

## Selected Course Introduction

### 1. Constitution Design

By instructing the constitution of 2D form and color, the course enables students to grasp the basic cognition of visual form and normal creative skills. The course also develops students' recognition of visual form and modeling on the basis of (from two aspects) 2D forms and color, enhancing their aesthetic principle and ability in visual art.

### 2. Color Design

This course is designed for enabling students to grasp the related knowledge about color. The aim is to conduct the color design by using the basic knowledge of color. Through the analysis of color scheme and color language, students can explore the characteristic and expression of color. In the end, students can flexibly create art designs by employing the modeling abilities of the color.

### 3. Design Sketching

The course requires students to master some basic theoretical knowledge about design sketching, space, form, structure, light and shade, methods of observation, expression of design sketching, and the application of tools and materials. It aims to nurture students' ability of observation and sketching. Moreover, it also develops students' ability to express the structure and form of objects, adopt diverse observation methods; thus, students' sense of aesthetics and ability of modeling are enhanced.

### 4. A General History of Foreign Art

The course displays art achievements of different regions, peoples, and nations, so as to broaden students' cross-cultural horizons, to construct their multicultural value, to improve their perception and theoretical analytical ability on foreign art development, to enrich their knowledge of art theory, and to lay a solid theoretical foundation for the professional learning.

### 5. A General History of Chinese Art

The course enables students to comprehensively understand the Chinese civilization history and art tradition, to be familiar with the developing procedure and law of Chinese art. This course leads students to interpret the aesthetic language of Chinese traditional art, and to form a broad art vision.

### 6. A History of Chinese Art and Craft

The course focuses on the development and evolution of Chinese ancient arts and crafts in different periods, and enables students to grasp the form, color, and pattern of traditional Chinese arts and crafts. This course stimulates students' interests in traditional Chinese arts, so as to make students use traditional Chinese art elements skillfully in their design, which lays a solid theoretical foundation for professional learning.

### 7. Basic Design Expression

Basic Design Expression enable students to express a live object on the graphic through a deep study about graphic. Finally the ability of forming expression will be shaped. During the training, the expression method should be multiple in order to cultivate students' divergent thinking and creative thinking. And enable students to achieve the transition from the pure "expression" to "creativity and application" .

#### 8. Space Form

This course provides a learning process, in which 2D form, 2.5 D form, and 3D form will be learned by students step by step. Besides the 2D form, aspects in three-dimensional space form such as volume, space, material will be involved. Space Form aims to investigate the structural relationship among material forms in the three-dimensional space, including form creation, material usage, visual space, and so on.

#### 9. Design Form

The course provides a learning process from 2D to 3D expression, achieving the transition from "pure expression" to "creativity". It trains students to grasp material and its texture, volume construction, and space shape in 3D form, to develop the comprehensive expression ability, and to master the basic rule of 3D form modeling.

#### 10. Investigation and Analysis on Design Elements

Based on the research and analysis on Design Elements, this course intends to cultivate students' design thinking and make them learn the way to obtain design inspiration, so that students can develop the ability of analyzing design work and its constituent elements, and of searching for any forms and languages suitable to design in life. In this course, students need carry out the investigation into Chinese traditional cultural relics, thus understanding and analyzing the visual symbols and language in the Chinese traditional culture background.

#### 11. Design and Materials

The course requires students to dissect, reconstruct and exploit the expressivity of materials on the basis of understanding of materials' performance and characteristics, so that students can make a good use of materials to create a fairly complete design work. This course highlights learning of material applications, and ultimately aims to comprehensively use multiple design languages to achieve the interdisciplinary practice between creation and design.

#### 12. Computer Aided Design 1

The course is a kind of experimental course, providing students with systematic computer training to cultivate their computer ability. Through this course, students learn the digital image processing, command the related image processing and the basic operate skills of common two dimensional image processing software including Photoshop and Illustrator, and be proficient in employing graphic software

in graphic design.

### 13. Computer Aided Design 2

By basic knowledge learning and detailed cases analyzing, students are supposed to use design software to systematically express design thinking and creativity. This course requires students to command software like CAD, 3ds max (or SU), thus enhancing students' practical ability and developing their ability to analyze and interpret design drawings.

### 14. Expression of Traditional Chinese Art

The course enables students to learn the expression techniques of traditional Chinese art. Based on learning the traditional expression techniques, this course leads students to explore traditional Chinese forming language, thus enables students to possess the basic expression ability of traditional techniques with a good nature of Chinese traditional culture, and to characterized the design work by national and cultural features.

### 15. Expression of Thinking and Creativity

The course is designed for improving students' initiative to create by developing their logic capability and imagination. Through "Discovery- Association- Design" thinking pattern training, this course cultivates students' ability to combine analytical thinking in design with visual expression in art, which helps students understand cultural and aesthetic traits of design and lays the foundation of designing thinking for students.

### 16. Graphic Design

Graph is a form of visual communication. In this course, students learn to apply the basic language of graphs to convey specific information by learning basic creativity and expression of graphs. This course enables students to use various ways of expression to present creativity concentrating on graphs. Not only do students' works reflect their deep thinking and creative expression on graphic forms, but also are concern about the underlying meaning and concepts behind graphs.

### 17. Design and Market Analysis

The course involves three steps: theory explanation, students' investigation and projects analysis. In this course, cases are elaborated in detail to explain the relationship between design and market, and methods of market research are taught as well. Thus this course enables students to cultivate the ability to design based on the market research, and to pay close attention to the relationship between native brands and the Chinese market.

### 18. Layout Design

By instructing the constituent elements of layout and composition, form rules, visual principles, and design methods, this course helps students grasp the basic theoretical knowledge of layout and composition

and master various design methods to complete design project independently.

#### 19. Graduation Design

The course Graduation Design consists of three steps: graduation design, graduation thesis, and thesis oral defense. This course serves as a comprehensive examination of undergraduate professional knowledge. Thus, through this course, students' professional knowledge and skills learned can be systematically applied on one hand, on the other hand, students' own comprehensive quality, such as expression ability, perception ability, imagination ability, is realized in this course. The achievement of Graduation Design emphasize on service, scientificity, rationality and artistry.

#### 20. Graduation Practice

This course indicates that students, having completed the undergraduate curriculum, participate in the real project. Students should be familiar with the real project process, and combine the theoretical knowledge with the real project. Thus, students' independent problem-solving ability and their teamwork spirit are cultivated in this course by employing the professional knowledge and related basic knowledge to solve technical problems.

#### 21. Independent Research

Independent Research is a high-level course based on students' comprehensive understanding and application for undergraduate knowledge. That is to say, this course demands on some basic qualities, such as students' thinking ability, observation ability, operational ability, and interests, etc. In this course, students, according to their own academic interests, have the right to choose a supervisor in a similar direction, and independently conduct the research under the guidance of their supervisors.

#### 22. Engineering Drawing

This course serves as a fundamental course for students firstly stepping into rational engineering drawing from perceptual hand-drawing. This course requires students to deeply understand the various drawing methods, tools and drawing specification, and to command the basic methods of drawing and identifying images in the art design, thus cultivating students' thinking and skills of engineering drawing.

#### 23. Design Rendering

This course focuses on software production methods and hand-drawing of various indoor and outdoor environment rendering. This course involves three stages: basic courses, specialization courses, and fast training courses, thus cultivating students' ability to accurately use rendering to clearly express design ideas and design achievements.

#### 24. Model Making

This course is targeted at practical skill learning, with focus on model making, model materials and tools selection. This course aims to improve students' design ability and creative thinking by enabling them to master thinking expression at different design stages of architecture and landscape.

#### 25. Ergonomics

Ergonomics is a scientific discipline concerned with the understanding of interactions among humans, machines and work environment. This course enables students to master the basic theories of Ergonomics based on the theory learning and the design practicing. Students will dig out problems between humans and machines in the design product and then creatively raise solutions according to the principles and methods in Ergonomics.

#### 26. Living Space Design

In this course, the basic concepts of living space design, and its design elements are presented. Besides, the relationship between indoor design and other disciplines such as ergonomics and psychology is also instructed in this course. Integrating national characteristics, local characteristics and the characteristics of the times, students in this course command the method for analyzing and exploring office space design, and develop the design capacity.

#### 27. Interior Decoration Design

In this course, the basic concepts and design elements and style of interior decoration design, its design elements and styles are presented in this course. Integrating national characteristics, local characteristics and the characteristics of the times, students in this course command the method for analyzing and exploring interior decoration design, and develop the design capacity.

#### 28. Interior Product Design

The course emphasizes the combination of theories related to interior product design and design practice. Theoretical study, design research and design analysis are conducted by linking with specific projects. This course guides students to deeply explore people's potential demand for the indoor product, to realize the comprehensive relation of indoor product in form, function, emotion, life style. The output of this course is to design a creative interior product.

#### 29. Office Space Design

In this course, the basic concepts of office space design, its design elements, and the practical function and mental function are presented in this course. Besides, the relationship between space design and other disciplines such as ergonomics and psychology is also instructed in this course. Integrating national characteristics, local characteristics and the characteristics of the times, students in this course command the method for analyzing and exploring office space design, and develop the design capacity.

#### 30. Commercial Space Design

This course aims to enable students to learn the concepts, history and trend of commercial space design, and also the commercial space's location and function, and elements in commercial space design. Students in this course should integrate the local characteristics, national characteristics and the characteristics of the times to analyze and explore the designing methods of commercial space, thus mastering the design capacity.

#### 31. Design Investigation

Design Investigation

This course is an investigation course in Art Design College. Based on field survey, recording and plating, students in this course are required to apply basic theoretical of environment space into practice, thus getting a systematic understanding of art design, helping own design, and accumulating design experience.

### 32. Font Design

The course enables students to grasp the basic theoretical knowledge related to both Chinese and Western fonts, and master the rules, characteristics, and usage of various fonts systematically. And, this course further cultivates students' ability to design new fonts and to design based on different subjects.

### 33. Interactive Media Design

The course displays basic research based on network interactive media design, aiming to enable students to command the latest technology, to learn the trend of information technology, and to improve their own social competence. This course requires students to master the international popular Web design software: DREAMWEAVER and FLASH. Through the learning of these software, students are demanded to construct a website on the Internet with a certain visual effects.

### 34. Book Design

The course aims to make students systematically understand the purpose, task and formal language of book design, explore the styles and features of Chinese books deeply, understand the binding materials, ways of binding, and master the concepts of format, binding and cost control of books of various specifications.

### 35. Cooperation Identity Design

Cooperation Identity Design is a specialization main course. As a strategic method, Cooperation identity design is the implementation of intangible assets of enterprises, and refers to the most intuitive realization of cooperation identity. Through this course, students can get an overall understanding of the background information and development of cooperation identity design. By learning the current related design task, students can grasp the related knowledge of cooperation identity design and obtain the research ability to design cooperation identity. Students can grasp the special cognition on Chinese market by studying Chinese local brand.

### 36. Brand Design and Promotion

The course focuses on brand planning, brand visual design, and brand promotion design. This course requires students to grasp the basic concepts of brand and advertising, master the specific procedures and contents in brand planning and promotion, and accurately learn the relationship among brand communication media. In this way, students in this course obtain a complete understanding of brand design and promotion.

### 37. Commercial Photography

The course aims to enable students, based on the learning of advertisement objectives, targeting, objects, and expression, to master the creative techniques and expression of advertising photography, to understand

the skills of photography and basic knowledge, to learn the working principle of modern television advertisement, and to express the product function and promote the commercial activities and corporate image by the sharp creativity and video. In addition, this course lays emphasis on the understanding of the video features and image reproduction of products containing Chinese elements.

#### 38. Creativity of Film and Video Advertisement

The course enables students to understand the theory and principle of the creativity and expression of film and video advertisement, as well as its features and rules, and to master the major methods and related skills of the creativity and expression of film and video advertisement. Meanwhile, advertisement culture forms with Chinese characteristics and the creativity of film and video advertisement emerged from the Chinese culture and history will be emphasized and learned in this course.

#### 39. Information Design

Information Design is an information-oriented course taking information as the starting point, and researches into the visual communication methods of information. By instructing information design's concepts, functional requirements and design methods, this course enables students to command the methods of information processing and integrating, and to obtain the ability to use the form of visual language to present information in the most lucid design.

#### 40. Post-production and Special Effect for Film and Video

The course serves as a bridge from the classroom to the society for students. In this course, students need conduct an investigation into commercial advertisement market in China and the domestic companies of film and television production. This course highlights the combination between classroom knowledge and practical investigation, so as to intend to strengthen students' understanding of Chinese culture, customs, folklore, etc. Meanwhile, investigations students carry out should be related to the profession.

#### 41. Design Investigation

The course serves as a bridge from the classroom to the society for students. In this course, students need conduct an investigation into commercial advertisement market in China and the domestic companies of film and television production. This course highlights the combination between classroom knowledge and practical investigation, so as to intend to strengthen students' understanding of Chinese culture, customs, folklore, etc. Meanwhile, investigations students carry out should be related to the profession.