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# 1760239 传播学概论

**课程编码：1760239**

**课程名称：**传播学概论

**英文名称：**Introduction to Communication Science

**课程类型：**学科基础必修课

**学分：** 3 **总学时：** 48

**面向对象：**新闻传播学类本科生

**先修课程：**无

**考核形式：** 平时成绩+考试

**课程简介：**

传播学概论是艺术设计学院为广告学专业本科生开设的学科基础必修课。本课程的任务是探讨传播学的理论，尤其是大众传播理论。课程从基本概念和科学研究方法入手，介绍传播学的学科体系、研究对象和研究方法；讲解传播发生、发展和演进的历史与规律；系统讲解传播学的基本概念和基本理论，如传播者研究、媒介研究、受众研究和效果研究；由于理论是一种看待和思考世界的方法，课程有助于建构学生的探索能力，培养学生的批判思维能力和媒介素养；课程将借助多种教学手段，把理论阐述与案例分析相结合，力图把传播理论与传播实践融合起来，致力于提高学生运用传播学知识和理论认识、分析和解决各种现实的传播问题的能力，有效地使用各种大众传播媒介促进社会发展。教学内容重点是传播学基本理论。教学内容的难点是传播效果研究。

**推荐教材或主要参考书：**

[1]郭庆光.传播学教程（第二版）.北京：中国人民大学出版社，2014版.

[2]胡正荣.传播学总论（第二版）.北京：清华大学出版社，2011版.

[3][美]威尔伯·施拉姆等.传播学概论.北京：中国人民大学出版社，2010版.

[4][美]沃纳·赛佛林，小詹姆斯·坦卡德，郭镇之等译.传播理论:起源、方法与应用.北京：中国传媒大学出版社，2006版.

# 1760239 Introduction to Communication Science

**Course Number:** **1760239**

**Course Title:** Introduction to Communication Science

**English Name: Introduction to Communication Science**

**Course Type:** Discipline basic compulsory courses

**Credits:** 3 **Total Credit Hours**: 48

**Students:** Undergraduate students majoring in journalism and communications

**Prerequisites: None**

**Evaluation Form:** course participation + written exams

**Course Description:**

Introduction to Communication Science is a discipline basic course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to discuss the theory of communication, especially the theory of mass communication. From the basic concepts and scientific research methods, the course introduces the discipline system, research objects and research methods of communication science; explains the law of occurrence, development and history of communication; systematically explains the basic concepts and theories of communication, such as communicator research, Media Study, audience research and effect research. Since theory is a way of looking at and thinking about the world, the course helps to construct students' exploration ability and cultivate students' critical thinking ability and media literacy. With the help of various teaching means, the course will combine theoretical exposition with case analysis, strive to integrate communication theory with communication practice, and strive to improve students' ability to use communication knowledge and theory to understand, analyze and solve various practical communication problems, so as to effectively use various mass media to promote social development. The key point is the basic theory of communications. The difficult point is the research on the communication effects.

**Recommended Textbooks/References:**

[1] Guo Qingguang, Communication Course (2nd Edition) Beijing: Renmin University of China Press, 2014

[2] Hu Zhengrong, General Introduction to Communications (2nd Edition), Beijing: Tsinghua University Press, 2011

[3] [USA] Wilbur Schramm, et al., Introduction to Communication Science, Beijing: China Renmin University Press, 2010

[4] [USA] Warner Severin, James Tankard, Jr., Guo Zhenzhi, et al. (Translator), Introduction to Communication Science: Origin, Method and Application, Beijing: Communication University of China Press, 2006

**0008234 新闻学概论**

**课程编码：0008234**

**课程名称：**新闻学概论

**英文名称：**Introduction to Journalism

**课程类型：**学科基础必修

**学分：** 3 **总学时：** 48

**面向对象：**广告学专业本科生

**先修课程：**传播学概论

**考核形式：** 平时成绩+课程作业

**课程简介：**

新闻学概论是研究新闻的性质、特征、发生、发展、传播及其规律的新闻学学科基础课程。培养适应社会经济发展需要，具有较全面的新闻理论知识、较扎实的新闻业务知识、较强的新闻采访能力、新闻写作能力、新闻编辑能力和信息传播能力，并能在新闻知识、实践能力和思想素质几个方面得到有机融合、协调发展的应用型专门人才，使广告学专业学生能够以良好的理论素养指导新闻和媒体工作实践。教学内容重点：引导学生把广告、新闻、传播、媒介和运营等领域的知识融合起来，结合新闻采访、新闻写作、新闻编辑、新闻版式设计等训练，为专业学习和就业提供采访写作和编辑排版能力。教学内容的难点：新闻价值、新闻生态等理论知识的教学研讨。

**推荐教材或主要参考书：**

[1]李良荣，《新闻学概论(第六版)》(教育部国家精品课程,普通高等教育“十一五”国家级规划教材），复旦大学出版社，2018年11月

[2]蔡雯、许向东、方洁，《新闻编辑学（第三版）（21世纪新闻传播学系列教材·新闻学系列;普通高等教育“十一五”国家级规划教材）》，中国人民大学出版社，2014年7月

**0008234 Introduction to Journalism**

**Course Number:0008234**

**Course Title:** Introduction to Journalism

**English Name:** Introduction to Journalism

**Course Type:** Discipline basic compulsory courses

**Credits:** 3 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Introduction to Communication Science

**Evaluation Form:** Course participation +assignment

**Course Description:**

Introduction to Journalism is a basic course of journalism studying the nature, characteristics, occurrence, development, dissemination and law of news. Cultivate application-oriented professionals who meet the needs of social and economic development, have comprehensive news theoretical knowledge, solid news professional knowledge, strong news interview ability, news writing ability, news editing ability and information dissemination ability, and can organically integrate and coordinate the development of news knowledge, practical ability and ideological quality and enable students majoring in advertising to guide journalism and media practice with good theoretical literacy. Course focus: Guide students to integrate knowledge in the fields of advertising, news, communication, media and operation, combine with training in news interview, news writing, news editing and news layout design, so as to provide interview writing and editorial typesetting ability for professional learning and employment. The difficulties of teaching content: Teaching and discussion of theoretical knowledge of news value and news ecology.

**Recommended Textbooks/References:**

[1] Li Liangrong, Introduction to Journalism (6th Edition) (National Excellent Course of the Ministry of Education and National planning Textbook for the 11th Five-Year Plan of General Higher Education), Fudan University Press, November 2018

[2] Cai Wen, Xu Xiangdong, Fang Jie, Journalism and Editing (3rd Edition) (21st Century Journalism and Communication Series Textbook · Journalism Series: The "11th Five-Year Plan" National Planning Textbook of General Higher Education), China Renmin University Press, July 2014

**1760240 市场营销学**

**课程编码：** 1760240

**课程名称：** 市场营销学

**英文名称：** Marketing

**课程类型：** 学科基础必修课

**学分：**3 **总学时：**48

**面向对象：** 广告类专业本科生

**先修课程：** 广告学概论、中外广告史

**考核形式：** 平时成绩+考试

**课程简介**

《市场营销学》是艺术设计学院为广告学专业本科生开设的学科基础必修课。本课程的任务是介绍在不断变革的世界上市场营销的种种原理和变化，以及整合市场营销活动中的各类战略决策。教学内容的重点是对营销学的产生与发展、营销战略规划、营销组合等基础知识的结构性阐释，其中最为重要的章节是市场营销的传播沟通环节，因为广告正隶属于这一环节之中。而本课程的教学难点则是对正在发生的营销传播现象的解读和分析，由于市场营销不仅是广告的学科基础，也是广告的实践依据，所以，如果不能就其复杂因素进行正确理解和把握的话，实现广告信息的有效生产和传播就将沦为空谈。

**推荐教材或主要参考书：**

[1][美] 菲利普·科特勒、加里·阿姆斯特朗 著，楼尊 译，市场营销原理，中国人民大学出版社，2010年4月

**1760240 Marketing**

**Course Number:** 1760240

**Course Title:** Marketing

**English Name:** Marketing

**Course Type:** Discipline basic compulsory courses

**Credits:** 3 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in advertisement

**Prerequisites:** Introduction to Advertising, Ads History of China and Foreign Countries

**Evaluation Form:** course participation + written exams

**Course Description:**

Marketing is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to introduce various principles and changes of marketing in a changing world, as well as various strategic decisions in integrated marketing activities. This course focuses on the structural interpretation of generation and development of marketing, strategic planning of marketing, marketing combination and other basic knowledge, and the most important chapter is the communication link of marketing, because advertising is subordinate to this link. The difficulty of this course is the interpretation and analysis of the ongoing phenomenon of marketing communication. Since marketing is not only the disciplinary basis of advertising, but also the practical basis of advertising, if we can not correctly understand and grasp its complex factors, we cannot realize the effective production and dissemination of advertising information.

**Recommended Textbooks/References:**

[1] [USA] Philip Kotler, Gary Armstrong (Author), Lou Zun (Translator), Principles of Marketing, Renmin University of China Press, April 2010

**1760066 消费心理与行为**

**课程编码：1760066**

**课程名称：**消费心理与行为

**英文名称：**Consuming Psychology and Acts

**课程类型：**学科基础必修课

**学分：** 2 **总学时：** 32

**面向对象：**新闻传播学类本科生

**先修课程：**传播学概论 广告学概论

**考核形式：** 平时成绩+考试

**课程简介：**

消费心理与行为是艺术设计学院为广告学专业本科生开设的学科基础必修课。本课程的任务是从社会经济运行角度出发，研究作为市场活动的主要参与者和消费活动的主体——消费者，主要讲授消费行为理论与方法、消费者群体的购买心理特征、影响其消费心理与行为的各种因素。通过学习，使学生掌握消费心理与行为的基本要领和一般理论，为学生提供学习消费行为理论与方法的机会，使学生能够全面地掌握消费行为学的基础理论及消费行为规律，充分了解消费者行为的复杂性、多样性和社会性，牢牢掌握影响消费者行为的因素，深刻理解消费者行为决策的过程,为从事广告工作奠定坚实的基础。教学内容重点是消费者的购买心理特征。教学内容的难点是影响消费者心理与行为的各种因素。

**推荐教材或主要参考书：**

[1]（美）希夫曼，《消费者行为学（第10版）》，中国人民大学出版社，2011年5月.

[2]（美）霍金斯等，《消费者行为学（第11版）》，机械工业出版社，2011年7月.

[3]（美）所罗门，《消费者行为学（英文版·第8版）》，中国人民大学出版社，2010年7月.

[4] 刘志友，聂旭日，《消费心理学》，大连：大连理工大学出版社，2010.

**1760066 Consuming Psychology and Acts**

**Course Number:** **1760066**

**Course Title:** Consuming Psychology and Acts

**English Name: Consuming Psychology and Acts**

**Course Type:** Discipline basic compulsory courses

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in journalism and communications

**Prerequisites:** Introduction to Communication Science, Introduction to Advertising

**Evaluation Form:** course participation + written exams

**Course Description:**

Consuming Psychology and Acts is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to carry out research on to consumers---the main participants in market activities and the main body of consumption activities, from the perspective of social and economic operation. This course mainly teaches the theories and methods of consumption behavior, the purchase psychological characteristics of consumer groups, and various factors affecting their consumption psychology and behavior. Through learning this course, enable students to master the basic essentials and general theories of Consuming Psychology and Acts, get opportunities to learn the theories and methods of consumer behavior, enable students to comprehensively master the basic theories and laws of consumer behavior, fully understand the complexity, diversity and sociality of consumer behavior, and firmly grasp the factors affecting consumer behavior, deeply understand the process of consumer behavior decision-making, and lay a solid foundation for advertising. The key point of teaching is the psychological characteristics of consumers. The difficulty of teaching content is the various factors that affect Consuming Psychology and Acts.

**Recommended Textbooks/References:**

[1] (USA) Schiffman, Consumer Behavior (10th Edition), China Renmin University Press, May 2011

[2] (USA) Hawkins, et al., Consumer Behavior (11th Edition), China Machine Press, July 2011

[3] (USA) Solomon, Consumer Behavior (English, 8th Edition), China Renmin University Press, July 2010

[4] Liu Zhiyou, Nie Xuri, Consumer Psychology, Dalian: Dalian University of Technology Press, 2010

**1790040 中外广告史**

**课程编码：**1790040

**课程名称：**广告文案写作

**英文名称：**Ads History of China and Foreign Countries

**课程类型：**学科基础必修课

**学分：**2 **总学时：**32

**面向对象：**新闻传播类（广告学专业）本科生

**先修课程：**广告学概论

**考核形式：** 平时成绩+课程论文或报告

**课程简介：**

《中外广告史》是艺术设计学院（部）为广告学专业本科生开设的专业必修课程类型。课程从引导学生了解和掌握中外广告历史发展的状况及其规律入手，提高学生对于广告历史的认识，加强学生对于广告原理及规律的认识。通过时间和空间两条线索整合课程内容，增强学生对广告历史的理解，学习基本广告史知识和分析方法；引导学生追求从历史角度出发，建立起通过专业架构学习重新认识社会发展中各种变化带来的行业变革，强化学生专业性观察、分析、比较与评价等专业意识；给学生提供实际运用专业架构分析历史发展广告获得的机会，培养其专业意识和探索能力。

**推荐教材或主要参考书：**

[1] 陈培爱《中外广告史》中国物价出版社 2002年版

[2] 赵琛，中国广告史，北京：高等教育出版社 2008年版

[3] 杨海军，中外广告史新编，上海：复旦大学出版社，2009年版

[4] 汪清，何玉杰，中外广告史，长沙：湖南大学出版社，2007年版

[5] [孙顺华](http://book.douban.com/search/%E5%AD%99%E9%A1%BA%E5%8D%8E)，中外广告史，济南：山东大学出版社，2005年版

[6] 刘家林，新编中外广告通史，广州：暨南大学出版社，2004年版

[7] 陈刚，姜弘，[当代中国广告史](https://book.douban.com/subject/4261929/)，北京大学出版社，2010年

[8] 刘悦坦《世界广告史》华中科技大学出版社 2014年2月

**1790040 Ads History of China and Foreign Countries**

**Course Number:** 1790040

**Course Title:** Advertisement Copy Writing

**English Name:** Ads History of China and Foreign Countries

**Course Type:** Discipline basic compulsory courses

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in news communication (advertising)

**Prerequisites:** Introduction to Advertising

**Evaluation Form:** Course participation + thesis or report

**Course Description:**

Ads History of China and Foreign Countries Is a specialized basic compulsory course offered by the College (Department) of Art and Design for undergraduate students majoring in industrial design. This course guides students to understand and master the status and laws of the historical development of advertising at home and abroad, so as to improve students' understanding of advertising history and strengthen students' understanding of advertising principles and laws. Through integrated courses of time and space clues, strengthen student's understanding of advertising history, learn basic knowledge and analysis method of advertising history, guide students to pursue from a historical perspective, establish a new understanding of the industrial changes brought about by various changes in social development through professional structure learning, and strengthen students' professional awareness of professional observation, analysis, comparison and evaluation; Provide students with opportunities to analyze the historical development of advertising by practical application of professional structure, and cultivate their professional awareness and exploration ability.

**Recommended Textbooks/References:**

[1] Chen Peiai, History of Chinese and Foreign Advertising, China Price Publishing House, 2002

[2] Zhao Chen, History of Chinese Advertising, Beijing: Higher Education Press, 2008

[3] Yang Haijun, New Edition of History of Chinese and Foreign Advertising, Shanghai: Fudan University Press, 2009

[4] Wang Qing, He Yujie, History of Chinese and Foreign Advertising, Changsha: Hunan University Press, 2007

[5] [Sun Shunhua](http://book.douban.com/search/%E5%AD%99%E9%A1%BA%E5%8D%8E), History of Chinese and Foreign Advertising, Jinan: Shandong University Press, 2005

[6] Liu Jialin, A General History of Chinese and World Advertising, Guangzhou: Jinan University Press, 2004

[7] Chen Gang, Jiang Hong, [History of Contemporary Chinese Advertising](https://book.douban.com/subject/4261929/), Peking University Press, 2010

[8] Liu Yuetan, History of World Advertising, Huazhong University of science and Technology Press, February 2014

**0007937 广告学概论**

**课程编码：**0007937

**课程名称：**广告学概论

**英文名称：**Introduction to Advertising

**课程类型：**学科基础必修课

**学分：** 4 **总学时：** 64

**面向对象：**广告类本科生

**先修课程：**无

**考核形式：**平时成绩+考试

**课程简介：**

《广告学概论》是艺术设计学院为广告专业本科生开设的学科基础必修课。本课程的任务是系统介绍广告学的基础理论和主要实务，并在与时俱进的前提下，建立学生对广告学专业的认知和理解。本课程的教学重点是对广告学的基本理论、基本概念、基本原则、基本方法以及操作艺术与技巧的介绍和梳理，而教学难点则是系统性的建立和前沿性的引导。作为广告学系列课程的先导，本课程的教学内容需以建立学科脉络为宗旨，为后续专业课程提供清晰的框架和关键的知识点， 而由于市场环境的千变万化，本课程也将在及时提供业界动态的同时，引导学生对具体案例进行研究和分析，并在理解的基础上，逐步培养他们独立思考的认知习惯和应用已知知识解决问题的能力。

**推荐教材或主要参考书：**

[1] 薛菁，《广告学概论》，建筑工业出版社，2018年7月

[2] [美]托马斯·C.奥吉恩, 克里斯.T. 艾伦，理查德.J.塞梅尼克著，程坪，张树庭译，《广告学》，机械工业出版社，2002年5月

[3] [美]路克·苏立文著，乞丐猫译，《文案发烧》，商业周刊出版社，2000年4月

**0007937 Introduction to Advertising**

**Course Number:** 0007937

**Course Title:** Introduction to Advertising

**English Name:** Introduction to Advertising

**Course Type:** Discipline basic compulsory courses

**Credits:** 4 **Total Credit Hours:** 64

**Students:** Undergraduate students majoring in advertisement

**Prerequisites: None**

**Evaluation Form**: course participation + written exams

**Course Description:**

Introduction to Advertising is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to systematically introduce the basic theory and main practice of advertising, and establish students' cognition and understanding of advertising on the premise of keeping pace with the times. This course focuses on the introduction and sorting of basic theories, basic concepts, basic principles, basic methods of advertising and operation art and techniques and the difficulty is to guide the systematic establishment and pioneering guidance. As the prerequisite of advertising courses, the teaching content of this course should aim at establishing the discipline context and provide a clear framework and key knowledge points for subsequent professional courses. Due to the ever-changing market environment, this course will also provide timely industry trends, guide students to study and analyze specific cases and, on the basis of understanding, gradually cultivate their cognitive habit of independent thinking and their ability to solve problems with known knowledge.

**Recommended Textbooks/References:**

[1] Xue Jing, Introduction to Advertising, China Building Industry Press, July 2018

[2] [USA] Thomas C. Ogine, Chris T. Alan, Richard J. Semenik (Author), Cheng Ping, Zhang Shuting (Translator), Advertising, China Machine Press, May 2002

[3] [USA] Luke Sullivan (Author), Beggar Cat (Translator), A Guide to Creating Great Advertising, Business Week Press, April 2000

**0008219 广告创意**

**课程编码：**0008219

**课程名称：**广告创意

**英文名称：**Advertising Original Idea

**课程类型：**学科基础必修课

**学分：** 4 **总学时：** 64

**面向对象：**广告学专业本科生

**先修课程：**广告学概论, 广告策划

**考核形式：** 平时成绩+考试

**课程简介：**

《广告创意》课程是艺术设计学院为广告学专业本科生开设的，本课程的任务是培养学生的创意理念、方法、规则、思维，掌握广告创意理论与实践，促进学生有效掌握前沿背景知识，熟悉广告系统运作规律，提高广告设计创新技能，具备文化经纪人、策划人和文化管理者所需要的各项潜能。教学内容重点：重点讲授广告活动中动态的创意运作过程，包括：调查、策划、创意、表现、发布及效果测定环节。教学内容的难点：广告策划、创意和表现的关系和具体实施的方法。

**推荐教材或主要参考书：**

[1]张雯，广告创意，中国建筑工业出版社，2018.5

[2]郑建鹏、张小平，广告策划与创意，中国传媒大学出版社， 2018.11

**0008219 Advertising Original Idea**

**Course Number:** 0008219

**Course Title**: Advertising Original Idea

**English Name:** Advertising Original Idea

**Course Type:** Discipline basic compulsory courses

**Credits:** 4 **Total Credit Hours:** 64

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Introduction to Advertising, Advertising Planning

**Evaluation Form:** course participation + written exams

**Course Description:**

Advertisement Creation is offered by the College of Art and Design for undergraduate students majoring in advertisement. The main target of this course is to cultivate students' creative concept, methods, rules, thinking, grasp the theory and practice of advertising creation, promote students to master the cutting-edge background knowledge, get familiar with advertising system operation rule, advertising design innovation skills, and possess the skills of culture brokers, planners and the potential cultural managers. Course focus: This course focuses on the dynamic creative operation process in advertising campaign, including: investigation, planning, creativity, performance, release and effect measurement. The difficulties of teaching content: The relationship between advertising planning, creativity and performance and specific implementation methods.

**Recommended Textbooks/References:**

[1] Zhang Wen, Advertising Creativity, China Building Industry Press, May 2018

[2] Zheng Jianpeng, Zhang Xiaoping, Advertising Planning and Creativity, Communication University of China Press, November 2018

**0008220 广告策划**

**课程编码：0008220**

**课程名称：**广告策划

**英文名称：**Advertising Planning

**课程类型：**学科基础必修课

**学分：** 4 **总学时：** 64

**面向对象：**广告学专业本科生

**先修课程：**广告学概论、传播学概论

**考核形式：** 平时成绩+期末考试

**课程简介：**

广告策划是艺术设计学院为广告学专业本科生开设的学科基础必修课。本课程的任务是让学生对广告策划的知识有较为全面的了解，能更好地把握现代广告活动的规律，了解广告策划工作流程，掌握广告策划方案编写的主要内容与技巧，并能为企业设计出切实可行的广告策划案。

教学内容重点：掌握广告策划的内容、步骤及方法。具体包括：广告策划的含义;广告策划环境分析；广告战略决策与广告预算策划；广告策略；广告表现策略；广告活动策划；广告策划书的编制原则和总体结构；广告提案；网络推广策划。

本课程教学内容的难点在于如何将广告策划的理论与广告策划实践相结合。

**推荐教材或主要参考书：**

[1] 黄升民，段晶晶，广告策划(第三版)，中国传媒大学出版社，2019年11月

[2] [刘刚田](http://search.dangdang.com/?key2=%C1%F5%B8%D5%CC%EF&medium=01&category_path=01.00.00.00.00.00)，[田园](http://search.dangdang.com/?key2=%CC%EF%D4%B0&medium=01&category_path=01.00.00.00.00.00)，广告策划与创意(第二版)，北京大学出版社，2019年5月

[3] 卫军英，[现代广告策划—新媒体导向策略模式](http://product.dangdang.com/25103724.html)，首都经济贸易大学出版社，2017年7月

[4] [王冠韬](http://search.dangdang.com/?key2=%CD%F5%B9%DA%E8%BA&medium=01&category_path=01.00.00.00.00.00)，王琦，广告策划，西南交通大学出版社，2017年5月

**0008220 Advertising Planning**

**Course Number:** **0008220**

**Course Title**: Advertising Planning

**English Name:** Advertising Planning

**Course Type:** Discipline basic compulsory courses

**Credits:** 4 **Total Credit Hours:** 64

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Introduction to Advertising, Introduction to Communication Science

**Evaluation Form:** course participation + final written exams

**Course Description:**

Advertising Planning is a discipline basic course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to enable students to fully understand the knowledge of advertising planning, better grasp the law of modern advertising activities, understand the working process of advertising planning, master the main contents and skills of advertising planning scheme preparation, and design practical advertising planning schemes for enterprises.

Course focus: Master the content, steps and methods of advertising planning. Specifically include: the meaning of advertising planning; analysis of advertising planning environment; advertising strategy decision and advertising budget planning; advertising strategy; advertising performance strategy; advertising campaign planning; the compilation principle and overall structure of the advertising plan; advertising proposal and network promotion planning.

The difficulty of teaching contents is how to combine the theory of advertising planning with the practice of advertising planning.

**Recommended Textbooks/References:**

[1] Huang Shengmin, Duan Jingjing, Advertising Planning (3rd Edition), Communication University of China Press, November 2019

[2] [Liu Gangtian](http://search.dangdang.com/?key2=%C1%F5%B8%D5%CC%EF&medium=01&category_path=01.00.00.00.00.00), [Tian Yuan](http://search.dangdang.com/?key2=%CC%EF԰&medium=01&category_path=01.00.00.00.00.00), Advertising Planning and Creation (2nd Edition), Peking University Press, May 2019

[3] Wei Junying[Modern advertising planning—New media-oriented strategy model](http://product.dangdang.com/25103724.html%22%20%5Co%20%22%20Modern%20advertising%20planning---new%20media-oriented%20strategy%20model%20%22%20%5Ct%20%22http%3A//search.dangdang.com/_blank), Capital University of Economics and Business Press, July 2017

[4] [Wang Guantao](http://search.dangdang.com/?key2=%CD%F5%B9%DA%E8%BA&medium=01&category_path=01.00.00.00.00.00), Wang Qi, Advertising Planning, Southwest Jiaotong University Press, May 2017

**1760241 综合设计基础**

**课程编码：1760241**

**课程名称：**综合设计基础

**英文名称：**

**课程类型：**学科基础必修课

**学分：** 4 **总学时：** 64

**面向对象：**广告学专业本科生

**先修课程：**

**考核形式：**平时成绩+课程作业

**课程简介：**

综合设计基础是艺术设计学院为广告学专业本科生开设的学科基础必修课，也是设计学的入门课程。本课程的任务是引导学生建立对设计学的初步认识，掌握设计相关的基本知识和基本理论，培养学生的审美能力、设计能力、系统思维、创造性思维、批判性思维。课程通过跨界融合设计学、社会学、传播学、心理学等学科，打破学科壁垒，将课程实践延伸至校园文化建设和社会服务，引导学生关注社会生活，培养学生的“大设计”素养和社会责任感。教学内容重点：设计思维与表达；视觉心理与造型原理；设计的视觉语言；平面设计中的构成要素；设计色彩；跨界设计。教学内容的难点：设计思维与表达；跨界设计。

**推荐教材或主要参考书：**

[1]刘静伟著，设计思维（第二版）人人都可以成为设计师，化学工业出版社，2018年9月

[2][原研哉](http://www.dangdang.com/author/%D4%AD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)，设计中的设计，广西师范大学出版社，2017年10月

[3][萨马拉](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) 编著，[刘雪芹](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%D1%A9%EF%BF%BD%EF%BF%BD_1) [韦锦泽](http://www.dangdang.com/author/%CE%A4%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)译，美国视觉设计学院用书：平面设计中的绘画、构成、

色彩与空间样式，广西美术出版社，2014年6月

[4] [哈索·普拉特纳](http://search.dangdang.com/?key2=%B9%FE%CB%F7%A1%A4%C6%D5%C0%AD%CC%D8%C4%C9&medium=01&category_path=01.00.00.00.00.00) [克里斯托夫·迈内尔](http://search.dangdang.com/?key2=%BF%CB%C0%EF%CB%B9%CD%D0%B7%F2%A1%A4%C2%F5%C4%DA%B6%FB&medium=01&category_path=01.00.00.00.00.00)，斯坦福设计思维课，[人民邮电出版社](http://search.dangdang.com/?key3=%C8%CB%C3%F1%D3%CA%B5%E7%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)，2019年4

月

**1760241 Basis on General Design**

**Course Number:** **1760241**

**Course Title**: Basis on General Design

**English Name:**

**Course Type:** Discipline basic compulsory courses

**Credits:** 4 **Total Credit Hours:** 64

**Students:** Undergraduate students majoring in advertising

**Prerequisites:**

**Evaluation Form:** course participation + Course assignment

**Course Description:**

Basis on General Design is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring advertising and an introduction to design. The main target of this course is to guide students to establish a preliminary understanding of design, master the basic knowledge and theory related to design, cultivate students' aesthetic ability, design ability, systematic thinking, creative thinking, critical thinking. Through cross-border integration of design, sociology, communication, psychology and other disciplines, the course breaks the discipline barriers, extends the course practice to campus cultural construction and social services, guides students to focus on social life, and cultivates students' "big design" literacy and sense of social responsibility. Course focus: Design thinking and expression; visual psychology and modeling principle; visual language of design; elements in graphic design; design color; cross-border design. The difficulties of teaching content: Design thinking and expression; crossover design.

**Recommended Textbooks/References:**

[1] Liu Jingwei, Design Thinking (2nd Edition) Everyone Can Be a Designer, Chemical Industry Press, September 2018

[2] [Kenya Hara](http://www.dangdang.com/author/%D4%AD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), Design in Design, Guangxi Normal University Press, October 2017

[3] [Samara](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) (Author), [Liu Xueqin](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%D1%A9%EF%BF%BD%EF%BF%BD_1), [Wei Jinze](http://www.dangdang.com/author/%CE%A4%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) (Translator), Book of American Academy of Visual Design: Painting, Composition,

Color and Space Style in Graphic Design, Guangxi Fine Arts Publishing House, June 2014

[4] [Hasso Plattner](http://search.dangdang.com/?key2=%B9%FE%CB%F7%A1%A4%C6%D5%C0%AD%CC%D8%C4%C9&medium=01&category_path=01.00.00.00.00.00), [Christopher Miner](http://search.dangdang.com/?key2=%BF%CB%C0%EF˹%CDз%F2%A1%A4%C2%F5%C4ڶ%FB&medium=01&category_path=01.00.00.00.00.00), Stanford Design Thinking Course, [Posts and Telecom Press](http://search.dangdang.com/?key3=%C8%CB%C3%F1%D3ʵ%E7%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), April 2019

Month

**0008218 视觉传达设计基础**

**课程编码：**0008218

**课程名称：**视觉传达设计基础

**英文名称：**Basis on Visual Transmission Design

**课程类型：**学科基础必修课

**学分：**3 **总学时：** 48

**面向对象：**广告学专业本科生

**先修课程：**综合设计基础

**考核形式：**考查（课内外创作）

**课程简介：**

《视觉传达设计基础》是艺术设计学院为广告学专业本科生开设的学科基础必修课。本课程的任务是使学生初步掌握图形的创意与设计方法。具体内容包括：创造性思维的特点和培养方法；图形的概念、发展历史、构成元素和设计方法；版式设计基本方法。课程强调设计思想和方法的应用，在大量的课内外创作中培养学生的创新精神和实际设计能力。课程内容设置要求让缺乏美术基础的非艺术专业学生能够快速获取视觉传达设计的基本理论与设计方法，并能够在以后的学习和应用中自我学习、提高。教学内容重点：图形设计方法。教学内容的难点：创造性思维的特点和培养方法。

**推荐教材或主要参考书：**

[1] 梁良良，创新思维训练，新世界出版社，2006年5月

[2] 尹定邦，图形与意义，湖南科学技术出版社，2003年7月

[3] 林家阳，图形创意，黑龙江美术出版社，1999年12月

[4] 徐阳，刘瑛，版面与广告设计，上海人民美术出版社，2003年12月

**0008218 Basis on Visual Transmission Design**

**Course Number:** 0008218

**Course Title**: Basis on Visual Transmission Design

**English Name:** Basis on Visual Transmission Design

**Course Type:** Discipline basic compulsory courses

**Credits:** 3 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Basis on General Design

**Evaluation Form:** Evaluation (creation in and out of class)

**Course Description:**

Basis on Visual Transmission Design is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to enable students to master graphic creativity and design methods. Specially include: the characteristics and training methods of creative thinking; the concept, development history, constituent elements and design methods of graphics; and basic method of layout design. The course emphasizes the application of design ideas and methods to cultivate students' innovative spirit and practical design ability in a large number of in class and out of class creations. This course enables non-art majors who lack art foundation to quickly obtain the basic theories and design methods of visual communication design, learn and improve themselves in future learning and application. Course focus: Graphic design methods. The difficulties of teaching content: Characteristics of creative thinking and cultivation methods.

**Recommended Textbooks/References:**

[1] Liang Liangliang, Creative Thinking Training, New World Press, May 2006

[2] Yin Dingbang, Graphics and Meaning, Hunan Science and Technology Press, July 2003

[3] Lin Jiayang, Creative Graphics, Heilongjiang Fine Arts Publishing House, December 1999

[4] Xu Yang, Liu Ying, Layout and Advertising Design, Shanghai People's Fine Arts Publishing House, December 2003

**0007292 广告法与媒介伦理**

**课程编码：**0007292

**课程名称：**广告法与媒介伦理

**英文名称：**Advertising Laws and Media Ethics

**课程类型：**学科基础必修课

**学分：** 2 **总学时：** 32

**面向对象：**广告学专业本科生

**先修课程：**广告学概论，中外广告史

**考核形式：**平时成绩+考试

**课程简介：**

广告法与媒介伦理是艺术设计学院为广告学专业本科生开设的学科基础必修课。本课程的任务是结合信息传播技术与新媒体的发展趋势，通过专题讲授、案例研讨、实践调研等教学方式，培养学生通过法理伦理的双重结合对广告行为进行规范调整的意识和专业技能；使学生熟悉广告法规的主要条文和应用实例，理解媒介伦理涉及的道德规范和行为准则；在运用理论知识进行实践操作的过程能够知法、懂法、守法、用法，能在新媒体环境和信息社会发展进程中合理运用法理伦理规范创意策划和广告表现。教学内容重点：广告内容准则与行为规范、媒介伦理与行业自律、公益广告促进与管理。教学内容难点：新媒体广告与治理、中外广告法规比较、市场监管与法律责任。

**推荐教材或主要参考书：**

[1] 广告监督管理司，中国人民共和国广告法释义，中国法制出版社，2016年2月

[2] 中华人民共和国广告法（2018年最新修订），中国法制出版社，2018年10月

[3] 周晖，王桂霞，广告法律法规，清华大学出版社，2018年7月

[4] 陈绚，广告伦理与法规，中国人民大学出版社，2015年8月

[5] 崔银河，广告法规与广告伦理（第二版），中国传媒大学出版社，2017年5月

[6] 倪嵎，中外广告法规与管理，上海人民美术出版社，2016年1月

[7] 菲利普·帕特森，李·威尔金斯，媒介伦理学：问题与案例（第8版），中国人民大学出版社，2018年1月

[8] 展江，彭桂兵，媒体道德与伦理：案例教学，中国传媒大学出版社，2014年9月

[9] 刘双舟，杨乐，互联网广告法律问题研究，中国政法大学出版社，2019年3月

[10] 迈克尔 J.奎因，互联网伦理：信息时代的道德重构，电子工业出版社，2016年6月

**0007292 Advertising Laws and Media Ethics**

**Course Number:** 0007292

**Course Title:** Advertising Laws And Media Ethics

**English Name:** Advertising Laws and Media Ethics

**Course Type:** Discipline basic compulsory courses

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Introduction to Advertising, Ads History of China and Foreign Countries

**Evaluation Form**: course participation + written exams

**Course Description:**

Advertising Laws and Media Ethics is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to combine the development trend of information communication technology and new media, and cultivate students' awareness and professional skills of regulating advertising behavior through the dual combination of legal theory and ethics through special lectures, case studies, practical research and other teaching methods; make students familiar with the main provisions and application examples of advertising laws and regulations, and understand the ethics and code of conduct involved in media ethics. In the process of practical operation with theoretical knowledge, students can know, understand, abide by and use the law, and reasonably apply legal principles and ethical norms, creative planning and advertising performance in the new media environment and the development process of information society. Course focus: Advertising standards and codes of conduct, media ethics and industry self-discipline, public service advertising promotion and management. The difficulties of teaching content: New media advertising and governance, comparison of Chinese and foreign advertising laws and regulations, market supervision and legal responsibility.

**Recommended Textbooks/References:**

[1] Department of Advertising Supervision and Administration, Interpretation of the Advertising Law of the People's Republic of China, China Legal Publishing House, February 2016

[2] The Advertising Law of the People's Republic of China (Latest Revision in 2018), China Legal Publishing House, October 2018

[3] Zhou Hui, Wang Guixia, Advertising Laws and Regulations, Tsinghua University Press, July 2018

[4] Chen Xu, Advertsing Ethics and Legislations, China Renmin University Press, August 2015

[5] Cui Yinhe, Advertising Regulations and Advertising Ethics (2nd Edition), Communication University of China Press, May 2017

[6] Ni Yu, Chinese and Foreign Advertising Regulations and Management, Shanghai People's Fine Arts Publishing House, January 2016

[7] Philip Paterson, Lee Wilkins, Media Ethics: Issues and Cases (8th Edition), China Renmin University Press, January 2018

[8] Zhan Jiang, Peng Guibing, Media Ethics: Case Teaching, Communication University of China Press, September 2014

[9] Liu Shuangzhou, Yang Le, Research on Legal Issues of Internet Advertising, China University of Political Science and Law Press, March 2019

[10] Michael J. Quinn, Internet Ethics: Moral Restructuring in the Information Age, Electronic Industry Press, June 2016

**0008222 影视广告创作**

**课程编码：0008222**

**课程名称：**影视广告创作

**英文名称：**Movie and TV Ads Creation

**课程类型：**专业选修

**学分：** 4 **总学时：** 64

**面向对象：**广告学专业本科生

**先修课程：**广告策划,广告创意，综合设计基础

**考核形式：** 平时成绩+课程作业

**课程简介：**

影视广告创作是广告学专业的视听创作呈现核心课程，是理论转化实践的必要基础。本门课程主要通过摄像技术、视听语言、制作流程等三个层面知识的学习，让学生对影视广告的基本理论与运作有一定认识，同时可以进行较简单的影视广告创作，结合影视广告后期制作，培养学生理论与实践结合动手进行影视广告策划，创作，制作的能力。教学内容重点：影像拍摄技术的要求和视听语言的系统要素运用特点，国际4A广告公司影视广告制作的基本流程。基本技术操作能力，视听语言学习能力，训练影视创意思维、创意策划与实现、形式结构与风格、视听语言和制作规范等专业基本能力。教学内容的难点：强化学生创新、叙事、制作、传播等专业核心意识。

**推荐教材或主要参考书：**

[1]陈胜章，影视广告创意与制作（21世纪新闻传播学系列教材），中国人民大学出版社，2012年9月

[2][陈卓](http://search.dangdang.com/?key2=%B3%C2%D7%BF&medium=01&category_path=01.00.00.00.00.00),[王亚冰](http://search.dangdang.com/?key2=%CD%F5%D1%C7%B1%F9&medium=01&category_path=01.00.00.00.00.00),[张冰](http://search.dangdang.com/?key2=%D5%C5%B1%F9&medium=01&category_path=01.00.00.00.00.00)，影视广告创意与制作（21世纪全国普通高等院校美术 艺术设计专业“十三五”精品课程规划教材），辽宁美术出版社，2017年10月

**0008222 Movie and TV Ads Creation**

**Course Number:** **0008222**

**Course Title:** Movie and TV Ads Creation

**English Name:** Movie and TV Ads Creation

**Course Type:** Major elective courses

**Credits:** 4 **Total Credit Hours:** 64

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Advertising Planning, Advertising Creativity, Basis on General Design

**Evaluation Form:** Course participation +assignment

**Course Description:**

Movie and TV Ads Creation is the core course of audiovisual creation and presentation for advertising major and the necessary foundation for transforming theory into practice. Through learning photography technology, audio-visual language and production process, this course enables students to have a certain understanding of the basic theory and operation of movie and TV ads, carry out relatively simple film and television advertising creation. Combined with the post production of film and television advertising, it can cultivate students' ability to plan, create and produce film and television advertising by combining theory and practice. Course focus: The requirements of image shooting technology and the application characteristics of system elements of audio-visual language, the basic process of film and television advertising production of international 4A advertising company. Basic technical operation ability, audio-visual language learning ability, training film and television creative thinking, creative planning and realization, formal structure and style, audio-visual language and production norms and other professional basic abilities. The difficulties of teaching content: Strengthen students' core consciousness of innovation, narration, production and communication.

**Recommended Textbooks/References:**

[1] Chen Shengzhang, Film and Television Advertising Creativity and Production (Textbook of 21st Century Journalism and Communication Series), China Renmin University Press, September 2012

[2] [Chen Zhuo](http://search.dangdang.com/?key2=%B3%C2׿&medium=01&category_path=01.00.00.00.00.00), [Wang Yabing](http://search.dangdang.com/?key2=%CD%F5%D1Ǳ%F9&medium=01&category_path=01.00.00.00.00.00), [Zhang Bing](http://search.dangdang.com/?key2=%D5ű%F9&medium=01&category_path=01.00.00.00.00.00), Film and Television Advertising Creativity and Production (Excellent Course Planning Textbook for the 13th Five-year Plan of Art Design major in National Ordinary Colleges and Universities in the 21st Century), Liaoning Fine Arts Publishing House, October 2017

**1760246 电脑图文设计**

**课程编码：**1760246

**课程名称：**电脑图文设计

**英文名称：**Computer Image Design

**课程类型：**学科基础选修课

**学分：**4 **总学时：** 64

**面向对象：**广告学专业本科生

**先修课程：**综合设计基础，视觉传达设计基础，广告创意，广告文案写作，广告媒体技术

**考核形式：**考查（课堂练习、平面广告设计）

**课程简介：**

《电脑图文设计》是艺术设计学院为广告学专业本科生开设的学科基础必修课。本课程的任务是使学生进一步掌握平面广告的创意与设计方法，并学习使用必要的计算机绘图软件进行图形、文字的综合创意呈现。具体内容包括：平面广告设计方法；电脑图像处理基础知识；印刷基础知识；图像处理软件Photoshop的基本操作；矢量图形软件Illustrator的基本操作。课程不仅学习计算机绘图软件的操作，还特别强调创意与设计方法的总结和灵活应用，并在大量的课外创作中培养学生的创新精神和实际设计能力。教学内容重点：图像处理软件Photoshop的基本操作。教学内容的难点：总结平面广告的创意与设计方法。

**推荐教材或主要参考书：**

[1] 卓越科技，Photoshop CS2图像处理入门、进阶与提高，电子工业出版社，2006年7月

[2] 安雪梅，Photoshop CS完全征服手册，中国青年出版社，2006年1月

[3] 朱仁成，朱艺，Photoshop CS经典实例详解，清华大学大学出版社，2004年11月

[4] 姚文峰，Illustrator CS经典特效创意100，中国电力出版社，2004年4月

[5] 李金明，李金容，Illustrator平面设计实例秀，人民邮电出版社，2010年1月

**1760246 Computer Graphic Design**

**Course Number:** 1760246

**Course Title: Computer Graphic Design**

**English Name: Computer Graphic Design**

**Course Type:** Discipline basic elective course

**Credits:** 4 **Total Credit Hours:** 64

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Basis on General Design, Fundamentals of Visual Transmission Design, Advertisement Creation, Advertisement Copy Writing, Advertisement Media Technology

**Evaluation Form:** Evaluation (Classroom exercise, design of print ads)

**Course Description:**

Computer Graphic Design is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to enable students to further master the creative and design methods of print advertising, and learn to use the necessary computer graphics software for the comprehensive creative presentation of graphics and text. Specific contents include: graphic advertising design methods; computer image processing basic knowledge; basic printing knowledge; basic operation of image processing software Photoshop; basic operation of vector graphics software Illustrator. The course not only teaches the operation of computer drawing software, but also emphasizes the summary and flexible application of creativity and design methods, and cultivates students' innovative spirit and practical design ability in a large number of extracurricular creations. Course focus: Basic operation of image processing software Photoshop. The difficulties of teaching content: Summarize the creativity and design methods of print advertising.

**Recommended Textbooks/References:**

[1] Excellent Technology, Introduction, Advancement and Improvement of Photoshop CS2 Image Processing, Electronic Industry Press, July 2006

[2] An Xuemei, Photoshop CS Complete Manual, China Youth Publishing House, January 2006

[3] Zhu Rencheng, Zhu Yi, Detailed Explanation of Classic Examples of Photoshop CS, Tsinghua University Press, November 2004

[4] Yao Wenfeng, 100 Ideas of Illustrator CS Classic Special Effects, China Electric Power Press, April 2004

[5] Li Jinming, Li Jinrong, Examples of Illustrator Graphic Design, People's Posts and Telecom Press, January 2010

**1760247 广告文案写作**

**课程编码：**1760247

**课程名称：**广告文案写作

**英文名称：**Advertisement Copy Writing

**课程类型：**学科基础选修课

**学分：**4 **总学时：** 64

**面向对象：**新闻传播类本科生

**先修课程：**课程1广告创意, 课程2广告策划, 课程3广告营销

**考核形式：** 平时成绩+考试

**课程简介：**

广告文案写作是设计艺术学院（部）为广告学专业本科生开设的学科基础课程，具有很强实践性，是广告运作流程中重要的一环。通过本课程的学习，学生将获得对广告写作的个性、原理、文化制约、一般范式、技巧以及具体运作形成全面而深刻的了解，并能熟练地结合企业广告活动进行广告文案写作。广告文案是广告策略和广告创意的文字表达，广告文案写作是一个创意实现的过程。本课程根据学生特点，依照广告业态作业规律，选择广告文案策略思考、广告文案策略表述和平面广告文案为主要内容，讨论广告文案写作的基本概念、主题、方法和技巧，帮助学生构建起广告文案写作的理论与方法框架。

**推荐教材或主要参考书：**

[1] 李世丁 周运锦，广告文案写作，中南大学出版社，2003年出版

[2]（日）植条则夫著，俞纯麟等译，广告文告策略，上海：复旦大学出版社，1999年4月

[3]（美）丹.海金丝著，刘毅志译，广告写作艺术，北京：中国友谊出版公司，1995年12月

[4] 叶小鱼,勾俊伟，新媒体文案创作与传播, 北京：人民邮电出版社，2017年4月

[5]乐剑峰,广告文案，上海：上海美术出版社，2009年6月

**1760247 Advertisement Copy Writing**

**Course Number:** 1760247

**Course Title:** Advertisement Copy Writing

**English Name:** Advertisement Copy Writing

**Course Type:** Discipline basic elective course

**Credits:** 4 **Total Credit Hours:** 64

**Students:** Undergraduate students majoring in journalism & communications

**Prerequisites:** Course 1 Advertisement Creation, Course 2 Advertising Planning, Course 3 Advertising Marketing

**Evaluation Form:** course participation + written exams

**Course Description:**

Advertisement Copy Writing is a discipline basic course offered by the College (Department) of Art and Design for undergraduate students majoring in advertising. With strong practicality, it's an important link of advertising operation procedure. Through learning this course, students will gain a comprehensive and profound understanding of the personality, principles, cultural constraints, general paradigms, skills and specific operation of advertising writing, and be able to skillfully write advertising copywriting in combination with enterprise advertising activities. Advertising copy is the text expression of advertising strategy and advertising creativity, and advertising copy writing is a process of creative realization. According to the characteristics of students and the operation rules of advertising formats, this course selects advertising copywriting strategy thinking, advertising copywriting strategy expression and Print advertising copywriting as the main contents, discusses the basic concepts, themes, methods and skills of advertising copywriting, and helps students build the theoretical and methodological framework of advertising copywriting.

**Recommended Textbooks/References:**

[1] Li shiding, Zhou Yunjin, Advertising Copywriting, Central South University Press, 2003

[2] (Japan) Tsujo Nobuo (Author), Yu Chunlin et al. (Translator), Advertising Strategy, Shanghai: Fudan University Press, April 1999

[3] (USA) Dan Higgins (Author), Liu Yizhi (Translator), The Art of Writing Advertising, Beijing: China Friendship Publishing Company, December 1995

[4] Ye Xiaoyu, Gou Junwei, New Media Copywriting and Communication, Beijing: People's Posts and Telecom Press, April 2017

[5] Yue Jianfeng, Advertising Copy, Shanghai: Shanghai Fine Arts Publishing House, June 2009

**1760248国际广告（双语）**

**课程编码：**1760248

**课程名称：**国际广告（双语）

**英文名称：**International Advertising (Bilingual)

**课程类型：**学科基础选

**学分：** 3 **总学时：** 48

**面向对象：**广告学类本科生

**先修课程：**传播学概论，广告学概论，市场营销学

**考核形式：** 平时成绩+个人作业+小组作业

**课程简介：**

“国际广告（双语）”是艺术设计学院为广告学专业本科生开设的学科基础选修课。本课程的任务是在全球化进程中考察广告工业的发展和国际广告市场的结构变化；以跨文化传播和文化研究理论与方法为基础，帮助学生理解和分析国际市场中存在的复杂环境和因素，如政治、经济、地理、技术和文化等对广告创意和传播可能制造的障碍；在对环境认识和分析的基础上，回顾市场营销综合战略，将之应用于企业和品牌的地理扩张与广告策略；最后，课程将对全球消费文化与市场的三个趋势做专题讨论，包括全球青年市场，生活方式与部落化消费，以及区域形象与品牌，并做针对性的案例研究；课程将提供国内外与课程内容相关的纪录片和国际广告作品作为学习的辅助材料。

**荐教材或主要参考书：**

[1]田盈，徐亮 主编. 《国际市场营销(双语版)》.人民邮电出版社, 2013年6月

[2]王晓东. 《国际市场营销》（第5版）.中国人民大学出版社, 2019年06月

[3]Barbara Mueller. Dynamics of international advertising: theoretical and practical perspectives，Barbara Mueller，2004

[4]萨默瓦.《跨文化传播》（第六版）（新闻与传播学译丛·国外经典教材系列）. 中国人民大学出版社，2013年9月

**1760248 International Advertising (Bilingual)**

**Course Number:** 1760248

**Course Title:** International Advertising (Bilingual)

**English Name:** International Advertising (Bilingual)

**Course Type:** Discipline basic compulsory

**Credits:** 3 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in advertisement

**Prerequisites:** Introduction to Communication Science, Introduction to Advertising, Marketing

**Evaluation Form:** Course participation+ Individual assignment + Group assignment

**Course Description:**

"International Advertising (Bilingual)" is a discipline basic elective course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to investigate the development of advertising industry and the structural changes of international advertising market in the process of globalization. With the theories and methods of cross-cultural communication and cultural research, help students understand and analyze the complex environment and factors in the international market, such as politics, economy, geography, technology and culture, which may create obstacles to advertising creativity and communication. Based on the understanding and analysis of the environment, review the comprehensive marketing strategy and apply it to the geographical expansion and advertising strategy of enterprises and brands. Finally, the course will discuss three trends of global consumer culture and market, including global youth market, lifestyle and tribal consumption, as well as regional image and brand, and make targeted case studies. The course will provide documentary films and international advertising works related to the course content at home and abroad as auxiliary materials for learning.

**Recommended Textbooks/References:**

[1] Tian Ying, Xu Liang (Editor-in-chief), International Marketing (Bilingual), Posts and Telecom Press, June 2013

[2] Wang Xiaodong, International Marketing (5th Edition), China Renmin University Press, June 2019

[3]Barbara Mueller. Dynamics of international advertising: theoretical and practical perspectives，Barbara Mueller，2004

[4] Somerwa, Communication between Cultures, (6th Edition) (News and Communication Translation Series · Foreign Classic Textbook Series) Renmin University of China Press, September 2013

**0008242 广告文化专题（双语）**

**课程编码：**0008242

**课程名称：**广告文化专题

**英文名称：** Advertising Culture Topics

**课程类型：**学科基础选修课

**学分：** 2 **总学时：** 32

**面向对象：**广告学专业本科生

**先修课程：**广告学概论, 广告创意

**考核形式：** 平时成绩+考试

**课程简介：**

《广告文化专题》是艺术设计学院为广告学专业本科生开设的，本课程的任务是运用文化学、社会学、传播学、营销学、广告学等学科理论对广告文化现象进行了学理性阐述，培养学生运用当下社会文化背景进行专业研究的意识，提高学生广告创意实践操作的能力，培养从事广告学研究、广告设计、文化创意产业、艺术策划方面的复合型专业人才。教学内容重点：通过对广告与社会互动的文化阐释，以广告文化为研究对象，比较全面地讲述广告文化的特征与功能、广告文化的流变与规律、广告文化的社会效应、广告的跨文化传播、广告文化与时尚、广告文化与其他亚文化现象的互动关系问题。教学内容的难点：消费主义社会中的广告文化、特定社会背景下的广告分析方法。

**推荐教材或主要参考书：**

1.葛在波，广告文化研究：批判导论，厦门大学出版社，2018.6

2.张殿元，无形的广告：消费主义、文化宰制和权力关系，复旦大学出版社，2019.1

**0008242 Advertising** Culture Topics (Bilingual)

**Course Number:** 0008242

**Course Title: Advertising** Culture Topics

**English Name:**  Advertising Culture Topics

**Course Type:** Discipline basic elective course

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Introduction to Advertising, Advertisement Creation

**Evaluation Form:** course participation + written exams

**Course Description:**

Advertising Culture Topics is offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to use the theories of culture, sociology, communication, marketing, advertising and other disciplines to explain the phenomenon of advertising culture, cultivate students' awareness of professional research with the current social and cultural background, improve students' ability of practical operation of advertising creativity, and cultivate students engaged in advertising research, advertising design, cultural and creative industry compound professionals in art planning. Course focus: Through the cultural interpretation of the interaction between advertising and society, taking advertising culture as the research object, this course comprehensively describes the characteristics and functions of advertising culture, the evolution and law of advertising culture, the social effect of advertising culture, the cross-cultural communication of advertising, advertising culture and fashion, and the interactive relationship between advertising culture and other subculture phenomena. The difficulties of teaching content: Advertising culture in consumerism society and advertising analysis method under specific social background.

**Recommended Textbooks/References:**

1. Ge Zaibo, Cultural Studies in Advertising Critical Introduction, Xiamen University Press, June 2018

2. Zhang Dianyuan, Invisible Advertising: Consumerism, Cultural Domination and Power Relations, Fudan University Press, January 2019

**0008242 媒介研究**

**课程编码：**0008242

**课程名称：**媒介研究

**英文名称：**Media Study

**课程类型：**学科基础选修课

**学分：** 3 **总学时：** 48

**面向对象：**广告学专业本科生

**先修课程：**传播学概论，新闻学概论

**考核形式：**平时成绩+论文

**课程简介：**

媒介研究是艺术设计学院为广告学专业本科生开设的学科基础选修课。本课程的任务是结合传播学概论、新闻学概论等先修课程的理论学习与应用实践，拓宽学生将广告学专业知识与传播学、新闻学、网络与新媒体等新闻传播学专业融合创新的视野；通过专题讲授、实地考察、真题研究等教学方式，培养学生在媒介融合环境合理运用媒介实现有效传播的理论实践结合能力与研究素养；以广告营销传播为主线，强化学生的探索研究意识和跨学科学习能力，能够运用媒介研究的视角整合社会学、艺术学、管理学等专业知识解决信息社会发展的现实问题。教学内容重点：媒介融合与新兴媒介、大众传播与社会化传播。教学内容难点：新兴媒介技术、媒介投放、产品运营与内容消费。

**推荐教材或主要参考书：**

[1] 全媒体整合广告策略与案例分析，朱江丽，中国人民大学出版社，2016年8月

[2] 杨志杰，李思达，数字化广告运营：智能营销时代的精准投放法则，人民邮电出版社，2018年8月

[3] 王瑾，品牌新中国：广告、媒介与商业文化，北京大学出版社，2012年12月

[4] 埃弗里特·E.丹尼斯，梅尔文·L.德弗勒，数字时代的媒介：连接传播、社会和文化，中国人民大学出版社，2019年4月

[5] 施蒂格·夏瓦，文化与社会的媒介化，复旦大学出版社，2018年6月

[6] 帕维卡·谢尔顿，社交媒体：原理与应用，复旦大学出版社，2018年4月

[7] 克劳斯·布鲁恩·延森，媒介融合：网络传播、大众传播和人际传播的三重维度，复旦大学出版社，2012年9月

[8] 夏德元，电子媒介人的崛起：社会的媒介化及人与媒介关系的嬗变，复旦大学出版社，2011年9月

[9] 刘友芝，新媒体运营，中国人民大学出版社，2018年5月

[10] 廖秉宜等，智能营销传播新论，社会科学文献出版社，2019年7月

**0008242 Media Study**

**Course Number:** 0008242

**Course Title:** Media Study

**English Name:** Media Study

**Course Type:** Discipline basic elective course

**Credits:** 3 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Introduction to Communication Science, Introduction to Journalism

**Evaluation Form**: course participation+Thesis

**Course Description:**

Media Study is a discipline basic elective course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to combine the theoretical study and application practice of prerequisite courses such as introduction to communication science and introduction to journalism, so as to broaden students' vision of integrating professional knowledge of advertising with journalism and communication, journalism, network and new media. Through special lectures, on-the-spot investigation, real topic research and other teaching methods, cultivate students' theoretical and practical ability and research literacy to reasonably use media to achieve effective communication in the media integration environment. Take advertising marketing communication as the main line, strengthen students' awareness of exploration and research and interdisciplinary learning ability, and be able to integrate sociology, art, management and other professional knowledge from the perspective of Media Study to solve the practical problems of the development of information society. Course focus: Media convergence and emerging media, mass communication and social communication. The difficulties of teaching content: Emerging media technology, media delivery, production operation and content consumption.

**Recommended Textbooks/References:**

[1] Zhu Jiangli, All Media Integrated Advertising Strategy and Case Analysis, China Renmin University Press, August 2016

[2] Yang Zhijie, Li Sida, Digital Advertising Operation: Accurate Delivery Rules in the Era of Intelligent Marketing, People's Posts and Telecom Press, August 2018

[3] Wang Jing, Brand New China Advertising, Media and Commercial Culture, Peking University Press, December 2012

[4] Everett E. Dennis, Melvin L. Deffler, Understanding Media in the Digital Age Connections for Communication, Society and Culture, China Renmin University Press, April 2019

[5] Stieg Chava, The Mediatization of Culture and Society, Fudan University Press, June 2018

[6] Pavika Shelton, Social Media Principles and Applications, Fudan University Press, April 2018

[7] Klaus Bruen Jensen, Media Convergence: Three Dimensions of Network Communication, Mass Communication and Interpersonal Communication, Fudan University Press, September 2012

[8] Xia Deyuan, The Rise of the Cyber-mediators The Mediatization of Society and the Evolution of the Relation Between Human and Media, Fudan University Press, September 2011

[9] Liu Youzhi, New Media Operation, China Renmin University Press, May 2018

[10] Liao Bingyi, et al., The Frontier Research on Intelligent, Social Sciences Academic Press, July 2019

**1760249 营销策略与调研**

**课程编码：**1760249

**课程名称：**营销策略与调研

**英文名称：**Marketing Strategies and Investigation

**课程类型：**学科基础选修课

**学分：** 2 **总学时：** 32

**面向对象：**广告学专业本科生，全校各专业本科生

**先修课程：**广告策划，广告创意，市场营销学

**考核形式：**平时成绩+论文

**课程简介：**

营销策略与调研是艺术设计学院为广告学专业本科生开设的学科基础选修课，同时面向其他专业本科生的校选专业课。本课程的任务是结合广告策划、广告创意、市场营销学等先修课程的理论学习与应用实践，侧重本专业与管理学、社会学等相关学科的交叉融合创新，培养学生在营销传播管理层面的策略思考、调研意识与专业素养；通过专题讲授、案例研讨、专家指导、线上教学、实地考察等教学方式，引导学生运用合理的策略方法与调研工具发现并解决营销传播的实际问题，有效强化广告创意策划与内容传播的营销效果。教学内容重点：营销管理与策略思维、营销调研理论与实务、营销传播策划。教学内容难点：策略规划实践、新兴调研方法、数据分析与智能营销。

**推荐教材或主要参考书：**

[1] 菲利普·科特勒等，营销管理（第15版），上海人民出版社，2017年11月

[2] 艾·里斯，杰克·特劳特，定位（经典重译版），机械工业出版社，2017年10月

[3] 阿维纳什·K·迪克西特等，策略思维，中国人民大学出版社，2013年4月

[4] 理查德·格申，数字媒介与创新：传播管理与设计策略，清华大学出版社，2018年2月

[5] 汤姆·布朗等，营销调研基础（第8版），中国人民大学出版社，2019年8月

[6] 刘常宝，贾圣强，市场调查与预测，机械工业出版社，2017年9月

[7] 威廉·阿伦斯等，广告与营销策划，人民邮电出版社，2013年1月

[8] 伊冯娜·麦吉温，市场调研实务（原书第4版）， 机械工业出版社，2017年7月

[9] 凯蒂·伯尔纳，戴维·E.波利，数据可视化实用教程，清华大学出版社，2017年9月

[10] 阿尔文·C·伯恩斯，罗纳德·F·布什，基于Excel的营销调研（第3版），中国人民大学出版社，2014年4月

[11] 埃里克·马瑟斯，Python编程：从入门到实践，人民邮电出版社，2016年7月

**1760249 Marketing Strategies and Investigation**

**Course Number:** 1760249

**Course Title:** Marketing Strategies and Investigation

**English Name:** Marketing Strategies and Investigation

**Course Type:** Discipline basic elective course

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in advertising, all undergraduate students of the university

**Prerequisites:** Advertising planning, advertising original Idea, marketing

**Evaluation Form:** course participation+Thesis

**Course Description:**

Marketing Strategies and Investigation is a discipline basic elective course offered by the College of Art and Design for undergraduate students majoring in advertising and a course for undergraduate students of other majors. The main target of this course is to combine the theoretical learning and application practice of prerequisite courses such as advertising planning, advertising creativity and marketing, focus on the cross integration and innovation of this major with relevant disciplines such as management and sociology, and cultivate students' strategic thinking, research awareness and professional quality at the level of marketing communication management.Through special lectures, case studies, expert guidance, online teaching, field visits and other teaching methods, guide students to use reasonable strategies, methods and research tools to find and solve practical problems in marketing communication, and effectively strengthen the marketing effect of advertising creative planning and content communication. Course focus: Marketing management and strategic thinking, marketing research theory and practice, marketing communication planning. The difficulties of teaching content: Strategic planning practice, emerging research method, data analysis and intelligent marketing.

**Recommended Textbooks/References:**

[1] Philip Kotler et al., Marketing Management (15th Edition), Shanghai People's Publishing House, November 2017

[2] Ai Rees, Jack Trout, Positioning (Classic Re-translation), China Machine Press, October 2017

[3] Avinash K. Dixit et al., Strategic Thinking, China Renmin University Press, April 2013

[4] Richard Gershen, Digital Media and Innovation: Communication Management and Design Strategy, Tsinghua University Press, February 2018

[5] Tom Brown, et al., Fundamentals of Marketing Research (8th Edition), China Renmin University Press, August 2019

[6] Liu Changbao, Jia Shengqiang, Market Survey and Prediction, China Machine Press, September 2017

[7] William Arens, et al., Advertising and Marketing Planning, Posts and Telecom Press, January 2013

[8] Yvonne McGovern, The Practice of Market Research (4th Edition Original), China Machine Press, July 2017

[9] Katie Boerner, David E. Polley, Visual Insights A Practical Guide to Making Sense of Data, Tsinghua University Press, September 2017

[10] Alvin C. Burns, Ronald F. Bush, Basic Marketing Research: Using Microsoft Excel Data Analysis (3rd Edition), China Renmin University Press, April 2014

[11] Eric Mathers, Python Programming: From Beginning to Practice, Posts and Telecom Press, July 2016

**1760251 统计数据分析与广告效果评估**

**课程编码：** 1760251

**课程名称：**统计数据分析与广告效果评估

**英文名称：**

**课程类型：**学科基础选修课

**学分：** 2 **总学时：** 32

**面向对象：**广告学专业本科生

**先修课程：**广告学概论、市场营销学、广告策划

**考核形式：** 平时成绩+期末大作业

**课程简介：**

统计数据分析与广告效果评估是艺术设计学院为广告学专业本科生开设的学科基础选修课。本课程的任务是培养学生调查研究、数据搜集、数据处理、逻辑思维和归纳问题（通过调研提出问题）等五大专业基本能力，以及教授学生如何对广告效果进行评估。

教学内容重点包括：调研过程与设计；定性数据处理；定量数据处理；数据可视化基础；R语言初步；广告效果评估的各项前期工作；广告文案评估；广告媒体效果评估；广告活动效果评估；广告创意阶段的效果评估等。
 教学内容的难点主要有：定量调研方法；定量数据处理；如何在实践中进行统计数据分析和广告效果评估。

**推荐教材或主要参考书：**

[1] 简明，金勇进，蒋妍，市场调查方法与技术（第三版）. 北京：中国人民大学出版社，2012年4月

[2] 柯惠新，沈浩，调查研究中的统计分析法（基础篇）（第3版）. 北京，中国传媒大学出版社，2015年9月

[3] [程士安](http://search.dangdang.com/?key2=%B3%CC%CA%BF%B0%B2&medium=01&category_path=01.00.00.00.00.00)，[广告调查与效果评估(第二版)](http://product.dangdang.com/23851418.html)，复旦大学出版社，2015年9月

[4] [程瑶](http://search.dangdang.com/?key2=%B3%CC%D1%FE&medium=01&category_path=01.00.00.00.00.00)，[广告效果评估](http://product.dangdang.com/20734399.html)，合肥工业大学出版社，2009年11月

**1760251 Statistic Data Analysis and Assessment of Advertisement Effects**

**Course Number:** 1760251

**Course Title:** Statistic Data Analysis and Assessment of Advertisement Effects

**English Name: Statistic Data Analysis and Assessment of Advertisement Effects**

**Course Type:** Discipline basic elective course

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Introduction to Advertising, Marketing, Advertising Planning

**Evaluation Form:** course participation + final assignment

**Course Description:**

Statistic Data Analysis and Assessment of Advertisement Effects is a discipline basic elective course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to cultivate students' basic abilities of five majors, including investigation and research, data collection, data processing, logical thinking and problem induction (asking questions through investigation), and to teach students the way to evaluate the effect of advertising.

The teaching contents are mainly covered by the following aspects: research process and design; qualitative data processing; quantitative data processing; data visualization foundation; R language preliminary; preliminary work of advertising effect evaluation; evaluation of advertising copy; evaluation of media advertising effect; effect evaluation of advertising activities; effect evaluation of advertising creativity stage, etc.
The difficulties of teaching contents are described as followings: quantitative research method; quantitative data processing; how to analyze statistical data and evaluate advertising effect in practice.

**Recommended Textbooks/References:**

[1] Jian Ming, Jin Yongjin, Jiang Yan, Market Survey Methods and Technologies (3rd Edition), Beijing: China Renmin University Press, April 2012

[2] Ke Huixin, Shen Hao, Statistics in Survey Research (Fundamental) (3rd Edition), Beijing: Communication University of China Press, September 2015

[3] [Cheng Shi'an](http://search.dangdang.com/?key2=%B3%CCʿ%B0%B2&medium=01&category_path=01.00.00.00.00.00), Advertising Investigation and Effect Evaluation [(2nd Edition)](http://product.dangdang.com/23851418.html), Fudan University Press, September 2015

[4] [Cheng Yao](http://search.dangdang.com/?key2=%B3%CC%D1%FE&medium=01&category_path=01.00.00.00.00.00), [Evaluation of Advertising Effects](http://product.dangdang.com/20734399.html), Hefei University of Technology Press, November 2009

**0008237 机构形象设计（CI）**

**课程编码：**1760256

**课程名称：**机构形象设计（CI）

**英文名称：**Corporate Identity Design

**课程类型：**专业选修课

**学分：**2 **总学时：** 32

**面向对象：**广告学专业本科生

**先修课程：**视觉传达设计基础，电脑图文设计，营销调研

**考核形式：**考查（CI市场调查、品牌形象设计）

**课程简介：**

《机构形象设计（CI）》是艺术设计学院为广告学专业本科生开设的专业选修课。本课程的任务是使学生了解品牌塑造的基本知识，掌握机构形象识别设计（CI）的理论与方法。具体内容包括： CI的概念；CI的起源；CI的历史发展及风格演变；近代CI繁荣的原因；近代CI的发展历史；CI在整个机构运行与发展中的地位和作用；CI的构成；视觉识别（VI）设计方法（包括标志、标准字体、标准色彩、标准组合、核心图形、吉祥物、实际应用）。教学内容重点：视觉识别（VI）设计方法。教学内容的难点：标志设计方法。

**推荐教材或主要参考书：**

[1] 许俊基,张百清,罗文坤，程春，CIS发展与国别模式——超值企业形象设计，黑龙江科学技术出版社，2002年4月

[2] 陈青，企业形象设计之助手-VI设计模块，陕西人民美术出版社，2006年1月

[3] 王国伦,华健心,高中羽，平面设计，湖北美术出版社出版社，2001年10月

[4] 何洁,叶苹,标志设计，上海人民美术出版社，2013年1月

**0008237 Corporate Identity Design (CI)**

**Course Number:** 1760256

**Course Title:** Corporate Identity Design (CI)

**English Name:** Corporate Identity Design

**Course Type:** Major elective courses

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Basis on Visual Transmission Design, CGD, Marketing Research

**Evaluation Form:** Evaluation (CI Market Service, Brand Image Design)

**Course Description:**

Corporate Identity Design (CI) is a specialized elective course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to enable students to understand the basic knowledge of brand building, master the theory and method of organization image identification design (CI). Specific content includes: The concept of CI; the origin of CI; the historical development and style evolution of CI; the reasons for the prosperity of CI in modern times; the development history of modern CI; the position and role of CI in the operation and development of the whole organization; Composition of CI; visual identification (VI) design method (including logo, standard font, standard color, standard combination, core graphics, mascot and practical application). Course focus: Visual identification design methods. The difficulties of teaching content: label design methods.

**Recommended Textbooks/References:**

[1] Xu Junji, Zhang Baiqing, Luo Wenkun, Cheng Chun, CIS Development and Country Model - Valuable Enterprise Image Design, Heilongjiang Science and Technology Press, April 2002

[2] Chen Qing, Assistant of Corporate Image Design -VI Design Module, Shaanxi People's Fine Arts Press, January 2006

[3] Wang Guolun, Hua Jianxin, Gao Zhongyu, Graphic Design, Hubei Fine Arts Publishing House, October 2001

[4] He Jie, Ye Ping, Label Design, Shanghai People's Fine Arts Publishing House, January 2013

**1760257社会创新设计**

**课程编码：1760257**

**课程名称：**社会创新设计

**英文名称：**Social Innovation Design

**课程类型：**专业选修课

**学分：2 总学时： 32**

**面向对象：**广告学专业本科生

**先修课程：**综合设计基础，传播学概论，艺术社会学

**考核形式：**平时成绩+课程作业

**课程简介：**

社会创新设计是艺术设计学院为广告学专业本科生开设的专业选修课。本课程的任务是通过跨界融合设计学、社会学、传播学、心理学等学科，打破学科壁垒，引导学生探索人类社会未来的复杂需求，提出可持续的创新解决方案。基于对社会、文化、经济、环境与技术等方面的分析与洞察，结合跨领域创新方法与理念，通过产品创新、行动创新、传播创新等路经，培养具有国际前瞻视野、跨界设计能、跨文化理解力、批判性思维能力、系统思维能力、社会洞察力和执行能力的复合型创新人才。教学内容重点：社会创新与设计；大众设计与专业设计；社会对话的视觉呈现工具；社会问题专题研究；设计调研；设计实践。教学内容的难点：社会对话的视觉呈现工具；研究的不确定性与多元可能性；项目策划与实施。

**推荐教材或主要参考书：**

[1] 维克多·帕帕奈克，为真实世界的设计，中信出版社，2013年1月

[2] [原研哉](http://www.dangdang.com/author/%D4%AD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)，设计中的设计，广西师范大学出版社，2017年10月

[3] 埃佐·曼奇尼，钟芳 马谨译，设计，在人人设计的时代，电子工业出版社，2016年5月

[4] 蒂姆·布朗，IDEO，设计改变一切，浙江教育出版社，2019年12月

[5] [尤瓦尔·赫拉利](http://search.dangdang.com/?key2=%D3%C8%CD%DF%B6%FB%A1%A4%BA%D5%C0%AD%C0%FB&medium=01&category_path=01.00.00.00.00.00)，未来简史，中信出版社，2017年1月

**1760257 Social Creation Practice**

**Course Number:** **1760257**

**Course Title:** Social Creation Practice

**English Name:** Social Creation Practice

**Course Type:** Major elective courses

**Credits: 2 Total Credit Hours: 32**

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Basis on General Design, Introduction to Communication Science, Arts Sociology

**Evaluation Form:** course participation + Course assignment

**Course Description:**

Social Creation Practice is a specialized elective course offered by the College of Art and Design for undergraduate students majoring in advertisement. The main target of this course is to break discipline barriers, guide students to explore the complex needs of human society in the future and put forward sustainable and innovative solutions through cross-border integration of disciplines such as design, sociology, communication and psychology. Based on the analysis and insight into society, culture, economy, environment and technology, combined with cross domain innovation methods and ideas, cultivate interdisciplinary innovative talents with international foresight, interdisciplinary design ability, cross-cultural understanding, critical thinking ability, systematic thinking ability, social insight and executive ability through product innovation, action innovation, communication innovation and other paths. Course focus: Social innovation and design; mass design and professional design; a visual representation tool for social dialogue; special research on social issues; design research; design practice. The difficulties of teaching content: Visual presentation tools of social dialogue; uncertainty and multiple possibilities of research; project planning and implementation.

**Recommended Textbooks/References:**

[1] Victor Papanek, Design for the Real World, CITIC Publishing House, January 2013

[2] [Kenya Hara](http://www.dangdang.com/author/%D4%AD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), Design in Design, Guangxi Normal University Press, October 2017

[3] Ezzo Mancini (Author), Zhong Fang, Ma Jing (Translator), An Introduction to Design for Social Innovation, Electronic Industry Press, May 2016

[4] Tim Brown, IDEO, Change by Design, Zhejiang Education Publishing House, December 2019

[5] [Yuval Noah Harari](http://search.dangdang.com/?key2=%D3%C8%CD߶%FB%A1%A4%BA%D5%C0%AD%C0%FB&medium=01&category_path=01.00.00.00.00.00), A Brief History of Tomorrow, CITIC Publishing House, January 2017

**0000407+公共关系学**

**课程编码：**0000407

**课程名称：**公共关系学

**英文名称：**Public Relationship Theory

**课程类型：**专业选修课

**学分：** 2 **总学时：** 32

**面向对象：**新闻传播学类本科生

**先修课程：**传播学概论 广告学概论

**考核形式：** 平时成绩+考试

**课程简介：**（250-300字）

公共关系学是艺术设计学院为广告学专业本科生开设的专业选修课。本课程的任务是以讲授公共关系基本理论为主，兼顾公共关系实务。基本内容包括公共关系学的基本概念和原理，公共关系的历史，公共关系的构成、职能、作用、类型以及基本原则和规范，公共关系组织与人员，公共关系传播管理，公共关系调查、策划、实施与评估等理论与实务内容。通过学习，使学生通过了解公共关系活动基本理论，把握公共关系实务运作要领，强化公共关系意识，提高适应社会能力，对于学生提高综合素质和改变公众观念以及就业都具有重要意义。教学内容重点是公共关系调查、策划、实施与评估。教学内容的难点是公众关系及其协调。

**推荐教材或主要参考书：**

[1] 胡百精，《公共关系学》，北京：中国人民大学出版社，2008年.

[2]（美）丹·拉铁摩尔等著，朱启文、冯启华译，《公共关系：职业与实践》，北京：北京大学出版社，2006 年.

[3] 姚惠忠著：《公共关系理论与实务》，北京：北京大学出版社，2004年.

[4] 中国公共关系网编：《最具公众影响力公共关系案例集》，北京：企业管理出版社，2015年.

**0000407+Public Relationship Theory**

**Course Number:** 0000407

**Course Title:** Public Relationship Theory

**English Name:** Public Relationship Theory

**Course Type:** Major elective courses

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in journalism and communications

**Prerequisites:** Introduction to Communication Science, Introduction to Advertising

**Evaluation Form:** course participation + written exams

**Course Description:** (250-300 words)

Public Relationship Theory is a specialized elective course offered by the College of Art and Design for undergraduate students majoring in advertisement. The main target of this course is to teach the basic theory of public relations and the practice of public relations. The basic contents include the basic concepts and principles of public relation theory, the history of public relations, the composition, functions, roles, types, basic principles and norms of public relations, public relations organizations and personnel, public relations communication management, public relations investigation, planning, implementation and evaluation, and other theoretical and practical contents. Through learning this course, students can understand the basic theory of public relations activities, grasp the essentials of practical operation of public relations, strengthen the awareness of public relations and improve their ability to adapt to society, This course is of great significance for students to improve their comprehensive quality, change public ideas and employment. The teaching contents are mainly covered by the following aspects: investigation, planning, implementation and evaluation of public relations. The difficulties of teaching contents are described as followings: public relations and its coordination.

**Recommended Textbooks/References:**

[1] Hu Baijing, Public Relationship Theory, Beijing: China Renmin University Press, 2008

[2] (USA) Dan Lattimore et al., Zhu Qiwen, Feng Qihua (Translator), Public Relations: Career and Practice, Beijing: Peking University Press, 2006.

[3] Yao Huizhong, Theory and Practice of Public Relations, Beijing: Peking University Press, 2004

[4] China Public Relations Network: China's Most Influential Public Relations Case Studies, Beijing: Enterprise Management Publishing House, 2015

**1760258 广告经营管理**

**课程编码：** 1760258

**课程名称：**广告经营管理

**英文名称：**

**课程类型：**学科基础选修课

**学分：** 2 **总学时：** 32

**面向对象：**广告学专业本科生

**先修课程：**广告学概论、广告策划、市场营销学

**考核形式：** 平时成绩+期末大作业

**课程简介**

统计数据分析与广告效果评估是艺术设计学院为广告学专业本科生开设的学科基础选修课。

本课程的任务是让学生比较全面系统地掌握关于广告经营学、广告管理学的基本理论、基本知识、基本方法与实践经验，培养和提高学生进行广告经营、广告管理的实际应用能力，以更好地适应现代广告经营与管理的要求。

本课程的教学内容包括：广告企业的创办；广告经营与广告市场；广告主的特点；广告公司的组织机构及组织运行特点；广告公司客户管理、人力资源管理及财务管理；我国广告公司的经营环境、经营现状和经营特点。

本课程教学内容的难点是如何将广告公司的经营与管理理论和广告经营实践相结合。

**推荐教材或主要参考书：**

[1] [程明](http://search.dangdang.com/?key2=%B3%CC%C3%F7&medium=01&category_path=01.00.00.00.00.00)，[张金海](http://search.dangdang.com/?key2=%D5%C5%BD%F0%BA%A3&medium=01&category_path=01.00.00.00.00.00)，[广告经营学（第2版）](http://product.dangdang.com/25301842.html)，北京师范大学出版社，2018年5月

[2] [廖秉宜](http://search.dangdang.com/?key2=%C1%CE%B1%FC%D2%CB&medium=01&category_path=01.00.00.00.00.00) ，广告经营与管理，西安交通大学出版社，2016年11月

[3] [曾兰平](http://search.dangdang.com/?key2=%D4%F8%C0%BC%C6%BD&medium=01&category_path=01.00.00.00.00.00)，广告经营管理，华中科技大学出版社，2014年1月

[4] [张金海](http://search.dangdang.com/?key2=%D5%C5%BD%F0%BA%A3&medium=01&category_path=01.00.00.00.00.00)，广告经营学，北京师范大学出版社，2013年9月

**1760258 Advertisement Management**

**Course Number:** 1760258

**Course Title:** Advertisement Management

**English Name:** Advertisement Management

**Course Type:** Discipline basic elective course

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Introduction to Advertising, Advertising Planning, Marketing

**Evaluation Form:** course participation + final assignment

**Course Description:**

Statistic Data Analysis and Assessment of Advertisement Effects is a discipline basic elective course offered by the College of Art and Design for undergraduate students majoring in advertising.

The main target of this course is to enable students to comprehensively and systematically master the basic theories, basic knowledge, basic methods and practical experience of advertising management and advertising management, and cultivate and improve students' practical application ability of advertising operation and advertising management, so as to better meet the requirements of modern advertising operation and management.

The teaching contents are mainly covered by the following aspects: establishment of advertising enterprises; advertising operation and advertising market; characteristics of advertisers; the organization and operation characteristics of advertising enterprises; advertising enterprise customer management, human resources management and financial management; operating environment, operating status and operating characteristics of advertising enterprises in China.

The difficulties of teaching contents of this course are how to combine the operation of advertising company with management theory and advertising operation practice.

**Recommended Textbooks/References:**

[1] [Cheng Ming](http://search.dangdang.com/?key2=%B3%CC%C3%F7&medium=01&category_path=01.00.00.00.00.00), [Zhang Jinhai](http://search.dangdang.com/?key2=%D5Ž%F0%BA%A3&medium=01&category_path=01.00.00.00.00.00), [Advertising Management (2nd Edition)](http://product.dangdang.com/25301842.html), Beijing Normal University Press, May 2018

[2] [Liao Bingyi](http://search.dangdang.com/?key2=%C1α%FC%D2%CB&medium=01&category_path=01.00.00.00.00.00), Advertising Operation and Management, Xi'an Jiaotong University Press, November 2016

[3] [Zeng Lanping](http://search.dangdang.com/?key2=%D4%F8%C0%BCƽ&medium=01&category_path=01.00.00.00.00.00), Advertising Operation and Management, Huazhong University of Science and Technology Press, January 2014

[4] [Zhang Jinhai](http://search.dangdang.com/?key2=%D5Ž%F0%BA%A3&medium=01&category_path=01.00.00.00.00.00), Advertising Management, Beijing Normal University Press, September 2013

**1760259 艺术社会学**

**课程编码：1760259**

**课程名称：**艺术社会学

**英文名称：**Arts Sociology

**课程类型：**校选专业课

**学分：** 2 **总学时：** 32

**面向对象：**全校各类本科生

**先修课程：**无

**考核形式：** 平时成绩+考查

**课程简介：**（250-300字）

艺术社会学是艺术设计学院开设的校选专业课程类型。本课程的任务是把艺术活动作为一种社会现象，主要运用社会学的观点、理论和方法，从艺术与社会之间的相互关系来审视和研究艺术现象，了解艺术反映社会的程度、塑造社会的方法，全面展示艺术生产、分配、接受、消费和使用的过程。教学内容重点：艺术社会过程中的艺术生产的复杂性，艺术传播、艺术分配和艺术消费的机制；艺术与社会文化环境的互动；艺术在强化社会边界和建构不同社会阶层关系的作用。教学内容的难点：用社会学的视角及方法研究艺术，如何界定“艺术界”的范围，如何界定艺术和艺术家。

**推荐教材或主要参考书：**

 [1] （英）维多利亚•D•亚历山大，艺术社会学，江苏美术出版社，2013年9月

[2] （美）薇拉•佐尔伯格，建构艺术社会学，译林出版社，2018年8月

[3] （美）（德）特奥多尔•阿多诺，音乐社会学导论，中央编译出版社，2018年11月

[4] （德）瓦尔特·本雅明，艺术社会学三论，南京大学出版社，2017年3月

[5] （匈）阿诺尔德•豪泽尔，艺术社会史，商务印书馆，2015年5月

[6] （匈）阿诺德•豪泽尔，艺术社会学，学林出版社，1987年9月

[7] （英）奥斯汀•哈灵顿，艺术与社会理论——美学中的社会学论争，南京大学出版社，2010年3月

[8] （法）娜塔莉•海因里希，艺术为社会学带来什么，华东师范大学出版社，2016年5月

[9] 滕守尧，艺术社会学描述，南京出版社，2006年1月

[10] 宋建林，现代艺术社会学导论，知识出版社，2003年9月

**1760259 Arts Sociology**

**Course Number:1760259**

**Course Title:** Arts Sociology

**English Name:** Arts Sociology

**Course Type:** Specialized course of university

**Credits:** 2 **Total Credit Hours:** 32

**Students:** All undergraduate students of the university

**Prerequisites: None**

**Evaluation Form:** course participation + evaluation

**Course Description:** (250-300 words)

Arts Sociology is a specialized course offered by the College of Art and Design. The main target of this course is to take artistic activities as a social phenomenon, mainly use sociological viewpoints, theories and methods to examine and study artistic phenomena from the mutual relationship between art and society, understand the extent to which art reflects society and the methods to shape society, and comprehensively display the process of artistic production, distribution, acceptance, consumption and use. Course focus: The complexity of art production in the process of art society, the mechanism of art communication, art distribution and art consumption; the interaction between art and social and cultural environment; the role of art in strengthening social boundaries and constructing the relationship between different social strata. The difficulties of teaching content: Study art from the perspective and method of sociology and study how to define the scope of "art circle", and how to define art and artists.

**Recommended Textbooks/References:**

 [1] (UK) Victoria D. Alexander, Arts Sociology: Exploring Fine and Popular Forms, Jiangsu Fine Arts Publishing House, September 2013

[2] (USA) Willa Zulberg, Constructive Sociology of Art, Yilin Press, August 2018

[3] (USA) (Germany) Theodor W. Adorno, Introduction to the Sociology of Music, Central Compilation & Translation Press, November 2018

[4] (Germany) Walter Benjamin, Three Theories of Art Sociology, Nanjing University Press, March 2017

[5] (Hungary) Arnold Hauser, Social History of Art, Commercial Press, May 2015

[6] (Hungary) Arnold Hauser, Social History of Art, Academia Press, September 1987

[7] (UK) Austin Harrington, Art and Social Theory - Sociological Debate in Aesthetics, Nanjing University Press, March 2010

[8] (France) Natalie Heinrich, What Art Brings to Sociology, East China Normal University Press, May 2016

[9] Teng Shouyao, The Sociology of Art, Nanjing Press, January 2006

[10] Song Jianlin, Introduction to Modern Art Sociology, Knowledge Press, September 2003

**1760259 艺术与文化经济（双语）**

**课程编码：**1760260

**课程名称：**艺术与文化经济（双语）

**英文名称：Arts and Cultural Economics**

**课程类型：**专业选修课

**学分：** 3 **总学时：** 48

**面向对象：**广告学，艺术和设计类本科生

**先修课程：**无

**考核形式：** 平时成绩+个人成绩+小组成绩

**课程简介：**（250-300字）

“艺术与文化经济（双语）”是艺术设计学院广告学专业为广告学本科生开设的专业选修课，也是为学校其它专业开设的个性需求选修课。本课程的任务是认识艺术、文化与遗产部门在当代经济与社会发展中的重要地位与特征；了解艺术与文化经济的范围与门类，既包括传统的视觉艺术、表演艺术和影视艺术和物质与非物质文化遗产，还包括各种生产具有文化与审美内涵的产品和服务的产业，如广告业、时尚业、旅游业、新媒体行业等。作为一门研究型课程，本课的重点和难点是在全球学术研究与实践的视野中，通过交叉学科的方法，辨析相关概念，讨论艺术与文化生产与消费特征，学习城市文化更新战略，并对不同门类的艺术和文化产业进行专题讨论。本课还将在比较视野中，讨论中国传统和当代艺术与文化实践，鼓励学生关注本土市场特点和民族文化资源应用与产业发展。

**推荐教材或主要参考书：**

[1] 向勇.文化产业导论作者.北京大学出版社，2015年3月

[2] 范周. 文化经济研究.知识产权出版社, 2017年5月

[3] 露丝桃丝. 文化经济学.东北财经大学出版社, 2016年5月

[4]左罗妮. 当代艺术经济学：市场、策略与参与. 东北财经大学出版社, 2016年5月

[4] 唐燕、克劳斯昆兹曼等. 文化、创意产业与城市更新. 清华大学出版社, 2016年12月

**1760259 Arts and Cultural Economics (Bilingual)**

**Course Number:** 1760260

**Course Title:** Arts and Cultural Economics (Bilingual)

**English Name: Arts and Cultural Economics**

**Course Type:** Major elective courses

**Credits:** 3 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in advertising, art and design

**Prerequisites: None**

**Evaluation Form:** Course participation+ Individual grade + group grade

**Course Description:** (250-300 words)

"Arts and Cultural Economics (Bilingual)" is a specialized elective course offered by the College of Art and Design for undergraduate students majoring in advertising and an optional course for other majors in the university. The main target of this course is to understand the important position and characteristics of art, culture and heritage departments in contemporary economic and social development; understand the scope and categories of art and cultural economy, including traditional visual arts, performing arts, film and television arts and material and intangible cultural heritage, as well as various industries producing products and services with cultural and aesthetic connotation, such as advertising, fashion, tourism and new media. As a research course, the focus and difficulty of this course is to distinguish relevant concepts, discuss the production and consumption characteristics of art and culture, learn urban cultural renewal strategies, and conduct thematic discussions on different types of art and cultural industries from the perspective of global academic research and practice. This course will also discuss the Chinese traditional and contemporary art and cultural practice from a comparative perspective and encourage students to focus on characteristics of local market and the application of national cultural resources and industrial development.

**Recommended Textbooks/References:**

[1] Xiang Yong, Introduction to Cultural Industry, Peking University Press, March 2015

[2] Fan Zhou, Cultural Economy Research. Intellectual Property Press, May 2017

[3] Ruth Tauss, Cultural Economics, Northeast University of Finance and Economics Press, May 2016

[4] Zoroni, Contemporary art Economics: Market, Strategy and Participation, Northeast University of Finance and Economics Press, May 2016

[4] Tang Yan, Klaus Kunzmann, et al., Culture, Creative Industries and Urban Regeneration, Tsinghua University Press, December 2016

**0008463 艺术市场与管理**

**课程编码：**0008463

**课程名称：**艺术市场与管理

**英文名称：**Art Market And Art Management

**课程类型：**专业选修课

**学分：** 3 **总学时：** 48

**面向对象：**广告学专业本科生

**先修课程：**广告学概论, 广告创意

**考核形式：** 平时成绩+考试

**课程简介：**

《艺术市场与管理》课程是艺术设计学院为广告学专业本科生开设的一门理论和应用性结合很强的具有交叉学科特征的课程，本课程的任务是培养学生掌握前沿艺术背景知识，熟悉艺术市场运作规律，提高广告设计创新技能，同时培养艺术经纪人、艺术策划人和文化管理者所具备的潜能，为从事艺术品投资咨询、拍卖行或画廊的经营、美术馆和文化部门的管理、文化活动和艺术展览的策划等方面的工作完善知识储备系统。教学内容重点：艺术学是其基础，管理学是其依托，教学内容强调艺术学、产业经济学、市场营销学、心理学、统计学、社会学等诸学科内容渗透其中。教学难点：课程是高校较早注重有关视觉艺术管理的专业课程， 教授难点是视觉艺术和管理学的结合与交叉部分。

**推荐教材或主要参考书：**

[1] 陶小军、王菡薇、钟卉，艺术市场学，商务印书馆，2017.10

[2] 胡懿勋，艺术市场与管理，上海科学技术文献出版社，2016.8

**0008463 Art Market and Management**

**Course Number:** 0008463

**Course Title:** Art Market and Management

**English Name:** Art Market And Art Management

**Course Type:** Major elective courses

**Credits:** 3 **Total Credit Hours:** 48

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Introduction to Advertising, Advertisement Creation

**Evaluation Form:** course participation + written exams

**Course Description:**

Art Market and Management is an interdisciplinary course with strong combination of theory and application for undergraduate students majoring in advertising in the College of Art and Design. The main target of this course is to train students to master the cutting-edge art background knowledge, get familiar with the operation law of the art market, improve the innovative skills of advertising design, and cultivate the potential of art brokers, art planners and cultural managers, and improve the knowledge reserve system for the art investment consulting, operation of auction houses or galleries, management of art museums and cultural departments, planning of cultural activities and art exhibitions. Course focus: Art is its foundation, and management is its support. The teaching content emphasizes art, industrial economics, marketing, psychology, statistics, sociology and other subjects. The difficulties of teaching: The course is a professional course focusing on visual art management in colleges and universities. The difficulty of teaching is the combination and intersection of visual art and management.

**Recommended Textbooks/References:**

[1] Tao Xiaojun, Wang Hanwei, Zhong Hui, Art Marketing, Commercial Press, October 2017

[2] Hu Yixun, Art Market and Management, Shanghai Scientific and Technical Literature Publishing House, August 2016

**1760261视觉文化经典理论导读**

**课程编码：1760261**

**课程名称：**视觉文化经典理论导读

**英文名称：**Introduction to Visual Culture Classic Theory

**课程类型：**专业课

**学分：** 2 **总学时：** 32

**面向对象：**全校本科

**先修课程：**无

**考核形式：** 平时成绩+考试

**课程简介：**

视觉文化经典理论导读是艺术设计学院为北京工业大学所有专业本科生开设的专业选修课程。视觉文化研究在西方学界大有取代艺术史研究之势，它具有跨学科、跨媒介和跨文化的特性，可以综合多种学科对视觉作品进行分析，并且可以打通艺术作品与日常图像（包括广告、新闻图像以及网络图像等等）之间的区隔；本课程从经典理论家的经典文献入手，重点在于分析其形成的背景及学术影响，培养学生对于视觉对象的敏感以及对视觉文化理论的了解；通过对于经典理论的讲解，在学生逐渐了解基本视觉文化理论的基础上，开阔学生的专业视野；使学生尝试对具体视觉现象的主动分析和简单研究，这也是本课程的难点。

**推荐教材或主要参考书：**无

**1760261 Introduction to Visual Culture Classic Theory**

**Course Number:1760261**

**Course Title:** Introduction to Visual Culture Classic Theory

**English Name:** Introduction to Visual Culture Classic Theory

**Course Type:** Specialized course

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students of the university

**Prerequisites: None**

**Evaluation Form:** course participation + written exams

**Course Description:**

Introduction to Visual Culture Classic Theory is a specialized elective course offered by the College of Art and Design for all undergraduate students of Beijing University of Technology. The study of visual culture has the potential to replace the study of art history in western academic circle, with interdisciplinary, cross-media and cross-cultural characteristics. Visual works can be analyzed by integrating various disciplines, and the distinction between artistic works and daily images (including advertisements, news images, network images, etc.) can be opened. From the classic literature of classical theorists, this course focuses on analyzing its formation background and academic influence, and cultivating students' sensitivity to visual objects and understanding of visual culture theory.Through the explanation of classical theories, students can broaden their professional vision on the basis of gradually understanding the basic visual culture theory. It is also the difficulty of this course to enable students to actively analyze and simply study specific visual phenomena.

**Recommended Textbooks/References:** None.

**1760262城市文化研究**

**课程编码**1760262

**课程名称：**城市文化研究

**英文名称：**Selected Topics in City Culture Study

**课程类型：**专业选修课

**学分：** 2.5 **总学时：**40

**面向对象：**广告学，全校本科生

**先修课程：**无

**考核形式：** 平时成绩+个人作业+小组作业

**课程简介：**（250-300字）

“城市文化研究”是艺术设计学院为广告学专业本科生开设的专业选修课。本课程的任务是将城市作为一种独特的的生活方式进行认知和理解，并在全球化的语境下考察世界城市与全球城市在政治、经济、社会和文化方面的影响；课程透过信息、影像、商品的流动考察全球与地方城市之间的互动关系。作为广告学专业的特色课程，城市文化研究是当代最有活力的交叉学科的研究领域，具有丰富的话题性。本课从五个相互关联又相对独立的主题，包括“城市与城市人”，“现代城市生活”，“城市形象塑造与更新”，“城市与性别”，“北京与老北京”，对现代和后现代城市文化进行一个全景的展示，同时，采用田野调查的方式，鼓励学生像“人类学家”那样，走进自己的城市，重新审视、体验、记录和解读城市文化。

**推荐教材或主要参考书：**

[1 ] 汪民安等 编著. 城市文化读本. 北京大学出版社，2008年1月

[2] 史蒂文森. 城市与城市文化. 北京大学出版社, 2015年9月

[3] 马汀德. 作为界面的城市—数字媒介如何改变城市. 中国建筑工业出版社，2019年1月

[4] 刘易斯 芒福德. 城市文化. 中国建筑工业出版社，2009年1月

**1760262 City Culture Study**

**Course Number:** 1760262

**Course Title:** City Culture Study

**English Name:** Selected Topics in City Culture Study

**Course Type:** Major elective courses

**Credits:** 2.5 **Total Credit Hours:** 40

**Students:** Advertisement, undergraduate students of the university

**Prerequisites: None**

**Evaluation Form:** Course participation+ Individual assignment + Group assignment

**Course Description:** (250-300 words)

City Culture Study is a specialized elective course offered by the College of Art and Design for undergraduate students majoring in advertisement. The main target of this course is to recognize and understand the city as a unique way of life, and investigate the political, economic, social and cultural impacts of the world city and global city in the context of globalization; examine the interaction between the global and local cities through the flow of information, video and goods. As a characteristic course of advertisement, City Culture Study is the most dynamic interdisciplinary research field in contemporary times, with rich topics. This course presents a panoramic display of modern and post-modern urban culture from five interrelated and relatively independent themes, including "city and city people", "modern urban life", "shaping and updating of urban image", "Beijing and old Beijing", and encourages students as "anthropologists" to re-examine, experience, record and interpret urban culture in the way of field research.

**Recommended Textbooks/References:**

[1] Wang Min'an et al., The City Culture Studies: A Reader, Peking University Press, January 2008

[2] Stevenson, Cities and Urban Cultures, Peking University Press, September 2015

[3] Martin de Waal, The City as Interface-How Digital Media Are Changing the City, China Building Industry Press, January 2019

[4] Lewis Mumford, The Culture of Cities, China Building Industry Press, January 2009

**1760263 西方文化概论**

**课程编码：1760263**

**课程名称：**西方文化概论

**英文名称：**Western Culture Conception

**课程类型：**专业选修课

**学分：** 2 **总学时：** 32

**面向对象：**新闻传播学类本科生

**先修课程：**无

**考核形式：** 平时成绩+考试

**课程简介：**

西方文化概论是艺术设计学院为广告专业本科生开设的专业选修课。本课程的任务是本课程主要讲授的是“西方文化”从起源到发展，所经历的四个不同的历史时期的文化发展成就。目的是让学生了解、掌握古希腊罗马文化、中世纪的宗教文化、文艺复兴、宗教改革和启蒙运动的理性文化，现代社会的多元文化，理解其发生、发展、成就及文化特点，并在此基础上，取其精华，剔除糟粕。在全球经济趋向一体化、中西方文化交流日趋频繁的今天，学习、了解、掌握西方文化，有助于促进国际间的文化交流，提高学生的文化素养，拓宽学生的国际化视野。教学内容重点是西方文化的发展历程、体系及成就。教学内容的难点是如何把握其内在的逻辑与精神，合理看待文化全球化时代的西方文化。

**推荐教材或主要参考书：**

[1] 赵林，西方文化概论（修订版），北京：高等教育出版社a，2008年3月.

[2] 方汉文，西方文化概论（第3版），北京：中国人民大学出版社，2018年6月.

[3] （加）梁鹤年，西方文明的文化基因，北京：生活•读书•新知三联书店，2014年3月.

[4] （美）[马克·凯什岚斯基](http://book.jd.com/writer/%E9%A9%AC%E5%85%8B%C2%B7%E5%87%AF%E4%BB%80%E5%B2%9A%E6%96%AF%E5%9F%BA_1.html)，[帕特里克·吉尔里](http://book.jd.com/writer/%E5%B8%95%E7%89%B9%E9%87%8C%E5%85%8B%C2%B7%E5%90%89%E5%B0%94%E9%87%8C_1.html)，[帕特里夏·奥布赖恩](http://book.jd.com/writer/%E5%B8%95%E7%89%B9%E9%87%8C%E5%A4%8F%C2%B7%E5%A5%A5%E5%B8%83%E8%B5%96%E6%81%A9_1.html)，西方文明史：延续不断的遗产（第五版），北京：中国人民大学出版社，2014年6月.

[5] （美）[雅克·巴尔赞](http://book.jd.com/writer/%E9%9B%85%E5%85%8B%C2%B7%E5%B7%B4%E5%B0%94%E8%B5%9E_1.html)，从黎明到衰落：西方文化生活五百年，1500年至今，北京：中信出版社，2013年11月.

**1760263 Western Culture Conception**

**Course Number:1760263**

**Course Title:**  Western Culture Conception

**English Name:** Western Culture Conception

**Course Type:** Major elective courses

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in journalism and communications

**Prerequisites: None**

**Evaluation Form:** course participation + written exams

**Course Description:**

Western Culture Conception is a specialized elective course offered by the College of Art and Design for undergraduate students majoring in advertisement. The main target of this course is to teach the cultural development achievements of "Western culture" in four different historical periods from its origin to its development. Enable students to understand and master the rational culture of ancient Greek and Rome culture, medieval religious culture, Renaissance, religious reform and enlightenment, the multicultural culture of modern society, understand its occurrence, development, achievements and cultural characteristics, and on this basis, extract the essence and eliminate the dross. With the trend of global economic integration and the increasingly frequent cultural exchanges between China and the west, learning, understanding and mastering western culture will promote international cultural exchanges, improve students' cultural literacy and broaden students' international vision. This course focuses on the development history, system and achievement of western culture. The difficulty of teaching contents is how to grasp its inner logic and spirit and rationally look at western culture in the era of cultural globalization.

**Recommended Textbooks/References:**

[1] Zhao Lin, Western Culture Conception (Revision), Beijing: Higher Education Press, March 2008

[2] Fang Hanwen, Western Culture Conception (3rd Edition), Beijing: China Renmin University Press, June 2018

[3] (Canada) Liang Henian, The Cultural DNA of Western Civilization, Beijing: Life•Reading•New Knowledge Sanlian Bookstore, March 2014

[4] (USA) [Mark Kishlansky](http://book.jd.com/writer/%E9%A9%AC%E5%85%8B%C2%B7%E5%87%AF%E4%BB%80%E5%B2%9A%E6%96%AF%E5%9F%BA_1.html), [Patrick Geary](http://book.jd.com/writer/%E5%B8%95%E7%89%B9%E9%87%8C%E5%85%8B%C2%B7%E5%90%89%E5%B0%94%E9%87%8C_1.html), [Patricia O'Brien](http://book.jd.com/writer/%E5%B8%95%E7%89%B9%E9%87%8C%E5%A4%8F%C2%B7%E5%A5%A5%E5%B8%83%E8%B5%96%E6%81%A9_1.html), A Brief History of Western Civilization, The Unfinished Legacy (Fifth Edition), China Renmin University Press, June 2014.

[5] (USA) [Jacques Barzun](http://book.jd.com/writer/%E9%9B%85%E5%85%8B%C2%B7%E5%B7%B4%E5%B0%94%E8%B5%9E_1.html), From Dawn to Decadence:500 Years of Western Cultural Life, 1500 to the Present, Beijing: CITIC Publishing House, November 2013

**1760263 中国艺术史**

**课程编码：1760263**

**课程名称：**中国艺术史

**英文名称：**History of Modern China Arts

**课程类型：**校选专业课程

**学分：** 2 **总学时：** 32

**面向对象：**XXX类本科生

**先修课程：**无

**考核形式：** 平时成绩+考察

**课程简介：**

中国艺术史是艺术设计学院（部）为全校其他专业本科生开设的校选专业课程类型。本课程的任务是从原始时期直至20世纪，将中国艺术中的建筑、美术、书法、工艺美术等不同视觉门类作为主干，辅以音乐、诗歌、舞蹈，清晰展现上述诸项在不同时代的表现形式及特点，解析各时代的文化背景和审美特性，使学生了解中国艺术5000年的演进脉络和辉煌成就。教学内容重点：介绍每个时代中国艺术的典型作品以及特征，分析能够成为经典艺术作品或成为突破性与开创性艺术作品的原因。教学内容的难点：通过对中国艺术作品的典型性介绍，了解中国各时期文化背景下的审美体验，进一步领会中华民族的文化传统和优秀智慧。

**推荐教材或主要参考书：**

[1] [迈克尔·苏立文(著)](https://www.amazon.cn/s/ref%3Ddp_byline_sr_ebooks_1?ie=UTF8&field-author=%E8%BF%88%E5%85%8B%E5%B0%94%C2%B7%E8%8B%8F%E7%AB%8B%E6%96%87%28Michael+Sullivan%29&text=%E8%BF%88%E5%85%8B%E5%B0%94%C2%B7%E8%8B%8F%E7%AB%8B%E6%96%87%28Michael+Sullivan%29&sort=relevancerank&search-alias=digital-text),  [徐坚](https://www.amazon.cn/s/ref%3Ddp_byline_sr_ebooks_2?ie=UTF8&field-author=%E5%BE%90%E5%9D%9A&text=%E5%BE%90%E5%9D%9A&sort=relevancerank&search-alias=digital-text) (译)，中国艺术史，上海人民出版社，2014年4月

[2] 方闻，中国艺术史九讲， 上海书画出版社，2016年8月

[3] 王斌明，中国艺术史， 经济科学出版社，2013年5月

**1760263 History of Modern China Arts**

**Course Number:** **1760263**

**Course Title:** History of Modern China Arts

**English Name:** History of Modern China Arts

**Course Type:** Specialized course of university

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in XXX

**Prerequisites: None**

**Evaluation Form:** course participation + Investigation

**Course Description:**

History of Modern China Arts is a university specialized course offered by the College (Department) of Art and Design for undergraduate students of other majors in the university. The main target of this course is to take architecture, fine art, calligraphy, arts and crafts and other visual categories in Chinese art as the backbone from the primitive period to the 20th century, supplemented by music, poetry and dance, to clearly show the forms and characteristics of the above mentioned items in different times, and analyze the cultural background and aesthetic characteristics of each time, so as to enables students to understand the evolution and brilliant achievements of Chinese art in 5000 years. Course focus: This course introduces the typical works and characteristics of Chinese art in each era, and analyzes the reasons why they can become classic works of art or breakthrough and pioneering works of art. The difficulties of teaching content: Through the typical introduction of Chinese art works, students can understand the aesthetic experience under the cultural background of various periods in China, and further understand the cultural tradition and excellent wisdom of the Chinese nation.

**Recommended Textbooks/References:**

[1] [Michael Sullivan (Author)](https://www.amazon.cn/s/ref%3Ddp_byline_sr_ebooks_1?ie=UTF8&field-author=迈克尔·苏立文(Michael+Sullivan)&text=迈克尔·苏立文(Michael+Sullivan)&sort=relevancerank&search-alias=digital-text), [Xu Jian](https://www.amazon.cn/s/ref%3Ddp_byline_sr_ebooks_2?ie=UTF8&field-author=徐坚&text=徐坚&sort=relevancerank&search-alias=digital-text) (translator), History of Modern China Arts, Shanghai People's Publishing House, April 2014

[2] Fang Wen, Nine Lectures on the History of Chinese Fine Arts, Shanghai Calligraphy & Painting Publishing House, August 2016

[3] Wang Binming, History of Modern China Arts, Economic Science Press, May 2013

**1790069 中国美学**

**课程编码：1790069**

**课程名称：**中国美学

**英文名称：**Chinese Asethetics

**课程类型：**专业选修课

**学分：** 2 **总学时：** 32

**面向对象：**全校本科生

**先修课程：**无

**考核形式：** 平时成绩+考试

**课程简介：**

中国美学是艺术设计学院为广告学专业本科生开设的专业选修课。本课程的任务：通过这门课程的学习，学生能够进一步全面了解中国悠久而灿烂的传统文化，进一步深入理解中国传统艺术的内在审美精神，提高自身的美学理论素养和艺术鉴赏能力，提升自身综合的人文素质。教学内容重点：本课程讲述中国美学的基本特征和各时期艺术发展脉络，介绍传统文化中周易、儒家、道家、禅宗美学思想及对中国文化的深远影响，结合各时期经典艺术作品讲授传统美学的独特审美特征。教学内容的难点：从中国的艺术理论解读和作品鉴赏中，帮助学生准确把握中国美学的核心精神，理解中国美学与各时期的文化思潮之间内在的深刻的联系。

**推荐教材或主要参考书：**

[1] 朱志荣，中国美学简史，北京大学出版社，2007年10月

[2] 朱良志，中国美学十五讲，北京大学出版社, 2012年1月

[3] 叶朗.，中国美学史大纲，上海人民出版社，1985年8月

[4] 凌继尧.，美学十五讲，北京大学出版社, 2003年8月

[5] 宗白华，美学散步，上海人民出版社, 1981年9月

[6] 李泽厚，美的历程，天津社会科学出版社, 2003年10月

[7] 周宪，美学是什么，北京大学出版社, 2002年1月

[8] 张法，美学导论，人民大学出版社, 1999年12月

[9] 张法，中国美学史，四川人民出版社，2006年2月

**1790069 Chinese Aesthetics**

**Course Number:** **1790069**

**Course Title:**  Chinese Aesthetics

**English Name:** Chinese Asethetics

**Course Type:** Major elective courses

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students of the university

**Prerequisites: None**

**Evaluation Form:** course participation + written exams

**Course Description:**

Chinese Aesthetics is a specialized elective course offered by the College of Art and Design for undergraduate students majoring in advertisement. The main target of this course: through learning this course, students can further fully understand China's long and splendid traditional culture; students can further understand the internal structure and aesthetic spirit of Chinese traditional art, improve their aesthetics theory and art appreciation ability and comprehensive humanistic quality. Course focus: This course introduces the basic characteristics of Chinese aesthetics and the context of artistic development in various periods, introduces the aesthetic thoughts of Zhouyi, Confucianism, Taoism and Zen in traditional culture and their far-reaching impact on Chinese culture, and teaches the unique aesthetic characteristics of traditional aesthetics in combination with classic art works in various periods. The difficulties of teaching content: From the interpretation of Chinese art theory and appreciation of works, help students accurately grasp the core spirit of Chinese aesthetics and understand the internal and profound relationship between Chinese aesthetics and cultural trends in various periods.

**Recommended Textbooks/References:**

[1] Zhu Zhirong, A Brief History of Chinese Aesthetics, Peking University Press, October 2007

[2] Zhu Liangzhi, Fifteen Lectures on Chinese Aesthetics, Peking University Press, January 2012

[3] Ye Lang, Outline of Chinese Aesthetic History, Shanghai People's Publishing House, August 1985

[4] Ling Jiyao, Fifteen Lectures on Aesthetics, Peking University Press, August 2003

[5] Zong Baihua, Aesthetics Walk, Shanghai People's Publishing House, September 1981

[6] Li Zehou, Journey of Beauty, Tianjin Social Sciences Press, October 2003

[7] Zhou Xian, What is Aesthetics, Peking University Press, January 2002

[8] Zhang Fa, Introduction to Aesthetics, Renmin University of China Press, December 1999

[9] Zhang Fa, History of Chinese Fine Arts, Sichuan People's Publishing House, February 2006

**0005920 西方美术选讲**

**课程编码：**0005920

**课程名称：**西方美术选讲

**英文名称：**Selected Readings in Western Art

**课程类型：**专业选修课

**学分：**2 **总学时：** 32

**面向对象：**新闻传播类（广告学专业）本科生

**先修课程：**课程1广告学概论, 课程2传播学概论, 课程3

**考核形式：** 平时成绩+课程论文或报告

**课程简介：**

《西方美术选讲》是艺术设计学院（部）为广告学专业本科生开设的专业必修课程类型。通过本课程的教学，使学生较系统了解西方美术的发生、发展的概况，认识艺术的流派、代表性画家及其作品，熟悉西方艺术的时代特征和艺术的发展规律，为广告创意和表现提供有益借鉴。旨在引导学生认识美术知识和流派特点，培养其描述、分析、解释与评论美术创作的基本能力。增强学生西方美术流派和作品的理解，学习基本西方美术史知识和分析方法；引导学生追求从作品出发，通过美术欣赏四步骤，强化学生专业性观察、分析、比较与评价等专业意识；给学生提供实际运用美术欣赏四步骤的机会，培养其专业意识和能力。

**推荐教材或主要参考书：**

[1]（英）贡布里奇著，范景中译，《艺术发展史》天津人民美术出版社1988年版。

[2]（法）弗朗索瓦丝・芭布－高尔，《如何看一幅画》 郑柯译，中信出版社，2014年3月

[3]（法）艾黎·福尔著，张泽乾、张延风译《世界艺术史》，长江文艺出版社1995年版。

[4]（美）萨拉·柯耐尔著，欧阳英、樊小明译，《西方美术风格演变史》浙江美术学院出版社1992年版。

[5]（美）Ｈ·Ｈ·阿纳森著，邹德侬等译，《西方现代艺术史》天津人民美术出版社1986年版。

**0005920 Selected Readings in Western Art**

**Course Number:** 0005920

**Course Title:** Selected Readings in Western Art

**English Name:** Selected Readings in Western Art

**Course Type:** Major elective courses

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in news communication (advertising)

**Prerequisites:** Course 1 Introduction to Advertising, Course 2 Introduction to Communication Science, Course 3

**Evaluation Form:** Course participation + thesis or report

**Course Description:**

Selected Readings in Western Art is a specialized basic compulsory course offered by the College (Department) of Art and Design for undergraduate students majoring in industrial design. Through learning this course, students can systematically understand the general situation of the occurrence and development of Western art, understand the schools of art, representative painters and their works, be familiar with the characteristics of the times and the development law of Western art, and provide useful reference for advertising creativity and performance. Guide students to understand art knowledge and school characteristics, and cultivate their basic ability to describe, analyze, explain and comment on art creation. Enhance students' understanding of Western art schools and works, and learn basic knowledge and analysis methods of western art history; guide students to pursue the four steps of art appreciation from works, and strengthen students' professional awareness of professional observation, analysis, comparison and evaluation; provide students with the opportunity to actually use the four steps of art appreciation and cultivate their professional awareness and ability.

**Recommended Textbooks/References:**

[1] (UK) Gong Bridge (Author), Fan Jingzhong (Translator), "The Development History of Art", Tianjin People's Fine Arts Publishing House, 1988

[2] (France) Francois Barb Goyle (Author), Zheng Ke (Translator), How to Appreciate A Picture, CITIC Publishing House, March 2014

[3] (France) Ellie Foer (Author), Zhang Zeqian, Zhang Yanfeng (Translator), World History of Art, Changjiang Literature and Art Publishing House, 1995.

[4] (USA)Sarah Knell (Author), Ouyang Ying, Fan Xiaoming (Translator), Art: A History of Changing Style, Zhejiang Academy of Fine Arts Press, 1992

[5] (USA) Ｈ·Ｈ·Arneson (Author), Zou Denong (Translator), Modern Western Art History, Tianjin People's Fine Arts Publishing House, 1986.

**1760265现当代美术思潮**

**课程编码：1760265**

**课程名称：** 现当代美术思潮

**英文名称：** Modern Fine Arts Thoughts

**课程类型：** 专业选修课

**学分：** 2 **总学时：** 32

**面向对象：** 全校本科生

**先修课程：** 中国艺术史、西方美术选讲

**考核形式：** 平时成绩+考察

**课程简介：**

《现当代美术思潮》是艺术设计学院为全校各专业开设的专业选修课。本课程的任务是按照美术思潮的方式对中西方各流派及其艺术家进行完整的介绍。由于现当代美术不仅仅是各流派风格自律的演变史，更有其政治的、经济的、文化的、哲学的和历史的渊源，是与现代整个社会的进程紧密相连的，所以，本课程教学内容的重点是阐释各种社会现象，如赞助方式、摄影技术的普及、两次世界大战的爆发等与美术作品的联系，揭示美术现象背后的深刻动因，而教学难点则是对各艺术思潮中所包含的不同艺术流派的传承与区别的认知，以及如何在此过程中，逐步明晰现当代派美术的意义和价值所在。

**推荐教材或主要参考书：**

[1] 易英，《从英雄颂歌到平凡世界》，中国人民大学出版社，2004年11月

[2] 易英，《西方现代美术思潮》，四川美术出版社，1990年3月

[3] 刘艳萍，《西方现代美术思潮》，九州出版社出版，2016年12月

[4] 孙志宜、徐宗品、胡莹 编，《现当代艺术思潮》， 合肥工业大学出版社 ， 2014年2 月

**1760265 Modern Fine Arts Thoughts**

**Course Number:** **1760265**

**Course Title:** Modern Fine Arts Thoughts

**English Name:** Modern Fine Arts Thoughts

**Course Type:** Specialized Elective Courses

**Credits:** 2 **Total Credit Hours:** 32

**Students:**  Undergraduate students of the university

**Prerequisites:**  History of Modern China Arts, Selected Readings in Western Art

**Evaluation Form:**  course participation + Investigation

**Course Description:**

Modern Fine Arts Thoughts is a specialized elective course offered by the College of Art and Design for all majors of the university. The main target of this course is to make a complete introduction to Chinese and Western schools and their artists in the way of art trend of thought. As modern and contemporary art is not only the evolution history of the style self-discipline of various schools, but also its political, economic, cultural, philosophical and historical origin, which is closely connected with the process of the whole modern society, this course focuses on explaining various social phenomena, such as the way of sponsorship, the popularization of photography technology, the connection between the outbreak of the two world wars and art works and reveals the profound motivation behind the art phenomenon. The teaching difficulty is the cognition of the inheritance and differences of different art schools contained in various art trends, and the way to gradually clarify the significance and value of modern and contemporary art in this process.

**Recommended Textbooks/References:**

[1] Yi Ying, From Hero Lauds to the Earthly World, China Renmin University Press, November 2004

[2] Yi Ying, Western Modern Art Thoughts, Sichuan Fine Arts Publishing House, March 1990

[3] Liu Yanping, Western Modern Art Thoughts, Jiuzhou Press, December 2016

[4] Sun Zhiyi, Xu Zongpin, Hu Ying, Modern and Contemporary Art Trend, Hefei University of Technology Press, February 2014

**1760266新媒体艺术**

**课程编码：1760266**

**课程名称：**新媒体艺术

**英文名称：**New Media Art

**课程类型：**学科专业选修课

**学分：**2 **总学时：**32

**面向对象：**艺术学类本科生

**先修课程：**西方艺术史，现当代美术思潮

**考核形式：** 平时成绩 + 期中报告 + 期末论文

**课程简介：**

新媒体艺术是艺术设计学院为广告学专业本科生开设的专业选修课。本课程的任务旨在引导学生在当代艺术上认识新型表现形式，增强学生对理论、审美、创作3个方面的理解，学习基本思维方法和研究方法。教学内容重点：本课程从概观入手，讲述新媒体艺术的定义、形式、主题、媒介、理念等几个方面，集中于理论基础、类型分析、新媒体艺术审美特征的讨论与研究现况的介绍。通过关于代表艺术家及作品解析及新媒体艺术创造的一些论述，使学生系统把握新媒体艺术创作、新媒体艺术作品、新媒体艺术接受等环节的内部规律，更好地切入新媒体艺术的现况。教学内容的难点：提升学生对艺术理论的认识，提高欣赏、理解和分析及创作新媒体艺术作品的能力。

**推荐教材或主要参考书：**

**[1]** Lev Manovich. *The Language of New Media.* Cambridge, Massachusetts: The MIT Press/Leonardo Books, 2001.

**[2] Timothy Murray. *Philosophical Prepositions: Ecotechinics Là Où Digiral exhibition.*** [**Diacritics**](https://muse.jhu.edu/journal/46)**, 2014.**

**[3]** Rosi Braidotti. *The Posthuman.* Polity, 2013.

**[4]** N. Katherine Hayles. *How We Became Posthuman: Virtual Bodies in Cybernetics,* Literature, and Informatics. University Of Chicago Press, 1999.2.

**[5] Martin Heidegger. *The Question Concerning Technology, and Other Essays*. Harper Torchbooks, 1977.**

**1760266 New Media Art**

**Course Number:1760266**

**Course Title:** New Media Art

**English Name:** New Media Art

**Course Type:** Discipline elective course

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in art

**Prerequisites:** Western-art History & Masterpiece Appreciation, Modern Fine Arts Thoughts

**Evaluation Form:** Course participatio+ Interim report + Final paper

**Course Description:**

New Media Art is a specialized elective course offered by the College of Art and Design for undergraduate students majoring in advertisement. The main target of this course is to guide students to understand new forms of expression in contemporary art, enhance students' understanding of theory, aesthetics and creation, and learn basic thinking methods and research methods. Course focus: Starting from the overview, this course describes the definition, form, theme, media and concept of new media art, focusing on the theoretical basis, type analysis, discussion and research status of the aesthetic characteristics of new media art. Through discussions on the analysis of representative artists and works and the creation of new media art, students can systematically grasp the internal laws of new media art creation, new media art works and new media art acceptance, and better understand the current situation of new media art. The difficulties of teaching content: Enhance students' understanding of art theory, and improve their ability to appreciate, understand, analyze and create new media art works.

**Recommended Textbooks/References:**

**[1]** Lev Manovich. *The Language of New Media.* Cambridge, Massachusetts: The MIT Press/Leonardo Books, 2001.

**[2] Timothy Murray. *Philosophical Prepositions: Ecotechinics Là Où Digiral exhibition.*** [**Diacritics**](https://muse.jhu.edu/journal/46)**, 2014.**

**[3]** Rosi Braidotti. *The Posthuman.* Polity, 2013.

**[4]** N. Katherine Hayles. *How We Became Posthuman: Virtual Bodies in Cybernetics,* Literature, and Informatics. University Of Chicago Press, 1999.2.

**[5] Martin Heidegger. *The Question Concerning Technology, and Other Essays*. Harper Torchbooks, 1977.**

**0009377 微电影创意写作**

**课程编码：0009377**

**课程名称：**微电影创意写作

**英文名称：**Creative Writing of Micro-film

**课程类型：**专业选修

**学分：** 2 **总学时：** 32

**面向对象：**广告学专业本科生

**先修课程：**广告创意,影视广告创作

**考核形式：** 平时成绩+课程作业

**课程简介：**

微电影创意写作是艺术设计学院为广告学专业本科生开设的专业选修课程类型。本课程的任务是以文字语言为媒介形式、以剧本作品为载体，为微电影拍摄制作提供根本依据的创造性活动。教学内容重点：通过大量经典电影案例、经典剧本案例的分析教学和微电影剧本的写作训练，改变本科生写作习惯碎片化和写作能力同质化的严峻问题，培养学生在信息传播可视化潮流蓬勃发展的社会经济文化环境下的创新性写作思维和具有原创力的创造性写作能力，丰富学生在融媒体时代的创意叙事能力，拓宽学生的想象表达空间。教学内容的难点：创新性写作思维和创意叙事能力的培养和训练。

**推荐教材或主要参考书：**

1. 许道军，葛红兵，《创意写作：基础理论与训练》，广西师范大学出版社，2012年9月

[2]马克·麦克格尔著，[葛红](http://www.baike.com/sowiki/%E8%91%9B%E7%BA%A2?prd=content_doc_search)兵、[郑周明](http://www.baike.com/sowiki/%E9%83%91%E5%91%A8%E6%98%8E?prd=content_doc_search)、[朱喆](http://www.baike.com/sowiki/%E6%9C%B1%E5%96%86?prd=content_doc_search) 译，《The Program Era: Postwar Ficiton and The Rise of Creative Writing》，广西师范大学出版社，2012年1月

[3]（美）[罗伯特麦基](http://www.dangdang.com/author/????????_1)　著，[周铁东](http://www.dangdang.com/author/??????_1) 译，《故事：材质、结构、风格和银幕剧作的原理》，天津人民出版社，2014年9月

[4]（美）[悉德](http://www.dangdang.com/author/???_1)•[菲尔德](http://www.dangdang.com/author/?????_1)（Sid [Field](http://www.dangdang.com/author/Field_1)）著,[钟大丰](http://www.dangdang.com/author/????_1),[鲍玉珩](http://www.dangdang.com/author/??????_1) 译，《电影剧本写作基础》，世界图书出版公司，2012年8月

[5]（美）于尔根. 沃尔夫(Jurgen Wolff)著，[史凤晓](http://www.amazon.cn/s/ref%3Ddp_byline_sr_book_2?ie=UTF8&field-author=%CA%B7%B7%EF%CF%FE&search-alias=books)、[刁克利](http://www.amazon.cn/s/ref%3Ddp_byline_sr_book_3?ie=UTF8&field-author=%B5%F3%BF%CB%C0%FB&search-alias=books)译，《创意写作大师课》，中国人民大学出版社出版社，2013年7月

[6]（美）[罗伯特•艾德加-亨特 (Robert Edgar-Hunt)](http://www.amazon.cn/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=%C2%DE%B2%AE%CC%D8?%B0%AC%B5%C2%BC%D3-%BA%E0%CC%D8+(Robert+Edgar-Hunt)&search-alias=books) 、[约翰•马兰 (John Marland)](http://www.amazon.cn/s/ref%3Ddp_byline_sr_book_2?ie=UTF8&field-author=%D4%BC%BA%B2?%C2%ED%C0%BC+(John+Marland)&search-alias=books) 、[詹姆斯•理查兹 (James Richards)](http://www.amazon.cn/s/ref%3Ddp_byline_sr_book_3?ie=UTF8&field-author=%D5%B2%C4%B7%CB%B9?%C0%ED%B2%E9%D7%C8+(James+Richards)&search-alias=books) 著, [黄姗姗](http://www.amazon.cn/s/ref%3Ddp_byline_sr_book_4?ie=UTF8&field-author=%BB%C6%E6%A9%E6%A9&search-alias=books) 译，《国际经典影视制作教程:编剧创作指南》，电子工业出版社，2012年9月

**0009377 Creative Writing of Micro-film**

**Course Number:** **0009377**

**Course Title:** Creative Writing of Micro-film

**English Name:** Creative Writing of Micro-film

**Course Type:** Major elective courses

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Advertising Creativity, Movie and TV Ads Creation

**Evaluation Form:** Course participation +assignment

**Course Description:**

Creative Writing of Micro-film is a specialized elective course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is a creative activity that takes written language as the medium and script works as the carrier to provide a fundamental basis for micro film shooting and production. Course focus: Through the analysis and teaching of a large number of classic film cases and classic script cases and the writing training of micro film scripts, change the severe problems of fragmentation of undergraduate writing habits and homogenization of writing ability, cultivate students' innovative writing thinking and creative writing ability with originality in the socio-economic and cultural environment with the booming trend of information communication and visualization, enrich students' creative narrative ability in the era of integrated media, and broaden students' imagination and expression space. The difficulties of teaching content: Cultivate and train innovative writing thinking and creative narrative ability.

**Recommended Textbooks/References:**

1. Xu Daojun, Ge Hongbing, Creative Writing: Basic Theory and Training, Guangxi Normal University Press, September 2012

[2] Mark McGill (Author), [Ge Hong](http://www.baike.com/sowiki/%E8%91%9B%E7%BA%A2?prd=content_doc_search)bing, [Zheng Zhouming](http://www.baike.com/sowiki/%E9%83%91%E5%91%A8%E6%98%8E?prd=content_doc_search) and [Zhu Zhe](http://www.baike.com/sowiki/%E6%9C%B1%E5%96%86?prd=content_doc_search) (Translator), The Program Era: Postwar Ficiton and The Rise of Creative Writing, Guangxi Normal University Press, January 2012

[3] (USA) [Robert McKee](http://www.dangdang.com/author/????????_1) (Author), [Zhou Tiedong](http://www.dangdang.com/author/??????_1) (Translator), Story: Material, Structure, Style, and Screenwriting Principles, Tianjin People's Publishing House, September 2014

[4] (USA) [Sid](http://www.dangdang.com/author/???_1) [Field](http://www.dangdang.com/author/?????_1)(Sid [Field](http://www.dangdang.com/author/Field_1)) (Author), [Zhong Dafeng](http://www.dangdang.com/author/????_1), [Bap Yuheng](http://www.dangdang.com/author/??????_1) (Translator), Fundamentals of Screenwriting, World Book Publishing Company, August 2012

[5] (USA) Jurgen Wolff (Author), [Shi Fengli](http://www.amazon.cn/s/ref%3Ddp_byline_sr_book_2?ie=UTF8&field-author=ʷ%B7%EF%CF%FE&search-alias=books), [Diao Keli](http://www.amazon.cn/s/ref%3Ddp_byline_sr_book_3?ie=UTF8&field-author=%B5%F3%BF%CB%C0%FB&search-alias=books) (Translator), Your Creative Writing Master Class, China Renmin University Press, July 2013

[6] (USA) [Robert Edgar-Hunt](http://www.amazon.cn/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=%C2޲%AE%CC%D8?%B0%AC%B5¼%D3-%BA%E0%CC%D8+(Robert+Edgar-Hunt)&search-alias=books), [John Marland](http://www.amazon.cn/s/ref%3Ddp_byline_sr_book_2?ie=UTF8&field-author=Լ%BA%B2?%C2%ED%C0%BC+(John+Marland)&search-alias=books), [James Richards](http://www.amazon.cn/s/ref%3Ddp_byline_sr_book_3?ie=UTF8&field-author=ղķ˹?%C0%ED%B2%E9%D7%C8+(James+Richards)&search-alias=books) (Author), [Huang Shanshan](http://www.amazon.cn/s/ref%3Ddp_byline_sr_book_4?ie=UTF8&field-author=%BB%C6%E6%A9%E6%A9&search-alias=books) (Translator), International Classic Film and Television Production Course: Screenwriter Creation Guide, Electronic Industry Press, September 2012

**1760242广告创意实践**

**课程编码：**1760242

**课程名称：**广告创意实践

**英文名称：Advertisement Creation Practice**

**课程类型：**实践环节必修课

**学分：** 1 **总学时：** 16

**面向对象：**广告学专业本科生

**先修课程：**广告学概论, 广告策划 广告创意

**考核形式：** 平时成绩+考试

**课程简介：**

《广告创意实践》课程是艺术设计学院为广告学专业本科生开设的，本课程的任务是培养学生创新精神、实践能力、学习能力、适应能力和发展能力的综合发展，并为广告学专业其他课程提供专业范围内有关创意运作规律一般性探索学习的支持。教学内容重点：讲授和引导学生运用广告创意理论进行广告活动中的具体创意实践。动态的创意运作过程，包括：调查、策划、创意、表现、发布及效果测定环节。教学内容的难点：强调理论与实践的关联，强调理论联系实际的对应性和效率。

**推荐教材或主要参考书：**

[1]张雯，广告创意，中国建筑工业出版社，2018.5

[2]郑建鹏、张小平，广告策划与创意，中国传媒大学出版社， 2018.11

[3]杨明刚，营销策划创意与案例解读，上海人民出版社，2019.7

**1760242 Advertisement Creation Practice**

**Course Number:** 1760242

**Course Title:** Advertisement Creation Practice

**English Name: Advertisement Creation Practice**

**Course Type:** Practical compulsory course

**Credits:** 1 **Total Credit Hours:** 16

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Introduction to Advertising, Advertising Planning, Advertising Original Idea

**Evaluation Form:** course participation + written exams

**Course Description:**

Advertisement Creation Practice is offered by the College of Art and Design for undergraduate students majoring in advertisement. The main target of this course is to cultivate students' innovative spirit, practical ability, learning ability, adaptability and development ability, and provide general exploration and learning support for other courses of advertisement major. Course focus: Guide students to use advertising creativity theory to carry out specific creative practice in advertising activities. Dynamic creative operation process in advertising campaign, including: investigation, planning, creativity, performance, release and effect measurement. The difficulties of teaching content: Emphasize the connection between theory and practice, and emphasize the correspondence and efficiency between theory and practice.

**Recommended Textbooks/References:**

[1] Zhang Wen, Advertising Creativity, China Building Industry Press, May 2018

[2] Zheng Jianpeng, Zhang Xiaoping, Advertising Planning and Creativity, Communication University of China Press, November 2018

[3] Yang Minggang, Marketing Planning Creativity and Case Interpretation, Shanghai People's Publishing House, July 2019

**0008227市场营销学实践**

**课程编码：** 0008227

**课程名称：** 市场营销学实践

**英文名称：** Marketing Practice

**学分：**1 **总学时：**30

**面向对象：** 广告学专业本科生

**先修课程：** 市场营销学

**考核形式：** 平时成绩+考察

**课程简介：**

《市场营销学实践》是艺术设计学院为广告专业本科生开设的实践环节必修课。本学科是建立在《市场营销学》基础上的实践性学科，是服务于基础学科《市场营销学》的，所以，本课程的任务是以市场营销学的理论为依据，以真实命题为基础，结合真实奖项展开的以小组为单位的实践性操作，主要内容包括市场调研、市场分析、小组讨论，策划或创意的形成等，此外，本课程的教学重点是与同学们就真实课题所开展的各类研究和探讨，教学难点则是在理解《市场营销学》相关理论的前提下，针对目标所提出的相应的解决方案，以及论文或研究报告的撰写，而通过这一系列操作，学生有望真正将所学理论转化为实践能力。

**推荐教材或主要参考书：**无

**0008227 Marketing Practice**

**Course Number:** 0008227

**Course Title:** Marketing Practice

**English Name:**  Marketing Practice

**Credits:** 1 **Total Credit Hours:** 30

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Marketing

**Evaluation Form:** course participation + Investigation

**Course Description:**

Marketing Practice is a practice compulsory course offered by the College of Art and Design for undergraduate students majoring in advertising. It's a practice discipline on the basis of Marketing and it serves the basic discipline Marketing. Therefore, the main target of this course is to carry out practical operation with the theory of marketing as the basis and true proposition as the basis and combined with the real awards launched by the group. The teaching contents are mainly covered by the following aspects: market research, market analysis, group discussion, planning or creative development. This course focuses on all kinds of research and discussion with students on real topics. The teaching difficulty is to put forward corresponding solutions for the objectives and write papers or research reports on the premise of understanding the relevant theories of marketing. Through this series of operations, students are expected to truly transform the learned theories into practical abilities.

**Recommended Textbooks/References:** None.

**0008228 视觉传达设计训练**

**课程编码：**0008228

**课程名称：**视觉传达设计训练

**英文名称：**Visual Transmission Design Practice

**课程类型：**实践环节必修课

**学分：**1 **总学时：** 30

**面向对象：**广告学专业本科生

**先修课程：**综合设计基础，视觉传达设计基础，广告创意，广告文案写作，广告媒体技术

**考核形式：**考查（课堂练习、平面广告设计）

**课程简介：**

《视觉传达设计训练》是艺术设计学院为广告学专业本科生开设的实践环节必修课。本课程的任务是结合《视觉传达设计基础》课程内容，进行大量的图形设计练习，并适当参加当年校内外的专业竞赛，使学生初步掌握图形设计、平面广告设计的基本方法。课程强调设计思想和方法的应用，在大量的课外创作中培养学生的创新精神和实际设计能力。课程内容设置要求让缺乏美术基础的非艺术专业学生能够快速获取视觉传达设计的基本理论与设计方法，并能够在以后的学习和应用中自我学习、提高。教学内容重点：图形设计方法。教学内容的难点：图形语言在平面广告中的运用。

**推荐教材或主要参考书：**

[1] 梁良良，创新思维训练，新世界出版社，2006年5月

[2] 尹定邦，图形与意义，湖南科学技术出版社，2003年7月

[3] 林家阳，图形创意，黑龙江美术出版社，1999年12月

[4] 徐阳，刘瑛，版面与广告设计，上海人民美术出版社，2003年12月

[5] 胡川妮，广告设计，高等教育出版社，2009年6月

**0008228 Visual Transmission Design Practice**

**Course Number:**0008228

**Course Title:** Visual Transmission Design Practice

**English Name:** Visual Transmission Design Practice

**Course Type:** Practical compulsory course

**Credits:** 1 **Total Credit Hours:** 30

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Basis on General Design, Fundamentals of Visual Transmission Design, Advertisement Creation, Advertisement Copy Writing, Advertisement Media Technology

**Evaluation Form:** Evaluation (Classroom exercise, design of print ads)

**Course Description:**

Visual Transmission Design Practice is a practice compulsory course offered by the College of Art and Design for undergraduate students majoring in advertisement. The main target of this course is to enable students to master the basic methods of graphic design and graphic advertising design by practicing graphic design and participating in professional competitions in and out of school as per Fundamentals of Visual Transmission Design. The course emphasizes the application of design ideas and methods to cultivate students' innovative spirit and practical design ability in a large number of out of class creations. This course enables non-art majors who lack art foundation to quickly obtain the basic theories and design methods of visual communication design, learn and improve themselves in future learning and application. Course focus: Graphic design methods. The difficulties of teaching content: The application of graphic language in print advertisement.

**Recommended Textbooks/References:**

[1] Liang Liangliang, Creative Thinking Training, New World Press, May 2006

[2] Yin Dingbang, Graphics and Meaning, Hunan Science and Technology Press, July 2003

[3] Lin Jiayang, Creative Graphics, Heilongjiang Fine Arts Publishing House, December 1999

[4] Xu Yang, Liu Ying, Layout and Advertising Design, Shanghai People's Fine Arts Publishing House, December 2003

[5] Hu Chuanni, Advertising Design, Higher Education Press, June 2009

**0008229 广告策划实践**

**课程编码：0008229**

**课程名称：**广告策划实践

**英文名称：**Advertising Planning Practices

**课程类型：**实践环节必修课

**学分：** 1 **总学时：** 30

**面向对象：**广告学专业本科生

**先修课程：**广告学概论、广告策划

**考核形式：** 平时成绩+期末大作业

**课程简介：**

广告策划实践是艺术设计学院为广告学专业本科生开设的实践环节必修课。本课程的任务是让学生运用广告策划的理论指导广告策划实践，将广告策划方法和广告策划实践相结合。通过具体的实际操作让学生掌握广告策划的流程、团队组建方法、广告策略的构思讨论、广告策划书的撰写技巧，为学生日后从事广告策划工作奠定扎实的技能基础。

教学内容重点：广告策划题目的确定；策划小组人员初步分工；学生了解策划环境并进行SWOT分析；策划方案及广告策划方案的构思、实施（或部分实施）、修改与完善；策划与广告策划报告的撰写。

教学内容的难点：策划与广告策划的效果如何评估，方案如何完善。

**推荐教材或主要参考书：**

[1] 叶茂中，广告人手记，北京联合出版公司，2016年3月

[2] 李光斗，事件营销，清华大学出版社，2012年1月

**0008229Advertising Planning Practices**

**Course Number: 0008229**

**Course Title:** Advertising Planning Practices

**English Name:** Advertising Planning Practices

**Course Type:** Practical compulsory course

**Credits:** 1 **Total Credit Hours:** 30

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Introduction to Advertising, Advertising Planning

**Evaluation Form:** course participation + final assignment

**Course Description:**

Advertising Planning Practices is a practice compulsory course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to let students use the theory of advertising planning to guide the practice of advertising planning, advertising planning methods and advertising planning practices. Through actual practice, enable students to master the process of advertising planning, the method of team building, the conception and discussion of advertising strategy, and the writing skills of advertising planning book, laying a solid skill foundation for students to engage in advertising planning work in the future.

Course focus: Determination of advertising planning topics; preliminary division of labor of the planning team; students' understand the planning environment and SWOT analysis; the conception, implementation (or partial implementation), modification and improvement of the planning scheme and advertising planning scheme; planning and advertising planning report writing.

The difficulties of teaching content: How to evaluate the effect of planning and advertising planning, and how to improve the scheme.

**Recommended Textbooks/References:**

[1] Ye Maozhong, Film Maker's Notes, Beijing United Publishing Company, March 2016

[2] Li Guangdou, Event Marketing, Tsinghua University Press, January 2012

**0008230 影视广告实践**

**课程编码：**0008230

**课程名称：**影视广告实践

**英文名称：**Movie and TV Ads Practice

**课程类型：**实践环节必修课

**学分：** 1  **总学时：** 30

**面向对象：**广告学专业本科生

**先修课程：**广告策划，广告创意

**考核形式：**平时成绩+课程作业

**课程简介：**

影视广告实践是理论转化实践的必要基础。主要通过创意、分镜头、拍摄、剪辑等环节的实践，让学生对影视广告的基本理论与运作有更加深入认识，同时结合影视广告创作实践，培养学生动手进行影视广告策划，创作，制作的能力，为以后进去广告界打下坚实的基础。教学内容重点：影视广告的创意、拍摄和剪辑。教学内容的难点：影视广告创意思维的训练。

**推荐教材或主要参考书：**

[1] 陈胜章，影视广告创意与制作，上海人民美术出版社，2014年6月

[2] [陈卓](http://search.dangdang.com/?key2=%B3%C2%D7%BF&medium=01&category_path=01.00.00.00.00.00),[王亚冰](http://search.dangdang.com/?key2=%CD%F5%D1%C7%B1%F9&medium=01&category_path=01.00.00.00.00.00),[张冰](http://search.dangdang.com/?key2=%D5%C5%B1%F9&medium=01&category_path=01.00.00.00.00.00)，影视广告创意与制作（21世纪全国普通高等院校美术 艺术设计专业“十三五”精品课程规划教材），辽宁美术出版社，2017年10月

**0008230 Movie and TV Ads Practice**

**Course Number:** 0008230

**Course Title: Movie and TV Ads Practice**

**English Name:** Movie and TV Ads Practice

**Course Type:** Practical compulsory course

**Credits:** 1 **Total Credit Hours:** 30

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Advertising planning, advertising original Idea

**Evaluation Form:** course participation + Course assignment

**Course Description:**

Movie and TV Ads Practice is a necessary foundation for transforming theory into practice. Through the practice of creativity, shooting, editing and other links, enable students to have a deeper understanding of the basic theory and operation of film and television advertising. Meanwhile, combined with the creative practice of film and television advertising, cultivate students' ability to plan, create and produce film and television advertising, so as to lay a solid foundation for entering the advertising industry in the future. Course focus: Creation, shooting and editing of film and television advertisements. The difficulties of teaching content: Practice of creative thinking of film and television advertising.

**Recommended Textbooks/References:**

[1] Chen Shengzhang, Film and Television Advertising Creation and Production, Shanghai People's Fine Arts Publishing House, June 2014

[2] [Chen Zhuo](http://search.dangdang.com/?key2=%B3%C2׿&medium=01&category_path=01.00.00.00.00.00), [Wang Yabing](http://search.dangdang.com/?key2=%CD%F5%D1Ǳ%F9&medium=01&category_path=01.00.00.00.00.00), [Zhang Bing](http://search.dangdang.com/?key2=%D5ű%F9&medium=01&category_path=01.00.00.00.00.00), Film and Television Advertising Creativity and Production (Excellent Course Planning Textbook for the 13th Five-year Plan of Art Design major in National Ordinary Colleges and Universities in the 21st Century), Liaoning Fine Arts Publishing House, October 2017

**0004438 广告文案练习**

**课程编码：**0004438

**课程名称：**广告文案练习

**英文名称：** Exercise of Advertising Writing Approaches

**课程类型：**实践环节必修课

**学分：**1 **总学时：** 30

**面向对象：**专业本科生

**先修课程：**广告创意实践

**考核形式：**课程作业（多种类型文案创作练习）

**课程简介：**

《广告文案练习》是艺术设计学院（部）为全校各专业本科生开设选修课程，属于通识类型。本实践环节为“广告文案写作”课程配套训练内容的补充和提升，属专业必修环节。训练学生专业专项技能，是广告作业环节中广告创意、广告策略的文字表述。本课程练习的主要目标是让学生根据题目的要求，依据课堂讲授的相关知识和方法，通过分析、设计、撰写、调试等各个环节的训练，使学生加深理解广告文案理论和撰写方法的相关知识和技术，综合应用分布在各章中的基本理论和方法，实现问题的个人文案呈现。同时培养学生的策略思考能力，提升学生问题求解的思考意识和认知能力和具体媒体文案设计撰写能力。

**推荐教材或主要参考书：**

 [1]（美）菲利浦·沃德著，程坪，丁俊杰等译，广告文案写作，北京：世界知识出版社，2005年8月

[2]（美）布鲁斯·本丁格尔，谢千帆译，广告文案训练手册，北京：中国传媒出版社，2007年11月

**0004438 Exercise of Advertising Writing Approaches**

**Course Number:** 0004438

**Course Title: Exercise of Advertising Writing Approaches**

**English Name:** Exercise of Advertising Writing Approaches

**Course Type:** Practical compulsory course

**Credits:** 1 **Total Credit Hours:** 30

**Students:** Undergraduate students of all majors

**Prerequisites:** Advertisement Creation Practice

**Evaluation Form:** Course assignment (various types of copywriting exercises)

**Course Description:**

Exercise of Advertising Writing Approaches is an elective course of general education offered by the College (Department) of Art and Design for all undergraduate students of the university. The practice link is to supplement and improve the supporting exercise of "advertisement copywriting" and it's a compulsory link. It's to train students' professional ability. It's the text expression of advertising creativity and advertising strategy in advertising assignment. The main target of this course is to enable students to deepen their understanding of the relevant knowledge and technology of Advertising Copywriting theory and writing methods, comprehensively apply the basic theories and methods distributed in each chapter, and realize the presentation of personal copywriting of problems according to requirements of the topic and the relevant knowledge and methods of classroom teaching, through the training of analysis, design, writing, debugging and other links. Meanwhile, cultivate student's strategic thinking ability, improve their thinking consciousness and cognitive ability of problem solving and their ability to design and write specific media copywriting.

**Recommended Textbooks/References:**

 [1] (USA) Philip Ward (Author), Cheng Ping, Ding Junjie (Translator), Advertising Copywriting, Beijing: World Affairs Press, August 2005

[2] (USA) Bruce Bendinger (Author), Xie Qianfan (Translator), Advertising Copywriting Training Manual, Beijing: China Media Press, November 2007

**0008232 广告专业调查**

**课程编码：**0008232

**课程名称：**广告专业调查

**英文名称：**Investigation of Advertising

**课程类型：**实践环节必修课

**学分：1** **总学时：** 30

**面向对象：**广告学本科生

**先修课程：**广告学基础必修课

**考核形式：** 平时成绩+小组调研报告

**课程简介：**

“广告专业调查”是艺术设计学院学院为广告学专业本科生开设的实践环节必修课。本课程的任务是在掌握广告学学科基础理论与知识的基础上，促进和指导学生对真实社会、市场与广告宣传环境的认识，综合利用所学知识和方法发现和解决实际问题；伴随广告业和广泛的文化创意经济的变化，拓展学生的专业视野，提升学生的自学能力，鼓励创新。课程的重点是指导学生关注较新的社会和商业现象，理解广告行业在创意和传播等方面的变化，针对企业、政府和其它社会组织的实际项目为选题，综合使用定量与定性的方法，搜集和分析各种形式的数据，理解消费者的心理与行为，最终提出解决问题的方案。

**推荐教材或主要参考书：**无

**0008232 Investigation of Advertising**

**Course Number:** 0008232

**Course Title:** Investigation of Advertising

**English Name: Investigation of Advertising**

**Course Type:** Practical compulsory course

**Credits:** 1 **Total Credit Hours:** 30

**Students:** Undergraduate students majoring in advertisement

**Prerequisites:** Basic compulsory course of advertising

**Evaluation Form:** Course participation+ Group investigation report

**Course Description:**

Investigation of Advertising is a practice compulsory course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to promote and guide students' to understand the real society, market and advertising environment, and comprehensively use the learned knowledge and methods to find and solve practical problems on the basis of mastering the basic theory and knowledge of advertising science, and expand students' professional vision, improve students' self-study ability and encourage innovation with the changes of advertising industry and extensive cultural and creative economy. This course focuses on guiding students to pay attention to relatively new social and commercial phenomena, understand the changes in creativity and communication in the advertising industry, select topics for the actual projects of enterprises, governments and other social organizations, comprehensively use quantitative and qualitative methods, collect and analyze various forms of data, understand consumers' psychology and behavior, and finally put forward solutions to problems.

**Recommended Textbooks/References:** None.

**0007585 认识实习**

**课程编码：**0007585

**课程名称：**认识实习

**英文名称：**Practice for Theoretical Knowledge

**课程类型：**实践环节必修课

**学分：** 1  **总学时：** 30

**面向对象：**广告学专业本科生

**先修课程：**新生研讨课, 广告学概论

**考核形式：**平时成绩+课程作业

**课程简介：**

认识实习是艺术设计学院为广告学专业本科生开设的实践环节必修课。本课程的任务是通过组织学生对广告产业调研以及对毕业生访谈，建立基本的广告学行业认知和对广告学专业课程的理解；了解广告学专业就业情况的分布与市场需求；帮助学生发现自己的兴趣与研究方向，建立学生的自我认知，建立自己初步的专业学习规划和职业发展规划；拓展学生的专业视野，提升学生的自学能力和创新思维。教学内容重点：通过广告产业调研完成广告行业认知和专业认知；通过毕业生访谈完成就业情况认知；通过自我认知建立自己初步的专业学习规划和职业发展规划。教学内容的难点：提升学生的自学能力；建立自己初步的专业学习规划和职业发展规划。

**推荐教材或主要参考书：**

[1] 菲利普·科特勒，营销管理，格致出版社，2019年10月

[2] 大卫·奥格威，一个广告人的自白，中信出版社，2016年4月

**0007585 Practice for Theoretical Knowledge**

**Course Number:** 0007585

**Course Title:** Practice for Theoretical Knowledge

**English Name:** Practice for Theoretical Knowledge

**Course Type:** Practical compulsory course

**Credits:** 1 **Total Credit Hours:** 30

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Freshmen Seminar Course, Introduction to Advertising

**Evaluation Form:** course participation + Course assignment

**Course Description:**

Practice for Theoretical Knowledge is a practice compulsory course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to establish a basic understanding of advertising industry and the understanding of advertising professional courses by organizing students' research on advertising industry and interviewing graduates; understand the employment distribution and market demand of advertisement major; help students find their own interests and research directions, establish students' self-awareness, and establish their own preliminary professional learning plan and career development plan; expand students' professional vision and improve students' self-study ability and innovative thinking. Course focus: Complete advertising industry cognition and professional cognition through advertising industry research; complete the cognition of employment through graduate interview; establish your own preliminary professional learning plan and career development plan through self cognition. The difficulties of teaching content: Improve students' self-study ability and establish preliminary professional learning plan and career development plan.

**Recommended Textbooks/References:**

[1] Philip Kotler, Marketing Management, Gezhi Publishing House, October 2019

[2] David Ogilvy, Confessions of An Advertising Man, CITIC Publishing House, April 2016

**0007587 工作实习**

**课程编码：**0007587

**课程名称：**工作实习

**英文名称：**Work Placement

**课程类型：**实践环节必修课

**学分：** 4 **总学时：** 120

**面向对象：**广告学专业本科生

**先修课程：**广告学概论，中外广告史

**考核形式：**实习鉴定+总结报告

**课程简介：**

工作实习是艺术设计学院为广告学专业专业本科生开设的实践环节必修课。本课程的任务是面向已完成广告学基础理论与实践课程的四年级学生，通过学生实践、教师指导、专家座谈等形式结合的课程框架，使学生深入接触广告行业及相关领域企事业单位的经营管理、工作运营等具体业务；切身感受本行业的基本性质、特点和工作要求，具化对广告学基础理论的认识和理解，积累一定的实践与社会经验，为就业或进一步的专业深造奠定基础；了解本专业的最新状况和发展趋势，拓宽知识面，借助工作实践巩固所需专业技能。教学内容重点：专业认知与职业规划、岗位认知与职业素养、问题意识与创造性思维。教学内容难点：创新创业思维、项目管理与团队合作精神。

**推荐教材或主要参考书：**

[1] 威廉·阿伦斯，当代广告学（第11版·通用教材版），人民邮电出版社，2013年6月

[2] 金立其，刘觅，广告学：理论、实务、案例、实训（第二版），高等教育出版社，2015年2月

[3] 印富贵等，广告理论与实训（第4版），电子工业出版社，2019年2月

[4] 罗伯特·里尔登等，职业生涯发展与规划（第4版），中国人民大学出版社，2016年4月

[5] 赵仁平，刁玉峰，职业沟通与团队合作，中国书籍出版社，2018年1月

[6] 彼得·德鲁克，卓有成效的管理者，机械工业出版社，2019年5月

[7] 史蒂芬·柯维，高效能人士的七个习惯，中国青年出版社，2018年5月

[8] 肖恩·柯维，杰出青少年的7个习惯（成长版），中国青年出版社，2015年9月

[9] 刘霞，宋卫，大学生创新创业指导（慕课版），人民邮电出版社，2019年1月

[10] 李忠秋，孙涌，艾欣，大学生创新思维（慕课版），人民邮电出版社，2019年9月

**0007587 Practice for Employment**

**Course Number:** 0007587

**Course Title:** Work Placement

**English Name:** Work Placement

**Course Type:** Practical compulsory course

**Credits:** 4 **Total Credit Hours:** 120

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Introduction to Advertising, Ads History of China and Foreign Countries

**Evaluation Form:** Internship appraisal + summary report

**Course Description:**

Professional Practice is a practice compulsory course offered by the College of Art and Design for undergraduate students majoring in advertising. For seniors who completing basic theory of advertising and practice course, through the combination of students' practice, teachers' guidance and experts forum, the main target of this course is to enable students to have in-depth contact with specific businesses such as the operation and management of enterprises and institutions in the advertising industry and related fields; personally feel the basic nature, characteristics and work requirements of the industry, embody the understanding and understanding of the basic theory of advertising, accumulate certain practical and social experience, and lay the foundation for employment or further professional study; understand the latest situation and development trend of the major, broaden the scope of knowledge, and consolidate the required professional skills with the help of work practice. Course focus: Professional cognition and career planning, job cognition and professional quality, problem consciousness and creative thinking. The difficulties of teaching content: Innovative and entrepreneurial thinking, project management and team spirit.

**Recommended Textbooks/References:**

[1] William Arens, Contemporary Advertising (11th Edition · General Textbook), People's Posts and Telecom Press, June 2013

[2] Jin Liqi, Liu Mi, Advertising: Theory, Practice, Case and Practice (2nd Edition), Higher Education Press, February 2015

[3] Yin Fugui et al., Advertising Theory and Practice (4th Edition), Electronic Industry Press, February 2019

[4] Robert Reardon et al., Career Development and Planning (4th Edition), China Renmin University Press, April 2016

[5] Zhao Renping, Diao Yufeng, Career Communication and Team Work, Chinese Book Company, January 2018

[6] Peter Drucker, Effective Manager, China Machine Press, May 2019

[7] Stephen Covey, The 7 Habits of Highly Effective People, China Youth Publishing House, May 2018

[8] Sean Covey, 7 Habits of Hightly Effective Teens (Growth), China Youth Publishing House, September 2015

[9] Liu Xia, Song Wei, Innovation and Entrepreneurship Guidance for College Students (Mooc Edition), People's Posts and Telecom Press, January 2019

[10] Li Zhongqiu, Sun Yong, Ai Xin, Creative Thinking of College Students (Mooc Edition), People's Posts and Telecom Press, September 2019

**1760243 毕业设计（论文）**

**课程编码：**1760243

**课程名称：**毕业设计（论文）

**英文名称：**Graduation Design

**课程类型：**实践环节必修课

**学分：**1  **总学时：** 30

**面向对象：**广告学专业本科生

**先修课程：**广告学专业课程

**考核形式：**论文、设计作品

**课程简介：**

毕业设计（论文）实践旨在运用所学专业知识和平时积累，结合学生自身的专长、兴趣和实践经验，在毕业实践的基础上，对广告学领域、传播学领域以及文化产业等相关领域的热点问题和前沿问题展开分析与探讨，理论联系实际，选择恰当的研究方法，遵循“提出问题、分析问题、解决问题”的路径，提出具有建设性的观点或具有创新性的设计，力求理论价值与现实意义上的突破性建树，最终完成具有有问题意识、逻辑清楚、思路流畅、表达清晰的10000字以上的毕业论文或包括6000字以上创作阐述的广告创意作品。

**推荐教材或主要参考书：**

[1] 林庆彰，学术论文写作指引：文科适用，九州出版社，2012年3月

[2] 艾尔·芭比，社会研究方法，华夏出版社，2018年1月

**1760243 Graduation Design (Thesis)**

**Course Number:** 1760243

**Course Title:** Graduation Design (Thesis Writing)

**English Name:** Graduation Design

**Course Type:** Practical compulsory course

**Credits:** 1 **Total Credit Hours:** 30

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Advertising course

**Evaluation Form:** Thesis and Design Works

**Course Description:**

Graduation Design (Thesis) aims to analyze and discuss the hot and cutting-edge issues in the field of advertising, communication and cultural industry on the basis of graduation practice, integrate theory with practice, and select appropriate research methods, follow the path of "putting forward problems, analyzing problems and solving problems", put forward constructive views or innovative designs, strive to make breakthroughs in theoretical value and practical significance, and finally complete problems with problem awareness, clear logic and smooth thinking graduation thesis with clear expression of more than 10,000 words or advertising creative works with creative elaboration of more than 6,000 words.

**Recommended Textbooks/References:**

[1] Lin Qingzhang, Guidelines for Academic Thesis Writing: Applicable to Liberal Arts, Jiuzhou Press, March 2012

[2] Al Barbie, The Practice of Social Research, China Press, January 2018

**1760244 创新创业学分-广告实践1**

**课程编码：1760244**

**课程名称：**创新创业学分-广告实践1

**英文名称：Credit for Creation and Business Creation (Advertisement Practice) 1**

**课程类型：**实践环节选修课

**学分：**1 **总学时：** 30

**面向对象：**广告学专业本科生

**先修课程：**综合设计基础，视觉传达设计基础，广告创意，广告文案写作，广告媒体技术

**考核形式：**考查（参加广告专业竞赛或校内外广告实践项目）

**课程简介：**

《创新创业学分-广告实践1》是艺术设计学院为广告学专业本科生开设的实践环节必修课。本课程的任务是通过组织二年级学生参加“时报金犊奖”、“全国大学生广告艺术大赛”等全国性的广告专业竞赛，以及参与校内外的广告实践项目，使在校学生在实践过程中加深对广告学理论知识的理解，进一步掌握广告策划与设计的基本过程和工作方法，提高实际工作能力，培养创新精神和团队合作能力。教学内容重点：参加广告专业竞赛，锻炼实践能力。教学内容的难点：如何将已学的理论知识应用于广告实践中。

**推荐教材或主要参考书：**

[1] 梁良良，创新思维训练，新世界出版社，2006年5月

[2] 周至禹，思维与设计，北京大学出版社，2007年11月

[3] 胡川妮，广告设计，高等教育出版社，2009年6月

**1760244 Credit for Creation and Business Creation (Advertisement Practice) 1.**

**Course Number: 1760244**

**Course Title: Credit for Creation and Business Creation (Advertisement Practice) 1.**

**English Name: Credit for Creation and Business Creation (Advertisement Practice) 1**

**Course Type:** Practice elective course

**Credits:** 1 **Total Credit Hours:** 30

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Basis on General Design, Fundamentals of Visual Transmission Design, Advertisement Creation, Advertisement Copy Writing, Advertisement Media Technology

**Evaluation Form:** Evaluation (participate in advertising professional competitions or advertising practice projects in and out of school)

**Course Description:**

Credit for Creation and Business Creation (Advertisement Practice) 1 is a practice compulsory course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to organize sophomore students to participate in "Young Times Advertising Awards", "National College Students Advertising Art Competition" and other national advertising competitions as well as advertising practice in and out of the university so that students can deepen their understanding of advertising theory, further master the basic process and working methods of advertising planning and design, improve their practical working ability, and cultivate their spirit of innovation and teamwork. Course focus: Participate in advertising competition and exercise practical ability. The difficulties of teaching content: How to apply theoretical knowledge to advertising practice?

**Recommended Textbooks/References:**

[1] Liang Liangliang, Creative Thinking Training, New World Press, May 2006

[2] Zhou Zhiyu, Thought and Design, Peking University Press, November 2007

[3] Hu Chuanni, Advertising Design, Higher Education Press, June 2009

**1760245 创新创业学分-广告实践2**

**课程编码：1760245**

**课程名称：**创新创业学分-广告实践2

**英文名称：Credit for Creation and Business Creation (Advertisement Practice) 2**

**课程类型：**实践环节选修课

**学分：**1 **总学时：** 30

**面向对象：**广告学专业本科生

**先修课程：**综合设计基础，视觉传达设计基础，广告创意，广告文案写作，广告媒体技术

**考核形式：**考查（参加广告专业竞赛或校内外广告实践项目）

**课程简介：**

《创新创业学分-广告实践2》是艺术设计学院为广告学专业本科生开设的实践环节必修课。本课程的任务是通过组织三年级学生参加“时报金犊奖”、“全国大学生广告艺术大赛”等全国性的广告专业竞赛，以及参与校内外的广告实践项目，使在校学生在实践过程中进一步加深对广告学理论知识的理解，熟练掌握广告策划与设计的基本过程和工作方法，锻炼实际工作能力，提高创新水平和团队合作能力。教学内容重点：参加广告专业竞赛，锻炼实践能力。教学内容的难点：如何通过广告实战提高创新与实践能力。

**推荐教材或主要参考书：**

[1] 梁良良，创新思维训练，新世界出版社，2006年5月

[2] 周至禹，思维与设计，北京大学出版社，2007年11月

[3] 胡川妮，广告设计，高等教育出版社，2009年6月

**1760245 Credit for Creation and Business Creation (Advertisement Practice) 2.**

**Course Number: 1760245**

**Course Title: Credit for Creation and Business Creation (Advertisement Practice) 2.**

**English Name: Credit for Creation and Business Creation (Advertisement Practice) 2**

**Course Type:** Practice elective course

**Credits:** 1 **Total Credit Hours:** 30

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Basis on General Design, Fundamentals of Visual Transmission Design, Advertisement Creation, Advertisement Copy Writing, Advertisement Media Technology

**Evaluation Form:** Evaluation (participate in advertising professional competitions or advertising practice projects in and out of school)

**Course Description:**

Credit for Creation and Business Creation (Advertisement Practice) 2 is a practice compulsory course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to organize junior students to participate in "Young Times Advertising Awards", "National College Students Advertising Art Competition" and other national advertising competitions as well as advertising practice in and out of the university so that students can deepen their understanding of advertising theory, further master the basic process and working methods of advertising planning and design, improve their practical working ability, and cultivate their spirit of innovation and teamwork. Course focus: Participate in advertising competition and exercise practical ability. The difficulties of teaching content: How to improve innovation and practice ability through advertising practice?

**Recommended Textbooks/References:**

[1] Liang Liangliang, Creative Thinking Training, New World Press, May 2006

[2] Zhou Zhiyu, Thought and Design, Peking University Press, November 2007

[3] Hu Chuanni, Advertising Design, Higher Education Press, June 2009

**1760252社会创新实践1**

**课程编码：**1760252

**课程名称：**社会创新实践1

**英文名称：Social Creation Practice**

**课程类型：**实践环节选修课

**学分：**1 **总学时：** 30

**面向对象：**广告学专业本科生

**先修课程：**

**考核形式：**平时成绩+课程作业

**课程简介：**

社会创新实践1是艺术设计学院为广告学专业本科生开设的实践环节选修课。本课程的任务通过跨界融合设计学、社会学、心理学与传播学等学科，打破学科壁垒，引导学生探索人类社会未来的复杂需求，提出可持续的创新解决方案。本课程以中国社会老龄化为主要研究问题，通过“艺术唤醒”计划等社会实践活动培养具有敏锐的感知能力、质疑能力、系统思维能力、社会洞察力、跨界创新能力、执行能力的复合型创新人才。教学内容重点：社会创新与设计创新；社会老龄化问题专题研究；设计调研；设计实践。教学内容的难点：社会创新与设计创新；项目策划与实施。

**推荐教材或主要参考书：**

[1] 维克多·帕帕奈克，为真实世界的设计，中信出版社，2013年1月

[2] [原研哉](http://www.dangdang.com/author/%D4%AD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)，设计中的设计，广西师范大学出版社，2017年10月

[3] 埃佐·曼奇尼，钟芳 马谨译，设计，在人人设计的时代，电子工业出版社，2016年5月

**1760252 Social Creation Practice 1**

**Course Number:** 1760252

**Course Title:** Social Creation Practice 1

**English Name:** Social Creation Practice 1

**Course Type:** Practice elective course

**Credits:** 1 **Total Credit Hours:** 30

**Students:** Undergraduate students majoring in advertising

**Prerequisites:**

**Evaluation Form:** course participation + Course assignment

**Course Description:**

Social Creation Practice 1 is a practice elective course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to break discipline barriers, guide students to explore the complex needs of human society in the future and put forward sustainable and innovative solutions through cross-border integration of disciplines such as design, sociology, psychology and communication. This course focuses on the aging of Chinese society and cultivates compound innovative talents with keen perception, questioning, systematic thinking, social insight, cross-border innovation and execution through social practice activities such as "art awakening" program. Course focus: Social innovation and design innovation; special research on social aging issues; design research and design practice. The difficulties of teaching content: Social innovation and design innovation; project planning and implementation.

**Recommended Textbooks/References:**

[1] Victor Papanek, Design for the Real World, CITIC Publishing House, January 2013

[2] [Kenya Hara](http://www.dangdang.com/author/%D4%AD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), Design in Design, Guangxi Normal University Press, October 2017

[3] Ezzo Mancini (Author), Zhong Fang, Ma Jing (Translator), An Introduction to Design for Social Innovation, Electronic Industry Press, May 2016

**1760253 社会创新实践2**

**课程编码：**1760253

**课程名称：**社会创新实践2

**英文名称：**Social Creation Practice 2

**课程类型：**实践环节选修课

**学分：**1 **总学时：** 30

**面向对象：**广告学专业本科生

**先修课程：**社会创新实践1 社会创新设计

**考核形式：**

**课程简介：**

社会创新实践2是艺术设计学院为广告学专业本科生开设的实践环节选修课。本课程的任务通过跨界融合设计学、社会学、心理学与传播学等学科，打破学科壁垒，引导学生探索人类社会未来的复杂需求，提出可持续的创新解决方案。本课程以环境保护、社会老龄化、非遗传承、教育平等、精准扶贫等社会问题为主要研究对象，通过问题聚焦、设计调研、项目策划、项目落地等系统、完整的社会创新实践活动培养具有敏锐的感知能力、质疑能力、系统思维能力、社会洞察力、跨界创新能力和执行能力的复合型创新人才。教学内容重点：社会创新与设计创新；社会问题专题研究；设计调研；设计实践。教学内容的难点：社会创新与设计创新；项目落地与实施。

**推荐教材或主要参考书：**

[1] 斯坦福社会创新评论编辑部，斯坦福社会创新评论（1-7），中信出版社，2019年6月

[2] 史蒂芬·戈德史密斯 乔治斯 伯克 王栋栋， 社会创新的力量：美国社会管理创新启示录，新华出版社，2013年7月

**1760253 Social Creation Practice 2**

**Course Number:** 1760253

**Course Title:** Social Creation Practice 2

**English Name:** Social Creation Practice 2

**Course Type:** Practice elective course

**Credits:** 1 **Total Credit Hours:** 30

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Social Creation Practice 1, Social Creation Design

**Evaluation Form:**

**Course Description:**

Social Creation Practice 2 is a practice elective course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to break discipline barriers, guide students to explore the complex needs of human society in the future and put forward sustainable and innovative solutions through cross-border integration of disciplines such as design, sociology, psychology and communication. This course focuses on social issues such as environmental protection, social aging, intangible cultural heritage inheritance, educational equality and targeted poverty alleviation. Through systematic and complete social innovation and practical activities such as problem focus, design research, project planning and project implementation, it cultivates compound innovative talents with keen perception, questioning, systematic thinking, social insight and cross-border innovation ability and execution ability. Course focus: Social innovation and design innovation; special research on social issues; design research and design practice. The difficulties of teaching content: Social innovation and design innovation; Project approval and implementation.

**Recommended Textbooks/References:**

[1] Stanford Social Innovation Review Editorial Department, Stanford Social Innovation Review (1-7), CITIC Publishing House, June 2019

[2] Stephen Goldsmith, Georges Burke, Wang Dongdong, The Power of Social Innovation: Revelation of American Social Management Innovation, Xinhua Press, July 2013

**1760254艺术展览与实践**

**课程编码：**

**课程名称：**艺术展览与实践

**英文名称：**Artistic Display and Practice

**课程类型：**实践环节选修课

**学分：** 2 **总学时：** 32

**面向对象：**广告学、美术系、雕塑系学生

**先修课程：**无

**考核形式：** 平时成绩+考试

**课程简介：**

艺术展览与实践是艺术设计学院为北京工业大学所有广告学、美术系、雕塑系本科生开设的实践环节选修课程。艺术展览在当今文化艺术领域异常活跃，艺术领域中的很多重要事件都是通过艺术展览传达的。本课程以北京范围内的艺术展览、艺术空间、艺术机构和艺术家工作室为考察对象，选择具有历史价值及当代学术价值的优秀展览，带领学生亲赴现场观看；在现场讲解展览本身的同时，重点在于培养学生对于艺术展览活动与事件的关注，以及对于展览活动的审美鉴别能力；对于艺术机构一般运营方式的了解；对于艺术家工作方式的基本认识，并学会区别优劣，去伪存真。课程的难点是深入了解艺术展览背后的操作机制及艺术生态逻辑。

**推荐教材或主要参考书：**无

**1760254 Artistic Display and Practice**

**Course Number:**

**Course Title:** Artistic Display and Practice

**English Name:** Artistic Display and Practice

**Course Type:** Practice elective course

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in advertising, fine arts and sculpture

**Prerequisites: None**

**Evaluation Form:** course participation + written exams

**Course Description:**

Artistic Display and Practice is a practice elective course offered by the College of Art and Design for undergraduate students majoring in advertising, fine arts and sculpture of Beijing University of Technology. Art exhibitions are very active in today's culture and art field. Many important events in the art field are conveyed through art exhibitions. Focusing on art exhibitions, art spaces, art institutions and artist studios in Beijing, this course selects excellent exhibitions with historical and contemporary academic value, and leads students to watch them in person. While explaining the exhibition on site, it aims to cultivate students' attention to art exhibition activities and events, as well as their aesthetic identification ability; understand the general operation mode of art institutions; have a basic understanding of artists' working methods, and learn to distinguish between good and bad, eliminate the false and retain the true. The difficulty of this course is to deeply understand the operation mechanism and art ecological logic behind art exhibitions.

**Recommended Textbooks/References:** None.

**1760255 当代艺术认知和传播实践**

**课程编码：**1760255

**课程名称：** 当代艺术认知和传播实践

**英文名称：** Modern Arts Cognition and Communication Practice

**课程类型：** 实践环节选修课

**学分：** 1 **总学时：** 30

**面向对象：** 广告专业本科生

**先修课程：** 现当代美术思潮

**考核形式：** 平时成绩+考察

**课程简介：**

《当代艺术认知和传播实践》是艺术设计学院为广告专业本科生开设的实践环节选修课。本课程的任务是介绍当代艺术正在发生和发展的事件及相关内容，并对其进行专业化的研究和解读。由于当代艺术是在艺术发展史的基础上，随着社会环境和技术条件的不断变化而产生和形成的新的艺术形式，所以，本课程的教学重点将落在对正在发生的艺术现象所进行的观摩、阅读、甚至实践上，并通过这些环节形成对错综复杂的当代艺术的理解。此外，由于媒介的多样化和传播手段的急速更新，会使受众对当代艺术的解读产生偏差，而本课程的教学难点正是将新的艺术思潮、艺术理念与以往的知识体系进行有机衔接，从而鼓励学生形成对美术现象的独立思考和深刻洞察。

**推荐教材或主要参考书：**无

**1760255 Modern Arts Cognition and Communication Practice**

**Course Number:** 1760255

**Course Title:** Modern Arts Cognition and Communication Practice

**English Name:** Modern Arts Cognition and Communication Practice

**Course Type:**  Practice elective course

**Credits:** 1 **Total Credit Hours:** 30

**Students:**  Undergraduate students majoring in advertising

**Prerequisites:** Modern Fine Arts Thoughts

**Evaluation Form:**  course participation + Investigation

**Course Description:**

Modern Arts Cognition and Communication Practice is a practice elective course offered by the College of Art and Design for undergraduate students majoring in advertising. The main target of this course is to introduce the events and related contents that are happening and developing in contemporary art, and conduct professional research and interpretation. As contemporary art is a new art form that is produced and formed on the basis of the history of art development and with the continuous changes of social environment and technical conditions, this course focuses on the observation, reading and even practice of the ongoing art phenomena, and the understanding of the complex contemporary art through these links. In addition, due to the diversity of media and the rapid renewal of communication means, the audience's interpretation of contemporary art will deviate, and the teaching difficulty of this course is to organically connect the new art trend and art concept with the previous knowledge system, so as to encourage students to form independent thinking and deep insight into art phenomena.

**Recommended Textbooks/References:** None.

**1710556 新生研讨课**

**课程编码：**1710556

**课程名称：**新生研讨课

**英文名称：**Freshmen Seminar Course

**课程类型：**自主课程

**学分：** 1 **总学时：** 16

**面向对象：**广告学专业本科生

**先修课程：**

**考核形式：** 考查

**课程简介：**

《新生研讨课》课程是在学校为构建研究型大学人才培养体系的前提下设立的，本课程是艺术设计学院为广告学专业本科生开设。本课程的任务是根据广告学专业的学科特点与行业要求，结合教学与科研经验以及新生的特点，以学科专业引导为出发点，围绕如何发掘学生的智慧、探索意识和创新精神，如何体现大学学习特点引导学生合作探究等系列专题，组织学生进行研讨，激发学生的探索兴趣，强化学生的探索意识，培养学生独立自主的学习和研究能力，为接下来的专业学习奠定良好的基础。教学内容重点：重点讲授广告学专业学习中创新能力和知识储备的有效获得方式。教学内容的难点：学习方式、知识储备、创新能力三者有效的的结合方法。

**推荐教材或主要参考书：**

2.（美）克劳德·霍普金斯著，史雷，果麦译，科学的广告，上海文化出版社， 2019.6

3.（瑞典）大卫 萨普特（David Sumpter）著，易文波译，被算法操纵的生活：重新定义精准广告、大数据和AI，湖南科技出版社，2020.1

2.王淑芹，大学文化视野中的校园广告，复旦大学出版社，2016.1

4.谢小庆，创新学习新思维：21世纪核心职业胜任力，清华大学出版社，2017.6

**1710556 Freshmen Seminar Course**

**Course Number:** 1710556

**Course Title:** Freshmen Seminar Course

**English Name:** Freshman Seminar Course

**Course Type:** Independent Courses

**Credits:** 1 **Total Credit Hours:** 16

**Students:** Undergraduate students majoring in advertising

**Prerequisites:**

**Evaluation Form:** Evaluation

**Course Description:**

Freshmen Seminar Course is set up under the premise of building the talent cultivation system of the research university. This course is offered by the College of Art and Design for the undergraduates majoring in advertising. The main target of this course is to organize students to conduct seminars, stimulate students' interest in exploration, strengthen students' awareness of exploration, cultivate students' independent learning and research ability, and lay a good foundation for the following professional learning according to the disciplinary characteristics and industry requirements of advertising major, combined with the teaching and research experience and the characteristics of freshmen, taking the discipline and specialty guidance as the starting point, focusing on how to explore students' wisdom, exploration consciousness and innovative spirit, how to embody the characteristics of university learning to guide students to cooperate in exploration and other topics. Course focus: This course focuses on the effective way to acquire creative ability and knowledge reserve in advertising study. The difficulties of teaching content: An effective combination of learning style, knowledge reserve and innovation ability.

**Recommended Textbooks/References:**

2. (USA) Claude Hopkins (Author), Shi Lei, Guo Mai (Translator), Scientific Advertising, Shanghai Culture Publishing House, June 2019

3. (Sweden) David Sumpter (Author), Yi Wenbo (Translator), The Algorithms That Control Our Lives, Redefining Precision Advertising, Big Data, and AI, Hunan Science and Technology Press, January 2020

2. Wang Shuqin, Campus Advertisement in the Perspective of University Culture, Fudan University Press, January 2016

4. Xie Xiaoqing, Innovative Learning and New thinking: Core Professional Competence in the 21st Century, Tsinghua University Press, June 2017

**1760267 学术论文写作课**

**课程编码：1760267**

**课程名称：**学术论文写作课

**英文名称：**Academic Thesis Writing

**课程类型：**自主课程

**学分：** 1 **总学时：** 16

**面向对象：**广告学专业本科生

**先修课程：**传播学概论 广告学概论

**考核形式：**平时成绩+考查

**课程简介：**

学术论文写作课是为广告学专业本科生开设的自主课程。本课程的任务是通过介绍学术论文的写作格式、规范与写作技法，培养学生的学术论文写作能力。在教学中理论联系实践，强调写作知识和专业知识有机结合，写作思维和专业思维紧密结合，培养学生的理论学习能力，训练学生的人文及社会科学研究能力。教学内容重点：规范学生的专业写作意识，训练学生的写作技法。教学内容的难点：推动学生将专业实践与理论相结合。增强学生从理论出发的人文及社会科学研究能力，帮助学生形成专业写作思维。推动学生建立自主学习的意识，掌握持续学习的方法。

**推荐教材或主要参考书：**

[1] 徐有富，学术论文写作十讲，北京大学出版社，2019年11月

[2] [周淑敏](http://search.dangdang.com/?key2=%D6%DC%CA%E7%C3%F4&medium=01&category_path=01.00.00.00.00.00)，[周靖](http://search.dangdang.com/?key2=%D6%DC%BE%B8&medium=01&category_path=01.00.00.00.00.00)，学术论文写作，[清华大学出版社](http://search.dangdang.com/?key3=%C7%E5%BB%AA%B4%F3%D1%A7%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)，2018年01月

[3] [贾洪伟](http://search.dangdang.com/?key2=%BC%D6%BA%E9%CE%B0&medium=01&category_path=01.00.00.00.00.00)，[耿芳](http://search.dangdang.com/?key2=%B9%A2%B7%BC&medium=01&category_path=01.00.00.00.00.00)，方法论：学术论文写作，[中国传媒大学出版社](http://search.dangdang.com/?key3=%D6%D0%B9%FA%B4%AB%C3%BD%B4%F3%D1%A7%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)，2016年09月

**1760267 Academic Thesis Writing**

**Course Number:** **1760267**

**Course Title:** Academic Thesis Writing

**English Name:** Academic Thesis Writing

**Course Type:** Independent Courses

**Credits:** 1 **Total Credit Hours:** 16

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Introduction to Communication Science, Introduction to Advertising

**Evaluation Form**: course participation + evaluation

**Course Description:**

Academic Thesis Writing is and independent course for undergraduate students majoring advertising. The main target of this course is to introduce the writing format, norms and writing techniques of academic papers, and cultivate students' writing ability of academic papers. Combine theory with practice in the teaching, emphasize the organic combination of writing knowledge and professional knowledge, and the close combination of writing thinking and design thinking, so as to cultivate students' theoretical learning ability and train students' ability in humanities and social sciences study. Course focus: Regulate students' professional writing consciousness and train students' writing skills. The difficulties of teaching content: Enable students to combine Work Placement with theory. Enhance students' theoretical research ability in humanities and social sciences, and help students form professional writing thinking. Enable students to establish the awareness of autonomous learning and master the methods of continuous learning.

**Recommended Textbooks/References:**

[1] Xu Youfu, Ten Lectures on Academic Thesis Writing, Peking University Press, November 2019

[2] [Zhou Shumin](http://search.dangdang.com/?key2=%D6%DC%CA%E7%C3%F4&medium=01&category_path=01.00.00.00.00.00), [Zhou Jing](http://search.dangdang.com/?key2=%D6ܾ%B8&medium=01&category_path=01.00.00.00.00.00), Academic Thesis Writing, [Tsinghua University Press](http://search.dangdang.com/?key3=%C7廪%B4%F3ѧ%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), January 2018

[3] [Jia Hongwei](http://search.dangdang.com/?key2=%BCֺ%E9ΰ&medium=01&category_path=01.00.00.00.00.00), [Geng Fang](http://search.dangdang.com/?key2=%B9%A2%B7%BC&medium=01&category_path=01.00.00.00.00.00), Methodology: Academic Thesis Writing, [Communication University of China Press](http://search.dangdang.com/?key3=%D6й%FA%B4%ABý%B4%F3ѧ%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), September 2016

**1760268 学术前沿课**

**课程编码：**1760268

**课程名称：**学术前沿课

**英文名称：**Academic Frontier Course

**课程类型：**自主课程

**学分：** 1 **总学时：** 16

**面向对象：**广告学专业本科生

**先修课程：**新生研讨课，社会创新实践1，认识实习，学术论文写作课

**考核形式：**平时成绩+论文

**课程简介：**

学术前沿课是艺术设计学院为广告学专业本科生开设的自主课程。本课程的任务是结合新生研讨课、社会创新实践、认识实习、学术论文写作课等先修课程的理论学习与应用实践，以文学、社会学、艺术学、管理学、历史学、信息科学等相关学科的专业知识与发展趋势为参考，培养学生的学术素养、问题意识与科研兴趣；通过专题讲授、案例研讨、经典导读等教学方式，针对社会热点现象和学术前沿问题，引导学生能够运用合理的研究方法发现问题、解决问题、探索问题，形成自主的研究习惯与基本的学术规范，并应用于后续的学习与实践。教学内容重点：科学革命与范式转换、学术规范、学术研究方法。教学内容难点：科学伦理、定性定量研究、新兴信息技术应用。

**推荐教材或主要参考书：**

[1] 托马斯·库恩，科学革命的结构（第四版），北京大学出版社，2012年10月

[2] 叶继元等，学术规范通论（第二版），华东师范大学出版社，2017年11月

[3] 风笑天，社会研究方法（第五版），中国人民大学出版社，2018年3月

[4] 教育部科学技术委员会学风建设委员会，高等学校科学技术学术规范指南（第二版），中国人民大学出版社，2017年3月

[5] 印波，科研伦理与学术规范，法律出版社，2018年7月

[6] 谢林，学术研究方法论，北京大学出版社，2018年12月

[7] 李琨，传播学定性研究方法（第二版），北京大学出版社，2016年8月

[8] 吴军，浪潮之巅（第四版），人民邮电出版社，2019年7月

[9] 王骥，新未来简史：区块链、人工智能、大数据陷阱与数字化生活，电子工业出版社，2018年4月

[10] 国务院发展研究中心，世界前沿技术发展报告，电子工业出版社，2019年6月

**1760268 Academic Frontier Course**

**Course Number:** 1760268

**Course Title:** Academic Frontier Course

**English Name: Academic Frontier Course**

**Course Type:** Independent Courses

**Credits:** 1 **Total Credit Hours:** 16

**Students:** Undergraduate students majoring in advertising

**Prerequisites:** Freshmen Seminar Course, Social Creation Practice 1, Practice for Theoretical Knowledge, Academic Thesis Writing

**Evaluation Form:** course participation+Thesis

**Course Description:**

Academic Frontier Course is an independent course offered by the College of Art and Design for undergraduate students majoring in advertising. In combination with Freshmen Seminar Course, Social Creation Practice, Practice for Theoretical Knowledge, Academic Thesis Writing and other prerequisites, the main target of this course is to cultivate students' academic accomplishment, problem consciousness and interest in scientific research with reference to professional knowledge and development trend of literature, sociology, art, management, history, information science and other related disciplines, guide students to use reasonable research methods to find, solve and explore problems, form independent research habits and basic academic norms, and apply them to subsequent learning and practice through special lectures, case studies, classic reading and other teaching methods, aiming at hot social phenomena and cutting-edge academic issues. Course focus: Scientific revolution and paradigm shift, academic norms, academic research methods. The difficulties of teaching content: Scientific ethics, qualitative and quantitative research, application of emerging information technology.

**Recommended Textbooks/References:**

[1] Thomas Kuhn, Structure of the Scientific Revolution (4th Edition), Peking University Press, October 2012

[2] Ye Jiyuan, et al., General Theory of Academic Norms (2nd Edition), East China Normal University Press, November 2017

[3] Feng Xiaotian, Social Research Methods (Fifth Edition), China Renmin University Press, March 2018

[4] Academic Style Construction Committee of Science and Technology Commission of the Ministry of Education, Guidelines for Academic Norms of Science and Technology in Colleges and Universities (2ND Edition), China Renmin University Press, March 2017

[5] Yin Bo, Research Ethics and Academic Norms, Law Press, July 2018

[6] Xie Lin, Methodology of Academic Research, Peking University Press, December 2018

[7] Li Kun, Qualitative Research Methods of Communication (2nd Edition), Peking University Press, August 2016

[8] Wu Jun, Peak of Wave (4th Edition), Posts and Telecom Press, July 2019

[9] Wang Ji, A Brief History of the New Future: Blockchain, Artificial Intelligence, Big Data Traps and Digital Life, Electronic Industry Press, April 2018

[10] Development Research Center of the State Council, World Frontier Technology Development Report, Electronic Industry Press, June 2019

**0008302 股票投资实务**

**课程编码：** 0008302

**课程名称：**股票投资实务

**英文名称：**Stock Investment Practice

**课程类型：**工程经济与项目管理类通识教育选修课课

**学分：** 2 **总学时：** 32

**面向对象：**全校本科生

**先修课程：**无

**考核形式：** 平时成绩+期末大作业

**课程简介：**

股票投资实务是艺术设计学院为全校本科生开设的工程经济与项目管理类通识教育选修课课。

本课程的任务是让学生理解并掌握股票投资的相关知识，了解股票投资的收益与风险，为学生日后从事股票投资和个人理财等工作打下一定的基础。

教学内容重点：股票常识；炒股步骤；炒股规则；相关市场投资规则；炒股要看宏观大势；买人股票；卖出股票；怎样投资不同的板块；怎样看盘；股票技术面分析；炒股技巧；规避股市风险；世界投资大师的投资经验和投资理论。

教学内容的难点：股票投资实战中的各种风险；如何规避各种认识误区和股市陷阱；投资中如何保持良好心态。

**推荐教材或主要参考书：**

[1] 陈火金，中国新股民必读全书[（第12版）](http://product.dangdang.com/25301842.html)，山西人民出版社，2019年8月

[2] [吴晓求](http://search.dangdang.com/?key2=%CE%E2%CF%FE%C7%F3&medium=01&category_path=01.00.00.00.00.00)，证券投资学（第四版），中国人民大学出版社，2015年3月

[3] [常巍](http://search.dangdang.com/?key2=%B3%A3%CE%A1&medium=01&category_path=01.00.00.00.00.00)，证券投资学（第三版），复旦大学出版社，2019年9月

**0008302 Stock Investment Practice**

**Course Number:** 0008302

**Course Title:** Stock Investment Practice

**English Name:** Stock Investment Practice

**Course Type:** General education elective course of engineering economics and project management

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students of the university

**Prerequisites: None**

**Evaluation Form:** course participation + final assignment

**Course Description:**

Stock Investment Practice is a general education elective course of engineering economics and project management for undergraduate students of the College of Art and Design.

The main target of this course is to enable students to understand and master the relevant knowledge of stock investment, understand the benefits and risks of stock investment, and lay a certain foundation for students to engage in stock investment and personal finance in the future.

Course focus: Stock knowledge; stock speculation steps; stock speculation rules; relevant market investment rules; stock speculation subject to the macro trend; buying shares; selling shares; how to invest in different sectors; How to look at the market; technical analysis of stock; stock trading skills; avoiding stock market risks; investment experience and investment theory of world investment masters.

The difficulties of teaching content: Various risks in stock investment; how to avoid various misunderstandings and traps in the stock market; how to maintain a good attitude in investment.

**Recommended Textbooks/References:**

[1] Chen Huojin, Guide Book for China's New Investors [(12th Edition)](http://product.dangdang.com/25301842.html), Shanxi People's Publishing House, August 2019

[2] [Wu Xiaoqiu](http://search.dangdang.com/?key2=%CE%E2%CF%FE%C7%F3&medium=01&category_path=01.00.00.00.00.00), Securities Investment (4th Edition), China Renmin University Press, March 2015

[3] [Chang Wei](http://search.dangdang.com/?key2=%B3%A3Ρ&medium=01&category_path=01.00.00.00.00.00), Securities Investment (3rd Edition), Fudan University Press, September 2019

**0001140 西方美术史及名作欣赏**

**课程编码：**0001140

**课程名称：**西方美术史及名作欣赏

**英文名称：**Western-art History & Masterpiece Appreciation

**课程类型：**校选通识课程

**学分：**2 **总学时：** 32

**面向对象：**各类各专业本科生

**先修课程：**无

**考核形式：** 平时成绩+考试或课程论文

**课程简介：**

《西方美术史及名作欣赏》是艺术设计学院（部）为全校各专业本科生开设选修课程，属于通识类型。课程依据历史线索讲授西方美术史的十二个时期或风格，重点内容意大利文艺复兴时期的美术和现代主义美术设计安排了较多课时。教学将大略遵循这样一些的原则：第一，艺术家和作品是授课的重点。合理利用美术史现有的研究成果，对重要作品的内在含义较完整分析。第二，尽量争取较大的信息覆盖面，方便学生在自身专业的基础上拓展和印证对艺术作品的认识，同时反哺和丰富他们原来专业。第三，尽可能疏理出艺术语言发展的主线，目的是便于学生准确地了解艺术的发展，体会艺术形式变化的意义。第四，运用多媒体和幻灯等展示大量的图像。学文或者学理的大学生，都应该对西方美术史有一个基本了解，通过名家名作感受和领悟人类优秀文化成果，也借此进一步培养和提升自身的想象力和创造意识。

**推荐教材或主要参考书：**

[1]（英）贡布里奇著，范景中译，《艺术的故事》，桂林：广西人民美术出版社2014年5月

[2]丁宁，西方美术史，北京：北京大学出版社，2015年10月

[3] 傅雷，世界美术名作二十讲，南京：江苏美术出版社，2017年1月

[4] 朱伯雄主编，《世界美术史》（八卷本）山东美术出版社，2006年6月

[5]（美）Ｈ·Ｈ·阿纳森著，邹德侬等译，《西方现代艺术史》天津人民美术出版社1986

**0001140 Western-art History & Masterpiece Appreciation**

**Course Number:** 0001140

**Course Title:** Western-art History & Masterpiece Appreciation

**English Name:** Western-art History & Masterpiece Appreciation

**Course Type:** General education courses

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students of all majors

**Prerequisites: None**

**Evaluation Form:** Course participation + Exams or thesis

**Course Description:**

Western-art History & Masterpiece Appreciation is an elective course of general education offered by the College (Department) of Art and Design for all undergraduate students of the university. Based on historical clues, the course teaches twelve periods or styles of western art history, focusing on art in the Italian Renaissance and modernist art design (with more class hours). The teaching will follow the following principles: First, artists and works are the focus of the teaching. Reasonably use the existing research results of art history and make a more complete analysis of the internal meaning of important works. Second, strive for greater information coverage as much as possible to facilitate students to expand and confirm their understanding of artistic works on the basis of their own majors, and feed back and enrich their original majors at the same time. Third, try to sort out the main line of the development of artistic language as much as possible, in order to facilitate students to accurately understand the development of art and experience the significance of the change of artistic form. Fourth, use multi-media and slide to show a lot of images. College students studying literature or science should have a basic understanding of the Western-art History & Masterpiece Appreciation, feel and understand the excellent cultural achievements of mankind through famous works, and further cultivate and enhance their imagination and creative consciousness.

**Recommended Textbooks/References:**

[1] (UK) Gong Bridge (Author), Fan Jingzhong (Translator), "The Story of Art", Guilin: Guangxi People's Fine Arts Publishing House, May 2014

[2] Ding Ning, Western-art History & Masterpiece Appreciation, Beijing: Peking University Press, October 2015

[3] Fu Lei, 20 Lectures on World Art Masterpiece, Nanjing: Jiangsu Fine Arts Publishing House, January 2017

[4] Zhu Boxiong, World History of Art (8 Volumes), Shandong Fine Arts Publishing House, June 2006

[5] (USA) Ｈ·Ｈ·Arneson (Author), Zou Denong (Translator), Modern Western Art History, Tianjin People's Fine Arts Publishing House, 1986

**0006910 世界经典影片中的符号与意义**

**课程编码：**0006910

**课程名称：**世界经典影片中的符号与意义

**英文名称：**The Symbols and meanings in the world classic movies

**课程类型：**通识教育选修课程

**学分：** 2 **总学时：**32

**面向对象：**全校本科生

**先修课程：**无

**考核形式：**平时成绩+考试

**课程简介：**

世界经典影片中的符号与意义课程，主要培养本科学生的经典影片欣赏和创作能力，学生通过学习该课程后，可以较好理解经典影片中的符号体系，深入学习运用视听语言，全面分析影视作品，能够深入理解世界经典影片的艺术内涵，在全球创意产业和中外文化艺术交叉视角下熟悉电影艺术创作规律。教学内容的重点：要学生掌握相应的符号系统，可以熟练运用符号系统和视听语言，系统分析影视作品。教学内容的难点：要学生理解视听符号所指向的意义，能够透过语言符号深刻理解视听作品背后所传达的生命体验和美学意义。

**推荐教材或主要参考书：**

[1] 路易斯·贾内梯，认识电影（插图第11版），北京联合出版公司，2017年4月

[2]（美）[史蒂文.卡茨](http://www.dangdang.com/author/????????_1)，场面调度—影像的运动，世界图书出版公司，2011年2月

**0006910 The Symbols and Meanings in the World Classic Movies**

**Course Number:** 0006910

**Course Title:** The Symbols and meanings in the world classic movies

**English Name:** The Symbols and meanings in the world classic movies

**Course Type:** Elective course of general education

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students of the university

**Prerequisites: None**

**Evaluation Form:** course participation + written exams

**Course Description:**

The Symbols and meanings in the world classic movies mainly aims to cultivate undergraduate students' ability to appreciate and create classic films. Through learning this course, students can better understand the symbol system in classic films, deeply learn to use audio-visual language, comprehensively analyze film and television works, and deeply understand the artistic connotation of world classic films and get familiar with the law of film art creation from the perspective of global creative industry and the intersection of Chinese and foreign culture and art. Course focus: Students should master the corresponding symbol system, skillfully use the symbol system and audio-visual language, and systematically analyze film and television works. The difficulties of teaching content: Students should understand the meaning of audio-visual symbols, and be able to deeply understand the life experience and aesthetic significance behind audio-visual works through language symbols.

**Recommended Textbooks/References:**

[1] Louis Giannetti, Understanding Film (Illustration, 11th edition), Beijing United Publishing Company, April 2017

[2] [Steven Katz](http://www.dangdang.com/author/????????_1), Scene Scheduling - Motion of Images, World Book Publishing Company, February 2011

**0009377 微电影创意写作**

**课程编码：**0009377

**课程名称：**微电影创意写作

**英文名称：**Creative Writing of Micro-film

**课程类型：**通识教育选修课程

**学分：** 2 **总学时：**32

**面向对象：**全校本科生

**先修课程：**无

**考核形式：**平时成绩+考查

**课程简介：**

微电影创意写作是以文字语言为媒介形式、以剧本作品为载体，为微电影拍摄制作提供根本依据的创造性活动。在全球创意产业和中外文化艺术交叉视角下熟悉微电影创意写作文体特点，从创意出发，通过大量经典电影案例、经典剧本案例的分析教学和微电影剧本的写作训练，引导学生熟悉融媒体经济文化环境下的基本思维方法和写作方法，强化学生创新、形象、结构、审美、传播等核心意识，改变本科生写作习惯碎片化和写作能力同质化的严峻问题。教学内容的重点：培养学生在信息传播可视化潮流蓬勃发展的社会经济文化环境下的创新性写作思维和具有原创力的创造性写作能力。教学内容的难点：丰富学生在融媒体时代的创意叙事能力，拓宽学生的想象表达空间。

**推荐教材或主要参考书：**

[1] 许道军，葛红兵，创意写作：基础理论与训练，广西师范大学出版社，2012年9月

[2] 马克·麦克格尔著，[葛红](http://www.baike.com/sowiki/%E8%91%9B%E7%BA%A2?prd=content_doc_search)兵、[郑周明](http://www.baike.com/sowiki/%E9%83%91%E5%91%A8%E6%98%8E?prd=content_doc_search)、[朱喆](http://www.baike.com/sowiki/%E6%9C%B1%E5%96%86?prd=content_doc_search) 译，The Program Era: Postwar Ficiton and The Rise of Creative Writing，广西师范大学出版社，2012年1月

[3]（美）[罗伯特麦基](http://www.dangdang.com/author/????????_1)著，[周铁东](http://www.dangdang.com/author/??????_1)译，故事：材质、结构、风格和银幕剧作的原理，天津人民出版社，2014年9月

[4]（美）[悉德](http://www.dangdang.com/author/???_1)•[菲尔德](http://www.dangdang.com/author/?????_1)（Sid [Field](http://www.dangdang.com/author/Field_1)）著,[钟大丰](http://www.dangdang.com/author/????_1),[鲍玉珩](http://www.dangdang.com/author/??????_1) 译，电影剧本写作基础，世界图书出版公司，2012年8月

**0009377 Creative Writing of Micro-film**

**Course Number:**0009377

**Course Title:** Creative Writing of Micro-film

**English Name: Creative Writing of Micro-film**

**Course Type:** Elective course of general education

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students of the university

**Prerequisites: None**

**Evaluation Form:** course participation + evaluation

**Course Description:**

Creative Writing of Micro-film is a creative activity that takes written language as the medium and script works as the carrier to provide a fundamental basis for micro film shooting and production. From the perspective of global creative industry and the intersection of Chinese and foreign culture and art, get familiar with the characteristics of micro film creative writing style. Starting from creativity, through the analysis and teaching of a large number of classic film cases and classic script cases and the writing training of micro film scripts, guide students to be familiar with the basic thinking methods and writing methods in the cultural environment of media economy, and strengthen students' core consciousness in innovation, image, structure, aesthetics and communication, and change students' serious problems of fragmentation of writing habits and homogenization of writing ability. Course focus: Cultivate students' innovative writing thinking and creative writing ability with originality in the socio-economic and cultural environment with the vigorous development of the trend of information dissemination and visualization. The difficulties of teaching content: Enrich students' creative narrative ability and broaden their imagination and expression space in the era of media integration.

**Recommended Textbooks/References:**

[1] Xu Daojun, Ge Hongbing, Creative Writing: Basic Theory and Training, Guangxi Normal University Press, September 2012

[2] Mark McGill (Author), [Ge Hong](http://www.baike.com/sowiki/%E8%91%9B%E7%BA%A2?prd=content_doc_search)bing, [Zheng Zhouming](http://www.baike.com/sowiki/%E9%83%91%E5%91%A8%E6%98%8E?prd=content_doc_search) and [Zhu Zhe](http://www.baike.com/sowiki/%E6%9C%B1%E5%96%86?prd=content_doc_search) (Translator), The Program Era: Postwar Ficiton and The Rise of Creative Writing, Guangxi Normal University Press, January 2012

[3] (USA) [Robert McKee](http://www.dangdang.com/author/????????_1) (Author), [Zhou Tiedong](http://www.dangdang.com/author/??????_1) (Translator), Story: Material, Structure, Style, and Screenwriting Principles, Tianjin People's Publishing House, September 2014

[4] (USA) [Sid](http://www.dangdang.com/author/???_1) [Field](http://www.dangdang.com/author/?????_1)(Sid [Field](http://www.dangdang.com/author/Field_1)) (Author), [Zhong Dafeng](http://www.dangdang.com/author/????_1), [Bap Yuheng](http://www.dangdang.com/author/??????_1) (Translator), Fundamentals of Screenwriting, World Book Publishing Company, August 2012

**007966 西方文学名著导读**

**课程编码：**007966

**课程名称：**西方文学名著导读

**英文名称：**Introduction to Western Famous Literature

**课程类型：**校通识选修课

**学分：** 2 **总学时：** 32

**面向对象：**全校各专业本科生

**先修课程：**无

**考核形式：** 平时成绩+考试

**课程简介：**

西方文学名著导读是艺术设计学院为全校各专业本科生开设的校通识选修课。本课程的任务是以点、线、面相结合的方式选讲西方各个时代、各个国家的优秀文学作品，以西方文学名著所体现的人文主义精神和优秀传统熏陶学生，发掘优秀文学作品所蕴含的内在思想教育、情感熏陶因素，帮助学生树立正确的世界观、人生观和价值观；通过教学，激发学生阅读经典的热情，在阅读理解优秀文学作品的过程中，帮助学生突破思维的定势，建构批判性思维，帮助学生正确辨别真善美与假恶丑，培养丰富的联想和想象能力，提高学生的审美感受能力，形成健康高雅的审美心理和审美情趣。教学内容重点是优秀作品的示范讲解。教学内容的难点是如何历史地、跨文化理解西方优秀文学作品。

**推荐教材或主要参考书：**

[1] 徐葆耕，《西方文学：心灵的历史》，北京：清华大学出版社2002年5月

[2] 梁坤，《外国文学名著选读》，北京：中国人民大学出版社，2002年5月

[3] 所选讲的文学作品

**007966 Introduction to Western Famous Literature**

**Course Number:** 007966

**Course Title:** Introduction to Western Famous Literature

**English Name:** Introduction to Western Famous Literature

**Course Type:** Elective course of general education

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students of all majors in the university

**Prerequisites: None**

**Evaluation Form:** course participation + written exams

**Course Description:**

Introduction to Western Famous Literature is an elective course of general education offered by the College of Art and Design for all undergraduate students of the university. The main target of this course is to selectively introduce excellent literary works of different times in western countries by the combination of point, line and plane, edify students with the humanistic spirit and excellent tradition embodied in famous western literary works, explore the internal ideological education and emotional edification factors contained in excellent literary works, and help students establish a correct world outlook, outlook on life and values, and stimulate students' enthusiasm for reading classics through teaching. In the process of reading and understanding excellent literary works, help students break through the set of thinking, construct critical thinking, help students correctly distinguish truth, goodness, beauty and falsehood, evil and ugliness, cultivate rich association and imagination ability, improve students' aesthetic feeling ability, and form healthy and elegant aesthetic psychology and aesthetic interest. The key point is to demonstrate excellent works. The difficult point is how to understand western excellent literary works from historical and cross-cultural perspective.

**Recommended Textbooks/References:**

[1] Xu Baogeng, Western Culture: History of Mind, Beijing: Tsinghua University Press, May 2002

[2] Liang Kun, Selected Readings of Foreign Literature Classics, Beijing: China Renmin University Press, May 2002

[3] Literature works selected.

**1790004 中国古典诗词赏析课**

**课程编码：1790004**

**课程名称：**中国古典诗词赏析课

**英文名称：**Appreciation of Chinese Classic Poems

**课程类型：**通识教育选修课程

**学分：** 2 **总学时：**32

**面向对象：**全校本科生

**先修课程：**无

**考核形式：**平时成绩+考查

**课程简介：**

中国古典诗词赏析课是为全校本科生开设的通识教育选修课程。本课程的任务是介绍中国古典诗词精品，讲授与之相关的作家作品、艺术风格、审美理想等传统文化知识，带领学生细读品鉴作品本身的文采、意境、艺术特色等，使学生对诗词文学的发展概况形成初步认识，提高学生阅读诗词的兴趣与能力。教学内容重点：以诗词发展史为线索，并把握住诗词韵律性与抒情性结合的体裁特征，形成初步的诗歌审美与鉴赏能力。教学内容的难点：提高学生的审美鉴赏能力，塑造学生整体的人文素养，为学生的专业学习打下坚实的人文基础。

**推荐教材或主要参考书：**

[1] 林庚，冯沅君，中国历代诗歌选，人民文学出版社，1997年11月

[2] 袁行霈，中国文学史，高等教育出版社，1999 年05月

[3] 松浦友久，中国诗歌原理，辽宁教育出版社，1990年01月

**1790004 Appreciation of Chinese Classic Poems**

**Course Number: 1790004**

**Course Title:** Appreciation of Chinese Classic Poems

**English Name: Appreciation of Chinese Classic Poems**

**Course Type:** Elective course of general education

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students of the university

**Prerequisites: None**

**Evaluation Form:** course participation + evaluation

**Course Description:**

Appreciation of Chinese Classic Poems is a elective course of general education for all undergraduate students in the university. The main target of this course is to introduce the fine works of Chinese classical poetry, teach the related traditional cultural knowledge such as writers' works, artistic styles and aesthetic ideals, and lead students to carefully read and appreciate the literary grace, artistic conception and artistic characteristics of the works, so as to form a preliminary understanding of the development of poetry literature and improve students' interest and ability to read poetry. Course focus: Take the development history of poetry as the clue, and grasp the genre characteristics of the combination of rhythm and lyricism of poetry, so as to form a preliminary ability of poetry aesthetics and appreciation. The difficulties of teaching content: Improve students' aesthetic appreciation ability, shape students' overall humanistic quality, and lay a solid humanistic foundation for students' professional learning.

**Recommended Textbooks/References:**

[1] Lin Geng, Feng Yuanjun, Selected Poems of Chinese Dynasties, People's Literature Publishing House, November 1997

[2] Yuan Xingpei, A History of Chinese Literature, Higher Education Press, May 1999

[3] Matsuura Youjiu, Principles of Chinese Poetry, Liaoning Education Press, January 1990

**17900035 中国文化史选讲课**

**课程编码：1790003**

**课程名称：**中国文化史选讲课

**英文名称：**Clippings of Chinese Culture History

**课程类型：**通识教育选修课程

**学分：** 2 **总学时：**32

**面向对象：**全校本科生

**先修课程：**无

**考核形式：**平时成绩+考查

**课程简介：**

中国文化史选讲课程是为全校本科生开设的通识教育选修课程。本课程的任务是对中国文化基础、制度、宗教、学术进行比较概要的展示与介绍。通过本课程的教学，塑造学生整体的人文素养，为专业学习提供触类旁通、取资借鉴的作用。为学生的专业学习打下坚实的人文基础。教学内容重点：文化史是一个人群、一个民族在某些特定的观念、信念系统影响下，展开生存实践的历史。课程的教学重点在于以我们的文化人群为单位，以人群历史经历为范围，考察其特定的生活方式。 教学内容的难点：在考察文化史的基础上，让我们对中国传统的思维方式、价值观念、行为准则有所了解，建立文化自信，并为开创新文化提供历史的根据和现实的基础。

**推荐教材或主要参考书：**

[1] 李山，中国文化史，北京师范大学出版社，2007年11月

[2] 王力等，中国古代文化史讲座，广西师范大学出版社，2007年3月

[3] 王力，中国古代文化常识，世界图书出版公司，2008年01月

[4] 张岱年，方克立，中国文化概论，北京师范大学出版社，2004年09月

**17900035 Clippings of Chinese Culture History**

**Course Number: 1790003**

**Course Title:** Clippings of Chinese Culture History

**English Name:** Clippings of Chinese Culture History

**Course Type:** Elective course of general education

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students of the university

**Prerequisites: None**

**Evaluation Form:** course participation + evaluation

**Course Description:**

Clippings of Chinese Culture History is a elective course of general education for all undergraduate students in the university. The main target of this course is to briefly display and introduce Chinese cultural foundation, system, religion and academy. Through this course, build the overall humanistic quality of students, and provide the role of analogy and reference for professional learning. Lay a solid humanistic foundation for students' professional study. Course focus: Cultural history is the history of living practice of a crowd or a nation under the influence of certain concepts and belief systems. This course focuses on investigating its specific way of life by taking the cultural people as unit and population history experience as the scope. The difficulties of teaching content: Based on the investigation of cultural history, enable students to have an understanding of China's traditional way of thinking, values and code of conduct, establish cultural self-confidence, and provide historical basis and realistic foundation for the development of innovative culture.

**Recommended Textbooks/References:**

[1] Li Shan, History of Chinese Culture, Beijing Normal University Press, November 2007

[2] Wang Li, et al., Lectures on the History of Ancient Chinese Culture, Guangxi Normal University Press, March 2007

[3] Wang Li, Common Sense of Ancient Chinese Culture, World Publishing Corporation, January 2008

[4] Zhang Dainian and Fang Keli (Editor-in-chief), Chinese Culture Conception, Beijing Normal University Press, September 2004

**1790100中国古代文化经典研读课**

**课程编码：1790100**

**课程名称：**中国古代文化经典研读课

**英文名称：**Appreciation of Chinese Classics

**课程类型：**通识教育选修课程

**学分：** 2 **总学时：**32

**面向对象：**全校本科生

**先修课程：**无

**考核形式：**平时成绩+考查

**课程简介：**

中国古代文化经典研读课程是为全校本科生开设的通识教育选修课程。本课程的任务是以讲授文化经典专题并结合讨论的形式，学习历代文化经典论著中最具代表性和影响力的章节，展示儒家、道家的经典，内容涉及哲学、历史、伦理、文学等方面，反映思想的流变和文化的发展。提高大学生人文修养，夯实大学生人文底蕴，建立文化自信。教学内容重点：对中国传统文化经典进行讲授，并带领学生研读讨论，帮助学生了解中国文化的发展与演进，体会其中蕴含的中华民族精神，为形成一定的传统文化底蕴奠定基础。 教学内容的难点：通过本课程的教学，塑造学生整体的人文素养。引导学生从传统文化经典中汲取人生智慧，学会以现代观念审视古代文化作品，评价其积极意义与历史局限，从中寻找现代社会可资借鉴的思想资源。为学生的专业学习打下坚实的人文基础。建立起中华民族的文化自信。

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**推荐教材或主要参考书：**

[1] 葛兆光，中国经典十种，中华书局出版社，1993年9月

[2] 朱东润，中国历代文学作品选，上海古籍出版社 ，2002年8月

**1790100 Appreciation of Chinese Classics**

**Course Number: 1790100**

**Course Title:** Appreciation of Chinese Classics

**English Name: Appreciation of Chinese Classics**

**Course Type:** Elective course of general education

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students of the university

**Prerequisites: None**

**Evaluation Form:** course participation + evaluation

**Course Description:**

Appreciation of Chinese Classics is a elective course of general education for all undergraduate students in the university. The main target of this course is to study the most representative and influential chapters of the cultural classics of the past dynasties, and show the classics of Confucianism and Taoism through lectures on classic cultural topics, combined with discussion, which involves philosophy, history, ethics, literature and other aspects, reflecting the change of thought and cultural development. Improve college students' cultural accomplishment, consolidate college students' cultural deposits and establish cultural confidence. Course focus: Teach Chinese traditional culture classics, lead students to study and discuss the classics, help students understand the development and evolution of Chinese culture, experience the Chinese national spirit contained therein, and lay a foundation for the formation of certain traditional culture. The difficulties of teaching content: Through this course, build the overall humanistic quality of students. Guide students to draw life wisdom from traditional cultural classics, learn to examine ancient cultural works with modern ideas, evaluate their positive significance and historical limitations, and find ideological resources that can be used for reference in modern society. Lay a solid humanistic foundation for students' professional study. Build the cultural confidence of the Chinese nation.

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**Recommended Textbooks/References:**

[1] Ge Zhaoguang, Ten Chinese Classics, Zhonghua Book Company, September 1993

[2] Zhu Dongrun, Selected works of Chinese Literature, Shanghai Ancient Books Publishing House, August 2002

**1790160 王羲之书法研究与临摹**

**课程编码：1790160**

**课程名称：**王羲之书法研究与临摹

**英文名称：**The Research and Imitation of Wang xizhi Calligraphy

**课程类型：**校通识教育课程

**学分：** 2 **总学时：** 32

**面向对象：**全校本科生

**先修课程：**无

**考核形式：** 平时成绩+考试

**课程简介：**

《王羲之书法研究与临摹》是艺术设计学院为全校本科生开设的通识教育课程。本课程的任务：通过这门课程的学习，学生能够进一步全面了解中国悠久而灿烂的传统文化，进一步深入理解中国书法艺术的内在审美精神。本课程引导学生深入研究王羲之的书法艺术，提高自身的书法书写能力和艺术鉴赏能力，提升自身综合的人文素质。教学内容重点：在理解书法文化的基础上，教师引导学生临摹书法史经典行书的《圣教序》《兰亭序》，介绍行书独特的审美特征、历史源流以及用笔、结体、章法、墨法等基本技法；介绍王羲之行书艺术及其代表作品，深入理解魏晋书法艺术之美和文化精神。教学内容的难点：王羲之书法艺术技巧的临摹与学习，王羲之书法《圣教序》中丰富的体势变化，《兰亭序》中飘逸多变的用笔特征。

**推荐教材或主要参考书：**

[1] 何海林编，唐怀仁集圣教序，上海辞书出版社，2012年第1版

[2] 刘正成编,中国书法全集·晋王羲之卷， 荣宝斋出版社 ，1991年10月

[3] 王壮弘编，行草，上海书画出版社，2003年8月

**1790160 The Research and Imitation of Wang Xizhi Calligraphy**

**Course Number: 1790160**

**Course Title:** The Research and Imitation of Wang xizhi Calligraphy

**English Name:** The Research and Imitation of Wang xizhi Calligraphy

**Course Type:** General education courses

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students of the university

**Prerequisites: None**

**Evaluation Form:** course participation + written exams

**Course Description:**

The Research and Imitation of Wang Xizhi Calligraphy a course of general education offered by the College of Art and Design for all undergraduate students of the university. The main target of this course: through learning this course, students can further fully understand China's long and splendid traditional culture; students can further understand the internal structure and aesthetic spirit of Chinese handwriting art This course guides students to deeply study Wang Xizhi's calligraphy art, improve their calligraphy writing ability and art appreciation ability, and improve their comprehensive humanistic quality. Course focus: On the basis of understanding the calligraphy culture, the teacher guides the students to copy Preface of Holy Doctrine and Preface of the Orchid Pavilion of the classic running script in the history of calligraphy, and introduces the unique aesthetic characteristics, historical origin and basic techniques such as pen, structure, composition and ink method of running script. This course introduces Wang Xizhi's running calligraphy art and its representative works, and deeply understands the beauty and cultural spirit of calligraphy art in Wei and Jin Dynasties. The difficulties of teaching content: Copying and learning of Wang Xizhi's calligraphy art skills, the rich body changes in Wang Xizhi's calligraphy Preface of Holy Doctrine, and the elegant and changeable writing characteristics in Preface of the Orchid Pavilion.

**Recommended Textbooks/References:**

[1] He Hailin, Tang Huairen's Collection of Preface of Holy Doctrine, Shanghai Lexicographical Publishing House, 1st Edition, 2012

[2] Liu Zhengcheng, Complete Works of Chinese Calligraphy, Jin Dynasty Wang Xizhi Volume, Rong Bao Zhai Press, October 1991

[3] Wang Zhuanghong, Running Script and Cursive Script, Shanghai Painting&Calligraphy Publishing House, August 2003

**1790069 中国美学**

**课程编码：**1790069

**课程名称：**中国美学

**英文名称：**Chinese Asethetics

**课程类型：**校通识教育课程

**学分：** 2 **总学时：** 32

**面向对象：**全校本科生

**先修课程：**无

**考核形式：** 平时成绩+考试

**课程简介：**

中国美学是艺术设计学院为全校本科生开设的通识教育课程。本课程的任务：通过这门课程的学习，学生能够进一步全面了解中国悠久而灿烂的传统文化，进一步深入理解中国传统艺术的内在审美精神，提高自身的美学理论素养和艺术鉴赏能力，提升自身综合的人文素质。教学内容重点：本课程讲述中国美学的基本特征和各时期艺术发展脉络，介绍传统文化中周易、儒家、道家、禅宗美学思想及对中国文化的深远影响，结合各时期经典艺术作品讲授传统美学的独特审美特征。教学内容的难点：从中国的艺术理论解读和作品鉴赏中，帮助学生准确把握中国美学的核心精神，理解中国美学与各时期的文化思潮之间内在的深刻的联系。

**推荐教材或主要参考书：**

[1] 朱志荣，中国美学简史，北京大学出版社，2007年10月

[2] 朱良志，中国美学十五讲，北京大学出版社, 2012年1月

[3] 叶朗.，中国美学史大纲，上海人民出版社，1985年8月

[4] 凌继尧.，美学十五讲，北京大学出版社, 2003年8月

[5] 宗白华，美学散步，上海人民出版社, 1981年9月

[6] 李泽厚，美的历程，天津社会科学出版社, 2003年10月

[7] 周宪，美学是什么，北京大学出版社, 2002年1月

[8] 张法，美学导论，人民大学出版社, 1999年12月

[9] 张法，中国美学史，四川人民出版社，2006年2月

**1790069 Chinese Aesthetics**

**Course Number:** 1790069

**Course Title:** Chinese Aesthetics

**English Name:** Chinese Asethetics

**Course Type:** General education courses

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students of the university

**Prerequisites: None**

**Evaluation Form:** course participation + written exams

**Course Description:**

Chinese Aesthetics is a course of general education offered by the College of Art and Design for all undergraduate students of the university. The main target of this course: through learning this course, students can further fully understand China's long and splendid traditional culture; students can further understand the internal structure and aesthetic spirit of Chinese traditional art, improve their aesthetics theory and art appreciation ability and comprehensive humanistic quality. Course focus: This course introduces the basic characteristics of Chinese aesthetics and the context of artistic development in various periods, introduces the aesthetic thoughts of Zhouyi, Confucianism, Taoism and Zen in traditional culture and their far-reaching impact on Chinese culture, and teaches the unique aesthetic characteristics of traditional aesthetics in combination with classic art works in various periods. The difficulties of teaching content: From the interpretation of Chinese art theory and appreciation of works, help students accurately grasp the core spirit of Chinese aesthetics and understand the internal and profound relationship between Chinese aesthetics and cultural trends in various periods.

**Recommended Textbooks/References:**

[1] Zhu Zhirong, A Brief History of Chinese Aesthetics, Peking University Press, October 2007

[2] Zhu Liangzhi, Fifteen Lectures on Chinese Aesthetics, Peking University Press, January 2012

[3] Ye Lang, Outline of Chinese Aesthetic History, Shanghai People's Publishing House, August 1985

[4] Ling Jiyao, Fifteen Lectures on Aesthetics, Peking University Press, August 2003

[5] Zong Baihua, Aesthetics Walk, Shanghai People's Publishing House, September 1981

[6] Li Zehou, Journey of Beauty, Tianjin Social Sciences Press, October 2003

[7] Zhou Xian, What is Aesthetics, Peking University Press, January 2002

[8] Zhang Fa, Introduction to Aesthetics, Renmin University of China Press, December 1999

[9] Zhang Fa, History of Chinese Fine Arts, Sichuan People's Publishing House, February 2006

**0004427 中外美术作品赏析**

**课程编码：0**004427

**课程名称：**中外美术作品赏析

**英文名称：**Chinese and Foreign Art Appreciation

**课程类型：校选专业课**

**学分：** 2 **总学时：** 32

**面向对象：**XXX类本科生

**先修课程：**无

**考核形式：** 平时成绩+考试

**课程简介：**

中外美术作品赏析是艺术设计学院（部）为全校其他专业本科生开设的校选专业课程类型。本课程的任务是选择性介绍中外美术史中具备典型性和代表意义的美术作品及人物，在全面普及学生美术知识的同时，提升学生的美学修养及人文观念意识，让学生对美术作品有一定的欣赏方法和一定的体悟及理解力。教学内容重点：以中外美术史为主线，结合各地区的时代背景和文化现象，全面解读代表作品所涉及的美术类知识和文化类现象。教学内容的难点：在代表作品的基础上，简单梳理中外美术发展的规律，可以捕捉到各历史时期美术作品的风格特点，及美术发展的基本规律，从而达到提高学生艺术思维和逻辑思维的能力。

**推荐教材或主要参考书：**

[1] 栾布，朱咏，郭明生，刘珏链，美术鉴赏，武汉大学出版社，2004年1月

[2]中央美术学院美术史系中国美术史教研室，中国美术简史，[中国青年出版社](http://search.dangdang.com/?key3=%D6%D0%B9%FA%C7%E0%C4%EA%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)，2010年6月

[3]中央美术学院美术史系中国美术史教研室，外国美术简史，[中国青年出版社](http://search.dangdang.com/?key3=%D6%D0%B9%FA%C7%E0%C4%EA%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)，2010年6月

**0004427 Chinese and Foreign Art Appreciation**

**Course Number:0**004427

**Course Title:** Chinese and Foreign Art Appreciation

**English Name:** Chinese and Foreign Art Appreciation

**Course Type: Specialized course of university**

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students majoring in XXX

**Prerequisites: None**

**Evaluation Form:** course participation + written exams

**Course Description:**

Chinese and Foreign Art Appreciationis a university specialized course offered by the College (Department) of Art and Design for undergraduate students of other majors in the university. The main target of this course is to selectively introduce the typical and representative art works and characters in the history of Chinese and foreign art, comprehensively popularize the students' art knowledge, improve the students' aesthetic cultivation and humanistic concept consciousness, and enable students to have a certain appreciation method and understanding of art works. Course focus: With the history of Chinese and foreign art as the main line, combined with the historical background and cultural phenomena of various regions, comprehensively interpret the art knowledge and cultural phenomena involved in the representative works. The difficulties of teaching content: On the basis of representative works, simply comb the laws of art development at home and abroad, capture the style characteristics of art works in various historical periods and the basic laws of art development, so as to improve students' ability of artistic thinking and logical thinking.

**Recommended Textbooks/References:**

[1] Luan Bu, Zhu Yong, Guo Mingsheng, Liu Yulian, Appreciation of Fine Arts, Wuhan University Press, January 2004

[2] History of Chinese Fine Arts Teaching and Research Section, Department of Art History, Central Academy of Fine Arts, A Brief History of Chinese Fine Arts, [China Youth Publishing House](http://search.dangdang.com/?key3=%D6й%FA%C7%E0%C4%EA%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), June 2010

[3] History of Chinese Fine Arts Teaching and Research Section, Department of Art History, Central Academy of Fine Arts, A Brief History of Western Fine Arts, [China Youth Publishing House](http://search.dangdang.com/?key3=%D6й%FA%C7%E0%C4%EA%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), June 2010

**006287 中国美术史**

**课程编码：** 0006287

**课程名称：** 中国美术史

**英文名称：** History of Chinese Fine Arts

**课程类型：** 全校通识课

**学分：**2 **总学时：**36

**面向对象：** 全校本科生

**先修课程：** 无

**考核形式：** 平时成绩+考察

**课程简介：**（250-300字）

《中国美术史》是艺术设计学院为全校各专业开设的通识类课程。本课程旨在帮助当代大学生培养民族情感、文化认同、人文情怀和审美情趣，从而学会从不同维度理解人生与社会，建立文化自信，提升思想境界，提高艺术品味。作为一门普及型的通识类基础课，本课程的任务首先是按照中国美术的发展历程及诸品类发展的演进史进行了简明扼要的介绍，而课程重点是美术发展脉络的条分缕析、因果关系的阐发，此外，对理工科院校而言，本课程的难点是对上自远古，终于1949年的各类美术现象的辨认和识别，但只有在此基础上，才有可能逐步建立当代大学生对中国古代经典美术的理解和热爱。

**推荐教材或主要参考书：**

[1] 《中国美术史》编写组，《中国美术史》，高等教育出版社，2019年8月

[2] 中央美术学院美术史系中国美术史教研室，《中国美术简史》（增订本），中国青年出版社，2002年5月

**006287 History of Chinese Beaux-art**

**Course Number:** 0006287

**Course Title:** History of Chinese Beaux-art

**English Name:** History of Chinese Fine Arts

**Course Type:** Course of general education of the university

**Credits:** 2 **Total Credit Hours:** 36

**Students:** Undergraduate students of the university

**Prerequisites:** None.

**Evaluation Form:** course participation + Investigation

**Course Description:** (250-300 words)

History of Chinese Beaux-art is a course of general education offered by the College of Art and Design for all majors of the university. This course aims to help contemporary college students cultivate national emotion, cultural identity, humanistic feelings and aesthetic taste, so as to understand life and society from different dimensions, establish cultural confidence, and improve ideological realm and artistic taste. As a popularized general basic course, the main target of this course is to make a brief introduction according to the development history of Chinese art and the evolution history of the development of various categories. This course focuses on the systematic analysis of the development of fine arts and the analysis of the causal relationship. In addition, for science and engineering colleges, the difficulties of this course is to identify and recognize various art phenomena from ancient times to 1949, but only on this basis, it is possible to gradually establish contemporary college students' understanding and love for ancient Chinese classical art.

**Recommended Textbooks/References:**

[1] Editing Group of History of Chinese Beaux-art, History of Chinese Fine Arts, Higher Education Press, August 2019

[2] History of Chinese Fine Arts Teaching and Research Section, Department of Art History, Central Academy of Fine Arts, A Brief History of Chinese Fine Arts (Revised and Enlarged Edition), China Youth Publishing House, May 2002

**0008585 传媒与社会**

**课程编码：**0008585

**课程名称：**传媒与社会

**英文名称：**Media and Society

**课程类型：**通识教育选修课 **课程类别：**科学探索与创新发展

**学分：** 2 **总学时：** 32

**面向对象：**全校各专业本科生

**先修课程：**无

**考核形式：**平时成绩+论文

**课程简介：**

传媒与社会是艺术设计学院为全校各专业专业本科生开设的科学探索与创新发展类的通识教育选修课。本课程的任务是以信息科学、新闻传播学和社会学为知识体系，契合当前媒介技术发展的创新趋势和前沿动态，针对传媒转型与社会变革的相互影响与密切关联，从大众传播、新媒体与信息社会，整合营销、媒介伦理与数字消费，国际传播与跨文化研究等专题入手，突出课程的跨学科视野、前沿性、创新性、应用性和国际化定位，以专题讲授、案例研讨、专家分享等方式，让学生系统了解传媒与社会的相关理论知识与应用实例，能够合理应用于学习研究和工作实践。教学内容重点：媒介融合、社会化媒体、数字消费文化。教学内容难点：新兴媒介技术与应用、媒介伦理。

**推荐教材或主要参考书：**

[1] 谢金文，新闻媒介与社会，北京大学出版社，2015年8月

[2] 谢进川，媒介政治社会学分析，中国传媒大学出版社，2017年9月

[3] 雷吉斯·德布雷，普通媒介学教程，清华大学出版社，2014年9月

[4] 埃弗里特·E.丹尼斯，梅尔文·L.德弗勒，数字时代的媒介：连接传播、社会和文化，中国人民大学出版社，2019年4月

[5] 施蒂格·夏瓦，文化与社会的媒介化，复旦大学出版社，2018年6月

[6] 帕维卡·谢尔顿，社交媒体：原理与应用，复旦大学出版社，2018年4月

[7] 艾莉森·亚历山大，杰瑞丝·汉森，立场：辩证思维训练——传媒与社会篇（第12版），外语教学与研究出版社，2014年5月

[8] 夏德元，电子媒介人的崛起：社会的媒介化及人与媒介关系的嬗变，复旦大学出版社，2011年9月

[9] 玛丽·吉科，超连接：互联网、数字媒体和技术-社会生活（第2版），清华大学出版社，2019年1月

[10] 文森特·米勒，数字文化精粹，清华大学出版社，2017年6月

**0008585 Media and Society**

**Course Number:** 0008585

**Course Title:** Media and Society

**English Name:** Media and Society

**Course Type:** Elective course of general education, **Course Type:** scientific exploration and innovative development

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students of all majors in the university

**Prerequisites: None**

**Evaluation Form:** course participation+Thesis

**Course Description:**

Media and Society is an elective course of general education in scientific exploration and innovative development offered by the College of Art and Design for all undergraduate students of the university. The main target of this course is to take information science, journalism and communication and sociology as the knowledge system, keep in line with the innovative trend and cutting-edge dynamics of the current development of media technology, aim at the interaction and close relationship between media transformation and social change, highlight its interdisciplinary vision, frontier, innovation, applicability and international orientation from mass communication, new media and information society, integrated marketing, media ethics and digital consumption, international communication and cross-cultural research and enable students to systematically understand the relevant theoretical knowledge and application examples of media and society through special lectures, case studies, experts sharing and other methods and reasonably apply it to study and work practice. Course focus: Media integration, social media and digital consumption culture. The difficulties of teaching content: Emerging media technology and application and media ethics.

**Recommended Textbooks/References:**

[1] Xie Jinwen, News Media and Society, Peking University Press, August 2015

[2] Xie Jinchuan, A Political Sociological Analysis of Media, Communication University of China Press, September 2017

[3] Regis Debray, General Media Course, Tsinghua University Press, September 2014

[4] Everett E. Dennis, Melvin L. Deffler, Understanding Media in the Digital Age Connections for Communication, Society and Culture, China Renmin University Press, April 2019

[5] Stieg Chava, The Mediatization of Culture and Society, Fudan University Press, June 2018

[6] Pavika Shelton, Social Media Principles and Applications, Fudan University Press, April 2018

[7] Alison Alexander Jarice Hanson, Taking Sides: Clashing Views in Mass Media and Society (12th Edition), Foreign Language Teaching and Research Press, May 2014

[8] Xia Deyuan, The Rise of the Cyber-mediators The Mediatization of Society and the Evolution of the Relation Between Human and Media, Fudan University Press, September 2011

[9] Marie-Ange Casta, Superconnected: The Internet, Digital Media and Techno-Social Life (Second Edition), Tsinghua University Press, January 2019

[10] Vincent Miller, Understanding Digital Culture, Tsinghua University Press, June 2017

**0004385 文化产业概论**

**课程编码：**0004385

**课程名称：**文化产业概论（通识选修课）

**英文名称：**Introduction to Culture Industry(elective course of general education)

**课程类型：**General Selective Course

**学分：** 2 **总学时：**32

**面向对象：**全部专业本科生

**先修课程：**无

**考核形式：** 平时成绩+个人作业

**课程简介：**

“文化产业概论”是艺术设计学院为全校本科生开设的通识修课。本课程的任务是认识艺术、文化与遗产部门在当代经济与社会发展中的重要地位与特征；了解文化产业的范围与门类，既包括传统的视觉艺术、表演艺术和影视艺术和物质与非物质文化遗产，还包括各种生产具有文化与审美内涵的产品和服务的产业，如广告业、时尚业、旅游业、新媒体行业等。本课的重点是在全球文化产业实践的视野中，通过交叉学科的方法，辨析相关概念，讨论文化生产与消费特征，学习城市文化更新战略，并对不同门类的文化产业进行专题讨论。本课还将在比较视野中，讨论中国传统和当代艺术与文化实践与产业发展。

**推荐教材或主要参考书：**

[1] 向勇.文化产业导论作者.北京大学出版社，2015年3月

[2] 范周. 文化经济研究.知识产权出版社, 2017年5月

[3] 唐燕、克劳斯昆兹曼等. 文化、创意产业与城市更新. 清华大学出版社, 2016年12月

**0004385 Introduction to Culture Industry**

**Course Number:** 0004385

**Course Title:** Introduction to Culture Industry (elective course of general education)

**English Name:** Introduction to Culture Industry(elective course of general education)

**Course Type: General Selective Course**

**Credits:** 2 **Total Credit Hours:** 32

**Students:** Undergraduate students of all majors

**Prerequisites: None**

**Evaluation Form:** Course participation + Individual assignment

**Course Description:**

"Introduction to Culture Industry" is an elective course of general education offered by the College of Art and Design for all undergraduate students of this university. The main target of this course is to understand the important position and characteristics of art, culture and heritage departments in contemporary economic and social development; understand the scope and categories of cultural industries, including traditional visual arts, performing arts, film and television arts and material and intangible cultural heritage, as well as various industries producing products and services with cultural and aesthetic connotation, such as advertising, fashion, tourism and new media. This course focuses on analyzing relevant concepts, discussing characteristics of cultural production and consumption, learning the city culture update strategies and carrying out thematic discussion on different types of cultural industries by the interdisciplinary approach under the perspective of global cultural industry practice. This course will also discuss the practice and industrial development of Chinese traditional and contemporary art and culture from a comparative perspective.

**Recommended Textbooks/References:**

[1] Xiang Yong, Introduction to Cultural Industry, Peking University Press, March 2015

[2] Fan Zhou, Cultural Economy Research. Intellectual Property Press, May 2017

[3] Tang Yan, Klaus Kunzmann, et al., Culture, Creative Industries and Urban Regeneration, Tsinghua University Press, December 2016

**0008676 城市文化研究选讲**

**课程编码：**0008676

**课程名称：**城市文化研究选讲

**英文名称：**Selected Topics in City Culture Study

**课程类型：**通识选修课

**学分：** 2 **总学时：** 32

**面向对象：**全校本科生

**先修课程：**无

**考核形式：** 平时成绩+个人论文

**课程简介：**

“城市文化研究选讲”是艺术设计学院为全校本科生开设的通识选修课。本课程的任务是将城市作为一种独特的的生活方式进行认知和理解，并在全球化的语境下考察世界城市与全球城市在政治、经济、社会和文化方面的影响；课程透过信息、影像、商品的流动考察全球与地方城市之间的互动关系。城市文化研究是当代最有活力的交叉学科的研究领域，具有丰富的话题性，对不同专业的学生都构成吸引力，且对他们从人文和艺术的角度思考个人，专业与城市的关系具有意义。本课将关注四个主题，包括“城市与城市人”，“现代城市生活”，“城市形象塑造与更新”，“北京与老北京”，对现代和后现代城市文化进行一个全景的展示，鼓励学生走进自己的城市，重新审视、体验、记录和解读城市文化。

**推荐教材或主要参考书：**无

[1 ] 汪民安等 编著. 城市文化读本. 北京大学出版社，2008年1月

[2] 史蒂文森. 城市与城市文化. 北京大学出版社, 2015年9月

[3] 马汀德. 作为界面的城市—数字媒介如何改变城市. 中国建筑工业出版社，2019年1月

[4] 刘易斯 芒福德. 城市文化. 中国建筑工业出版社，2009年1月

**0008676 Selected Topics in City Culture Study**

**Course Number:** 0008676

**Course Title:** Selected Topics in City Culture Study

**English Name:** Selected Topics in City Culture Study

**Course Type:** Elective course of general education

**Credits:** 2 **Total Credit Hours:** 32

Students: Undergraduate students of the university

**Prerequisites: None**

**Evaluation Form:** Course participation + Personal thesis

**Course Description:**

"Selected Topics in City Culture Study" is a elective course of general education offered by the College of Art and Design for all undergraduate students in the university. The main target of this course is to recognize and understand the city as a unique way of life, and investigate the political, economic, social and cultural impacts of the world city and global city in the context of globalization; examine the interaction between the global and local cities through the flow of information, video and goods. City Culture Study is the most dynamic interdisciplinary research field in contemporary times. With rich topics, it's attractive to students of different majors, and is of significance for them to think about the relationship between individuals, majors and cities from the perspective of humanities and art. This course will focus on four themes, including "city and city people", "modern urban life", "shaping and updating of urban image", "Beijing and old Beijing", present modern and postmodern urban culture and encourage students to re-examine, experience, record and interpret urban culture in the cities.

**Recommended Textbooks/References:** None.

[1] Wang Min'an et al., The City Culture Studies: A Reader, Peking University Press, January 2008

[2] Stevenson, Cities and Urban Cultures, Peking University Press, September 2015

[3] Martin de Waal, The City as Interface-How Digital Media Are Changing the City, China Building Industry Press, January 2019

[4] Lewis Mumford, The Culture of Cities, China Building Industry Press, January 2009