Catalogue

[**1711128+中国文化概论** 4](#_Toc97048020)

[**1711128+Chinese Culture Conception** 5](#_Toc97048021)

[**1711129+西方文化概论** 6](#_Toc97048022)

[**1711129+Introduction to Western Culture** 7](#_Toc97048023)

[1700019+造型基础A 8](#_Toc97048024)

[1700019+Modeling Foundation A 9](#_Toc97048025)

[1700020+造型基础B 10](#_Toc97048026)

[1700020+Modeling Foundation B 11](#_Toc97048027)

[1760039+设计思维 12](#_Toc97048028)

[1760039 + Design Thinking 13](#_Toc97048029)

[**1711150+形式语言1** 14](#_Toc97048030)

[**1711150+Form Language 1** 15](#_Toc97048031)

[**1711654+形式语言2** 16](#_Toc97048032)

[**1711654+Form Language 2** 17](#_Toc97048033)

[**1760040+图案** 18](#_Toc97048034)

[**1760040+Image** 19](#_Toc97048035)

[**1711132+设计史** 20](#_Toc97048036)

[**1711132+Design History** 21](#_Toc97048037)

[**1760041+中国工艺美术史** 22](#_Toc97048038)

[**1760041+History of Chinese Arts and Crafts** 23](#_Toc97048039)

[**1760042+设计技术** 24](#_Toc97048040)

[**1760042 + Design Techniques** 25](#_Toc97048041)

[**1790134+速写** 26](#_Toc97048042)

[**1790134+Sketch** 27](#_Toc97048043)

[**1760117+服装设计基础1** 28](#_Toc97048044)

[**1760117+Foundation for Fashion Design 1** 29](#_Toc97048045)

[1711090+服装设计基础2 30](#_Toc97048046)

[1711090+Foundation for Fashion Design 2 31](#_Toc97048047)

[**1711091+服装设计基础3** 32](#_Toc97048048)

[**1711091+Foundation for Fashion Design 3** 33](#_Toc97048049)

[1760118+服装版型与工艺1 34](#_Toc97048050)

[1760118+Fashion Type Version and Crafts 1 35](#_Toc97048051)

[17611167+服装版型与工艺2 36](#_Toc97048052)

[17611167+Fashion Type Version and Crafts 2 37](#_Toc97048053)

[1711342+服装版型与工艺3 38](#_Toc97048054)

[1711342+Fashion Type Version and Crafts 3 39](#_Toc97048055)

[1711343+服装版型与工艺4 40](#_Toc97048056)

[1711343+Fashion Type Version and Crafts 4 41](#_Toc97048057)

[**1711361+立体裁剪1** 42](#_Toc97048058)

[**1711361+Stereoscopic Tailoring 1** 43](#_Toc97048059)

[**1711362+立体裁剪2** 45](#_Toc97048060)

[**1711362+Stereoscopic Tailoring 2** 46](#_Toc97048061)

[1760119+服装专题设计1 47](#_Toc97048062)

[1760119+Theme Fashion Design 1 48](#_Toc97048063)

[**1760120+服装专题设计2** 49](#_Toc97048064)

[**1760120+Theme Fashion Design 2** 50](#_Toc97048065)

[1760121+无障碍服装设计 51](#_Toc97048066)

[1760121+Obstacle-free Fashion Design 52](#_Toc97048067)

[1760122+服装品牌与营销 53](#_Toc97048068)

[1760122+Fashion Brand and Marketing 54](#_Toc97048069)

[**1760123+传统手工艺实践2** 55](#_Toc97048070)

[**1760123+Traditional Handicrafts Practice 2** 56](#_Toc97048071)

[1760043+创新创业 57](#_Toc97048072)

[1760043+Creation Business 58](#_Toc97048073)

[**1711162+认识实习** 59](#_Toc97048074)

[**1711162+Practice for Theoretical Knowledge** 60](#_Toc97048075)

[1711207+工作实习1 61](#_Toc97048076)

[1711207+Practice for Employment 1 62](#_Toc97048077)

[1711208 +工作实习2 63](#_Toc97048078)

[1711208+Practice for Employment 2 64](#_Toc97048079)

[**1711229+艺术采风** 65](#_Toc97048080)

[**1711229+ Art Information Gathering** 66](#_Toc97048081)

[**1760114+服装传统手工艺实践1** 67](#_Toc97048082)

[**1760114+Fashion Traditional Handicrafts Practice 1** 68](#_Toc97048083)

[1760044+毕业设计（创作） 69](#_Toc97048084)

[1760044+Graduation Design (Creation) 70](#_Toc97048085)

[**1760115+服饰传统手工艺** 71](#_Toc97048086)

[**1760115+Costume Tradition Handicrafts** 72](#_Toc97048087)

[1760116+化妆与发型设计 73](#_Toc97048088)

[1760116+Make-up and Hair Style Design 74](#_Toc97048089)

[**1711228+形象设计** 75](#_Toc97048090)

[**1711228+Image Design** 76](#_Toc97048091)

[**1711248+创新选修** 77](#_Toc97048092)

[**1711248+Creation (Optional)** 78](#_Toc97048093)

[**1711189+毕业设计考察** 79](#_Toc97048094)

[**1711189+Investigation for Graduation Design** 80](#_Toc97048095)

[**1711174+手绘时装效果图** 81](#_Toc97048096)

[**1711174+Hand-painting Fashion Effective Drawing** 82](#_Toc97048097)

[**1710753+服装概论** 83](#_Toc97048098)

[**1710753+Conception of Fashion** 84](#_Toc97048099)

[1711184+中外服装史 85](#_Toc97048100)

[1711184+Chinese and Western Fashion History 86](#_Toc97048101)

[**1760124+服饰品设计** 87](#_Toc97048102)

[**1760124+Costume Accessory Design** 88](#_Toc97048103)

[**1760125+服装陈列设计** 90](#_Toc97048104)

[**1760125+Fashion Display Design** 91](#_Toc97048105)

[1760126+企业工艺流程 92](#_Toc97048106)

[1760126+Crafts Procedures in Business 93](#_Toc97048107)

[1790111+服装软件应用 94](#_Toc97048108)

[1790111+Application of Costume Software 95](#_Toc97048109)

[**1710556+新生研讨课** 98](#_Toc97048110)

[**1710556+Freshman Seminar Course** 99](#_Toc97048111)

[**1760064+专业写作** 100](#_Toc97048112)

[**1760064+Professional Writing** 101](#_Toc97048113)

[**1760065+专业论文写作课** 102](#_Toc97048114)

[**1760065+Professional Thesis Writing** 103](#_Toc97048115)

[**1760128+服装人体工程学** 104](#_Toc97048116)

[**1760128+Fashion Human Engineering** 105](#_Toc97048117)

**1711128+中国文化概论**

**课程编码：1711128**

**课程名称：**中国文化概论

**英文名称：**Chinese Culture Conception

**课程类型：**公共基础必修课

**学分：** 2 **总学时：** 32

**面向对象：**艺术设计学院本科生

**先修课程：**无

**考核形式：** 平时成绩+考试

**课程简介：**

《中国文化概论》是学科基础课程和理论课程，是一门旨在全面提升学生人文素养的文化素质教育课程。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，扩展知识理清脉络；学生进一步深入理解中国传统文化的内在结构与审美精神，提高自身的文化理论素养和综合的人文素养，为艺术设计实践活动奠定扎实的文化基础。教学内容重点：本课程讲述中国文化的基本特征和发展脉络，介绍传统文化中独特的哲学思维方式和艺术审美特征，讲授传统文化的特殊价值以及现代重建等理论问题，介绍传统文化中周易、儒家、道家、禅宗思想及对中国文化的深远影响。教学内容难点：中国文化与艺术设计之间的关系，中国文化中的表征符号、价值观念、思维方式等对艺术设计的深刻影响。

**推荐教材或主要参考书：**（含主编，教材名，出版社，出版日期）

[1] 张岱年，方克立主编，中国文化概论（修订版），北京：北京师范大学出版社，2004年

[2] 金元浦，谭好哲，陆学明主编．中国文化概论，北京：首都师范大学出版社，1999年

[3] 冯友兰著，中国哲学史，上海：华东师范大学出版社，2000年

**1711128+Chinese Culture Conception**

**Course No: 1711128**

**Course Title:** Chinese Culture Conception

**English Name:** Chinese Culture Conception

**Course Type:** Public Basic Compulsory Courses

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

**Students:** Undergraduate students in College of Art and Design

**Prerequisites: None**

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

**Course Description:**

Chinese Culture Conception is a discipline basic course and theoretical course, and a cultural quality education course aiming at comprehensively improving students' humanistic quality. The main target of this course: through learning this course, students can further fully understand China's long and splendid traditional culture, expand their knowledge and clarify the context; further understand the internal structure and aesthetic spirit of Chinese traditional culture, improve their cultural theory and comprehensive humanistic quality, and lay a solid cultural foundation for art design practice. Course focus: The basic characteristics and development context of Chinese culture, the unique philosophical thinking mode and artistic aesthetic characteristics of traditional culture, the special value of traditional culture and theoretical issues such as modern reconstruction, and Zhouyi, Confucianism, Taoism and Zen thoughts in traditional culture and their far-reaching impact on Chinese culture. Difficulties of teaching contents: The relationship between Chinese culture and art design, the symbolic signs, values and ways of thinking in Chinese culture have a profound impact on art design.

**Recommended Textbooks/References:** (including chief editor, textbook name, press and publication date)

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

[2] Jin Yuanpu, Tan Haozhe and Lu Xueming (Editor-in-chief), Chinese Culture Conception (Revision), Beijing: Capital Normal University Press, 1999

[3] Feng Youlan, The History of Chinese Philosophy, Shanghai: East China Normal University Press, 2000

**1711129+西方文化概论**

**课程编码：1711129**

**课程名称：**西方文化概论

**英文名称：**An Introduction to Western Culture

**课程类型：**公共基础必修课

**学分：** 2 **总学时：** 32

**面向对象：**设计类和美术类本科生

**先修课程：**无

**考核形式：** 平时成绩+考查

**课程简介：**

西方文化概论是艺术设计学院为设计类和美术类专业本科生开设的公共基础必修课程类型。本课程的任务是着重介绍西方人文思想传统的发展情况，对西方文化的发展脉络作系统性叙述，探寻西方文化的起源、形成、发展、面貌特征及对世界文化进程的影响并对其进行评价。教学内容重点：西方文化的发展历程；西方文化的体系构成；西方文化各领域的发展成果和现状；铸造人文精神和培养批判意识。教学内容的难点：视西方文化为有机生命体，梳理其内在的文化逻辑，把握其内在精神（联系），以宏观的视野和博大的胸怀，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] 方汉文，西方文化概论（第3版），中国人民大学出版社，2018年6月

[2] 赵林，西方文化概论（修订版），高等教育出版社，2008年3月

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

[4] （澳） [约翰·赫斯特](https://book.douban.com/author/2292382/)，你一定爱读的极简欧洲史，广州师范大学出版社，2011年11月

[5] （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），中国人民大学出版社，2014年6月

[6] （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，中信出版社，2013年11月

**1711129+Introduction to Western Culture**

**Course Number: 1711129**

**Course Title:** Introduction to Western Culture

**English Name:** An Introduction to Western Culture

**Course Type:** Public Basic Compulsory Courses

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

**Students:** Undergraduate students majoring in design and fine arts

**Prerequisites: None**

**Evaluation Method:** course participation + evaluation

**Course Description:**

An Introduction to Western Culture is a public basic compulsory course offered by the College of Art and Design for undergraduate students majoring in design and fine arts. The main target of this course is to mainly introduce the development of western humanistic thought tradition, systematically describe the development context of western culture, explore the origin, formation, development, features and influence of western culture on the process of world culture, and make evaluation. Course focus: The development of western culture; the system composition of western culture; the development achievements and current situation of various fields of western culture; casting humanistic spirit and cultivating critical consciousness. Difficulties of teaching content: Regard western culture as an organic life, sort out its internal cultural logic, grasp its internal spirit (connection), and treat western culture in the era of cultural globalization reasonably with a macro vision and broad mind.

**Recommended Textbooks/References:**

[1] Fang Hanwen, An Introduction to Western Culture (3rd Edition), China Renmin University Press, June 2018

[2] Zhao Lin, An Introduction to Western Culture (Revision), Higher Education Press, March 2008

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

Ususal[4] (Australia) [John Hirst](https://book.douban.com/author/2292382/), The Shortest History of Europe, Guangzhou Normal University Press, November 2011

[5] (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

[6] (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, CITIC Publishing House, November 2013

# 1700019+造型基础A

**课程编码：**1700019

**课程名称：**造型基础A

**英文名称：**Modeling Foundation A

**课程类型：**公共基础必修课

**学分：**3  **总学时：**48

**面向对象：**设计学专业本科一年级学生

**先修课程：**无

**考核形式：**平时成绩+大作业成绩

**课程简介：**

造型基础A是艺术设计学院（部）为设计学专业本科生开设的公共基础必修课程。本课程的任务是通过对结构素描的理论知识及绘制方法的系统、科学、严格地讲授与训练，培养学生能够正确认识、分析、表现客观物象的造型形态特征和透视结构规律，训练对客观物象的二维表达与三维表达的相互转换能力，掌握概括与归纳客观对象的本质特征的能力，让学生在绘画的过程中获得正确的理性的思维方式和深入观察形态内在结构的能力与意识，为后续的专业设计课程中形态表达的需求打下良好的基础。

**教学内容重点：**

1、结构素描在设计专业中的重要性；

2、空间分析能力和想象能力的训练与掌握；

3、透视视图转换为平面视图、以及平面视图转换为透视视图的方法与规律；

4、几何形态结构和复杂形态结构的六面体表达；

5、空间物体透视规律的理解与表达。

**教学内容的难点：**

1、结构素描与传统素描的区别；

2、物体结构与空间关系的准确理解；

3、平面视图与透视视图的多视图转换，复杂形态结构的六面体表达。

**推荐教材及主要参考书：**

[1] 郑泓. 设计素描. 北京：中国纺织出版社，2011年7月.

[2] 彭建斌. 设计素描. 南昌：江西美术出版社，2013年12月

[3] 吴华先 译. 设计素描:瑞士巴塞尔设计学校基础教学大纲. 上海：上海人民美术出版社，1985年5月

# **1700019+Modeling Foundation A**

****Course Number:** 1700019**

****Course Title:** Modeling Foundation A**

****English Name:**** Modeling Foundation A

****Course Type:** Public Basic Compulsory Courses**

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

****Students:**  Undergraduate students (freshman) majoring in design**

****Prerequisites: None****

****Evaluation Method:** course participation + assignment performance**

****Course Description:****

**Modeling Foundation A is a public basic compulsory course offered by the College (Department) of Art and Design for undergraduate students majoring in design. The main target of this course is to enable students to correctly understand, analyze and express the modeling morphological characteristics and perspective structural laws of objective objects, train the ability to convert the two-dimensional expression and three-dimensional expression of objective objects, and master the ability to summarize the essential characteristics of objective objects, acquire the correct and rational way of thinking and the ability and consciousness to deeply observe the internal structure of form in the process of painting, so as to lay a good foundation for the needs of form expression in the subsequent professional design courses, through the systematic, scientific and strict teaching and training of the theoretical knowledge and drawing methods of structural drawing.**

****Course focus:****

**1. Importance of structure sketch in the design;**

**2. Train and master the spatial analysis and imagination ability;**

**3. Method and rule of transforming perspective view into plane view and plane view into perspective view;**

**4. Hexahedron expression of geometric and complex morphological structures;**

**5. Understanding and expression of perspective law of space objects.**

****The difficulties of teaching content:****

**1. Difference between structure sketch and traditional sketch;**

**2. Accurate understanding of object structure and spatial relationship;**

**3. Multi-view conversion of plane view and perspective view and hexahedron expression of complex morphological structure.**

****Recommended Textbooks/References:****

**[1]** Zheng Hong, Design Sketch, Beijing: China Textile Press, July 2011**.**

**[2]** Peng Jianbin, Design Sketch, Nanchang: Jiangxi Fine Arts Publishing House, December 2013

**[3] Wu Huaxian (Translator), Design Sketch: Basic Syllabus of Basel Design School in Switzerland, Shanghai: Shanghai People's Art Publishing House, May 1985**

# 1700020+造型基础B

**课程编码：**1700020

**课程名称：**造型基础B

**英文名称：**Modeling Foundation B

**课程性质：**公共基础必修课

**学分：**3 **总学时：**48

**面向对象：**设计学专业本科一年级学生

**先修课程：**造型基础A

**考核形式：**平时成绩+考试

**课程简介：**

造型基础B是艺术设计学院为设计学专业本科生开设的公共基础必修课。课程任务为设计色彩的相关知识。

造型基础分为形态与色彩两部分内容，本课程通过学习色彩基础理论知识，使学生了解设计色彩与绘画色彩以及艺术与设计的相互关系。通过设计色彩的相关训练，提高学生对于色彩的提炼、归纳能力以及色彩的抽象表达能力，培养学生掌握正确的观察方法和敏锐的色彩感觉，掌握色彩的表现规律与方法，引导学生从感性出发到理性思考，使学生具备运用色彩进行抽象表达和主观创作的能力，为学生在后续的专业设计中的色彩运用打下基础。

**教学内容重点：**使学生具备运用色彩进行抽象表达和主观创作的能力。

**教学内容难点：**从感性出发到理性思考的转变。

**推荐教材及主要参考书：**

[1] 作者:[苏玲](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)《设计色彩》 [华中科技大学出版社](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%D0%BF%C6%BC%EF%BF%BD%EF%BF%BD%EF%BF%BD%D1%A7%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)， 2013年9月

[2] 作者:[梁景红](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) 《写给大家看的色彩书1——设计配色基础》[人民邮电出版社](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%CA%B5%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) 2011年1月

[3] 作者:（日）[伊达千代](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%C7%A7%EF%BF%BD%EF%BF%BD_1) 著 [悦知文化](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%D6%AA%EF%BF%BD%C4%BB%EF%BF%BD_1) 译， 《设计的原理3：色彩设计的原理》出版社:[中信出版社](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%C5%B3%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) 2011年10月

[4] 作者:（韩）[金容淑](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) 著，[武传海](http://www.dangdang.com/author/%EF%BF%BD%E4%B4%AB%EF%BF%BD%EF%BF%BD_1)，[曹婷](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) 译 《设计中的色彩心理学》 [人民邮电出版社](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%CA%B5%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)， 2011年1月

[5] 作者:钟蜀珩著，《色彩构成》，中国美术学院出版社，2005年1月.

[6] 作者:李晴著《抽象之美--抽象绘画创作论》山东美术出版社， 2012年5月

# **1700020+Modeling Foundation B**

****Course Number:** 1700020**

****Course Title:** Modeling Foundation B**

****English Name:** Modeling Foundation B**

**Course nature: Public Basic Compulsory Courses**

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

****Students:**  Undergraduate students (freshman) majoring in design**

****Prerequisites:** Modeling Foundation A**

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

**Course Description:**

**Modeling Foundation B is a public foundation compulsory course offered by the College of Art and Design for undergraduate students majoring in design. The task of the course is the knowledge of color design.**

**Modeling Foundation consists of two parts: form and color. This course aims to enable students to understand the relationship between design color and painting color, as well as art and design through learning the basic theory of color. Through relevant training of design colors, this course aims to improve the students' ability to summarize and refine color and the abstract expression ability of color, cultivate students to master correct observation methods and keen color feeling, master the expression laws and methods of color, guide students to have perceptual thinking to rational thinking, and enable students to use color for abstract expression and subjective creation and lay a foundation for color use in subsequent professional design.**

**Course focus: Students have the ability of abstract expression and subjective creation with color.**

**The difficulties of teaching content: A shift from perceptual thinking to rational thinking.**

****Recommended Textbooks/References:****

**[1]** [**Su Ling**](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) (Author)**, Design** Color, [**Huazhong University of Science and Technology Press**](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%D0%BF%C6%BC%EF%BF%BD%EF%BF%BD%EF%BF%BD%D1%A7%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)**, September 2013**

**[2]** [**Liang Jinghong**](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), Color Book for Everyone 1---Basis of Design Color Matching, [**Posts and Telecom Press**](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%CA%B5%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), **January 2011**

**[3]** (Japan) [**Ida Qiandai**](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%C7%A7%EF%BF%BD%EF%BF%BD_1) (Author), [**Delight Press**](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%D6%AA%EF%BF%BD%C4%BB%EF%BF%BD_1) (Translator), Design Principle 3: Principle of Color Design, [**CITIC Publishing House**](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%C5%B3%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), **October 2011**

**[4]** (Korea) [**Jin Rongshu**](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), [**Wu Chuanhai**](http://www.dangdang.com/author/%EF%BF%BD%E4%B4%AB%EF%BF%BD%EF%BF%BD_1) and [**Cao Ting**](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1) (Translator), Color Psychology in Design, [**Posts and Telecom Press**](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%CA%B5%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)**, January 2011**

**[5] Zhong Shuhang (Author), Color Composition, China Academy of Art Press, January 2005**

**[6] Li Qing (Author), The Beauty of Abstract---On the Creation of Abstract Painting, Shandong Fine Arts Publishing House, May 2012**

# 1760039+设计思维

**课程编号：**1760039

**课程名称：**设计思维

**英文名称：**

**学分：3** **总学时：**48

**课程类型：**公共基础必修课

**面向对象：**服装与服饰设计专业本科生

**先修课程：**造型基础、服装版型与工艺1234、形式语言12、图案、设计基础1、服装传统手工艺

**考核形式：**考查

**课程简介：**

《设计思维》是服装与服饰设计系的基础必修课，是学习服装设计的学生培养艺术素养的重要课程，在即有的造型素养的专业基础上通过在人台上的多阶段的艺术创作，感受时装艺术的魅力，不拘泥于材质的约束、不拘泥于工艺技术的约束，而是纯粹将人体作为载体来呈现设计师的艺术表达，作为一个社会人，在正确的世界观、价值观、人生观的驱使下关注我们周围的世界、我们的社会，发现真善美，运用所修炼的艺术素养打破艺术的边界，将当代艺术与服装艺术融合进课程内容中，探索时装艺术的表现力，让学生在宽广轻松的氛围训练下创建应有的、非常的艺术修养。

**推荐教材或主要参考书：**

[1] 胡小平《现代服装设计创意与表现》西安交通大学出版社 2002-11

[2] 徐雪漫、姬益波《中法服装设计主题教学丛书》江苏美术出版社 2005-1

[3] 梁明玉《服装设计--从创意到成衣》中国纺织出版社 2018-10

# **1760039** + Design Thinking

Course No: **1760039**

Course Title: Design Thinking

**English Name:**

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

**Course Type:** Public Basic Compulsory Courses

**Students:** Undergraduate students majoring in fashion and fashion design

**Prerequisites:** Modeling Foundation, Fashion Type Version and Crafts 1234, Form Language 12, Image, Design Foundation 1, Fashion Traditional Handicrafts

**Evaluation Method:** Evaluation

**Course Description:**

Design Thinking is a basic compulsory course of Department of Fashion and Accessories Design as well as an important course of cultivating artistic attainment of students learning fashion design. On the basis of existing modeling literacy, through the multi-stage artistic creation on dress form, feel the charm of fashion art rather than being limited to the constraints of material and technology, but purely take the dress form as the carrier to present the designer's artistic expression. As a social person, with correct world outlook, values and outlook on life, look at the world around us, our society to find truth, goodness and beauty, use the cultivated artistic quality to break the boundary of art, integrate contemporary art and clothing art into the course content, explore the expressiveness of fashion art, and allow students to create their artistic accomplishment.

**Recommended Textbooks/References:**

[1] Hu Xiaoping, Modern Fashion Design Creativity and Performance, Xi'an Jiaotong University Press, November 2002

[2] Xu Xueman, Ji Yibo, Sino French Fashion Design Theme Teaching Series, Jiangsu Fine Arts Publishing House, January 2005

[3] Liang Mingyu, Fashion Design---From Creativity to Ready to Wear, China Textile Press, October 2018

**1711150+形式语言1**

**课程编号：**1711150

**课程名称：**形式语言1

**英文名称：**Form Language 1

**课程性质：**公共基础必修课

**学分：**4.0  **学时：**64

**面向对象：**设计学专业一年级本科生

**先修课程：**造型基础A、造型基础B

**考试形式：**平时成绩+考查

**课程简介：**

形式语言1包含平面构成和色彩构成。平面构成重点阐述以点、线、面为主要形式语言要素的形式构成法则和构成规律。讲述形态从具象到抽象，从常态到非常态的发生与演化过程与方法。色彩构成从光领域的色彩生成进入色彩构成的基本理论内容。包括色彩三要素；奥斯特瓦德、伊顿色环、孟赛尔色立体等。从色彩的调配技巧、色彩秩序、色彩空间配置到色彩专业性设计语言的转换尝试。介绍形式语言的构成手段在设计运用中的成功案例。在教学中注重中国传统文化与形式语言的结合，包括图形语言与色彩表现。

**推荐教材或主要参考书：**

[1] 辛华泉.《平面构成》. 湖北美术出版社，2002年8月

[2] [俄]瓦西里康定斯基.《点 线 面—抽象艺术的基础》上海人民美术出版社，1988年

[3] [日]朝仓直已. 《艺术设计的平面构成》. 上海人民美术出版社，1988年3月

[4] 辛华泉.《色彩构成》. 湖北美术出版社，2002年8月

[5] 钱品辉.《色彩构成》. 人民美术出版社，2013年

[6] 陈重武.《新色彩构成》. 天津美术出版社，2004年3月

[7] 古大治等编著.《色彩与图形视觉原理》. 科学出版社，2000年

**1711150+Form Language 1**

Course No: 1711150

**Course Title:** Form Language 1

**English Name:** Form Language 1

Course nature: Public Basic Compulsory Courses

**Credits:** 4.0 Credit Hours: 64

**Students:** Undergraduate students (freshman) majoring in design

**Prerequisites:** Modeling Foundation A,Modeling Foundation B

**Exam form:** course participation + evaluation

**Course Description:**

Form Language 1 consists of plane composition and color composition. Plane composition focuses on the formal composition rules and composition rules with points, lines and planes as the main elements of form language. It clarifies the occurrence and evolution process and method of form from concrete to abstract, from normal to abnormal and basic theory of color composition entering the color composition from the color generation in the field of light, including three elements of color; Ostwald, Eaton color ring, Munsell color stereo, etc., from color deployment skills, color order, color space configuration to color professional design language. This course introduces the successful cases of the constituent means of formal language in the application of design. This course focuses on the combination of Chinese traditional culture and formal language in teaching, including graphic language and color expression.

**Recommended Textbooks/References:**

[1] Xin Huaquan, Plane Composition, Hubei Fine Arts Publishing House, August 2002

[2] [Russia] Wassily Kandinsky, Punkt Und Linie Zu Fiache, 1988

[3] [Japan] Chaocang Zhisi, Graphic Composition of Art Design, Shanghai People's Fine Arts Publishing House, March 1988

[4] Xin Huaquan, Color Composition, Hubei Fine Arts Publishing House, August 2002

[5] Qian Pinhui, Color Composition, People's Fine Arts Publishing House, 2013

[6] Chen Zhongwu, New Color Composition, Tianjin People's Fine Arts Publishing House, March 2004

[7] Gu Dazhi, et al. Color and Form Perception, Science Press, 2000

**1711654+形式语言2**

**课程编号：**1711654

**课程名称：**形式语言2

**英文名称：**Form Language 2

**课程性质：**公共基础必修课

**学分：**3.0 **学时：**48

**面向对象：**设计学专业本科生

**先修课程：**造型基础A、造型基础B、形式语言1

**考核形式：** 平时成绩+考查

**课程简介：**

形式语言2阐述立体构成的概念和特征，完成二维平面到三维立体的思维转换。学习从自然形态的观察到立体形态的创造，包括形态要素的分类；半立体空间的分析与创造；材料的分类与使用；材料力学；发现新材料；材料的制作工艺；线的立体形态特征与构成方法；构成的视觉关系分析、视觉概念的形式法则；面的立体形态特征与构成方法；物体的表现性、美感与空间感；体块的立体形态特征与构成方法等。在教学中注重中国传统文化与形式语言的结合，包括材料语言与空间表现。

**推荐教材或主要参考书：**

[1] 辛华泉.《立体构成》. 湖北美术出版社，2002年8月

[2] 刘汉民.《立体构成》. 清华大学出版社，2010年

[3] 张佳宁，易琳.《立体构成及应用》. 清华大学出版社，2010年

**1711654+Form Language 2**

Course No: 1711654

**Course Title:** Form Language 2

**English Name:** Form Language 2

Course nature: Public Basic Compulsory Courses

**Credits:** 3.0 Credit Hours: 48

**Students:** Undergraduate students majoring in design

**Prerequisites:** Modeling Foundation A, Modeling Foundation B, Form Language 1

**Evaluation Method:** course participation + evaluation

**Course Description:**

Form Language 2 clarifies the concept and characteristics of 3D composition and completes the transformation from 2D to 3D thinking. Students can learn from the observation of natural form to the creation of three-dimensional form, including the classification of form elements; analysis and creation of semi three-dimensional space; classification and use of materials; mechanics of materials; discovery of new materials; manufacturing process of materials; the three-dimensional morphological characteristics and composition methods of lines; the analysis of visual relations and the formal rules of visual concepts; the three-dimensional morphological characteristics and composition methods of the surface; the expressiveness, aesthetic feeling and sense of space of objects; and the three-dimensional morphological characteristics and composition methods of the block. This course focuses on the combination of Chinese traditional culture and form language in teaching, including material language and space expression.

**Recommended Textbooks/References:**

[1] Xin Huaquan, 3D Composition, Hubei Fine Arts Publishing House, August 2002

[2] Liu Hanmin, 3D Composition, Tsinghua University Press, 2010

[3] Zhang Jianing, Yi Lin, 3D Composition and Application, Tsinghua University Press, 2010

**1760040+图案**

**课程编码：**1760040

**课程名称：**图案

**英文名称：**XXXXX

**课程类型：**公共基础必修课

**学分：** 3 **总学时：** 48

**面向对象：**设计学专业一年级本科学生

**先修课程：**无

**考核形式：** 平时作业成绩

**课程简介：**

 图案是艺术设计学院为设计学专业本科生开设的公共基础必修课程。本课程的任务是了解中国传统纹样发展的多样性，通过临摹，体会传统构图方式、造型方法及色彩的运用。教学内容重点：学习图案的构成规律, 并通过练习逐步掌握单独纹样、适合纹样、二方连续等基本的构成方法。教学内容的难点：让学生在探究式的学习中感悟到中国传统图案纹样的造型方法是以朴素、单纯、富有生趣的一种独特的形式来表达的，理解图案的形式美法则，从而使学生在今后的设计领域和艺术创作中为传统图案纹样运用提供更大的空间。

**推荐教材或主要参考书：**

[1] 雷圭元 著 杨成寅、林文霞记录整理，《雷圭元论图案艺术》，浙江美术学院出版社，1992年

[2] 廖延彦 编 《雷圭元文集》，山东美术出版社，2011年3月

**1760040+Image**

**Course Number:** 1760040

**Course Title:** Image

**English Name:** XXXXX

**Course Type:** Public Basic Compulsory Courses

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

**Students:** Undergraduate students (freshman) majoring in design

**Prerequisites: None**

**Evaluation Method:** Usual assignment performance

**Course Description:**

 Image is a public foundation compulsory course offered by the College of Art and Design for undergraduate students majoring in design. The main target of this course is to understand the diversity of the development of Chinese traditional patterns and experience the traditional composition methods, modeling methods and the use of color through copying. Course focus: Learn the composition rules of image, and gradually master the basic composition methods of individual patterns, suitable patterns and two-way continuity through practice. The difficulties of teaching content: Students can realize that the modeling method of Chinese traditional patterns is expressed in a simple, pure and interesting unique form in inquiry learning, and understand the formal beauty law of patterns, so that students can provide more space for the application of traditional patterns in the field of design and art creation in the future.

**Recommended Textbooks/References:**

[1] Lei Guiyuan, sorted byYang Chengyin, Lin Wenxia, Lei Guiyuan on Pattern Art, Zhejiang Fine Arts Publishing House, 1992

[2] Liao Yanyan, Collected Works by Lei Guiyuan, Shandong Fine Arts Publishing House, March 2011

**1711132+设计史**

**课程编码：1711132**

**课程名称：设计史**

**英文名称：**

**课程类型：公共基础必修课**

**学分：2** **总学时：32**学时

**面向对象：**本科生一年级

**先修课程：** 其他公共基础课

**考核形式：** 平时成绩+考试

**课程简介：**

本课程是艺术设计学院本科生开设的公共基础理论课程。本课程的任务是在学生进入学科的初级阶段提高专业理论认知与评价能力，提高专业素质，夯实专业基础知识储备。教学内容重点是设计的学科定位及设计发展历史中的重点事件、人物、风格及作品等内容，学生学习期间领会设计概念来源与近百年设计发展历史，以工业革命后的设计风格演变为基础内容，难点是设计与市场、设计与环境、设计与文化、设计教育、设计的发展趋势等，增加学生进入学科前的专业理解程度，达到提升未来设计发展潜力的深度目的。

**推荐教材或主要参考书：**

1 《世界设计史》 .王受之. 中国青年出版社. 2002.9.1

2 《平面设计简史》扈秀丽编..北京理工大学出版社，2009.

3 《西方现代艺术设计简史》郑立君等著 上海人民美术出版社，2005.

4 《视觉与眼睛[:图画再现心理学的再研究》](http://www.amazon.cn/%E5%9B%BE%E5%83%8F%E4%B8%8E%E7%9C%BC%E7%9D%9B-%E5%9B%BE%E7%94%BB%E5%86%8D%E7%8E%B0%E5%BF%83%E7%90%86%E5%AD%A6%E7%9A%84%E5%86%8D%E7%A0%94%E7%A9%B6-E-H-%E8%B4%A1%E5%B8%83%E9%87%8C%E5%B8%8C/dp/B00EXH7V76/ref%3Dsr_1_fkmr0_1?s=books&ie=UTF8&qid=1451972309&sr=1-1-fkmr0&keywords=%E8%A7%86%E8%A7%89%E4%B8%8E%E7%9C%BC%E7%9D%9B+++%E8%B4%A1%E5%B8%83%E9%87%8C%E5%B8%8C)E.H.贡布里希 (E.H.Gombrich)(作者), 范景中(译者),杨思梁(译者),徐一维(译者). 广西美术出版社 . 2013.7.1.

**1711132+Design History**

**Course Number: 1711132**

**Course Title: Design History**

**English Name:**

**Course Type: Public Basic Compulsory Courses**

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

**Students:** Undergraduate students (freshman)

**Prerequisites:** Other Public Basic Courses

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

**Course Description:**

This course is a public basic theory course for undergraduate students of the College of Art and Design. The main target of this course is to improve students' professional theoretical cognition and evaluation ability, improve the professional quality and consolidate the reserve of professional basic knowledge at the primary stage of the discipline study. This course focuses on the disciplinary orientation of design and the key events, characters, styles and works in the history of design development. During the study, students can understand the source of design concepts and the development history of design in recent 100 years. Based on the evolution of design style after the industrial revolution, the difficulties are design and market, design and environment, design and culture, design education and the development trend of design, so as to increase students' professional understanding before entering the discipline and achieve the in-depth purpose of improving the development potential of design in the future.

**Recommended Textbooks/References:**

**1**. Wang Shouzhi, World History of Design, China Youth Publishing House, September 1, 2002

2 Hu Xiuli, **A Brief History of Graphic Design,** **Beijing Institute of Technology Press, 2009**

3. Zheng Lijun, et al, A Brief History of Western Modern Art and Design, Shanghai People's Fine Arts Publishing House, 2005

4. Gombrich (Author), Fan Jingzhong (Translator), Yang Siliang (Translator), Xu Yiwei (Translator), The Image & the Eye Further [Studies in the Psychology of Pictorial Representation](http://www.amazon.cn/%E5%9B%BE%E5%83%8F%E4%B8%8E%E7%9C%BC%E7%9D%9B-%E5%9B%BE%E7%94%BB%E5%86%8D%E7%8E%B0%E5%BF%83%E7%90%86%E5%AD%A6%E7%9A%84%E5%86%8D%E7%A0%94%E7%A9%B6-E-H-%E8%B4%A1%E5%B8%83%E9%87%8C%E5%B8%8C/dp/B00EXH7V76/ref%3Dsr_1_fkmr0_1?s=books&ie=UTF8&qid=1451972309&sr=1-1-fkmr0&keywords=视觉与眼睛+++贡布里希), Guangxi Fine Arts Publishing House, July 1, 2013

**1760041+中国工艺美术史**

**课程编码：**1760041

**课程名称：**中国工艺美术史

**英文名称：**History of Chinese Arts and Crafts

**课程类型：**公共基础必修课

**学分：** 2 **总学时：** 32

**面向对象：**设计类本科生

**先修课程：**无

**考核形式：** 平时成绩+考试

**课程简介：**

中国工艺美术史是艺术设计学院（部）为设计类专业本科生开设的学科基础必修课程类型。本课程的任务是依托大量的文献史料和相关图片，在介绍各历史时期各工艺类别代表性作品的同时，对相关的工艺技法进行解读，从而进一步梳理中国文化的发展脉络和审美的变迁，做到古物新知。教学内容重点：较为全面的对我国不同时期工艺美术的背景、发展、成就、艺术风格进行介绍，明晰各工艺美术类别的发展进程，对我国在造物中的优秀传统文化有认知。教学内容的难点：让学生对不同时代不同造物有对应性的审美，从而对中国工艺美术品具备一定的鉴赏能力和批评能力，并可以对工艺美术作品做出深入有效的分析认识，为日后的设计实践积累素材。

**推荐教材或主要参考书：**

[1] 田自秉，中国工艺美术史，东方出版社，2010年4月

[2] 尚刚，中国工艺美术史新编，高等教育出版社，2007年2月

**1760041+History of Chinese Arts and Crafts**

**Course Number:** 1760041

**Course Title:** History of Chinese Arts and Crafts

**English Name:** History of Chinese Arts and Crafts

**Course Type:** Public Basic Compulsory Courses

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

**Students:** Undergraduate students majoring in design

**Prerequisites: None**

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

**Course Description:**

History of Chinese Arts and Crafts is a discipline basic compulsory course offered by the College (Department) of Art and Design for undergraduate students majoring in design. The main target of this course is to introduce the representative works of various craft categories in various historical periods, and interpret the relevant craft techniques based on a large number of documents, historical materials and relevant pictures, so as to further sort out the development context of Chinese culture and aesthetic changes and learn new knowledge of antiquities. Course focus: A more comprehensive introduction to the background, development, achievement and artistic style of China's arts and crafts in different periods, clear understanding of the development process of each category of arts and crafts, and the cognition of China's excellent traditional culture in the creation. The difficulties of teaching content: Enable students to have corresponding aesthetics of different creations in different times, so as to have a certain appreciation and criticism ability of Chinese arts and crafts, make in-depth and effective analysis and understanding of arts and crafts works, and accumulate materials for future design practice.

**Recommended Textbooks/References:**

[1] Tian Zibing, History of Chinese Arts and Crafts, Oriental Press, April 2010

[2] Shang Gang, New History of Chinese Arts and Crafts, Higher Education Press, February 2007

**1760042+设计技术**

**课程编码：**1760042

**课程名称：**设计技术

**英文名称：**Design technology

**课程类型：**公共基础必修课

**学分：** 2 **总学时：** 32

**面向对象：**设计学类专业本科一年级学生

**先修课程：**造型基础

**考核形式：** 平时成绩+主题作业成绩

**课程简介：**

作为计算机辅助设计课程，学生需配备电脑。课堂教学是育人主渠道，培养学生立足时代、扎根人民、深入生活，并树立正确艺术观和创作观。讲解平面数字表现基本方法与技巧，熟悉计算机辅助设计流程。教学中以设计案例作为切入点，讲授与实践相结合，旨在让学生能够利用现代设计方法表达设计诉求，为后续课程奠定扎实基础。教学中坚持以美育人、以美化人，积极弘扬中华美育精神，引导学生自觉传承和弘扬中华优秀传统文化，全面提高学生审美和人文素养，增强文化自信。

教学内容的重点：结合“思政教育”运用数字化工具进行艺术造型设计、色彩表现、版式设计等方法。

教学内容的难点：学生如何针对自身专业所需，将数字化工具配合相关专业灵活运用。

**推荐教材或主要参考书：**

[1]安德鲁·福克纳.《Adobe Photoshop CC 2019经典教程》.人民邮电出版社，2019年12月

[2]赵飒飒.《中文版Illustrator商业案例项目设计完全解析》.清华大学出版社，2019年9月

**1760042 + Design Techniques**

**Course Number:** 1760042

**Course Title:** Design Techniques

**English Name:** Design technology

**Course Type:** Public Basic Compulsory Courses

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

**Students:**  Undergraduate students (freshman) majoring in design

**Prerequisites:** Modeling Foundation

**Evaluation Method:** Course participation + Subject assignment performance

**Course Description:**

As a computer-aided design course, students need to be equipped with computers. Classroom teaching is the main channel of education, aiming to cultivate students to keep up with the times, care about the people, experience the life, and establish a correct outlook on art and creation. Explain the basic methods and skills of graphic digital expression, and get familiar with the process of computer-aided design. Taking design cases as the starting point and combining teaching with practice, enable students to use modern design methods to express design demands and lay a solid foundation for subsequent courses. In teaching, adhere to aesthetic education and beautification, actively carry forward the spirit of Chinese aesthetic education, guide students to consciously inherit and carry forward Chinese excellent traditional culture, comprehensively improve students' aesthetic and humanistic quality, and enhance cultural self-confidence.

Course focus: Combined with "ideological and political education", use digital tools to carry out artistic modeling design, color expression, format design and other methods.

The difficulties of teaching content: How can students flexibly use digital tools with relevant majors according to their professional needs?

**Recommended Textbooks/References:**

**[1] Andrew Faulkner**, **Adobe Photoshop CC 2019** Classic Course, Posts and Telecom Press, December 2019

**[2]** Zhao Sasa, **Chinese Version of Illustrator Full Analysis of Business Case Project Design,** Tsinghua University Press, September 2019

**1790134+速写**

**课程编码：**1790134

**课程名称：**速写

**英文名称：**Sketch

**课程类型：**公共基础必修课

**学分：** 1 **总学时：**16

**面向对象：**设计学类本科一年级学生

**先修课程：**造型基础A、造型基础B

**考核形式：** 平时成绩+考试

**课程简介：**

速写是艺术设计专业的公共基础必修课，它是艺术设计专业学习的前提。

速写是为了培养学生敏锐地观察能力，善于捕捉生活中美好的瞬间。培养学生的绘画概括能力，使学生在短时间内能够准确表现出对象的特征。 速写能为学生的创作收集大量素材，好的速写本身就是一幅完美作品，能提高学生对形象的记忆能力和概括能力、表达的过程、速写的内容和技巧；了解速写的构图形式以及速写的形式因素，速写是快速概括地描绘对象的一种绘画手法,也是培养形象记忆能力与表现能力的一种重要手段。

速写是艺术设计学专业提高造型能力的基础课程，通过学习和课题训练培养学生敏锐的观察、分析、综合形象能力，提高学生的创新思维和审美水平，为今后收集、积累创作素材打下坚实基础

**推荐教材或主要参考书：**

[1] 乔治伯里曼 《伯里曼人体结构教学》 广西美术出版社 2008年出版

[2]菲尔梅咨格 《绘画透视基础》 上海人民美术出版社 2001年出版

[3]路易斯 《艺用人体运动解剖》 上海人民美术出版社2014年出版

**1790134+Sketch**

**Course Number:** 1790134

**Course Title:** Sketch

**English Name:** **Sketch**

**Course Type:** Public Basic Compulsory Courses

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

**Students:** Undergraduate students (freshman) majoring in design

**Prerequisites:** Modeling Foundation A,Modeling Foundation B

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

**Course Description:**

Sketch is a public basic compulsory course for undergraduate students majoring in art and design, which is a prerequisite of art and design majors.

Sketch is to cultivate students acute observation ability and capture the beautiful moments in life. Sketch is to cultivate students' drawing generalization ability, so that students can accurately show the characteristics of the object in a short time. A lot of materials can be collected by sketch for students' creation. Good sketch is a perfect work, which can improve students' memory ability and generalization ability of image, expression process, content and skills of sketch. Students can understand the composition form of sketch and the formal factors of sketch. Sketch is not only a painting technique to quickly and generally describe the object, but also an important means to cultivate the ability of image memory and expression.

Sketch is a basic course for students majoring in art and design to improve their modeling ability. Through learning and subject training, it aims to cultivate students' keen observation, analysis and comprehensive image ability and improve students' innovative thinking and aesthetic level so as to lay a solid foundation for collecting and accumulating creative materials in the future.

**Recommended Textbooks/References:**

[1] Geomge Brandt Bridgman, Bridgman's Drawing Bodies, Guangxi Fine Arts Publishing House, 2008

[2] Phil Metzger, Basis of Perspective Drawing, Shanghai People's Fine Arts Publishing House, 2001

[3] Louis, Human Motor Anatomy for Art, Shanghai People's Fine Arts Publishing House, 2014

**1760117+服装设计基础1**

**课程编码：**1760117

**课程名称：**服装设计基础1

**英文名称：**Foundation for Fashion Design 1

**课程类型：**学科基础必修课

**学分：**2 **总学时：** 32

**面向对象：**艺术设计专业服装设计方向本科生

**先修课程：**无

**考核形式：** 平时成绩+考查

**课程简介：**

《服装设计基础》是服装与服饰设计专业为本科生开设的专业限选课，主要教授服装服饰构成。本课程坚持以立德树人为根本任务，培养德才兼 备、全面发展的新时代中国特色社会主义建设者和接班人为课程目标。本课程重点讲授服装材料的基础知识，对纺织面料、毛皮制品、辅料以及当前一些新型材料等服装材料进行了全面而系统的介绍，着重阐述各种纤维的形态与服用性能及其识别方法，介绍了纱线、织物的结构与性能等，同时也简述了面料的缝制加工特点、后整理及洗涤保养方法，并结合实际市场情况讲解辨别方法，从多方面介绍现今面料的发展状况。通过不同面辅料的直观认识，使学生掌握各类服装材料的特性和辨别方法。为今后的服装专业学习打好基础。

在前一阶段学习并结合立体构成，材料学要素与服装面辅料基础，通过不同服装材料的直观认识，在掌握各类服装材料的特性和辨别方法的基础上，学习面料再造的手法，以便更好地利用材料进行设计开发；讲解正向思维同逆向思维的分析与比较，理解命题设计，通过不同主题的材料再造的实例分析，讲解如何对主题进行把握，在材料打散重组的操作过程中，利用立体构成形式的理解与应用，并在此过程中对服装材料的性质与质感树立感性认识，为今后的服装设计中的材料运用打好基础。

**推荐教材或主要参考书：**

[1]王悦、张鹏编著.《服装设计基础》.东华大学出版社.2011年7月

[2]杨静、秦寄岗编著.《服装材料学》.湖北美术出版社.2002年9月

**1760117+Foundation for Fashion Design 1**

**Course Number:** 1760117

**Course Title:** Foundation for Fashion Design 1

**English Name:** Foundation for Fashion Design 1

**Course Type:** Discipline basic compulsory courses

Credits: 2 Total Credit Hours: 32

**Students:** Undergraduate students majoring in fashion design of art design

**Prerequisites: None**

**Evaluation Method:** course participation + evaluation

**Course Description:**

Foundation for Fashion Design is a specialized elective course for undergraduate students majoring in fashion and fashion design, mainly teaching fashion and accessories composition. With the fundamental task of building morality and cultivating people, this course is to cultivate builders and successors of socialism with Chinese characteristics in the new era with both political integrity and ability and all-round development. The teaching contents of this course are mainly covered by following aspects: basic knowledge of clothing materials, clothing materials such as textile fabrics, fur products, accessories and some new materials at present, the form, wearing performance and identification methods of various fibers, introduces the structure and performance of yarn and fabric, the sewing and processing characteristics of fabrics, post-finishing and washing and maintenance methods, the identification methods in combination with the actual market situation, and the development of fabrics from many aspects. Through the intuitive understanding of different fabrics and accessories, students can master the characteristics and identification methods of various clothing materials. Lay a solid foundation for the future study of clothing specialty.

On the basis of learning in early stage as well as 3D composition, material elements and clothing surface accessories, have intuitive understanding of different clothing materials, master the features and distinguishing methods of various clothing materials, learn the recreation techniques of textile, so as to make better use of materials for design and development. Explain the analysis and comparison of positive thinking and reverse thinking, understand the proposition design, explain how to grasp the theme through the example analysis of material reconstruction of different themes, make use of the understanding and application of 3D composition form in the operation process of material breaking up and reorganization, and establish a perceptual understanding of the nature and texture of clothing materials in this process and lay a solid foundation for the application of materials in fashion design in the future.

**Recommended Textbooks/References:**

[1] Wang Yue, Zhang Peng, Basics for Fashion Design, East China Normal University Press, July 2011

[2] Yang Jing, Qin Jigang, Clothing Materials, Hubei Fine Arts Publishing House, September 2002

# 1711090+服装设计基础2

**课程编号：**1711090

**课程名称：**服装设计基础2

**课程类型：**学科基础必修课

**英文名称：**Clothing Accessory Color and Pattern

**学分：**2 **总学时：**32

**适用对象：**服装与服饰设计专业本科生

**先修课程：**服装设计基础1

**考核形式：考查**

**课程简介：**

《服装设计基础》是服装与服饰设计专业为本科生开设的专业限选课，本课程坚持以立德树人为根本任务，培养德才兼 备、全面发展的新时代中国特色社会主义建设者和接班人为核心的课程目标。主要教授服装服饰构成。服装服饰构成是一门在服装服饰框架内研究形象科学的课程。本课程通过讲授服饰图案与色彩的基础知识，讲解服饰图案的构成形式以及服饰色彩设计的基本知识，分析、研究和掌握服装图案与色彩设计中创造美好色彩的基本原理和独特规律，并引导学生结合前面所学的服装设计基础知识进行综合的应用设计实践，为今后服装图案与色彩的研究、设计、学习及使用提供理论依据和行之有效的应用方法与实践基础。

**推荐教材或主要参考书：**

1.王悦、张鹏编著.《服装设计基础》,东华大学出版社,2011.07

2.郭建南编著.《色彩的理论与表现》,浙江人民美术出版社 ,2008.03.01

3.张连生单德林编著.《色彩设计》.江苏美术出版社出版.2001-04-01

# 1711090+Foundation for Fashion Design 2

Course No: 1711090

**Course Title:** Foundation for Fashion Design 2

**Course Type:**Discipline basic compulsory courses

**English Name:** Clothing Accessory Color and Pattern

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

Students: Undergraduate students majoring in fashion and fashion design

**Prerequisites:** Foundation for Fashion Design 1

**Evaluation Method: Evaluation**

**Course Description:**

Foundation for Fashion Design is a specialized elective course for undergraduate students majoring in fashion and accessories design. The main target of this course is to build morality and cultivate people, and cultivate builders and successors of socialism with Chinese characteristics in the new era with both political integrity and ability and all-round development. Mainly teach the composition of fashion and accessories. Composition of fashion and accessories is to study image science within the framework of fashion. This course introduces the basic knowledge of clothing pattern and color, explains the composition form of clothing pattern and the basic knowledge of clothing color design, analyzes, studies and grasps the basic principles and unique laws of creating beautiful colors in clothing pattern and color design, and guides students to carry out comprehensive application design practice in combination with the basic knowledge of clothing design, and provides theoretical basis, effective application methods and practical basis for the research, design, learning and use of clothing pattern and color in the future.

**Recommended Textbooks/References:**

1. Wang Yue, Zhang Peng, Basics for Fashion Design, East China Normal University Press, July 2011

2. Guo Jiannan, Color Theory and Representation, Zhejiang People's Fine Arts Publishing House, March 1, 2008

3. Zhang Liansheng, Shan Delin, Color Design, Jiangsu Fine Arts Publishing House, April 1, 2001

**1711091+服装设计基础3**

**课程编号：1711091**

**课程名称：**服装设计基础3

**课程类型：**学科基础必修课

**英文名称：**Re-design of Clothing Material

**学分：**2 **总学时：**32

**适用对象：**服装与服饰设计专业本科生

**先修课程：**服装设计基础1、2

**考核形式：考查**

**课程简介：**

本课程是艺术设计学院为服装与服饰设计专业本科生开设的学科基础必修课，本课程的任务是教授服装服饰构成。服装服饰构成是一门在服装服饰框架内研究形象科学的课程。本课程从平面构成入手，在服装、服饰的单体框架中讲解点、线、面等元素的运用，将服装的造型款式进行解构，以点线面等概念来重新认识服装结构的节奏构成，获得平面的对比、协调的美感；学生通过学习构成与服装平面构成的基本知识，初步掌握服装内部分割原理，通过设计运用，引进一种新的思维方式，掌握一种新的设计手法，训练理性、抽象的逻辑思维能力，将复杂的视觉表面现象还原成最基本的要素。使学生具备基本的服装款式造型设计能力，培养职业素养为以后的服装设计专业课程学习打好基础。

教学内容重点：掌握服装服饰构成的基本方法。

教学内容的难点：、服装款式设计的构思与造型设计。

**推荐教材或主要参考书：**

[1] 张鹏编著， 《服装设计基础》 东华大学出版社2014年7月 第二版

[2] 李永平编著， 《服装款式设计》 湖北美术出版社2002年8月

**1711091+Foundation for Fashion Design 3**

**Course No: 1711091**

**Course Title:** Foundation for Fashion Design 3

**Course Type:** Discipline basic compulsory courses

**English Name:** Re-design of Clothing Material

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

Students: Undergraduate students majoring in fashion and fashion design

**Prerequisites:** Foundation for Fashion Design 1,2

**Evaluation Method: Evaluation**

**Course Description:**

This course is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring in fashion and accessories design. The main target of this course is to teach the fashion and accessories composition. Composition of fashion and accessories is to study image science within the framework of fashion. Starting from the plane composition, this course explains the application of elements such as point, line and surface in the single framework of fashion and accessories, deconstructs the modeling style of clothing, re-understands the rhythm composition of clothing structure with the concepts of point, line and surface, and obtains the beauty of plane comparison and coordination. By learning the basic knowledge of composition and clothing plane composition, students can initially master the internal segmentation principle of clothing, introduce a new way of thinking through design application, master a new design technique, train rational and abstract logical thinking ability, and restore the complex visual surface phenomenon to the most basic elements. Enable students to possess the basic ability of fashion style and shape design, cultivate professional quality, and lay a solid foundation for future courses of fashion design.

Course focus: Master the basic method of fashion and accessories.

The difficulties of teaching content: Conception and modelling design of fashion design.

**Recommended Textbooks/References:**

[1] Zhang Peng, Basics for Fashion Design (2nd Edition), East China Normal University Press, July 2014

[2] Li Yongping, Clothing Design, Hubei Fine Arts Publishing House, August 2002

# 1760118+服装版型与工艺1

**课程编号：1760118**

**课程类型：**学科基础必修课

**英文名称：**Fashion Type Version and Crafts 1

**学分：**3 **总学时：**48

**适用对象：**艺术设计专业服装与服饰设计方向本科生

**先修课程：**无

**考核形式：**考查

**课程简介：**

本课程分为两大部分，第一部分是基础工艺部分，第二部分是女裙版型和工艺部分。

第一部分：通过讲解服装工艺的重要性和服装工艺与版型及人体的关系，使学生对服装版型和工艺有一个初步的了解，着重讲解高速平缝机的使用方法和注意事项，讲解机缝常用的缝线方法和口袋的缝制工艺，手针基础工艺的各种针法的运用。使学生理解和掌握基本工艺基础，并能灵活运用。

第二部分：讲授人体结构和量体方法，使学生理解人体测量在制版中的重要性，讲解女裙原型制版方法，女裙原型版的款式变化规律及结构绘制方法，女裙工业版的绘制方法和要求以及女裙实裁，讲解女裙的工艺流程和缝制工艺方法。使学生掌握其制作工艺方法，达到课程所要求的规范标准。

**推荐教材或主要参考书：**

[1]（日）文化服装学院编.《日本文化服装讲座》.中国轻工业出版社.2004年10月出版

[2]刘瑞璞编著.《服装纸样设计原理与技术》女装编.中国纺织出版社.2005年9月出版

[3]孙兆全主编.《成衣纸样与服装缝制工艺》.中国纺织出版社.2010年3月出版

[4]潘波编著.《服装工业制板》.中国纺织出版社.2010年6月出版

[5]孙兆全编著.《经典女装纸样设计与应用》.中国纺织出版社.2019年09月出版

# 1760118+Fashion Type Version and Crafts 1

**Course No: 1760118**

**Course Type: Discipline basic compulsory courses**

**English Name:** Fashion Type Version and Crafts 1

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

Students: Undergraduate students majoring in fashion design of art design

**Prerequisites: None**

**Evaluation Method:** Evaluation

**Course Description:**

This course is composed of two parts: basic craft and women's skirt pattern and craft.

Part I: By explaining the importance of fashion technology and the relationship between fashion technology and pattern and human body, enable students to have a preliminary understanding of fashion pattern and technology, focusing on the use methods and precautions of high-speed flat sewing machine, the common sewing methods of machine sewing, the sewing technology of pockets, and the application of various stitching methods of basic hand needle technology. Enable students to understand and master the basic technology foundation, and use it flexibly.

Part II: By teaching human body structure and measurement methods, enable students to understand the importance of anthropometry in plate making, explain the prototype plate making method of women's skirt, the style change law and structure drawing method of women's skirt prototype, the drawing method and requirements of women's skirt industrial version and the actual cutting of women's skirt, and explain the process flow and sewing process method of women's skirt. Enable the students to master the production process and achieve the standard required by the course.

**Recommended Textbooks/References:**

[1] (Japan) College of Culture and Fashion, Lecture on Japanese Culture and Fashion, China Light Industry Press, October 2004

[2] Liu Ruipu, Principle and Technology of Garment Pattern Design, Women's Wear, China Textile Press, September 2005

[3] Sun Zhaoquan (Editor-in-chief), Garment Pattern and Garment Sewing Technology, China Textile Press, March 2010

[4] Pan Bo, Plate Making of Garment Industry, China Textile Press, June 2010

[5] Sun Zhaoquan, Design and Application of Classic Women's Wear Pattern, China Textile Press, September 2019

# 17611167+服装版型与工艺2

**课程编号：1711167**

**课程类型：**学科基础必修课

**英文名称：**Fashion Type Version and Crafts 2

**学分：**2 **总学时：**32

**适用对象：**艺术设计专业服装与服饰设计方向本科生

**先修课程：**无

**考核形式：**考查

**课程简介：**

本课程的教学内容主要分为课堂教学和在实验室中的实践教学两大部分。其中，课堂教学着重介绍了人体结构与裤子版型的关系和裤子基础型的原理，重点的讲解了裤子基础版制版方法；裤子款式结构变化的规律和制版方法以及裤子工业版的绘制方法和实裁前相关知识。在实践教学中，是通过讲授、操作示范、辅导讲解的教学方式，使学生理解并掌握裤子实裁和缝制工艺，掌握裤子款式变化制版规律以及工艺制作流程和规范标准。

**推荐教材或主要参考书：**

[1]（日）文化服装学院编.《日本文化服装讲座》.中国轻工业出版社.2004年10月出版

[2]刘瑞璞编著.《服装纸样设计原理与技术》女装编.中国纺织出版社.2005年9月出版

[3]孙兆全主编.《成衣纸样与服装缝制工艺》.中国纺织出版社.2010年3月出版

[4]潘波编著.《服装工业制板》.中国纺织出版社.2010年6月出版

[5]孙兆全编著.《经典女装纸样设计与应用》.中国纺织出版社.2019年09月出版

# 17611167+Fashion Type Version and Crafts 2

**Course No: 1711167**

**Course Type: Discipline basic compulsory courses**

**English Name:** Fashion Type Version and Crafts 2

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

Students: Undergraduate students majoring in fashion design of art design

**Prerequisites: None**

**Evaluation Method:** Evaluation

**Course Description:**

The teaching content of this course is mainly composed of classroom teaching and practical teaching in the laboratory. Wherein, the classroom teaching focuses on the relationship between human body structure and pants version and the principle of basic version pants and focuses on the methods of making pants basic version; the law of pants style structure change and plate making method, as well as the drawing method of pants industrial plate and relevant knowledge before actual cutting. Through teaching, operation demonstration, guidance and explanation in the practice, enable students to understand and maser the actual cutting and sewing process of pants, master the pattern of pants style change and plate making, as well as the process flow and standard.

**Recommended Textbooks/References:**

[1] (Japan) College of Culture and Fashion, Lecture on Japanese Culture and Fashion, China Light Industry Press, October 2004

[2] Liu Ruipu, Principle and Technology of Garment Pattern Design, Women's Wear, China Textile Press, September 2005

[3] Sun Zhaoquan (Editor-in-chief), Garment Pattern and Garment Sewing Technology, China Textile Press, March 2010

[4] Pan Bo, Plate Making of Garment Industry, China Textile Press, June 2010

[5] Sun Zhaoquan, Design and Application of Classic Women's Wear Pattern, China Textile Press, September 2019

# 1711342+服装版型与工艺3

**课程编号：1711342**

**课程类型：**学科基础必修课

**英文名称：**Fashion Type Version and Crafts 3

**学分：**2.5 **总学时：**40

**适用对象：**艺术设计专业服装与服饰设计方向本科生

**先修课程：**无

**考核形式：**考查

**课程简介：**

本课程讲授人体结构、体形特征、号型测量、上衣原型与人体结构的关系，讲解省道转换的方法和原理，分步骤讲解衣身、袖型、领型的结构变化和制版方法及工艺技术要求。在理解和掌握版型的基础上讲解工业用版的标准、排版裁剪要求及工艺制作方法流程。使学生能根据常规上衣的款式变化进行版型制作，掌握其制作工艺方法和规范要求以及工艺制作的严谨性精确性，为培养和造就服装专业版形师和工艺师奠定良好的基础。

**推荐教材或主要参考书：**

[1]（日）文化服装学院编.《日本文化服装讲座》.中国轻工业出版社.2004年10月出版

[2]刘瑞璞编著.《服装纸样设计原理与技术》女装编.中国纺织出版社.2005年9月出版

[3]孙兆全主编.《成衣纸样与服装缝制工艺》.中国纺织出版社.2010年3月出版

[4]潘波编著.《服装工业制板》.中国纺织出版社.2010年6月出版

[5]孙兆全编著.《经典女装纸样设计与应用》.中国纺织出版社.2019年09月出版

# 1711342+Fashion Type Version and Crafts 3

**Course No: 1711342**

**Course Type:Discipline basic compulsory courses**

**English Name:** Fashion Type Version and Crafts 3

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

Students: Undergraduate students majoring in fashion design of art design

**Prerequisites: None**

**Evaluation Method:** Evaluation

**Course Description:**

This course teaches human body structure, body shape characteristics, size measurement, the relationship between coat prototype and human body structure, explains the method and principle of dart conversion, and explains the structural changes of garment body, sleeve type and collar type, plate making methods and process technical requirements step by step. On the basis of understanding and mastering the plate type, explain the industrial plate standard, typesetting and cutting requirements and process production process. Students can make the pattern according to the style changes of conventional tops, master the manufacturing process methods and specification requirements, as well as the preciseness and accuracy of the process, so as to lay a solid foundation for training professional pattern makers and craftsmen of clothing.

**Recommended Textbooks/References:**

[1] (Japan) College of Culture and Fashion, Lecture on Japanese Culture and Fashion, China Light Industry Press, October 2004

[2] Liu Ruipu, Principle and Technology of Garment Pattern Design, Women's Wear, China Textile Press, September 2005

[3] Sun Zhaoquan (Editor-in-chief), Garment Pattern and Garment Sewing Technology, China Textile Press, March 2010

[4] Pan Bo, Plate Making of Garment Industry, China Textile Press, June 2010

[5] Sun Zhaoquan, Design and Application of Classic Women's Wear Pattern, China Textile Press, September 2019

# 1711343+服装版型与工艺4

**课程编号：1711343**

**课程类型：**学科基础必修课

**英文名称：**Fashion Type Version and Crafts 4

**学分：**4 **总学时：**64

**适用对象：**艺术设计专业服装与服饰设计方向本科生

**先修课程：**无

**考核形式：**考查

**课程简介：**

本课程讲授西服与人体结构的关系和放量尺寸的把握，体形特征和版型的处理。分步骤讲解衣身、袖型、领型的结构变化和制版方法及工艺技术要求。讲解面料版和里料版及辅料版的工业用版的要求和标准；排版裁剪要求及工艺制作方法流程。使学生能根据西服的结构变化对服装造型的版型理解处理，在掌握其制作工艺方法和规范要求的同时对其他变化款式能够灵活应用。要求版型达到技术的严谨性和工艺制作的精确性。

**推荐教材或主要参考书：**

[1]（日）文化服装学院编.《日本文化服装讲座》.中国轻工业出版社.2004年10月出版

[2]刘瑞璞编著.《服装纸样设计原理与技术》女装编.中国纺织出版社.2005年9月出版

[3]孙兆全主编.《成衣纸样与服装缝制工艺》.中国纺织出版社.2010年3月出版

[4]潘波编著.《服装工业制板》.中国纺织出版社.2010年6月出版

[5]孙兆全编著.《经典女装纸样设计与应用》.中国纺织出版社.2019年09月出版

# 1711343+Fashion Type Version and Crafts 4

**Course No: 1711343**

**Course Type:Discipline basic compulsory courses**

**English Name:** Fashion Type Version and Crafts 4

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

Students: Undergraduate students majoring in fashion design of art design

**Prerequisites: None**

**Evaluation Method:** Evaluation

**Course Description:**

This course teaches the relationship between suit and human body structure, the grasp of large-scale size, and the treatment of body shape characteristics and version. Explain the structural changes of body, sleeve and collar in steps, as well as the plate making methods and process technical requirement. Explain the requirements and standards of industrial version of fabric version, lining version and auxiliary version; typesetting and cutting requirements and process production process. So that students can understand and deal with the version of clothing modeling according to the structural changes of suits, and can flexibly apply other changed styles while mastering its manufacturing process methods and specification requirements. The model should reach the preciseness of technology and the accuracy of process production.

**Recommended Textbooks/References:**

[1] (Japan) College of Culture and Fashion, Lecture on Japanese Culture and Fashion, China Light Industry Press, October 2004

[2] Liu Ruipu, Principle and Technology of Garment Pattern Design, Women's Wear, China Textile Press, September 2005

[3] Sun Zhaoquan (Editor-in-chief), Garment Pattern and Garment Sewing Technology, China Textile Press, March 2010

[4] Pan Bo, Plate Making of Garment Industry, China Textile Press, June 2010

[5] Sun Zhaoquan, Design and Application of Classic Women's Wear Pattern, China Textile Press, September 2019

**1711361+立体裁剪1**

**课程编码：**1711361

**课程名称：**立体裁剪1

**英文名称：**Stereoscopic Tailoring 1

**课程类型：**学科基础必修课

**学分：** 3 **总学时：**48

**面向对象：**艺术设计类服装服饰设计专业本科生

**先修课程：课程1**服装版型设计1**, 课程2**服装版型设计2**, 课程3**服装工艺设计1、2

**考核形式：** 平时成绩+考试

**课程简介：**）

立体裁剪1是艺术设计学院（部）为服装与服饰设计专业本科生开设的学科基础必修课程类型。引导学生坚定正确的政治方向、树立远大的理想抱负、确立科学的价值观念、增强自身的综合素养。本课程的任务是通过学习掌握在立体人台上，直接获取服装造型和裁片的方法，建立服装设计的立体意识，拓展服装设计思路和手段。这是一个含义丰富的专业术语，指纺织物的自然[褶裥](http://baike.baidu.com/view/1028791.htm)、悬垂、悬垂性（面料）、立体[裁剪](http://baike.baidu.com/view/920564.htm)等。用立体裁剪的方法可以设计制作出富于人体表现力的时装，立体裁剪是服装设计的一种造型手法。其方法是选用与面料特性相接近的试样布，直接披挂在[人体模型](http://baike.baidu.com/view/1557082.htm)上进行裁剪与设计，故有“[软雕塑](http://baike.baidu.com/view/948120.htm)”之称，具有艺术与技术的双重特性。通过课题讲授和实践训练，使学生掌握女装基础原型版型的获取方法，款式变化与版型变化的规律，掌握企业工业原型制板的要求与变化的思路。为独立创作表现成衣造型，给予最充分的技术支持。

教学内容重点： 衣身的立体构成，女上衣原型省道转移女裙子的立体构成、立体造型下的领型、袖型变化

教学内容的难点： 女上衣的立体构成，完整女衬衫版型制作，三开身或四开身造型的获取。

**推荐教材或主要参考书：**

[1] 克劳福德（美）.张玲译.美国经典立体裁剪-基础篇.北京：中国纺织出版社，2003-1-1

[2] 曹青华.欧洲时装立体裁剪. 北京：中国纺织出版社，2012-1-1

[3] 李薇.立体裁剪.北京：高等教育出版社，2007-12-1

[4] 日本文化服装学院.服装生产讲座-立体裁剪基础篇.上海：东华大学出版社，2008-5-1

[5] 魏静等.礼服设计与立体造型.北京：中国纺织出版社，2011-8-1

**1711361+Stereoscopic Tailoring 1**

**Course Number:** 1711361

**Course Title:** Stereoscopic Tailoring 1

**English Name:** Stereoscopic Tailoring 1

**Course Type:** Discipline basic compulsory courses

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

**Students:** Undergraduate students majoring in fashion design of art design

**Prerequisites:** **Course 1** Garment Pattern Design 1 **Course 2** Garment Pattern Design 2**, Course 3** Garment Pattern Design 1, 2

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

**Course Description:**）

Stereoscopic Tailoring 1 is a compulsory course offered by the College (Department) of Art and Design for undergraduate students majoring in fashion and accessories design. Guide students to firmly follow the correct political direction, establish lofty ideals and aspirations, establish scientific values, and enhance their comprehensive quality. The main target of this course is to establish the three-dimensional consciousness of fashion design and expand the ideas and means of fashion design by learning and mastering the methods of directly obtaining fashion modeling and cutting on the three-dimensional dress form. As a professional term with rich meaning, it refers to natural [pleating](http://baike.baidu.com/view/1028791.htm), draping, drapability (fabric), three-dimensional [cutting](http://baike.baidu.com/view/920564.htm), etc. Design and produce fashion rich in human expressiveness by Stereoscopic Tailoring that is is a modeling technique in fashion design. It is to choose the sample cloth with similar characteristics of the fabric, and directly hang it on the [dummy](http://baike.baidu.com/view/1557082.htm) for cutting and design, so it is called "[soft sculpture](http://baike.baidu.com/view/948120.htm)" with the dual characteristics of art and technology. Through teaching and practice, students can master the method of obtaining the basic prototype of women's clothing, the law of style change and version change, and the requirements and ideas of enterprise industrial prototype plate making. Provide sufficient technical support for independently creating ready to wear model.

Course focus: The stereoscopic composition of the dress body, the stereoscopic composition, the collar and sleeve changes under the stereoscopic modeling of women's skirt

The difficulties of teaching content: The stereoscopic composition of blouse, the complete production of blouse version, the acquisition of three-piece or four-piece shape

**Recommended Textbooks/References:**

[1] (USA) Crawford (Author), Zhang Ling (Translator), American Classic Stereoscopic Tailoring- Basics, Beijing: China Textile Press, January 1, 2003

[2] Cao Qinghua, Stereoscopic Tailoring of European Fashion, Beijing: China Textile Press, January 1, 2012

[3] Li Wei, Stereoscopic Tailoring: Beijing: Higher Education Press, December 1, 2007

[4] (Japan) College of Culture and Fashion, Lecture on Fashion Production-Stereoscopic Tailoring Basics, Shanghai: Donghua University Press, May 1, 2008

[5] Wei Jing, et al, Formal Dress Design and 3D Modeling, Beijing, China Textile Press, August 1, 2011

**1711362+立体裁剪2**

**课程编码：**1711362

**课程名称：**立体裁剪2

**英文名称：**Stereoscopic Tailoring 2

**课程类型：**学科基础必修课

**学分：** 3 **总学时：**48

**面向对象：**艺术设计类服装服饰设计专业本科生

**先修课程：课程1**服装版型设计**, 课程2**服装工艺设计**, 课程3** 立体裁剪1

**考核形式：** 平时成绩+考试

**课程简介：**）

立体裁剪2是艺术设计学院（部）为服装与服饰设计专业本科生开设的学科基础必修课程类型。教学内容设计结合学科、专业和课程的特色，从立体裁剪版型技术的沿革、现状与前沿的讲解中，激发学生的责任感、使命感与荣誉感，引导学生不断提升专业素养。通过学习掌握在立裁人台上，直接获取服装造型和裁片的方法，建立服装设计的立体意识，拓展服装设计思路和手段。其方法是选用与面料特性相接近的试样布，直接披挂在[人体模型](http://baike.baidu.com/view/1557082.htm)上进行裁剪与设计，故有“[软雕塑](http://baike.baidu.com/view/948120.htm)”之称，具有艺术与技术的双重特性。在操作过程中，可以边设计、边裁剪、边改进，随时观察效果、随时纠正问题。这样就能解决平面裁剪中许多难以解决的造型问题。通过课题讲授和实践训练，结合基础原型版型的获取、款式变化与版型变化的规律，进行连衣裙、礼服裙的立体裁剪造型。独立完成创作表现成衣造型，从结构角度进行最充分的造型表达。

教学内容重点：纸-立体裁剪造型练习，披挂式-立体裁剪练习，皱褶式-立体裁剪练习，多材料、多手法的实践练习

教学内容的难点：礼服-立体裁剪立体造型

**推荐教材或主要参考书：**

[1] 希尔德▪嘉菲（美）.赵明译.美国经典立体裁剪完全教程.北京：中国纺织出版社，2014-7-1

[2] 曹青华.欧洲时装立体裁剪. 北京：中国纺织出版社，2012-1-1

[3] 李薇.立体裁剪.北京：高等教育出版社，2007-1-1

[4] [邱佩娜](http://www.amazon.cn/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=%E9%82%B1%E4%BD%A9%E5%A8%9C&search-alias=books) 著.创意立裁. 北京：中国纺织出版社，2014-1-1

[5] 魏静等.礼服设计与立体造型.北京：中国纺织出版社，2011-8-1

**1711362+Stereoscopic Tailoring 2**

**Course Number:** 1711362

**Course Title:** Stereoscopic Tailoring 2

**English Name:** Stereoscopic Tailoring 2

**Course Type:** Discipline basic compulsory courses

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

**Students:** Undergraduate students majoring in fashion design of art design

**Prerequisites:** Course 1 Garment Pattern Design**, Course 2** Garment Process Design**, Course 3** Stereoscopic Tailoring 1

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

**Course Description:**）

Stereoscopic Tailoring 2 is a compulsory course offered by the College (Department) of Art and Design for undergraduate students majoring in fashion and accessories design. Combining the characteristics of disciplines, majors and courses, from the explanation of the evolution, status and frontier of Stereoscopic Tailoring plate technology, inspire students' sense of responsibility, sense of mission and sense of honor, and guide students to constantly improve their professional quality. Establish the three-dimensional consciousness of fashion design and expand the ideas and means of fashion design by learning and mastering the methods of directly obtaining fashion modeling and cutting on the three-dimensional dress form. It is to choose the sample cloth with similar characteristics of the fabric, and directly hang it on the [dummy](http://baike.baidu.com/view/1557082.htm) for cutting and design, so it is called "[soft sculpture](http://baike.baidu.com/view/948120.htm)" with the dual characteristics of art and technology. In the operation process, you can design, cut, make improvement, observe effects and correct problems at any time. So that many difficult modeling problems in plane cutting can be solved. Through teaching and practice, combined with the acquisition of basic prototype, the law of style change and shape change, carry out the Stereoscopic Tailoring modeling of dress and dress skirt. Complete the creation independently, express the fashion modeling, and express the most sufficient modeling from the perspective of structure.

Course focus: Paper-Stereoscopic Tailoring modeling practice, draping-Stereoscopic Tailoring practice, corrugated-Stereoscopic Tailoring practice and practice of multi-materials and multi-methods

The difficulties of teaching content: Dress-Stereoscopic Tailoring and 3D modeling

**Recommended Textbooks/References:**

[1] (USA) Hilde▪Jafee (Author), Zhang Ming (Translator), American Classic Stereoscopic Tailoring Tutorial, Beijing: China Textile Press, July 1, 2014

[2] Cao Qinghua, Stereoscopic Tailoring of European Fashion, Beijing: China Textile Press, January 1, 2012

[3] Li Wei, Stereoscopic Tailoring: Beijing: Higher Education Press, January 1, 2007

[4] [Qiu Peina](http://www.amazon.cn/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=邱佩娜&search-alias=books), Creative Stereoscopic Tailoring, Beijing: China Textile Press, January 1, 2014

[5] Wei Jing, et al, Formal Dress Design and 3D Modeling, Beijing, China Textile Press, August 1, 2011

# 1760119+服装专题设计1

**课程编号：**1760119

**课程名称：**服装专题设计1

**英文名称：**

**课程类型：**学科基础必修课

**学分：**4 **总学时：**64

**适用对象：**服装与服饰设计专业本科生

**先修课程：**造型基础、服装版型与工艺1234、形式语言12、图案、设计思维、服饰传统手工艺、服装设计基础12、立体裁剪12、创新创业

**考核形式：**考查

**课程简介：**

《服装专题设计1》是与企业产品开发内容作为实际课题注入教学活动中的课程，要求关注社会主义经济动向，关注时事政治，学习掌握经济与政治的关系，用更成熟的理论了解市场经济，从了解企业文化、企业发展目标、企业的产品开发需求以及对应的市场现状入手，基于前面所学专业知识即有的设计方法、创意思维、工艺基础都已经有了一定程度的积累上，来认识时市场流行以及时尚趋势对产品开发提供创意的范围，让学生脱离盲目的创新，将设计才情落地，真实体验作为一个企业设计师所做的所有工作和作为一个优秀设计师所该具备的专业知识结构，与企业的发展心心相惜，抛开个性化需求设计出契合企业发展、契合市场定位、具备商业竞争力的产品来，为社会主义市场经济贡献力量。

**推荐教材或主要参考书：**

[1] 尹舜煌《服装品牌色彩设计－让品牌畅销的色彩奥秘》中国纺织出版社 2013-10

[2]马丁·道伯尔《国际时装设计元素：设计与调研》东华大学出版社 2019-3

# **1760119**+Theme Fashion Design 1

Course No: 1760119

**Course Title:** Theme Fashion Design 1

**English Name:**

**Course Type:** Discipline basic compulsory courses

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

Students: Undergraduate students majoring in fashion and fashion design

**Prerequisites:** Modeling Foundation, Fashion Type Version and Crafts 1234, Form Language 12, Image, Design Thinking, Costume Tradition Handicrafts, Foundation for Fashion 12, Stereoscopic Tailoring 12, Creation Business

**Evaluation Method:** Evaluation

**Course Description:**

Theme Fashion Design 1 is a course integrating enterprise product development content into teaching activities as a practical topic. It enables students to focus on the trend of socialist economy, current affairs and politics, master the relationship between economy and politics, understand the market economy with more mature theories, understand corporate culture, corporate development goals, corporate product development needs and corresponding market status, rely on the previous professional knowledge of the design method, creative thinking, technology foundation accumulated to a certain extent, recognize the range of market trends and fashion trends that provide creativity for product development, let students get rid of blind innovation, put their design talents into practice, truly experience all the work done as an enterprise designer and the professional knowledge structure that an excellent designer should have, cherish the development of the enterprise, put aside their personalized needs, and design products that are in line with enterprise development, market positioning and commercial competitiveness and contribute to the socialist market economy.

**Recommended Textbooks/References:**

[1] Yin Shunhuang, Color Design of Fashion Brands---The Power of Color in Market Expansion, China Textile Press, October 2013

[2] Martin Dawber, Elements of International Fashion Design: Design and Research, Donghua University Press, March 2019

**1760120+服装专题设计2**

**课程编码：1760120**

**课程名称：专题设计2**

**英文名称：**XXXXX

**课程类型：**学科基础必修课

**学分：** 4 **总学时：** 64

**面向对象：**艺术设计专业服装与服饰设计方向类本科生

**先修课程：** 造型基础A/B、形式语言1/2；图案、设计史、中国工艺美术史、设计技术、速写、设计思维、手绘时装画技法、新生研讨课、服装设计基础1/2/3、服装版型与工艺1/2/3/4、立体裁剪1/2、服装概论、中外服装史、艺术采风

**考核形式：** 平时成绩+考试

**课程简介：**

《服装专题设计2》是艺术设计学院（部）为服装与服饰设计专业本科生开设的学科基础必修课。本课程的任务是将社会实际需求与学生的个性化主题设计的创新思维综合，进行思维与实用相结合的针对性训练。课程分为高级定制设计、版型设计和工艺制作三个阶段，分别从“信息采集与主题设计”、“版型与深化设计”、“技术工艺”三个方面入手，解决“设计方案—产品实现方法—产品制作”这一礼服/高级成衣研发全过程中的核心内容。使学生对高级时装（定制类）有一个全面实践与认知。教学内容重点：款式结构设计、材料应用设计、色彩与细节搭配、版型与工艺设计等全面综合能力运用。教学内容的难点：课程融入企业、市场与社会需求，建立完整的设计构想方案和具体的实施方案方法。

**推荐教材或主要参考书：**

[1] 王威仪，汪来春，王世竹《最新礼服纸样与裁剪实例》化学工业出版社 2016.09

[2] 苏·占金·琼斯 《国际时尚设计丛书·服装：时装设计（第二版）》，中国纺织出版社2013,11

[3] 杰奎琳·麦克阿瑟 《时装设计元素：造型与风格》中国纺织出版社，2013,11,1

[4] （日）文化服装学院编 《日本文化服装讲座》，中国轻工业出版社

**1760120+Theme Fashion Design 2**

**Course Number: 1760120**

**Course Title: Theme Design 2**

**English Name:** XXXXX

**Course Type:** Discipline basic compulsory courses

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

**Students:**Undergraduate students majoring in fashion design of art design

**Prerequisites:** Modelling Foundation A/B, Form Language 1/2; Image, Design History, History of Chinese Arts and Crafts, Design Techniques, Sketch, Design Thinking, Fashion Hand-painting Techniques, Freshman Seminar Course, Foundation for Fashion Design 1/2/3, Fashion Type Version and Crafts 1/2/3/4, Stereoscopic Tailoring 1/2, Conception of Fashion, Chinese and Western Fashion History, Art Information Gathering

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

**Course Description:**

Theme Fashion Design 2 is a discipline basic compulsory course offered by the College (Department) of Art and Design for undergraduate students majoring in fashion and accessories design. The main target of this course is to integrate the actual needs of society with the innovative thinking of students' personalized theme design, and carry out targeted training of the combination of thinking and practice. This course is divided into three stages: advanced custom design, pattern design and process production, aiming to teach the core content of "design scheme -- product realization method---product production" in the whole process of dress/senior garment research and development from the three aspects of "information collection and theme design", "pattern and deepening design", and "technology". Enable students to have a comprehensive practice and understanding of senior fashion (customized). Course focus: Comprehensive ability application of style structure design, material application design, color and details matching, pattern and process design and so on. The difficulties of teaching content: This course establishes a complete design concept and specific implementation method as per needs of enterprises, market and society.

**Recommended Textbooks/References:**

[1] Wang Weiyi, Wang Lichun, Wang Shizhu, Examples of Latest Dress Pattern and Cutting, Chemical Industry Press, September 2016

[2] Sue·Jean·Jones International Fashion Design Series·Fashion: Fashion Design (2nd Edition), China Textile Press, November 2013

[3] Jacqueline McAssey, Fashion Design Elements: Shape and Style, China Textile Press, November 1, 2013

[4] (Japan) College of Culture and Fashion, Lecture on Japanese Culture and Fashion, China Light Industry Press

# 1760121+无障碍服装设计

**课程编码：**1760121

**课程名称：**无障碍服装设计

**英文名称：**Barrier-free clothing design

**课程类型：**学科基础必修课

**学分：**2.5 **总学时：**40

**面向对象：**服装与服饰设计专业四年级上学期

**先修课程：**服装设计基础1、服装设计基础2、服装设计基础3、服装版型与工艺1、服装版型与工艺2、服装版型与工艺3、服装版型与工艺4

**考核形式：**平时成绩+考试

**课程简介：**

“无障碍服装设计”课程，是以无障碍设计为理念，强调设计以人为本，倡导人文关爱设计情怀，关注老年社会问题，关注弱势群体需求，以发现问题，解决问题为课程目标，培养设计创新能力。以问题为导向，针对老弱病残人群对服装穿着的健康需求问题，消除人在服装穿着和使用中的困难与障碍。以创新性设计为课程目标，展开跟踪调研、问题分析、跨专业结合与创新，以大家一起来做设计的教学交流研讨形式消除自我设计盲点。通过分析人与服装与环境之间的关系，在服装结构、版型、功能性材料应用，以及技术工艺设计等进行不断完善和设计实践，建立创新设计思维，培养学生创新设计能力。

**推荐教材或主要参考书：**

1、潘建华，《服装人体工程学与设计》，华东大学出版社，2008年1月

2、贾祝军，《无障碍设计》，化学工业出版社，2015年6月

# **1760121+**Obstacle-free Fashion Design

****Course Number:** 1760121**

**Course Title: Obstacle-free Fashion Design**

****English Name:**** Barrier-free clothing design

****Course Type:** Discipline basic compulsory courses**

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

****Students:** Senior majoring in fashion and accessories design (semester 1)**

****Prerequisites:** Foundation for Fashion Design 1, Foundation for Fashion Design 2, Foundation for Fashion Design 3, Fashion Type Version and Crafts 1, Fashion Type Version and Crafts 2, Fashion Type Version and Crafts 3, Fashion Type Version and Crafts 4**

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

**Course Description:**

"Obstacle-free Fashion Design" takes obstacle-free design as the concept, emphasizes people-oriented design, advocates humanistic care and design feelings, focuses on the social problems of the elderly and the needs of vulnerable groups, aims to find and solve problems and cultivates the ability of design innovation. It's people-oriented, aiming at the health needs of the elderly, the sick and the disabled, and eliminating the difficulties and obstacles in the wearing and use of clothing. With innovative design as the course objective objective, carry out follow-up research, problem analysis, interdisciplinary combination and innovation, and eliminate the blind spot of self-design in the form of teaching exchange and discussion in which everyone makes design together. Through the analysis of the relationship between people, clothing and environment, continuous improvement and design practice in clothing structure, pattern, application of functional materials, and technical process design, establish the creative design thinking and train students' creative design ability.

**Recommended Textbooks/References:**

**1. Pan Jianhua, Garment Ergonomics Design, East** China University Press, January 2008

**2. Jia Zhujun, Barrier Free Design,** Chemical Industry Press, June 2015

# 1760122+服装品牌与营销

**课程编号：1760122**

**课程名称：**服装品牌与营销

**英文名称：**Fashion Brand and Marketing

**课程类型：**学科基础必修课

**学分：**3 **总学时：**48

**适用对象：**服装与服饰设计专业本科生

**先修课程：**无

**考核形式：**考查

**课程简介：**

本课程是服装设计专业的专业理论课程，坚持以立德树人为根本任务，培养德才兼备、全面发展的新时代中国特色社会主义建设者和接班人。学生通过走访市场，掌握服装市场调研的基本方法，了解服装市场营销的基本状况，了解典型品牌的产品运作方式方法，并结合服装企业品牌（或设定假想品牌）进行新产品开发设计，掌握如何以市场为依据进行产品的开发设计。课程重点教授服装市场的概念和要素，消费者消费心理，服装的流行与传播，等基础理论知识，并掌握市场调研的内容和方法；根据专业知识，了解服装市场概况，（并结合服装企业品牌）做出市场调研报告分析；在市场调研过程中，了解消费者的购物心理与购物行为，并进一步理解服装的流行。（在相应服装企业品牌基础上）了解市场定位的概念、意义；具体掌握如何进行市场定位，与市场定位的方式方法。了解服装企业新产品设计开发的全过程，并针对自己上一周所调研的服装品牌，进行深入调研，并写出调研报告；结合自己的市场调研情况，结合服装企业品牌（或设定假想品牌），进行一个季度的新产品开发。

**推荐教材或主要参考书：**

1.宁俊主编.《服装营销管理》中国纺织出版社2004年1月

2.宁俊、李淑珍主编.《服装营销管理教学案例》中国纺织出版社.2004年10月

3.（美）科特勒著梅汝和等译.《营销管理分析、计划、执行和控制》上海人民出版社.1999年

4.曹亚克等编著.《服装市场营销教程》中国纺织出版社2000年4月

# 1760122+Fashion Brand and Marketing

**Course No: 1760122**

**Course Title:** Fashion Brand and Marketing

**English Name:** Fashion Brand and Marketing

**Course Type:**Discipline basic compulsory courses

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

Students: Undergraduate students majoring in fashion and fashion design

**Prerequisites: None**

**Evaluation Method:** Evaluation

**Course Description:**

This course is a professional theoretical course for fashion design major. With the fundamental task of building morality and cultivating people, this course is to cultivate builders and successors of socialism with Chinese characteristics in the new era with both political integrity and ability and all-round development. By visiting the market, students can master the basic methods of clothing market research, understand the basic situation of clothing marketing, and understand the product operation methods of typical brands, carry out new product development and design in combination with clothing enterprise brand (or set a hypothetical brand), and master how to carry out product development and design based on the market. The teaching contents of this course are mainly covered by following aspects: teach the concept and elements of fashion market, consumer psychology, fashion popularity and spreading, and other basic theoretical knowledge, and master the contents and methods of market research; understand the general situation of fashion market according to professional knowledge, and make Market Research Report and analysis (combined with fashion enterprise brand); in the process of market research, understand consumers' shopping psychology and shopping behavior, and further understand the popularity of fashion. Understand the concept and significance of market positioning on the basis of the corresponding clothing enterprise brand; and specifically master how to carry out market positioning, and market positioning methods. Understand the whole process of new product design and development of fashion enterprises, conduct in-depth research on the fashion brands investigated last week, and write the research report; and carry out a quarter of new product development in combination with their own market research and fashion enterprise brand (or set a hypothetical brand).

**Recommended Textbooks/References:**

1. Ning Jun (Editor-in-chief), Fashion Marketing Management, China Textile Press, January 2004

2. Ning Jun, Li Shuzhen (Editor-in-chief), Teaching Cases of Fashion Marketing Management, China Textile Press, October 2004

3. Author (USA) Kotler, Translator Mei Ruhe et al, Marketing Management Analysis, Planning, Execution and Control, Shanghai People's Publishing House, 1999

4. Cao Yake, et al, Fashion Marketing Tutorial, China Textile Press, April 2000

**1760123+传统手工艺实践2**

**课程编码：**1760123

**课程名称：**传统手工艺实践2

**英文名称：**Clothing Handicraft Techniques

**课程类型：**学科基础必修课

**学分：** 3 **总学时：** 48

**面向对象：**服装与服饰设计专业本科生

**先修课程：**传统手工艺实践1

**考核形式：** 平时成绩+考查

**课程简介：**

本课程是艺术设计学院为服装与服饰设计专业本科生开设的学科基础必修课。全课程主要分两个部分，中国结编结技法和刺绣工艺技法。中国结与刺绣都是中国传统的手工艺，本课程全面介绍中国结和刺绣工艺的历史、发展、现状，引导学生对中国传统文化的热爱增强民族自信,并鼓励创新实践。中国结部分，主要介绍各种结饰的寓意、符号性、象征性，重点讲解传统中国结的基本结、变化结、盘扣，服饰品等的编结技法。刺绣工艺部分，主要教授绣花、珠绣、挑补绣等基础工艺针法，同时学习传统配色规律及现代服装服饰装饰手针工艺的应用规律。在掌握两种工艺技法的基础上引导学生尝试新的设计。培养学生有把传统手工艺与现代的服装、服饰品结合进行创作设计的能力，为以后的服装专业设计奠定必要的手工技能基础和其相关的设计基础。

教学内容重点：对中国结编结技法和刺绣工艺技法的掌握。

教学内容的难点：把传统的手工艺技法用于创新设计实践。

**推荐教材或主要参考书：**

[1] 曹海梅 著，《手工时光——中国结》 中国画报出版社2018年7月 第二版

[2] 陈立 编著，《刺绣艺术设计教程》 清华大学出版社2005年10月1日

**1760123+Traditional Handicrafts Practice 2**

**Course Number:** 1760123

**Course Title:** Traditional Handicrafts Practice 2

**English Name:** Clothing Handicraft Techniques

**Course Type:**Discipline basic compulsory courses

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

**Students:** Undergraduate students majoring in fashion and fashion design

**Prerequisites:** Traditional Handicrafts Practice 1

**Evaluation Method:** course participation + evaluation

**Course Description:**

This course is a discipline basic compulsory course offered by the College of Art and Design for undergraduate students majoring in fashion and accessories design. This course is composed of two parts: Chinese knot weaving techniques and embroidery techniques. Chinese knot and embroidery are traditional Chinese handicrafts. This course comprehensively introduces the history, development and current situation of Chinese knot and embroidery, guides students to love Chinese traditional culture, enhances national self-confidence and encourages innovative practice. Chinese knot part mainly introduces the implication and symbolism of various knot decorations, focusing on the basic knot, change knot, buckle, clothing and other weaving techniques of traditional Chinese knot. Embroidery techniques part mainly teaches basic craft stitches such as embroidery, pearl embroidery and pick and fill embroidery. Meanwhile, learn the application law of traditional color matching law and modern clothing decoration hand stitching technology. Guide students to try new design on the basis of mastering two craft and techniques. Cultivate students' ability to combine traditional handicrafts with modern fashion and accessories for creative design, so as to lay the necessary foundation of manual skills and related design foundation for future professional design.

Course focus: Master Chinese knot weaving techniques and embroidery techniques.

The difficulties of teaching content: Apply the traditional handicraft techniques to creative design practice.

**Recommended Textbooks/References:**

[1] Cao Haimei, Handicraft---Chinese Knot, China Pictorial Publishing House (2nd Edition), July 2018

[2] Chen Li, Embroidery Art Design Course, Tsinghua University Press, October 1, 2005

# 1760043+创新创业

**课程编号：**1760043

**课程名称：**创新创业

**英文名称：**

**课程类型：**实践环节必修课

**学分：**2 **总学时：**60

**面向对象：**服装与服饰设计专业本科生

**先修课程：**无

**考核形式：**考查

**课程简介：**

课程处于四年大学教学内容的实践环节，在学生的政治思想、专业素养都具备一定成熟度的阶段，要求学生对服装艺术形态有一个整体而深入的认识，扩展服装宽广形态的开放性实践，通过制作夸张的、具有感染力服装艺术作品训练，贴近以后的专业学习所需要建立的视觉艺术素养奠定基础。同时，将切入社会上的设计创意比赛，通过参与大赛检验自己掌握创意的精髓和方法，深刻理解服装设计行业中创新在职业生涯中的重要地位。

通过该课程的通过主题的艺术设计构想实践出真实的作品来，进一步理解服装与人体的关系，两者的完美结合形成的更具说服力的设计作品，并在实践过程中理解服装语言的多样性和表现力。教学目标也需要让学生提高专业技能的深入认知，并能举一反三的理解工艺技术的真正价值所在。

**推荐教材或主要参考书：**

[1]胡小平.现代服装设计创意与表现. 西安交通大学出版社，2002年11月1日

[2]徐雪漫、姬益波.中法服装设计主题教学丛书. 江苏美术出版社，2005年1月

[3]梁军.国际流行时尚服装设计丛书—服装设计创意—先导性服饰文化与服装创新设计，2015年6月

# 1760043+Creation Business

Course No: 1760043

Course Title: Creation Business

**English Name:**

Course Type: Practical compulsory course

**Credits:** 2 **Total Credit** Hours: 60

**Students:** Undergraduate students majoring in fashion and fashion design

**Prerequisites: None**

**Evaluation Method:** Evaluation

**Course Description:**

This course is the practice link of four-year teaching contents, in which students have mature political thought and professional quality. Students should have an overall and in-depth understanding of the fashion art form, expand the open practice of the broad fashion form, and lay a foundation for the visual art accomplishment required by the future professional study through the training of making exaggerated and infectious fashion art works. Meanwhile, it involves the creative design competition in the society to test the essence and method of mastering creativity by participating in the competition, so as to deeply understand the important position of innovation in the career of fashion design industry.

Further understand the relationship between fashion and human body by practicing real works through the artistic design concept of the theme, combine the two perfectly to form a more persuasive works and understand the diversity and expression of fashion language in the practice process. The main target of this course is to enable students to improve the in-depth knowledge of professional skills and understand the real value of technology by analogy.

**Recommended Textbooks/References:**

[1] Hu Xiaoping, Modern Fashion Design Creativity and Performance, Xi'an Jiaotong University Press, Nov. 1, 2002

[2] Xu Xueman, Ji Yibo, Sino French Fashion Design Theme Teaching Series, Jiangsu Fine Arts Publishing House, January 2005

[3] Liang Jun, International Fashion Design Series---Fashion Design Creativity---Pioneering Fashion Culture and Fashion Innovation Design, June 2015

**1711162+认识实习**

**课程编码：**1711162

**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：**服装服饰设计专业本科生

**先修课程：**无

**考核形式：** 平时成绩+考试

**课程简介：**

认识实习是艺术设计学院为服装与服饰设计专业本科生开设的实践环节必修课程类型。教学内容设计结合学科、专业和课程的特色，从图案素养养成的目标出发。展开博物馆教育研学体验，激发学生的责任感、使命感与荣誉感，引导学生不断提升专业素养。本课程的任务是通过对服装、服饰图案的临摹与学习，加深对传统文化的了解与感知，为进一步的专业学习作好准备。通过参观、临摹博物（展览）馆的相关展品，在实际观察中体会服装、服饰及其它器物上的装饰细节；在临摹优秀的图案纹样中感受蕴含着丰富的形式美语言、独特的韵味，体会某一类型文化的独特魅力。同时，在临摹的过程中，能够帮助我们感悟设计图案时的思路历程。

教学内容重点： 图案临摹

教学内容的难点：图案发展脉络

**推荐教材或主要参考书：**

[1] 雷圭元著,杨成寅、林文霞记录整理,雷圭元论图案艺术.浙江美术学院出版，1992年

[2] 雷圭元著 廖延彦编，雷圭元文集，山东美术出版社，2011年3月

[3] 包铭新 主编，中国染织服饰史导读，华东大学出版社，2010年3月

[4] 黄辉著，中国历代服制服饰，江西美术出版社，2011年1月

[5] 吴山主编，中国历代服装、染织、刺绣词典， 凤凰出版传媒集团、江苏美术出版社出版，2011年8月

**1711162+Practice for Theoretical Knowledge**

**Course Number:**1711162

**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 fashion and fashion design

**Prerequisites: None**

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

**Course Description:**

Practice for Theoretical Knowledge is a practice compulsory course offered by the College of Art and Design for undergraduate students majoring in Fashion and Accessories Design. The teaching contents are designed as per the features of discipline, major and course with the target of cultivating the pattern literacy. Carry out museum education and research experience, stimulate students' sense of responsibility, mission and honor, and guide students to continuously improve their professional quality. The main target of this course is to deepen the understanding and perception of traditional culture through the copying and learning of clothing and clothing patterns, so as to prepare for further professional learning. Through visiting and copying the relevant exhibits of the museum (exhibition), students can experience the decorative details of fashion, accessories and other utensils in the actual observation; When copying excellent patterns, students can feel the rich formal beauty, language and unique charm, and experience the unique charm of a certain type of culture. Meanwhile, in the process of copying, it can help us understand the process of thinking when designing images.

Course focus: Image Imitating

The difficulties of teaching content: Image development context

**Recommended Textbooks/References:**

[1] Lei Guiyuan, sorted by Yang Chengyin, Lin Wenxia, Lei Guiyuan on Pattern Art, Zhejiang Fine Arts Publishing House, 1992

[2] Lei Guiyuan, Liao Yanyan, Collected Works by Lei Guiyuan, Shandong Fine Arts Publishing House, March 2011

[3] Bao Mingxin (Editor-in-chief), Introduction to the History of Chinese Dyeing and Weaving Clothing, Donghua University Press, March 2010

[4] Huang Hui, Chinese Costume system in Past Dynasties, Jiangxi Fine Arts Publishing House, January 2011

[5] Wu Shan (Editor-in-chief), Dictionary of Chinese Clothing, Dyeing and Weaving and Embroidery in Past Dynasties, Phoenix Publishing & Media, Jiangsu Fine Arts Publishing House, August 2011

# 1711207+工作实习1

**课程编码：**1711207

**课程名称：**工作实习1

**英文名称：**Practice for Employment 1

**课程类型：**实践环节必修课

**学分：** 2 **总学时：**60

**面向对象：**艺术设计专业服装设计方向本科生

**先修课程：无**

**考核形式：**平时成绩

**课程简介：**

工作实习1是艺术设计学院为服装与服饰设计专业本科生开设的实践环节必修课。本课程的任务是同实践环节选修课相关课程群相结合，选择与课程相关的著名服装企业，通过到优秀企业实际考察，接受企业设计师、营销人员、管理人员等实地教学授课，通过对大型面料市场、成衣调研与企业考察记录等形式，将企业与市场需求带入该课程中，按照企业具体设计要求完成企业所需的服装产品设计以提高设计水平与能力。教学内容重点：深入企业、公司、社会，进行实践课题项目设计或生产实践，学习和掌握服装产品设计、生产工艺、流程、不同材料的性能及运用等内容。教学内容的难点：全方位深入了解企业运行机制，对实践环节的掌握与理解，巩固所学理论知识应用于实际，提高学生自身的设计创作与实际结合的能力。带领学生走出教室，融入到社会实践的大课堂，走进企业了解一线的生产单位的经营发展状况，感受优秀企业的文化精神和实现梦想的动力，为人而设计，满足人民对于美好生活的向往和需求，了解设计师的素养、行业的的规范要求、设计的理想与道德观，培养社会责任感和担当意识。

**推荐教材或主要参考书：**

[1]郭鹤，《服装设计实习》，北京理工大学出版社，ISBN：9787564038182，2010-9

[2]张明德，《服装制作实习》，高等教育出版社，ISBN：9787040102413,2002-4

[3]王家馨，《服装制版实习》，高等教育出版社，ISBN：9787040102390

[4]姜蕾，《服装生产管理》，高等教育出版社，ISBN：9787040102345

# 1711207+Practice for Employment 1

**Course Number:** 1711207

**Course Title:** Practice for Employment 1

**English Name:**Practice for Employment 1

Course Type: Practical compulsory course

**Credits:** 2 Total Credit Hours: 60

**Students:** Undergraduate students majoring in fashion design of art design

**Prerequisites: None**

**Evaluation Method:** course participation

**Course Description:**

Work Internship 1 is a practice compulsory course offered by the College of Art and Design for undergraduate students majoring fashion and accessories design. The main target of this course is to combine with relevant practice elective courses, select famous garment enterprises related to the course to accept on-the-spot teaching by enterprise designers, marketers and managers through actual investigation in excellent enterprises, and teach the enterprise and market demand in the course through the forms of large-scale fabric market, garment research and enterprise investigation records, complete the garment product design required by the enterprise according to the specific design requirements of the enterprise, so as to improve the design level and ability. Course focus: Go to enterprises, companies and the society to conduct practical project design or production practice, learn and master fashion product design, production process, procedure, performance and application of different materials, etc. The difficulties of teaching content: Fully understand the operation mechanism of enterprises, master and understand the practical links, consolidate the theoretical knowledge learned in practice, improve students' ability to combine design and creation with practice. Lead students to the big classroom for social practice, go to enterprises to learn the operation development situation of first line production enterprises, experience the cultural spirit of excellent enterprises and the driving force to realize their dreams, design for people, meet people's yearning and needs for a better life, and understand the quality of designers, the normative requirements of the industry, the ideals and ethics of design, and cultivate the sense of social responsibility.

**Recommended Textbooks/References:**

[1] Guo He, Fashion Design Practice, Beijing Institute of Technology Press, ISBN: 9787564038182, 2010-9

[2] Zhang Mingde, Fashion Production Practice, Higher Education Press, ISBN: 9787040102413, 2002-4

[3] Wang Jiaxin, Fashion Plate Making, Higher Education Press, ISBN: 9787040102390

[4] Jiang Lei, Fashion Production Management, Higher Education Press, ISBN: 9787040102345

# 1711208 +工作实习2

**课程编码：**1711208

**课程名称：**工作实习2

**英文名称：**Practice for Employment 2

**课程类型：**实践环节必修课

**学分：** 2 **总学时：**60

**面向对象：**艺术设计专业服装设计方向本科生

**先修课程：无**

**考核形式：**平时成绩

**课程简介：**

工作实习2是艺术设计学院为服装与服饰设计专业本科生开设的实践环节必修课。课程的任务是通过到企业实际学习，接受设计师、营销与管理等人员教学授课，了解作为一名设计师应具备的职业素养、道德规范，对版型、布料与成衣特色进行调研，将企业与市场需求带入该课程中。以深入实际的方法提高分析和解决市场供需关系的能力，按照企业具体设计要求完成所需的服装产品设计。教学内容重点：让学生融入到企业、公司、社会，进行实践课题项目设计或生产实践，学习和掌握服装产品设计具体方法、生产工艺、运转流程，理解不同材料的性能及运用手法。教学内容的难点：进一步巩固所学理论知识应用于实际，将产、学、研贯穿于课程之中。

**推荐教材或主要参考书**：

[1]郭鹤，《服装设计实习》，北京理工大学出版社，ISBN：9787564038182，2010-9

[2]张文斌，服装制版-提高篇，东华大学出版社 , 2014.03 ，ISBN : 978-7-5669-0407-2

[3]张明德，《服装制作实习》，高等教育出版社，ISBN：9787040102413,2002-4

[4] 杨以雄，服装生产管理，东华大学出版社，2005.03，ISBN：7-81038-862-2

[5]赵平， 服装营销学，中国纺织出版社 , 2015.11，ISBN号 ：978-7-5180-1579-5

# 1711208+Practice for Employment 2

**Course Number:** 1711208

**Course Title:** Practice for Employment 2

**English Name:**Practice for Employment 2

**Course Type:** Practical compulsory course

**Credits:** 2 Total Credit Hours: 60

Students: Undergraduate students majoring in fashion design of art design

**Prerequisites: None**

**Evaluation Method:** course participation

**Course Description:**

Work Internship 2 is a practice compulsory course offered by the College of Art and Design for undergraduate students majoring fashion and accessories design. The main target of this course is to understand the professional quality and ethics that a designer should have through practical learning in enterprises and teaching by designers, marketing and management personnel, investigate the characteristics of version, cloth and ready-made clothes, and teach the course as per the needs of enterprises and market. Improve the ability to analyze and solve the relationship between market supply and demand with in-depth and practical methods, and complete the required garment product design according to the specific design requirements of the enterprise. Course focus: Lead students to enterprises, companies and the society to conduct practical project design or production practice, learn and master the specific methods of fashion product design, production process and procedure, and understand performance and application methods of different materials. The difficulties of teaching content: Further consolidate the theoretical knowledge in practice, and combine production, learning, research throughout the course.

**Recommended Textbooks/References:**

[1] Guo He, Fashion Design Practice, Beijing Institute of Technology Press, ISBN: 9787564038182, 2010-9

[2] Zhang Wenbin, Fashion Plate Making-Advance, Donghua University Press, 2014.03, ISBN: 978-7-5669-0407-2

[3] Zhang Mingde, Fashion Production Practice, Higher Education Press, ISBN: 9787040102413, 2002-4

[4] Yang Yixiong, Fashion Production Management, Donghua University Press, 2005.03, ISBN: 7-81038-862-2

[5] Zhao Ping, Fashion Marketing, China Textile Press, 2015.11, ISBN: 978-7-5180-1579-5

**1711229+艺术采风**

**课程编码：**1711229

**课程名称：**艺术采风

**英文名称：**Art Information Gathering

**课程类型：**实践环节必修课

**学分：**2 **总学时：**60

**面向对象：**艺术设计类专业服装设计方向本科生

**先修课程：无**

**考核形式：**平时成绩

**课程简介：**

艺术采风是艺术设计学院为服装与服饰设计专业本科生开设的实践环节必修课。课程任务是带领学生走出教室，融入到祖国民族文化的大课堂，在校外的“大舞台”受到熏陶，走进传统与民族优秀文化地区，感受民族服装文化精神，欣赏服装文化的多样性，让大山里的服饰文化走到城市与服装课堂之中，为传承服饰文化而设计，将民族元素注入新时代的设计元素，提高设计的素养和民族的情怀设计，培养设计师的社会责任感和担当意识。课程以实地采集传统、民族服装服饰为核心，其他历史文化艺术形式为辅助，为完成设计类课程做素材积累。通过对线路定位、考察调研、搜集整理，以掌握艺术采风的基本程序。采用速写、摄影、文字记录方式完成民族、传统服装服饰资料数据收集；并关注传统建筑、风光、民俗特点。教学内容重点：注重培养学生集体观念和吃苦耐劳的优秀品质，开拓学生的艺术与文化视野，启发学生完成主题选定、设计方法导入、材料和技法在设计中的具体运用，深入民族生活从而进行全新的认识，开拓视野、积累设计创作素材。教学内容的难点：深入了解民风民俗，将采风获取的信息应用于当代服装设计之中，使传统与现代、民族与时尚有机结合。

**推荐教材或主要参考书**：

[1]李梅，《艺术考察与采风》， 2014.02，上海交通大学出版社，ISBN : 978-7-313-10760-2

[2]李斌、戴红梅、李娟、汤重熹，《艺术采风》，2009.04，ISBN:7564021578, 9787564021573

[3]温庆武、周秀梅，《艺术采风：中国传统设计艺术考察》，2011.10，ISBN:9787307090385, 7307090384

**1711229+ Art Information Gathering**

****Course Number:**** 1711229

Course Title: Art Information Gathering

****English Name:**** Art Information Gathering

**Course Type:** Practical compulsory course

****Credits:** 2 **Total Credit** Hours: 60**

****Students:**** Undergraduate students majoring in fashion design of art design

****Prerequisites: None****

**Evaluation Method:** course participation

**Course Description:**

Art Information Gathering is a practice compulsory course offered by the College of Art and Design for undergraduate students majoring fashion and accessories design. The main target of this course is to lead students to the big classroom of national culture, receive edification in the "big stage" outside the school, enter the areas with excellent traditional and national culture, feel the spirit of national clothing culture, appreciate the diversity of clothing culture, bring the clothing culture in the mountains to the city and clothing classroom, design for the inheritance of clothing culture, inject national elements into the design elements of the new era, improve the design literacy and national feelings, and cultivate designers' sense of social responsibility. The course focuses on the field collection of traditional and national costumes, supplemented by other historical, cultural and artistic forms, so as to accumulate materials for the completion of design courses. Master the basic procedures of art information gathering through the line location, investigation and research, collection and sorting. Complete data collection of ethnic and traditional costumes by sketch, photography and written records and focus on the traditional architecture, scenery, folk characteristics. Course focus: This course focuses on cultivating students' collective concept and excellent quality of hard work, expand students' artistic and cultural vision, inspire students to complete theme selection, introduction of design methods, specific application of materials and techniques in design, experience national life, so as to have a new understanding, expand vision and accumulate design and creation materials. The difficulties of teaching content: Deeply understand the folk tradition and folk customs, apply the information collected in the modern fashion design and organically combine tradition with modern and nation with fashion.

**Recommended Textbooks/References:**

[1] Li Mei, Art Investigation and Art Information Gathering, Shanghai Jiaotong University Press, February 2014, ISBN: 978-7-313-10760-2

[2] Li Bin, Dai Hongmei, Li Juan, Tang Chongxi, Art Information Gathering, 2009.04, ISBN:7564021578, 9787564021573

[3] Wen Qingwu, Zhou Xiumei, Art Information Gathering: A Survey of Chinese Traditional Design Art, October 2011, ISBN:9787307090385, 7307090384

**1760114+服装传统手工艺实践1**

**课程编码：**1760114

**课程名称：**服装传统手工艺1

**英文名称：**XXXXX

**课程类型：**实践环节必修课

**学分：** 2 **总学时：**60

**面向对象：**服装与服饰设计专业本科生

**先修课程：**无

**考核形式：**平时作业成绩

**课程简介：**

 服装传统手工艺1是艺术设计学院（部）为服装与服饰设计专业本科生开设的实践环节必修课程类型。本课程是以防染为目的一种传统手工印 染技艺。课程任务是以对扎染、蜡染工艺的学习与实践为主要内容。教学内容重点：扎染、蜡染艺术的工艺与设计为中心，介绍扎染、蜡染艺术历史、工艺概述、设计方法及扎染、蜡染艺术所使用工具材料及工艺制作过程，了解整个工艺流程，初步学会扎染、蜡染等手工工艺技法。教学内容的难点：由于此课程为实践类课程，需要大量的实践练习，才能掌握传统工艺的基本要领，因此学生在课程学习中应课堂教学、工艺实训与课下练习相结合，打下传统手工艺的技法基础，为将来的服装、服饰的设计实践做好贮备。

**推荐教材或主要参考书：**

[1] 贾京生编著. 《蜡染艺术设计教程》.清华大学出版社，2010年3月

[2]杨建军编著. 《扎染艺术设计教程》.清华大学出版社，2010年1月

**1760114+Fashion Traditional Handicrafts Practice 1**

**Course Number:** 1760114

**Course Title:** Fashion Traditional Handicrafts 1

**English Name:** XXXXX

**Course Type:** Practical compulsory course

**Credits:** 2 Total Credit Hours: 60

**Students:** Undergraduate students majoring in fashion and fashion design

**Prerequisites: None**

**Evaluation Method:** Usual assignment performance

**Course Description:**

Fashion Traditional Handicrafts Practice 1 is a practice compulsory course offered by the College (Department) of Art and Design for undergraduate students majoring in fashion and accessories design. This course is a traditional handicraft printing and dyeing technique with the purpose of preventing dyeing. The main target of this course is the study and practice of tie-dyeing and batik dyeing. Course focus: With the crafts and design of tie-dyeing and batik dyeing as the center, introduce the history, process overview, design methods, tools and materials used in tie-dyeing and batik dyeing and the production process and learn the whole process of tie-dyeing and batik dyeing. The difficulties of teaching content: As a practice course, this course requires a lot of practical practice to enable students to master the basic essentials of traditional crafts. Therefore, students should combine classroom teaching, process training and after-class practice in the course study to lay the technical foundation of traditional handicrafts and prepare for the design practice of fashion and accessories in the future.

**Recommended Textbooks/References:**

[1] Jia Jingsheng, Batik Dyeing Art Design Tutorial, Tsinghua University Press, March 2010

[2] Yang Jianjun, Tie-dyeing Art Design Tutorial, Tsinghua University Press, January 2010

# 1760044+毕业设计（创作）

**课程编码：** 1760044

**课程名称： 毕业设计**

**英文名称：** Graduation Project

**课程类型：** 实践环节必修课

**学分：8** **总学时：**480

**面向对象：** 服装与服饰设计专业本科生

**先修课程：**造型基础、服装版型与工艺1/2/3/4、形式语言1/2、图案、设计思维、服饰传统手工艺1/2、服装设计基础1/2/3、立体裁剪1/2、创新创业、服装专题1/2、服装品牌与营销、形象设计、服装陈列设计、无障碍服装设计、创新选修、服装人体工学。

**考核形式：**考查

**课程简介：**

《毕业设计》是本科重要的必修实践教学环节，在本专业的人才培养方案中，对保障学生达成毕业要求具有不可替代的作用。在既有的意识形态逐渐清晰，树立了坚定而正确的世界观、人生观、价值观，三观更趋向于强烈的社会责任感，在此基础上做好充分的课题研究与选择，并积极与导师沟通确定规划好工作流程，并加以设计制作、实施撰写论文等实践活动，使学生进一步掌握本专业的基本知识、专业技术和学习方法，综合地、灵活地运用所学基础理论和专业技能解决服装与服饰设计专业的实际问题，并经历解决复杂实践问题的求解过程，从而获取全方位的训练。

在毕业设计期间，学生必须通过选题、资料阅读、选择和使用开发环境和工具、制定研究、设计和开发计划、撰写开题报告、撰写毕业论文（学位论文）、参加答辩等环节，在老师的指导下，独立完成对问题的分析、求解（含设计和实现）和总结，最终完成经过审定的题目。

**推荐教材或主要参考书：**

[1] 胡小平《现代服装设计创意与表现》西安交通大学出版社 2002-11

[2] 徐雪漫、姬益波《中法服装设计主题教学丛书》江苏美术出版社 2005-1

[3] 梁明玉《服装设计--从创意到成衣》中国纺织出版社 2018-10

# 1760044+Graduation Design (Creation)

**Course Number:** 1760044

**Course Title: Graduation Design**

**English Name:** Graduation Project

**Course Type:** Practical compulsory course

**Credits: 8** **Total Credit** Hours: 480

**Students:** Undergraduate students majoring in fashion and fashion design

**Prerequisites:** Modeling Foundation, Fashion Type Version and Crafts 1/2/3/4, Form Language 1/2, Image, Design Thinking, Fashion Traditional Handicrafts 1/2, Foundation for Fashion Design 1/2/3, Stereoscopic Tailoring 1/2, Creation Business Creation, Theme Fashion Design 1/2, Fashion Brand and Marketing, Image Design, Fashion Display Design, Obstacle-free Fashion Design, Creation (Optional), Fashion Ergonomics.

**Evaluation Method:** Evaluation

**Course Description:**

Graduation Design is a compulsory practice link for undergraduate students. In the talent training program of this major, it plays an irreplaceable role in ensuring students to achieve graduation requirements. On the basis of the gradual clear existing ideology, establish a firm and correct world outlook, outlook on life and values, and the three outlook with a strong sense of social responsibility. On this basis, carry out sufficient research and selection of topics, actively communicate with tutors to determine and plan the work flow, and carry out practical activities such as design, production and writing papers, enable students to master the basic knowledge, professional technology and learning methods of the major, comprehensively and flexibly use the basic theory and professional skills to solve practical problems of fashion and accessories design major, and experience the solution process of solving complex practical problems, so as to obtain all-round training.

During the graduation design, students must independently complete the analysis, solution (including design and realization) and summary of problems under the guidance of teachers through topics selection, data reading, selection and use of development environment and tools, formulation of research, design and development plan, writing opening report, writing graduation thesis (dissertation), participating in defense and other links, and finally complete the approved topic.

**Recommended Textbooks/References:**

[1] Hu Xiaoping, Modern Fashion Design Creativity and Performance, Xi'an Jiaotong University Press, November 2002

[2] Xu Xueman, Ji Yibo, Sino French Fashion Design Theme Teaching Series, Jiangsu Fine Arts Publishing House, January 2005

[3] Liang Mingyu, Fashion Design---From Creativity to Ready to Wear, China Textile Press, October 2018

**1760115+服饰传统手工艺**

**课程编码：**1760115

**课程名称：**服饰传统手工艺

**英文名称：**XXXXX

**课程类型：**学科基础选修课

**学分：** 2 **总学时：**32

**面向对象：**艺术设计类专业本科生

**先修课程：无**

**考核形式：**平时作业成绩

**课程简介：**

“服饰传统手工艺”是服装服饰专业开设的学科基础选修课，主要以服饰手工艺中传统刺绣工艺的学习与实践为主要内容。刺绣是我国传统的手工艺技法，随着时代的发展刺绣工艺日臻完善，刺绣作品被广泛运用于服装、服饰及生活日用品中。为了满足人们对服装、服饰品审美的多元化需求，利用刺绣工艺进行装饰，因此刺绣工艺成为服装、服饰品设计的新[视点](http://qkzz.net/magazine/9999-0002)。刺绣工艺形式的多样化应用及创新设计，能够充分体现服装、服饰品的设计风格，丰富其造型效果，增加其实用功能，并不断地满足人们对服装与服饰的新需求和新渴望。通过学习传统刺绣工艺中基础工艺针法，从而学会使用刺绣工具材料及工艺制作过程，理解针法在传统绣品图案中所发挥的作用，并初步了解装饰手针工艺的基本应用规律，培养学生对传统文化的兴趣，以便为今后设计实践打下传统手工艺的基础。

**推荐教材或主要参考书：**

[1] 吴山主编《中国历代服装、染织、刺绣词典》，凤凰出版传媒集团、江苏美术出版社出版，2011年8月

[2] 黄辉 著 《中国历代服制服饰》， 江西美术出版社 2011年1月

[3] 包铭新 主编《中国染织服饰史导读》，华东大学出版社，2010年3月版

**1760115+Costume Tradition Handicrafts**

**Course Number:** 1760115

**Course Title:** Costume Tradition Handicrafts

**English Name:** XXXXX

**Course Type:** Discipline basic elective course

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

**Students:** Undergraduate students majoring in art design

**Prerequisites: None**

**Evaluation Method:** Usual assignment performance

**Course Description:**

"Fashion Traditional Handicrafts" is a **discipline basic elective course** for fashion and accessories design, mainly focusing on the study and practice of traditional embroidery craft in costume handicrafts. Embroidery is a traditional handicraft technique in China. With the development of the times, embroidery technology is becoming more and more perfect. Embroidery works are widely used in fashion, accessories and daily necessities. To meet people's diversified aesthetic needs of fashion and accessories, embroidery technology is used for decoration. Therefore, embroidery technology has become a new [viewpoint](http://qkzz.net/magazine/9999-0002) in the design of fashion and accessories. The diversified application and innovative design of embroidery craft forms can fully reflect the design style of fashion and fashion products, enrich the modeling effect, increase the practical function, and constantly meet people's new demand and new desire for fashion and accessories. Through learning the basic craft needling of traditional embroidery process, learn to use embroidery tools, materials and craft production process, understand the role of stitching in traditional embroidery patterns, preliminarily understand the basic application law of decorative hand stitching technology, and cultivate students' interest in traditional culture, so as to lay the foundation of traditional handicrafts for future design practice.

**Recommended Textbooks/References:**

[1] Wu Shan (Editor-in-chief), Dictionary of Chinese Clothing, Dyeing and Weaving and Embroidery in Past Dynasties, Phoenix Publishing & Media, Jiangsu Fine Arts Publishing House, August 2011

[2] Huang Hui, Fashion System and Accessories in Past Chinese Dynasties, Jiangxi Fine Arts Publishing House, January 2011

[3] Bao Mingxin (Editor-in-chief), Introduction to the History of Chinese Dyeing and Weaving Clothing, Donghua University Press, March 2010

# 1760116+化妆与发型设计

**课程编号：1760116**

**课程名称：**化妆与发型设计

**英文名称：**Make-up and Hair Style Design

**课程类型：**学科基础选修课

**学分：**2 **总学时：**32

**适用对象：**服装与服饰设计专业本科生

**先修课程：**无

**考核形式：**考查

**课程简介：**

本课程作为服装与服饰设计专业的专业学习延伸及补充，坚持以立德树人为根本任务，培养德才兼 备、全面发展的新时代中国特色社会主义建设者和接班人的课程目标。本课程由化妆设计与技术、发型设计与技术两大部分组成。其中化妆基础部分重点教授化妆设计技巧与实际操作技能，内容主要有日常生活类矫正化妆、日常职业妆，舞台妆、时尚妆、身体彩绘妆等化妆的设计要领与操作技巧；发型设计与制作部分讲授发型与人物形象设计的关系，演示盘发、吹发、卷发等基本的发型制作技巧，使学生通过实际的操作演练学会化妆发型设计方法，不同类型的化妆发型技巧，提高个人审美修养与专业综合技能。

**推荐教材或主要参考书：**

1.徐家华、张天一编著,《化妆基础》.中国纺织出版社,2009.10.01

# 1760116+Make-up and Hair Style Design

**Course No: 1760116**

Course Title: Make-up and Hair Style Design

**English Name:Make-up and Hair Style Design**

**Course Type:** Discipline basic elective course

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

Students: Undergraduate students majoring in fashion and fashion design

**Prerequisites: None**

**Evaluation Method:** Evaluation

**Course Description:**

This course is a extension and supplement of study in fashion and accessories design. With the fundamental task of building morality and cultivating people, this course is to cultivate builders and successors of socialism with Chinese characteristics in the new era with both political integrity and ability and all-round development. This course is composed of makeup design and technology, hair design and technology. Wherein, the makeup design and technology focuses on teaching makeup design skills and practical operation skills, including daily life corrective makeup, daily professional makeup, stage makeup, fashion makeup, body painting makeup and other makeup design essentials and operation skills. The hair design and technology teaches the relationship between hairstyle and character image design, and demonstrates the basic hairstyle making skills such as curling, blowing and curling, so that students can learn the makeup hairstyle design methods and different types of makeup hairstyle skills through practical operation exercises and improve their personal aesthetic cultivation and professional comprehensive skills.

**Recommended Textbooks/References:**

1. Xu Jiahua, Zhang Tianyi, Makeup Foundation, China Textile Press, October 1, 2009

**1711228+形象设计**

**课程编号：**1711228

**课程名称：**形象设计

**英文名称：**Image Design

**课程类型：**实践环节选修课

**学分：**1 **总学时：**30

**适用对象：**服装与服饰设计专业本科生

**先修课程：**无

**考核形式：**考查

**课程简介：**

为了培养德才兼备、全面发展的新时代中国特色社会主义建设者和接班人，本课程由形象设计、化妆设计、发型制作三大部分组成，分别讲解形象设计的基本规律、女性服饰风格的八大类型、个人肤色属性诊断及服饰色彩搭配、化妆设计与技术、发型设计与技术、服装搭配技巧。本课程旨在培养学生的形象设计技能，使学生通过实际的操作演练掌握人物整体形象设计技能，完善学生的专业素养，加强服装设计专业学生的整体造型能力，使学生具备科学的、专业的人物形象设计的综合性设计能力。本课程还有助于提升学生的个人形象，拓宽专业范围，提高学生的就业能力。

**推荐教材或主要参考书：**

1于西蔓编著.《西蔓个人形象设计系列丛书》.中国纺织出版社.2004.10.

2徐家华、张天一编著.《化妆基础》.中国纺织出版社.2009.10.01

**1711228+Image Design**

Course No: 1711228

**Course Title:**Image Design

**English Name: Image Design**

**Course Type:** Practice elective course

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

Students: Undergraduate students majoring in fashion and fashion design

**Prerequisites: None**

**Evaluation Method:** Evaluation

**Course Description:**

To cultivate builders and successors of socialism with Chinese characteristics in the new era with both ability and political integrity and all-round development, this course is composed of three parts: image design, makeup design and hairstyle making. It explains the basic laws of image design, eight types of women's clothing styles, individual skin color attribute diagnosis and clothing color matching, makeup design and technology, hairstyle design and technology Clothing matching skills. This course aims to cultivate students' image design skills, enable students to master the overall image design skills of characters through practical operation exercises, improve students' professional quality, strengthen the overall modeling ability of students majoring in fashion design, and enable students to have the comprehensive design ability of scientific and professional character image design. The course also enhances students' personal image, broadens the range of majors, and improves students' employability.

**Recommended Textbooks/References:**

1. Yu Ximan, Ximan Personal Image Design Series, China Textile Press, October 2004

2. Xu Jiahua, Zhang Tianyi, Makeup Foundation, China Textile Press, October 1, 2009

**1711248+创新选修**

**课程编码：**1711248

**课程名称：**创新选修

**英文名称：**XXXXX

**课程类型：**实践环节选修课

**学分：** 2 **总学时：** 60

**面向对象：**艺术设计专业服装设计方向本科生

**先修课程：**无

**考核形式：** 平时成绩+考查

**课程简介：**

本科程是艺术设计学院为服装与服饰专业本科生开设的实践环节选修课。本课程的任务是在于引导学生针对服务北京、服务社会为主旨开展创新设计实践课程。本课程所涉及到的技术层面的设计课题的来源主要为传统印花工艺与丝网印工艺和智能面料与智能穿戴两个部分内容。通过大量的国内外优秀设计案例的分析，指导学生从寻找课题开始，逐步推进设计课题的完成。培养学生具有强烈社会责任感和人文关怀的产品创新设计服务意识，在设计过程中培养学生以及良好的职业素养和团队合作精神，突出的独立思考、良好表达、善于沟通、勇于创新的能力。实践课题中着重培养学生具有服装与服饰专业的综合拓展能力，成为具备服装与服饰行业领域内，设计与技术实践、策划、创业等可持续发展能力的高素质专业人才。

教学内容重点：掌握定向课题的设计程序进行设计实践

教学内容的难点：发现问题，确立设计主题

**推荐教材或主要参考书：**

[1] (美)利百加﹒佩尔斯-弗里德曼．智能纺织品与服装面料创新设计．中国纺织出版社，2018．

[2] 郑德海. 《丝网印刷工艺》. 工业出版社，1994年3月

[3] 王凯. 《丝网印刷工艺与实训》. 文化发展出版社，2013年11月

**1711248+Creation (Optional)**

**Course Number:** 1711248

**Course Title:** Creation (Optional)

**English Name:** XXXXX

**Course Type:** Practice elective course

**Credits:** 2 **Total Credit** Hours: 60

**Students:** Undergraduate students majoring in fashion design of art design

**Prerequisites: None**

**Evaluation Method:** course participation + evaluation

**Course Description:**

This course is a practice elective course offered by the College of Art and Design for undergraduate students majoring in fashion and accessories. The main target of this course is to guide students to carry out innovative design practice with the purpose of serving Beijing and society. The technical design themes involved in this course are mainly from two parts: traditional printing process and screen printing process, and intelligent fabric and intelligent wear. Through the analysis of many excellent design cases at home and abroad, guide students to look for the project, and gradually complete the design project. Cultivate students' strong sense of social responsibility and humanistic care of product innovation design service consciousness and cultivate students' good professional quality and teamwork spirit in the design process and highlight strong ability of independent thinking, good expression, good communication and innovation. The practice project focuses on cultivating students' comprehensive development ability of fashion and accessories major, and enabling students to become high-quality professionals with sustainable development ability of design and technology practice, planning and entrepreneurship in the field of fashion and accessories industry.

Course focus: Master the design process of directional subject for design practice.

The difficulties of teaching content: Find problems and establish design themes

**Recommended Textbooks/References:**

[1] (USA) Rebecca Pearles Friedman. Innovative Design of Intelligent Textile and Garment Fabric, China Textile Press, 2018.

[2] Zheng Dehai, Crafts of Screen Printing, March 1994

[3] Wang Kai, Screen Printing Technology and Practical Training, Cultural Development Press, November 2013

**1711189+毕业设计考察**

**课程编码：**1711189

**课程名称：**毕业设计考察

**英文名称：**XXXXX

**课程类型：**实践环节选修课

**学分：** 2 **总学时：** 60

**面向对象：**艺术设计专业服装与服饰设计方向类本科生

**先修课程：**造型基础A/B、形式语言1/2；图案、设计史、中国工艺美术史、设计技术、速写

**考核形式：** 平时成绩+考试

**课程简介：**

《毕业设计考察》课程为实践环节选修课，也是毕业设计先导课程。通过学生深入企业进行生产实践，学习并掌握服装产品设计、生产工艺、流程、不同材料的性能及运用等内容，为进一步完成毕业设计，特别是企业课题奠定基础。服饰与文化考察方向针对毕业设计中以艺术创思为核心的创意类型毕业设计作品创作团队展开。注重开拓学生的审美与艺术修养与文化视野，引用优秀的艺术采风作品启发学生对设计主题选定、设计方法导入、材料和技法在设计中的具体运用与效果体现等，进行全新的认识。

教学内容重点：选择相关地区和单位，进行艺术采风与企业实践工作的开展。

教学内容难点：如何深入相关企业与地区，深入理解企业文化，并有效融入企业之中；如何通过采风形式提升自身艺术修养和审美能力；如何通过速写、摄影、资料测绘等手段，完成是上述工作的整理和整合，是课程的难点所在。

**推荐教材或主要参考书：**

[1]作者：温庆武、周秀梅，《艺术采风：中国传统设计艺术考察》，2011年10月1日，**ISBN:** 9787307090385, 7307090384

[2]郭鹤，《服装设计实习》，北京理工大学出版社，ISBN：9787564038182，2010-9

**1711189+Investigation for Graduation Design**

**Course Number:** 1711189

**Course Title:** Investigation for Graduation Design

**English Name:** XXXXX

**Course Type:** Practice elective course

**Credits:** 2 **Total Credit** Hours: 60

**Students:** Undergraduate students majoring in fashion design of art design

**Prerequisites:** Modeling Foundation A/B, Form Language 1/2, Image, Design History, History of Chinese Arts and Crafts, Design Techniques, Sketch

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

**Course Description:**

Investigation for Graduation Design is a practice elective course and prerequisite for graduation design. Go to enterprises to conduct production practice, learn and master fashion product design, production process, procedure, performance and application of different materials, etc. so as to lay a foundation for completing the graduation design, especially enterprise topic. The Investigation for Graduation Design (Fashion and Culture) is for graduation design in the creative type of artistic creation as the core of graduation design work creation team. Develop students' aesthetic and artistic cultivation and cultural vision, quote excellent art style collection works, and inspire students to have a new understanding of the selection of design themes, the introduction of design methods, the specific application and effect embodiment of materials and techniques in design.

Course focus: Carry out art information gathering and enterprise practice in relevant regions and organizations.

The difficulties of teaching content: The difficulties of teaching contents are described as followings: How to go to the relevant enterprises and regions to deeply understand the corporate culture, and effectively integrate into the enterprise; how to improve their artistic accomplishment and aesthetic ability through the form of art information gathering; how to finish the sorting and integration of the above work by sketch, photography and data surveying and mapping.

**Recommended Textbooks/References:**

[1] Wen Qingwu, Zhou Xiumei, Art Information Gathering: A Survey of Chinese Traditional Design Art, October 1, 2011, ISBN: 9787307090385, 7307090384

[2] Guo He, Fashion Design Practice, Beijing Institute of Technology Press, ISBN: 9787564038182, 2010-9

**1711174+手绘时装效果图**

**课程编码：1711174**

**课程名称：**手绘时装效果图

**英文名称：**XXXXX

**课程类型：**专业选修课

**学分：** 2 **总学时：** 32

**面向对象：**艺术设计专业服装与服饰设计方向类本科生

**先修课程：**造型基础A/B、形式语言1/2；图案、设计史、中国工艺美术史、设计技术、速写

**考核形式：** 平时成绩+考试

**课程简介：**

本课程通过学习多种服装画种类，掌握多种绘画技法，使学生能够手绘出时装效果图，准确表达出设计构想，并能进行具有艺术感染力和企业需求的效果图绘制。通过本课程的学习，学生达到：掌握服装效果图、服装款式图的综合表现技法。并能够通过时装效果图表现出准确的设计意图、设计方法和设计程序。在学习过程中不断提高艺术审美力，开阔的国际视野和时代意识，家国情怀和民族自信，以及责任担当和职业素养。教学内容重点：准确表达出人物着装效果、内在结构和设计构想，进行具有艺术感染力和企业需求的效果图绘制的能力训练。教学内容的难点：服装同人体结构关系，多种绘画技法的综合表达。

**推荐教材或主要参考书：**

1. （美）Bill Thames编著，《美国时装画技法》，中国轻工业出版社
2. （日本）高村是州著，《时装设计表现技法》，中国青年出版社。
3. 邱光正编著，《服装画艺术》，中国美术学院出版社
4. 庞绮编著，《时装画教程》，江西美术出版社，2007年1月
5. 刘元风编著，《服装画技法》，高等教育出版社

**1711174+Hand-painting Fashion Effective Drawing**

**Course Number: 1711174**

**Course Title:** Hand-painting Fashion Effective Drawing

**English Name:** XXXXX

**Course Type:** Major elective courses

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

**Students:** Undergraduate students majoring in fashion design of art design

**Prerequisites:** Modeling Foundation A/B, Form Language 1/2, Image, Design History, History of Chinese Arts and Crafts, Design Techniques, Sketch

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

**Course Description:**

By learning various types of fashion paintings and mastering various painting techniques, this course enables students to draw fashion renderings by hand, accurately express design ideas, and draw renderings with artistic appeal, meeting enterprise needs. Through learning this course, students can master the comprehensive presentation techniques of fashion effect drawing and fashion style drawing. Express the accurate design intention, design method and design procedure through the fashion effective drawing. In the learning process, constantly improve artistic aesthetics, broad international vision and sense of the times, family and country feelings and national self-confidence, as well as responsibility and professional quality. Course focus: Accurately express the dressing effect, internal structure and design conception of the characters, and train the ability of drawing renderings with artistic appeal meeting enterprises’ requirements. The difficulties of teaching content: The relationship between clothing and human body structure, the general displaying of various painting techniques.

**Recommended Textbooks/References:**

1. (USA) Bill Thames, American Fashion Painting Techniques, China Light Industry Press
2. (Japan) Takamura, Fashion Illustration Techniques, China Youth Publishing House
3. Qiu Guangzheng, Fashion Illustration Art, China Academy of Art Press
4. Pang Qi, Fashion Illustration Tutorial, Jiangxi Fine Arts Publishing House, January 2007
5. Liu Yuanfeng, Golden Fashion & Art, Higher Education Press

**1710753+服装概论**

**课程编码：1710753**

**课程名称：**服装概论

**英文名称：**XXXXX

**课程类型：**专业选修课

**学分：** 2 **总学时：**32

**面向对象：**服装与服饰设计专业本科生

**先修课程：无**

**考核形式：**平时作业成绩

**课程简介：**

 服装概论课程是艺术设计学院为服装与服饰设计专业本科生开设的专业选修课程类型。本课程的任务是从总的角度认识和研究服装，了解专业设置的教学思路，初步解读服装与服饰设计专业的基础知识和服装领域各学科的相互关系。教学内容重点：初步了解服装服饰专业基础知识体系，是指服装常识性知识、服装的标注与规格、服装的分类等；服装的专业知识，主要指服装设计、服装材料、服装色彩、服装工艺等服装学科内专业性较强的部分内容；服装的实践操作，指服装管理、服装企业策划、成衣生产、服装营销等内容；教学内容的难点：内容量较大，各部分内容不是截然分开的，是相对的划分，它们之间有着内在联系，在形式上有着重叠与交叉。

**推荐教材或主要参考书：**

[1] 李当歧编著，《服装学概论》，高等教育出版社，1998年版

[2] 卡尔•德林著. 周明瑞译《形式•适合•时尚》，山东画报出版社，2011年7月版

[3] 王伊千 李正 于舒凡等 编著 《服装学概论》， 中国纺织出版社 2018年12月

**1710753+Conception of Fashion**

**Course Number: 1710753**

**Course Title:** Conception of Fashion

**English Name:** XXXXX

**Course Type:** Major elective courses

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

**Students:** Undergraduate students majoring in fashion and fashion design

**Prerequisites: None**

**Evaluation Method:** Usual assignment performance

**Course Description:**

 Conception of Fashion is a specialized elective course offered by the College of Art and Design for undergraduate students majoring in fashion and accessories design. The main target of this course is to understand and study clothing from the general point of view, understand the teaching ideas of major setting, and preliminarily interpret the basic knowledge of fashion and accessories design as well as the relationship between various disciplines in the fashion field. Course focus: Have a preliminary understanding of the basic knowledge system of fashion and accessories major. The basic knowledge refers to common knowledge of clothing, clothing labeling and specifications, clothing classification, etc. The professional knowledge of clothing mainly refers to the professional parts of clothing disciplines such as clothing design, clothing materials, clothing color and clothing technology. The practical operation of clothing refers to clothing management, clothing enterprise planning, ready-made clothing production, clothing marketing and so on. The difficulties of teaching contents are described as followings: there is a lot of contents, and the contents of each part are not completely separated, but relatively divided. There is an internal relationship between them, and there is overlap and intersection in form.

**Recommended Textbooks/References:**

[1] Li Dangqi, Introduction to Fashion, Higher Education Press, 1998

[2] Calderin (Author), Zhou Mingrui (Translator), Form•Fit•Fashion, Shandong Pictorial Publishing House, July 2011

[3] Wang Yiqian, Li Zheng, Yu Shufan, Introduction to Fashion, China Textile Press, December 2018

# 1711184+中外服装史

**课程编码：**1711184

**课程名称：中外服装史**

**英文名称：**Chinese and Western Fashion History

**课程性质：**专业选修课

**学分**：3 **总学时**：48

**面向对象**：服装与服饰设计专业本科生

**先修课程**：无

**考核形式：**平时成绩+考试

**课程简介：**

中外服装史是艺术设计学院为服装与服饰设计专业本科生开设的服装专业限选课程。本课程的任务是通过系统、形象的介绍和分析，协助学生全面了解中国与西方服装的基本特征与异同、当代国际时装潮流的内在原因、发展脉络、原理和风格变化的基本规律；全面认识和理解当今国际时装思潮，我国改革开放后服装发展的成就、服装行业形成的原因，为学生未来的企业设计、个人服装设计事业奠定重要的知识基础和理论基础。教学内容重点：积累中国传统服装服饰文化底蕴，学习传统服装设计制作的工匠精神，了解西方服装历史发展脉络、现代服装设计大师成长历程和代表作品，并在当代服装设计中加以应用。教学内容的难点：历史年代跨越大。服装发展变化内容庞杂，让学生建立起服装发展史的框架结构，掌握应用于当代设计的方法。

**推荐教材或主要参考书：**

[1] 李当歧著，《西洋服装史（第二版）》，高等教育出版社，2005年出版 ISBN : 7-04-016529-5

[2]张乃仁、杨蔼琪著，《外国服装艺术史》，人民美术出版社，1992年出版

[3]原田二郎著，《西方服饰史》，山西人民出版社，1993年出版

[4]沈从文等著，《中国服装史》，—西安：陕西师范大学出版社，2004.5 ISBN 7 - 5613-2949-0

[5]陈高华、徐吉军主编，《中国服饰通史》，—宁波：宁波出版社，2002.10 ISBN 7-80602-563-4/TS·3

[6]张竞琼，孙晔编著 《中外服装史》，安徽美术出版社，2012年出版 ISBN : ISBN: 978-7-5398-2738-4

# 1711184+Chinese and Western Fashion History

****Course Number:**** 1711184

****Course Title: Chinese and Western Fashion History****

****English Name:**** Chinese and Western Fashion History

****Course nature:**** Major elective courses

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

****Students:**** Undergraduate students majoring in fashion and fashion design

****Prerequisites: None****

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

**Course Description:**

Chinese and Western Fashion History is a specialized elective course offered by the College of Art and Design for undergraduate students majoring in fashion and accessories design. The main target of this course is to help students fully understand the basic characteristics and similarities and differences between Chinese and Western clothing, the internal causes, development context, principles and basic laws of style changes of contemporary international fashion trends through systematic and vivid introduction and analysis, fully understand the current international fashion trend, the achievements of China's fashion development after reform and opening up and the reasons for the formation of the clothing industry, and lay an important knowledge and theoretical foundation for students' future enterprise design and personal costume design. Course focus: Accumulate the cultural heritage of Chinese traditional clothing, learn the craftsman spirit of traditional clothing design and production, understand the historical development of Western clothing, the growth process and representative works of modern clothing design masters, and apply them in contemporary clothing design. The difficulties of teaching content: It spans over a long period of history. Under the complex clothing development and changes, enable student to establish the frame of clothing development history and master the application method in the contemporary design.

**Recommended Textbooks/References:**

[1] Li Dagnqi, A History of Costume in the West (2nd Edition), Higher Education Press, 2005, ISBN: 7-04-016529-5

[2] Zhang Nairen, Yang Aiqi, History of World Costume, People's Fine Arts Publishing House, 1992

[3] Daijiro Harada, A History of Costume in the West, Shanxi People's Publishing House, 1993

[4] Shen Congwen, History of Chinese Fashion, Xi'an: Shaanxi Normal University Press, May 2004, ISBN 7 - 5613-2949-0

[5] Chen Gaohua, Xu Jijun (Editor-in-chief), General History of Chinese Costume, Ningbo: Ningbo Press, October 2002, ISBN 7-80602-563-4/TS·3

[6] Zhang Jingqiong, Sun Ye, Chinese and Foreign Fashion History, Anhui Fine Arts Publishing House, 2012, ISBN: ISBN: 978-7-5398-2738-4

**1760124+服饰品设计**

**课程编码：**1760124

**课程名称：**服饰品设计

**英文名称：**Fashion Decoration Design

**课程类型：**专业选修课

**学分：** 2.5 **总学时：**40

**面向对象：**设计类本科生

**先修课程：无**

**考核形式：** 平时成绩+考试

**课程简介：**

服饰品设计课程是艺术设计学院为服装与服饰设计专业本科生开设的专业任选课程类型。为增强学生的四个自信，厚植学生的爱国主义情怀，是一个重大的时代课题。“工欲善其事，必先利其器”。本课程的任务是针对服饰品系列设计与创思展开讲授与学习。服饰艺术具有广泛的群众性，服饰品-帽子、包袋、鞋子及其它配饰是服饰艺术整体的一个重要组成部分，很好地展现使用者的风度气质和文化修养，是直接影响大众形象的重要因素。随着人们对服装的整体需求的提高，服饰品演变成为服装表现形式的一种延伸，已成为服装整体美不可或缺的一部分，为凸显整体风格造型同时其实用价值也使之成为了人们生活中的必需品。课程主要涉及服饰品的概念和作用、服饰品与服装的关系、服饰品的造型风格和艺术特色、服饰品的创作设计方法、服饰品的整体搭配等内容。

教学内容重点：服饰品的艺术理论、设计及其制作方法，强调服饰品与服装的整体风格配套

教学内容的难点：结合流行趋势进行系列拓展设计

**推荐教材或主要参考书：**

[1] 日本文化服装学院编著，文化服装讲座—鞋/帽篇，北京.中国轻工业出版社，2000-1；

[2] (日)柳泽元子著，李当岐译，从灵感到贸易——时装设计师与品牌运作，北京.中国纺织出版社，2000年9月

[3] (英)[阿黛尔](http://search.dangdang.com/book/search_pub.php?category=01&key2=%B0%A2%F7%EC%B6%FB&order=sort_xtime_desc)著，[朱方龙](http://search.dangdang.com/book/search_pub.php?category=01&key2=%D6%EC%B7%BD%C1%FA&order=sort_xtime_desc)译，时装设计元素：面料与设计，北京.中国纺织出版社，2010-1-1

[4] [余国兴](http://search.dangdang.com/book/search_pub.php?category=01&key2=%D3%E0%B9%FA%D0%CB&order=sort_xtime_desc)主编，服装基础工艺，上海.[东华大学出版社](http://search.dangdang.com/book/search_pub.php?category=01&key3=%B6%AB%BB%AA%B4%F3%D1%A7%B3%F6%B0%E6%C9%E7&order=sort_xtime_desc)，2008-1-1

[5] [李雪梅](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%D1%A9%C3%B7_1)编著，现代箱包设计，重庆.[西南师范大学出版社](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%CA%A6%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%D1%A7%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1)，2009-9-1

**1760124+Costume Accessory Design**

**Course Number:** 1760124

**Course Title:** Costume Accessory Design

**English Name:** Fashion Decoration Design

**Course Type:** Major elective courses

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

**Students:** Undergraduate students majoring in design

**Prerequisites: None**

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

**Course Description:**

Costume Accessory Design is a specialized optional course offered by the College of Art and Design for undergraduate students majoring in fashion and accessories design. It is an important task of the times to enhance students' self-confidence and cultivate their patriotism. “A workman must first sharpen his tools if he is to do his work well. ” The main target of this course is to teach and study the design and creativity of clothing accessories series. Clothing art has a wide range of mass. Clothing accessories---hats, bags, shoes and other accessories are an important part of the whole clothing art, which will properly show the user's demeanor, temperament and cultural cultivation as an important factor that directly affects the public image. With the improvement of people's overall demand for clothing, clothing accessories have evolved into an extension of the form of clothing expression and have become an indispensable part of the overall beauty of clothing. To highlight the overall style modeling and its practical value also makes it a necessity in people's life. This course mainly involves the concept and function of clothing accessories, the relationship between clothing accessories and clothing, the modeling style and artistic characteristics of clothing accessories, the creative design methods of clothing accessories, the overall collocation of clothing accessories, etc.

Course focus: The art theory, design and production method of clothing accessories and the matching of the overall style of clothing accessories and clothing.

The difficulties of teaching content: Carry out series expansion design in combination with the fashion trend

**Recommended Textbooks/References:**

**[1] Japan College of Culture and Fashion, Lecture on Fashion Production-Shoes/Hats, Beijing: China Light Industry Press, January 2000;**

**[2] (Japan) Hakuo Motoko (Author), Li Dangqi (Translator), From Inspiration to Trade -- Fashion Designer and Brand Operation, Beijing: China Textile Publishing House, September 2000**

**[3] (UK)** [**Adele**](http://search.dangdang.com/book/search_pub.php?category=01&key2=%B0%A2%F7%EC%B6%FB&order=sort_xtime_desc) (Author**),** [**Zhu Fanglong**](http://search.dangdang.com/book/search_pub.php?category=01&key2=%D6췽%C1%FA&order=sort_xtime_desc) (Translator**), Elements of Fashion Design: Fabric and Design, Beijing: China Textile Press, January 1, 2010**

**[4]** [**Yu Guoxing**](http://search.dangdang.com/book/search_pub.php?category=01&key2=%D3%E0%B9%FA%D0%CB&order=sort_xtime_desc) **(Editor-in-chief), Basic Fashion Technology, Shanghai:** [**Donghua University Press**](http://search.dangdang.com/book/search_pub.php?category=01&key3=%B6%AB%BB%AA%B4%F3ѧ%B3%F6%B0%E6%C9%E7&order=sort_xtime_desc)**, January 1, 2008**

[5] [Li Xuemei](http://www.dangdang.com/author/%EF%BF%BD%EF%BF%BD%D1%A9%C3%B7_1), Modern Luggage Design, Chongqing: [Southwest Normal University Press](http://www.dangdang.com/publish/%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%CA%A6%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%D1%A7%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD%EF%BF%BD_1), September 1, 2009

**1760125+服装陈列设计**

**课程编码：**1760125

**课程名称：**服装陈列设计

**英文名称：**Clothing Display Design

**课程类型：**专业选修课

**学分：** 2 **总学时：**32

**面向对象：**服装与服饰设计专业本科生

**先修课程：无**

**考核形式：** 平时成绩+考试

**课程简介：**

服装陈列设计是艺术设计学院为服装与服饰设计专业本科生开设的专业任选课程类型。以创新的精神和科学的态度去认识、把握和遵循事物发展的客观规律，勇于破除思维定势，冲破传统观念桎梏，方能适应时代特色，紧跟形势发展，不断开拓前行。本课程的是一门具有较强独立性的课程。服装陈列设计融合了灯光，色彩，搭配，道具，[消费心理](http://baike.baidu.com/subview/442106/442106.htm)和品牌形象多种元素的[服饰陈列设计](http://baike.baidu.com/view/917663.htm)课程适学于多个方向的人群，尤其是学成于[服装设计专业](http://baike.baidu.com/subview/8434793/8367795.htm)。基于服装服饰专业的时尚设计基础和对视觉表现的理解可以使他们更好的诠释服饰的精华之处，并把这种理解用陈列艺术语言表达出来。在未来毕业设计过程中，形成完整的产品分类及终端呈现的直观意识。课程重点讲授服装及服饰商品的陈列设计和具体的陈列操作技法，使学生能在未来的工作中为品牌或企业编写有效的陈列手册，制定并实施有效的货品陈列、橱窗展示的工作计划，从而为企业提供优良的销售推广品牌形象服务。

教学内容重点：卖场通道规划、服装及服饰商品的陈列设计和具体的陈列操作技法、橱窗展示的工作计划，

教学内容的难点：货架陈列设计、橱窗展示设计

**推荐教材或主要参考书：**

[1] 穆芸. 服装陈列设计师教程. 中国纺织出版社，2014年4月

[2] 韩阳. 服装卖场陈列实景模拟训练手册. 化学工业出版社，2014年5月

[3] 韩阳. 服装视觉营销实战培训. 中国纺织出版社，2006年3月

[4] 金顺九 李美荣 编.视觉服装:终端卖场陈列规划.中国纺织出版社，2007年3月

**1760125+Fashion Display Design**

**Course Number:** 1760125

**Course Title:** Fashion Display Design

**English Name:** Clothing Display Design

**Course Type:** Major elective courses

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

**Students:** Undergraduate students majoring in fashion and fashion design

**Prerequisites: None**

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

**Course Description:**

Fashion Display Design is a specialized optional course offered by the College of Art and Design for undergraduate students majoring in fashion and accessories design. Understand, grasp and follow the objective law of the development of things with innovative spirit and scientific attitude, break through the thinking set and shackles of traditional ideas so as to adapt to the characteristics of The Times, keep up with the development of the situation, and constantly forge ahead. This course is a highly independent course. Integrating lighting, color, matching, props, [consumer](http://baike.baidu.com/subview/442106/442106.htm) psychology and brand image, [Fashion Display Design](http://baike.baidu.com/view/917663.htm) is suitable for people who study in many directions, [especially in fashion design.](http://baike.baidu.com/subview/8434793/8367795.htm) Based on the fashion design basis and visual expression understanding of fashion and accessories major, students can better interpret the essence of fashion and express this understanding in the display art language. Form a complete intuitive consciousness of product classification and terminal presentation in the future graduation design process. This course focuses on the display design and specific display operation techniques of fashion and accessories products, so that students can prepare effective display manuals for brands or enterprises in their future work, formulate and implement effective work plans for goods display and window display, so as to provide excellent sales and brand image promotion services for enterprises.

Course focus: Store channel planning, display design of fashion and accessories, specific display operation techniques, work plan of window display,

The difficulties of teaching content: shelf display design, window display design

**Recommended Textbooks/References:**

[1] Mu Yun, Fashion Display Designer Tutorial, China Textile Press, April 2014

[2] Han Yang, Training Manual for Real Scene Display Simulation of Apparel Store, Chemical Industry Press, May 2014

[3] Chao Yang, Practical Training of Clothing Visual Marketing, China Textile Press, March 2006

[4] Jin Shunjiu, Li Meirong, Visual Merchandising: Terminal Store Display Planning, China Textile Press, March 2007

# 1760126+企业工艺流程

**课程编号：**1760126

**课程名称：**企业工艺流程

**英文名称：**Fashion Enterprise Crafts Process

**课程性质：**专业选修课

**学分：**1.5 **总学时：**24

**适用对象：**服装与服饰设计专业本科生

**先修课程：无**

**考核形式：**平时成绩+考试

**课程简介：**

《企业工艺流程》为服装设计专业的综合技术课程教学，是提升专业综合素质能力的重要课程。本课程把服装企业生产技术标准、技术要求、工艺流程等专业技术知识作为主要讲授内容，将服装设计与技术专业教学知识与企业工业化生产技术知识接轨，目的让学生了解企业工业化生产工艺流程，掌握企业产品生产技术要求，提高服装设计与企业技术要求的工作应用能力，符合服装产业市场人才需求，为学生将来就业与创业奠定岗位专业基础。

**推荐教材或主要参考书：**

[1] 陈霞 主编《服装生产工艺与流程》中国轻工业出版社2014年

[2] 姜蕾 编著《服装生产工艺与设备》中国轻工业出版社2008年

[3] [美]利百加·佩尔斯-弗里德曼/著中国纺织出版社2015年

# 1760126+Crafts Procedures in Business

Course No: 1760126

Course Title: Crafts Procedures in Business

English Name: Fashion Enterprise Crafts Process

**Course nature:** Major elective courses

**Credits:** 1.5 **Total Credit** Hours: 24

Students: Undergraduate students majoring in fashion and fashion design

**Prerequisites: None**

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

**Course Description:**

Crafts Procedures in Business is a comprehensive technical course for fashion design major and is an important course to improve the professional comprehensive quality and ability. This course focuses on the technical standards, technical requirements and technological processes for production of garment enterprises, combines the teaching knowledge of garment design and technology with the knowledge of industrial production technology, so as to enable students to understand the industrial production process of enterprises, master the production technical requirements of enterprise products, improve the work application ability of garment design and enterprises’ technical requirements, meet the talent demand of garment industry market, and lay a professional foundation for students' employment and entrepreneurship in the future.

**Recommended Textbooks/References:**

[1] Chen Xia (Editor-in-chief), Clothing Production Technology and Process, China Light Industry Press, 2014

[2] Jiang Lei, Clothing Production Technology and Equipment, China Light Industry Press, 2008

[3] [USA] Rebecca Pears-Friedman, China Textile Press, 2015

# 1790111+服装软件应用

**课程编号：1790111**

**课程类型：**专业选修课

**英文名称：**Fashion Software Application

**学分：**2 **总学时：**32

**适用对象：**服装与服饰设计专业本科生

**先修课程：**服装版型与工艺1、2、3

**考核形式：**考查

**课程简介：**

 课程讲解服装CAD基本技术程序，使学生了解此软件的功能和软件基本的操作方法，重点讲解了服装制版软件应用；服装推版的软件应用。通过此课程的讲解，使学生能够熟练的掌握该软件的操作流程和命令，完成制版、推版技术任务，使其能够用计算机实现版型结构设计。

**推荐教材或主要参考书：**

[1]张玲 张辉 张瑞良.《服装CAD版型设计》（第二版）.中国纺织出版社，2008年4月出版

[2]富怡软件公司.《富怡软件使用说明书》

# 1790111+Application of Costume Software

**Course No: 1790111**

**Course Type: Major elective courses**

**English Name:** Fashion Software Application

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

Students: Undergraduate students majoring in fashion and fashion design

**Prerequisites:** Fashion Type Version and Crafts 1, 2, 3

**Evaluation Method:** Evaluation

**Course Description:**

 The course introduces the basic technical procedures of garment CAD, enables students to understand the functions and basic operation methods of the software, and focuses on the application of garment plate making software and software application of clothing grading. Through learning the course, students can master the software's operation process and command, complete the plate making, grading technical tasks, so that it can use the computer to realize the plate structure design.

**Recommended Textbooks/References:**

[1] Zhang Ling, Zhang Hui, Zhang, CAD Fashion Design Pattern (2nd Edition), China Textile Press, April 2008

[2] Fuyi Software Company, Operating Instructions for Fuyi Software

**1760127+传统手工艺实践3**

**课程编码：**1760127

**课程名称：**传统手工艺实践3

**英文名称：** Traditional handicraft practice 3

**课程类型：**专业选修课

**学分：**4.0 **总学时：** 64

**面向对象：**本科生

**先修课程：无**

**考核形式：** 作业成绩+课堂表现

**课程简介：**

该课程是专业限选课程，在学生的专业知识、能力和素质培养中占有十分重要的地位。课程本着由简到难、循序渐进的原则，使学生能较系统的学习和掌握传统工艺中丝网印刷的工艺流程和印刷的基本理论知识，通过网印技术的学习，使学生基本掌握丝网印刷的方法和工艺流程，并能通过实践将自己的设计以服装产品的方式展现出来，为以后的设计打下坚实的工艺基础为目标。

**推荐教材或主要参考书：**

[1] 郑德海. 《丝网印刷工艺》. 工业出版社，1994年3月

[2] 王凯. 《丝网印刷工艺与实训》. 文化发展出版社，2013年11月

**1760127+Traditional Handicrafts Practice 3**

**Course Number:** 1760127

**Course Title:** Traditional Handicrafts Practice 3

**English Name:** Traditional handicraft practice 3

**Course Type:** Major elective courses

Credits: 4.0 Total Credit Hours: 64

**Students:** Undergraduate students

**Prerequisites: None**

**Evaluation Method:** Assignment performance + course participation

**Course Description:**

This course is a specialized elective course, playing a very important role in the cultivation of students' professional knowledge, ability and quality. In the principle of gradual progress from simple to difficult, this course enables students to systematically learn and master the technological process of screen printing in traditional technology and the basic theoretical knowledge of printing. Through learning the screen printing technology, students can basically master the method and technological process of screen printing, and show their own design in the form of clothing products through practice, so as to lay a solid technological foundation for future design.

**Recommended Textbooks/References:**

**[1] Zheng Dehai, Crafts of Screen Printing, March 1994**

**[2]** Wang Kai, Screen Printing Technology and Practical Training, Cultural Development Press**, November 2013**

**1710556+新生研讨课**

**课程编码：**1710556

**课程名称：**新生研讨课

**英文名称：**Freshman Seminar Course

**课程类型：**自主课程

**学分：** 1.0 **总学时：** 16

**面向对象：**各专业本科生

**先修课程：无**

**考核形式：** 作业成绩+课堂表现

**课程简介：**

《新生研讨课》课程属于自主课程，在第二学期进行。该课程通过讲座、参观等形式，全面介绍所学专业、设计行业的历史、现状和未来的前景。培养学生专业素质，以 “学业设计”“职业规划”为主题，进行调研讨论，明确学习目的，进一步挖掘学生的学习规划能力，为今后专业学习提供奋斗目标。

教学中不断强调理解和认知，强调过程的重要性，使学生从考生向艺术设计类学生进行转换。

**推荐教材或主要参考书：**

[1] 中央美术学院人文学院美术史系外国史教研室.《中国美术简史》《外国美术简史》.中国青年出版社，2014年9月

[2] 沈爱凤.《中外设计史》.中国纺织出版社，2014年12月

[3] 王受之.《世界现代设计史》.中国青年出版社，2015年12月

[4] [陆江艳](https://www.amazon.cn/s/ref%3Ddp_byline_sr_ebooks_1?ie=UTF8&field-author=%E9%99%86%E6%B1%9F%E8%89%B3&text=%E9%99%86%E6%B1%9F%E8%89%B3&sort=relevancerank&search-alias=digital-text).《设计的边界》.东南大学出版社， 2016年1月

[5] [丘木生](https://www.amazon.cn/s/ref%3Ddp_byline_sr_ebooks_1?ie=UTF8&field-author=%E4%B8%98%E6%9C%A8%E7%94%9F&text=%E4%B8%98%E6%9C%A8%E7%94%9F&sort=relevancerank&search-alias=digital-text).《大学生职业生涯规划与管理》.暨南大学出版社， 2015年10月

**1710556+Freshman Seminar Course**

**Course Number:** 1710556

**Course Title:** Freshman Seminar Course

**English Name:** Freshman Seminar Course

**Course Type:** Independent Courses

**Credits:** 1.0 **Total Credit** Hours: 16

**Students:** Undergraduate students of all majors

**Prerequisites: None**

**Evaluation Method:** Assignment performance + course participation

**Course Description:**

Freshman Seminar Course belongs to an independent course and is held in the second semester. This course introduces the history, current situation and future prospect of the major and design industry through lectures and visits. Cultivate students' professional quality, conduct research and discussion with the theme of "academic design" and "career planning", clarify the learning purpose, further explore students' learning planning ability, and provide goals for professional learning in the future.

Constantly emphasize understanding and cognition in the teaching and emphasize the importance of process, so that students can change from examinees to art and design students.

**Recommended Textbooks/References:**

[1] Department of Art History, School of Humanities, Central Academy of Fine Arts, A Brief History of Chinese Art, A Brief History of Foreign Art, China Youth Publishing House, September 2014

[2] Shen Aifeng, Chinese and Foreign History of Design, China Textile Press, December 2014

[3] Wang Shouzhi, A History of Modern Design, China Youth Publishing House, December 2015

[4] [Lu Jiangyan](https://www.amazon.cn/s/ref%3Ddp_byline_sr_ebooks_1?ie=UTF8&field-author=陆江艳&text=陆江艳&sort=relevancerank&search-alias=digital-text), Design Boundary, Southeast University Press, January 2016

[5] [Qiu Musheng](https://www.amazon.cn/s/ref%3Ddp_byline_sr_ebooks_1?ie=UTF8&field-author=丘木生&text=丘木生&sort=relevancerank&search-alias=digital-text), Career Planning and Management of College Students, Ji'nan University Press, October 2015

**1760064+专业写作**

**课程编码：**1760064

**课程名称：**专业写作

**英文名称：**Academic Writing

**课程类型：**自主课程

**学分：** 1 **总学时：** 16

**面向对象：**艺术类本科生

**先修课程：**

**考核形式：**平时成绩+考查

**课程简介：**

专业写作课是艺术设计学院为设计专业本科生及美术专业本科生开设的自主课程类型。本课程的任务是通过对广告文案、调查报告、实习报告、展览说明、设计说明等艺术设计类应用文体的教学，培养学生的专业写作水平及实际应用能力。在教学中理论联系实践，推动学生的理论思考，帮助他们从设计实践中沉淀、总结相应的理论。强调写作知识和专业知识有机结合，写作思维和设计思维紧密结合，培养学生的理论学习能力，训练学生的艺术设计鉴赏、评价能力。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。提升学生从理论层面思考及阐释自己艺术设计创作的能力。增强学生从理论出发的艺术设计学科研究能力，

**推荐教材或主要参考书：**

[1] 胡晓芸，广告文案写作，高等教育出版社，2003年10月

[2] 焦成根，设计艺术鉴赏，湖南大学出版社，2017年11月

[3] 苏珊娜·赫德森，南希·努南-莫里西，如何撰写艺术类文章，[上海人民美术出版社](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)，2004年07月

[4] 熊微，李稳，杨婷，艺术设计专业写作教程，[上海人民美术出版社](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)，2009年02月

**1760064+Professional Writing**

**Course Number:** 1760064

**Course Title:** Professional Writing

**English Name:** Academic Writing

**Course Type:** Independent Courses

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

**Students:** Undergraduate students majoring in art

**Prerequisites:**

**Evaluation Method:** course participation + evaluation

**Course Description:**

Professional Paper Writing is an independent course offered by the College of Art and Design for undergraduate students. The main target of this course is to cultivate students' professional writing level and practical application ability through the teaching of applied styles of art and design such as advertising copy, investigation report, practice report, exhibition description and design description. Combine theory with practice in teaching, promote students' theoretical thinking, and help them precipitate and summarize corresponding theories from design practice. 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' art design appreciation and evaluation ability. Course focus: Regulate students' professional writing consciousness and train students' writing skills. The difficulties of teaching content: Enable students to combine professional practice with theory. Improve students' ability to think and explain their artistic design creation from the theoretical level. Enhance students' research ability of art and design subject based on theory,

**Recommended Textbooks/References:**

[1] Hu Xiaoyun, Advertising Copy writing, Higher Education Press, October 2003

[2] Jiao Chenggen, Design Art Appreciation, Hunan University Press, November 2017

[3] Suzanne Hudson, Nancy Noonan Morrissey, How to Write Art Articles, [Shanghai People's Fine Arts Publishing House](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), July 2004

[4] Xiong Wei, Li Wen, Yang Ting, Art Design Writing Course, [Shanghai People's Fine Arts Publishing House](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), February 2009

**1760065+专业论文写作课**

**课程编码：**1760065

**课程名称：**专业论文写作课

**英文名称：**Professional Paper Writing

**课程类型：**自主课程

**学分：** 1 **总学时：** 16

**面向对象：**艺术类本科生

**先修课程：** 无

**考核形式：**平时成绩+考查

**课程简介：**

专业论文写作课是艺术设计学院为本院本科生开设的自主课程类型。本课程的任务是通过介绍文献检索、文献综述等操作方法和规范，培养学生探索学术前沿，掌握学科动态的能力。在教师的指导下，学生从专业学习和实践中寻找问题，追踪行业热点，建立起一定的专业敏感度。本课程还将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，写作思维和设计思维紧密结合，培养学生的理论学习能力，训练学生的艺术设计理论研究能力。教学内容重点：以文献检索、文献综述为手段，探索学术前沿，掌握学科动态。教学内容的难点：推动学生将专业实践与理论相结合。训练学生的问题意识，增强学生从问题出发的艺术设计学科研究能力，帮助学生进行学科探索。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] [邓富民](http://search.dangdang.com/?key2=%B5%CB%B8%BB%C3%F1&medium=01&category_path=01.00.00.00.00.00)，文献检索与论文写作，[经济管理出版社](http://search.dangdang.com/?key3=%BE%AD%BC%C3%B9%DC%C0%ED%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00)，2010年08月

[2]北京服装学院编，高等学校毕业设计论文指导手册·艺术设计卷，中国纺织出版社，2005年01月

[3]夏燕靖，艺术设计专业论文写作与答辩教程，[上海人民美术出版社](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)，2009年04月

**1760065+Professional Thesis Writing**

**Course Number:** 1760065

**Course Title:** Professional Thesis Writing

**English Name:** Professional Paper Writing

**Course Type:** Independent Courses

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

**Students:** Undergraduate students majoring in art

**Prerequisites:** None.

**Evaluation Method:** course participation + evaluation

**Course Description:**

Professional Thesis Writing is an independent course offered by the College of Art and Design for undergraduate students. The main target of this course is to cultivate students' ability to explore academic frontiers and master discipline dynamics by introducing operational methods and norms such as literature retrieval and literature review. Under the guidance of teachers, students find problems from professional learning and practice, track industry hotspots, and establish a certain degree of professional sensitivity. This course also introduces the writing format, norms and writing techniques of academic papers, and cultivate students' writing ability of academic papers. Combine theory with practice in 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' art design theory and research ability. Course focus: By means of literature retrieval and literature review, explore the academic frontier and master the discipline dynamics. The difficulties of teaching content: Enable students to combine professional practice with theory. Train students' problem awareness, enhance students' problem-based research ability of art and design discipline, and help students explore disciplines. Enable students to establish the awareness of autonomous learning and master the methods of continuous learning.

**Recommended Textbooks/References:**

[1] [Deng Fumin](http://search.dangdang.com/?key2=%B5˸%BB%C3%F1&medium=01&category_path=01.00.00.00.00.00), Literature Retrieval and Paper Writing, [Economic Management Publishing House](http://search.dangdang.com/?key3=%BE%AD%BCù%DC%C0%ED%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00), August 2010

[2] Beijing Institute of Fashion Technology, Guide Manual for Graduation Project Thesis of Colleges and Universities, Art Design Volume, China Textile Press, January 2005

[3] Xia Yanjing, Art Design Paper Writing and Defense Course, [Shanghai People's Fine Arts Publishing House](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), April 2009

**1760128+服装人体工程学**

**课程编码：**1760128

**课程名称：**服装人体工程学

**英文名称：**Ergonomics in Fashion Design

**课程类型：**自主课程

**学分：** 2 **总学时：**32

**面向对象：**服装与服饰设计专业本科生

**先修课程：**无

**考核形式：** 平时成绩+考查

**课程简介：**

本课程是艺术设计学院为服装与服饰专业本科生开设的自主课程，服装设计人体工程学是与人体工程交叉所形成的门类，以人为设计的中心，建立起以人为本的设计理念，是一门针对人的特点而进行设计的工程学，目的重点在为服装设计服务。课程内容包括人体、人体测量、穿着方式、运动人体、健康、认知、造型、结构、工艺、材料、环境、舒适性、安全、防护、设计系统等。本课程的任务是讲授人体工程学的理论和方法，更注重服装设计的舒适性和健康性，使学生能够掌握有关设计方法，在较短的课时中形成一个完整的服装设计人体工程学的知识框架，学会选用高科技材料和技术融入到服装设计中来，为学生将来进行服装设计研究与创新设计打下理论基础。

教学内容重点：掌握服装设计人体工程学的设计系统。

教学内容的难点：利用服装设计人体工程学的设计系统进行创新设计实践。

**推荐教材或主要参考书：**

1. 张健兴 编著《服装设计人体工程学》中国轻工业出版社2010年4月

**1760128+Fashion Human Engineering**

**Course Number:** 1760128

**Course Title:** Fashion Human Engineering

**English Name:** Fashion Human Engineering

**Course Type:** Independent Courses

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

**Students:** Undergraduate students majoring in fashion and fashion design

**Prerequisites: None**

**Evaluation Method:** course participation + evaluation

**Course Description:**

This course is an independent course offered by the College of Art and Design for undergraduate students majoring in fashion and accessories. Ergonomics in Fashion Design is a category formed by the intersection of ergonomics, centered on human design to establish people-oriented design concept and carry out design as per the characteristics of people so as to serve the fashion design. The teaching contents of this course include human body, anthropometry, wearing style, moving body, health, cognition, modeling, structure, technology, materials, environment, comfort, safety, protection, design system, etc. The main target of this course is to teach the theories and methods of ergonomics, focus on the comfort and health of fashion design, so that students can master relevant design methods, form a complete knowledge framework of fashion design ergonomics in short credit hours, and learn to select high-tech materials and technologies into fashion design, lay a theoretical foundation for students' future fashion design research and innovative design.

Course focus: Master the design system of ergonomics in fashion design.

The difficulties of teaching content: Use the design system of ergonomics in fashion design to carry out innovative design practice.

**Recommended Textbooks/References:**

1. Zhang Jianxing, Ergonomics in Fashion Design, China Light Industry Press, April 2010