

朝陽科技大學 092學年度第1學期教學大綱  
Philosophy of Design 設計哲理

當期課號	7505	Course Number	7505
授課教師	路威	Instructor	
中文課名	設計哲理	Course Name	Philosophy of Design
開課單位	設計研究所碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標		Objectives	
教材	To ALL lessons you must bring 1.a name badge with your name in Pinyin, 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.	Teaching Materials	To ALL lessons you must bring 1.a name badge with your name in Pinyin, 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	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 a meta-context will be evaluated on the basis of your final report (40%).	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 a meta-context will be evaluated on the basis of your final report (40%).
教師網頁	-		
	<p>The goal of this course is to develop your own Design Philosophy based both on personal values, ideals, ambitions, goals and ethics and an extensive knowledge of the world in which you will function after graduation.</p> <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>Design Philosophy is the second year 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. We will</p>		<p>The goal of this course is to develop your own Design Philosophy based both on personal values, ideals, ambitions, goals and ethics and an extensive knowledge of the world in which you will function after graduation.</p> <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>Design Philosophy is the second year 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. We will review the</p>

<p><b>教學內容</b></p> <p>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.</p> <p>We will discuss the 3R design model: Reasons (3B/M), Resources (3H) and 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 in seminar form; 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.; creating a reading list based on research into new literature; sharing new knowledge; developing innovative business proposals, writing new design-briefs, and suggesting new solutions.</p> <p>Finally, you will summarise your design intentions by writing your own design philosophy as part of your own CV and/or studio profile for use after graduation: "MY OWN DESIGN PHILOSOPHY" - your own vision and mission statement.</p>	<p><b>Syllabus</b></p> <p>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.</p> <p>We will discuss the 3R design model: Reasons (3B/M), Resources (3H) and 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 in seminar form; 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.; creating a reading list based on research into new literature; sharing new knowledge; developing innovative business proposals, writing new design-briefs, and suggesting new solutions.</p> <p>Finally, you will summarise your design intentions by writing your own design philosophy as part of your own CV and/or studio profile for use after graduation: "MY OWN DESIGN PHILOSOPHY" - your own vision and mission statement.</p>
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