新闻或到图书馆报刊阅览室读报的良好习惯，随时关注国内外形势变化和重大政策调整。

评估方式

课程总成绩＝听课次数＋听课笔记

1．听课次数：学生在校期间，平均每个学期持听课 IC 卡听课次数不少于 4 次（前两年总次数不少于 16 次），平时考核成绩为合格；

2．听课笔记：学生每次听《形势与政策》讲座，需提交 1 份课堂笔记。笔记不合格者，该次听课记录将被取消。

必读书目

教育部社科司印发：《20××年上（下）半年高校“形势与政策”教育教学要点》

选读书目

中宣部、教育部主编：《时事报告（大学生版）》和《时事》VCD

重要刊物及网站

1．《半月谈》杂志：新华通讯社主办

2．《学习时报》：中共中央党校主办

3．人民网：http://www.people.com.cn/

4．新华网：http://www.xinhuanet.com/

5．国际在线：http://gb.cri.cn/

大学体育健康课程导学

以国家教育方针和《中共中央国务院关于深化教育改革，全面推进素质教育的决定》,以及学校教育树立‘健康第一’为指导思想，以教育部印发《全国普通高等学校体育课程教学指导纲要》、《高等学校体育工作基本要求》为依据，深入贯彻落实《北京师范大学珠海分校人才培养模式改革与创新方案》精神，制定北京师范大学珠海分校《大学体育健康教程》导学，确保“健康第一”的思想落到实处，为提高全体学生健康素质服务。

- **学习目标**

1.使学生爱好运动，积极参与各种体育活动，基本形成终身体育的意识和习惯；能制定可行的个人锻炼计划；具有一定的体育文化欣赏能力。

2..熟练掌握健身运动的基本方法和技能；能科学地进行体育锻炼；掌握常见运动创伤的处置方法。提高健康意识，关注身心健康；全面发展与健康有关的各种体能，掌握测试和评价体质健康的方法；学会合理、营养饮食，形成健康的行为生活方式。

3.根据自己的能力设置体育学习目标，学会通过体育活动调节自己的情绪和改善心理状态，养成

4.积极乐观的生活态度；在运动中体验运动的乐趣和成功的感觉；培养勇敢顽强的意志品质。

5.正确对待个人与集体、成功与失败；表现出良好的体育道德和合作精神；正确处理竞争与合作的关系。

- **学习内容**

我校《大学体育健康教程》由课堂教学、体育俱乐部、自主锻炼课堂、运动能力拓展四种模块相结合。每学期 1 学分，修满 4 个学分是学生毕业、获得学位的必要条件之一。

- **课堂教学模块**

1. 基础课（对一年级学生开设）

内容包括：健康体适能（第 1、2 学期）、武术（第 1 学期）、游泳（第 2 学期）、健康知识讲座（第 1、2 学期）。

（1）健康体适能：针对学生体质健康监测的测试内容，对学生的身体成分、肌力和肌肉耐力、心肺耐力、柔软素质、爆发力等方面进行训练，进一步提高人体适应能力、应变能力、抗突发事件的能力。

（2）传统体育文化普及，武术——二十四式简化太极拳。

（3）求生技能类项目普及，游泳——蛙泳。

（4）健康知识讲座，包括科学锻炼身体的理论与方法、大学生体质健康的测量与评价方法、运动中常见生理反应及运动损伤急救、体育欣赏共计四个专题，采取课堂教学与网络化教学相结合的方式。

2. 选项课（对二年级学生开设）

内容包括：竞技对抗类、健身健美类、休闲文化类、康复保健类、求生技能类。

（1）竞技对抗类：足球、篮球、排球、乒乓球、羽毛球、网球、旱地冰球、橄榄球、木球、板球

（2）健身健美类：时尚健身、普拉提、体育舞蹈、瑜伽。

（3）休闲文化类：轮滑、高尔夫、弓道

（4）康复保健类：体育保健

（5）求生技能类：女子防身术

- **体育俱乐部模块（对二年级学生开设）**

开设项目：足球、篮球、排球、乒乓球、羽毛球、网球、高尔夫、木球、棒垒球、轮滑、体适能、

橄榄球、跆拳道、体育舞蹈、野外生存等共计 15 个。

- **自主锻炼课堂模块（对二年级学生开设）**

开展阳光长跑活动，阳光长跑是《全国亿万学生阳光体育冬季长跑活动》的简称，是教育部和国家体育总局贯彻落实中央精神、开展阳光体育运动、提高学生体质健康水平特别是耐力素质水平特别开展的活动。跑步活动采用打卡记录的方式，男、女生每次跑步距离均要求不少于 1500 米。

- **运动能力拓展模块**

学生通过参加体育锻炼，在某项运动上形成一定特长或在运动比赛中表现突出，可获得体育学分，包括“游泳水平测试”、“马拉松赛”、“体育专长”三大类。

1. 游泳水平测试：男生、女生均不限泳姿，经现场测试，在规定时间内连续游泳 50 米(100 米)。游泳水平测试时间为每年的 5 月和 9 月。

2. 马拉松赛：参加并完成马拉松赛，并能提供相关成绩证书者。马拉松赛时间以各组委会官方公布为准。

3. 体育专长：符合以下条件之一：

（1）代表学校参加省级体育竞赛获得前 8 名（集体或个人）。

（2）代表学校参加市级体育竞赛获得前 6 名（集体或个人。

（3）入选学校体育运动队，按要求训练且表现优良。

- **学时分配**

表 1　课堂教学模块

学期	学分	学时	教学内容	时数
第 1 学期	1	34	健康体适能/14；太极拳/12	26
			基础理论	2
			国家学生体质健康测试	2
			考试	4
第 2 学期	1	34	健康体适能/14；游泳/12	26
			基础理论	2
			国家学生体质健康测试	2
			考试	4
第 3 学期	1	34	专项实践（专项技术、理论）	28
			体育欣赏	2
			考试	4
第 4 学期	1	34	专项实践（专项技术、理论）	28
			国家学生体质健康测试	2
			考试	4

（二）体育俱乐部模块，由指导教师组织开展有益的实践活动。时间安排在规定学期内进行，每学期不少于 17 次活动，含期末俱乐部考核。

（三）自主锻炼课堂模块，教学周第 1 周至第 17 周。

（四）运动能力拓展模块，游泳水平测试和马拉松赛，由学生自主参加。体育专长，由主管教练组织开展竞训计划。

- **选课管理**

（一）一年级学生按照行政班划分，无需选课。二年级学生实行一学期一选方式（可以变换模块、教师），通过教务选课系统完成选课。
（二）一旦选课认定，无特殊原因，中途不再办理转班、换项手续。如有特殊原因，必须在该学期教学周第 3 周之前提出申请。
（三）学生因健康原因不能正常参加体育课学习，可参加体育保健班。
（四）游泳水平测试、马拉松赛，每学年只能申请 1 次（即 1 个体育学分）。
（五）根据我校“2+2”专业的学制要求，即第 4 学期教学周为 12 周，“2+2”专业学生在第 4 个学期（体育 4）只能选择自主锻炼课堂模块，即阳光长跑，课程名称为：“阳光长跑 2+2”，且在教务选课系统中单独建班。非“2+2”专业的学生不能选择该项。
（六）课堂教学模块（基础课、选项课）：40-50 人/班。体育俱乐部模块：40-50 人/班。自主锻炼课堂模块（阳光长跑）：80 人/班。

- **评估方式**

采用过程性评价、终结性评价的方式，以百分制记分，网上录入成绩，网上成绩管理。

- **课堂教学模块**

表 2

一年级基础课		二年级选项课		分值	比重
第 1 学期	第 2 学期	第 1 学期	第 2 学期		
考勤/课堂表现	考勤/课堂表现	考勤/课堂表现	考勤/课堂表现	100	40%
1.太极拳 2.身体素质 男（1000 米） 女（800 米）	1.健康知识 2.身体素质 男（引体向上） 女（仰卧起坐）	专项技能	专项技能	100	60%

- **体育俱乐部模块**

表 3

评价内容	满分	比重
考勤、活动表现	100	40%
技能实践	100	60%

- **自主锻炼课堂模块（阳光长跑）**

男生、女生每次跑步距离均要求不少于 1500 米，未达距离或速度者，均不计次数。教学周第 1 周，由教师在课堂宣讲长跑活动细则。第 2 周至第 17 周为跑步活动时间，共计 16 周。打卡系统每天只记录 1 次，每周最多记录 3 次，每周必须至少有 1 次长跑记录，如遇恶劣天气（如暴雨、台风等），长跑活动暂停。

表 4　　评分表

得分	60	62	65	67	70	72	75	77	80	82	85	87	90	93	95	97	100
次数	16	18	20	22	24	26	28	30	32	33	34	35	36	37	38	39	40

符合以下条件之一的学生取消期末考核资格：
1. 3 个星期没有跑步记录；
2. 跑步记录少于 16 次；
“2+2”专业的学生第 4 个学期（体育 4）考核办法：

教学周第 1 周，由教师在课堂宣讲长跑活动细则。教学周第 2 周-第 12 周为长跑活动时间，共计 11 周。

表 5　　评分表

得分	60	62	65	67	70	72	75	77	80	82	85	87	90	93	95	97	100
次数	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27

符合下列条件之一的学生，将取消期末考核评分资格：

1. 两个星期没有跑步记录；
2. 跑步记录少于 11 次；

- **运动能力拓展模块**

游泳水平测试，按《北京师范大学珠海分校游泳水平测试评分标准》评定体育成绩。马拉松、体育专长根据赛事级别、比赛名次、训练情况等评定体育成绩，不低于 85 分。

体育专长学生的体育成绩评定时间为训练或取得比赛名次的学期。游泳水平测试、马拉松赛的学生体育成绩评定时间为参加测试或提出申请的下一个学期。

- **必读书目**

本书编写组. 大学体育健康教程［M］.北京：北京体育大学出版社，2016

English Reading I
英语阅读（一）

English Reading I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical reading skills of English reading, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:
1. Improve their English proficiency in terms of reading;
2. Prepare themselves for academic reading;
3. Expose themselves to the English language and the western culture;

- 4. Ado **Course Contents**

Genres of reading	1.Descriptive passages 2.Discursive passages
Reading strategies	1.Skimming and speed reading 2.Scanning for detail 3.Identifying the main idea 4.Identifying types of information 5.Identifying the writer's views/claims
Task types	1.Multiple choice 2.Matching information 3.Matching headings 4.Matching sentence endings 5.Sentencecompletion 6.Note/summary/table/flow-chart completion 7.Identifying information (T/F/NG) 8.Identifying the writer's views (Y/N/NG) 9.Short-answer questions
Language and cultural tips	1.Cultural information of English spoken countries 2.English tips

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for CEFR B1 level reading (5000)
	Grammar	General grammatical knowledge
	Culture	Culture knowledge related to the topics covered
Competence	Reading	1.Ability to read English texts on general topics at a speed of 70 wpm (with longer yet less difficult texts, the reading speed should be 100 wpm) 2. Ability to understand long sentence 3. Ability to generalize the main idea of the text 4. Ability to employ effective reading strategies

	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Lecture (assisted by PowerPoint).
2. Class interactive activities.
3. Simulated test or exercise (time-controlled).

- **Grading**

1.60% performance (dictation, class participation, homework, attendance).
2.40% final exam (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B1*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 4*. Cambridge: Cambridge University Press, 2006.
2. University of Cambridge ESOL Examinations. *Cambridge IELTS 5*. Cambridge: Cambridge University Press, 2006.
3. University of Cambridge ESOL Examinations. *Cambridge IELTS 6*. Cambridge: Cambridge University Press, 2007.
4.环球雅思教材研究中心 GTRC.雅思阅读基础标准教程[M]. 北京：外文出版社，2013.

- **Recommended Journal and/or Website**

1. *Harvard Business Review*
2. *Economist*
3. *Guardian*
4. *National Geographic*
5. http://www.chinaielts.org/
6. http://www.bbc.co.uk
7. http://www. nytimes.com
8. http://www.ted.com/
9. http://www.kekenet.com/
10. http://www.hjenglish.com

pt proper strategies of learning English as a foreign language, especially as related to reading.

English Listening Ⅰ

英语听力（一）

English Listening I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English listening, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1. Improve their English proficiency in terms of listening;
2. Get prepared for the IELTS listening;
3. Understand the western culture;
4. Adopt proper strategies of learning English, especially as related to listening.

- **Course Contents**

IELTS listening introduction	1.IELTS listening marking criteria 2.Students' target score 3.Four parts difficulty level 4.How to improve listening
Listening strategy	1.Pre-listening 2.While-listening 3.Post-listening
Listening scenario training	1.Bank 2.Accommodation 3.Hospital 4.Academic scenario
Language and cultural tips	1.UK cultural information 2.US cultural information 3.English tips

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for listening (2000)
	Grammar	General grammatical knowledge
	Cultural information	Knowledge about different cultures in the world
Competence	Listening	1.Ability to follow classroom instructions, everyday conversations, and lectures on general topics 2.Ability to understand English radio and TV programs spoken at a speed of about 130 to 150 wpm, grasping the main ideas and key points 3.Ability to employ basic listening strategies 4.Equipped with the background knowledge of different scenarios 5.Ability to respond to different listening task according to different scenarios
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.
4. Students English news presentation.

- **Grading**

1. Process assessment: 60 %(attendance and performance, assignments, quiz).
2. Final exam: 40% (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B1*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 4*. Cambridge: Cambridge University Press, 2006.

2. University of Cambridge ESOL Examinations. *Cambridge IELTS 5*. Cambridge: Cambridge University Press, 2006.

3. University of Cambridge ESOL Examinations. *Cambridge IELTS 6*. Cambridge: Cambridge University Press, 2007.

4.环球雅思教材研究中心 GTRC. 雅思听力基础标准教程[M]. 北京：外文出版社，2013.

- **Recommended Journal and/or Website**

1. http://www.kekenet.com
2. http:// www.chinaielts.org/
3. http:// www.putclub.com
4. http:// www.hjenglish.com
5. http:// www.bbc.co.uk
6. http://www.ted.com/
7. https://www.coursera.org/

English Speaking Ⅰ

英语口语（一）

English Speaking I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English speaking, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1. Improve their English proficiency in terms of speaking;
2. Get prepared for the IELTS speaking test;
3. Understand the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to speaking.

- **Course Contents**

Chapter I	1.Introduction to the IELTS test 2.Introduction to the speaking test
Chapter II	1.Introduction to speaking part one 2.Topic 1 Job/Studies Speaking skill： Understanding different question types and answering them accurately 3.Topic 2 Hobbies/Interests Speaking skill：Asking for and giving clarification 4.Topic 3 Where you live Speaking skill：Using verb forms correctly 5.Topic 4 Families Speaking skill：Talking about future events 6.Topic 5 Technology(I) Speaking skill：Talking about change

Chapter III	Introduction to Speaking Part Two 7.Topic 6 Someone You Know Speaking skill：Describing 8.Topic 7 A Personal Interest Speaking skill：Explaining 9.Topic 8 A Place You Enjoy Visiting Speaking skill：Saying‘to what extent’ 10.Topic 9 Your Living Environment Speaking skill：Generalizing and evaluating 11.Topic 10 Farming Technology Speaking skill：Explaining your ideas：talking about cause and effect

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for speaking (2000)
	Grammar	General grammatical knowledge for speaking
	Cultural information	Knowledge about different cultures in the world
Competence	Speaking	1.Ability to communicate in English in the course of learning, to conduct discussions on a given theme, and to talk about everyday topics in English 2.Ability to give, after some preparation, short talks on familiar topics with clear articulation and basically correct pronunciation and intonation 3.Ability to use basic conversational strategies in dialogue
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.

- **Grading**

1. Process assessment: 60% (class participation and performance, assignments).
2. Final exam: 40% (oral test).

- **Required Reading**

1.Patrick Hafenstein. Superior Speaking[M]. 西安：西安交通大学出版社，2013.
2.何琼、摩根. 新编雅思口语[M]. 北京：人民教育出版社，2008.

- **Suggested Reading**

1.慎小嶷. 十天突破雅思口语[M]. 北京：. 机械工业出版社，2015.

2.University of Cambridge ESOL Examinations. *Cambridge IELTS 4*. Cambridge: Cambridge University Press, 2006.

3. University of Cambridge ESOL Examinations. *Cambridge IELTS 5*. Cambridge: Cambridge University Press, 2006.

4. University of Cambridge ESOL Examinations. *Cambridge IELTS 6*. Cambridge: Cambridge University Press, 2007.

- **Recommended Journal and/or Website**

1. *Economist*
2. *Guardian*
3. http://newhorizon.bnuep.com
4. http://www.chinaielts.org/
5. http://www.putclub.com
6. http://www.hjenglish.com
7. http://www.bbc.co.uk
8. http://www. Nytimes.com
9. http://www.bbc.co.uk/podcasts

English Writing I

英语写作（一）

English Writing I, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English writing, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1. Improve their English proficiency in terms of writing;
2. Get prepared for the academic writing;
3. Understand the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to writing.

- **Course Contents**

Language in use	1.Formal English; 2.Informal English
Writing skills	1.Rewriting; 2.Paraphrasing
Guided writing	1.Description 2.Argumentation 3.Writing definition 4.Writing abstract 5.Compare & contrast: describing differences
Topics related writing	1.Describing graphs; 2.Education 3.Family 4.Modern technology 5.Media 6.Animal 7.Social issue
Language and cultural tips	Comparison between Western and Chinese culture

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for writing (2000)
	Grammar	General grammatical knowledge
	Cultural Information	Knowledge about different cultures in the world
Competence	Writing	1.Ability to complete writing tasks for general purposes, e.g.,

		describing personal experiences, impressions, feelings, or some events, and to undertake practical writing 2.Ability to write within an hour a short composition of no less than 150 words on describing graphs and an essay of no less than 250 words on a general topic, with the compositions as basically complete in content, clear in main idea, appropriate in diction and coherent in discourse 3.A command of basic writing strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.

- **Grading**

1. Process assessment: 60% (class participation and performance, assignments, dictation).
2. Final exam: 40% (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B1*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 4*. Cambridge: Cambridge University Press, 2006.
2. University of Cambridge ESOL Examinations. *Cambridge IELTS 5*. Cambridge: Cambridge University Press, 2006.
3. University of Cambridge ESOL Examinations. *Cambridge IELTS 6*. Cambridge: Cambridge University Press, 2007.
4. 环球雅思教材研究中心 GTRC.雅思写作基础标准教程[M]. 北京：外文出版社，2014.

- **Recommended Journal and/or Website**

1. Economist
2. Guardian
3. http://www.chinaielts.org/
4. http://www.perfectyourenglish.com/writing/english-writing.htm
5. http://www.bartleby.com/141/index.html
6. http://writingspaces.org/essays
7. http://www.writing.wisc.edu/podcasts/index.html
8. http://bcs.bedfordstmartins.com/everyday_writer/20errors/default.asp
9. http://www.custom-essays.org/Essay_Structure.html

English Reading Ⅱ

英语阅读（二）

English Reading II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English reading, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1. Improve their English proficiency in terms of reading;
2. Prepare them for the academic reading;
3. Expose themselves to the English language and the western culture;
4. Adopt proper strategies of learning English as a foreign language, especially as related to reading.

- **Course Contents**

Genres of reading	1.Descriptive passages 2.Discursive passages
Reading strategies	1.Skimming and speed reading 2.Scanning for detail 3.Identifying the main idea 4.Identifying types of information 5.Identifying the writer’s views/claims
Task types	1.Multiple choice 2.Matching information 3.Matching headings 4.Matching sentence endings 5.Sentencecompletion 6.Note/summary/table/flow-chart completion 7.Identifying information (T/F/NG) 8.Identifying the writer’s views (Y/N/NG) 9.Short-answer questions
Language and cultural tips	1.Cultural information of English spoken countries 2.English tips

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for CEFR B2 level reading (6000)
	Grammar	General grammatical knowledge
	Culture	Culture knowledge related to the topics covered
Competence	Reading	1.Ability to read English texts on general topics at a speed of

		80-90 wpm (with longer yet less difficult texts, the reading speed should be 120 wpm) 2. Ability to understand long sentence 3. Ability to generalize the main idea of the text 4. Ability to employ effective reading strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Lecture (assisted by PowerPoint).
2. Class interactive activities.
3. Simulated test or exercise (time-controlled).

- **Grading**

1.60% performances (dictation, class participation, homework, attendance).
2.40% final exam (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B2*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 7*. Cambridge: Cambridge University Press, 2009.
2. University of Cambridge ESOL Examinations. *Cambridge IELTS 8*. Cambridge: Cambridge University Press, 2011.
3. University of Cambridge ESOL Examinations. *Cambridge IELTS 9*. Cambridge: Cambridge University Press, 2013.

- **Recommended Journal and/or Website**

1. *Harvard Business Review*
2. *Economist*
3. *Guardian*
4. *National Geographic*
5. http://www.chinaielts.org/
6. http://www.bbc.co.uk
7. http://www. nytimes.com
8. http://www.ted.com/
9. http://www.kekenet.com/
10. http://www.hjenglish.com

English Listening Ⅱ

英语听力（二）

English Listening II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs for non-English majors. It is designed to help the learners to gain the knowledge and practical skills of English listening, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1. Improve their English proficiency in terms of listening;
2. Get prepared for academic listening;
3. Understand the western culture;
4. Adopt proper strategies of learning English, especially as related to listening.

- **Course Contents**

IELTS listening question types analyze	1.Multiple choice 2.Matching 3.Form/sentence/note completion 4.Short answers
Listening strategy in different question types	1.Pre-listening 2.While-listening 3.Post-listening
Language and cultural tips	1.UK cultural information 2.US cultural information 3.English tips

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for listening (3000)
	Grammar	General grammatical knowledge
	Cultural information	Knowledge about different cultures in the world
Competence	Listening	1.Ability to follow talks and lectures in English 2.Ability to understand longer English radio and TV programs on familiar topics spoken at a speed of around 150 to 180 wpm, grasping the main ideas, key points and relevant details 3.Ability to use different strategy regarding different question types
	Self-regulated	1.Goal-setting & self-motivating

	learning ability	2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1. Multimedia-based lecture and discussion.
2. Computer- and Web-based practice and interaction.
3. Task-based and students-centered language learning.
4. Students English news presentation.

- **Grading**

1. Process assessment: 60 %(attendance and performance, assignments, quiz).
2. Final exam: 40% (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B2*. 浙江教育出版社, 2015.

- **Suggested Reading**

1. University of Cambridge ESOL Examinations. *Cambridge IELTS 7*. Cambridge: Cambridge University Press, 2009.

2.University of Cambridge ESOL Examinations. *Cambridge IELTS 8*. Cambridge: Cambridge University Press, 2011.

3.University of Cambridge ESOL Examinations. *Cambridge IELTS 9*. Cambridge: Cambridge University Press, 2013.

4.环球雅思教材研究中心 GTRC.雅思听力强化标准教程[M]. 北京：外文出版社，2013.

- **Recommended Journal and/or Website**

1. http://www.kekenet.com
2. http://www.chinaielts.org/
3. http://www.putclub.com
4. http://www.hjenglish.com
5. http://www.bbc.co.uk
6. http://www. nytimes.com
7. http://www.ted.com/
8. https://www.coursera.org/

English Speaking Ⅱ

英语口语（二）

EnglishSpeaking II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs fornon-English majors. It is designed to help the learners to gain the knowledge and practical skills of English speaking, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1.Improve their English proficiency in terms of speaking;

2.Get prepared for the IELTS speaking test;

3.Understand the western culture;

4.Adopt proper strategies of learning English as a foreign language, especially as related to speaking.

- **Course Contents**

Chapter I	Introduction to Speaking Part Three
Chapter II	1.Topic--Working Life Speaking Skill：Expressing an opinion 2.Topic --Lifestyles Speaking Skill：Presenting an argument 3.Topic -- Environmental Issues Speaking Skill：Showing cause and effect 4.Topic -- Economic Development Speaking Skill：Comparing and contrasting ideas 5.Topic-- Technology(II) Speaking Skill：Predicting the future

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for speaking (3000)
	Grammar	General grammatical knowledge for speaking
	Cultural information	Knowledge about different cultures in the world
Competence	Speaking	1.Ability to speak at length and use a range of connectives and discourse markers. 2.Ability to use a wide enough vocabulary to discuss topics at length and make meaning clear. 3.Ability to use a mix of simple and complex structures. 4.Ability to use a range of pronunciation features with mixed control.

	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoringand self-assessment

- **Learning Methods/Tips**

1.Multimedia-based lecture and discussion.

2.Computer- and Web-based practice and interaction.

3.Task-based and students-centered language learning.

- **Grading**

1.Process assessment: 60% (class participation and performance, assignments, dictation).

2.Final exam: 40% (oral test).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B2*. 浙江教育出版社, 2015.

- **Suggested Reading**

1.University of Cambridge ESOL Examinations. *Cambridge IELTS 7*. Cambridge: Cambridge University Press, 2009.

2.University of Cambridge ESOL Examinations. *Cambridge IELTS 8*. Cambridge: Cambridge University Press, 2011.

3.University of Cambridge ESOL Examinations. *Cambridge IELTS 9*. Cambridge: Cambridge University Press, 2013.

4.慎小嶷. 十天突破雅思口语[M]. 北京：.机械工业出版社，2015.

- **Recommended Journal and/or Website**

1. *Economist*
2. *Guardian*
3. http://newhorizon.bnuep.com
4. http://www.chinaielts.org/
5. http://www.putclub.com
6. http://www.hjenglish.com
7. http://www.bbc.co.uk
8. http://www. nytimes.com
9. http://www.bbc.co.uk/podcasts

English Writeing Ⅱ

英语写作（二）

English Writing II, a required English fundamental course with 1.5 credits and 36 teaching hours, is offered to the first year students of the 2+2 programs fornon-English majors. It is designed to help the learners to gain the knowledge and practical skills of English writing, learning strategies and intercultural communication.

- **Learning Outcomes**

At the end of the course the learners are expected to be able to:

1.Improve their English proficiency in terms of writing;

2.Get prepared for the IELTS writing test;

3.Understand the western culture;

4.Adopt proper strategies of learning English as a foreign language, especially as related to writing.

- **Course Contents**

Language in use	1.Formal English; 2.Informal English
Writing skills	1.Rewriting; 2.Paraphrasing
Guided writing	1.DescriptionArgumentation 2.Writing definition 3.Writing abstract 4.Compare & contrast: describing differences
Topics related writing	1.Describing graphs 2.Education 3.Family 4.Modern technology 5.Media 6.Animal 7.Social issue
Language and cultural tips	Comparison between Western and Chinese culture

- **Knowledge and Competence**

Knowledge	Vocabulary	Vocabulary for writing (3000)
	Grammar	General grammatical knowledge
	Cultural information	Knowledge about different cultures in the world
Competence	Writing	1.Ability to complete writing tasks for general purposes, e.g., describing personal experiences, impressions, feelings, or some

		events, and to undertake practical writing 2.Ability to write within an hour a short composition of no less than 150 words on describing graphs and a essay of no less than 250 words on a general topic, with the compositions as basically complete in content, clear in main idea, appropriate in diction and coherent in discourse 3.A command of basic writing strategies
	Self-regulated learning ability	1.Goal-setting & self-motivating 2.Learning-plan making 3.Self-monitoring and self-assessment

- **Learning Methods/Tips**

1.Multimedia-based lecture and discussion.

2.Computer- and Web-based practice and interaction.

3.Task-based and students-centered language learning.

- **Grading**

1.Process assessment: 60% (class participation and performance, assignments, dictation).

2.Final exam: 40% (written, closed book).

- **Required Reading**

Guy Brook-Hart & Vanessa Jakeman.*Complete IELTS B2*. 浙江教育出版社, 2015.

- **Suggested Reading**

1.University of Cambridge ESOL Examinations. *Cambridge IELTS 7*. Cambridge: Cambridge University Press, 2009.

2.University of Cambridge ESOL Examinations. *Cambridge IELTS 8*. Cambridge: Cambridge University Press, 2011.

3.University of Cambridge ESOL Examinations. *Cambridge IELTS 9*. Cambridge: Cambridge University Press, 2013.

4.环球雅思教材研究中心 GTRC.雅思写作强化标准教程[M]. 北京：外文出版社，2013.

- **Recommended Journal and/or Website**

1. http://www.chinaielts.org/
2. http://www. nytimes.com
3. http://www.bbc.co.uk/podcasts
4. http://www.perfectyourenglish.com/writing/english-writing.htm
5. http://www.bartleby.com/141/index.html
6. http://writingspaces.org/essays

http://www.writing.wisc.edu/podcasts/index.html

●专业课程导学

DESIGN THEORY

设计概论

Design Theory is a basic course, a total of 2 credits, 36 class hours. Introducing the definition of design, design characteristics, design patterns, design styles and design history, deepen the students' understanding of design. Definite design as creative industries with an important position in the Chinese culture transformation.
艺术设计概论是本专业的基础课，共 2 学分，36 学时。通过介绍设计的定义、设计的本质及特征、设计形态、设计风格、设计历史等，加深学生对设计的基本认识和理解。明确设计作为文化创意产业在中国文化转型中重要的作用。

Learning Outcomes 学习目标

The objective is to let the students know what is design; the history of design and the current design trend. By understanding the world famous designers and their works, training the students' design interest, to stimulate the enthusiasm of students learning, and establish the design consciousness of students' innovation, cultivating students' diligent observation, analytical thinking ability. Cultivate students' learning to master the basic knowledge of design, and achieve the purpose of laying the foundation of the students' design
旨在让学生了解掌握何谓设计；设计的历史以及设计的当今潮流。通过了解世界知名设计家及其作品，培养学生对设计的兴趣，激发学生学习的热情、同时树立学生创新的设计意识，培养学生勤于观察、善于分析的思辨能力。培养学生学习掌握有关设计的基础知识的同时，达到奠定学生设计基础之基础的目的。

Course Contents 学习内容

Part 1: What is design 第一部分：何谓设计	1.Introduction of art design 艺术设计概论 2.The range of design studies 设计学研究的范围 3.The present situation of design research 设计学研究的现状
Part 2: The nature and characteristics of the design 第二部分：设计的本质和特征	1. The nature of design 设计的本质 2. Design features 设计的特性
Part 3: Design form 第三部分：设计的形态	1. 1 Design forms 设计的形态的构成 2. Classification of design 设计的形态的分

Part 4: The design style 第四部分：设计的风格	1. Times style 时代风格 2. Nationality style 民族风格 3. Product style 产品风格 4. Aesthetic style 美学风格
Part 5: Design history 第五部分:设计的历史	1. The history of Chinese design 中国设计的历史 2. The history of western design 西方设计的历史
Part 6: Design education 第六部分:设计的教育	1. Early design education 早期的设计教育 2. The formation of modern design education system 现代设计教育体系的形成 3. Design education in China 中国的设计教育 4. For future design education 面向未来的设计教育

Knowledge and Competence 知识能力

知识结构	The essence of design 设计的本质	1.understand and master the basic principles of design 了解并掌握设计的基本原理 2.understand the development trend of design 了解设计发展的趋势 3.understand different design styles and ideas 了解不同的设计风格和理念
能力结构	Through the theoretical basis, to distinguish between design classification and design period 通过理论基础的掌握、能够区分设计分类和设计时期等	4.understand the characteristics of the design patterns classification 了解设计形态分类的特征 5.summarize the design style in different periods 总结不同时期的设计风格

技能	Design summary and trend analysis skills 进行设计总结与趋势分析的技能	6.master the skills of analysis design style trends 掌握设计风格趋势分析的能力

Learning Methods/Tips 学习方法

1. Read the required reading and optional bibliography.

   认真阅读必读书目和选读书目，并适当的做读书笔记。

2. A lot of practices.

   课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1]《世界现代设计史》，王受之 著，中国青年出版社,2002-09

[2]《工业设计史》，何人可，北京理工大学出版社，2000-08

[3]《设计学概论》，尹定邦 ，湖南科技出版社，2009-06-01

Suggested Reading 选读图书

[4]《艺术设计学》，凌继尧、徐恒醇，上海人民出版社，2012-04-01

[5]《艺术设计概论》，曹田泉 著，上海人民美术出版社，2009-08-01

[6]《设计概论》，刘海平 著，北京大学出版社，2010-06-01

PRESENTATION SKILLS

提案技巧

This course will be taught in a combination of theory and practice. Make full use of classroom time to explain the theoretical knowledge, and to ensure that each class has a certain training time. Carry out the supervision and training in class, to ensure the quality of study. Class will be in accordance with the schedule required to arrange the appropriate content and quantity of work. Course has a total of 1 credit, 18 class hours.

本课程的学习将以理论与实践相结合的方式进行授课。充分利用课堂时间进行理论知识的讲解，并确保每一节课有一定的训练时间。实行课上监督训练，确保学习质量。课下会按照进度要求布置相应内容和数量的作业。课程共 1 学分，18 课时。

Learning Outcomes 学习目标

To guide students to carry out individual training, to find their own personality and expression of the advantages and disadvantages. Understanding of customer psychology, learn to be targeted to customers to carry out the proposal. Through the training of eloquence and communication skills, the team can be the unit to carry out a reasonable role distribution and mutual coordination, learn to use the relevant software production demonstration files, and can make use of multimedia presentations. Bilingual teaching to help students master the English listening and speaking reading and writing skills.

指导学生进行个性训练，发现自身性格和表述上的优势与不足。了解客户心理，学会有针对性的向客户进行提案。

通过口才与交际技巧的训练，能以团队为单位进行合理的角色分配和相互配合，学会应用相关软件制作演示文件，并能利用多媒体进行提案演示。以双语教学帮助学生掌握本专业课的英语听说读写技能。

Course Contents 学习内容

Part 1: Proposal planning 第一章：提案策划	proposal strategy 提案战略 planning information 策划信息
Part 2: Copywriting 第二章：制作文案	1. design visual materials 设计视觉材料 2. arrange proposal 精心编排提案
Part 2: Presentation 第二章：正式提案	1. presentation 发布提案 2. speech information 演说信息

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1] 《Presentation Skills 201: How to Take It to the Next》，2009 Outskirts Press

Suggested Reading 选读图书

[1] 《图解力》 (日)木村博之|译者:吴晓芬,顾毅，人民邮电出版社

[2] 《企划高手不告诉你的 47 个提案技巧》，2012 化学工业出版社

BASIC OF DRAWING

造型基础

Basic of Drawing is one of the essential training courses in the field of visual arts, and a total of 3 credits, 54 class hours. The basic of drawing is the nature form and abstract form as a starting point, from perceptual to rational, from subjective to objective, the students gradually enter into the field of art design.

《造型基础》是视觉艺术领域不可缺少的训练课程之一，共 3 学分，54 学时。造型基础课程主要从自然形态基础和抽象形态基础两个方面作为切入点，从感性到理性，从主观到客观，全方位地启发学生逐渐进入艺术设计的领域。

Learning Outcomes 学习目标

This course focuses on the students' thinking mode, and has a deeper understanding of the visual arts. The emphasis of the course is not on the mastery of skills, but on the cultivation of students' independent thinking habits and confidence.

本课程着重解决学生的思维方式，并对视觉艺术的表达方式有更深层的了解。课程的重点不在技巧的掌握，而在于培养学生独立思考的习惯和创新的信心。

Course Contents 学习内容

Part 1: the realistic modeling foundation 第一章：写实化造型基础	realistic creation 写实创作 recreation 再创作
Part 2:the basic of abstract modeling 第二章：抽象化造型基础	1.exaggeration 夸张化 2.enrichment 丰富化 3.decorative 装饰化 4.line style 可线条化 5.graphics 图形化 6.geometry 几何化 7.opposition 对立化 8.contradiction 矛盾化 9.dynamics 动态化 10.overlap 重叠化

Knowledge and Competence 知识能力

知识结构	Shape and color 形状与色彩	1.the relationship, structure, size and proportion of the plane geometry 平面几何形状的相互关系、构成、尺寸和比例。 2.the specific presentation of decorative techniques and design elements 装饰手法和设计元素的具体呈现。
	Rhythm and composition 节奏和构成	3.master spatial imagination 掌握空间想象能力。
能力结构	Graphic modeling ability 图形造型能力	4.complex and simple abstract modeling training 复杂和简单抽象化造型训练。
	Color ability practice 色彩运用能力	5.collocation color 色彩搭配能力。 6.color composition ability 色彩构图能力。
	Recreation ability 再创造能力	7.abstract modeling based on the ability of recreation 抽象化造型基础训练再创作能力。

技能	Idea and methods of mathematics 数学的思想与方法	8.to understand the principles and structures of the graphics, and to understand the color theory and color design methods 初步掌握理解造型的原理和图像结构，通过平面图形的不同组合方法，了解色彩理论和色彩设计与基本制图设计的方法。

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1]《造型原本-讲卷》吕胜中 著，北京大学出版社，2010-06

[2]《机械复制时代的艺术作品》瓦尔特本雅明 著，天津人民出版社，2009-06

[3]《设计中的设计》原研哉 著，山东人民出版社，2006-11

Suggested Reading 选读图书

[4]《写给大家的中国美术史》蒋勋 著，生活、读书、新知三联书店，2015-09

2D CREATIVE DESIGN FOUNDATION

视觉创意基础

This course will enable students to grasp the basic skills of graphic design, graphic design and computer software aided design. Enable students constitute the basic elements of graphic design and plane form rule is the basic knowledge and understanding, training students of graphic design in the form of research and analysis and comprehensive thinking ability, strengthen the cultivation of students' aesthetic form and application ability. It has 3 credits and 54 class hours.
本课程使学生掌握平面构成、图形创意与图案设计的相关知识与计算机软件辅助设计基础技能。使学生对平面设计的基本要素与平面构成形式法则有基本的认识和理解，培养学生对平面设计的形式进行研究分析和综合思考的

能力，加强对学生的形式美感及其应用能力的培养。本门课共 3 学分，54 课时。

Learning Outcomes 学习目标

Through the course of teaching, to enable students to constitute the basic elements of graphic design and plane form rule is the basic knowledge and understanding, training students of graphic design in the form of research and analysis and comprehensive thinking ability, strengthen the cultivation of students' aesthetic form and application ability. Teaching should pay attention to the combination of scientific and systematic theory teaching and abstract visual training, and according to the progress of teaching theories, unit arrangement corresponding experimental operation, to facilitate students' of plane design principle is to understand and grasp the.

通过本课程的教学，使学生对平面设计的基本要素与平面构成形式法则有基本的认识和理解，培养学生对平面设计的形式进行研究分析和综合思考的能力，加强对学生的形式美感及其应用能力的培养。教学中应注重科学、系统的理论讲授与抽象的视觉训练相结合，并根据理论讲授的进度，分单元安排相应的实验性作业，以利学生对平面设计原理的深入理解和掌握。

Course Contents 学习内容

Part 1: Plane composition 第一章：平面构成	平面构成的基本要素； 平面构成形式法则； 平面设计的应用与案例分析讲解； Basic elements of plane composition; Plane formation; Application of graphic design and case analysis;
Part 2: Color composition 第二章：色彩构成	色彩三属性与色立体； 色彩象征与色彩心理； 色彩混合与色彩推移； 色彩对比与色彩调和； Color three properties and color stereo; Color symbol and color psychology; Color mixing and color passage; Color contrast and color harmony;

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1] 《平面构成 高等院校设计专业系列教材》，毛溪编著，上海人民美术出版社，2006 年

[2] 《造型的诞生 图像宇宙学“万物照应剧场”》（日）杉浦康平 著 | 中国青年出版社

[3] 《Graphic Design the New Basics》2008 Princeton Architectural Press

Suggested Reading 选读图书

[4] 《平面构成——新世纪高等美术教材》，刘春明编著，四川美术出版社，2005 年

2D DIGITAL DESIGN

数字二维设计

2D Digital design is the combination of theory and practice. It is very important for expressing design ideas to the following courses. It has 3 credits and 54 class hours.

数字二维设计是设计理论与设计实践的结合点，对设计专业后续课程的设计表达与展示有着极其重要的作用。本门课共 3 学分，54 课时。

Learning Outcomes 学习目标

Through the course, students can master the basic operation of Photoshop, Illustrator, InDesign software, for students in the future to set a solid foundation for the graphics design.

通过本课程的教学，旨在使学生掌握 photoshop、illustrator、indesign 基础平面软件的基本操作与应用，为学生的未来在图形相关的设计时打下坚实基础。

Course Contents 学习内容

Part 1: Photoshop Basic knowledge 第一章：Photoshop 基本知识	1.Understanding the distinction between vector and scalar software, basic understanding of the concept of layer. 理解矢量软件与标量软件的区别，基本理解图层的概念； 2. Understanding of Photoshop interface, Photoshop storage format.基本熟悉 Photoshop 界面，了解 Ps 存储格式； 3.Understanding of Commonly used shortcuts in PS.熟悉 Ps 中常用的快捷方式使用； 4. Understanding of basic auxiliary tools. 了解基本辅助工具；
Part 2: Photoshop Basic Method 第二章： Photoshop 基本技法	1. Select, modify, save and load selection. 选择、修改选区、保存与加载选区； 2.Transformation and deformation. 变换与变形； 3.Layer style. 图层样式；
Part 3: Photoshop color group 第三章： Photoshop 中的颜色	1.Color in Photoshop. Photoshop 中的颜色； 2. View and hybrid channel 查看并混合通道； 3. Controlled heavy coloring: CMYK mode, LAB mode operation. 可控的重着色：CMYK 模式、LAB 模式下的操作；
Part 4: Retouching photos 第四章：润饰照片	1. Cutting, correction camera distortion. 裁剪、校正相机扭曲； 2. Adjust the tone and color, reduce noise. 调整色调与颜色、减少杂色； 3. Add high light and shadow. 添加高光与阴影；
Part 5: Filters and effects 第五章：滤镜与特效	1. The layer style, filter 图层样式，滤镜； 2. Uplift and depression 凸起与凹陷； 3. Inclined plane 斜面； 4. Background and texture 背景与纹理； 5. Production of seamless mosaic pattern 无缝拼接图案的制作；
Part 6: Layer arrangement 第六章：图层整理	1.Layers; 图层整理； 2.Layer compound 图层复合；

Part 7: Illustrator basic knowledge 第七章： Illustrator 基本知识	1.Understand the difference between vector software and scalar software, understand the concept of the layer 理解矢量软件与标量软件的区别，基本理解图层的概念； 2. Familiar with Illustrator interface 基本熟悉 Illustrator 界面； 3. Familiar with the use of the Ai in common shortcuts 熟悉 Ai 中常用的快捷方式使用； 4. Understand basic auxiliary tools 了解基本辅助工具；
Part 8: Path rendering 第八章：路径绘制	1.Basic use of pen tools 钢笔工具的基本使用； 2. Add anchor point and delete anchor point 添加锚点和删除锚点； 3.Color change: fill and stroke, and stroke of color options panel 颜色的改变：填色与描边，填色与描边选项面板简介； 4.path painting 路径绘画；
Part 9: Text and layout 第九章：文字与排版	1.Words: point type, area type, type path 文字的类别：点文字、区域文字、路径文字； 2.Area type surrounding objects 区域文本环绕对象； 3.Creat outlines 将文字转换为轮廓； 4. Use the word straw, use the appearance options panel in the text 使用文字吸管，在文本中使用外观选项面板；
Part 10: Re-construct object 第十章：重新构造对象	1. Eraser Blob Brush dot eraser tool and brush tool; Eraser 橡皮擦工具和 Blob Brush 斑点画笔工具； 2.Composite shape and composite path: path, path finder, composite shape; 复合形状和复合路径：复合路径，路径查找器，复合形状； 3.Shape Builder shape generator tool; Shape Builder 形状生成器工具； 4. Alignment and distribution panel 对齐和分布面板的使用； 5. Live Paint real-time color tools and Live Trace real-time tracing tool; Live Paint 实时上色工具和 Live Trace 实时描摹工具；
Part 11:Expressive stroke effect 第十一章：富有表现力的描边效果	1.Width width tool; 宽度工具； 2.Stroke options panel; 描边选项面板详解； 3.Brush; 画笔； 4.Symbol; 符号；
Part 12: Color transition 第十二章：色彩过渡	1.Create a custom color and color group; 创建自定义颜色及颜色组； 2. Gradient; 渐变； 3.Gradient mesh; 渐变网格； 4.Filter; 滤镜； 5.Transparency and overlay; 透明度与叠加模式；
Part 13:Creation of Dimensions 第十三章：维度的塑造	1.Deformation and envelope; 变形和封套； 2.3D effect; 3D 效果； 3.Perspective grid; 透视网格；
Part 14: Other function 第十四章：其他功能	1.Transparency; 透明度； 2.Mix; 混合；

	3.Shear mask; 剪切蒙版；
Part 15: Indesign basic knowledge 第十五章：Indesign 基本知识	1.Indesign general operation process; 一般操作流程； 2. Working area introduction; 工作区介绍； 3. Basic operations: new file, layout design, drawing and image, file save and export. 基本操作：新建文件，版面设计，绘图及影像，文件保存与导出。
Part 16: Indesign layout basis 第十六章：Indesign 版式编排基础	1.basic tools: text tools, objects and tools, arbitrary deformation tools; 基本工具：文字工具，物件与框架工具，任意变形工具； 2. basic settings: alignment and sharing, text layout, text style setting and paragraph style setting, style management; 基本设置：对齐与均分，绕图排文，文字样式设定与段落样式设定，样式管理； 3. Image embed; 图像与图形的置入； 4. Layer management; 图层管理。
Part 17:Indesign advanced layout 第十七章：Indesign 版式编排进阶	1.MasterPage Home Edition set; MasterPage 主页版的设定； 2. Boundary, bar, reference line; 边界、栏、参考线； 3.Chapter setting and automatic page; 自动页码与章节设定； 4.Buttons and hyperlinks; 按钮与超链接。

Knowledge and Competence 知识能力

知识结构	Path rendering 路径绘制	1.Approaches to understanding and understanding of anchor control; 理解路径并理解锚点控制； 2.Skilled and free to change the path drawing, coloring and stroke; 熟练进行路径绘制，并自由改变其填色与描边；
	Text and layout 文字与版面	3.Understand how different forms of writing are organized; 了解不同形式的文字如何进行编排； 4. understand the panel operation in the type appearance options panel; 在文本外观选项面板中理解面板操作；
	Re construct object 重新构造对象	5. To understand when and how to carry out the image reconstruction and processing based on the existing shape or image; 了解何时使用何种方式、如何在已有形状或图像的基础上进行图形重构及处理； 6. Understand the alignment and the use of the distribution panel; 了解对齐与分布面板的使用；
	Expressive stroke effect 富有表现力的描边效果	7. Know how to through the brush stroke to achieve the desired effect; 懂得通过描边与画笔变化轻松获得所需效果；

	Color transition 色彩过渡	8.Flexible selection of different ways to carry out the color of the transition to fill the processing; 灵活选取不同的方式进行色彩过渡填充方面的处理；
	Retouching photos 润饰照片	9.Understand the basic operation of retouching photos; 了解润饰照片的基本操作，并在此基础上进行灵活发挥；
	Filter and effects 滤镜与特效	10. On the based of understanding the form of light, through mastering the basic filter operation and the layer style effects of different forms of expression; 在对光影与形态理解的基础上，通过掌握基本滤镜操作与图层样式特效进行不同的形态表达；
能力结构	Graphics production capacity 图形制作能力	The skills of useing graphics software. 能熟练利用软件进行图形制作。
	Collocation ability to color 色彩搭配能力	Can use the software to carry on the color processing. 能够运用软件进行颜色处理与运用。
	Image processing capability 图片处理能力	Be able to use the software to deal with the picture and the effect. 能够使用软件对图片进行处理和效果制作。
技能	Idea and methods of mathematics 数学的思想与方法	Teachers explain and demonstrate, the students practice. 教师讲解和演示，学生操作练习为主。

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2. Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1]《The Adobe Illustrator CS4 WOW! Book》（美）斯得渥 编著，电子工业出版社

Suggested Reading 选读图书

[2]《设计的品格 探索 X 呈现 X 进化的 indesign 美学》 达芙妮肖 著 | 人民邮电出版社

ANIMATION PRINCIPLE

动画原理

"Animation principle" is a practice foundation course for the digital media art students to obtain the basic knowledge of animation, a total of 3 credits, 54 class hours, is a compulsory course.

《动画原理》是为数字媒体艺术专业的学生开设的一门旨在让学生获得动画制作的基础知识的实践型基础课程，共 3 学分，共 54 学时，属专业必修课。

Learning Outcomes 学习目标

"Animation principle" is a practical course, requests students to understand the mechanics and the law of motion, based on the 12 animation principles, to master the basic skills of animation.

《动画原理》属实训课程，要求学生在了解力学及运动规律的基础上，通过学习 12 条动画原理，掌握动画制作的基本技能。

Course Contents 学习内容

第一部分 动画发展史 part1.The history of animation	1. The history of animation; 动画的历史 2. The animation production process; 动画制作流程
第二部分 动画制作方式 Part 2. Animation making mode	1. The use of key frames; 关键帧的运用 2. In-between frame production; 中间补间的制作
第三部分 力学原理 part3. Mechanics principle	1. Squash and stretch; 压缩与拉伸 2. Anticipation and buffer; 预备与缓冲 3. Following and Overlapping; 追随与交搭
第四部分 运动的协调 part4.Movement coordination	1. Action schedule; 动作调度 2. Order animation and original painting; 顺序动画与原画 3. The main action and secondary action; 主要动作与次要动作
第五部分 运动的设计 5.Movement design	1. Slow in and slow out; 慢入与慢出 2. The motion curve; 动作弧线 3. The use of exaggeration; 夸张的运用 4. The rhythm; 节奏的把握
第六部分 **视觉效果** **6.Visual effect**	1. three-dimensional modeling; 立体造型 2. Attractive; 吸引力

Knowledge and Competence 知识能力

知识结构	运动原理 Movement principle	To master some of the movement rule with the mechanic principle; 掌握在力学原理下的一些运动规律 The use of relatively smooth motion, make the sport more harmonious; 较为顺畅的运用运动规律，使运动更为协调

	动画制作 Animation production	Learn the history of animation development and different style; 了解动画发展的历史及不同风格 Students are required to understand the basic way to make animation, and master the relationship between the key frames; 要求学生了解动画制作的基本方式，以及掌握关键帧与补间之间的关系 Comprehensive understanding the animation principles and improve production skills; 全面了解动画原理并进一步提高制作水平
能力结构	动画绘制能力 Animation drawing ability	Master the ability of animation sequence with the original painting; 具有制作顺序动画与原画的能力
	运动设计能力 Movement design ability	Use the motion law smoothly to make the movement more harmonious; 能够较为顺畅的运用运动规律，使运动更为协调
	动画制作能力 Hand-painted animation production ability	Using hand-painted skills and basic animation software to make animation production; 利用手绘和基本动画软件，进行动画制作

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1]《动画运动规律》 申福宏 主编,南京大学出版社,2012-08-01

[2]《影视定格动画创作》 张戬 著,海洋出版社,2011-08-01

Suggested Reading 选读图书

[3]《动画原理/中国高等院校动画专业系列教材》 黄兴芳 编著，上海人民美术出版社,2004-01-01

[4]《动画设计师手册》 （美）帕德，（美）沃尔夫利 著，汤锐，陈方歌 译, 中国科学技术出版社,2009-08-01

3D CREATIVE DESIGN FOUNDATION

三维创意基础

Through the space of the imagination of thinking and three-dimensional originality of the training, students are required

to three-dimensional shape of the scientific anatomy, structural reorganization, to create a new form. In order to improve the students space imagination ability, the ability of thinking in images, and the art of thinking ability and design creation ability, provide a broadly conceived scheme for the design activities, so that students in the future in 3D design, product design professional direction lay a certain foundation. Course is 2 credits, 36 hours.

通过对空间的想象思维和三维的独创性进行训练，要求学生对立体形态进行科学的解剖，结构重组，创造出新的形态。以此提高学生的空间想象能力、形象思维能力、艺术思维能力和设计创造能力，为设计活动提供广泛的构思方案，使学生今后在三维设计造型、产品设计专业方向打下一定的基础。课程 2 学分，共 36 课时。

Learning Outcomes 学习目标

Students make use of a variety of materials to carry out three-dimensional training, to achieve the three-dimensional shape of the students to train the ability and space composition.

使学生利用各种单纯的材料来进行立体的训练, 达到训练学生的三维造型能力和空间构成能力。

Course Contents 学习内容

第一部分立体构成基础概论 Part1. Introduction to 3D design	形态要素的构成方法，针对形态构成的丰富性和多样性展开课堂讨论 The composition of the morphological elements, the richness and diversity of the form of classroom discussion 立体构成在设计中的实际应用案例分析 Analysis of the practical application of the three dimensional structure in design
第二部分 立体构成的特征 Part2. Characteristics of three dimensional structure	三维造型中点、线、面的构造结构； Structure of point, line and surface in 3D modeling 运用不同材料探索三维造型的可能性； Using different materials to explore the possibility of three dimensional modeling
第三部分 空间的分析 Part2. Spatial analysis	几何体与它的平面展开； Geometry and its plane expansion; 通过平面图，想象立体形态； Through the plan, the three-dimensional shape; 负空间的设想； Assumption of negative space; 实与虚形态空间； Real and imaginary space;

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1]《立体构成教程》俞爱芳 著 浙江人民美术出版社

Suggested Reading 选读图书

[2]《立体构成教程》俞爱芳 著 浙江人民美术出版社

3D DIGITAL DESIGN

数字三维设计

This module introduces cinema4D software how to create a 3d design works, including 3d model making, camera track animation, animation techniques, 3d object in texture and material, rendering and voice synthesis techniques. In three-dimensional creative artists as sample, in the teaching process, analysis the process works, demonstration operation steps, extension deepen the three-dimensional creation consciousness, induction and summary, in the course, in a step-by-step practice training, and in the form of works show the creative design. Course is 3 credits, 54 hours.

目前这个模块主要介绍 cinema4D 软件如何制作三维创意设计作品，包括三维模型制作，摄像机轨道动画，三维物象动画制作技巧，纹理与材质，渲染及声音合成技巧。以三维创意艺术家作品为样本，在教学过程中，分析作品制作流程，演示操作步骤，扩展深化三维创作意识，归纳和总结，在课程中，有步骤进行练习训练，并以作品形式展示创意设计。课程 3 学分，共 54 课时。

Learning Outcomes 学习目标

Course to cultivate students' ability of using computer design three-dimensional creative expression.
课程培养学生利用计算机表达设计三维创意的能力。

Course Contents 学习内容

第一部分 cinema4D 软件的使用 Part1. The use of cinema4D software	Basic operation of cinema4D software. Cinema4D 软件基本操作。 Three dimensional space conversion and time animation. 三维空间转换和时间的动画掌握。
第二部分 渲染及合成练习 Part2. Rendering and composition exercises	Camera animation. 摄像机动画制作。 The material and texture of 3D objects are made. 三维物体的材质和肌理制作。 Production and animation of complex polygons. 复杂多边形的制作和动画制作。 Cinema4D animation. Cinema4D 动画制作。

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1] 《Instant Cinema 4D Starter》 by Aaron Kaminar ISBN:9781849696166

Suggested Reading 选读图书

[2]《Rhino 5.0 从入门到精通》 蔡克中 著 中国青年出版社 2014-03-01

图形符号设计

Icon Graphic is a compulsory course for art design. It includes 3 credits and 54 class hours. Through this course of study and practice, to make the students familiar with graphic design concept, composition, design process, understand the basic concept of graphic symbol, the development history, form and design principles, grasp the graphic symbol in creativity, modelling, color and other basic principles and methods.

图形创意设计是艺术设计专业的必修课，共 3 学分，54 学时。通过本课程的学习和实践，使学生熟悉图形符号设计观念、构成、设计程序，了解图形符号的基本概念、发展历史、表现形式和设计原则，掌握图形符号即相似图形符号、指示图形符号、象征图形符号在创意、造型、色彩等表现形式的基本原理和方法。

Learning Outcomes 学习目标

Through this course teaching, make students fully understand and know symbol classification, the concept of visual graphic symbols, visual graphic symbol signifier and the signified of mutual relations, the basic composition principle of visual graphic symbols, and can grasp graphic symbol design method. Pay attention to cultivate students' practical ability, through the study of graphic symbols, to lay a good foundation for all kinds of information graphic symbol, environmental system indicator, cultural commonweal activity, city brand, corporate and product brand logo design.

通过本课题教学，使学生全面了解和认识符号分类、视觉图形符号概念、视觉图形符号能指和所指的相互关系、视觉图形符号的基本构成原理，并能熟练掌握图形符号的设计方法。注重培养学生实践应用能力，通过学习图形符号学知识，为今后所需的各类信息设计图形符号、环境标识系统指示符号、文化公益活动标志、城市品牌、企业及产品品牌标志设计打下良好的基础。

Course Contents 学习内容

Part 1 Chapter 1.The basic concept of graphic symbol 第一章：图形符号的基本概念	1. The graphics as main feature 以图形为主要特征 2. The information is not dependent on language symbols 信息传递不依赖语言的符号
Part 2 Principle and method of similar graphic symbols 第二章：相似图形符号原理和方法	1.Similar graphic symbol design and practice 相似图形符号的设计和应用 2. The symbol of creativity and design performance 象征图形标志的创意和设计表现

Knowledge and Competence 知识能力

知识结构	The basic concept of graphic symbol 图形符号的基本概念	1.了解图形符号的概念，认识图形符号的分类。Understand the concept of graphic symbol, know the classification of the graphic symbol

	相似图形符号原理和方法 Similarity principle and method of graphic symbols	2.了解图形符号的基本构成原理。Understand the basic composition principle of graphic symbol. 3.熟练掌握图形符号的设计方法。Proficient in graphic symbol design method. 4.掌握图形符号的设计运用。Master the graphic symbol design.
能力结构	图形符号设计能力 Graphic symbol design capabilities	5.能熟练设计图形符号。Proficient in graphic symbol design.
	图形符号应用能力 Graphic symbol application ability	6. 能够根据不同的载体进行图形符号设计应用。According to different carrier for graphic symbol design practice.
	数学的思想与方法 Mathematical ideology and method	7. 初步掌握用视觉图形进行信息表达。A preliminary master expressed in visual graphic information.

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1]《视觉符号完全手册》章莉莉 著，上海书店出版社

[2]《图形创意基础》江明 著，上海美术出版社，2006-11

[3]《标志设计完全手册》章莉莉 著，上海书店出版社

Suggested Reading 选读图书

[4]《图形符号设计教学讲义》罗力等教师编写

CHINESE TYPOGRAPHY

中文字体设计

This module deals with theoretical, methodical und practical form with typography and the aspects of micro-typography and macro-typography. The contemplation of font historic connections and of the relevant type-designers builds the foundation of the theoretical dispute. In the dispute with methods and instruments with typography, the aspects of the Visualization of information, layout construction and legibility are considered. It includes 2 credits and 36 class hours.
这个模块主要涉及字体的理论内容、字体的方法性和字体的实践性内容，以及从宏观和微观角度解释相关内容。同时对于字体与该字体设计师之间的背景关系和历史渊源进行解释。在字体设计的教学过程和方法中，必修充分考虑到字体设计的视觉信息要传递准确、字体设计的布局和结构合理，同时注意易读性等因素。课程共 2 个学分，36 课时。

Learning Outcomes 学习目标

Corporate font, typographical grid and organization of area are discussed; historical templates are investigated and analyzed. Narrative structures are designed from pictures and text in the practical exercise, as well as design works to the visual brand communication based on font is drawn up (trademarks, word marks and letter marks, etc.) The fundamental and practical meaning of Typography for brand design is the focus.
在教学过程中，讨论企业字体、设计网格和空间的组织等问题的同时，也会调查和分析历史案例。实践练习中则会安排用图片（如 moodboard）和文字（如 Brief）来总结和归纳具体要求，此外还会建立基于字体的视觉品牌传播的设计作品（如商标、文字标和字母标等）。字体对品牌设计的基础和实践意义是我们教学的核心。

Course Contents 学习内容

Part 1 Conceptional basis of Typography 第一部分 字体的理念基础	1. Knowledge of the historical and conceptual basis of Chinese typography, 中文字体的基本历史和概念。 2. Knowledge of typographic concepts and principles, 中文字体设计的基本原则和概念。
Part 2 Typographical concept, basic rules und methods 第二部分 字体的理念、基本规则和方法	1 Knowledge in the classifications of typefaces, 中文字体的分类，及类别特征和用途等。 2. Knowledge of the writing and set of rules and their application in the layout, 不同字体在书写，版式排版应用时的规律和原则。
Part 3 Basis of the classification and the rules of writing and sentences 第三部分 分类基础以及书写和语句规范	1. Knowledge of typographic technical vocabulary, 中文字体的专业词汇。 2. Understanding and practical knowledge of the importance of typography for the plot area Brand Design and brand communication, 能够在品牌设计和品牌传播的工作中得到全面的理解和应用。

Part 4　Typography in graphic design process 第四部分 平面设计中的字体	1. Instrumental and methodological expertise for analyzing typographic elements and the conception and realization， 能够运用专业知识分析字体设计，字体排版及其它应用。 2. Own textual-pictorial designs for the brand context 能够在品牌环境下，完成文字和图像的设计工作。

Knowledge and Competence 知识能力

知识结构	Chinese Typography 中文字体	1.to understand the basic concept of typography 了解文字的基本概念 2.master various creative design methods, flexible use of various methods in design of typography 掌握汉字的各种创意设计方法，灵活运用各种方法从事字体设计
能力结构	The Ability of Writing 字体创作的能力	3.basic understanding of font and graphic layout and use software editing 对字体图文版式的基本认识及熟悉使用字体编辑软件
	Ability of typography and graphic layout 图文排版的能力	4.master the ability of typography and graphic layout 掌握字体图文版式编排的能力
技能	Teaching Ideas and Methods 教学的思想与方法	5.typography design 字体设计 6.art typography creation 艺术字体创作 7. typography layout 字体图像排版

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1]《字体设计》 张爱民　周赞 著，中国青年出版社，2009-05

[2]《字体设计基础》 陈原川 著，上海人民美术出版社，2006-11

[3]《汉字王国》 （瑞典）林西莉，三联书店，2008-11

Suggested Reading 选读图书

[7]《汉字书法之美》 蒋勋 著，广西师范大学出版社，2014-08

[8]《现代创意字体设计》　庄子平 著，黑龙江美术出版社，2003-03

[9]《意匠文字》（龙、凤卷）　吕胜中 著，中国青年出版社

[10]《亚洲的书籍　文字与设计》 杉浦康平 著，生活，读书，新知三联书店，2006-11

WESTERN TYPOGRAPHY

西文字体设计

This module deals with theoretical, methodical und practical form with typography and the aspects of micro-typography and macro-typography. The contemplation of font historic connections and of the relevant type-designers builds the foundation of the theoretical dispute. In the dispute with methods and instruments with typography, the aspects of the Visualization of information, layout construction and legibility are considered. It includes 2 credits and 36 class hours.
这个模块主要涉及字体的理论内容、字体的方法性和字体的实践性内容，以及从宏观和微观角度解释相关内容。同时对于字体与该字体设计师之间的背景关系和历史渊源进行解释。在字体设计的教学过程和方法中，必修充分考虑到字体设计的视觉信息要传递准确、字体设计的布局和结构合理，同时注意易读性等因素。课程共 2 个学分，36 课时。

Learning Outcomes 学习目标

Corporate font, typographical grid and organization of area are discussed; historical templates are investigated and analyzed. Narrative structures are designed from pictures and text in the practical exercise, as well as design works to the visual brand communication based on font is drawn up (trademarks, word marks and letter marks, etc.) The fundamental and practical meaning of Typography for brand design is the focus.
在教学过程中，讨论企业字体、设计网格和空间的组织等问题的同时，也会调查和分析历史案例。实践练习中则会安排用图片（如 moodboard）和文字（如 Brief）来总结和归纳具体要求，此外还会建立基于字体的视觉品牌传播的设计作品（如商标、文字标和字母标等）。

Course Contents 学习内容

Part 1 Conceptional basis of Typography 第一部分 字体的理念基础	1. Knowledge of the historical and conceptual basis of Western typography, 西文字体的基本历史和概念。 2. Knowledge of typographic concepts and principles, 西文字体设计的基本原则和概念。
Part 2 Typographical concept, basic rules und methods 第二部分 字体的理念、基本规则和方法	1 Knowledge in the classifications of typefaces, 西文字体的分类，及类别特征和用途等。 2. Knowledge of the writing and set of rules and their application in the layout, 不同字体在书写，版式排版应用时的规律和原则。
Part 3 Basis of the classification and the rules of writing and sentences 第三部分 分类基础以及书写和语句规范	1. Knowledge of typographic technical vocabulary, 西文字体的专业词汇。 2. Understanding and practical knowledge of the importance of typography for the plot area Brand Design and brand communication, 能够在品牌设计和品牌传播的工作中得到全面的理解和应用。

Part 4　Typography in graphic design process 第四部分 平面设计中的字体	1. Instrumental and methodological expertise for analyzing typographic elements and the conception and realization， 能够运用专业知识分析字体设计，字体排版及其它应用。 2. Own textual-pictorial designs for the brand context 能够在品牌环境下，完成文字和图像的设计工作。

Knowledge and Competence 知识能力

知识结构	Western Typography 西文字体	1.master basic knowledge of Latin alphabet typography 掌握拉丁字母字体的基础知识及术语知识 2.understand the structure and characteristics of Latin alphabet, to master the Latin alphabet writing methods 了解拉丁字母的结构和特征，掌握拉丁字母的书写方法
能力结构	The Ability of Writing 字体创作的能力	3.basic understanding of font and graphic layout and use software editing 对字体图文版式的基本认识及熟悉使用字体编辑软件
	Ability of typography and graphic layout 图文排版的能力	4.master the ability of typography and graphic layout 掌握字体图文版式编排的能力
技能	Teaching Ideas and Methods 教学的思想与方法	5.typography design 字体设计 6.art typography creation 艺术字体创作 7. typography layout 字体图像排版

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1]《西文书体》 小林章 著，日本美术出版社，2005-06

[2]《欧文书体入门》 组版工学会主编，朗文堂出版

[3]《20th-Century Type》 路易斯·布莱克威尔著，上海人民美术出版社

Suggested Reading 选读图书

[4]《汉字书法之美》 蒋勋 著，广西师范大学出版社，2014-08

[5]《现代创意字体设计》 庄子平 著，黑龙江美术出版社，2003-03

[6]《意匠文字》（龙、凤卷） 吕胜中 著，中国青年出版社

[7]《亚洲的书籍 文字与设计》 杉浦康平 著，生活，读书，新知三联书店，2006-11

LAYOUT DESIGN FOUNDATION

版式设计基础

This course is taught by a variety of forms and principles, arrange the content organic and reasonable in the graphic, and strive to convey the information is accurate and clear, and has a strong visual appeal. This course is 2 credits, 36 class hours.

本课程讲授运用多种的编排形式和编排原理，将所表现内容有机地、合理地编排在画面中，力求传达信息准确、清晰，并具有很强的视觉感染力。课程共 2 学分，36 课时。

Learning Outcomes 学习目标

Theory teaching and training, use layout as design language, multi angle, multi thinking performance methods, combine with new information and ideas to create innovation thinking.

理论讲授与课堂训练相结合，以构图及编排形式作为设计语言，多角度、多思维的表现方法，联系时代信息、结合新学科、新思想，倡导创造思维，大胆尝试，勇于创新的观念。

Course Contents 学习内容

Part 1 The History Development of Layout Design 第一部分 **编排设计的历史发展与风格变迁**	1.the arrangement of the early human documents 早期人类文献中的编排方式 2.The Evolution of arrangement between the East and the West. 东西方编排方式演变 3.The influence of modern art movement on the arrangement method. 近代各艺术运动对编排方式的影响 4.Early modernism and Swiss Modernism 早期现代主义与瑞士现代主义 5. The influence of Post Modernism on the arrangement. 后现代主义对编排的影响
Part 2 The emotion embodied cognition 第二部分 **编排的情感体现认知**	1.The practice of Sentimental arrangement. 感性的编排实践 2.The practice of Rational arrangement. 理性的编排实践 3.The Modern application of Chinese characteristics of traditional arrangement. 中国传统编排特点现代应用
Part 3 Grid Design 第三部分 **网格设计**	1. Concept of Grid. 网格的概念 2.Type & Practice of Grid design. 各种网格设计类型与实践

Part 4 Practice of composing 第四部分 **版面编排实际应用**	1. Brochure composing 宣传册排版 2. Newspaper composing 报纸排版 3. Magazine composing 杂志排版

Knowledge and Competence 知识能力

知识结构	Introduction of composing 编排概论	Understanding the evolution of composing history between the east and the west. 了解东西方版面编排的演变历史 Understanding the development trend of modern composing design. 了解现代编排设计的发展趋势
	Application of Composing 版面编排应用	1. Understanding the conventional rule, characteristic and method of composing design. 掌握版面编排设计的一般规律、特点与方法 2. Master grid design. 熟练掌握网格设计 Master a variety of composing design application. 掌握多种版面设计应用
能力结构	Ability of information Integrated 信息整理能力	The ability of information Integrated 具有信息归纳整理的能力
	Ability of composing design 编排设计能力	The ability of Application design of different kinds of layout. 能针对多种版面进行设计应用
	Ability of Project practical 项目制作能力	Making magazines, brochures and other practical projects. 能够制作杂志、宣传册等多种实际项目

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1]《栅格系统与版式设计》 （美）金伯利.伊拉姆，上海人民美术出版社，2006-01

[2]《编排设计》朱国勤 倪伟 王文霞 编著，上海人民美术出版社，2013-01

[3]《英国版式设计教程》艾伦.斯旺，上海人民美术出版社，2009-11

Suggested Reading 选读图书

[4]《中文期刊版式全攻略》王阳萧兰 编著，北京理工大学出版社，2006-01

DIGITAL PHOTOGRAPHY FOUNDATION

数字摄影基础

This course is a compulsory course for art design specialty. It is 2 credits and 36 hours.

本课程为艺术设计专业之必修课程，共 2 学分，36 课时，以艺术实践为主

Learning Outcomes 学习目标

In the lecture is the history of photography, the basic principle and technology basic law, using art practice, enable students to master basic skills of shooting, at the same time, direct experience, gradually transformed into personal experience, and then seek to create a personalized direction.

在讲解摄影的历史、基本原理及技术基本规律时，以艺术实践为主，使学生掌握基本拍摄技能，同时获得直接感受，逐渐转化成个人经验，进而寻求个性化的创作方向。

Course Contents 学习内容

第一部分 摄影概述及摄影基础知识 Part1.summery of photography and basic knowledge of photography	1.摄影的历史 2.摄影工具与载体 1.history of photography 2.photography tools& carrier
第二部分 摄影基本技术 Part2. The basic technology	摄影的画质、技巧 quality &technique 摄影的曝光控制 Exposure control 影调调节与相机的技术表现 Tone adjustment and technical performance
第三部分 影像的表现和拓展 Part3. Imaging performance And development	摄影的画面构成元素及表现 Photography composition elements and performance 摄影的创作理念和方法 Creative ideas and methods 影像的构成规律 Image form law 创造性画面的拍摄与摄影观念的表达 Creative picture photographing and the concept expression

Knowledge and Competence 知识能力

知识结构	摄影道具 Photography props	1.了解摄影技术的诞生和发展阶段、相机的构造原理、传统胶片与数字成像的特性 2.了解相机的调节、拍摄模式、EV 补偿、感光度、白平衡等原理 1. Understand the birth of photography technology and the development stage, the camera's structure principle and characteristics of the traditional film and digital imaging 2. Understand the adjustment of the camera, shooting mode, EV compensation, such as ISO, white balance principle
	影像表现 Imaging expression	1.了解构成影像的各种创造性元素、艺术语言及观念摄影的表现形式、特征 2.了解影像的视觉导向、平衡、结构、人文的表现 1. Of various types of creative elements, constitute the image art manifestation, characteristics of language and conceptual photography 2. Understand the visual image orientation, balance, structure, the performance of the humanities
能力结构	影像艺术表现能力 artistic performance ability	具有拍摄技能与影像创作表现能力 Performance and image creation ability with shooting skills

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1]《美国摄影教材》 Jin Stone 著，吉林摄影出版社

[2]《大学摄影基础教程》 彭国平 著，浙江摄影出版社，2009-03

[3]《基础摄影》 刘智海 著，上海人民美术出版社，2013-04

Suggested Reading 选读图书

[4]《数码摄影教程》　董河东　著，中国电力出版社,2012-09

PORTFOLIO DESIGN

作品集设计

Students will have to design a portfolio to apply for the universities abroad or jobs. How to do a portfolio and how it should look like. Students will learn skills to present and explain their work. This course is a compulsory course for art design specialty. It is 1 credit and 18 hours.

学生将学习如何设计作品集，用于申请国外大学或者用于申请工作。学生将学习展示作品的技巧，很好的呈现作品并阐述自己的想法。本课程为艺术设计专业之必修课程，共 1 学分，18 课时。

Learning Outcomes 学习目标

Make students have personal portfolio design originality, design, production capacity, the ability to design the infectious and appeal, and the beautiful art performance, moving image and elegant picture, to show personal portfolio design from simple information dissemination, jumped for the purpose of rich aesthetic connotation of audio-visual performance art.

使学生具备个人作品集设计的创意、设计、制作能力，所设计作品具有感染力和情趣的能力，以及美的艺术表现、动人的形象与精美的画面效果，去展示个人作品集设计从单纯的信息传播，跃升为富有审美内涵的视听表现艺术的目的。

Course Contents 学习内容

第一部分 个人作品集设计的创意 Part1. Personal portfolio design	1. 创意的源泉 2. 创意产生法 1. Source of creativity 2. Creative production method
第二部分 个人作品集设计的设计元素 Part2. Personal work design elements	1. 文字 2. 排版 1. font 2. layour
第三部分 个人作品集设计的版面设计技法 Part3. Personal work design layout techniques	1.视觉流程 2.图文关系 Visual flow Graphic and words

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1] The Graphic Designer's Guide to Portfolio Design, Debbie Rose Myers

Suggested Reading 选读图书

[2] The graphic design portfolio: how to make a good one, Paula Scher, Watson-Guptill, 1992

DESIGN AESTHETICS

设计美学

This course is for students specializing in international project under the framework of cooperation creative design class opened a culture to enhance bilingual programs. As well as creative thinking to students studying abroad to lay a good foundation of culture, strengthen students 'understanding of Western culture and art and aesthetic ability, enrich and expand students' cultural field in Western vocabulary, courses mainly related to the origin and history of Western culture, Western culture, system configuration, performance related areas of major Western culture and Western culture is important and world culture. It has 2 credits and 36 class hours.

本课程是针对创意设计类专业国际合作项目框架下的学生开设的一门文化提升双语课程。为给学生的创意思维以及海外学习打下良好的文化基础，加强学生对西方文化与艺术的理解与审美能力，丰富和拓展学生在西方文化领域的英语词汇，课程主要涉及西方文化的起源与历史，西方文化的体系构成，西方主要文化领域的重要成绩以及西方文化与世界文化的关联。本课程共 2 学分，36 课时。

Learning Outcomes 学习目标

The objectives of this course are:

• recommended reading reference through lectures and class, familiar with the basic knowledge of Western culture and English vocabulary.

• understand the origin and history of western culture.

• understand the basic situation of major Western cultural areas and important results.

• through the understanding of Western culture, a better understanding of the history and current situation of Western society from a cultural perspective.

• by comparing the Chinese and Western cultures to develop students 'knowledge horizons, enrich and improve students' cultural knowledge structure, improving the humane quality and training, improve the aesthetic ability of Western culture, to improve the profession and related cultural and creative ability.

• by comparing the Chinese and Western cultures, the right knowledge and understanding of cultural diversity, cultural awareness and to cultivate in the face of the world, to better adapt to studying and living abroad.

The objectives of this course are:

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society from a cultural perspective.

•by comparing the Chinese and Western cultures to develop students 'knowledge horizons, enrich and improve students' cultural knowledge structure, improving the humane quality and training, improve the aesthetic ability of Western culture, to improve the profession and related cultural and creative ability.

•by comparing the Chinese and Western cultures, the right knowledge and understanding of cultural diversity, cultural awareness and to cultivate in the face of the world, to better adapt to studying and living abroad.

本课程旨在让学生：

•通过课堂讲授和课后阅读推荐参考书，熟悉与西方文化相关的基本知识与英文词汇。

•了解西方文化的起源与历史。

•了解西方主要文化领域的基本状况和重要成果。

•通过对西方文化的了解，进一步从文化的层面上认识西方社会的历史与现状。

•通过中西文化的对比开拓学生的知识视野，丰富和完善学生的人文知识结构，提高人文素质和修养，提高西方文化审美能力，提高与所学专业相关的文化创意能力。

•通过中西文化的对比，正确认识和理解文化的多样性，进而培养面对世界的文化意识，更好地适应在海外的学习与生活。

Course Contents 学习内容

Part 1 第一部分	• introduces the origin and history of Western culture, including: Western countries and national profiles, origins of Western culture and the classical era (in ancient times - 5th century AD), the European medieval feudal culture (6th century -16 century), the 16th century AD After Western culture •介绍西方文化的起源与历史，具体包括：西方国家与民族概况、西方文化的起源及古典时代（上古时期-公元 5 世纪）、欧洲中古封建文化（公元 6 世纪-16 世纪）、公元 16 世纪以后西方文化
Part 2 第二部分	• Introduction to Western cultural system configuration, including: cultural logic and theory of Western culture, the Western socio-economic and national institutions •介绍西方的文化体系构成，具体包括：西方的文化逻辑与文化理论、西方的社会经济与国家体制
Part 3 第三部分	• Major Western culture in the field of important achievements, including: Christianity and Christian culture, Western literature, Western sculpture, architecture and painting, Western philosophy. •西方主要文化领域的重要成就，具体包括：基督教与基督教文化、西方文学、西方雕塑、建筑与绘画、西方哲学等。
Part 4 第四部分	• Introduction relationship with Western culture and its impact on world civilization in modern civilization. •介绍西方文化与世界文明的关系以及对近现代文明的影响。

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1]《西方文化概论》 方汉文 著，中国人民大学出版社，2010-01

[2]《西方文化概论》 赵林 著，高等教育出版社，2008-03

MOTION GRAPHIC DESIGN

动态图形设计

Motion graphic design is an important part of modern multimedia design. The basic principle of this course from space, time, motion and visual elements and other aspects of the motion graphic design are summarized, with relevant examples of the analysis of certain explanations, consolidate the students on the basis of design of learning. This course has 3 credits, 54 class hours.

动态图形设计是现代多媒体设计中一个重要内容。本课程从空间、时间、运动和视觉元素等几个方面对动态图形设计的基本原理和规律进行了归纳和总结，运用相关实例进行一定的分析讲解，巩固学生对设计基础的学习。本门课共 3 学分，54 课时。

Learning Outcomes 学习目标

As a new form of expression, motion graphic design has played a very important role in promoting information transmission and interactive experience. Studying the form and application of motion graphic design in the interface design can help the popularity of this new form of expression, and make it flourish in the new era of mobile internet.

动态图形设计作为一种全新的表现形式，对界面中的信息传达、交互体验起到了很好的促进作用。研究动态图形设计在界面设计中的表现形式和应用方法，能够为这种新兴的表现形式的普及提供帮助，使其能在新到来的移动互联网时代繁荣发展。

Course Contents 学习内容

第一部分 动态图形设计概论 Part1. Introduction to motion graphic design	1. 动态图形设计的基础知识； 2. 动态图形设计入门； 1. Basic knowledge of motion graphic design; 2. Introduction to dynamic graphic design;
第二部分 动态图形的空间认知 Part2. Spatial cognition of motion graphics	1. 真实空间与图形设计空间； 2. 图形设计空间的视觉属性； 3. maya 中的导入导出，创建工程文件等操作方法 1. Real space and graphic design space; 2. The visual property of graphic design space;

第三部分 动态图形设计中的运动表现 Part3. Motion performance in motion graphic design	1. 运动的分类； 2. 动态图形设计中的位移移动； 3. 运动表意语言； 1. Classification of motion; 2. Displacement movement in motion graphic design; 3. Motion ideographic language;
第四部分 动态图形设计中的时间设计 Part4. Time design in motion graphic design	1. 动态图形设计中的时间特性； 2. 时间语义的概念解析； 3. 信息流程设计； 1. Time characteristics in motion graphic design; 2. Concept analysis of time semantics; 3. Information flow design;
第五部分 动态图形设计中的动态元素 Part4. Dynamic elements in motion graphic design	1. 动态图形设计中的构成规律； 2. 动态图形设计中的图像元素；； 3. 动态图形设计中的文字； 1. The law of formation in motion graphic design; 2. Image elements in motion graphic design; 3. Text in motion graphic design;
第六部分 动态图形设计创意案例分析 Part4. Case study of creative graphic design	1. 动态图形设计的各种设计方法应用； 2. 动态图形设计的造型规律； 1. Application of various design methods of motion graphic design; 2. Modeling law of motion graphic design;

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1] Motion Graphic Design: Applied History and Aesthetics, Jon Krasner, Focal Press; 3 edition (April 26, 2013)

Suggested Reading 选读图书

[2] 《游戏美术:2D 艺术与 3D 建模》(美)弗朗松,徐颖芳,张骥人民邮电出版社

DIGITAL SOUND DESIGN

音效制作

This course introduce the history of the development of digital audio, enable students to the sound created and mixed with a basic understanding, can independent sound collection and the use of a combination of digital, and post production and editing software. It has 2 credits and 36 class hours.
本课程介绍数字音效的发展史，使学生对音效的创建与混合有基本了解，能够独立采集声音并将其数字化，和后期制作与采编软件结合使用。本门课共 2 学分，36 课时。

Learning Outcomes 学习目标

Try to make use of sound effects for artistic practice. Focus on how to use sound services in the post production of film and video, to make the work more complete, and to enhance the students' understanding of the selection of the film background music.
尝试利用音效进行艺术实践。着重于影视后期制作中如何运用声音服务于影像，令作品更具完整性，同时更加提升学生对电影背景音乐选用上的认识。

Course Contents 学习内容

第一部分 Adobe Audition 2.0 基本介绍与音频制作系统配置 Part1. Audition Adobe 2 basic introduction and audio production system configuration	1 Audition 2.0 的诞生背景、新增功能及软件特色 2 音频制作系统的硬件组成原理 3 音频制作系统硬件设备的选购、性能与比较 4 录音的流程 1 3D animation development history, current situation, application scope 1 Audition 2 of the birth of the background, new features and software features 2 hardware composition principle of audio production system 3 audio production system hardware equipment purchase, performance and

	comparison 4 recording process
第二部分 快速上手 Adobe Audition 2.0 Part2. Quick start Audition Adobe 2	1. Audition 2.0 的操作界面 2.用 Audition 2.0 开始录音 3.快速简单处理录制的声音 1 Audition 2 interface 2 start recording with Audition 2 3 quick and easy processing of recorded sound
第三部分 Adobe Audition 2.0 音频波形处理模基础技术及实例讲解 Part3. Audition Adobe 2 audio waveform processing	1 淡入淡出处理 2 降噪处理 3 时间伸缩处理 4 变调处理 1 fade processing 2 noise reduction processing 3 time flexible processing 4 tone processing

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1] 《 Adobe Audition 2.0 标准培训教材》 DDC 传媒主编 人民邮电出版社出版

Suggested Reading 选读图书

[2] 《拾音技术》 俞锴 李俊梅 编著 中国广播电视出版社

[3]《录音技术》　朱伟 编著　中国广播电视出版社

MEDIA CREATIVITY DESIGN

媒体创意设计

Media expression is composed of perceptual design, media selection, and audience selection. It is the main goal of media creative design to construct effective expression information, communicate information, receive information, and form a concept. Students should be designed to measure the chosen media design from a comprehensive design category. The curriculum should help students understand the popular audio-visual approach, visual psychology, information dissemination, brand strength, and the public perception of psychology, and allow students to combine graphics, color, space time change and other content to form some insights and master some skills to convey the design in the form of content to be expressed. The course includes 3 credits, 54 class hours.

媒体表达由感知设计，媒介选择，和受众选择组成，构建有效的表达信息，传达信息，接受信息的渠道，并能形成概念推广作用，是媒体创意设计的主要目标。学生应当从全面的设计范畴来衡量所挑选的媒体设计方式，课程应当帮助学生理解大众视听方式，视觉心理学内容，信息传播方法，品牌的力量，与大众认知心理学内容，并让学生将图形，色彩，空间时间变换等内容有效的结合到以上这些内容中，形成一些见解和掌握一些技巧，用以将设计过的形式传达即将要表达的内容。课程共 3 学分，共 54 课时。

Learning Outcomes 学习目标

Students in the course with proper theoretical study to understand media design component and the target of the second to understand how to use media designed to help build brand value. Master the visual psychology; Contour, shape, color, spatial relationships and other impact on the person's psychology, grasp the effective transmission path design, cognitive environment statistics such as content of the cognitive psychology of the masses. Finish five disciplines in course, several,

class discussion and group to complete a project planning case, due to the teaching goal.
学生课程内通过适当的理论课学习理解媒体设计的组成和目标，其次理解如何使用媒体设计帮助构建品牌价值。掌握视觉心理学；轮廓，形状，色彩，空间关系等对人的心理影响，掌握有效传导路径设计，认知环境数据统计等大众认知心理学内容。在课程内完成训练课目 5 次，课堂讨论若干，以及项目策划案分组完成一次，来达到课程预定教学目标。

Course Contents 学习内容

第一部分 大众传媒重要性 Part1 Importance of mass media	媒体创意文化传播学.美学.社会学，人类学，心理学 Creative culture communication media. Aesthetics. Sociology, anthropology, and psychology 媒体创意与策划 Media ideas and planning
第二部分 视觉创意与实验 Part2 visual creative and experimental	联系与投射 Contact with projection 自由绘画 Free painting
第三部分 创意媒体的种类 Part3 creative media type	1.传统纸媒-图书创意，报刊创意 The traditional print media - books originality, newspapers and originality 2.视听产品创意-广播创意，电视创意 Audiovisual products ideas - radio, television creative 3.网络产品创意-网站创意，手机媒体 Network product ideas - website, mobile media 4.户外媒体 Outdoor media 5.自媒体 we media
第四部分 声音艺术概论 Part4 The introduction of sound art	声画蒙太奇效应 Sound &picture montage effect 人声 vocal 声音特效 Sound Effects 背景音乐应用原理 Background music application principle
第五部分 创意产业中的知识产权 Part5 Creative industries in the intellectual property rights	1.版权 copyright 2.商标 the trademark 3.著作权 copyright 4.新媒体的知识产权 the new media of intellectual property rights

Knowledge and Competence 知识能力

知识结构	视觉创意 Visual creative	1.理解媒体的传播材料和受众环境重要性 2.深入理解各类媒体创意表现途径 1. Understand the spread of the media material environmental importance and audience 2. Deep understanding of all kinds of media creative expression way
	声音艺术 Sound art	1.了解媒体传播中声音的制作与应用 2.合理的利用声音效果，为视觉表现增强效果 1. Understand the media, in the production and application of sound 2. The reasonable use of sound effects, visual performance enhancement effects
能力结构	视觉表现能力 Visual representation ability	具有多途径媒体创意表现的能力 Has the ability of multi-channel media creative performance
	声音表现能力 Sound performance ability	具有合理利用声音效果的能力，为视觉表现增强效果 Has the ability of rational utilization of sound effects for visual performance enhancement effects
	创意视觉能力 Creative visual ability	学会简化图形，具有概括图形描述物象的能力 Learn to simplify the graphics, has the ability of general graph description object

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1]《全媒体创意策划攻略》 陈勤 著，中央编译出版社，2011-12

Suggested Reading 选读图书

[2]《广播电视创意与策划》 宫承波 著，中国广播电视出版社，2013-07

VIDEO AND EDITING

摄像与剪辑

This course aims to enable students master the basic theory and practical technology of camera and editing, video cameras and nonlinear editing software, familiar with production process and be able to create a certain quality of film and television works. The teaching purpose of this course is to cultivate the students to have a solid theoretical foundation, and have a very strong beginning ability, both professional background, and applied talents with innovative quality. The course includes 4 credits, 72 class hours.

本课程的教学旨在使学生掌握摄像和编辑的基本理论和实用技术，会操作摄像机和非线性编辑软件，熟悉制作过程并能够创作具有一定质量的影视作品。本课程的教学目的是将学生培养成为既有扎实的理论功底，又有很强的动手能力，既有专业背景，又有创新素质的应用型人才。课程共 4 学分，72 课时。

Learning Outcomes 学习目标

Students learn and experiment to master the basic operation of the camera and editing techniques. Through the practice of shooting and post - editing laboratory operation, students are required to master the basic rules of video editing and video editing. The basic method of camera and editing is to operate the video camera and nonlinear editing software.

学生通过学习和实验要掌握摄像和编辑的基本操作技术。通过实践拍摄、后期非线剪辑实验室操作等教学步骤，要求学生掌握摄像和编辑的基本规律，运用摄像和编辑的基本方法熟练操作摄像机和非线性编辑软件，在影视片的创作中理解影视思维的特点以及操作中的创新手段。

Course Contents 学习内容

第一部分 摄像的发展与影视画面 Part1 The development of video and film and television screen	1.摄像的发展轨迹和分类 2.摄像所涉及的领域 3.画面的概念、特性、地位及作用 4.画面的取材要求 1. The camera trajectory and classification 2. The camera involved in the field 3. The concept, characteristics, status and role 4. Based on requirements of the picture
第二部分 摄像的造型元素 Part2 The modelling of photographic elements	1.电视景别、拍摄角度 2.电视画面运动与构图 1. Television Scene filed, shooting Angle 2. Television movement and the composition of a picture
第三部分 摄像基本技能 Part3 Camera basic skills	1.固定画面的概念及特点 2.固定画面的功用及局限 3.固定画面的拍摄要求 4.蒙太奇的基本思想 1. The concept and characteristics of fixed picture 2. The function of the fixed frame and limitations 3. The fixed picture photography request 4. The basic idea of montage
第四部分 光学镜头及其运用 Part4 Optical lens and its application	1.摄像机镜头的构造及光学特性 2.长焦距镜头的画面特性与运用 3.广角镜头的画面特性与运用 4.变焦距镜头的画面特性与运用及特殊效果镜 1. The structure and optical properties of the camera lens 2. The long focal length lens application and picture feature. 3. The application of wide-angle lens and pictures feature. 4. The zoom camera image features and use and special effect lens
第五部分 运动摄像 Part5 Sports camera	推摄的画面特性与运用 Zoom up 拉摄的画面特性与运用 Pulling taken 摇摄的画面特性与运用 Pan 移摄的画面特性与运用 Moving shot 跟摄的画面特性与运用 Move the camera to follow the subject’s movement 升降拍摄的画面特性与运用

	Elevating shooting 综合运动拍摄 Comprehensive Sports shot 无剪辑拍摄 No clips filmed
第六部分 光线与色彩的画面表现 Part6 The light and color in the picture	1.光的基本概念，电视用光的特点及分类 2.人工光和自然光各自的画面表现 3.色彩的感情倾向及画面表现 1. The basic concepts of light, TV lighting characteristics and classification of light 2. Artificial light and natural light to each picture 3. Emotional tendencies of color And expression for it
第七部分 摄像场面调度 Part7 the scene scheduling	场面调度的源流 Scene scheduling history 电影场面调度与电视场面调度 Scene scheduling in Film and TV 轴线规则与三角形原理 Camera Axis rules and triangle principle 画面气氛的营造 Creating the atmosphere of the picture
第八部分 影视剪辑 Part8 Editing	1.影视剪辑设定 2.剪辑工作流程和要求 3.剪辑和导演的关系 4.视频和音频 1. The film editing set 2. The editing process and requirements 3. The Editing and director 4. The video and audio
第九部分 蒙太奇 Part9 montage	1.蒙太奇的概念 2.蒙太奇的产生和发展 3.蒙太奇产生的依据 4.蒙太奇的表现形 5.长镜头 1. The concept of montage 2. The emergence and development of montage 3, the reason of the montage 4. The montage performance form 5. The use of long take

第十部分 叙事剪辑和表现剪辑 Part10 Narrative editing and performance editing	1.叙事剪辑的含义和依据 2.镜头的叙事方式 3.镜头的关系 4.表现剪辑的含义和依据 5.表现剪辑的各种形式 6.影视的时空表现 1. The meaning of narrative editing and basis. 2. the lens of narrative 3.the relationship between the lens 4.the meaning of performance editing and basis 5. Any form of performance editing 6. The film and television performance of space and time

Knowledge and Competence 知识能力

知识结构	摄像 Camera shooting	1.了解影视画面的结构成分及构图要求、形式；摄像的运动造型因素 2.掌握各种运动摄像的拍摄技巧及注意事项 3.掌握能够正确地运用光线和色彩增强画面表现 1. Understand the structure of the film and television picture composition and composition requirement, form; The movement of the camera modeling. 2. All kinds of sports camera shooting skills and the matters needing attention 3. Grasp correctly use light and color enhance your performance
	剪辑 editing	4.熟悉：剪辑工作流程和要求 5.熟悉：蒙太奇的剪切点 6.了解叙事剪辑和表现剪辑在影视剪辑中的具体表现 4. Familiar with: the editing process and requirements 5. Be familiar with: montage shear 6. Understand the narrative clips editing in film editing and the performance of specific performance
能力结构	视频拍摄的能力 Shooting ability	7.故事编辑与影片拍摄的能力 7. Story editor and ability of the production
	影视剪辑的能力 Editing ability	8 叙事剪辑与表现剪辑的能力 8. Narrative clips and editing ability

技能	数学的思想与方法 Mathematical thought and method	9.掌握摄像的基础知识和基本理论，并能把多种学科的内容、技术和摄像艺术相结合 10.熟悉摄像师的创作过程，能与影视创作的其他环节相配合 11.掌握蒙太奇思维的基本思想，并能运用蒙太奇思维来指导摄像工作 9. Master the basic knowledge and basic theory, and the content of many subjects, and the combination of technology and video art 10. Be familiar with the design process of the cameramen, can to match the other aspects of film and television creation 11. To master the basic idea of montage thought, and be able to use the montage thought to guide the camera work

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1]《大学摄像实用教程》 陈勤 编著 人民邮电出版社，2014-08

Suggested Reading 选读图书

[2]《拍摄者》 【美】Barry Braverman 著 人民邮电出版社，2012-01

[3]《剪辑的语法》 【英】（英）罗伊·汤普森 著 世界图书出版公司，2014-07

DIGITAL IMAGE CREATION

数字影像后期制作

This course is a course for students majoring in animation and digital media art. This course is the main course of animation, digital media art major, theory and practice both in theory and practice, which mainly focus on the basic principles and methods of digital image creation and production. The course includes 4 credits, 72 class hours.
本课程是为动画、数字媒体艺术专业本科生开设的课程。主要讲授数字影像创作与制作的基本原理和创作与制作方法，本课程是动画、数字媒体艺术专业的主干课，理论和实践并重。课程共 4 学分，共 72 课时。

Learning Outcomes 学习目标

Digital image is a technology is an art, and it is an important means of information dissemination, has been widely used in various fields of human society. With the rapid development of computer technology and the day and night in the information age, digital video plays a more and more important role in the dissemination of film and television animation information. Digital image is a comprehensive teaching and training course, through the study of digital images, so that students grasp the digital image related knowledge, skills, skills, shooting method. Students use digital image angle to observe the world, world, so as to improve the students' aesthetic ability, observation ability, create beauty and the ability of the United States, edify their sentiment, better for the professional learning to play a solid foundation.

数字影像是一门技术也是一门艺术，同时更是信息传播的一种重要手段，现已广泛应用于人类社会的各个领域。随着计算机技术的迅猛发展和信息时代的日夜进步，数字影像在影视动画信息传播中所起的作用也越来越重要。数字影像也是一门综合性教学训练课程，通过学习数字影像，使学生掌握数字影像相关知识、技能、技巧，拍摄方法。培养学生用数字影像角度观察世界，表现世界，从而提高学生的审美能力，观察能力，创造美和表现美的能力，陶冶学生情操，更好地为本专业学习打下坚实的基础。

Course Contents 学习内容

第一部分数字影像拍摄技巧 Part1 Digital image shooting technique	1 基本拍摄知识 2 景别 3 不同环境的拍摄技巧 4 数字影像拍摄的特殊技巧 1 basic shooting knowledge 2 Scene 3 shooting techniques in different environments 4 special techniques for digital image capture
第二部分 剪辑 Part2 clip	1 认识非线性编辑 2 数码影片编辑的匹配原则 3 镜头组接的常用方法 4 剪辑实战 5 制作字幕素材文件 1 knowledge of nonlinear editing 2 the matching principle of digital video editing 3 common methods of montage of the 4 clip combat 5 make subtitles material document

Learning Methods/Tips 学习方法

1.Read the required reading and optional bibliography.

认真阅读必读书目和选读书目，并适当的做读书笔记。

2.A lot of practices.

课前预习及课后学习教学资料。

Grading 评估方式

1.Attendance+ homeworks&tasks: 60%

平时成绩：60%。

2.Final project: 40%

期末成绩：40%。

Required Reading 必读图书

[1]《数码影像后期创意技巧---高等院校摄影摄像基础教材》 杨宗雄 著，上海人民美术出版社，2012-1

Suggested Reading 选读图书

[2]《影视剪辑实训教材》 李琳 著，高等教育出版社，2015-05

English I

英语 1

English I, an English foundation module consisting of five courses with total credits of 9 and teaching hours of 216, is offered to the year one students in the first semester. It is designed to help the learners acquire the basics of IELTS four academic modules as well as practical application of English language into daily usage.

Learning Outcomes 学习目标

1. Improve English proficiency in terms of reading, writing, listening and speaking;
2. Understand basic spectrum of knowledge related to four modules of the IELTS exam;
3. Lay solid language skills foundation targeting on practical use of English language and the IETLS exam.

Course Contents 学习内容

English Reading I	1. Language in use 2. Reading skills 3. Reading within context

English Writing I	1. English syntax 2. Writing sample analysis 3. Guided writing
English Listening I	1. Listening strategies 2. Language and cultural tips 3. Topic-related listening
English Speaking I	1. Pronunciation & intonation 2. Language and cultural tips 3. Communication skills 4. Topic-related speaking
English Fundamentals	1. Grammar and Vocabulary 2. Cross-cultural language usage 3. IELTS examination framework

Knowledge and Competence 知识能力

Knowledge	**Vocabulary** • Vocabulary for reading (5000) • Vocabulary for writing (2000) • Vocabulary for listening (2500) • Vocabulary for speaking (2500) **Grammar** • Basic grammatical knowledge Cultural information • Cross-culture knowledge within a variety of English speaking countries
Competence	**Reading** • Ability to read texts on general topics in popular newspapers and magazines published in English-speaking countries at a speed of 70 to 90 wpm (with longer texts for fast reading, the reading speed should be 120 wpm) • Ability to identify main themes and key information using skimming and scanning skills • Ability to understand general texts of various styles, such as introductory and practical reading material **Writing** • Ability to compose writing tasks for general purposes, e.g., describing personal experiences, impression, feelings, or some events, and to undertake practical

writing

- Ability to draft paragraphs generally addressing IELTS tasks in a progressive organization using appropriate range of vocabulary and sentence structure
- Demonstration of employing writing strategies during tasks

Listening

- Ability to follow classroom instructions, everyday conversations, and lectures on general topics
- Ability to identify and understand main idea and most of the specific information in common conversations, news clips and lectures of various settings
- Demonstration of employing listening strategies during tasks

Speaking

- Ability to conduct English conversations on given topics and discuss in a natural way
- Manage to talk about familiar or unfamiliar topics using basic sentence structure and vivid vocabulary in clear articulation and pronunciation
- Ability to use basic conversational strategies in dialogue

Self-regulated learning ability

- Goal-setting & self-motivating
- Learning-plan making
- Self-monitoring and self-assessment

Learning Methods/Tips 学习方法

1. Multimedia-based lecture and discussion
2. Computer- and Web-based practice and interaction
3. Task-based and student-centered language learning

Grading 评估方式

1. Attendance and participation: 50% (Participation includes class discussion, quizzes and presentations etc.)
2. Mid-term exam: 20%
3. Final exam (closed book): 30%

Required Reading 必读图书

[1] Snelling, R. (2012). *Get Ready for IELTS-Speaking: IELTS 4+ (A2+)* (Collins English for IELTS). Collins

[2] Short, J. (2012). *Get Ready for IELTS-Listening: IELTS 4+ (A2+)* (Collins English for IELTS). Collins

[3] Aish, F. (2012). *Get Ready for IELTS-Writing: IELTS 4+ (A2+)* (Collins English for IELTS). Collins

[4] Van Geyte, E. (2012). *Get Ready for IELTS-Reading: IELTS 4+ (A2+)* (Collins English for IELTS). Collins

[5] Richard, J. C., Hull, J, & Proctor, S. (2012). I*nterchange Level 3 Student's Book*. Cambridge University Press.

[6] Guy Brook-Hart, Vanessa Jakeman, & Rawdon Wyatt (2015). *Complete IELTS band 4 to 5*. Cambridge University Presss.

Suggested Reading 选读图书

[1] Cambridge ESOL, (2013), *Cambridge IELTS 6 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests)*, Cambridge University Press.

[2] Pauline Cullen & Amanda French. (2014) *The Official Cambridge Guide to IETLS*, Cambridge University Press.

Recommended Journal and/or Website 重要刊物及网站

[1] http://www.chinaielts.org/

[2] http://www.putclub.com

[3] http://www.hjenglish.com

[4] http://www.bbc.co.uk

[5] http://www. nytimes.com

English II

英语 2

English II, an English module consisting of four courses with total credits of 6 and teaching hours of 144, is offered to the year one students in the second semester. It is designed to help the learners in intermediate to advanced IELTS study of four academic modules as well as communicating in an intercultural context.

Learning Outcomes 学习目标

1. Improve English proficiency remarkably in terms of reading, writing, speaking and listening;
2. Employ test-taking strategies in mock and real IELTS exam;
3. Understand knowledge related to four modules of the IELTS exam;
4. Develop English skills progressively;

Course Contents 学习内容

English Reading II	1. Language in use 2. Reading skills 3. Reading and comprehending within context
English Writing II	1. English syntax 2. Writing sample analysis 3. Guided writing 4. Essential writing skills
English Listening II	1. Listening strategies 2. Test-taking strategies 3. Language and cultural tips 4. Topic-related listening
English Speaking II	1. Pronunciation & intonation 2. Language and cultural tips 3. Communication skills 4. Topic-related speaking

Knowledge and Competence 知识能力

Knowledge	**Vocabulary** • Vocabulary for reading (6500) • Vocabulary for writing (2300) • Vocabulary for listening (3500) • Vocabulary for speaking (3500) **Grammar** • Grammatical knowledge **Cultural information** • Cross-culture knowledge within a variety of English speaking countries
Competence	**Reading** • Ability to apply fast reading skills in areas of specialty to get the main idea and important information with a reading speed of about 130wpm and summarize the text within 4-5 sentences • Ability to identify the main ideas and supporting points by skimming skill. • Ability to skim and scan for answers to specific questions or general understanding of the text • Ability to put into use IELTS reading strategies adequately **Writing** • Ability to accomplish all parts of writing tasks for academic purposes within IELTS testing hours. • Ability to use a sufficient range of vocabulary and appropriate cohesive devices to allow some flexibility and precision. • Ability to express opinion with clear main idea, relevant supporting details and appropriate paragraphing • Ability to display some progression in writing with basic cohesive devices, generally correct punctuation and spelling **Listening** • Ability to grasp the central theme and some key information in English lectures, speeches or interviews • Ability to listen to English programs speaking at a speed of 150-180 wpm without much difficulty • Ability to apply IELTS listening strategies adeptly **Speaking** • Ability to give rather complicated topic-related speech fluently and maintain steady flow

- Ability to discuss on general questions with basically correct pronunciation, awareness of pronunciation features and attempts to use subordinate structures
- Ability to use a wide range of pronunciation features with mixed control and is understood throughout.

Self-regulated learning ability

- Goal-setting & self-motivating
- Learning-plan making
- Self-monitoring and self-assessment

Learning Methods/Tips 学习方法

1. Multimedia-based lecture and discussion
2. Computer- and Web-based practice and interaction
3. Task-based and student-centered language learning

Grading 评估方式

1. Attendance and participation: 50% (Participation includes class discussion, quizzes and presentations etc.)
2. Mid-term exam: 20%
3. Final exam (closed book): 30%

Required Reading 必读图书

[1] GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Enhanced Reading*. Foreign Language Press.
[2] GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Beginner Reading*. Foreign Language Press.
[3] GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Enhanced Listening*. Foreign Language Press.
[4] GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Speaking*. Foreign Language Press.
[5] GTRC. (2013). *GEDU 8th Generation Training Material: IELTS Beginner Writing*. Foreign Language Press.

Suggested Reading 选读图书

[1] Cambridge ESOL, (2013), *Cambridge IELTS 7 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests)*. Cambridge University Press.
[2] O'Connell, S. (2010). *Focus on IELTS*. Pearson Education ESL

Recommended Journal and/or Website 重要刊物及网站

[1] http://www.chinaielts.org/
[2] http://www.putclub.com
[3] http://www.hjenglish.com
[4] http://www.bbc.co.uk
[5] http://www. nytimes.com

English III

英语 3

English III, an English advanced module consisting of four courses with total credits of 6 and teaching hours of 144, is offered to the year two students in the third semester. It is designed to help the learners acquire in-depth review of IELTS academic reading, writing, listening and speaking knowledge, along with test-taking skills.

Learning Outcomes 学习目标

1. Improve English proficiency remarkably in terms of reading, writing, speaking and listening;
2. Have sufficient English language knowledge for the IELTS exam;
3. Develop English skills progressively;
4. Apply English language skills in English-medium education

Course Contents 学习内容

Advanced English	1. Advanced application of grammar and vocabulary 2. In-depth mastery of English language in native context
Advanced English Listening and Reading	1. Essential listening test-taking strategies 2. IELTS-oriented listening 3. Reading comprehension 4. Reading strategies
Advanced English Writing	1. Essential writing skills 2. Academic writing topics 3. IELTS-oriented writing
Advanced English Speaking	1. IELTS speaking topics 2. Pronunciation & intonation 3. IELTS-oriented speaking

Knowledge and Competence 知识能力

Knowledge	**Vocabulary** • Vocabulary for reading (7000) • Vocabulary for writing (3000) • Vocabulary for listening 4000) • Vocabulary for speaking (4000) **Grammar** • Advanced IELTS test-taking related grammatical knowledge **Cultural information** • Cross-culture knowledge within a variety of English speaking countries
Competence	**Reading** • Ability to read English texts on general and academic topics at a speed of 150 wpm (with longer texts for fast reading, the reading speed should be 180 wpm). • Ability to read English publications related to students' areas of specialty without difficulty. • Ability to answer questions on IETLS Reading module with high accuracy within limited time range. **Writing** • Ability to compose with a clear purpose in a consistent and appropriate tone. • Ability to organize information and ideas with a clear progression and use cohesion naturally without attracting attention. • Ability to use a sufficient range of vocabulary to allow some flexibility and precision. • Ability to use a variety of complex structures. **Listening** • Ability to understand radio and TV programs produced in English-speaking countries and grasp the gist and important details. • Ability to follow talks by people from English-speaking countries given at normal speed, and to understand courses in students' areas of specialty and lectures in English. **Speaking** • Ability to speak at length without noticeable effort or loss of coherence, and use a range of connectives and discourse markers. • Ability to use vocabulary resource flexibly to discuss a variety of topics • Ability to use a range of complex structures with some flexibility. • Ability to use a full range of pronunciation features with precision and subtlety.

Self-regulated learning ability

- Goal-setting & self-motivating
- Learning-plan making
- Self-monitoring and self-assessment

Learning Methods/Tips 学习方法

1. Multimedia-based lecture and discussion
2. Computer- and Web-based practice and interaction
3. Task-based and students-centered language learning
4. Full-length academic training version practice test

Grading 评估方式

1. Attendance and participation: 50% (Participation includes class discussion, quizzes and presentations etc.)
2. Mid-term exam: 20%
3. Final exam (closed book): 30%

Required Reading 必读图书

[1] Jakeman, V. & McDowell, C. (2009). *New Insigth into IELTS Student's Book with answres*. Cambridge University Press.

[2] Hafenstein, P. (2014). *Master IELTS 6: Precise Reading*. Xi'an Jiaotong University Press.

[3] Patrick Hafenstein. *Master IELTS 4: IELTS Superior Speaking.* Xi'an Jiaotong University Press.

[4] Ball, J. (2013). *Master IELTS 3: Listening Leader*. Xi'an Jiaotong University Press.

Suggested Reading 选读图书

[1] Cambridge ESOL, (2013), *Cambridge IELTS 9 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests).* Cambridge University Press.

[2] Cambridge ESOL, (2011), *Cambridge IELTS 8 Student's Book with Answers: Authentic Examination Papers from Cambridge ESOL (IELTS Practice Tests)*. Cambridge University Press.

[3] Wang, L. (2015). *Voice of Cambridge*. China Renmin University Press.

[4] Shen, X. (2015). *Pat's Ten-Day Step –by-Step Guide to the IELTS Writing Test*. China Mahine Press.

[5] Shen, X. (2015). *Pat's Ten-Day Step –by-Step Guide to the IELTS Speaking Test*. China Mahine Press.

Recommended Journal and/or Website 重要刊物及网站

[1] http://newhorizon.bnuep.com

[2] http://www.bbc.co.uk

[3] http://www.cnn.com

[4] http://www. nytimes.com

第三部分 数字媒体艺术（2+2 中外联合培养双学位）专业升学和就业指导

升学指导
OVERSEAS STUDY GUIDANCE

After completing frst two years' courses, students can apply for the overseas cooperative universities to continue undergraduate degree programmes. The admission conditions should be in accordance with the requirements of each cooperative university.

学生完成前两年课程学习后，应申请到国外合作大学继续攻读并完成本科学位课程。合作院校的入学要求根据当年实际情况而定。

就业指导
CAREER GUIDANCE

Career outlook 就业方向

Digital media design, interaction design, user interface and user experience design, animation design, media marking and planning, video effects and editing, design-related companies and institutions etc.

数字媒体设计、交互设计、界面设计与用户研究、动画设计、媒体营销与策划、影片特效与剪辑等设计相关企业。

Career position 就业职位

Muti-media designer, interaction designer, user interface designer, animation designer, media planning designer, digital marketing designer, video effects and editing designer, design-related companies and institutions employee, etc.

多媒体设计师、交互设计师、用户界面设计师、动画设计师、媒体策划师、数字营销师、影片特效与剪辑师等设计相关企业职位。

5、双方联合授课课程列表

序号	开课学期	开课专业	课程名称
1	2014-2015-1	2014级视觉传达设计（中德联合培养）	视觉设计基础
2	2014-2015-1	2014级服装与服饰设计（中德联合培养）	平面构成
3	2014-2015-1	2014级服装与服饰设计（中德联合培养）	色彩构成
4	2014-2015-2	2014级视觉传达设计（中德联合培养）	创意技巧
5	2014-2015-2	2014级服装与服饰设计（中德联合培养）	服装设计I
6	2014-2015-2	2014级服装与服饰设计（中德联合培养）	计算机图形
7	2015-2016-1	2014级广告学（国际化教学特色班）	广告摄影与摄像
8	2015-2016-1	2014级视觉传达设计（中德联合培养）	摄影基础
9	2015-2016-1	2014级视觉传达设计（中德联合培养）	图形符号设计
10	2015-2016-1	2014级服装与服饰设计（中德联合培养）	服装材料学
11	2015-2016-1	2014级服装与服饰设计（中德联合培养）	服装设计II
12	2015-2016-1	015级视觉传达设计（中德合作办学项目）	设计基础I
13	2015-2016-1	015级视觉传达设计（中德合作办学项目）	设计基础II
14	2015-2016-1	2015级广告学（2+2中外联合培养）	科学工作方法
15	2015-2016-1	2015级广告学（2+2中外联合培养）	品牌管理基础
16	2015-2016-1	2015级广告学（2+2中外联合培养）	提案技巧
17	2015-2016-1	2015级服装与服饰设计（中德联合培养）	服装材料学
18	2015-2016-1	2015级服装与服饰设计（中德联合培养）	立体构成
19	2015-2016-1	2015级服装与服饰设计（中德联合培养）	设计概论
20	2015-2016-1	2015级产品设计（2+2国际化教学特色班）	科学工作方法
21	2015-2016-2	2014级广告学（国际化教学特色班）	消费行为
22	2015-2016-2	2014级视觉传达设计（中德联合培养）	品牌基础与品牌设计
23	2015-2016-2	2014级视觉传达设计（中德联合培养）	视觉传达设计
24	2015-2016-2	2014级服装与服饰设计（中德联合培养）	视觉传播
25	2015-2016-2	015级视觉传达设计（中德合作办学项目）	设计基础III
26	2015-2016-2	015级视觉传达设计（中德合作办学项目）	图形创意
27	2015-2016-2	2015级广告学（2+2中外联合培养）	品牌与品牌设计
28	2015-2016-2	2015级数字媒体艺术（2+2中外联合培养）	图形创意
29	2015-2016-2	2015级产品设计（2+2国际化教学特色班）	图形创意
30	2015-2016-2	2015级服装与服饰设计（中德联合培养）	服装设计I
31	2016-2017-1	015级视觉传达设计（中德合作办学项目）	品牌管理基础
32	2016-2017-1	015级视觉传达设计（中德合作办学项目）	摄影基础
33	2016-2017-1	015级视觉传达设计（中德合作办学项目）	西方字体
34	2016-2017-1	2015级广告学（2+2中外联合培养）	品牌传播战略
35	2016-2017-1	2015级数字媒体艺术（2+2中外联合培养）	媒体创意设计
36	2016-2017-1	2015级数字媒体艺术（2+2中外联合培养）	数字摄影基础
37	2016-2017-1	2015级产品设计（2+2国际化教学特色班）	版式设计基础
38	2016-2017-1	2015级服装与服饰设计（中德联合培养）	服装结构设计I
39	2016-2017-1	016级视觉传达设计（中德合作办学项目）	设计基础I
40	2016-2017-1	016级视觉传达设计（中德合作办学项目）	设计基础II
41	2016-2017-1	016级视觉传达设计（中德合作办学项目）	设计理论与方法
42	2016-2017-1	2016级数字媒体艺术（2+2中外联合培养）	造型基础
43	2016-2017-1	2016级产品设计（2+2中外联合培养）	提案技巧
44	2016-2017-1	2016级服装与服饰设计（中德联合培养）	立体构成
45	2016-2017-1	2016级环境设计（2+2中外联合培养）	视觉创意基础
46	2016-2017-2	015级视觉传达设计（中德合作办学项目）	版式设计基础
47	2016-2017-2	015级视觉传达设计（中德合作办学项目）	品牌设计基础
48	2016-2017-2	015级视觉传达设计（中德合作办学项目）	市场与趋势调研
49	2016-2017-2	015级视觉传达设计（中德合作办学项目）	图形符号设计
50	2016-2017-2	2015级广告学（2+2中外联合培养）	广告心理学
51	2016-2017-2	2015级数字媒体艺术（2+2中外联合培养）	计算机辅助设计III

52	2016-2017-2	2015级服装与服饰设计（中德联合培养）	服装结构设计II
53	2016-2017-2	2015级服装与服饰设计（中德联合培养）	视觉传播
54	2016-2017-2	016级视觉传达设计（中德合作办学项目）	图形创意
55	2016-2017-2	2016级数字媒体艺术（2+2中外联合培养）	图形符号设计
56	2016-2017-2	2016级数字媒体艺术（2+2中外联合培养）	西文字体设计
57	2016-2017-2	2016级广告学（2+2中外联合培养）	广告摄影
58	2016-2017-2	2016级广告学（2+2中外联合培养）	品牌与品牌设计
59	2016-2017-2	2016级产品设计（2+2中外联合培养）	图形符号设计
60	2016-2017-2	2016级服装与服饰设计（中德联合培养）	立体剪裁I

6、项目成果出版期刊---耦合



7、教师科研重点成果汇总表

项目期间教师科研成果汇总表

成果名称	第一作者姓名	学科门类	出版、发表、使用单位	出版、发表、使用时间	高水平论文类型
识的可视化-后期合成特效在影片《自闭旅程》中的作用	安娜	艺术学	大众文艺	2017-2-1	
关于电影《女人如花》中的女性意识探析	安娜	艺术学	大众文艺	2017-2-1	
浅析《超验骇客》中的禅宗思想	安娜	艺术学	大众文艺	2017-8-1	
浅谈大学生的精神“亚健康”	焦亚东	马克思主义	中国高新区	2017-5-1	
0pen space技术在服装设计教学中的应用与研究	刘安	艺术学	读天下	2017-3-1	
批判性思维对于学习设计的促进作用	刘亚明	艺术学	艺术科技	2017-7-1	
动物园导视系统信息可视化设计建构-以广州动物园为例	史涛	艺术学	美术教育研究	2017-8-1	
探索广州符号的设计形式动物园区	杨涛	艺术学	美术教育研究	2017-8-1	
中国元素在家具设计中的运用	孙斌宾	艺术学	设计	2017-5-1	
浅析新媒体环境下综艺节目中数字动画效果	魏良	艺术学	大众文艺	2017-1-1	
浅谈数字媒体艺术影视后期制作应用与发展	魏良	艺术学	大众文艺	2017-1-1	
浅析数字影视后期合成技术的发展趋势	魏良	艺术学	大众文艺	2017-4-1	
基于环境保护探讨城市公园设计研究	张宜平	艺术学	环境科学与管理	2017-6-15	中文核心
城市公园环境科学规划设计与生态保护探讨	张宜平	艺术学	环境科学与管理	2017-5-15	中文核心
以服务为核心的当代大学管理	张宜平	艺术学	当代教育实践与教学研究	2017-10-1	
意，在进退之间——关于数字时代创新的乐观与悲观思	张宜平	艺术学	艺术科技	2017-5-15	
行为学视域下城市公园设施设计与实现	张宜平	艺术学	美术教育研究	2017-6-15	
基于室内空气质量的室内环境设计研究	张志军	艺术学	环境科学与管理	2017-3-15	中文核心
现代座椅造型设计的创意与构思	赵琦	艺术学	住宅与房地产	2017-5-15	
共享办公空间的室内设计研究	赵琦	艺术学	江西建材	2017-11-15	
以环境设计专业为导向的立体构成教学方法探究	赵琦	艺术学	课程教育研究	2017-32	

服装面料的二次创意设计	许栋樑	艺术学	纺织学报	2016-1-15	EI
品牌形象辅助图形	杨涛	艺术学	大众文艺	2016-6-1	
浅析动画电影《魔法少女小圆叛逆物语》中的场景设定	安娜	艺术学	大众文艺	2016-6-1	
浅谈短片《调音师》所表达的现实意义	魏良	艺术学	大众文艺	2016-6-1	
“多米的魔法小镇”儿童主题装置	宫帅	艺术学	设计	2016-2-1	
寻回梦想与童心——谈宫崎骏动画电影的艺术风格	高亢	艺术学	艺术科技	2016-10-1	
浅谈民族性在动画美学中的影响	高亢	艺术学	大众文艺	2016-11-1	
基于微创企业的办公家具设计研究	郎丽娟	艺术学	设计	2016-11-1	
浅析我国中小型时尚买手品牌的兴起和发展前景	刘安	艺术学	现代经济信息	2016-11-1	
片《苔藓》与《白日烟火》在叙事角度上的四个相同点	魏良	艺术学	大众文艺	2016-11-1	
基于环境科学优化城市公园的设计研究	刘海平	艺术学	《环境科学与管理》	2015-7-1	中文核心
回归心性本质	刘海平	艺术学	《美术观察》	2015-10-1	CSSCI
“大师”乱象的背后	成维列	艺术学	《美术观察》	Jul-15	CSSCI
服装企业成衣供应商考核评价体系的建立与应用	许栋樑	艺术学	京服装学院学报（自然科学版	Jun-15	中文核心
品牌命名中的形象思维	杨涛	艺术学	《艺术科技》	2015-6-1	
书法正名	赵一粟	艺术学	《殷都学刊》	2015-3-1	
浅谈中美影片中侵略者形象的差异	安娜	艺术学	《品牌》	2015-3-1	
论《小时代1：折纸时代》中得光影叙事手法	魏良	艺术学	《品牌》	2015-3-1	
After Effcets 影视特效制作	魏良	艺术学	上海交通大学出版社	2015-9-1	
在新艺术运动中解读珠宝艺术	孙斌宾	艺术学	《设计》	2015-2-1	
浅析公共建筑中的母婴室的设计	戴玥	艺术学	《大众文艺》	2015-7-1	
浅析深圳市人行天桥的造型设计	戴玥	艺术学	《大众文艺》	2015-7-1	
建筑设计初步	戴玥	艺术学	人民邮电出版社	2015-1-1	
村生态旅游的创意农业景观设计研究——以崇明县仙桥村	李敏	艺术学	《设计》	2015-1-1	
会同村发展市民农园的可行性研究	李敏	艺术学	《美与时代》	2015-2-1	
关于人机交互设计界面问题探究	刘亚明	艺术学	《电子制作》	2015-1-1	

论动画角色性格设计的三种方式	王付刚	艺术学	《视听》	2015-1-1	
服务设计教学研究	王西托	艺术学	《教师》	2015-2-1	
哥特式风格在时装周秀场中的应用	许栋樑	艺术学	《文艺生活》	2015-7-1	
化图形设计方法研究——以“夜郎谷”傩文化图形设计	詹震宇	艺术学	《艺术科技》	2015-3-1	
以服务学习为方法的贫困大学生资助模式研究	焦亚东	马克思主义	《科技资讯》	2015-4-13	
独立学院视觉传达设计专业90后学生党课教学初探	焦亚东	马克思主义	《科技创新导报》	2015-9-11	
浅谈明暗之外灯具在现代家居环境中的作用	郎丽娟	艺术学	《大众文艺》	2015-3-1	
独立设计师品牌推广模式与发展研究	许栋樑	艺术学	《国际纺织导报》	2015-11-1	
从《广艺舟双楫》看康有为的书学研究	赵一粟	艺术学	《励耘语言学刊》	2015-11-1	CSSCI
防瞌睡延时报警公共座椅	刘海平		知识产权局	2015.12	
《秋风赋》油画	陈方远	艺术学	届全国美展/文化部、国家美	2014-8-15	
e Summer Microclimate of Guangfu Dwellings and I	张诗洋	艺术学	lied Mechanics and Materi	2014-5-1	EI
Creeper and Overhang Plants on Exterior Facades o	张诗洋	艺术学	ngineering and Urban Plan	2014-5-1	EI
residence in the site selection and planning for	张楠	艺术学	ing Materials and Enginee	2014-5-1	EI
Traditional residence sunshade measures in Zhuha	张楠	艺术学	ing Materials and Enginee	2014-5-1	EI
警惕设计竞赛上演的“帽子”戏法	张爽爽	艺术学	《美术观察》	2014-9-1	CSSCI
企业参与设计竞赛的责任与义务	张志军	艺术学	《美术观察》	2014-9-1	CSSCI
设计文化架构及意义探讨	刘海平	艺术学	《山东社会科学》	2014-5-1	CSSCI
传统中国花鸟画中的民族特征	刘海平	艺术学	《芒种》	2014-8-1	中文核心
针织童装品牌定位策略研究	许栋樑	艺术学	《针织工业》	2014-2-28	中文核心
浅析当今国内悬疑惊悚电影中常见6种叙事手法	安娜	艺术学	《美与时代》	2014-3-1	
关于欧美鬼怪动画电影选题分析	魏良	艺术学	《美与时代》	2014-3-1	
2014米兰家具展趋势分析	罗琳	艺术学	《设计》	2014-7-1	
材料情感及其在工业设计中的应用方法	罗琳	艺术学	《设计》	2014-3-1	
教师艺苑：马年珠宝首饰设计	陈君倩	艺术学	《教师》	2014-2-1	
基于大学生自主选择的创业教育课程设计	焦亚东	教育学	《中国科教创新导刊》	2014-2-11	
低碳时尚品牌塑造研究	陈君倩	艺术学	《包装工程》	2014-10-1	中文核心
omenon of Chinese University Counselors and the	江莉娜	艺术学	al Conference on Informat	2014-12-1	ISTP
rgraduate Communists in Independent Colleges---Ta	江莉娜	艺术学	al Conference on Informat	2014-12-1	核心

7、学生获奖信息表

项目期间学生获奖信息统计一览表

序号	活动（比赛）名称	项目名称	姓名	学院、年级、专业	参赛时间	所获名次、奖项	指导老师	主办单位	级别
	第13届中国大学生广告艺术节学院奖	《不堪负重》	陈斯蕴、 蔡孟奇	设计学院2013级广告专业	2015-6-1	优秀奖	钟旭	中国广告协会	国家级
	2015“真皮标志杯”中国国际箱包皮具设计大赛	“翅膀”手袋系列设计	罗曼	设计学院、12级、工业设计	2015.09.30	院校组银奖	陈君倩	中国皮革协会	国家级
	2015“金富春”杯中华嫁衣	《FOCVS》	丁金研	设计学院13级服装与服饰设计	2015-10-1	优秀奖	许栋樑	中国丝绸协会、中国高等职业技术教育研究会 全国纺织服装职业教育教学指导委员会	国家级
	第七届全国大学生广告艺术大赛	猫人——艳遇中国迴避伞推广案	邓盈、吴晓敏、靳宇浩、张秋贤、黄茵茵	设计学院、2012级、广告学	2015年8月	优秀奖	钟旭	教育部高等学校新闻传播学类专业教学指导委员会、中国高等教育学会广告教育专业委员会	国家级
	第13届中国大学生广告艺术节学院奖	58到家 影视广告 《握住他们的手》	吴颖莹、李家晨、江文婷、邱琪芮	设计学院、12级广告02	2015.7	金奖	钟旭	中国广告协会	国家级
	第七届全国大学生广告艺术大赛	哇哈哈 影视广告 《和柠檬一起做运动》	江文婷、李家晨、吴颖莹、邱琪芮	设计学院、12级广告02	2015.8	三等奖	钟旭	教育部高等学校新闻传播学类专业教学指导委员会、中国高等教育学会广告教育专业委员会	国家级
	第七届全国大学生广告艺术大赛	哇哈哈 平面广告 《八卦C驱动》	江文婷、李家晨	设计学院、12级广告02	2015年10月	二等奖	钟旭	教育部高等学校新闻传播学类专业教学指导委员会、中国高等教育学会广告教育专业委员会	省级
	创行全国赛	耗事多磨	陈妍欣	设计学院 15级 中德视传	2016.5.1	二等奖	无	创行（全球）	国家级
	2016ONE SHOW中华青年创新竞赛	告别	陈佩 杨忆旋 王肖元	设计学院14级视觉传达	2016。11	铜牌	范雪兰	美国ONESHOW创意节	国家级
	中国大学生广告艺术节学院奖第14届春季赛	“辣么！”大辣娇线上线下营销策划	柯明欣 刘翠宜 徐煬 李欣庭	设计学院 14级 广告学专业	2016.8.1	优秀奖	钟旭 曹洋	中国大学生广告艺术节	国家级
	大学生广告创意大赛	一折入囊，一展越江	曹莹	设计学院 15数字媒体艺术2+2	2016.8.1	三等奖	刘亚明	教育部高等教育司指导、教育部高等学校新闻传播学类专业教学指导委员会、中国高等教育学会广告教育专业委员会	国家级
	Dress Third Paradise	I see You	陈思因	设计学院 13级 服装与服饰设计	2016。10	冠军	许栋樑	意大利时装商会、米兰时装周协会、意大利Cittadellarte - Fondazione 公司	国家级
	第八届全国大学生广告艺术大赛	饿运大逆转	徐润菁、张苑柔、胡靖诗、李文佳	设计学院、14级广告学(国际化教学特色班)	2016.7	一等奖	胡亦然	广东省教育厅	省级
	全国大学生广告艺术节第14届学院奖春季赛	Hello! Miss.control	邱瑞雪、何晓云、何欣仪 王卓祥 郭琳	设计学院、14级、广告学(国际化教学特色班)	2016.7	铜奖	李志	中国大学生广告艺术节学院奖组委会	国家级
	中国包装设计大赛	麋鹿环保啤酒包装设计	章浩然	设计学院13级视觉传达设计	2017.4	三等奖	杨基程	中国包装联合会	国家级

	中国包装设计大赛	环保创意灯泡包装	李燕君	设计学院13级视觉传达设计	2017.4	二等奖	杨基程	中国包装联合会	国家级
	中国大学生广告艺术节学院奖	《做女人，就要自我掌控——毓婷广告文案》	庄可盈	设计学院2014级广告学	2017.7.21	优秀奖	钟旭	中国广告协会	国家级
			李欣庭						
			陈佳育						
	中国大学生广告艺术节学院奖	一起“盼逆”（盼盼食品营销策划案）	陈乐熙	设计学院14广告	2017年3月	优秀奖	钟旭	中国广告协会	国家级
			温少芬						
			邓意勤						
			袁倩玲						
			黄静妍						
	中国大学生广告艺术节学院奖	难以抵挡Rio的诱惑（锐澳鸡尾酒影视广告）	陈乐熙	设计学院14广告	2017年3月	优秀奖	钟旭	中国广告协会	国家级
			温少芬						
			邓意勤						
			袁倩玲						
			黄静妍						
	第15届学院奖春季赛	燕京啤酒--小麦篇	李燕娜	设计学院/2014级/广告学	2017年7月	优秀奖	钟旭	中国广告协会	国家级
			罗子楠						
			刘雅红						
			陈思佳						
	第15届学院奖春季赛	燕京啤酒--性感篇	李燕娜	设计学院/2014级/广告学	2017年7月	优秀奖	钟旭	中国广告协会	国家级
			罗子楠						
			刘雅红						
			陈思佳						
	第15届学院奖春季赛	毓婷 你的最佳防守	李燕娜	设计学院/2014级/广告学	2017年7月	优秀奖	钟旭	中国广告协会	国家级
			罗子楠						
			刘雅红						
			陈思佳						
	第15届学院奖春季赛	毓婷广告文案作品	李燕娜	设计学院/2014级/广告学	2017年7月	优秀奖	钟旭	中国广告协会	国家级
			刘雅红						
	第十五届学院奖春季赛	华润紫竹药业毓婷平面广告项《遇“婷”而止》	杨言	设计学院14级广告学	2017年7月	优秀奖	钟旭	中国广告协会	国家级
			杨超羽						
			梁诗琦						
	中国大学生广告艺术节学院奖	毓婷 告别篇	张友宣	设计学院14级广告学	2017年3月	优秀奖	钟旭	中国广告协会	国家级
			刘翠宜						

			苏志城						
	广东省大学生跆拳道社团&俱乐部锦标赛	女子46kg	蔡悦茵	设计学院16级广告学	2017.5.14	季军	林云	广东省跆拳道协会	省级
	第15届学院奖春季赛	樱雪电器-卸下装备	杜欣羽	设计学院/2014级/广告学	2017年7月	优秀奖	钟旭	中国广告协会	国家级
			张晓莹						
			王瑶						
			凌嘉璐						
	第15届学院奖春季赛	樱雪电器-清晰双眸	杜欣羽	设计学院/2014级/广告学	2017年7月	优秀奖	钟旭	中国广告协会	国家级
			张晓莹						
			王瑶						
	第15届学院奖春季赛	转转 微电影	冯丽欣	设计学院 15级广告学	2017年7月	优秀奖	钟旭	中国广告协会	国家级
			谢建男	设计学院 15级广告学					

8、项目购置设备统计表

	项目建设的主要教学仪器设备	台套数	单价（元）	总价（元）	采购年度
动态影像工作室	组装台式电脑	7	7300	51100	2015
互动设计工作室	组装台式电脑	7	7300	51100	2015
媒体艺术工作室	云端时代电脑(VMware horizon)	36	4237	152532	2015
媒体艺术工作室	戴尔服务器电脑	4	103342	413368	2015
媒体艺术工作室	戴尔服务器电脑	1	83707	83707	2015
媒体艺术工作室	H3C交换机	1	27902	27902	2015
媒体艺术工作室	图腾服务器机柜	1	2687	2687	2015
媒体艺术工作室	戴尔磁盘阵列服务器	1	62000	62000	2015
媒体艺术工作室	山特UPS不间断电源	1	13800	13800	2015
计算机图形工作室	升腾瘦客户机电脑(VMware horizon)	58	3148	182584	2016
计算机图形工作室	宏杉存储服务器电脑	1	235750	235750	2016
计算机图形工作室	戴尔液晶显示器S2216M	30	900	27000	2016
计算机图形工作室	戴尔服务器电脑	5	139495	697475	2016
计算机图形工作室	华为48口千兆交换机	2	6100	12200	2016
计算机图形工作室	博科16口光纤交换机	2	38500	77000	2016
计算机图形工作室	精致机柜	1	7250	7250	2016
摄影工作室	富莱仕影视演播灯	1	2450	2450	2016
摄影工作室	富莱仕摄影灯	1	4899	4899	2016
摄影工作室	津圻蝴蝶布柔光屏	1	3100	3100	2016
摄影工作室	百诺滑轨	1	2550	2550	2016
摄影工作室	百诺三角架	1	1260	1260	2016
摄影工作室	刚铎单反摄像跟焦套件	1	6850	6850	2016
摄影工作室	大疆手持云台	1	5099	5099	2016
摄影工作室	罗德麦克风	1	1998	1998	2016
摄影工作室	阿兹丹无线话筒	1	700	700	2016
摄影工作室	阿兹丹无线话筒	1	2450	2450	2016
摄影工作室	TASCAM录音机	1	1600	1600	2016
摄影工作室	惠通防潮箱	1	3400	3400	2016
摄影工作室	索尼微单数码相机	1	35000	35000	2016
摄影工作室	佳能单反相机EOS5DMarkIII	1	27120	27120	2016
摄影工作室	佳能单反相机EOS700D	6	4980	29880	2016
摄影工作室	佳能远摄定焦镜头	1	12590	12590	2016
摄影工作室	佳能标准定焦镜头	1	2440	2440	2016
摄影工作室	全景数码相机	1	3800	3800	2016
摄影工作室	高清数码运动摄像机	3	3538	10614	2016

摄影工作室	雷达罩	1	1463	1463	2016
摄影工作室	摄影台	2	1600	3200	2016
摄影工作室	金贝外拍灯	1	4634	4634	2016
摄影工作室	金贝闪光灯	3	2120	6360	2016
摄影工作室	金贝闪光灯	3	2480	7440	2016
摄影工作室	闪光灯	1	13992	13992	2016
摄影工作室	仿阿莱灯	2	900	1800	2016
摄影工作室	电箱	1	35828	35828	2016
摄影工作室	柔光箱	1	3074	3074	2016
摄影工作室	柔光箱	1	2438	2438	2016
摄影工作室	防潮箱	1	920	920	2016
时尚配饰工作室	自吸尘砂带砂盘机	4	2500	10000	2016
时尚配饰工作室	恒温鼓风烘箱	1	3395	3395	2014
时尚配饰工作室	箱式电炉	1	3500	3500	2014
时尚配饰工作室	金泰磁力抛光机	1	1500	1500	2015
时尚配饰工作室	洁盟超声波清洗机	1	3800	3800	2015
时尚配饰工作室	自吸尘砂带砂盘机	4	2500	10000	2015
时尚配饰工作室	3D打印机	3	9999	29997	2014
时尚配饰工作室	三绿3D打印机	2	12000	24000	2016
时尚配饰工作室	三绿3D打印笔	6	800	4800	2016
服装工缝工作室1	海康智能球型摄像机	1	10000	10000	2016
服装工缝工作室1	索尼智能电视机	2	13600	27200	2016
服装工缝工作室1	兄弟平缝机	60	2450	147000	2016
服装工缝工作室1	西安标准高速四线包缝机	3	3900	11700	2016
服装工缝工作室1	西安标准坎车(绷缝机)	2	5200	10400	2016
服装工缝工作室1	西安标准电脑平缝机	2	3250	6500	2016
服装工缝工作室1	宝龙单臂平烫台	2	1560	3120	2016
服装工缝工作室1	佳友粘补机	1	7900	7900	2016
服装工缝工作室1	格力大松除湿机	2	2450	4900	2016
服装工缝工作室2	索尼智能电视	2	20300	40600	2014
服装工缝工作室2	海康威视摄像头	1	14000	14000	2014
服装工缝工作室2	兄弟平缝机	41	2265	92865	2014
服装工缝工作室2	兄弟平头锁眼机	1	30472	30472	2014
服装工缝工作室2	西安标准四线包缝机	2	3848	7696	2014
服装工缝工作室2	西安标准五线包缝机	1	4140	4140	2014

服装工缝工作室2	宝龙单臂平烫台	2	1560	3120	2014
服装工缝工作室2	美宁电烫斗	3	270	810	2014
服装工缝工作室2	服装设计半身模型	2	390	780	2015
服装工缝工作室2	服装设计半身模型	2	390	780	2015
服装工缝工作室2	服装设计半身模型	2	390	780	2015
服装工缝工作室2	服装设计半身模型	2	390	780	2015
服装工缝工作室2	服装设计半身模型	35	370	12950	2015
总计：		**395**		**2865889**	

9、项目成果实践应用情况（项目）

项目实践应用情况、推广情况和共享情况：

1、在项目主要建设（改革）成果基础上，北京师范大学珠海分校全校艺术类2+2专业由2014年的2个扩大到2017年4个（附招生简章）

1、在项目主要建设（改革）成果基础上，北京师范大学珠海分校全校2+2专业由2014年的2个扩大到2017年14个（附招生简章）

2、在项目主要建设（改革）成果基础上，北京师范大学珠海分校2015-2017年连续申办4个4+0专业（附涉外信息监管网的链接）

德国品牌学院-汉堡传播与管理应用科学大学合作举办视觉传达设计专业本科教育项目

http://www.crs.jsj.edu.cn/index.php/default/approval/detail/1162

加拿大圣玛丽大学合作举办金融学专业本科教育项目

http://www.crs.jsj.edu.cn/index.php/default/approval/detail/955

德国柏林斯泰恩拜斯大学合作举办数字媒体技术专业本科教育项目

http://www.crs.jsj.edu.cn/index.php/default/approval/detail/2280

（另外与台湾中央大学的合作尚未公开））

2015年东华大学继续教育学院来我校学习国际联合培养经验。

2016年上海应用技术大学来我校学习经验，正在申办中外合作办学项目。

9、项目实践应用情况（招生）

