

西安交通大学《效果图基础》课程教学大纲

一、课程基本信息

I. Basic Information

课程名称 Course Title	效果图基础 Basics on Design Sketch		
课程编号 Course Number			
课程学分 Credits	4	总学时 Credit Hours	96
学时分配 Assignment of Credit Hours	理论: 32 实验: 64 上机: ___ 课外: ___ (课外学时不计入总学时) Lecture: 32 Studio: 64 Practice in the IT room: 0 Extracurricular: 0		
课程类型 Course Type	<input type="checkbox"/> 公共课程 Public Course <input type="checkbox"/> 通识课程 General Education Course <input type="checkbox"/> 学科门类基础课 <input type="checkbox"/> 专业大类基础课 <input checked="" type="checkbox"/> 专业核心课 Specialized Core Course <input type="checkbox"/> 专业选修课 Specialized Elective Course <input type="checkbox"/> 集中实践 Intensive Practice		
开课学期 Semester	<input checked="" type="checkbox"/> 1-1 <input type="checkbox"/> 1-2 <input checked="" type="checkbox"/> 2-1 <input type="checkbox"/> 2-2 <input type="checkbox"/> 3-1 <input type="checkbox"/> 3-2 <input type="checkbox"/> 4-1 <input type="checkbox"/> 4-2 <input type="checkbox"/> 5-1 <input type="checkbox"/> 5-2		
先修课程 Prerequisite	No		

Prerequisites	
教材、参考书及其他资料 Materials (Textbook, Bibliography or Referencing and Supplementary Materials)	<p>[序号] 作者 1, 作者 2.教材名称.出版地: 出版者, 出版年.</p> <p>例: [1] 刘国钧, 陈绍业.电路分析.北京: 高等教育出版社, 1994.</p> <p>Textbook: <i>Sketching: the basics</i>, BIS, 2011; Koos Eissen; Roselien Steur.</p> <p>Software: Adobe Creative Suite (Photoshop, Illustrator and Indesign).</p> <p>Supplementary material:</p> <ul style="list-style-type: none"> • Sketchbook self-made. • A <u>teacher's desk</u> in the classroom, not a podium. • A camera that frames the work surface for drawing.

二、课程目标及学生应达到的能力

II. Course Objectives and Expected learning outcomes.

(工科专业对标工程教育认证标准中专业毕业要求的 12 条具体指标点, 其他专业对标行业/评估标准中专业毕业要求的具体指标点)

By the end of this course, students will be able to:

1. Describe and explain the role of analogue and digital drawings in the design process.
2. Communicate design ideas using hand drawings.
3. Understand and manage colours consciously using analogue and digital tools.
4. Design the presentation of an I.D. preliminary project.
5. Manipulate the product image to align with the target scenario, user, and/or company.

课程目标与专业毕业要求的关联关系

Correlation between course objectives and graduation requirements
for the program

毕业要求:

Students of this program should meet the following graduation requirements:

A. Master extensive theories on engineering and technology, humanities, social sciences, natural sciences, etc., demonstrate high scientific literacy, strong humanistic and artistic dispositions, and physical and mental well-being;

B. Have solid theoretical knowledge of industrial design, and master the knowledge related to product and its development, design, aesthetics, engineering, technology, management, planning, teamwork, professional ethics, etc.;

C. Master methods and skills of industrial design and related fields, be able to apply multidisciplinary knowledge into reality, and have strong expression, creation, practical, problem analysis and solving skills in the field of design;

D. Have good communication skills, teamwork spirit, a strong sense of social responsibility, and international vision, and be capable of applying interdisciplinary knowledge in pioneering work.

毕业要求 课程目标	A	B	C	D
1	H	L	M	L
2	L	H	L	H
3	H	M	H	M
4	M	H	M	H
5	M	M	H	M

注：毕业要求中 A、B、C、D、E、F、G、…对应毕业要求中各项具体内容。课程目标与专业毕业要求的关联关系用 H/M/L 标注。

Note: A, B, C and D indicate the specific aspects of the graduation requirements. H, M and L refer to a strong, medium and weak correlation between the course objectives to the graduation requirements respectively.

三、教学内容简介

III. Description of teaching contents

章节顺序	章节名称 Chapter Title	知识点 Teaching Points	参考学时 Credit Hours
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1	The Representation in Industrial Design	1. The Industrial Design Process. 2. Analogical and digital bidimensional representation in I.D.	4
2	The Descriptive Geometry	1. Outlines of drawing history. 2. Orthogonal projections. 3. Axonometric projections. 4. Perspective projections.	34
3	The Light & the shadow	1. Outlines of shadow theory. 2. Chiaroscuro: representing the tridimensionality.	14
4	The Colour	1. Outlines of physiology and anatomy of vision. 2. Colour Theory.	16
5	The Digital Image	1. Bitmap & Vector images. 2. Bitmap image characteristics. 3. Image manipulation.	14
6	The Composition & the storytelling	1. Composition of representation. 2. The project narrative.	14

四、教学安排详表

IV. Teaching Arrangements

序号 Teaching contents	学 时 分配 Credit Hours	教学方 式 Teaching Methods	教学要求 (知识要求及能力要求) Learning Objectives (Knowledge objective & ability objective)	对课程目 标的支撑 关系 Related to which Course Objective
1 The Representa tion in Industrial Design	4	Theory & Practice	1. To describe the I.D. process stages. 2. To define the representation tools and methods within the I.D. process.	1
2 The Descriptive Geometry	34	Theory & Practice	1. To distinguish and reproduce the representation methods characteristic of descriptive geometry. 2. To fast sketch I.D. objects in intuitive orthogonal projection, axonometry and perspective.	2, 4, 5

3	The Light & the shadow	14	Theory & Practice	<ol style="list-style-type: none"> 1. To examine an image and understand materials and light source. 2. To fast sketch I.D. products highlighting the tridimensionality with the use of light and shadows. 3. To produce images consistent with the context. 	4, 5
4	The Colour	16	Theory & Practice	<ol style="list-style-type: none"> 1. To memorise the different colour spaces. 2. To apply colour methods according to the context of use. 3. To recognise and to apply colour harmonies. 	3, 5
5	The Digital Image	14	Theory & Practice	<ol style="list-style-type: none"> 1. To describe and explain the differences between bitmap and vector images. 2. To choose the images to be used congruently with the purpose of use. 	3, 4
6	The Composition & the storytelling	14	Theory & Practice	<ol style="list-style-type: none"> 1. To organise graphic space. 2. To describe the project process. 	1, 2, 4

注：对课程目标的支撑关系可填写大纲中第二部分课程目标的相应序号。

The column *Related to which Course Objective* can be filled in with the number of the corresponding course objective in Part II.

五、实践环节

V. Studio/Lab

实验 编号 No.	实验名称 Subject Name	实验内容 Contents	教学方法 Teaching Methods	对课程目标的 支撑关系 Related to which Course Objective
1				

注：对课程目标的支撑关系可填写大纲中第二部分课程目标的相应序号

The column *Related to which Course Objective* can be filled in with the number of the corresponding course objective in Part II.

六、课外学时分配

VI. Extracurricular Practice

章节顺序	内容 Contents	参考学时 Credit Hours	对课程目标的 支撑关系 Related to which Course Objective
1			

注：对课程目标的支撑关系可填写大纲中第二部分课程目标的相应序号。

The column *Related to which Course Objective* can be filled in with the number of the corresponding course objective in Part II.

七、考核方式及成绩构成

VII. Evaluation and Composition of Grades

平时： _____%， (包含： xxxx)

实验 (上机)： _____%； (包含： xxx)

期末： _____%

20% for usual performance and ongoing assignments:

- 5% Attendance.
- 15% Homework deliveries.

50% for assessments:

- 25% **Sketchbook**:
 - Create your sketchbook.
 - Complete the sketchbook with the hand drawing for each lesson.
- 25% **Coursebook**:
 - Scanning, editing and, if necessary, colouring sketches made during lessons.
 - Paging all analogue and digital exercises in a booklet.

and 30% for the final exam:

- 15% Sketching exercise.
- 15% Photoshop & Illustrator exercise.

<本部分构成及考试方式可根据具体课程定制> Depending on the

course

大纲制定者: PhD Flora Gaetani

大纲审核者: x x x

最后修订时间: 2023年 06月 20日