

朝陽科技大學 091學年度第2學期教學大綱
E-Design: The Holistic Economy E設計：整合性經濟

當期課號	7423	Course Number	7423
授課教師	路威	Instructor	
中文課名	E設計：整合性經濟	Course Name	E-Design: The Holistic Economy
開課單位	設計研究所碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標		Objectives	
教材		Teaching Materials	To ALL lessons you must bring 1.a name badge with your name in Pin-yin, your English name and your student number. 2. a hard-cover A3 sketch book for all your drawings and notes. 3. a chinese-english-chinese dictionary, either printed or electronic.
成績評量方式		Grading	For your ability to make ground-breaking contributions to the project, creativity, inspiration, team-qualities etc. you will be evaluated (60%). Your understanding of design in the Knowledge-Based Economy will be evaluated on the basis of your final report (40%).
教師網頁	-		
教學內容		Syllabus	<p>As a young designer you will become a member of the interdisciplinary teams that are developing the business and economy of the future. In order to qualify you to meet the government's Challenge 2008, this course will introduce you to thinking-tools that will help you become more knowledgeable about the mechanisms, development and goals of society.</p> <p>Taiwan is rapidly moving toward a knowledge-based rather than a manufacturing-based economy. In a few years Industrial Design must upgrade to provide creative services to a new society. It is the goal of this course to qualify you 1) to participate in those teams in industry, commerce, culture, society and politics where strategies for the future will be developed in coming years and 2), as a key-member in these teams, to express and implement the resulting innovative ideas on which Taiwan must base its future success.</p> <p>E-Design is the second module in the "Life Product Design Course". It researches and develops design that thinks primarily of improving the lives of people rather than fulfilling the requirements of manufacturing, or marketing. E-Design is design that balances the 3E's of Economy, Ecology and Ethics. We will review the evolution of design as a service to society, its place in the global economy and the designing of holistic solutions for life in the near future. We will discuss the 3R design model: Reasons (3B/M), Resources (3H) and</p>

		<p>Results (3Q). [3B/M = 3 reasons, either better or more. 3H = 3 kinds of knowledge, head, heart and hand. 3Q = 3 ways to evaluate a design project, quantification, quality and qualification] leading to the professor's "BEST Design Principles" design management tool within which design is evaluated as a product, a service, an experience and a business proposal. This is supplemented with continuing practice in the RAS/CPD design development cycle (Research, Analysis, Synthesis / Concept, Design, Production).</p> <p>The method of teaching will primarily be coaching; help toward the establishment of interdisciplinary teams within the university; network-building toward industry and society; doing research, writing reports; regular seminars based on the research and ideas of the participants and invited guests, etc.; developing innovative business proposals, writing new design-briefs, and suggesting new solutions.</p>
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