

朝陽科技大學 093學年度第1學期教學大綱
Philosophy of Design 設計哲理

當期課號	7281	Course Number	7281
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	<p>YOU MUST ALWAYS BRING 1) your A3 sketch book and drawing tools 2) a Chinese-English dictionary, either book or electronic. Participants on this course will need to find new literature, to team up with untraditional partners and develop tools in order to pioneer, define, establish and develop a Design Philosophy based on knowledge that goes beyond personal attitudes and preferences but can function as a strategy to work in, understand and develop the market in which you will have to function when you graduate. You will need both A3 or A4 hard-cover sketch-books for personal documentation of design process. Project presentation materials and books. Extensive reading and research material. A good selection of drawing materials. CAD and Internet Search. 每次上課同學必備品為 A3 繪圖筆記本& 簡單的基本繪圖工具及中英文字典 原則上此課程是要探求新知 組成非傳統的團隊與研發方式&工具 在拋開過往的自我主觀意識及偏好之下 去尋找探索 定義及建立以知識為基礎的設計哲理 且能實際地有效運用在市場大環境上 工具上你可能會需要A3 or A4尺寸的硬式封面繪圖筆記本來紀錄設計創作過程 作品發表的工具及書籍 大量有計畫性的閱讀及研究資料 CAD與網路資料收集</p>	Teaching Materials	
成績評量方式	對project貢獻程度 創意發想及研發上課表現及參與度 分組團隊品質與整體(60%) 對設計的理解度及期末報告發表 (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	http://www.loewy-liao.com		
	<p>DESIGN PHILOSOPHY BASED ON YOUR PERSONAL VALUES, IDEALS, AMBITIONS, GOALS AND ETHICS and on an extensive knowledge of the world in which you will function after graduation.</p> <p>Design Philosophy is part of the “Life Product Design Course”. It researches and develops design thinking. We will discuss the personal values that move us to improve the lives of people. We will not focus on design for manufacture, or for</p>		<p>The goal of this course is TO DEVELOP YOUR OWN DESIGN PHILOSOPHY BASED ON YOUR PERSONAL VALUES, IDEALS, AMBITIONS, GOALS AND ETHICS and on an extensive knowledge of the world in which you will function after graduation.</p> <p>Design Philosophy is part of the “Life Product Design Course”. It researches and develops design thinking. We will discuss the personal values that move us to improve the</p>

<p>教學內容</p>	<p>marketing. We will review the evolution of design as a service to society, its place in the global economy and design for life in the near future.</p> <p>We will start by studying the basic philosophies of the East and the West in order to understand the background of a global culture. We will discuss the idea of improvement as the fundamental motivation behind design.</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 the teams in industry, commerce, culture, society and politics where strategies for the future will be developed and 2) as a key-member in these teams, to express and implement the innovative ideas on which Taiwan must base its future success.</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, portfolio or studio profile for use after graduation: "MY OWN DESIGN PHILOSOPHY" - your own vision and mission statement.</p>	<p>Syllabus</p> <p>lives of people. We will not focus on design for manufacture, or for marketing. We will review the evolution of design as a service to society, its place in the global economy and design for life in the near future.</p> <p>We will start by studying the basic philosophies of the East and the West in order to understand the background of a global culture. We will discuss the idea of improvement as the fundamental motivation behind design.</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 the teams in industry, commerce, culture, society and politics where strategies for the future will be developed and 2) as a key-member in these teams, to express and implement the innovative ideas on which Taiwan must base its future success.</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, portfolio or studio profile for use after graduation: "MY OWN DESIGN PHILOSOPHY" - your own vision and mission statement.</p>
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