朝陽科技大學 095學年度第2學期教學大綱
Design Management 設計管理特論

當期課號	7289	Course Number	7289
授課教師	何明泉	Instructor	Ho,Ming Chyuan
中文課名	設計管理特論	Course Name	Design Management
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	《教學目標》：(一)使學生瞭解設計管理之知識領域內涵、相關原理及其要點。(二)使學生對設計師及設計部門主管在企業組織中所應分別扮演之角色能夠具有正確之認知。(三)使學生具備設計管理之基本能力。《內容大綱》：(一)設計管理之定義與學習設計管理之目的。(二)設計管理的工作特性。(三)設計部門的介面關係管理。(四)設計部門的制度管理。(五)設計部門的組織設計與管理。。(六)設計部門的資源管理。(七)設計部門貢獻度的最大化與功能的擴大化。(八)設計專案之管理。(九)設計策略之管理。(十)設計品質的管理。(十一)對工業設計師的領導與激勵。	Objectives	《Objectives》: (1)Enhancing the understanding on the boundary, contents, and general principles of Design Management. (2)Promoting the awareness of both the roles which designers and design managers should play in enterprise organizations. (3)Establishing the basic competence in the field of design management among students. 《Contents》: (1)Definition and the need of design management. (2)The distinguished features of design management. (3)Interface management. (4)Managing the standards system. (5)Organizational design and management. (6)Resources management. (7)Expanding boubdaries through maxmizing performance contribution. (8) Project management (9)Manageing design strategies. (10)Management design quality. (11)Design leadership.
教材	1.設計進程 2.設計管理:以設計建構品牌價值與企業創新 3.設計管理:設計策略,程序與實施之管理	Teaching Materials	Books: Cooper, R. and Press, M. The Design Agenda: A guide to successful design management, John Wiley and Sons, 1997 De Mozota, B. B. Design Management: Using design to build brand value and corporate innovation, Allworth Press, 2003 Best, Kathryn, Design Management: Managing design strategy, process and implementation, Academica, 2006 Journal: Design Management Journal, DMI
成績評量方式	1. 發表與討論: 40% 2. 學期論文報告: 40% 3. 上課參與度: 30%	Grading	1.presentation and discussion:40% 2.final term paper:40% 3.class participation and contribution:30%
教師網頁			
教學內容	設計管理專論主要在探討設計管理的方法,原則與哲理.重點在比較各種設計思維與推理之背後道理與應用策略.主要目的乃在發展一套最有效益之設計管理模式以爲成功進行設計活動之參考.	Syllabus	Special topics on design management are to investigate and demonstrate the processes, principles and methods or philosophy of managing design. It is particularly concerned with the rationale of design concept as well as the process of design reasoning and thinking. The principal goal of this course is to facilitate designer's capabilities in conducting design research on various issues of design management and then, eventually, complete a prospective project

			independently or collaboratively.

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