

教学大纲
Syllabus
【艺术设计史】
【 History of Design】

一、基本信息（必填项） Basic Information

课程代码：【按教学计划填写】 Course Code:2090592

课程学分：【按教学计划填写】 Credit: 2

面向专业：【按教学计划填写】 Major: freshman

课程性质：【课程性质包括“通识教育必修课，院级必修课，院级选修课，系级必修课，实践教学必修课”，请按教学计划填写。如果一门课程具有多种课程性质，要注明面向何种专业是何种课程性质。】 curriculum: Including Compulsory Course of General Education; College-determined course; Department-determined course; Practical teaching; Please fill in according to the teaching plan. If one course has multiple course characteristics, please indicate which major will be focused on and which course characteristics it belongs to.

开课院系： College: 国际设计学院

使用教材： Textbook:

教材【《现代设计史》，张钰 张鑫主编 武汉大学出版社】

Textbook[History of Modern Design", edited by Zhang Yu and Zhang Xin, Wuhan University Press]

参考书目【《世界现代设计史》 王受之 著 中国青年出版社 2004

《艺术设计学》 凌继尧, 徐恒醇著 上海人民出版社 2006】

reference: [World Modern Design History "by Wang Shouzhi, published by China Youth Press in 2004

Art and Design "by Ling Jiyao and Xu Hengchun, published by Shanghai People's Publishing House in 2006]

二、课程简介（必填项） course introduction

本课程作为艺术设计学院专业本科学生必须修读的一门重要专业基础理论课程，旨在让学生对设计史的发展脉络，特别是 20 世纪以来的设计史，有一个全面而系统的认识。通过本课程的学习，学生将能够掌握设计史的主要发展线索，对各个时期的主要设计运动、设计风格、设计流派以及杰出的设计师及其经典设计作品有一个基本的了解和认识。此外，课程还致力于培养学生的理论素养，使他们具备一定的设计理论修养，能够对设计作品进行深入的分析 and 鉴赏，从而提升他们的审美能力和批判性思维。通过这些学习目标的实现，学生将能够在未来的艺术设计实践中更好地运用所学知识，提高自己的设计水平和创新能力。

This course is an important foundational theoretical course that undergraduate students in the School of Art and Design must take, aiming to provide students with a comprehensive and systematic understanding of the development of design history, especially since the 20th century. Through the study of this course, students will be able to grasp the main development clues of design history, and have a basic understanding and recognition of the main design movements, design styles, design schools, outstanding designers, and their classic design works in various periods. In addition, the course also aims to cultivate students' theoretical literacy, enabling them to have a certain level of design theory cultivation, and be able to conduct in-depth analysis and appreciation of design works, thereby enhancing their

aesthetic ability and critical thinking. By achieving these learning objectives, students will be able to better apply their knowledge in future art and design practices, improve their design skills and innovation abilities.

三、选课建议（必填项） Suggestion for Course Selection

这门课程特别适合那些正在攻读本科学位的学生，尤其是那些处于大学一年级或二年级阶段的学生来学习。为了更好地理解和掌握课程内容，学生通常需要具备一定的设计艺术方面的基础知识，以及一定的审美修养。这些基础知识和审美能力将有助于学生在学习过程中更好地吸收和应用课程中所涉及的理论和实践技巧。通过这门课程的学习，学生不仅能够提升自己的设计能力和审美水平，还能为未来在相关领域的深入研究和职业发展打下坚实的基础。

This course is particularly suitable for students who are pursuing an undergraduate degree, especially those in their first or second year of university. In order to better understand and master the course content, students usually need to have a certain basic knowledge of design art and a certain aesthetic cultivation. These fundamental knowledge and aesthetic abilities will help students better absorb and apply the theories and practical skills involved in the course during the learning process. Through the study of this course, students can not only enhance their design ability and aesthetic level, but also lay a solid foundation for future in-depth research and career development in related fields.

四、课程内容（必填项） Course Contents

总课时：32 学时

第一章 导论：总课时为 4 学时 L1

第一节 何为设计

第二节 设计的起源

第三节 设计中的科技之美

知识点和能力要求：

教学的基本要求：设计与经济、艺术、科学的关系；现代设计艺术分类标准与方法。现代设计产生的根源：工业革命、发明创造、现代艺术流派等影响。

第二章：18 世纪欧洲设计 总课时为 6 学时 L1

第一节 洛可可样式

第二节 新古典主义建筑

第三节 园林景观设计

第四节 手工艺设计

知识点和能力要求：

通过对色彩的主观性表现训练，使学生了解色彩形式表现的意义以及与设计的关系，灵活运用不同色彩关系的配置，从而掌握色彩形式表现的方法和规律。

第三章：“工艺美术”运动：总课时为 4 学时 L1

第一节 “工艺美术”运动背景

第二节 英国“工艺美术”运动

第三节 美国“工艺美术”运动

知识点和能力要求：

设计史的对象，英国“工艺美术”运动及其影响

第四章：“新艺术”运动：总课时为4学时 L1

第一节 “新艺术”运动概况

第二节 比利时“新艺术”运动

第三节 其他国家“新艺术”运动流派

第四节 “新艺术”运动平面设计

知识点和能力要求：

基本了解新艺术运动的背景，结合现代国际艺术设计理解工业设计时期在设计史的重要性，把握新艺术风格

第五章 “装饰艺术”运动：总课时为4学时， L2

第一节 法国“装饰艺术”运动；

第二节 美国“装饰艺术”运动

第三节 英国“装饰艺术”运动

知识点和能力要求：

理解并掌握装饰艺术产生的原因和艺术特点，它和新艺术运动有何不同？

第六章 现代主义设计与包豪斯：总课时为8学时 L2

第一节 现代主义设计的兴起

第二节 德国工业联盟

第三节 包豪斯

第四节 现代主义建筑

知识点和能力要求：

理解并掌握现代主义设计的基本理念，现代设计模式的探索与形成过程，包豪斯的历史作用与影响。

第七章 美国现代设计的发展：总课时为8学时 L2

第一节 二战前美国现代设计的发展

第二节 二战后美国设计的发展

知识点和能力要求：

全面理解美国现代设计的发展状况，理解设计走向商业主义的根本原因。

第八章 世界现代设计：总课时为6学时，L2

第一节 斯堪的纳维亚国家现代设计

第二节 日本现代设计

第三节 英国和法国现代设计

第四节 意大利现代设计

知识点和能力要求:

理解并掌握战后西方各国工业设计的发展状况及其设计形态发展的特征,熟知各国风格及名作。

第九章 后现代主义设计 总课时为 4 学时 L2

第一节 后现代主义设计理论

第二节 后现代主义设计的建筑

第三节 后现代主义设计的产品

知识点和能力要求:

理解后现代主义设计的理论,熟知后现代主义的著名设计

Total class hours: 32 class hours

Chapter 1 Introduction: The total class hours are 4 hours L1

What is design in the first section

The Origin of Design in Section 2

The Beauty of Technology in Design Section 3

Knowledge points and ability requirements:

Basic requirements for teaching: the relationship between design and economics, art, and science; Classification standards and methods for modern design art. The roots of modern design include the influence of the Industrial Revolution, invention and creation, and modern art schools.

Chapter 2: The total class hours for 18th century European design are 6 hours L1

Section 1 Rococo Style

Section 2: Neoclassical Architecture

Section 3 Landscape Design

Section 4 Handicraft Design

Knowledge points and ability requirements:

By training students on the subjectivity of color expression, they can understand the significance of color form expression and its relationship with design, flexibly apply different color relationship configurations, and thus master the methods and rules of color form expression.

Chapter 3: "Arts and Crafts" Movement: Total Class Hours of 4 Class Hours L1

Section 1: Background of the "Arts and Crafts" Movement

Section 2: The British Arts and Crafts Movement

Section 3: The American Arts and Crafts Movement

Knowledge points and ability requirements:

The Object of Design History: The British Arts and Crafts Movement and Its Influence

Chapter 4: "Art Nouveau" Movement: Total Class Hours of 4 Class Hours L1

Overview of the "New Art" Movement in Section 1

The Second Belgian Art Nouveau Movement

Section 3: Other Countries' New Art Movement Schools

Section 4: Graphic Design of the "New Art" Movement

Knowledge points and ability requirements:

Basic understanding of the background of the Art Nouveau movement, combined with modern international art design, understanding the importance of industrial design in design history, and grasping the style of Art Nouveau

Chapter 5 "Decorative Arts" Movement: Total Class Hours of 4, L2

The first section of the French "Art Deco" movement;

Section 2: The Art Deco Movement in the United States

Section 3: The British 'Art Deco' Movement

Knowledge points and ability requirements:

Understand and master the reasons and artistic characteristics of decorative art, and how it differs from the Art Nouveau movement?

Chapter 6: Modernist Design and Bauhaus: Total Class Hours of 8 Class Hours L2

The Rise of Modernist Design in Section 1

Section 2: German Industrial Union

Section 3 Bauhaus

Section 4 Modernist Architecture

Knowledge points and ability requirements:

Understand and master the basic concepts of modernist design, the exploration and formation process of modern design patterns, and the historical role and influence of Bauhaus.

Chapter 7: The Development of Modern Design in the United States: A Total of 8 Class Hours L2

The Development of Modern Design in the United States Before World War II

The Development of American Design after World War II

Knowledge points and ability requirements:

Comprehensively understand the development status of modern design in the United States and the fundamental reasons for the trend towards commercialization in design.

Chapter 8: World Modern Design: Total Class Hours of 6, L2

Section 1 Modern Design in Scandinavian Countries

Section 2: Modern Japanese Design

Section 3: Modern Design in Britain and France

Section 4: Modern Italian Design

Knowledge points and ability requirements:

Understand and master the development status and characteristics of industrial design forms in Western countries after World War II, and be familiar with the styles and masterpieces of various countries.

Chapter 9: Postmodern Design Total Class Hours: 4 Class Hours L2

Section 1 Postmodern Design Theory

Section 2: Architecture Designed by Postmodernism

Section 3: Products Designed by Postmodernism

Knowledge points and ability requirements:

Understand the theory of postmodern design and be familiar with the famous designs of postmodernism

五、项目实践名称及基本要求（选填，适用于集中实践、实习、毕业设计等）

V. Project practice name and basic requirements (optional, applicable to intensive practice, internship, graduation design, etc.)

请列出项目实践环节各阶段的名称、项目实践内容简述、该项目能够培养的学生技能（例：表达沟通能力、市场洞察力、数据整理和运用、综合应用能力、项目管理、创新能力等等，教师可根据课程安排情况自行列举）并注明能力等级。注：布鲁姆认知能力的6种层次简写对照表请见附件1。

Please list the names of the different stages of the project practice, a brief description of the project practice content, and the student skills that the project can cultivate (eg. communication skills, market insight, data collation and application, comprehensive application capabilities, project management, innovation capabilities, etc., teachers can list according to the course schedule and indicate the ability level. Note: A brief comparison of the six levels of Bloom's cognitive abilities is given in Annex 1.

序号 No.	各项目名称 Name of each project	项目实践主要内容 Main contents of project practice	培养技能 Cultivation skills	能力 等级 Ability level
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六、评价方式与成绩（必填项）

VI. Evaluation methods and grades

总评构成（P1+P2+P3） Composition of final evaluation(P1+P2+P3)	评价方式 Evaluation methods	占比（总比 100%） Proportion(Totally 100%)
P1	Attendance	10%
P2	ppt、 presentation	45%
P3	Assay	45%

任课教师(Lecturer)：马潇

日期(Date)：2025年 3 月 2 5 日

院长签名（Dean Signature）：

布鲁姆认知能力 6 中层次简写对照 six levels of Bloom's cognitive abilities		
层次 Level	代号 Code	符号 Sign
知道 Know	L1	●
理解 Understand	L2	●
运用 Apply	L3	●
分析 Analyze	L4	●
综合 synthesize	L5	●
评价 Evaluate	L6	●