

國立清華大學課程大綱

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| 科號 Course Number | JAD2307 | 學分 Credit | 2 | 人數限制 Class Size | |
| 中文名稱 Course Title | 設計思潮 | | | | |
| 英文名稱 Course English Title | Design Movements | | | | |
| 任課教師 Instructor | 莊雅量 Yaliang Chuang | | | | |
| 上課時間 Time | 週二 34 Tuesday 34 | 上課教室 Room | 8203 平面三 | | |

課程簡述(必填) (最多 500 個中文字) 本欄位資料會上傳教育部課程網

自古以來，人們日常的所有事物都是設計的產物。然而，「設計師」作為一個專門的職業，是直到 19 世紀初的工業革命之後才誕生的。當時快速發展的製造機器和生產技術，大幅提升了工廠的產量，讓很多人都可以買得到新穎的產品，但其設計藝術品質卻是良莠不齊。為了提升產品的質感，一個跨領域的「設計師」專業便應運而生。本課程將帶領學生回饋當時的時空背景，以及歷史上曾經發生的著名設計運動，讓學生認識設計專業的跨領域本質，從而能瞭解設計思考的獨特性，就是在創作過程中考慮科技、商業、美學等面向的不同需求，用創意方法設計出合宜的解決方案。學生們將針對所選定的設計師及其創作的案例進行資料收集和分析，瞭解其設計思維的來龍去脈及對於當代設計的影響。

Since ancient times, people have designed everything to be used in private and working lives. However, it was not until the Industrial Revolution of the early 19th century that the profession of "designer" was born. At that time, the rapid development of manufacturing technology and processes dramatically increased factories' outputs. This new development made enormous products affordable to the general public; however, their design qualities were commonly neglected in machine-made products. In order to improve the aesthetics and design qualities, a cross-disciplinary "designer" profession was created. This course will take students back to the context of that time and place to see the original design movement and understand its influence in the past 150 years. We will also lead students in studying several important design movements in history. We aim to advance students' understanding of the cross-disciplinary nature of the design profession and to educate students on diverse ways of designing thinking strategies popularized by different movements. Students will collect and analyze data on selected designers and their case studies to understand the origins of their design thinking and its impact on contemporary design.

課程內容「中文暨英文關鍵字」(必填)

設計思考，設計運動，經典設計，個案分析，設計史研究

Design Thinking, Design Movement, Master Design, Case Study, Design History Research

課程大綱(必填)Detailed Course Syllabus

● 課程說明(Course Description)

本課程將採用翻轉教育的上課方式讓學生主動學習並將所習得的收穫，以主題報告的方式跟老師及所有同學分享。學生將分組針對所選定的設計運動或單元，以教科書所提供的內容作為基礎，廣泛地收集相關的資料及設計師的創作故事，並將資訊有組織地整理成 30 分鐘的簡報，於課堂上報告並帶領同學進行相關的討論。除了小組報告該設計運動的發展背景及設計理念外，每個學生必須選定至少兩個屬於該主題的設計師，報告其設計思考的創新之處，並舉其代表性的設計，來闡述他們如何將抽象的設計理念具體落實於其所設計的作品上（例如：產品、建築、服飾、藝術品、平面設計等）。本課程預期：這些膾炙人口的經典設計及背後的創作軼事，將可以啟發學生的設計思維及熱情，進而形塑其自我的設計願景。

This course is designed with a flipped education approach. We ask students to actively seek and read information about the design movement they selected as a team. Then, they will organize the information and present what they learned in the class.

Students could start with the basic introduction provided in the textbook and read other references to advance their understanding. Every week, a student team will give a 30-minute presentation to introduce the topic and lead the discussion in class. In addition to presenting the story of a chosen design movement, individual students will also present at least two designers belonging to the theme. It should include the designers' innovative design thinking processes and representative works that could demonstrate how their design philosophy was translated into their designs (e.g., products, architecture, apparel, artwork, graphic design, etc.).

Overall, this course aims to advance students' understanding of innovative design thinking methodologies by studying design masters' stories and anecdotes. Ultimately, students could find potential role models aligned with their interests and use their philosophy to shape their own design visions.

● 指定用書(Text Books)

林銘煌(2018)。《設計史與設計思潮》，全華圖書。

<https://nthu.ebook.hyread.com.tw/bookDetail.jsp?id=268862>

● 參考書籍(References)

Bhaskaran, Lakshmi (2005/2021)。《當代設計進化史：圖說關鍵運動與經典風格》。羅雅萱 譯。原點出版：大雁文化發行。

https://nthu.primo.exlibrisgroup.com/permalink/886UST_NTHU/vap/fb/alma990057079030206774

Burdek, Bernhard E, and 胡佑宗 (1996)。《工業設計：產品造型的歷史、理論及實務》。台北市：亞太圖書。

https://nthu.primo.exlibrisgroup.com/permalink/886UST_NTHU/vap/fb/alma990001402270206774

● 教學方式(Teaching Method)

課堂講授 Lecture

學生報告與討論 Presentation and discussion

相關影片觀賞與討論 Video lecture and discussion

● 教學進度(Syllabus)

Week 01: Course Introduction and the Arts and Crafts Movement 課程簡介及美術工藝運動

Week 02: The design movements of the early 20th century and their influences. 20 世紀初期的設計運動概述及其對後世的影響

Week 03: Bauhaus 包浩斯

Week 04: Modernism before WWII 二次大戰前的現代主義

Week 05: Modernism after WWII 二次大戰後的現代主義

Week 06: Internationalism 國際風格

Week 07: Pop Arts 普普運動

Week 08: Memphis 曼非斯

Week 09: Post-Modernism 後現代風格

Week 10: Microelectronic and High-Tech Design 微電子及高科技設計

Week 11: Neo-modernism 折衷的新現代主義

Week 12: Minimalism 極簡設計

Week 13: Humor 幽默設計

Week 14: Ready-made and Green Design 現成物及綠色設計

Week 15: Human-computer Interaction Design 人機互動設計

Week 16: Exam 期末考

● 成績考核(Evaluation)

Attendance and in-class engagement 出席及課堂討論參與討論：20%

Team Presentation 學生小組報告：25%

Individual Presentation: 15%

Exam 期末筆試：40%

Bonus points for encouraging students to give their presentations in English. The teacher will assess the student's presentation clearly and fluently. The maximum is 5% of the total grade. 鼓勵學生使用英文報告，依照學生報告的清晰及流暢程度給予額外的加分獎勵，最多可得到+5%。

● 採用下列何項 AI 使用規則(Indicate which of the following options you use to manage student use of the AI)

(1) 完全開放使用且無須註明

Unrestricted use with no disclosure required

(2) 有條件開放，請註明如何使用生成式 AI 於課程產出

Conditionally open; please specify how generative AI will be used in course output

(3) 禁止使用，請註明相關的監管機制

Prohibited use; please specify relevant oversight

(4) 本課程無涉及 AI 使用

Not applicable

可參考下列網頁範例 See the following web page for examples.

<https://curricul.site.nthu.edu.tw/p/404-1208-248357.php?Lang=zh-tw>

● 可連結之網頁位址 相關網頁(Personal Website)

<http://ijdesign.org/yaliang/Teaching/JAD2307DesignMovement/>