

武汉理工大学艺术与设计学院

School of Art Design of
Wuhan University of Technology

2015 版本本科培养方案

Undergraduate Education Plan (2015)

武汉理工大学教务处

Academic Affairs Office of Wuhan University of Technology

目 录

动画·····	17-1
Animation ·····	17-1
艺术设计学·····	17-13
Art And Design ·····	17-13
视觉传达设计·····	17-24
Visual Communication Design·····	17-24
环境设计·····	17-34
Environmental Design·····	17-34
产品设计·····	17-46
Product Design·····	17-46
工业设计（工）·····	17-59
Industrial Design（Technology）·····	17-59

【动画专业】2015 版本本科培养方案

Undergraduate Education Plan for Specialty in Animation(2015)

专业名称	动画	主干学科	艺术学、新闻传播学
Major	Animation	Major Disciplines	Science of Art, Science of News Communication
计划学制	四年	授予学位	艺术学学士
Duration	4 Years	Degree Granted	Bachelor of Arts

最低毕业学分规定

Graduation Credit Criteria

课程类 Course Classification 课程性质 Course Nature	通识课程 Public Basic Courses	学科大类课程 Basic Disciplinary Courses	专业课程 Specialized Courses	个性课程 Personalized Course	集中性实践 Practice Courses	课外学分 Study Credit after Class	总学分 Total Credits
必修课 Required Courses	36	37	46	\	23.5	\	190
选修课 Elective Courses	9	5	13.5	10	\	10	

一、培养目标与毕业要求

I Educational Objectives & Requirement

(一) 培养目标

- (1) 培养身心健康，具备良好的敬业精神、社会责任感和动画职业道德，能够适应国家经济、科技、社会发展对高素质动画人才；
- (2) 具有造型基础、审美能力，以及开阔的眼界，能将这些基础知识综合运用专业创作，同时还具有扎实的专业基础知识，较强的设计实践能力和创新意识；
- (3) 具有满足动画、影视、新媒体、游戏等领域的实践需要；培养能从事动画创作与制作、影视策划及制作、游戏美术设计、新媒体广告、计算机仿真及理论研究等方面的动画及影视人才；培养面向游戏、建筑、景观、交通、造船、汽车等行业，从事工程动画与研究的专业人才。
- (4) 精通专业创作与制作的相关工具和软件、硬件等技术；
- (5) 具有良好的口头和书面表达和交流沟通能力、良好的团队意识和合作精神，具备学习的能力。

(1) To develop high-quality animation talent with physical and mental health, having good professional spirit, the sense of social responsibility and animation occupation morality for adapting to the national economy, science and technology, social development;

(2) To develop animation talent with modeling foundation, aesthetic ability, and the open field of vision for making comprehensive use of these basic knowledge for professional creation, but also has a solid professional foundation knowledge, strong design practice ability and innovative consciousness;

(3) To meet the needs of practice on new media, animation, video games and other fields; Training talent engaged in animation and film, animation creation and production planning and production, game arts and design, new media advertising, computer simulation and theoretical

studies; Training talent oriented games, building, landscape, traffic, shipbuilding, automobile industry, engaged in engineering animation and research;

(4) Proficient professional creation and production technology related tools and software, hardware;

(5) With good oral and written expression and communication skills, team consciousness and the team spirit and the ability to learn.

(二) 毕业要求

毕业应获得以下几方面的知识和能力:

- (1) 学生掌握从事本专业领域所需的造型基础、观察和思维能力,掌握相关艺术理论、史论、管理知识;
- (2) 学生掌握本专业的基本理论知识和动画基础知识,能够利用原理性知识进行自主发现、自主创作和自主解决创作实践中遇到的问题;
- (3) 学生掌握动画创作的技法,以及影视语言、造型语言等创作语言,能掌握动画制作环节、制作方法及流程;
- (4) 学生能够掌握和应用绘画、影视制作、动画制作、新媒体和游戏美术等相关制作软件;
- (5) 学生能够建立影视、动画、新媒体和游戏美术等创作的思维方式;
- (6) 学生具备有效进行动画实践与操作的能力,并能够对实践过程中的思考、体会与经验进行实践和理论的归纳与总结;
- (7) 具有影视动画片的编导能力和初步的工程动画科研能力,并具有较高的审美能力和中外优秀文化艺术知识和修养;
- (8) 了解党和国家文艺、宣传、新闻、出版的方针政策及电影、电视政策法规;
- (9) 学生熟悉本专业领域的发展和理论研究,并了解影视、动画、新媒体、游戏等领域的最新发展动态、前沿、趋势与理论研究;
- (10) 学生应对相关艺术及设计门类有所了解,对本专业知识进行补充,拓宽知识面和就业面;
- (11) 学生具有良好的思想素质、身体素质、心理素质、文化修养、社会道德和责任担当等人文素养;
- (12) 学生具有逻辑思维和辩证思维的能力,具有批判意识和求真务实的科学思维方法,具有创新意识,掌握基本的创新方法;
- (13) 学生掌握运用现代信息技术获取信息的方法,熟练进行文献检索和资料查询;
- (14) 学生具有良好的口头和书面表达和交流能力,至少熟练掌握一门外语进行技术沟通和交流能力。具有良好的团队意识和合作精神;
- (15) 学生能够胜任本专业的相关职业岗位,具备研究生课程学习所需的认知和基础能力;
- (16) 学生应能掌握学习方法,能够在将来的职业生涯中具备不断提升自己的能力。

the following several aspects of knowledge and ability required :

(1) The students should master the basic modeling observation and thinking ability required in this professional field and master the related theory of art, history, knowledge management.

(2) The students should master the basic theories and basic knowledge of animation and use knowledge to discover, create and solve problems in practice by themselves.

(3) The students should master the animation techniques, and film language, modeling language and other creative language grasp the animation link, production method and process.

(4) The students should master and apply the painting, video production, animation, new media

and game arts and other related production software.

(5) The students should build film, animation, new media and game arts and other creative mode of thinking.

(6) The students should have the ability to effectively animation practice and operation and be able to summary experience, practice thinking and theory induction in the process of practice.

(7) The students can direct the animation and have the research ability of preliminary engineering animation and have higher aesthetic ability and outstanding Chinese and foreign cultural and artistic knowledge and cultivation.

(8) To understand policies and regulations of the party and state policy on literature and art, publicity, news, publishing and television movie,

(9) The students can be familiar with the development of the professional field and the latest developments, trends and frontier, theoretical research of film and television, new media, animation, games and other fields

(10) To understand categories of arts and design, supplemented by the professional knowledge, broaden their knowledge and employment;

(11) To have the good thought and physical quality, psychological quality, culture, morality and social responsibility and other humanistic literacy;

(12) To have the ability of logical thinking and dialectical thinking, with scientific thinking method of critical consciousness and pragmatic, innovative consciousness, master the basic creative way;

(13) To master methods on modern information technology to obtain information, skilled document retrieval and data query;

(14) To have good oral and written expression and communication skills, master at least a foreign language for technical communication and communication ability and to have a good sense of team spirit and cooperation;

(15) To be qualified for the professional and related professional post, with cognitive and basic ability required by graduate students

(16) To grasp the learning method and improve their ability in the future occupation career.

附：培养目标实现矩阵

	培养目标 1	培养目标 2	培养目标 3	培养目标 4	培养目标 5
毕业要求 1		✓			
毕业要求 2		✓	✓		
毕业要求 3		✓	✓	✓	
毕业要求 4				✓	
毕业要求 5		✓	✓	✓	
毕业要求 6		✓	✓	✓	
毕业要求 7		✓	✓	✓	
毕业要求 8	✓	✓	✓		
毕业要求 9	✓	✓	✓	✓	
毕业要求 10		✓			
毕业要求 11	✓				
毕业要求 12		✓	✓		
毕业要求 13		✓	✓	✓	

	培养目标 1	培养目标 2	培养目标 3	培养目标 4	培养目标 5
毕业要求 14					✓
毕业要求 15		✓	✓	✓	
毕业要求 16					✓

二、专业核心课程与专业特色课程

II Core Courses and Characteristic Courses

(一) 专业核心课程:

专业导论、场景设计、动画制作技法、角色设计、动画分镜头台本创作，影视动画创作、公共艺术材料、影视剧作、短片拍摄。

Core Courses: Major Orientation, Scene Design, Techniques of Animation Making, Role Design, Animation Creation With Different Lens and Promptbooks, Film & TV Animation Creation, Public Art Materials, Film & TV Play, Short Cartoon Shooting.

(二) 专业特色课程:

场景模型制作、影视动画创作、影视制作及影视声音、公共艺术材料，新媒体动画创作、材料动画、游戏美术设计。

Characteristic Courses: Scene Model Making, Film & TV Animation Creation, Production and Sound of Film-Video, Public Art Materials, Short Cartoon Shooting., Material Animation, Game Artistic Design.

附：毕业要求实现矩阵：

专业核心课程	专业特色课程	课程名称	动画专业毕业要求															
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
		中国近现代史纲要									✓			✓				
		马克思主义基本原理									✓			✓				
		思想道德修养与法律基础									✓			✓				
		毛泽东思想和中国特色社会主义理论体系概论									✓			✓				
		军事理论									✓			✓				
		体育												✓				
		大学英语												✓		✓	✓	✓
		计算机艺术设计基础				✓												
		心理健康教育												✓			✓	
✓		专业导论									✓	✓						
		素描	✓															
		色彩	✓															

专业 核心 课程	专业 特色 课程	课程名称	动画专业毕业要求															
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
		构成原理 A1	✓															
		构成原理 A2	✓															
		人体素描	✓															
		风景色彩	✓															
		速写	✓															
		摄影基础 A	✓	✓				✓		✓								
		线描	✓															
		透视学	✓															
		设计管理	✓															
		艺用人体解剖	✓															
		作品赏析		✓			✓		✓									
		中外美术史	✓															✓
		中外建筑史	✓									✓						✓
		专业绘画	✓	✓								✓						✓
✓		动画制作技法(包含原画)			✓		✓											✓
	✓	影视制作及影视声音			✓		✓											✓
✓		影视剧作			✓		✓		✓									✓
✓		角色设计			✓		✓											✓
✓		场景设计			✓		✓											✓
	✓	场景模型制作			✓		✓											✓
✓		动画分镜头台本创作			✓		✓											✓
✓	✓	影视动画创作			✓		✓		✓									✓
✓		短片拍摄			✓		✓					✓						✓
	✓	新媒体动画创作			✓		✓					✓						✓
		三维动画创作			✓		✓					✓						✓

专业 核心 课程	专业 特色 课程	课程名称	动画专业毕业要求																				
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)					
✓	✓	公共艺术材料														✓							
		插图表现 B														✓						✓	
		中国民间艺术														✓							
	✓	游戏美术设计				✓										✓						✓	
		工程动画仿真				✓				✓						✓							
		影视戏剧表演与小品艺术				✓			✓														
		装饰画技法														✓							✓
		传统绘画技法														✓							
	✓	材料动画				✓			✓														✓
		动画音乐				✓																	
		影视特效				✓																	✓
		军事训练															✓						
		外出写生(艺术采风)	✓																				
		认识实习	✓	✓																			
		专业考察		✓	✓	✓			✓														
		毕业考察	✓						✓														
		毕业设计(论文)			✓	✓			✓	✓							✓	✓	✓	✓	✓	✓	✓

三、课程教学进程图

III Teaching Process Map

四、理论教学建议进程表
IV Theory Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Ope- ration	实践 Prac- tice	课外 Extra- cur					
通 识 课 程 Public Basic Courses	必 修 课 Required Courses	4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese History	2	32					1-6				
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48			8		1-6				
		4220001110	思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48			8		1-6				
		4220003110	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong	4	96			32		1-6				
		1060001110	军事理论 Military Theory	1	32			16		1-4				
		4210001110	体育 1 Physical Education I	1	32					1				
		4210002110	体育 2 Physical Education II	1	32					2	体育 1			
		4210003110	体育 3 Physical Education III	1	32					3	体育 2			
		4210004110	体育 4 Physical Education IV	1	32					4	体育 3			
		4030002110	大学英语 A1 College English A 1	3	64				16	1				
		4030003110	大学英语 A2 College English A II	3	64				16	2	大学英语 A1			
		4030004110	大学英语 A3 College English A III	3	64				16	3	大学英语 A2			
		4030005110	大学英语 A4 College English A IV	3	64				16	4	大学英语 A3			
		4040050110	计算机艺术设计基础 1 Fundamentals of Computer Art Design I	3	48		40			1				
		4040051110	计算机艺术设计基础 2 Fundamentals of Computer Art Design II	3	48		24			2				
		1050001130	心理健康教育 Mental health education	1	16					1-2				
				小 计 Subtotal		36	736		64	64	64			
			选 修 课 Elective Courses	创新创业类 Innovation and Entrepreneurship Courses		<p>全校学生要求至少取得 9 个学分,且必须选修艺术体育类课程中的艺术类相关课程,取得至少 2 个学分。理工科专业学生至少选修一门人文社科类或经济管理类课程,其他专业学生至少选修一门科学技术类课程。</p> <p>All students are required to obtain at least 9 credits, and must select art courses from <i>Art and Physical Education Courses</i> to obtain at least 2 credits. Science and engineering students should select at least one course from <i>Arts and Social Science Courses</i> or <i>Economy and Management Courses</i>, and other students should select at least one course from <i>Science and Technology Courses</i>.</p>								
人文社科类 Arts and Social Science Courses														
经济管理类 Economy and Management Courses														
科学技术类 Science and Technology Courses														
艺术体育类 Art and Physical Education Courses														

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crts	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
专 业 课 程 Specialized Courses	必 修 课 Required Courses	4040210110	专业绘画 Specialized Drawing	4	64					3	色彩		
		4040030110	动画制作技法(包含原画) Techniques of Animation Making (Key Frame)	5	80					4			
		4040174110	影视制作及影视声音 Production and Sound of Film-Video	4	64			32		4			
		4040170110	影视剧作 Film & TV Play	2	32					4			
		4040288110	角色设计 Role Design	4	64					5			
		4040020110	场景设计 Scene Design	3	48					5			
		4040019110	场景模型制作 Scene Model Making	3	48				32	5	场景设计		
		4040027110	动画分镜头台本创作 Animation Creation With Different Lens and	3	48					6	影视剧作		
		4040168110	影视动画创作 Film & TV Animation Creation	5	80				56	6	动画制作技法(包含原画) 角色设计 场景设计 动画分镜头台本创		
		4040031110	短片拍摄 Short Cartoon Shooting	3	64				48	6			
		4040438130	新媒体动画创作 New Media Animation Creation	3	48				32	6			
		4040430130	三维动画创作 3D Animation Creation	4	64			48		7	计算机艺术设计基础 2		
		4040037110	公共艺术材料 Public Art Materials1	3	48				32	6			
				小 计 Subtotal		46	752		80	200			
		选 修 课 Elective Courses	影视动画方向 Film Animation										
4040014110	插图表现 B Illustration Manifestations B		2	32						6			
4040195110	中国民间艺术 Chinese Folk Art		2	32						7			
	小 计 Subtotal		4	64									
工程动画方向 Engineering Animation													
4040442130	游戏美术设计 Game Artistic Design		2	32						6			
4040033110	工程动画仿真 Engineering Animation Simulation	2	32						7				
	小 计 Subtotal		4	64									

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
公共部分 Public Courses													
		4040021110	传统绘画技法 Techniques of Traditional Chinese Painting	2	32					4			
		4040447130	装饰画技法 Technique of Decoration Painting	2.5	40					5			
		4040009110	材料动画 Material Animation	3	48					5			
		4040171110	影视戏剧表演与小品艺术 Screen and Theatre Performance & Opusculum Art	2	32					7			
		4040441130	影视特效 Film Special Effects	2.5	40					7			
		4040029110	动画音乐 Animation Music	2	32					7			
		小 计 Subtotal		14	224								
修读说明：要求至少选修 13.5 学分，其中要求按专业模块选修一组，公共部分 8.5 学分。 NOTE: Students are required to take at least 12.5 credits and one complete module of courses that match their orientation together with 8.5 credits for public courses.													
个性化课程 Personalized Course	选修课 Elective Courses	4040309120	版式设计 Layout design	2	32					3			
		4040350120	网页艺术设计 Webpage Design	2	32					4			
		4040183110	展示空间设计 Exhibition Space Design	3	48					6			
		4040004110	壁画与雕塑 Mural and Sculpture	3	48					7			
		小 计 Subtotal		10	160								
		修读说明：学生可跨专业自主选择修读全校其他专业的课程，建议修读以上课程。要求至少选修 10 学分。 NOTE: Students can choose any courses from the other specialties, and are especially suggested to choose the courses above. Minimum subtotal credits: 10.											

五、集中性实践教学环节

V Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crs	建议修读学期 Suggested Term
1060002110	军事训练 Military Training	3	1.5	1
4040250110	外出写生(艺术采风) Field Practice (Landscape Painting)	3	3	3
4040237110	认识实习 Understanding of Specialty	1	1	4
4040258110	专业考察 Major Investigation	3	3	5
4040217110	毕业考察 Graduation Investigation	4	4	7
4040222110	毕业设计(论文) Graduation Thesis	17	11	8

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crs	建议修读学期 Suggested Term
小 计 Subtotal		31	23.5	

六、修读指导

VI Recommendations on Course Studies

《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, a 16 hours/term with 2 credits course, is taught according to topics and tested at the end of the 7th term . The course will be arranged by the University Students' Affairs' Department in each school.

学院教学责任人：方 兴
专业培养方案责任人：周 艳

【艺术设计学专业】2015 版本本科培养方案

Undergraduate Education Plan for Specialty in Art & Design Science(2015)

专业名称	艺术设计学	主干学科	艺术学、设计学、美学
Major	Art & design Science	Major Disciplines	Art Science, Design science, Aesthetics
计划学制	四年	授予学位	艺术学学士
Duration	4 Years	Degree Granted	Bachelor of Arts
所属大类	设计学类	大类培养年限	1 年
Disciplinary	Art	Duration	1 years

最低毕业学分规定

Graduation Credit Criteria

课程类 Course Classification 课程性质 Course Nature	通识课程 Public Basic Courses	学科大类课程 Basic Disciplinary Courses	专业课程 Specialized Courses	个性课程 Personalized Course	集中性实践 Practice Courses	课外学分 Study Credit after Class	总学分 Total Credits
必修课 Required Courses	36	31	43.5	\	27.5	\	190
选修课 Elective Courses	9	5	18	10	\	10	

一、培养目标与毕业要求

I Educational Objectives & Requirement

(一) 培养目标

本专业的学生主要学习艺术设计学方面的基本理论和基本知识,使学生通过艺术设计理论思维能力、造型艺术基础及设计原理与方法的基本学习与训练,具备系统的中外艺术设计历史现状知识和进行理论研究的基本素质,并且对当代艺术设计的创作、教育、管理有切实的了解。注重理论联系实际,强调实地考察调研,重视工艺与设计实践,要求学生具有良好的学风和专业道德。

- (1) 掌握艺术设计学的基本理论和知识;
- (2) 掌握艺术设计的历史与发展规律;
- (3) 掌握艺术设计作品的分析方法和评价原则;
- (4) 掌握文献、资料的基本查询方法以及基本的学术研究方法;
- (5) 完善、优化学生的知识结构、拓宽知识面、拓展学科视野
- (6) 具备扎实的素描、色彩、构成、造型和表现技法等技能;
- (7) 具备艺术设计学的学科思维能力、创新设计能力以及计算机应用能力;
- (8) 具备运用所学知识自主地发现、分析和解决实际的问题能力;
- (9) 了解掌握国家有关经济、文化、艺术事业的方针、政策和法规;
- (10) 了解国内外艺术设计学及艺术设计研究的发展动态。

Students of this program are mainly required to acquire basic theories and knowledge of art and design, receive basic trainings on theoretical thinking of art design as well as fundamentals and methods of plastic design, master basic qualification for understanding history of China and foreign art design together with conducting theoretical research, have good comprehension of modern

creation, education and management of art design, pay attention to the combination of theoretical study and practice, strengthen field study and practice of techniques and design, and obtain good academic habit together with professional ethics.

1. Mastering fundamental theories and knowledge of art design;
2. Mastering the history and development regulations for art design creation;
3. Obtaining analytic methods and evaluation principles of art design works;
4. Mastering the basic methods of literature search and material query, having proper abilities in academic research;
5. Improving the structure of knowledge, broadening views of knowledge and expanding views of subject;
6. Mastering solid capability in three-dimensional construction, color composition and planar formation;
7. Obtaining the art and design thinking ability, innovation ability and computer skills;
8. Cultivating basic abilities to analyze and solve problems through the comprehensive knowledge learned
9. Understanding the guidelines, policies and regulations concerning national economy, culture and art;
10. Understanding the development of art design both at home and abroad.

毕业要求

- (1)具备正确的世界观、人生观和价值观以及艺术设计工作者的责任感和事业心;
 - (2)掌握从事艺术与设计作品基础创作、分析、鉴赏以及初级研究的理论知识;
 - (3)具有进行艺术设计学研究教学的基本能力;
 - (4)掌握文献检索、资料查询的基本方法,具有自我发展所需的学习能力;
 - (5)具有严谨科学的态度、设计艺术学专业的素养以及一定的通用管理能力;
 - (6)具有完善的艺术设计学学科知识框架、结构与认识,具备后续科研、深造的基础;
 - (7)能够较好地运用所学的知识以及相应技能参与实际工作中;
 - (8)具备良好的创新意识、创造精神,以适应社会发展以及艺术设计学科建设的需求;
 - (9)对国家政治、经济、文化的方针、政策、法规有宏观地掌握并据此来发展自我、服务社会;
 - (10)具备较好的专业外语素养,能够立足于当下,放眼于国际,参与到国际艺术设计界中。
- (1) Having correct viewpoint on the world, life and values as well as a sense of responsibility;
 - (2) Engaged in the foundation of the creation of art and design works, master enough theoretical knowledge, could Analysis , appreciation of the art and design works;
 - (3) Acquiring basic abilities for research and teaching of art design;
 - (4) Mastering basic methods of literature retrieval and information inquiry. Have basic study ability for academic research ,further study and career development;
 - (5) Having rigorous scientific attitude, art and design professional qualities and proper abilities in General Management Performance;
 - (6) Having a perfect knowledge framework in artistic design theories;
 - (7) With the abilities in using learning and solving practical problem;
 - (8) Having creative ideas and spirits. And can meet the needs of social development and art design discipline construction;

(9) Having a macro understanding in national politics, economy, culture and regulations. And making contributions to self-development, and society based on it.

(10) Having good professional foreign language quality, pragmatic spirit and international perspectives. And acquire the abilities in integrating into the international art and design field.

附：培养目标实现矩阵

	培养目标 1	培养目标 2	培养目标 3	培养目标 4	培养目标 5	培养目标 6	培养目标 7	培养目标 8	培养目标 9	培养目标 10
毕业要求 1		✓							✓	
毕业要求 2	✓	✓	✓		✓	✓	✓	✓		✓
毕业要求 3	✓	✓	✓	✓	✓			✓	✓	✓
毕业要求 4				✓					✓	✓
毕业要求 5	✓	✓	✓		✓				✓	✓
毕业要求 6	✓	✓	✓	✓	✓				✓	✓
毕业要求 7					✓	✓	✓	✓	✓	
毕业要求 8					✓					✓
毕业要求 9		✓							✓	✓
毕业要求 10					✓					✓

二、专业核心课程与专业特色课程

II Core Courses and Characteristic Courses

(一) 专业核心课程：

专业核心课程：艺术概论、设计概论、设计美学、艺术设计史、中外美术史、中西美学简史、考古学等。

Core Courses: Introduction to Art, Introduction to Design, Design Aesthetics, History of Art Design, History of Chinese Fine Arts, History of Foreign Fine Arts, Archaeology, CI Design, etc.

(二) 专业特色课程：

专业特色课程：中国艺术设计简史、西方艺术设计简史、设计美学、设计概论、艺术概论、考古学、艺术批评、文化遗产学等。

Characteristic Courses: History of Art Design, Design Aesthetics, Introduction to Design, Introduction to Art, Archaeology, Art Criticism, Culture Heritage 。

附：毕业要求实现矩阵：

专业核 心课程	专业特 色课程	课程名称	艺术设计学专业毕业要求										
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	
		思想道德修养与法律基础	✓								✓	✓	
		中国近现代史纲要	✓									✓	✓
		毛泽东思想和中国特色社会主义理论体系概论	✓									✓	
		马克思主义基本原理	✓									✓	

专业核 心课程	专业特 色课程	课程名称	艺术设计学专业毕业要求										
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	
		心理健康教育	✓								✓		
		军事理论											
		体育											
		大学英语								✓			✓
		计算机艺术设计基础 1		✓						✓			
		计算机艺术设计基础 2		✓						✓			
		专业导论	✓	✓					✓				
		素描		✓									
		色彩		✓									
		构成原理 A 上		✓									
		构成原理 A 下		✓									
		摄影基础 A		✓									
		专业绘画基础		✓									
√	√	艺术概论 A	✓	✓	✓								
√	√	设计艺术概论	✓	✓	✓								
		专业设计基础		✓	✓		✓		✓	✓			
√	√	设计美学 A	✓	✓	✓	✓		✓	✓				
		版式设计		✓					✓				
√		作品赏析		✓									
		室内设计		✓				✓	✓	✓	✓		
		中外建筑史		✓	✓			✓	✓		✓		
		设计方法学	✓	✓	✓		✓	✓	✓				
√		民间工艺学		✓	✓			✓	✓	✓	✓	✓	✓
√		电脑图文设计		✓					✓				
√		中国艺术设计简史	✓	✓	✓	✓		✓		✓			

专业核 心课程	专业特 色课程	课程名称	艺术设计学专业毕业要求									
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
	√	考古学		√	√	√	√	√	√			
√	√	中外美术史		√	√			√				√
		博物馆展示设计		√	√	√		√	√	√	√	√
√	√	设计管理 A		√	√		√	√	√	√	√	
√	√	中西美学简史	√	√	√							
√		西方艺术设计简史	√	√	√			√	√		√	
	√	文物鉴定	√		√	√	√	√				
	√	艺术学经典文献选读及写作训练						√				
√		艺术策划与管理	√		√	√	√	√	√			
√		创意思维与表达	√	√				√	√		√	
		装饰与陈设设计		√					√			
		传统民居研究	√	√	√			√	√	√		
		印刷设计与制作		√								
		城市景观设计	√					√		√	√	
		园林设计		√								√
		网页设计 B		√								
		角色设计		√				√		√		
	√	艺术批评	√	√				√			√	√
	√	文化遗产学	√	√				√			√	√

三、课程教学进程图

III Teaching Process Map

第一学年			第二学年			第三学年			第四学年		
第一学期	第二学期		第一学期	第二学期		第一学期	第二学期		第一学期	第二学期	
大学英语A1	→	大学英语A2	→	大学英语A3	→	大学英语A4					
素描	→	摄影基础A		设计美学A					艺术学经典文献选读及写作训练		
色彩		专业绘画基础	→	专业设计基础		民间工艺学	→	西方艺术设计史			
构成原理		构成原理A下		设计简史	→	中外建筑史		设计管理A			
		艺术概论A		设计艺术概论	→	设计方法学		中西美学简史	→	艺术策划与管理	
		作品赏析						考古学			
计算机设计基础	→	计算机艺术设计基础2	→	室内设计	→	博物馆展示设计		文物鉴定			
		视觉设计基础				电脑图文设计	→	印刷设计与制作			
								网页设计B			
								角色设计			
马克思主义基本原理		思想道德修养与法律基础		中国近现代史纲要		毛泽东思想和中国特色社会主义理论体系概论		装饰与陈设设计			
								传统民居研究	→	城市景观规划设计	
										园林设计	
专业导论		认识实习1		采风实习认识实习2		专业考察(考古实习)		专业考察(艺术市场研究)			毕业考察
形势与政策	→	形势与政策	→	形势与政策	→	形势与政策					毕业设计
体育1	→	体育2	→	体育3	→	形势与政策	→				
		心理健康教育				体育4					
											毕业论文

四、理论教学建议进程表

IV Theory Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur					
通 识 课 程 Public Basic Courses	必 修 课 Required Courses	4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese History	2	32					1-6				
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48			8		1-6				
		4220001110	思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48			8		1-6				
		4220003110	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and	4	96			32		1-6				
		1060003130	军事理论 Military Theory	1	32			16		1-4				
		1050001130	心理健康教育 Mental health education	1	16					1-2				
		4210001110	体育 1 Physical Education I	1	32					1				
		4210002110	体育 2 Physical Education II	1	32					2	体育 1			
		4210003110	体育 3 Physical Education III	1	32					3	体育 2			
		4210004110	体育 4 Physical Education IV	1	32					4	体育 3			
		4030002110	大学英语 A1 College English A 1	3	64				16	1				
		4030003110	大学英语 A2 College English A II	3	64				16	2	大学英语 A1			
		4030004110	大学英语 A3 College English A III	3	64				16	3	大学英语 A2			
		4030005110	大学英语 A4 College English A IV	3	64				16	4	大学英语 A3			
		4040050110	计算机艺术设计基础 1 Fundamentals of Computer Art Design I	3	48		40			1				
		4040051110	计算机艺术设计基础 2 Fundamentals of Computer Art Design II	3	48		24			2				
		小 计 Subtotal				36	752		64	64	64			
		选 修 课 Elective Courses	创新创业类 Innovation and Entrepreneurship Courses			<p>全校学生要求至少取得 9 个学分,且必须选修艺术体育类课程中的艺术类相关课程,取得至少 2 个学分。理工科专业学生至少选修一门人文社科类或经济管理类课程,其他专业学生至少选修一门科学技术类课程。</p> <p>All students are required to obtain at least 9 credits, and must select art courses from <i>Art and Physical Education Courses</i> to obtain at least 2 credits. Science and engineering students should select at least one course from <i>Arts and Social Science Courses</i> or <i>Economy and Management Courses</i>, and other students should select at least one course from <i>Science and Technology Courses</i>.</p>								
人文社科类 Arts and Social Science Courses														
经济管理类 Economy and Management Courses														
科学技术类 Science and Technology Courses														
艺术体育类 Art and Physical Education Courses														

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
专 业 课 程	必 修 课	4040343120	设计方法学 Design Methodology	3	48					4			
		4040076110	民间工艺学 Folk Art	3	48					4			
		4040457130	电脑图文设计 Computer Graphics Design	3	48					4			
		4040444130	中国艺术设计简史 Brief History of Chinese Art Design	3	48					5			
		4040425130	考古学 Archaeology	4	64					5			
		4040445130	中外美术史 History of Chinese and Foreign Fine Arts	4	64					5			
		4040410130	博物馆展示设计 Design of Museum Exhibition	3.5	56					5			
		4040101110	设计管理 A Design Management A	3	48					6			
		4040446130	中西美学简史 Brief History of Chinese and Western Aesthetic	3	48					6			
		4040352120	西方艺术设计简史 Brief History of West Art Design	4	64					6			
		4040437130	文物鉴定 Bistorical Relic Identification	4	64					6			
		4040439130	艺术学经典文献选读及写作训练 Select Reading of Classic Art Design Literature and	3	48					7			
		4040158110	艺术策划与管理 Art Planning and Management	3	48					7			
		小 计 Subtotal				43.5	696						
	选 修 课	E l e c t i v e C o u r s e s	4040415130	创意思维与表达 Creative Thinking and Expression	3	48					5		
			4040213110	装饰与陈设设计 Decoration and Display Design	4	64					5		
			4040024110	传统民居研究 Traditional Residence Studies	3	48					5		*
			4040440130	印刷设计与制作 Print Handicraft	2	32					6		
			4040065110	城市景观设计 Urban Landscape Design	3	48					6		
			4040361120	园林设计 Gardening Design	4	64					6		
			4040478130	网页设计 Webpage Design	2	32					6		*
			4040337120	角色设计 Role Design	3	48			20		6		*
			4040451130	艺术批评 Art Criticism	2	32					7		
			4040435130	文化遗产学 Culture Heritage	3	48					7		
小 计 Subtotal				29	464		20						

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Cr	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
修读说明：要求至少选修 18 学分。 NOTE: Minimum subtotal credits:18													
个性化课程 Personalized Course	选修课 Elective Courses	4040076110	民间工艺学 Folk Art	3	48					4			
		4040425130	考古学 Archaeology	4	64					5			
		4040445130	中外美术史 History of Chinese and Foreign Fine Arts	4	64					5			
		4040446130	中西美学简史 Brief History of Chinese and Western Aesthetic	3	48					6			
		4040451130	艺术批评 Art Criticism	2	32					7			
		4040435130	文化遗产学 Culture Heritage	3	48					7			
		小 计 Subtotal				19	304						
修读说明：学生从以上个性课程和学校发布的其它专业的个性课程列表中选课，要求至少选修 10 学分。 NOTE: Students can choose any courses from above courses or other majors' personalized courses released by the university. Minimum subtotal credits: 10.													

五、集中性实践教学环节

V Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Cr	建议修读学期 Suggested Term
1060002110	军事训练 Military Training	3	1.5	1
4040265110	认识实习 1 (文博实践) Social Surveys	1	1	2
4040250110	外出写生(艺术采风) Field Practice (Landscape Painting)	3	3	3
4040242110	认识实习 2 (民间工艺实践) Social Surveys	2	2	3
4040260110	专业考察 (考古实习) Major Investigation	2	2	4
4040259110	专业考察 (艺术市场研究)	2	2	6
4040217110	毕业考察 Graduation Investigation	5	5	7
4040380120	毕业设计(论文) Graduation Thesis	17	11	8
小 计 Subtotal		30	27.5	

六、修读指导

VI Recommendations on Course Studies

学生在学完本专业的必修课程后，可以根据自己的兴趣和爱好，在艺术与设计学院内的

专业选修课中任意选学课程。学生可以根据自己的时间安排，决定选修课的修读学期。

学生只要学完了本专业的必修课程、完成了实践环节，并达到了本专业规定的总学分数，即可毕业。

《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生工作部、各学院学工办负责组织落实。

After finishing the major's compulsory courses, based on his (or her) own interest, one student can choose any elective course and decide study term according to course list of the school of art.

Student can graduate as long as he finishes the major's compulsory courses and meets the credit requirement.

The course of *Situation & Policy*, 16 hours per term with 2 credits, is given according to specific topics and tested at the end of the 7th term. The course will be arranged by the University's Students Affairs Department and its branch in each school.

学院教学责任人：方 兴
专业培养方案责任人：杨先艺

【视觉传达设计专业】2015 版本本科培养方案

Undergraduate Education Plan for Specialty in Art Design (2015)

专业名称	产品设计	主干学科	艺术学 设计学
Major	Product Design	Major Disciplines	Arts Design
计划学制	四年	授予学位	艺术学学士
Duration	4 Years	Degree Granted	Bachelor of Art
所属大类	艺术学类	大类培养年限	1 年
Disciplinary	Art	Art Category	1 years
		Duration	

最低毕业学分规定

Graduation Credit Criteria

课程类 Course Classification 课程性质 Course Nature	通识课程 Public Basic Courses	学科大类课程 Basic Disciplinary Courses	专业课程 Specialized Courses	个性课程 Personalized Course	集中性实践 Practice Courses	课外学分 Study Credit after Class	总学分 Total Credits
必修课 Required Courses	36	37	41.5	\	26.5	\	190
选修课 Elective Courses	9	5	15	10	\	10	

一、培养目标与毕业要求

I Educational Objectives & Requirement

(一) 培养目标

- (1) 身心健康，具备良好的敬业精神、社会责任感和设计职业道德，关注当代全球和社会问题，具有创新意识、前瞻意识和引领意识。
- (2) 具备创新设计的基本素质和交流、组织、设计策划能力，具有应用设计原理和方法解决各种设计问题，合理运用设计美学法则、编排与色彩等手段，协调视觉传播与市场的关系，在设计过程中具有解决问题的能力的基本能力。
- (3) 具有独立进行艺术设计实践的基本能力，并具有较高的审美能力和中外优秀文化艺术知识和修养。
- (4) 掌握艺术设计创作的专业技能和方法；精通相关软件技术。
- (5) 具有良好的口头和书面表达和交流沟通能力、良好的团队意识和合作精神，具有终身学习的能力。

1. With physical and mental health, the students are good professionalism, social responsible and ethical to design. They are concerned about contemporary social issues. At the same time, the students must have a sense of innovation, forward-thinking and leading consciousness.

2. Have the basic quality of innovation design and communication design, organization, planning ability, has the design principle and method is applied to solve the problem of various design, reasonable techniques of design aesthetic elements, choreography, and color, coordinate the relationship between the visual communication and the market, in the design process is the basic ability to solve the problem.

3. Have independent basic ability of the practice of art design, and have higher aesthetic ability and

knowledge of Chinese and foreign excellent culture art and culture.

4.Master professional skills and methods of the art design creation; Proficient in software technology

5. The students have good oral and written expression and communication skills, good team spirit and cooperation. At the same time, they also have the ability of lifelong learning.

(二) 毕业要求

(1) 学生具备艺术设计基础理论、知识与能力, 具有较高综合素质, 德、智、体、美全面发展。

(2) 学生具备在企事业单位、艺术设计、生产和管理单位从事以创新设计为重点的视觉传达设计的应用型人才的能力。

(3) 学生具备创新设计的基本素质和交流、组织、设计策划能力。

(4) 学生具有应用设计原理和方法解决各种设计问题的能力。

(5) 学生具有掌握品牌传播的具体途径、不同媒介的不同表达方式的能力。

(6) 学生具有掌握文字、图形、材质等多种元素的综合处理能力。

(7) 学生掌握艺术设计创作的专业技能和方法, 具备合理运用设计美学法则、编排与色彩等手段, 进行高水平视觉传达设计的能力。

(8) 学生具有独立进行艺术设计实践的基本能力, 并在设计过程中具有解决问题的能力。

(9) 学生具有较高的审美能力和中外优秀文化艺术知识和修养。

(10) 学生具有进行终身学习的愿望和能力, 具有适应设计创新不断发展的能力。

(11) 学生具有良好的口头和书面表达和交流能力, 并具有良好的团队意识和合作精神。

(12) 学生至少熟练掌握一门外语进行技术沟通和交流能力。

(13) 学生具有逻辑思维和辩证思维的能力, 具有批判意识和求真务实的设计思维方法, 具有创新意识, 掌握基本的创新方法。

(14) 学生了解有关经济、文化、艺术事业的方针、政策及法规, 并在现代设计中综合考虑经济、环境、法律、安全和伦理等制约因素。

(15) 学生掌握运用现代信息技术跟踪并获取信息的方法, 有熟练进行文献检索和资料查询的能力。

1. Students with artistic design basic theory, knowledge and ability, has the high comprehensive quality, moral, intellectual, physical, all-round development.

2. Students have in enterprises and institutions, art and design, production and management units engaged in the innovative design of visual communication design, with emphasis on the ability of applied talents.

3. Students have the basic quality of innovation design and communication, organization, design planning ability.

4. Students with application design principle and method of the ability to solve a variety of design problems.

5. Students have to master the concrete means of brand communication, the ability of different medium of expression.

6. Students have to master text, graphics, materials, and other elements of the integrated processing capacity.

7. Students to master professional skills and methods of the art design creation, reasonable technics of design aesthetic elements, choreography, and color, high level of visual

communication design ability.

8. Students have independent basic ability of the practice of art design, and in the design process is the basic ability to solve the problem.

9. Students have higher aesthetic ability and knowledge of Chinese and foreign excellent culture art and culture.

10. Students have the desire and ability of lifelong learning; have the ability to adapt to the development design innovation.

11. Students with good oral and written expression and communication ability, and has a good sense of team spirit and cooperation.

12. Students to master a foreign language, have the technical communication and communication ability.

13. Student has the ability of logical thinking and dialectical thinking, critical awareness and practical methods of design thinking, creative consciousness, master the basic method of innovation.

14. Students know something about the economy, culture, art, business principles, policies and regulations, and in consideration in the design of modern economic, environmental, legal, safety and ethical constraints.

15. The students master the method that USES modern information technology to track and access to information, there are skilled in information retrieval and information query.

附：培养目标实现矩阵

	培养目标 1	培养目标 2	培养目标 3	培养目标 4	培养目标 5
毕业要求 1	√		√		√
毕业要求 2		√	√	√	
毕业要求 3	√	√	√		
毕业要求 4		√	√		
毕业要求 5			√	√	√
毕业要求 6		√			
毕业要求 7	√	√	√		
毕业要求 8		√		√	
毕业要求 9	√		√		√
毕业要求 10		√		√	
毕业要求 11			√	√	
毕业要求 12		√	√		
毕业要求 13	√	√	√		√
毕业要求 14	√				
毕业要求 15	√		√		√

二、专业核心课程与专业特色课程

II Core Courses and Characteristic Courses

(一) 专业核心课程

设计美学、书籍设计、招贴设计、包装设计、广告推广策略、视觉识别系统设计

Core Courses : Design Aesthetics; Book Design; Poster Design; Packing Design; Advertisement Popularization Strategy; Vision Identification System Design.

(二) 专业特色课程

设计美学、书籍设计、广告推广策略、艺术采风、专业考察

Characteristic Courses: Design Aesthetics; Book Design; Advertisement Popularization Strategy; Landscape Painting; Professional Investigation.

附：毕业要求实现矩阵：

专业 核心 课程	专业 特色 课程	课程名称	视觉传达设计专业毕业要求														
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
		思想道德修养与法律基础									√	√			√		
		中国近现代史纲要									√	√					
		毛泽东思想和中国特色社会主义理论体系概论									√	√					
		马克思主义基本原理									√	√					
		军事理论									√	√					
		心理健康教育									√	√			√		
		体育									√	√					
		大学英语								√		√			√		√
		计算机艺术设计基础	√		√						√	√					
		专业导论	√								√	√					√
		素描	√	√													
		色彩	√	√													
		构成原理	√	√			√										
		艺术概论 A	√											√		√	√
		专业绘画基础	√		√		√										
		摄影基础	√		√												
		视觉设计语言基础				√		√	√								
		装饰绘画与图案	√			√	√		√			√					
		图形创意设计		√		√	√			√				√			
		字体设计与应用				√			√							√	
		印刷基础理论	√		√												
		插图表现 A					√										
		设计简史	√							√		√	√				
		作品赏析	√	√	√	√						√					
		包装结构设计	√	√	√	√			√								
		广告媒体研究	√	√		√								√	√		
		非物质文化遗产设计与推广	√	√		√						√					√
		标志设计				√		√	√		√						
		编排设计			√	√	√	√									
		视觉识别系统设计						√	√			√		√	√		

专业 核心 课程	专业 特色 课程	课程名称	视觉传达设计专业毕业要求														
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
√	√	书籍设计				√								√		√	√
		影视广告制作	√	√						√	√						
		POP 广告设计			√					√							
√		包装设计								√							
√		招贴设计										√		√	√		
		印刷媒体材料研究					√	√									
		空间展示设计				√				√							
		信息图表设计	√	√				√	√								
√	√	广告推广策略	√	√	√		√					√		√	√		
		专题设计 C					√		√					√	√		
√	√	设计美学					√							√			
		传统绘画语言与设计	√														
		综合材料创作		√	√												
		市场营销学										√	√		√		
		设计心理学	√	√	√								√		√		
		文案写作							√				√		√		
		声音表现和视觉传达	√	·√					√								
		网页艺术设计		√		√	√	√									
		场景设计								√	√						
		室内设计原理					√	√									
		产品结构设计							√		√						
		数字娱乐设计				√	√										
		短片拍摄	√	·√			√			√							
		军事训练	√														
		认识实习 (1)															
		认识实习 (2)															
		认识实习 (3)	√	√	√												
		认识实习 (4)															
	√	艺术采风	√														
	√	专业考察		√	√											√	√
		毕业实习	√		√			√				√	√		√		
		毕业论文(毕业设计)	√				√					√	√		√		

三、课程教学进程图

III Teaching Process Map

四、理论教学建议进程安排表

VIII Theory Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur					
通 识 课 程 Public Basic Courses	必 修 课 Required Courses	4220001110	思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48			8		1-6				
		4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese History	2	32					1-6				
		4220003110	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		1-6				
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48			8		1-6				
		1060001110	军事理论 Military Theory	1	32			16		1-4				
		1050001130	心理健康教育 Mental health education	1	16					1-2				
		4210001110	体育 1 Physical Education I	1	32					1				
		4210002110	体育 2 Physical Education II	1	32					2	体育 1			
		4210003110	体育 3 Physical Education III	1	32					3	体育 2			
		4210004110	体育 4 Physical Education IV	1	32					4	体育 3			
		4030002110	大学英语 A1 College English A I	3	64				16	1				
		4030003110	大学英语 A2 College English A II	3	64				16	2	大学英语 A1			
		4030004110	大学英语 A3 College English A III	3	64				16	3	大学英语 A2			
		4030005110	大学英语 A4 College English A IV	3	64				16	4	大学英语 A3			
		4040050110	计算机艺术设计基础 1 Fundamentals of Computer Art and Design I	3	48		40			1				
		4040051110	计算机艺术设计基础 2 Fundamentals of Computer Art and Design II	3	48		24			2				
					小 计 Subtotal	36	752		64	64	64			
		选 修 课 Elective Courses	创新创业类 Innovation and Entrepreneurship Courses	<p>全校学生要求至少取得 9 个学分,且必须选修艺术体育类课程中的艺术类相关课程,取得至少 2 个学分。理工科专业学生至少选修一门人文社科类或经济管理类课程,其他专业学生至少选修一门科学技术类课程。</p> <p>All students are required to obtain at least 9 credits, and must select art courses from <i>Art and Physical Education Courses</i> to obtain at least 2 credits. Science and engineering students should select at least one course from <i>Arts and Social Science Courses</i> or <i>Economy and Management Courses</i>, and other students should select at least one course from <i>Science and Technology Courses</i>.</p>										
人文社科类 Arts and Social Science Courses														
经济管理类 Economy and Management Courses														
科学技术类 Science and Technology Courses														
艺术体育类 Art and Physical Education Courses														

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
学 科 大 类 课 程	必修 Required Courses	4040270110	专业导论 Introduction to Art Design	1	16					1			
		4040301110	素描 Pencil Sketching	3	48					1	专业导论		
		4040300110	色彩 Color	3	48					1	素描		
		4040040110	构成原理 1 Compose Principle A I	4	64					1	色彩		
		4040041110	构成原理 2 Compose Principle A II	2	32					2	构成原理 1		
		4040303120	专业绘画基础 The basis of professional painting	3	48					2	素描		
		4040112110	摄影基础 Photography Fundamentals	3	48			40		2	素描		
		4040160110	艺术概论 A Introduction to Art A	3	48					2	专业导论		
		4040211110	装饰绘画与图案 Decorative Painting and Design	3	48					3	构成原理		
		4040141110	图形创意设计 Graphic Design	3	48					3	构成原理		
		4040214110	字体设计与应用 Font Design and Application	3	48					3	构成原理		
		4040166110	印刷基础理论 Print Handicraft	3	48					4			
		4040013110	插图表现 Illustration	3	48					4	图形创意设计		
		小 计 Subtotal				37	592			40			
	选修 Basic Disciplinary Courses	必修 Required Courses	4040309120	版式设计 Layout design	2	32					2		
			4040324120	作品赏析 Works Appreciation	2	32					2	专业导论	
			4040304120	设计简史 History of Design	3	48					3	艺术概论 A	
			4040002110	包装结构设计 The Packaging Structure Design	3	48					4	构成原理	
			4040043110	广告媒体研究 Media & Vehicle of Advertising B	3	48					4	专业导论	
			4040115110	非物质文化遗产的设计与推广 Design and Promotion of Intangible Cultural	2	32					6	广告媒体研究	
		选修 Elective Courses											
			小 计 Subtotal				15	240					
修读说明：要求至少选修 5 学分。 NOTE: Minimum subtotal credits: 5.													

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
专 业 课 程	必 修 课	4040006110	标志设计 Logo Design	3	48					4	字体设计 与应用		
		4040005110	编排设计 Layout Design	3	48					5	字体设计 与应用		
		4040117110	视觉识别系统设计 VI Design	3	48					5	标志设计		
		4040125110	书籍设计 Book Design	3	48					5	编排设计		
		4040169110	影视广告制作 Movie Ad. Design	3	48					5	广告媒体 研究		
		4040039110	POP 广告设计 Point of Purchase	3	48					6	字体设计 与应用		
		4040003110	包装设计 Packing Design	3.5	56					6	标志设计		
		4040188110	招贴设计 Poster Design	3	48					6	图形创意 设计		
		4040167110	印刷媒体材料研究 Print media Materials Research	3.5	56					6	印刷基础 理论		
		4040072110	空间展示设计 Design of Display Space	3.5	56					7	POP 广告 设计		
		4040156110	信息图表设计 Informational Graphics Design	3	48					7	编排设计		
		4040044110	广告推广策略 Strategy for Advertisement	3.5	56					7	广告媒体 研究		
		4040204110	专题设计 Project Design	3.5	56					7	包装设计		
		小 计 Subtotal				41.5	664						
	选 修 课	课	4040104110	设计美学 A Design Aesthetics A	3	48					4	艺术概论 A	
			4040022110	传统绘画语言与设计 The Language of Traditional Painting	3	48					4	素描	
			4040215110	综合材料创作 Compostive Medium	3	48					5	装饰绘画 与图案	
			4170134110	市场营销学 Marketing and Sales	3	48					5	广告媒体 研究	
			4040108110	设计心理学 Psychology in Design	2	32					6	市场营 销学	
		4040144110	文案写作 Copy Writing	2	32					6	广告媒体 研究		
		Elective Courses	4040472140	声音表现和视觉传达 Sound Performance and Visual Communication	2	32					7	艺术概论 A	
			4040350120	网页艺术设计 Webpage Design	2	32					7	计算机 艺术设计基	
			小 计 Subtotal				20	320					
修读说明：要求至少选修 15 学分。 NOTE: Minimum subtotal credits: 15													

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
个性化课程 Personalized Course	选修课 Elective Courses	4040020110	场景设计 Scene Design	3	48					3	素描		
		4040124110	室内设计原理 B Principles of Interior Design B	3	48					4	专业绘画基础		
		4040462120	产品结构设计 Product structure Design	2	32					5	包装结构设计		
		4040463120	数字娱乐设计 Digital Entertainment Design	2	32					6	编排设计		
		4040464120	短片拍摄 Short Film	3	48					7	影视广告制作		
		小 计 Subtotal			13	208							
		修读说明：学生可跨专业自主选择修读全校其他专业的课程，建议修读以上课程。要求至少选修 10 学分。 NOTE: Students can choose any courses from the other specialties, and are especially suggested to choose the courses above. Minimum subtotal credits: 10.											

五、集中性实践教学环节建议进程表

IX Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crs	建议修读学期 Suggested Term	第二专业 Second Major
1060002110	军事训练 Military Training	3	1.5	1	
4040250110	外出写生（艺术采风） Field Practice (Landscape Painting)	3	3	3	
4040265110	认识实习 1 Practice of Understanding I	1	1	2	
4040266110	认识实习 2 Practice of Understanding II	1	1	3	
4040267110	认识实习 3 Practice of Understanding III	1	1	4	
4040268110	认识实习 4 Practice of Understanding IV	1	1	5	
4040261110	专业考察（专业实习） Professional Investigation	3	3	5	
4040228110	毕业实习 Internship	4	4	6（暑期）	
4040221110	毕业设计 Graduate Design	17	11	8	
小 计 Subtotal		32.5	26.5		

六、修读指导

VI Recommendations on Course Studies

《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, a 16 hours/term with 2 credits course, is taught according to topics and tested at the end of the 7th term. The course will be arranged by the University Students' Affairs' Department in each school.

学院教学责任人：方 兴
专业培养方案责任人：方 卫

【环境设计专业】2015 版本本科培养方案

Undergraduate Education Plan for Specialty in Environmental Design (2015)

专业名称	环境设计	主干学科	艺术学
Major	Environmental Design	Major Disciplines	Art Theory
计划学制	四年	授予学位	艺术学学士
Duration	4 Years	Degree Granted	Bachelor of Arts
所属大类	艺术学类	大类培养年限	1 年
Disciplinary	Art	Duration	1 years

最低毕业学分规定

Graduation Credit Criteria

课程类 Course Classification 课程性质 Course Nature	通识课程 Public Basic Courses	学科大类课程 Basic Disciplinary Courses	专业课程 Specialized Courses	个性课程 Personalized Course	集中性实践 Practice Courses	课外学分 Study Credit after Class	总学分 Total Credits
必修课 Required Courses	36	36	40	\	26	\	190
选修课 Elective Courses	9	7	16	10	\	10	

一、培养目标与毕业要求

I Educational Objectives & Requirement

(一) 培养目标

- (1) 主要学习环境设计方面的基本理论和专业知识。
- (2) 具备创新设计的基本素质和交流、组织、设计策划能力。
- (3) 应用设计原理和方法解决各种设计问题。
- (4) 合理运用设计美学法则、结构与功能、材料与工艺等手段，协调环境与人的关系。
- (5) 着重培养在设计过程中解决问题的能力。

1. Students of this program are required to acquire basic theories and knowledge of environmental design.
2. Students of this program are required to master basic quality for innovation design as well as abilities of communication, organization, design and planning
3. Students of this program are required to develop abilities to solve practical problems by means of design principles and methods
4. Students of this program are required to deal with relations between environment and human beings through the application of design aesthetics.
5. Students of this program are required to structure and function and materials and techniques, and focus on the training of abilities for practical problem solving.

(二) 毕业要求

- (1) 掌握环境设计的基本理论、基本知识。
- (2) 掌握环境设计创作的专业技能和方法。
- (3) 具有独立进行环境设计实践的基本能力；并具有较高的审美能力和中外优秀文化艺术

术知识和修养。

- (4) 了解有关经济、文化、艺术事业的方针、政策及法规。
- (5) 了解国内外环境设计的发展动态。
- (6) 掌握文献检索、资料查询的基本方法。
- (7) 学生具有良好的思想素质、身体素质、心理素质、文化修养、社会道德和责任担当等人文素养。
- (8) 学生了解当代全球问题和社会问题，在现代设计中综合考虑经济、环境、法律、安全和伦理等制约因素。
- (9) 学生具有逻辑思维和辩证思维的能力，具有批判意识和求真务实的设计思维方法，具有创新意识，掌握基本的创新方法。
- (10) 学生掌握运用现代信息科技跟踪并获取信息的方法，熟练进行文献检索和资料查询。
- (11) 学生具有良好的口头和书面表达和交流能力，至少熟练掌握一门外语进行技术沟通和交流能力，并具有良好的团队意识和合作精神。
- (12) 学生能够胜任本专业入门级的职业岗位，具备研究生课程学习所需的认知和基础能力。
- (13) 学生具有进行终身学习的愿望和能力，具有适应设计创新不断发展的能力。

The graduates are also required to acquire the knowledge or abilities as follows:

1. Mastering fundamental theories and knowledge of environmental design;
2. Mastering professional skills and methods of environmental design creation;
3. Obtaining abilities of independent practice of environmental design, and having good competencies for appreciating aesthetics, cultures and art both at home and abroad;
4. Understanding the guidelines, policies and regulations concerning national economy, culture and art;
5. Understanding the development of environmental design both at home and abroad;
6. Mastering basic methods of literature retrieval and information inquiry.
7. The students have a good quality of physical, psychological, cultural enrichment, social ethics and responsibility.
8. The students know about contemporary global issues and social issues. They can consider the factors such as economic, environmental, legal, safety and ethical constraints. in modern design.
9. With the critical consciousness and pragmatic design ideas, the students have the ability of logical and dialectical thinking. They master the basic innovation, design methods.
10. The students master the method of tracking and obtaining information by using modern information technology and can skillfully query document retrieval and information.
11. Excellent verbal and written communication skills are necessary for student. They would at least master one foreign language to professional communication and would have good cooperation team spirit.
12. The students capable entry-level professional positions, postgraduate courses and basic cognitive .ability.
13. The students have the ability of lifelong learning and adapting to the evolving design innovation.

附：培养目标实现矩阵

	培养目标 1	培养目标 2	培养目标 3	培养目标 4	培养目标 5
毕业要求 1	✓		✓		✓
毕业要求 2			✓	✓	✓
毕业要求 3		✓	✓	✓	✓
毕业要求 4					
毕业要求 5		✓		✓	✓
毕业要求 6			✓		
毕业要求 7	✓				
毕业要求 8	✓				
毕业要求 9		✓	✓		✓
毕业要求 10		✓			✓
毕业要求 11	✓	✓			
毕业要求 12	✓	✓	✓	✓	✓
毕业要求 13	✓	✓	✓		

二、专业核心课程与专业特色课程

II Core Courses and Characteristic Courses

(一) 专业核心课程:

设计美学导论、素描、色彩、城市景观设计、旅游景观设计、园林景观设计、居住空间室内设计、商业空间室内设计、环境规划与设计、公共艺术设计、家具与陈设、壁画与雕塑等。

Core Courses: Design Aesthetics, Pencil sketching, Color, City Landscape Architecture, Tourism Landscape Design, Gardening Design, Living Space Interior Design, Commerce Space Interior Design, Environmental Planning and Design, Public Art Design, Furniture and Display, Mural and Sculpture, etc.

(二) 专业特色课程:

设计美学导论、城市景观设计、旅游景观设计、园林景观设计、居住空间室内设计、商业空间室内设计。

Characteristic Courses: Color, City Landscape Architecture, Tourism Landscape Design, Gardening Design, Living Space Interior Design, Commerce Space Interior Design.

附：毕业要求实现矩阵：

专业 核心 课程	专业 特色 课程	课程名称	环境设计专业毕业要求													
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	
		思想道德修养与法律基础							√	√			√			
		中国近现代史纲要 Outline of Contemporary and Modern							√	√						
		毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and Socialism							√	√						
		马克思主义基本原理 Marxism Philosophy							√	√						
		军事理论 Military Theory							√	√						
		心理健康教育 Mental health education							√	√			√			
		体育 1 Physical Education I							√	√						
		体育 2 Physical Education II							√	√						
		体育 3 Physical Education III							√	√						
		体育 4 Physical Education IV							√	√						
		大学英语 A1 College English A 1						√		√			√		√	
		大学英语 A2 College English A II						√		√			√		√	
		大学英语 A3 College English A III						√		√			√		√	
		大学英语 A4 College English A IV						√		√			√		√	
		计算机艺术设计基础 1 Fundamentals of Computer Art and	√					√		√						
		计算机艺术设计基础 2 Fundamentals of Computer Art and	√					√		√						
		专业导论 Introduction to Art Design	√					√		√					√	
		素描 Pencil Sketching	√	√												
		色彩 Color	√	√												
		构成原理 A 上 Compose Principle 1	√		√											
		构成原理 A 下 Compose Principle 2	√		√											
√		艺术概论 A Introduction to Art A	√		√						√					
		专业绘画基础 The basis of professional painting	√	√											√	
		摄影基础 A Photography Fundamentals	√													

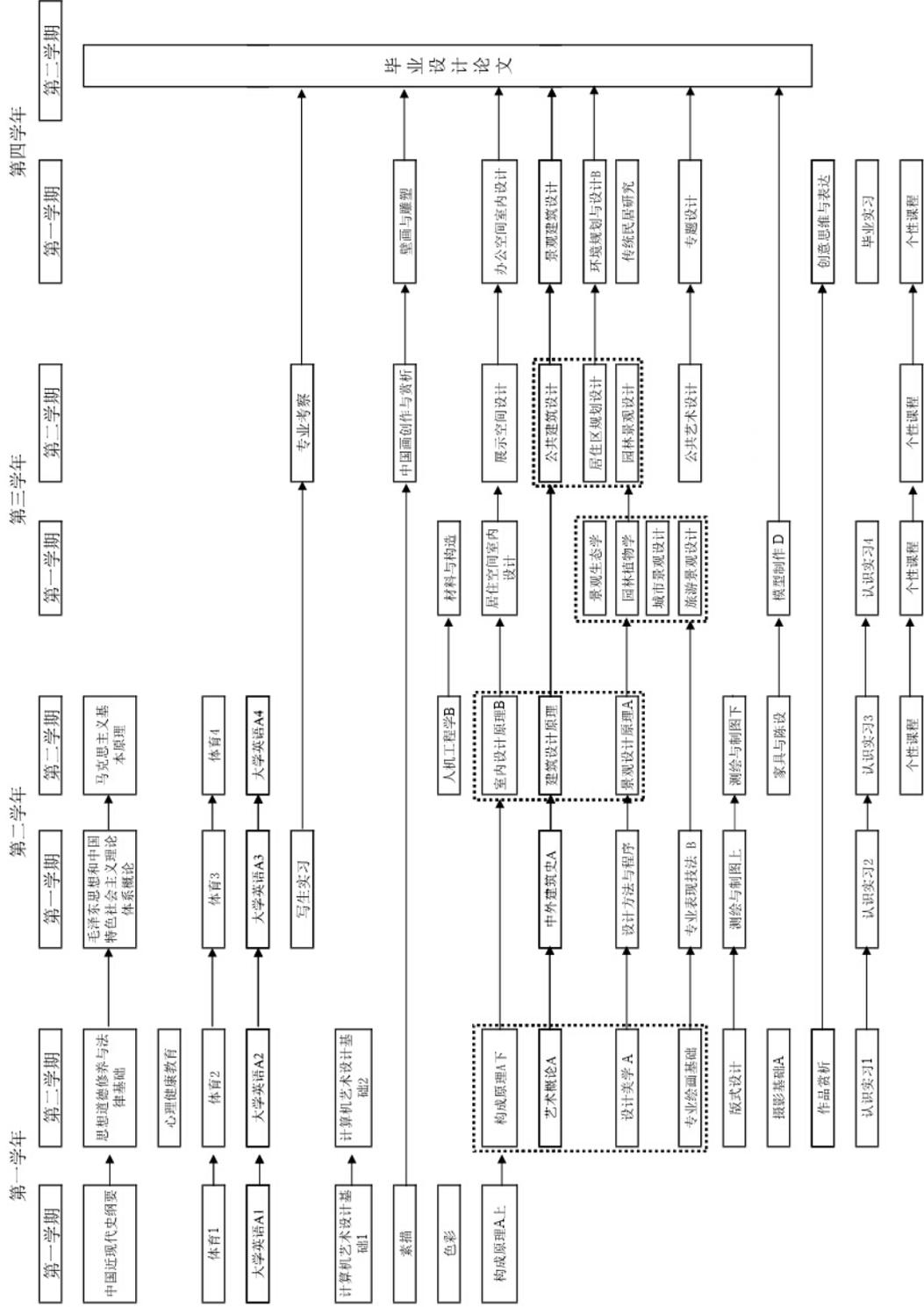
专业 核心 课程	专业 特色 课程	课程名称	环境设计专业毕业要求														
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)		
√		中外建筑史 A History of China and Foreign	√		√												
	√	设计美学 A Design Aesthetics A	√		√							√					
√		专业表现技法 B Professional Expression Skills B	√		√												
√		测绘与制图上 Surveying and Drawing 1	√		√	√											
√		测绘与制图下 Surveying and Drawing 2	√		√	√											
		版式设计 Layout design		√	√												
		作品赏析 Works Appreciation	√		√		√				√						
√		设计方法与程序 Design methods and procedures	√		√						√				√		
√		人机工程学 B Ergonomics Engineering B	√		√												
√		模型制作 D Model Making C	√		√												
		中国画创作与赏析 Creation and Appreciation of			√						√						
		创意思维与表达 Creative Thinking and Expression	√		√						√						
√		室内设计原理 B Principles of Interior Design B	√		√			√								√	
√		建筑设计原理 Principles of Architectural Design	√		√			√								√	
√		景观设计原理 A Principles of Landscape A	√		√			√								√	
√		材料与构造 Material and Structure	√		√	√											
√		园林植物学 Gardens Botany	√		√												
	√	居住空间室内设计 Living Space Interior Design		√	√		√	√									
	√	城市景观设计 City Landscape Architecture		√	√		√	√									
	√	旅游景观设计 Tourism Landscape Design		√	√		√	√									
	√	园林景观设计 Gardening Design		√	√		√	√									
	√	展示空间设计 Exhibition Space Design		√	√		√	√									
	√	商业空间室内设计 Commerce Space Interior Design		√	√		√	√									

专业 核心 课程	专业 特色 课程	课程名称	环境设计专业毕业要求														
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)		
	√	办公空间室内设计 Office Space Interior Design		√	√		√	√									
	√	环境规划与设计B Environment Planning and Design		√	√		√	√									
√		家具与陈设 Furniture and Display		√	√		√	√									
		景观生态学 Landscape Ecology	√	√	√		√	√									
		文化遗产与环境保护研究 Cultural Heritage and					√	√									
	√	公共艺术设计 Public Art Design		√			√	√									
		公共建筑设计 Public Building Design		√			√	√									
		居住区规划设计 Residential Planning and Design		√			√	√									
		传统民居研究 Traditional Residence Studies						√									
	√	壁画与雕塑 Mural and Sculpture		√			√	√									
	√	景观建筑设计 Landscape Architecture Design		√			√	√									
		专题设计 Thematic Design		√			√	√				√					
		设计方法学 Design Methodology	√								√	√			√		
		中国传统艺术 Chinese Traditional Art	√														
		陶艺设计 Ceramic Design		√													
		图形创意设计 Graphic Creative Design		√													
		快题设计 Clipping Design		√													
		军事训练 Military Training							√								
		认识实习 1 Practice of Understanding I			√												
		认识实习 2 Practice of Understanding II			√												
		认识实习 3 Practice of Understanding III			√												
		认识实习 4 Practice of Understanding IV			√												

专业 核心 课程	专业 特色 课程	课程名称	环境设计专业毕业要求													
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	
		外出写生（艺术采风） Field Practice (Landscape	√													
		专业考察（专业实习） Professional Investigation			√					√				√	√	
		毕业实习 Internship			√						√	√		√		
		毕业设计 Graduate Design			√					√	√	√		√		

三、课程教学进程图

III Teaching Process Map



四、理论教学建议进程表

IV Theory Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including						先修课程 Prerequisite Course	第二专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur	建议修读学期 Suggested Term				
通 识 课 程 Public Basic Courses	必 修 课 Required Courses	4220001110	思想道德修养与法律基础	3	48			8		1-6				
		4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese History	2	32					1-6				
		4220003110	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		1-6				
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48			8		1-6				
		1060003130	军事理论 Military Theory	1	32			16		1-4				
		1050001130	心理健康教育 Mental health education	1	16					1-2				
		4210001110	体育 1 Physical Education I	1	32					1				
		4210002110	体育 2 Physical Education II	1	32					2	体育 1			
		4210003110	体育 3 Physical Education III	1	32					3	体育 2			
		4210004110	体育 4 Physical Education IV	1	32					4	体育 3			
		4030002110	大学英语 A1 College English A 1	3	64				16	1				
		4030003110	大学英语 A2 College English A II	3	64				16	2	大学英语 A1			
		4030004110	大学英语 A3 College English A III	3	64				16	3	大学英语 A2			
		4030005110	大学英语 A4 College English A IV	3	64				16	4	大学英语 A3			
		4040050110	计算机艺术设计基础 1 Fundamentals of Computer Art and Design I	3	48			40		1				
		4040051110	计算机艺术设计基础 2 Fundamentals of Computer Art and Design II	3	48			24		2				
					小 计 Subtotal	36	752		64	64	64			
				创新创业类 Innovation and Entrepreneurship Courses	<p>全校学生要求至少取得 9 个学分，且必须选修艺术体育类课程中的艺术类相关课程，取得至少 2 个学分。理工科专业学生至少选修一门人文社科类或经济管理类课程，其他专业学生至少选修一门科学技术类课程。</p> <p>All students are required to obtain at least 9 credits, and must select art courses from <i>Art and Physical Education Courses</i> to obtain at least 2 credits. Science and engineering students should select at least one course from <i>Arts and Social Science Courses</i> or <i>Economy and Management Courses</i>, and other students should select at least one course from <i>Science and Technology Courses</i>.</p>									
				人文社科类 Arts and Social Science Courses										
		经济管理类 Economy and Management Courses												
		科学技术类 Science and Technology Courses												
		艺术体育类 Art and Physical Education Courses												

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including						先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur	建议修读学期 Suggested Term		
学 科 大 类 课 程 Basic Disciplinary Courses	必 修 课 Required Courses	4040388110	专业导论 Introduction to Art Design	1	16					1		
		4040301110	素描 Pencil Sketching	3	48					1		*
		4040300110	色彩 Color	3	48					1		*
		4040040110	构成原理 A 上 Compose Principle 1	4	64					1		*
		4040041110	构成原理 A 下 Compose Principle 2	2	32					2		*
		4040160110	艺术概论 A Introduction to Art A	3	48					2		
		4040303120	专业绘画基础 The basis of professional painting	3	48					2		
		4040112110	摄影基础 A Photography Fundamentals	3	48			40		2		
		4040197110	中外建筑史 A History of China and Foreign Architecture A	4	64					3		
		4040208110	专业表现技法 B Professional Expression Skills B	3	48					3		*
		4040011110	测绘与制图上 Surveying and Drawing 1	2	32					3		*
		4040012110	测绘与制图下 Surveying and Drawing 2	2	32					4		*
		4040104110	设计美学 A Design Aesthetics A	3	48					4		
			小 计 Subtotal		36	576			40			
	选 修 课 Elective Courses	4040309120	版式设计 Layout design	2	32					2		
		4040324120	作品赏析 Works Appreciation	2	32					2		
		4040317120	设计方法与程序 Design methods and procedures	2	32					3		*
		4040084110	人机工程学 B Ergonomics Engineering B	2	32					4		
		4040342120	模型制作 D Model Making C	2	32					5		*
4040193110		中国画创作与赏析 Creation and Appreciation of	2	32					6			
4040315120		创意思维与表达 Creative Thinking and Expression	2	32					7			
			小 计 Subtotal		14	224						
修读说明：要求至少选修 7 学分。 NOTE: Minimum subtotal class credits: 7												

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crts	学时分配 Including						先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur	建议修读学期 Suggested Term			
专 业 课 程	必修 Required Courses	4040124110	室内设计原理 B Principles of Interior Design B	3	48					3		*	
		4040399120	建筑设计原理 Principles of Architectural Design	3	48					4		*	
		4040069110	景观设计原理 A Principles of Landscape A	3	48					4		*	
		4040120110	居住空间室内设计 Living Space Interior Design	3	48					4		*	
		4040010110	材料与构造 Material and Structure	4	64					5		*	
		4040178110	园林植物学 Gardens Botany	3	48					5			
		4040121110	商业空间室内设计 Commerce Space Interior Design	3	48					5		*	
		4040065110	城市景观设计 City Landscape Architecture	3	48					5		*	
		4040066110	旅游景观设计 Tourism Landscape Design	3	48					5		*	
		4040067110	园林景观设计 Gardening Design	3	48					6		*	
		4040183110	展示空间设计 Exhibition Space Design	3	48					6		*	
		4040122110	办公空间室内设计 Office Space Interior Design	3	48					7		*	
		4040045110	环境规划与设计 B Environment Planning and Design B	3	48					7			
		小 计 Subtotal				40	640						
	选修 Elective Courses	4040332110	家具与陈设 Furniture and Display	3	48					4		*	
		4040424130	景观生态学 Landscape Ecology	3	48					5			
		4040308120	专题设计 Thematic Design	3	48					5			
		4040004110	壁画与雕塑 Mural and Sculpture	3	48					6		*	
		4040327120	公共建筑设计 Public Building Design	3	48					6			
		4040340120	居住区规划设计 Residential Planning and Design	3	48					6			
		4040436130	文化遗产与环境保护研究 Cultural Heritage and Environmental	3	48					7			
		4040024110	传统民居研究 Traditional Residence Studies	3	48					7			
		4040306110	公共艺术设计 Public Art Design	3	48					7			
4040064110		景观建筑设计 Landscape Architecture Design	3	48					7				
小 计 Subtotal				30	480								

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including						先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Ope-ration	实践 Prac-tice	课外 Extra-cur	建议修读学期 Suggested Term			
修读说明：要求至少选修 16 学分。 NOTE: Minimum subtotal class credits: 16													
个性化课程 Personalized Course	选修课 Elective Courses	4040343120	设计方法学 Design Methodology	3	48					3			
		4040191110	中国传统艺术 Chinese Traditional Art	3	48					4			
		4040455120	陶艺设计 Ceramic Design	3	48					5			
		4040141110	图形创意设计 Graphic Creative Design	3	48					6			
		4040465120	快题设计 Clipping Design	4	64					7			
		小 计 Subtotal											
		修读说明：学生可跨专业自主选择修读全校其他专业的课程，建议修读以上课程。要求至少选修 10 学分。 NOTE: Students can choose any courses from the other specialties, and are especially suggested to choose the courses above. Minimum subtotal credits: 10.											

五、集中性实践教学环节

V Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crs	建议修读学期 Suggested Term	第二专业 Second Major
1060002110	军事训练 Military Training	3	1.5	1	
4040265110	认识实习 1 Practice of Understanding I	1	1	2	
4040263110	认识实习 2 Practice of Understanding II	1	1	3	
4040264110	认识实习 3 Practice of Understanding III	1	1	4	
4040384120	认识实习 4 Practice of Understanding IV	1	1	5	
4040250110	外出写生（艺术采风） Field Practice (Landscape Painting)	3	3	3	
4040261110	专业考察（专业实习） Professional Investigation (Professional Practice)	3	3	6	
4040449130	毕业实习 Internship	3.5	3.5	7	
4040378120	毕业设计 Graduate Design	17	11	8	
小 计 Subtotal		33.5	26		

六、修读指导

VI Recommendations on Course Studies

《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, a 16 hours/term with 2 credits course, is taught according to topics and

tested at the end of the 7th term . The course will be arranged by the University Students' Affairs' Department in each school.

学院教学责任人：方 兴
专业培养方案责任人：王 刚

【产品设计专业】2015 版本本科培养方案

Undergraduate Education Plan for Specialty in Product Design (2015)

专业名称	产品设计	主干学科	艺术学 设计学
Major	Product Design	Major Disciplines	Arts Design
计划学制	四年	授予学位	艺术学学士
Duration	4 Years	Degree Granted	Bachelor of Art
所属大类	艺术学类	大类培养年限	1 年
Disciplinary	Art	Art Category	1 years
		Duration	

最低毕业学分规定

Graduation Credit Criteria

课程类 Course Classification 课程性质 Course Nature	通识课程 Public Basic Courses	学科大类课程 Basic Disciplinary Courses	专业课程 Specialized Courses	个性课程 Personalized Course	集中性实践 Practice Courses	课外学分 Study Credit after Class	总学分 Total Credits
必修课 Required Courses	36	37	42	\	26	\	190
选修课 Elective Courses	9	5	15	10	\	10	

一、培养目标与毕业要求

I Educational Objectives & Requirement

(一) 培养目标

- (1) 身心健康，具备良好的敬业精神、社会责任感和设计职业道德，关注当代全球和社会问题，具有创新意识、前瞻意识和引领意识。
- (2) 具有从事产品设计（含展示设计方向和数字艺术设计方向）领域科学研究、工程设计和设计服务等工作所需的基础理论、知识与设计应用能力，并能合理地利用设计原理和学科知识点解决设计工程问题。
- (3) 具有综合运用设计理论和创新设计为目的的产品设计、展示设计、数字艺术设计的系统应用能力。
- (4) 精通产品设计、展示设计和信息与交互设计系统的工具和软硬件技术。
- (5) 具有良好的口头和书面表达和交流沟通能力、良好的团队意识和合作精神，具有终身学习的能力。

1. With physical and mental health, the students are good professionalism, social responsible and ethical to design. They are concerned about contemporary social issues. At the same time, the students must have a sense of innovation, forward-thinking and leading consciousness.

2. The students have the basic theory, knowledge and ability to design applications required in the field of scientific research work, engineering and design services in product design (including display design and digital art direction). They also can solve design engineering problems by using design principles and knowledge.

3. The students have the system application capabilities .to product design, exhibition design, digital art and design by using comprehensive design theory and innovative design.

4. The students are proficient in hardware and software technology. of product design, exhibition design, and information interaction design .

5. The students have good oral and written expression and communication skills, good team spirit and cooperation. At the same time, they also have the ability of lifelong learning.

(二) 毕业要求

- (1) 学生掌握本专业领域所需的设计理论、专业技能以及相关的技术原理和设计管理知识。
- (2) 学生掌握本专业的基本理论知识和设计工程基础知识，能够利用设计方法进行自主创新、自主设计和自主解决与设计相关的实际问题。
- (3) 学生掌握产品设计学科系统的设计语言和创新能力，能理解设计系统的设计方法和步骤。
- (4) 学生能够对家用电器类产品进行用户研究和创新设计。
- (5) 学生能够对家具、家居类产品进行用户研究和创新设计。
- (6) 学生具备有关家电产品基本技术、一般的家电产品结构、数字产品的结构和信息交互系统的基本知识。
- (7) 学生具备产品初步模型、产品样机的表面处理、展示模型制作、信息交互模型的构建的制作能力。
- (8) 学生了解本专业的发展动态和前沿，熟悉设计领域的最新开发工具种类和发展方向。
- (9) 学生具有良好的思想素质、身体素质、心理素质、文化修养、社会道德和责任担当等人文素养。
- (10) 学生了解当代全球问题和社会问题，在现代设计中综合考虑经济、环境、法律、安全和伦理等制约因素。
- (11) 学生具有逻辑思维和辩证思维的能力，具有批判意识和求真务实的设计思维方法，具有创新意识，掌握基本的创新方法。
- (12) 学生掌握运用现代信息科技跟踪并获取信息的方法，熟练进行文献检索和资料查询。
- (13) 学生具有良好的口头和书面表达和交流能力，至少熟练掌握一门外语进行技术沟通和交流能力，并具有良好的团队意识和合作精神。
- (14) 学生能够胜任本专业入门级的职业岗位，具备研究生课程学习所需的认知和基础能力。
- (15) 学生具有进行终身学习的愿望和能力，具有适应设计创新不断发展的能力。

1.The students master related design theory, professional skills, technical principles and design management knowledge required. in the expertise area .

2.The students master the basic theory and design engineering knowledge. They have the abilities of independent innovation, design and solve practical problems by taking advantage of related design methods.

3.The students master the design language of product design disciplines and have the ability to innovate. Furthermore, they can understand the methods .of the system design.

4.The students are able to conduct user research and innovative design .for household appliances products.

5.The students are able to conduct user research and innovative design .for furniture, and household products.

6.The students master the basic knowledge about the basic technology, general structure of

household appliances. Meanwhile, they also master the knowledge about digital products structures and information exchange systems.

7.The students have the abilities of making the preliminary products model and surface treatment, display design and information exchange model.

8.The students to understand the developing trends and cutting-edge knowledge, familiar with the latest development tools, design type and direction related the professional field.

9.The students have a good quality of physical, psychological, cultural enrichment, social ethics and responsibility.

10.The students know about contemporary global issues and social issues. They can consider the factors such as economic, environmental, legal, safety and ethical constraints. in modern design.

11.With the critical consciousness and pragmatic design ideas, the students have the ability of logical and dialectical thinking. They master the basic innovation, design methods.

12.The students master the method of tracking and obtaining information by using modern information technology and can skillfully query document retrieval and information.

13.Excellent verbal and written communication skills are necessary for student. They would at least master one foreign language to professional communication and would have good cooperation team spirit.

14.The students capable entry-level professional positions, postgraduate courses and basic cognitive .ability.

15.The students have the ability of lifelong learning and adapting to the evolving design innovation.

附：培养目标实现矩阵

	培养目标 1	培养目标 2	培养目标 3	培养目标 4	培养目标 5
毕业要求 1		✓			
毕业要求 2		✓	✓		
毕业要求 3		✓	✓		
毕业要求 4		✓	✓		
毕业要求 5		✓	✓		
毕业要求 6		✓	✓	✓	
毕业要求 7		✓	✓	✓	
毕业要求 8			✓	✓	
毕业要求 9	✓				
毕业要求 10	✓				
毕业要求 11		✓	✓		
毕业要求 12		✓	✓	✓	
毕业要求 13					✓
毕业要求 14		✓	✓	✓	
毕业要求 15			✓		✓

二、专业核心课程与专业特色课程

II Core Courses and Characteristic Courses

(一) 专业核心课程：

艺术概论 构成原理 综合设计基础 设计方法学 模型制作 产品设计原理 专业表现技法 展示设计 交互技术基础 界面设计 交互设计

Introduction to Art Composition Principles Comprehensive Design Basis Design Methodology Model Making Principle of Product Design Professional Representation Display Design Fundamentals of Interactive Technology Interface Design Interactive Design

(二) 专业特色课程:

家电产品设计专题 交通工具设计专题 博物馆展示设计 交互设计 快题设计 商业展示设计 艺术采风 专业考察 毕业论文(设计)

Electrical Appliances Product Design Transport Design Project Museum Exhibition Design Interactive Design Quick Task Design Business Exhibition Design Landscape Painting Professional Investigation Graduate Thesis (Graduate Design)

附: 毕业要求实现矩阵:

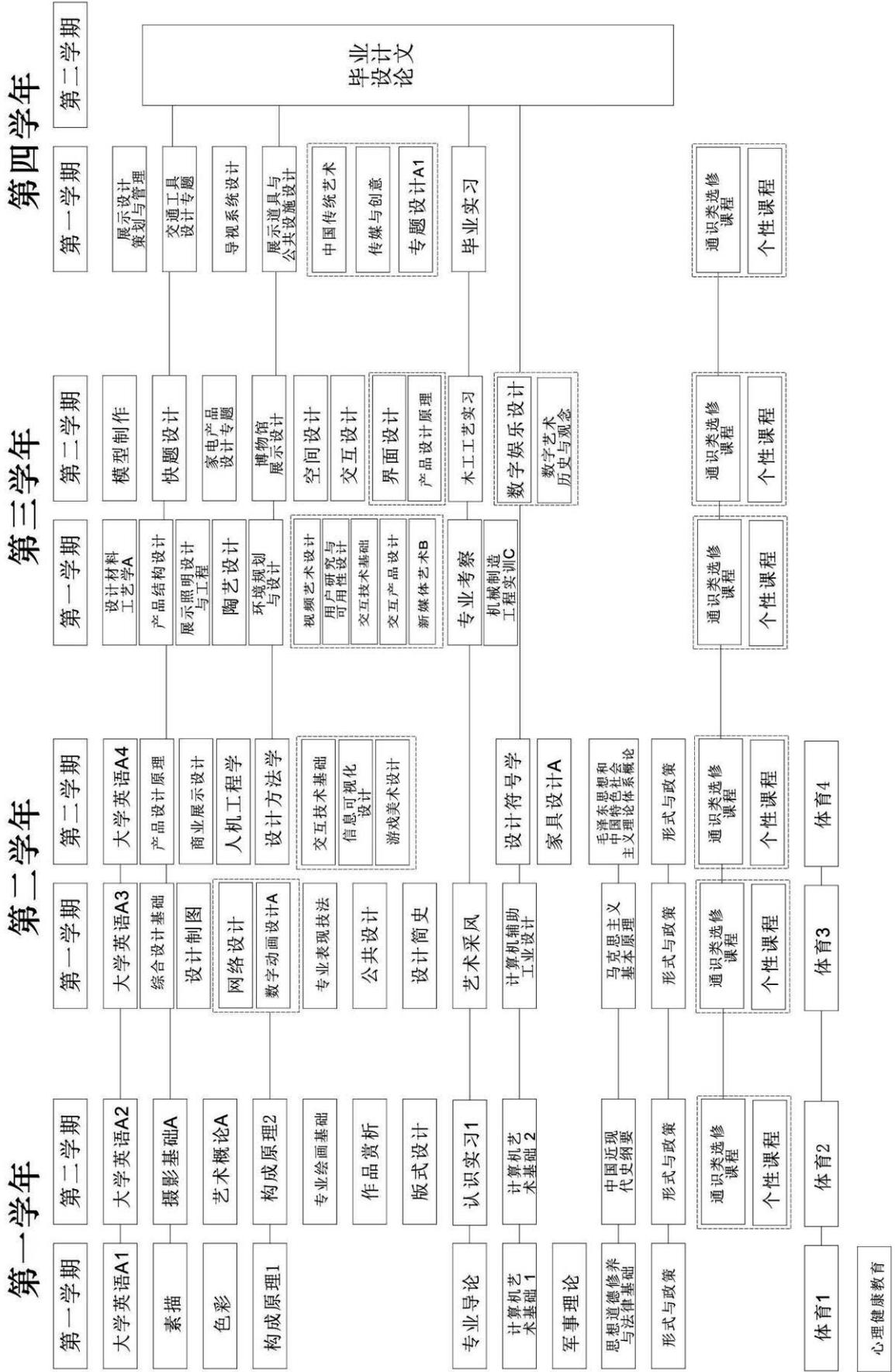
专业 核心 课程	专业 特色 课程	课程名称	产品设计专业毕业要求														
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
		思想道德修养与法律基础									√	√			√		
		中国近现代史纲要									√	√					
		毛泽东思想和中国特色社会主义理论体系概论									√	√					
		马克思主义基本原理									√	√					
		军事理论									√	√					
		心理健康教育									√	√			√		
		体育									√	√					
		大学英语							√		√			√		√	
		计算机艺术设计基础	√		√				√		√						
		专业导论	√						√		√						√
		素描	√	√													
		色彩	√	√													
		构成原理	√	√			√										
√		艺术概论	√														
		专业绘画基础	√		√		√										
		摄影基础	√		√												
√		专业表现技法	√	√	√		√										
√		综合设计基础	√	√		√	√										
√		设计方法学	√	√		√	√							√			
		作品赏析															

专业 核心 课程	专业 特色 课程	课程名称	产品设计专业毕业要求														
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
		版式设计	√		√												
		公共设计					√										
		设计简史	√							√							
		设计制图 A	√	√	√	√											
		计算机辅助工业设计	√	√	√	√											
		人机工程学	√	√		√											
		设计材料工艺学	√	√		√											
√		模型制作	√	√		√		√	√								
√		产品设计原理			√			√									
		产品结构设计			√			√	√								
√		家电产品设计专题				√							√				
√		交通工具设计专题											√				
√		快题设计			√								√				
√		商业展示设计											√				
√		博物馆展示设计															
		展示设计策划与管理											√				
		展示照明设计与工程											√				
		空间设计											√				
√		交互技术基础	√	√	√		√										
		信息可视化设计					√										
		网络设计															
		设计符号学															
		视频艺术设计															
		用户研究与可用性设计	√	√	√									√			
√		界面设计							√								
		数字动画设计 A							√								
		数字娱乐设计															
		专题设计 A1											√				
		设计符号学											√				
		陶艺设计							√								
√		交互设计											√				
		展示道具与公共设施设计	√	√									√				

专业 核心 课程	专业 特色 课程	课程名称	产品设计专业毕业要求														
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
		导视系统设计	√	√									√				
		环境规划与设计					√										
		家具设计 A					√										
		游戏美术设计											√				
		新媒体艺术 B															
		电子艺术历史与观念											√				
		中国传统艺术											√				
		传媒与创意											√	√			
		交互产品设计											√				
		机械制造工程实训 C	√	√													
		木工工艺实习	√	·√													
		交互设计实习	√	·√									√				√
		数字媒体设计实习	√	√													
		军事训练															
		认识实习 1															
	√	艺术采风															
	√	专业考察											√			√	√
		毕业实习											√	√		√	
	√	毕业论文(毕业设计)											√	√	√		√

三、课程教学进程图

III Teaching Process Map



四、理论教学建议进程表

IV Theory Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur					
通 识 课 程 Public Basic Courses	必 修 课 Required Courses	4220001110	思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48			8		1-6				
		4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese History	2	32					1-6				
		4220003110	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and	4	96			32		1-6				
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48			8		1-6				
		1060001110	军事理论 Military Theory	1	32			16		2-4				
		1050001130	心理健康教育 Mental health education	1	16					1-2				
		4210001110	体育 1 Physical Education I	1	32					1				
		4210002110	体育 2 Physical Education II	1	32					2	体育 1			
		4210003110	体育 3 Physical Education III	1	32					3	体育 2			
		4210004110	体育 4 Physical Education IV	1	32					4	体育 3			
		4030002110	大学英语 A1 College English A 1	3	64				16	1				
		4030003110	大学英语 A2 College English A II	3	64				16	2	大学英语 A1			
		4030004110	大学英语 A3 College English A III	3	64				16	3	大学英语 A2			
		4030005110	大学英语 A4 College English A IV	3	64				16	4	大学英语 A3			
		4040050110	计算机艺术设计基础 1 Fundamentals of Computer Art and Design I	3	48		40			1				
		4040051110	计算机艺术设计基础 2 Fundamentals of Computer Art and Design II	3	48		24			2				
					小 计 Subtotal	36	736		24	64	64			
		选 修 课 Elective Courses	创新创业类 Innovation and Entrepreneurship Courses	<p>全校学生要求至少取得 9 个学分，且必须选修艺术体育类课程中的艺术类相关课程，取得至少 2 个学分。理工科专业学生至少选修一门人文社科类或经济管理类课程，其他专业学生至少选修一门科学技术类课程。</p> <p>All students are required to obtain at least 9 credits, and must select art courses from <i>Art and Physical Education Courses</i> to obtain at least 2 credits. Science and engineering students should select at least one course from <i>Arts and Social Science Courses</i> or <i>Economy and Management Courses</i>, and other students should select at least one course from <i>Science and Technology Courses</i>.</p>										
人文社科类 Arts and Social Science Courses														
经济管理类 Economy and Management Courses														
科学技术类 Science and Technology Courses														
艺术体育类 Art and Physical Education Courses														

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
学 科 大 类 课 程 Basic Disciplinary Courses	必 修 课 程 Required Courses	4040162110	专业导论 Introduction to Specialty	1	16					1			
		4040301110	素描 Sketch	3	48					1	专业导论		
		4030300110	色彩 Color	3	48					1	素描		
		4040040110	构成原理 1 Composition Principles A I	4	64					1	色彩		
		4040041110	构成原理 2 Composition Principles A II	2	32					2	构成原理 1		
		4040302120	艺术概论 A Introduction to Art A	3	48					2	专业导论		
		4040303120	专业绘画基础 The Basis of the Professional Painting	3	48					2	素描		
		4040112110	摄影基础 A Photography Fundamentals A	3	48					2	素描		
		4040369120	专业表现技法 Professional Representation	5	80			60		3	素描		
		4040404130	综合设计基础 Comprehensive Design Basis	5	80					3	构成原理 2		
		4040097110	设计方法学 Design Methodology	5	80					4	综合设计基础		
		小 计 Subtotal				37	592			60			
		4040324120	作品赏析 Works Appreciation	2	32					2			
		4040001110	版式设计 Layout design	3	48					2			
		4040401130	公共设计 Public Design	3	48					3			
		4040304120	设计简史 Design Brief History	3	48					3	艺术概论 A		
小 计 Subtotal				11	176								
修读说明：要求至少选修 5 学分 NOTE: minimum subtotal credits:5.													

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur			
专 业 课 程	必 修 课	产品设计和展示设计方向的公共部分 Public Courses for Product Design and Exhibition Design										
		4040110110	设计制图 A Design Cartography A	5	80						3	专业绘画基础
		4040400130	计算机辅助工业设计 CAD Industrial Design	5	80						3	计算机艺术设计基础 2
		4040482140	人机工程学 Ergonomics Engineering	4	64						4	设计方法学
		4040095110	设计材料工艺学 A Design Materials Technology A	4	64						5	设计方法学
		4040077110	模型制作 A Model Making A	5	80	76					6	设计方法学
		小 计 Subtotal			23	368	76					
		产品设计方向 Product Design										
		4040015110	产品设计原理 Principle of Product Design	3	48						4	设计方法学
		4040028110	产品结构 Product Structural Design	3	48						5	综合设计基础
		4040421130	家电产品设计专题 Electrical Appliances Product Design	5	80	74					6	综合设计基础
		4040073110	快题设计 Quick Task Design	3	48						6	
		4040422130	交通工具设计专题 Transport Design Project	5	80						7	综合设计基础
		小 计 Subtotal			19	304	74					
		展示设计方向 Exhibition Design										
		4040185110	商业展示设计 Business Exhibition Design	3	48						4	设计制图 A
		4040154110	展示照明设计与工程 Exhibition Lighting Design and Engineering	3	48						5	综合设计基础
		4040008110	博物馆展示设计 Museum Exhibition Design	5	80						6	设计制图 A
		4040183110	空间设计 Space Design	3	48						6	综合设计基础
		4040007110	展示设计策划与管理 Exhibition Planning and Design	5	80						7	设计制图 A
		小 计 Subtotal			19	304						
		数字艺术方向 Digital Design										
		4040483140	网络设计 Web Design	5	80						3	
		4040346120	数字动画设计 A Digital Animation Design A	5	80						3	

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
		4040155110	信息可视化设计 Information Visualization Design	4	64					4			
		4040098110	设计符号学 Design Semiotics	3	48					4			
		4040175110	用户研究与可用性设计 User Research and Usability Design	3	48					5			
		4040057110	交互技术基础 Fundamentals of Interactive Technology	4	64					5			
		4040118110	视频艺术设计 Video Art Design	3	48					6			
		4040062110	界面设计 Interface Design	5	80					6			
		4040129110	数字娱乐设计 Digital Entertainment Design	5	80					6			
		4040201110	专题设计 A1 Project Design A1	5	80					7			
			小 计 Subtotal	42	672								
		产品设计和展示设计方向的公共部分 Public Courses for Product Design and Exhibition Design											
	选修课	4040098110	设计符号学 Design Semiotics	3	48					4	设计方法学		
		4040052110	家具设计 A Furniture Design A	4	64					4	构成原理 2		
		4040045110	环境规划与设计 Environment Planning and Design	3	48					5	构成原理 2		
		4040139110	陶艺设计 Ceramics Design	4	64	60				5	构成原理 2		
		4040127110	交互设计 Interactive Design	3	48					6	计算机艺术设计基础 2		
		4040182110	展示道具与公共设施设计 Display Property Design	3	48					7	设计方法学		
		4040147110	导视系统设计 Guidance System Design	3	48					7	设计方法学		
				小 计 Subtotal	23	320	60						
	Elective Courses	数字艺术方向 Digital Design											
		4040177110	游戏美术设计 Game Art Design	3	48	24					4		
		4040015110	产品设计原理 Principle of Product Design	3	48						4		
		4040056110	交互产品设计 Interactive Product Design	4	64						5		
		4040153110	新媒体艺术 B New Media Art B	4	64	48					5		
		4040475140	数字艺术历史与观念 History and concept of Digital Art	3	48						6		
		4040191110	中国传统艺术 Traditional Chinese Art	3	48						7		

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur			
		4040476140	传媒与创意 Media and Creative	3	64					7		
		小 计 Subtotal		23	320	72						
		修读说明：要求至少选修 15 学分 NOTE: minimum subtotal credits:15										
个性课程 Personalized Course	选修课 Elective Courses	4040030110	动画制作技法(包含原画) Techniques of Animation Making (Key Frame)	5	80					4		
		4040436130	文化遗产与环境保护研究 Cultural Heritage and Environmental	3	48					5		
		4040115110	市场调查方法 Marketing Research Methods	2	32					6		
		4040039110	POP 广告设计 Point of Purchase	3	48					6		
		4040315120	创意思维与表达 Creative Thinking and Expression	2	32					7		
				小 计 Subtotal		18	288					
		修读说明：学生可跨专业自主选择修读全校其他专业的课程，建议修读以上课程。要求至少选修 10 学分。 NOTE: Students can choose any courses from the other specialties, and are especially suggested to choose the courses above. Minimum subtotal credits: 10.										

五、集中性实践教学环节

V Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crs	建议修读学期 Suggested Term	第二专业 Second Major
1060002110	军事训练 Military Training	3	1.5	1	
4040238110	认识实习 1 Practice of Understanding I	1	1	2	
4040402130	艺术采风 Landscape Painting	3	3	3	
4040257110	专业考察 Professional Investigation	3	3	5	
4040227110	毕业实习 Internship	3	3	7	
4040219110	毕业论文(毕业设计) Graduate Thesis (Graduate Design)	17	11	8	
产品设计和展示设计方向 Product Design and Exhibition Design					
4080151110	机械工程实训 C Practice of Mechanical Manufacturing Engineering C	2	2	5	
4040234110	木工工艺实习 Practice of Woodwork and Crafts	1.5	1.5	6	

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crs	建议修读学期 Suggested Term	第二专业 Second Major
数字艺术方向 Digital Design					
4040231110	交互设计实习 Interactive Design	2	2	4	
4040249110	数字媒体设计实习 Practice of Digital Media Design	1.5	1.5	5	
小 计 Subtotal		33.5	26		

六、修读指导

VI Recommendations on Course Studies

《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, a 16 hours/term with 2 credits course, is taught according to topics and tested at the end of the 7th term . The course will be arranged by the University Students' Affairs' Department in each school.

学院教学责任人：方 兴

专业培养方案责任人：汤 军（产品设计、展示设计方向）
徐进波（数字艺术方向）

【工业设计专业】2015 版本本科培养方案

Undergraduate Education Plan for Specialty in Industrial Design (2015)

专业名称	工业设计	主干学科	机械工程、设计学
Major	Industrial Design	Major Disciplines	Mechanical Engineering, Design
计划学制	四年	授予学位	工学学士
Duration	4 Years	Degree Granted	Bachelor of Economics

最低毕业学分规定

Graduation Credit Criteria

课程类 Course Classification 课程性质 Course Nature	通识课程 Public Basic Courses	学科大类课程 Basic Disciplinary Courses	专业课程 Specialized Courses	个性课程 Personalized Course	集中性实践 Practice Courses	课外学分 Study Credit after Class	总学分 Total Credits
必修课 Required Courses	35	40	43.5	\	22.5	\	190
选修课 Elective Courses	9	5	15	10	\	10	

一、培养目标与毕业要求

I Educational Objectives & Requirement

(一) 培养目标

- (1) 身心健康，具备良好的文化修养、敬业精神、社会责任感和职业道德，关注当代全球和社会问题。
 - (2) 具备工业设计的原理、程序、方法以及设计表达等方面的全面基础素养。
 - (3) 具有适当处理工业设计与环境、用户、市场、功能、造型、色彩、结构、材料、工艺的相互关系，并将这些关系综合地表现在产品及交通工具设计上的综合实践能力。
 - (4) 了解工业设计的发展动态与趋势，具有一定的工业设计经历和经验。
 - (5) 具有良好的口头和书面表达和交流沟通能力、良好的团队意识和合作精神，具有终身学习的能力。
- (1) To develop high-quality animation talent with physical and mental health, having good cultural cultivation, professional spirit, the sense of social responsibility, concerning the contemporary global and social issues.
 - (2) To develop the Comprehensive basic accomplishment, such as the principles, progress, methods and presentation skills of industrial design.
 - (3) to develop the abilities of dealing with the relationships between industrial design and environment, user, market, function, form, color, structure, material, technology, and the abilities of performing industrial design with the comprehensive understanding of these relationships.
 - (4) To develop the understanding of trends and development of industrial design, having certain experience of performing industrial design.
 - (5) With good oral and written expression and communication skills, team consciousness and the team spirit and the ability to learn.

(二) 毕业要求

- (1) 学生掌握从事本专业领域工作所需的自然科学、社会科学和人文学科基础知识，了解相关的技术和社会发展趋势；
 - (2) 学生系统地掌握本专业领域的理论知识，主要包括设计基础、设计历史及理论、人机交互、可持续设计、服务模式及商业模式设计等基础知识；
 - (3) 学生全面地掌握本专业领域的工程知识，主要包括工业设计工程基础、设计材料及加工、人机工程等。
 - (4) 学生熟练地掌握本专业领域的应用技能，主要包括设计表现、模型制作、计算机及专业软件等。
 - (5) 学生熟练地掌握本专业领域的研究方法，主要包括用户研究、设计程序和方法等。
 - (6) 学生能够综合利用所学知识和技能，了解社会和消费者的需求，提出、分析和解决设计问题。
 - (7) 学生能够综合利用所学知识和技能，对产品的造型、结构、界面或交通工具的造型、内饰及其服务进行设计。
 - (8) 学生能够综合利用所学知识和技能，为产品或交通工具的策划、宣传、营销提供服务。
 - (9) 学生具有较强的创新意识，掌握基本的创新方法。
 - (10) 学生具有较强的审美和造型、配色、选材、装饰能力。
 - (11) 学生具有较强的社会责任感，对知识产权保护、可持续发展、通用性等有充分认识和一定实现能力。
 - (12) 学生具有较好的设计管理能力、不同专业和学科间交流沟通能力、团队合作能力。
 - (13) 学生具有良好的口头和书面表达和交流能力，至少熟练掌握一门外语进行技术沟通。
 - (14) 学生能够胜任本专业入门级的职业岗位，具备研究生课程学习所需的认知和基础能力。
 - (15) 学生具有进行终身学习的愿望和能力，具有适应工业设计不断发展的能力。
- (1) The students should master the basic knowledge of natural science, social science and Humanities that what is needed for performing the tasks of this professional field, understand the related trends of technology and society.
 - (2) The students should master systematically the theorial knowledge of this professional field, mainly including the basic knowledge of design foundations, design history and theories, human-product interaction, design for sustainability, Service patterns and business models design.
 - (3) The students should master comprehensively the engineering knowledge of this professional field, mainly including the basic knowledge of engineering foundations, materials, process and ergonomics.
 - (4) The students should master expertly the application skills, mainly including the skills of designing representation, prototype making, computer and professional softwares operating.
 - (5) The students should master expertly the research methodologies, mainly including the methods of user research, design procedure and method.
 - (6) The students are able to using comprehensively the learned knowledge and skills to understand the requirements of the society and customers, and are able to propose, analyze and solve the design problems.
 - (7) The students are able to using comprehensively the learned knowledge and skills to

design on the form, structure, interface of products, or the exterior, interior and services of vehicles.

- (8) The students are able to using comprehensively the learned knowledge and skills to provide services for the planning, propaganda, marketing of products or vehicles.
- (9) The students should have good senses of creation and innovation, grasp the basic methodology of creation and innovation.
- (10) The students should have strong abilities on beauty-appreciating, forming, color matching, material selecting, decorating.
- (11) The students should have strong social responsibility, have in-depth understanding and certain realizing ability on intellectual property protection, sustainable development, universality and so on.
- (12) The students should have good abilities on design management, communication between different disciplines and specializations, team-work.
- (13) The students should have good abilities on oral and written expression, communication skills, master at least a foreign language for technical communication.
- (14) The students should be qualified for the professional and related professional post at entry level, with cognitive and basic ability required by graduate students
- (15) Students should have the desire and ability of lifelong learning; have the ability to adapt to the development of industrial design.

附：培养目标实现矩阵

	培养目标 1	培养目标 2	培养目标 3	培养目标 4	培养目标 5
毕业要求 1	✓			✓	
毕业要求 2		✓			
毕业要求 3		✓	✓		
毕业要求 4	✓	✓	✓		
毕业要求 5	✓	✓	✓		
毕业要求 6	✓	✓	✓		
毕业要求 7		✓	✓	✓	
毕业要求 8		✓	✓	✓	
毕业要求 9		✓	✓		
毕业要求 10		✓	✓		
毕业要求 11	✓				
毕业要求 12	✓				✓
毕业要求 13					✓
毕业要求 14	✓	✓	✓	✓	✓
毕业要求 15					✓

二、专业核心课程与专业特色课程

II Core Courses and Characteristic Courses

(一) 专业核心课程：

设计概论、工业设计史、产品设计原理、产品形态设计、产品结构设计与机械产品设计、轻工产品设计、数码产品设计、汽车造型设计、汽车内饰设计、游艇设计。

Introduction of Design, History of Industrial Design, Product Design Theory, Form

Design of products, Structure Design of Products, Mechanic Product Design, Light Industrial Product Design, Digital Product Design, Exterior Design of Automobile, Interior Design of Automobile, Yacht Design

(二) 专业特色课程:

机械产品设计、汽车造型设计、游艇设计、产品结构设计。

Mechanic Product Design, Exterior Design of Automobile, Yacht Design, Structure Design of Products

附: 毕业要求实现矩阵:

专业 核心 课程	专业 特色 课程	课程名称	工业设计专业毕业要求														
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
		思想道德修养与法律基础	√														
		中国近现代史纲要	√														
		毛泽东思想和中国特色社会主义理论体系概论	√														
		马克思主义基本原理	√														
		军事理论	√														
		体育 1	√														
		体育 2	√														
		体育 3	√														
		体育 4	√														
		心理健康教育	√														
		大学英语 A1														√	
		大学英语 A2														√	
		大学英语 A3														√	
		大学英语 A4														√	
		大学计算机基础	√														
		设计编程				√											
		专业导论		√													
		高等数学 A1	√														
		高等数学 A2	√														
		素描 A1										√					
		素描 A2										√					
		色彩 A1										√					

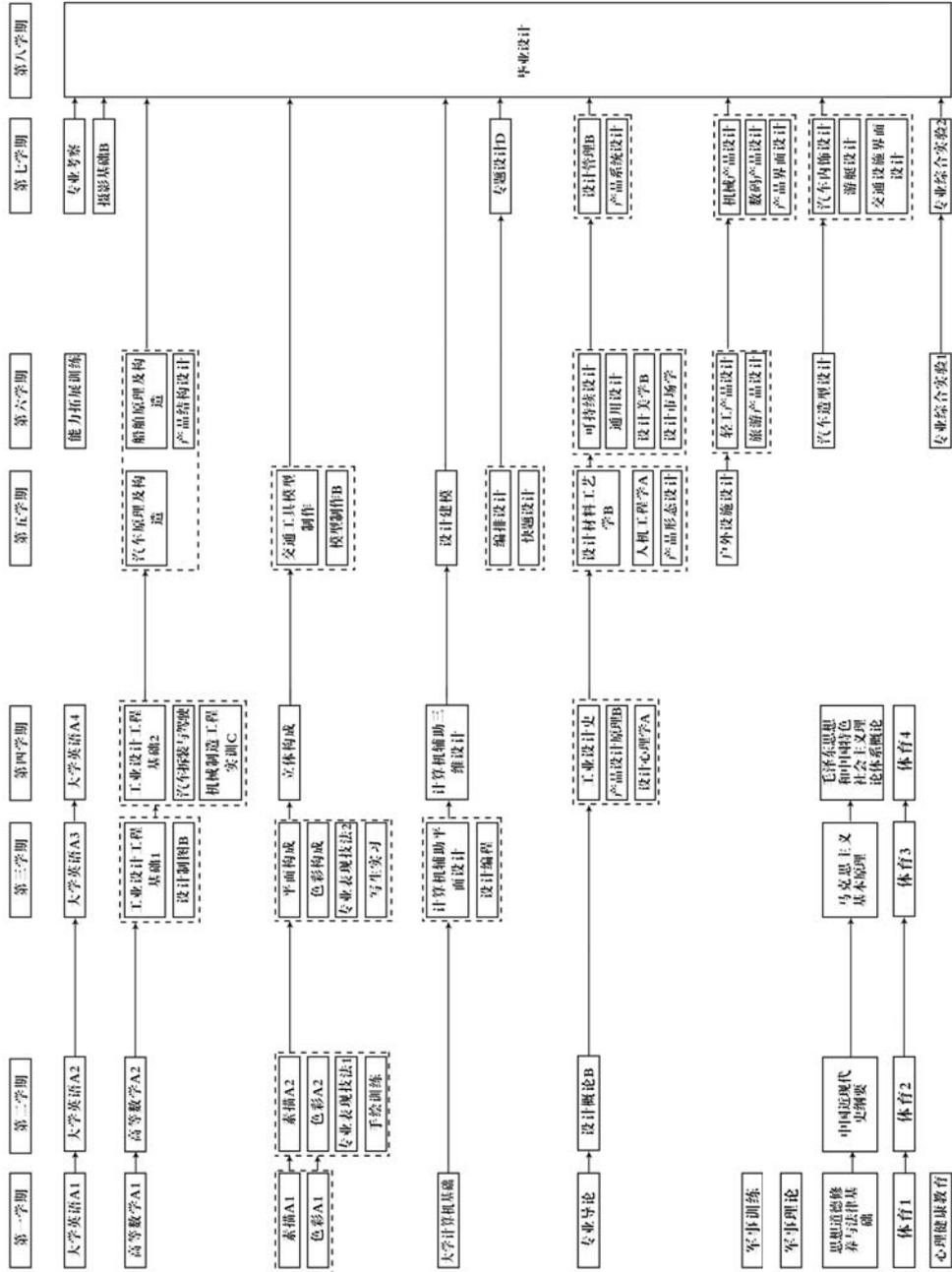
专业 核心 课程	专业 特色 课程	课程名称	工业设计专业毕业要求														
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
		色彩 A2											√				
		设计概论 B		√													
		平面构成											√				
		色彩构成											√				
		立体构成											√				
		工业设计史		√													
		产品设计原理 B		√													
		计算机辅助平面设计					√										
		计算机辅助三维设计					√										
		设计心理学 A		√				√									
		设计美学 B											√				
		设计市场学						√			√						
		专业表现技法 1					√										
		专业表现技法 2					√										
		设计制图 B				√				√							
		工业设计工程基础 1				√				√							
		工业设计工程基础 2				√				√							
		设计材料工艺学 B				√				√							
		产品形态设计											√				
		人机工程学 A				√											
		产品结构设计								√							
		专业综合实验 1								√		√					
		专业综合实验 2								√		√					
		轻工产品设计								√	√						
		机械产品设计								√	√						
		数码产品设计								√	√						
		模型制作 B					√										
		汽车造型设计								√	√						

专业 核心 课程	专业 特色 课程	课程名称	工业设计专业毕业要求														
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
		汽车内饰设计						√	√								
		游艇设计						√	√								
		交通工具模型制作				√											
		设计建模				√											
		编排设计								√							
		快题设计									√					√	
		可持续设计										√					
		通用设计										√					
		专题设计 D								√							√
		设计管理 B											√				
		摄影基础 B										√					
		产品系统设计							√				√				
		户外设施设计						√	√								
		旅游产品设计						√	√								
		产品界面设计						√	√								
		汽车原理及构造			√												
		船舶原理及构造			√												
		交通设施界面设计						√	√								
		军事训练											√				
		手绘训练				√											
		写生实习				√											
		汽车拆装与驾驶			√												
		机械制造工程实训 C			√												
		专业考察														√	√
		能力拓展训练			√												
		毕业设计（论文）						√	√	√	√	√		√		√	

三、课程教学进程图

III Teaching Process Map

第一学年 第二学年 第三学年 第四学年



四、理论教学建议进程表

IV Theory Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crts	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur			
通识课程 Public Basic Courses	必修课 Required Courses	4220001110	思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48			8		1-6		
		4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese History	2	32					1-6		
		4220003110	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		1-6		
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48			8		1-6		
		1060001010	军事理论 Military Theory	1	32			16		1-4		
		4210001110	体育 1 Physical Education I	1	32					1		
		4210002110	体育 2 Physical Education II	1	32					2	体育 1	
		4210003110	体育 3 Physical Education III	1	32					3	体育 2	
		4210004110	体育 4 Physical Education IV	1	32					4	体育 3	
		1050001110	心理健康教育 Mental Health Education	1	16					1-2		
		4030002110	大学英语 A1 College English A 1	3	64				16	1		
		4030003110	大学英语 A2 College English A II	3	64				16	2	大学英语 A1	
		4030004110	大学英语 A3 College English A III	3	64				16	3	大学英语 A2	
		4030005110	大学英语 A4 College English A IV	3	64				16	4	大学英语 A3	
		4120017110	大学计算机基础 Foundation of Computer	2	32		12			1		
		4040094110	设计编程 Programming of Design	3	48					3		
		小 计 Subtotal				35	720		12	64	64	
选修课 Elective Courses	创新创业类 Innovation and Entrepreneurship Courses			<p>全校学生要求至少取得 9 个学分,且必须选修艺术体育类课程中的艺术类相关课程,取得至少 2 个学分。理工科专业学生至少选修一门人文社科类或经济管理类课程,其他专业学生至少选修一门科学技术类课程。</p> <p>All students are required to obtain at least 9 credits, and must select art courses from <i>Art and Physical Education Courses</i> to obtain at least 2 credits. Science and engineering students should select at least one course from <i>Arts and Social Science Courses</i> or <i>Economy and Management Courses</i>, and other students should select at least one course from <i>Science and Technology Courses</i>.</p>								
	人文社科类 Arts and Social Science Courses											
	经济管理类 Economy and Management Courses											
	科学技术类 Science and Technology Courses											
	艺术体育类 Art and Physical Education Courses											

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
学 科 大 类 课 程 Basic Disciplinary Courses	必 修 课 Required Courses	4040059110	专业导论 Introduction of vehicle design	1	16					1			
		4050063110	高等数学 A1 Higher Mathematics A I	5	80					1			
		4050064110	高等数学 A2 Higher Mathematics A II	5	80					2	高等数学 A1		
		4040130110	素描 A1 Sketch A I	4.5	72			56		1			
		4040131110	素描 A2 Sketch A II	4.5	72			56		2	素描 A1		
		4040085110	色彩 A1 Painting A I	3	48			24		1			
		4040086110	色彩 A2 Painting A II	5	80			40		2	色彩 A1		
		4040100110	设计概论 B Introduction of Design B	2	32					2			
		4040080110	平面构成 Planar Composition	2	32					3			
		4040092110	色彩构成 Color Composition	2	32					3	平面构成		
		4040075110	立体构成 Three-Dimensional Composition	2	32					4			
		4040036110	工业设计史 History of ID	2	32					4			
		4040015110	产品设计原理 B Product Design Theory B	2	32					4	工业设计史		
				小 计 Subtotal	40	640			176				
	选 修 课 Elective Courses	4040048110	计算机辅助平面设计 CAD of Plane	3	48					3			
		4040049110	计算机辅助三维设计 CAD of 3-Dimension	3	48					4			
		4040108110	设计心理学 A Design Psychics A	2	32					4			
		4040105110	设计美学 B Design Aesthetics	2	32					6			
4040106110		设计市场学 Marketing of Design	2	32					6				
				小 计 Subtotal	12	176							
修读说明：要求至少选修 5 学分 NOTE: Minimum subtotal credits: 5.													

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crts	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
专 业 课 程 Specialized Courses	必 修 课 Required Courses	4040206110	专业表现技法 1 Skills of Express I	2	32					2			
		4040207110	专业表现技法 2 Skills of Express II	2.5	40					3	专业表现技法 1		
		4040111110	设计制图 B Design Graphing B	4	64					3			
		4040034110	工业设计工程基础 1 Basis of Industrial Design Engineering I	2.5	40					3			
		4040035110	工业设计工程基础 2 Basis of Industrial Design Engineering II	2.5	40					4	工业设计工程基础 1		
		4040096110	设计材料工艺学 B Design Materials and Technology B	3	48					5			
		4040018110	产品形态设计 Form Design of products	3	48					5			
		4040083110	人机工程学 A Human Factors Engineering A	3	48					5			
		4040014110	产品结构 Structure Design of Products	3	48					6	工业设计工程基础 2		
		4040370120	专业综合实验 1 Experiment on specialized field I	2	64					6			
		4040371120	专业综合实验 2 Experiment on specialized field II	2	64					7			
		产品设计方向											
		4040480140	产品模型制作 Modeling	5	80					5			
		4040429130	轻工产品设计 Light Industrial Product Design	4	64					6			
		4040419130	机械产品设计 Mechanic Product Design	2.5	40					7			
		4040479140	数码产品设计 Digital Product Design	2.5	40					7			
		交通工具设计方向											
		4040481140	交通工具模型制作 Modeling B	5	80			40		5			
		4040082110	汽车造型设计 Exterior Design of Automobile	4	64			32		6			
		4040081110	汽车内饰设计 Interior Design of Automobile	2.5	40					7			
		4040176110	游艇设计 Yacht Design	2.5	40					7			
		小 计 Subtotal				43.5	760		40				

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
选修课 Elective Courses		4040103110	设计建模 Design Modeling	2.5	40					5			
		4040005110	编排设计 Layout design	3	48					5			
		4040074110	快题设计 Clipping Design	2	32					5			
		4040341120	可持续设计 Design for Sustainability	3	48					6			
		4040348120	通用设计 General Design	4	64					6			
		4040205110	专题设计 D Project Design D	2	32					7			
		4040102110	设计管理 B Management of Design	2	32					7			
		4040113110	摄影基础 B Fundamental of photography B	2	32			20		7			
		4040017110	产品系统设计 System Design of Products	2	32					7			
		产品设计方向（三选二，5 学分）											
		4040418130	户外设施设计 Outdoor Facilities Design	3	48					5			
		4040427130	旅游产品设计 Design of Tourism Products	2	32					6			
		4040411130	产品界面设计 Product Interface Design	2.5	40					7			
		交通工具设计方向（三选二，5 学分）											
		4090058110	汽车原理及构造 Principle and Structure of Automobile	3	48					5			
		4040216110	船舶原理及构造 Principle and Structure of Ship	2	32					6			
		4040060110	交通设施界面设计 Interface Design of Traffic Equipment	2.5	40					7			
		小 计 Subtotal				25	400			20			
		修读说明：要求至少选修 15 学分 NOTE: Minimum subtotal credits: 15.											
		个性化课程 Personalized Course	选修课 Elective Courses	修读说明：学生可跨专业自主选择修读全校其他专业的课程，要求至少选修 10 学分。 NOTE: Students can choose any courses from the other specialties, Minimum subtotal credits: 10.									

五、集中性实践教学环节

V Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crts	建议修读学期 Suggested Term
1060002110	军事训练 Military Training	3	1.5	1
4040248110	手绘训练 Sketch Training	1	1	2 (暑期)
4040252110	写生实习 Sketch Practice	2	2	3
4090085110	汽车拆装与驾驶 Vehicle Maintenance and Driving	2	2	4
4080151110	机械制造工程实训 C Machinery Manufacturing Engineering Practice B	2	2	4
4040256110	专业考察 Academic Practice	2	2	7
4040384120	能力拓展训练 Professional ability development	1	1	6 (暑期)
4040224110	毕业设计 (论文) Graduate Design (Thesis)	17	11	8
小 计 Subtotal		30	22.5	

六、修读指导

VI Recommendations on Course Studies

《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, a 16 hours/term with 2 credits course, is taught according to topics and tested at the end of the 7th term . The course will be arranged by the University Students' Affairs' Department in each school.

学院教学责任人：方 兴
专业培养方案责任人：吕杰锋