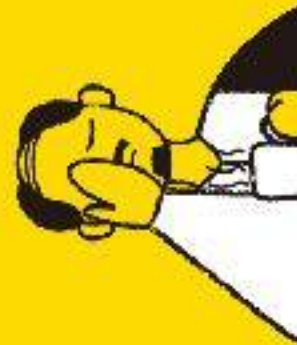
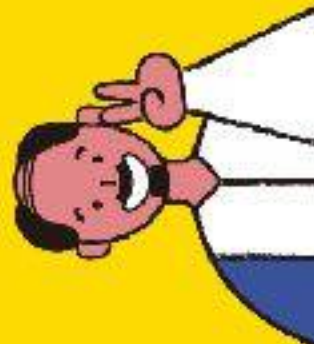


2020设计马拉松

2020 DESIGN DAY MARATHON

09/19 - 20, 2020



谢谢老天我还过得挺好

Thank God I'm Doing Pretty Well

目录

01 前言

前言
简介

02 设计马拉松

马拉松特色
直播平台
节目单

03 直播节目

25个中文节目
(按直播表排序)

04 马拉松委员会

院校
组委会

CONTENTS

01

Preface

Preface
Introduction

02

DDM

Host
Universities
Personnel

03

Live Show

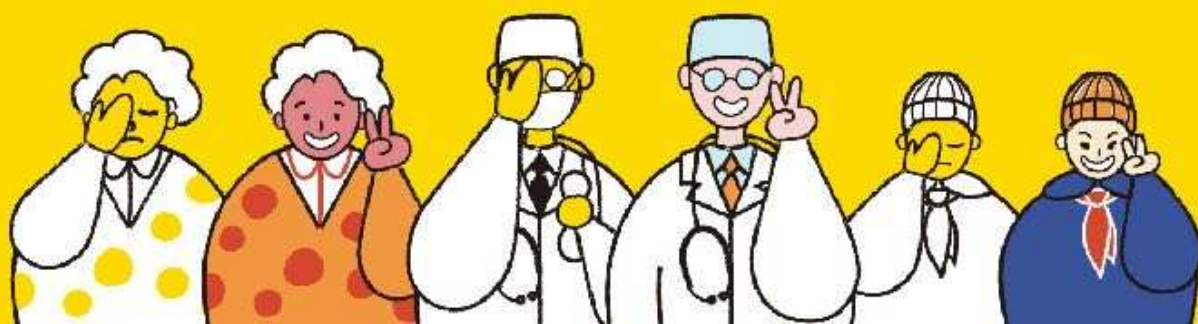
Sep. 19-Chinese show
Sep. 19-English show
Sep. 20-Chinese show
Sep. 20-English show

04

Marathon Committee

Marathon features
Live broadcast platform
Program List

PREFACE 前言



设计马拉松简介

北京设计周期间最酷最时尚的国际设计工作坊

作为北京设计周的重要学术活动之一，设计马拉松是由北京服装学院和其他多所国内外高校联合举办的大型国际竞赛活动。自2016年首届马拉松开始至今，每年都由企业与国内外院校共同发起，近百名青年设计师参与其中，成果丰硕且落地。设计马拉松致力于推动企业与学术之间共赢，它能快速集结行业师生与专家，一起动脑动手为企业与机构棘手的设计问题找到解答！也为输出企业需要的设计人才提供有效渠道。

2020年设计马拉松

马拉松即兴直播间

2020/09/19 - 09/20

受到疫情影响，整个春季我们透过互联网在线工作。对于目前正工作与上课的您，想必能感受到自己犹如“网红直播”，面对镜头无畏无惧侃侃而谈。鉴于此，我们打算将2020年设计马拉松设定为直播带货（知识干货）的形式，推出短平快的网红知识节目，介绍个人或者组织如何在2020年靠着强大的适应力，让工作与生活变得更美好。

这种多节目融合的工作坊形态，就是今年的马拉松即兴直播间（Marathon Live Jam）。它就如同一个开放、趣味而流动的市集，导师或院校可自行申请1-2个小时的直播节目，挂在九月中旬设计马拉松活动的时间段里成为一个“节目摊位”。我们会依托推流平台Streamyard或者OSB开展直播，内容将推流至中国与国际主要流媒体平台。



ABOUT DDM

The Coolest Design Workshop During Beijing Design Week

As one of the most significant academic activities of Beijing Design Week, Design Day Marathon is a major international competition jointly held by Beijing Institute of Fashion Technology and many other universities domestic and overseas. Since the first marathon in 2016, it has been launched by enterprises and universities at home and abroad every year. Nearly 100 young designers have participated in it, achieving fruitful results. Committed to promoting a win-win situation between enterprises and academia, Design Day Marathon allows teachers, students and experts in the industry gather together to brainstorm and find solutions to design problems of enterprises and institutions. It also provides an effective channel of design talents for enterprises.

2020 DESIGN DAY MARATHON

Marathon Live Jam

2020/09/19 – 09/20

During the pandemic, we have moved our daily operations and teachings online. Therefore, you must feel that you are more and less like a "Internet Celebrity". In view of this, we are planing to set Design Day Marathon 2020 as a "Live Broadcast" workshop and launch a knowledge-based online program with the theme of "Thank God I'm Doing Pretty Well" to show your resilience of work and living during the past days of 2020.

We name this multi-programs workshop as Marathon Live Jam. It's like an open, fun and mobile market. Individual teachers or schools can apply for a 1-2 hours program upon request, and host a "program booth" during the Design Day Marathons in mid-September. We will rely on platforms either Streamyard or OSB for broadcasting, and the content will be pushed to the main streaming platforms both China and Worldwide.



2020
DESIGN
DAY

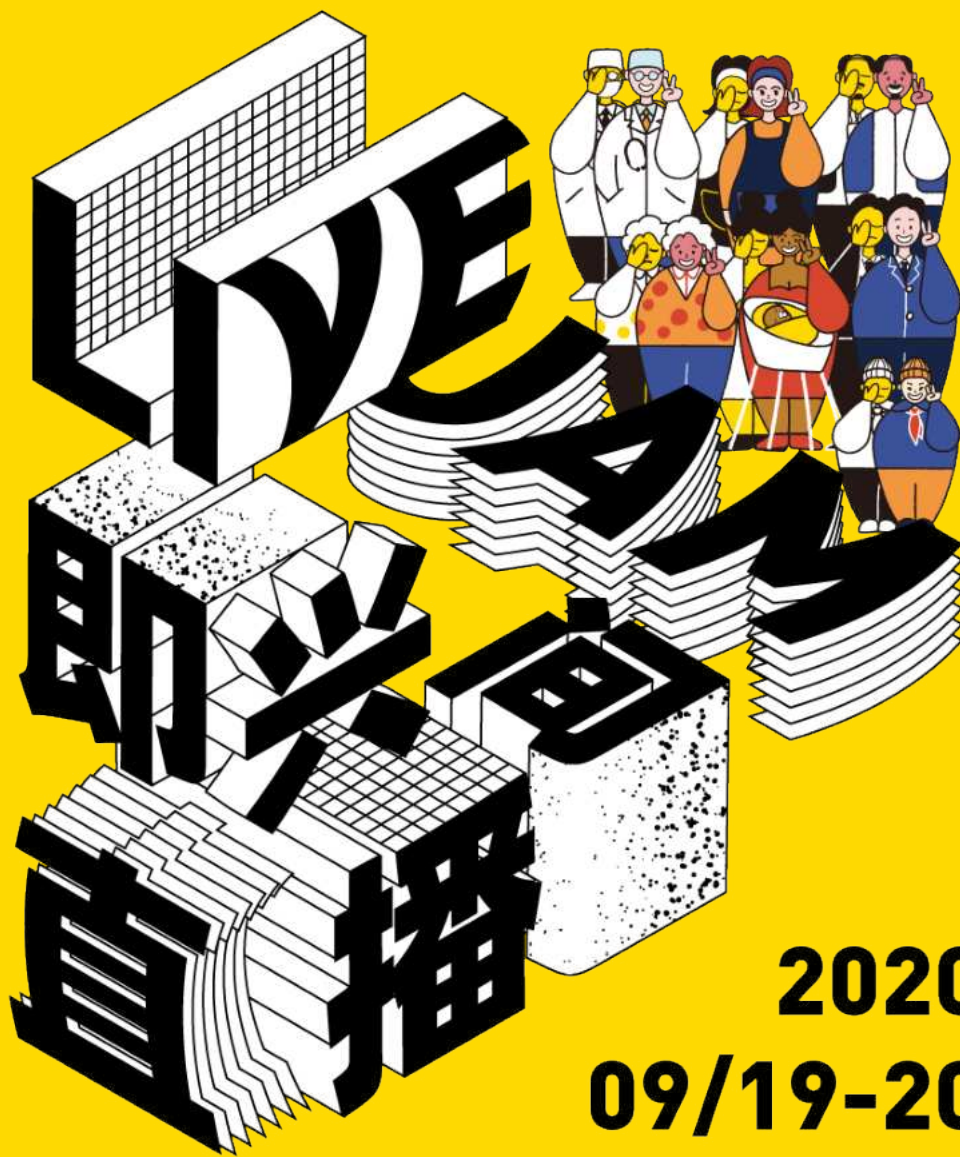
设计马拉松

BEIJING
SIGN
WEEK
2020 北京国际设计周

设计之旅
DESIGN
HOP

SAC
科学 | 艺术 | 时尚

设计马拉松 DESIGN DAY MARATHON



2020
09/19-20

扫描二维码
快来报名!
Scan the QR code
Sign up now!



未来生活趋势
The Trend of Future Life

设计力量探究
The Power of Design

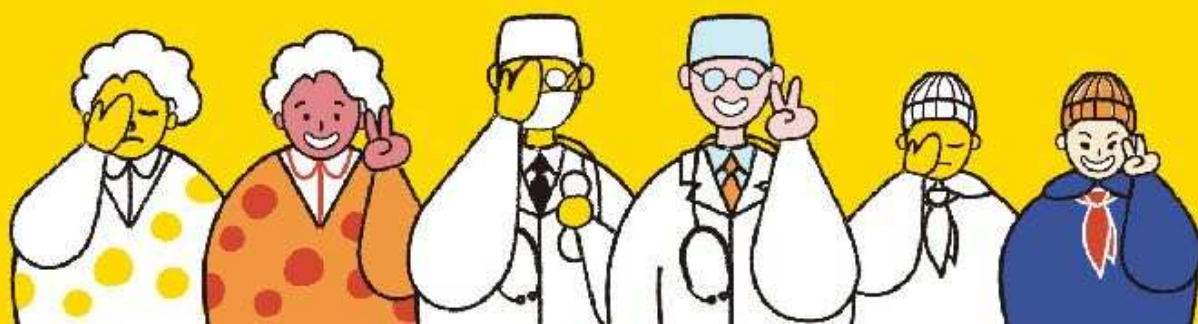
艺术国际边界
International Boundaries of Arts

跨界创作思考
Creation of cross-disciplinary

青年文化生活
Youth Culture & Lives

2020
设计马拉松

DESIGN DAY MARATHON



马拉松特色

节目可由院校组织，活动简单执行

我们将有中文与英文两个终端直播渠道。即使老师们不熟我们推荐Streamyard直播平台，也可透过ZOOM或者腾讯视频来完成节目。目前我们已经进行完了内部测试，确保无任何问题。

节目可由老师个人组织，师生参与如同策展

参与者能在线看到来自不同国家、不同文化背景、不同职业身份的师生们展现出“可玩”、“可逛”、“可看”的活动。结合热点“地摊经济”，成为一次接地气、有生活气息、生动有趣前沿的工作坊。

投入筹备时间与参与执行时间线短

我们将在七月底之前收集老师或学校提出的节目方案，并给予充分的时间进行准备。目前暂定每个节目为1-2个小时。2020年设计马拉松的活动将于两天内完成，时间为九月中旬的周六、日 10:00 - 22:00。

StreamYard 直播平台

StreamYard是一款不需要您下载安装任何应用就可以在浏览器中进行直播的直播平台。能够快速进入我们建立的马拉松直播间、进行分享知识干货。此外，Streamyard可以直接推流到Facebook，YouTube，LinkedIn和其他平台，国内依托“美啊”直播平台进行推流观看。

DDM FEATURES

Host Your Show by Representing Schools or Institutes

We will have two live channels in Chinese and English. Even if the teachers are not familiar with the Streamyard platform we recommend, the program can be completed through ZOOM or Tencent Meeting. At present, we have completed internal testing to ensure that there are no problems.

Host Your Show by Representing Individuals

Participants are able to see that teachers and students from different countries, cultural backgrounds and professions exhibit playable and enjoyable activities. Combined with the hotspot "Stall Business", it will be a down-to-earth, lively, interesting and cutting-edge workshop.

Less Time Involvement for Preparation and Execution

We will collect the program plans proposed by the teachers or schools before July, and give a sufficient time to prepare. Each registered program is 1-2 hours. The entire design marathon in 2020 will be completed within two days, from 10:00 to 22:00 on Saturday and Sunday in mid-September.

StreamYard Live Platform

StreamYard is a live broadcast platform that does not require you to download and install any application to live broadcast in the browser. Can quickly enter the marathon live broadcast room we have established to share knowledge and dry goods. In addition, Streamyard can directly push the stream to Facebook, YouTube, LinkedIn and other platforms. Domestically, it relies on the "Meia" live broadcast platform for push streaming.

活动安排 / SCHEDULE

第一步

七月

导师报名节目

邀请国际导师
直播节目报名
直播平台测试

第二步

八月

节目内容公布

节目内容审核
网站发布节目
媒体信息发布

第三步

九月

设计马拉松

在线报名参加节目
马拉松即兴直播间（9月19、20）
颁发设计马拉松证书

SCHEDULE

STEP 1

July

Mentor Program Registration

International Tutors Invitation
Live Program Registration
Live Platform Testing

STEP 2

August

Announcing Overall Program Schedule

Program Content Evaluation
Website Program Announcement
Media Materials Release

STEP 3

September

Design Day Marathon

Registration to DDM
Marathon Live Jam (Sept. 19 & 20)
Issue Participating Certificate

节目表 9/19

中文节目

8:30-10:00	《设计责任与未来峰会》
10:00-13:00	《游戏，也生活。》
12:00-14:00	《95后的生活哲学》
14:00-16:00	《老龄设计》
14:30-16:30	《生活样本-从物理现实到数字虚拟》
16:00-17:30	《可持续呼吸》
18:00-20:00	《设计教育学生说：米兰理工大学》
19:00-21:00	《你好，未来！—未来生活的趋势洞见》
20:00-22:00	《艺术，成就美丽新世界》
20:00-22:00	《一起设计吃！》

SCHEDULES 9/19

Chinese Show

8:30-10:00	“Design Responsibility and Future Summit”
10:00-13:00	“Game, a Lifestyle.”
12:00-14:00	“Gen Z’s Living Philosophy”
14:00-16:00	“Aging Design”
14:30-16:30	“Life Samples – From Physical Reality to Digital Virtual”
16:00-17:30	“Sustainable Breathing”
18:00-20:00	“Student Talk : Design Education Of Politecnico di Milano”
19:00-21:00	“Hello, Future! – Trend Insights Into Future Life”
20:00-22:00	“Art Makes a Brave New World”
20:00-22:00	“Let’s Design ‘Eat’”

节目表 9/19

英文节目

10:00-12:00	《感性食品，理性设计》
12:00-14:00	《洞见南洋设计》
18:00-18:48	《设计即是权利》
20:00-22:00	《用剪刀绘图！》



SCHEDULES 9/19

English Show

10:00-12:00	"Sensual Food, Rationla Design"
12:00-14:00	"Look Insights"
18:00-18:48	"Design Is Power"
20:00-22:00	"Drawing With Scissors!"



节目表 9/20

中文节目

10:00-11:00	《印花之美》
12:00-13:30	《你有病吧？嘿，还真有！》
14:00-15:00	《呵护行动》
15:00-16:00	《跨界歌剧创作漫谈》
16:00-17:30	《道成都》
17:30-18:46	《Behavior+：玩转行为设计》
19:00-21:00	《你好，未来！—未来生活的趋势洞见》
19:00-22:00	《我在家，有事儿！》



SCHEDULES 9/20

Chinese Show

10:00-11:00	“The Beauty of Printings”
12:00-13:30	“Hey, Are You Crazy? Yes, but It’s Okay!”
14:00-15:00	“Care Action”
15:00-16:00	“Talking About the Creation of Cross-Over Opera”
16:00-17:30	“Tao Chengdu”
17:30-18:46	“Behavior+: Fun Behavior Design”
19:00-21:00	“Hello, Future! –Trend Insights Into Future Life”
19:00-22:00	“I’m at Home, Having Something To Do! ”



节目表 9/20

英文节目

10:00-11:00	《城市：互联、共存、想象力》
14:00-16:00	《艺术，技术和设计如何影响创新世界》
16:00-18:00	《不健康怎能设计》
16:00-18:00	《光与影—数字世界中的文化文物》



SCHEDULES 9/20

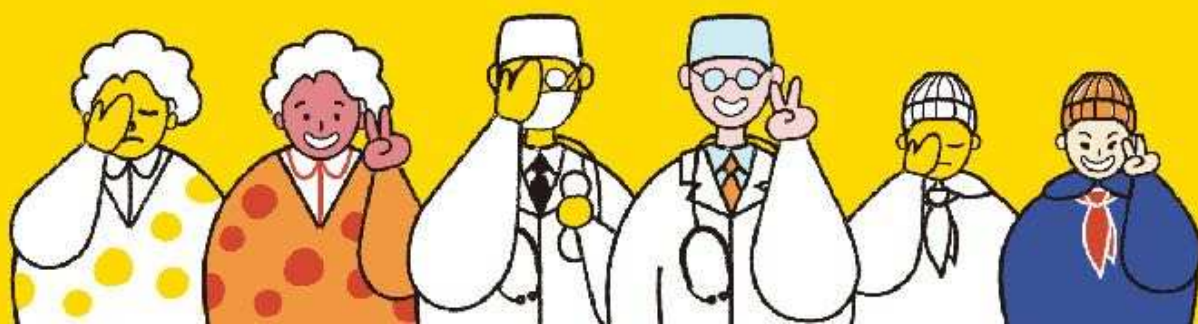
English Show

10:00-11:00	“The City : Connected, Coexisting, Imaginative”
14:00-16:00	“How Art, Technology and Design Inform Creative World”
16:00-18:00	“How Can You Have Design Without a Good Health”
16:00-18:00	“Light & Shadow — the Cultural Artefact in a Digital World”

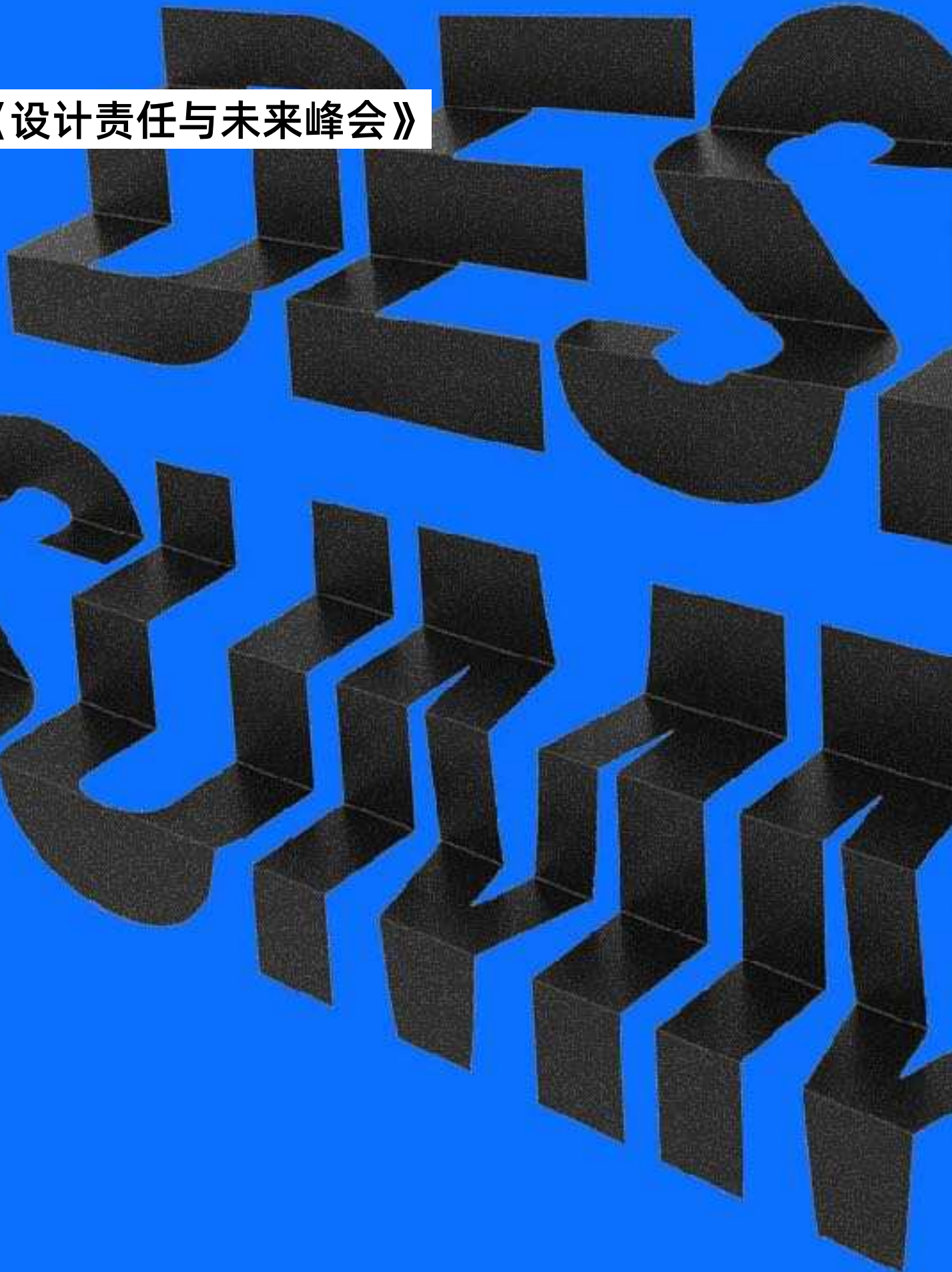


LIVE SHOW

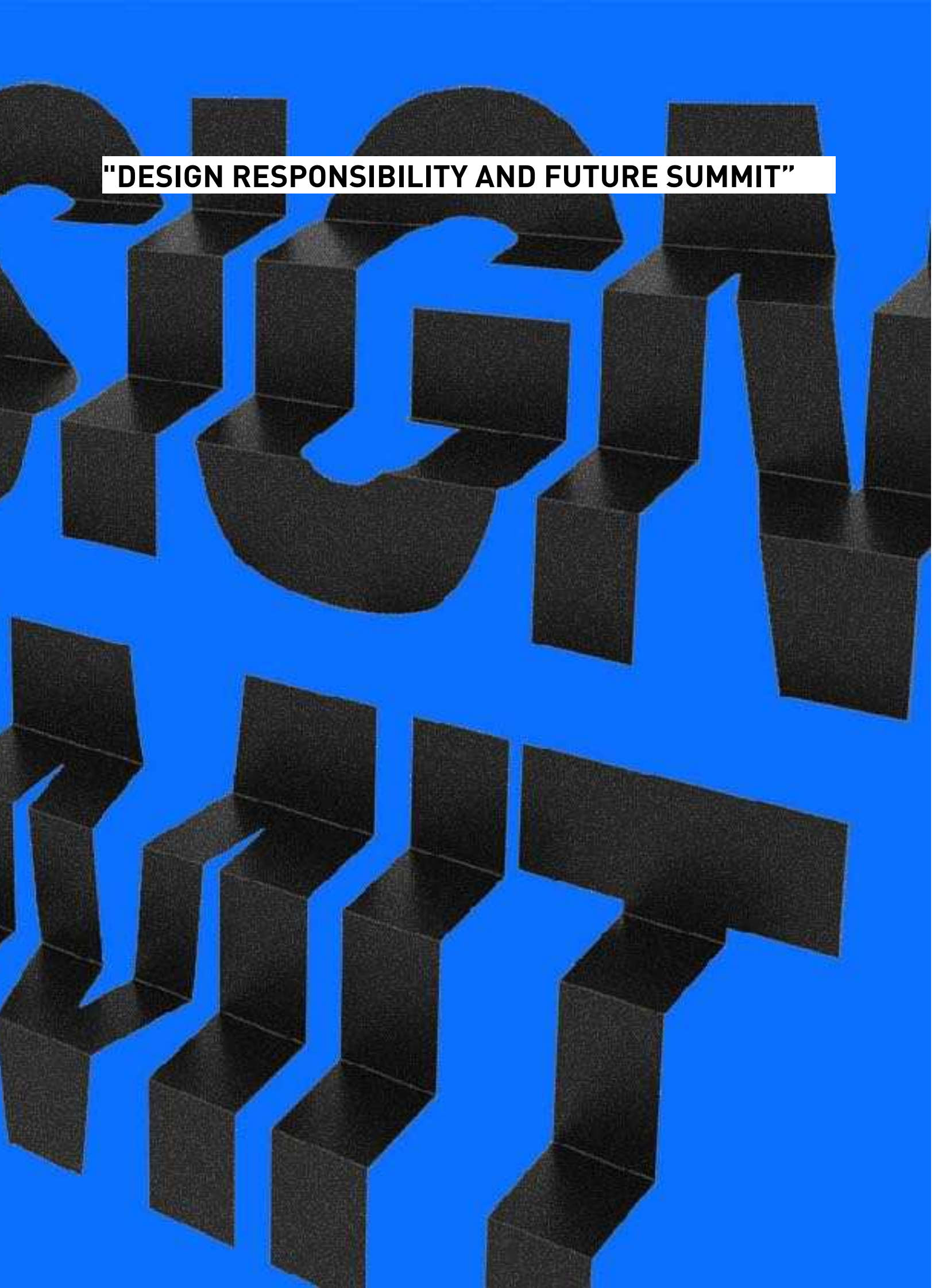
直播节目



《设计责任与未来峰会》



"DESIGN RESPONSIBILITY AND FUTURE SUMMIT"



《设计责任与未来峰会》

节目内容简介

大事件当下的设计领导力

“设计领导力将如何为设计学科创造价值？”、“大学教育如培养有社会责任感的设计师，以应对不断扩大的设计影响力？”、“社会、创新企业需要什么类型的人才？”、“正处于十字路口的设计教育，该如何规划其未来？”北京设计学会（Beijing Design Academy）将于今年北京设计周期间召集一个聚焦设计教育的会议，以探讨后疫情时代的设计责任与未来发展契机，我们很荣幸地邀请您参与本次活动，并感谢您的关注与支持！

主办方

北京设计学会、北京服装学院

受邀嘉宾

宋慰祖，北京市政协副主席，民盟北京市委专职副主委，北京国际设计周组织者，北京设计学会发起人

许平，北京设计学会会长，中央美术学院教授，博士生导师

贾荣林，北京服装学院院长，教授，博士生导师

彭锋，北京大学艺术学院院长，教授，博士生导师

娄永琪，同济大学设计创意学院院长，教授，博士生导师

孙守迁，浙江大学现代工业设计研究所所长，教授，博士生导师

季铁，湖南大学设计艺术学院院长，教授，博士生导师

陈妍，腾讯集团用户研究与体验设计部总经理

狄涛，京东设计总监，物流专家委员会委员

学术主持

丁肇辰，北京服装学院新媒体系主任，教授，博士生导师

"DESIGN RESPONSIBILITY AND FUTURE SUMMIT"

Program Introduction

Design Leadership in the Moment of Major Events

"How will design leadership create value for the design discipline?", "University education cultivates designers with a sense of social responsibility to cope with the ever-expanding design influence?", "What types of talents does society and innovative companies need?", "Design education at a crossroads, how should we plan its future?" Beijing Design Academy will convene a meeting focusing on design education during Beijing Design Week this year to discuss design responsibilities and future development in the post-epidemic era. With this opportunity, we are honored to invite you to participate in this event, and thank you for your attention and support!

Sponsor

Beijing Design Society, Beijing Institute Of Fashion Technology

Guest Profile

Song Weizu, Deputy Secretary-General of the Beijing Municipal Committee of the Chinese People's Political Consultative Conference, full-time deputy chairman of the Beijing Municipal Committee of the China Democratic League, organizer of Beijing International Design Week, founder of Beijing Design Society

Xu Ping, President of Beijing Design Society, Professor of Central Academy of Fine Arts, Doctoral Supervisor

Jia Ronglin, Dean, Professor and Doctoral Supervisor of Beijing Institute of Fashion Technology

Feng Peng, Dean, Professor, and Doctoral Supervisor, School of Art, Peking University

Lou Yongqi, Dean, Professor and Doctoral Supervisor, School of Design and Innovation, Tongji University

Sun Shouqian, Director, Professor, Doctoral Supervisor, Institute of Modern Industrial Design, Zhejiang University

Ji Tie, Dean, Professor, Doctoral Supervisor, School of Design and Art, Hunan University

Chen Yan, General Manager of User Research and Experience Design Department, Tencent Group

Di Tao, JD Design Director, Member of Logistics Expert Committee

Host

Ding, Zhaochen, Director, Professor, Doctoral Supervisor, New Media Department, Beijing Institute of Fashion Technology

《设计责任与未来峰会》

主持人丁肇辰

重点内容：

第一、全球院校是如何面对巨变的情势与未来发展

第二、北服在传统服装的研究与成功案例；北服在虚拟模特、人工智能、可穿戴、冬奥、游戏服装服饰等前沿领域的成果与研究

全球院校的未来规划

我们需使设计教育有效的**接纳并融进科技创新驱动的价值链**中，用发展的眼光和超前的智慧去思考并建构具有新时代特征的设计人才培养。

后疫情对高校的重大影响

清华大学校长邱勇说：清华大学开展了前所未有的全校性在线教学，并通过实践总结出有效实施在线教学的三个关键词：**机会、质量与公平**。

美国耶鲁大学校长苏必德说：我们必须携起手来共同努力，加快**教学和发现新事物的速度**，将知识与价值注入亟需答案的世界。

可持续发展对时尚的意义

全球契约伙伴关系与联合国关系负责人刘丽莲(Lilian Liu)：供应链对时尚业来说非常重要。**全球契约伙伴关系与联合国关系负责人刘丽莲(Lilian Liu)：供应链对时尚业来说非常重要。**

IOT与可穿戴对时尚的意义

物联网技术的应用，可实现服装行业全产业链各环节之间的互联互通，打造智能工厂。通过传感器从各个环节实时抓取的数据集，在系统中共享和传输，打通了信息孤岛，可及时反应生产经营状况，帮助系统进行自动化决策，保证决策的精准性，实现全产业链的优化与协同。

"DESIGN RESPONSIBILITY AND FUTURE SUMMIT"

Host Ding Zhaochen

Important Content:

First, how do global colleges and universities face the tremendous changes and future development.

Second, Beifu's research and successful cases in traditional clothing; Beifu's achievements and research in frontier fields such as virtual models, artificial intelligence, wearables, Winter Olympics, game clothing and apparel.

Future Plans for Global Universities

We need to enable design education to effectively accept and integrate into the value chain driven by technological innovation, and use development vision and advanced wisdom to think and construct design talent training with the characteristics of the new era.

The Major Impact of the Post-Epidemic on Universities

Qiu Yong, president of Tsinghua University, said: Tsinghua University has carried out an unprecedented school-wide online teaching, and through practice summarized three key words for effective online teaching: opportunity, quality and fairness.

The President of Yale University in the United States said: We must join hands and work together to accelerate the speed of teaching and discovering new things, and inject knowledge and value into the world that urgently needs answers.

The Significance of Sustainable Development to Fashion

Lilian Liu, Head of Global Compact Partnership and UN Relations: The supply chain is very important to the fashion industry. Lilian Liu, Head of Global Compact Partnership and UN Relations: The supply chain is very important to the fashion industry.

《设计责任与未来峰会》

演讲嘉宾娄永琪

IOT与可穿戴对时尚的意义

物联网技术的应用，可实现服装行业全产业链各环节之间的互联互通，打造智能工厂。通过传感器从各个环节实时抓取的数据集，在系统中共享和传输，打通了信息孤岛，可及时反应生产经营状况，帮助系统进行自动化决策，保证决策的精准性，实现全产业链的优化与协同。

5G高速联网来临对时尚的意义

时尚物联网让消费者的时尚需求更加明确和便捷、智能可穿戴极有可能改写人类的穿衣历史、沉浸式的感官体验让“时尚美”更立体多元、虚拟的日常生活让任何人都可以享有欧仁妮皇后曾经拥有的时尚特权。

设计的流程也不再是从灵感的收集到样衣的制作。借力大数据，服装设计成为一个关于颜色、面料类型、领子形状、纽扣数量等30到80个元素的拼图作品。

北服未来将是什么样的学校

长期规划：带领时尚教育走入可持续发展；中期规划：掌握未来时尚产业的新基建；短期规划：高效与健康的远程学习。

"DESIGN RESPONSIBILITY AND FUTURE SUMMIT"

Guest Lou Yongqi

The Significance of IOT and Wearables to Fashion

The application of the Internet of Things technology can realize the interconnection and intercommunication between the various links of the entire industrial chain of the clothing industry, and build a smart factory. The data sets captured in real time from various links by sensors are shared and transmitted in the system, opening up information islands, which can reflect the production and operation status in a timely manner, help the system make automated decisions, ensure the accuracy of decision-making, and realize the optimization and optimization of the entire industry chain. Synergy.

The Implication of 5G High-Speed Networking for Fashion

Fashion Internet of Things makes consumers' fashion needs clearer and more convenient, smart wearables are very likely to rewrite the history of human dressing, and immersive sensory experience makes "fashion beauty" more three-dimensional and diversified, virtual daily life allows anyone to do Enjoy the fashion privileges that Queen Eugenie once had.

The design process is no longer from the collection of inspiration to the production of samples. With the help of big data, clothing design has become a puzzle piece of 30 to 80 elements such as color, fabric type, collar shape, and button number.

What Kind of School Will Beifu Be Like in the Future?

Long-term planning: leading fashion education into sustainable development; mid-term planning: mastering the new infrastructure of the future fashion industry; short-term planning: efficient and healthy distance learning.

《设计责任与未来峰会》

直播观看后感想

设计行业、设计教育的发展与国际变化息息相关。

面对全新且急速发展的数字时代，设计行业不仅应以开放的姿态拥抱科技所带来的强大功能，依托数字技术来拓宽学科边界；同时也要在新技术的冲击下关注人类之共同需求、社会之可持续发展等议题，从人文与创新的角度上升至理念源头的高度。在全球化的语境下，中国的设计行业在以上标准上，还应对国际形势时刻保持警惕，对未来进行提前规划，尽早建立独立的设计资源库与工具。与此同时，今年新冠疫情的发生更是在危机之中催动了设计教育的实际转型，从高校治学、人才培养、企业需求几个方面来总结，主要包括以下四个方面：1.兼容并包，推行跨学科教育，让学生有机会走向设计核心，而不是仅局限于外观、美感的设计；2.在专业技能教育的同时，关注通用技能与基本素质的提升；3.校企合作，针对企业人才需求模型进行目的性更强的教育；4.在教育中融入企业、社会与人的实际需求，形成与实际生活更贴合的、更有机会落地、造福具体目标人群的设计习惯。

"DESIGN RESPONSIBILITY AND FUTURE SUMMIT"

Thoughts After Watching the Live Broadcast

The development of the design industry and design education is closely related to international changes.

Facing the new and rapidly developing digital age, the design industry should not only embrace the powerful functions brought by technology with an open attitude, but also broaden the boundaries of disciplines by relying on digital technology; at the same time, it should also pay attention to the common needs of mankind under the impact of new technologies. Issues such as the sustainable development of society have risen from the perspective of humanities and innovation to the height of the source of ideas. In the context of globalization, China's design industry should remain vigilant against the above standards in the international situation, plan ahead, and establish an independent design resource library and tools as soon as possible. At the same time, the occurrence of this year's new crown epidemic has spurred the actual transformation of design education in the crisis. It is summarized from the aspects of university scholarship, talent training, and corporate needs. It mainly includes the following four aspects: 1. Compatibility and inclusiveness. Promote interdisciplinary education, so that students have the opportunity to go to the core of design, rather than just design for appearance and beauty; 2. At the same time as professional skills education, pay attention to the improvement of general skills and basic qualities; 3. School-enterprise cooperation, targeting enterprises Talent demand model for more purposeful education; 4. Integrate the actual needs of enterprises, society and people into education, and form design habits that are more suitable for real life, have more opportunities to land, and benefit specific target groups.

《设计责任与未来峰会》

设计思考、教育观点、未来观点

宋慰祖

知识整合能力对于设计的重要性，设计是集成科学、技术、文化、艺术与社会、经济等知识要素，创造满足使用者需求的商品和服务的创新方法。中国设计正走在西方设计曾走过的道路上，中国对于设计的理解目前只局限于外部风格和造型，而将核心功能的设计归入工程师的工作职责上。西方设计师已经从外观与造型走向了具体功能与体验的核心决策者，很重要的一点在于掌握了跨界知识，这一点应该从教育阶段就进行贯彻。为何中国的设计师不能进入产业核心？其根本是我们教育培养的设计师就是围绕艺术创作与外观造型，而缺乏跨界知识整合能力。在立德树人的基础上加强高校设计人才培养，应使“科技创新”、“设计创造”、“文化创意”三足鼎立，形成跨学科、跨界的设计人才，最终使中国的设计师走入产业核心。

许平

对于设计的未来发展形态，2020新冠病毒疫情突发而至，改变了世界正常运行的节奏。这一突发性事变对人类而言不仅是生物层面的打击，也折射出社会发展与过程中积存的问题，引导我们重新审视设计学的社会责任：为人民服务，对人民负责。即，设计的最终指向与目的，只能是社会生活——是人类和平、安全、健康的生活，是让人们觉得理应如此、只能如此且乐于如此的本质生活。此次危机同时折射出设计的未来发展形态：由历史的设计赋形阶段，演化到目前所处的设计赋能阶段，最终将走向未来性的设计赋联阶段。在这一趋势下，疫情之后的中国设计应把握历史主流、紧扣人的需求；命运与共、守望相助、心意相联；适应历史之变。

"DESIGN RESPONSIBILITY AND FUTURE SUMMIT"

Design Thinking, Educational Perspective, Future Perspective

Song Weizu

Knowledge integration ability is important to design. Design is an innovative method of integrating science, technology, culture, art, society, economy and other knowledge elements to create goods and services that meet the needs of users. Chinese design is on the path that Western design has taken. China's understanding of design is currently limited to external styles and shapes, and the design of core functions is included in the job responsibilities of engineers. Western designers have moved from appearance and style to core decision makers for specific functions and experiences. It is very important that they have mastered cross-border knowledge, which should be implemented from the education stage. Why can't Chinese designers enter the core of the industry? The fundamental reason is that the designers trained by our education focus on artistic creation and appearance modeling, and lack the ability to integrate cross-border knowledge. To strengthen the cultivation of design talents in colleges and universities on the basis of cultivating talents, the three pillars of "technological innovation", "design creation" and "cultural creativity" should be established to form interdisciplinary and cross-sector design talents, and finally enable Chinese designers to enter The core of the industry.

Xu Ping

Regarding the design of the future development form, the 2020 new crown virus epidemic has suddenly arrived, which has changed the rhythm of normal operation of the world. This sudden incident is not only a biological blow to mankind, but also reflects the problems that have accumulated in social development and the process, leading us to re-examine the social responsibility of design: serving the people and being responsible to the people. That is, the ultimate direction and purpose of the design can only be social life-a peaceful, safe, and healthy life for human beings, and an essential life that makes people feel that it should be so, that it can only be so, and is so happy. This crisis also reflects the future development of design: from the historical design shaping stage to the current design empowerment stage, it will eventually move towards the future design integration stage. Under this trend, Chinese design after the epidemic should grasp the mainstream of history and closely follow the needs of people; share fate, help each other, and connect with each other; adapt to changes in history.

《设计责任与未来峰会》

设计思考、教育观点、未来观点

彭峰

如何设计“具有设计能力的设计者”？人工智能在不断推进代替人类的进程，但普遍的哲学辩护认为人工智能无法替代的是“艺术”。而人工智能制品被接受为艺术品的事实提醒我们“如果艺术死了，那作为艺术的设计也就死了”。艺术作为一种“观念创造”的意义可以帮助其逃离人工智能对其的终结，这样就让我们更需要反思“观念创造”的价值。借以哲学的角度看待观念创造时，人工智能时代的设计就成为了设计的设计，人的观念创造在“设计作为设计者的人工智能”层面，以及“设计隐藏在设计背后的意图、情感、语言和创造过程”层面发挥作用。即我们未来需要思考如何设计“带有设计能力的工具（设计者）”的问题。

娄永琪

为人生的意义和世界的未来而学习和创造；首先要兼容并包，大学应是道场，国际化、多元化是知识活力之源。第二是领导标新，大学应创造并传承知识，拓展学科、专业的边界是大学的重要职责。固有话语体系的中央固然更安全，但疆界的新可能在游走边缘的过程中萌生。第三是知行相资，需要反思大学的社会责任，让大学发挥它的社会功能。大学应起到引领的作用，“介入工作”与“创造知识”需要结合，让不可预期的挑战带来知识的迭代。

"DESIGN RESPONSIBILITY AND FUTURE SUMMIT"

Design Thinking, Educational Perspective, Future Perspective

Peng Feng

How to design a "designer with design ability"? Artificial intelligence is constantly advancing the process of replacing humans, but the general philosophical defense holds that what artificial intelligence cannot replace is "art." The fact that artificial intelligence products are accepted as works of art reminds us that "if art is dead, then design as art is also dead." The meaning of art as a kind of "concept creation" can help it escape from the end of artificial intelligence, which makes us need to reflect on the value of "concept creation". When looking at concept creation from a philosophical perspective, the design of the artificial intelligence era has become the design of design. Human concept creation is at the level of "design as a designer of artificial intelligence" and "design hides the intention, emotion, and language behind the design." And the creative process. That is, we need to think about how to design "tools with design capabilities (designers)" in the future.

Lou Yongqi

To learn and create for the meaning of life and the future of the world; first of all, it must be inclusive. University should be a dojo, and internationalization and diversification are the source of intellectual vitality. The second is to lead different standards and new standards. Universities should create and pass on knowledge. It is an important duty of universities to expand the boundaries of disciplines and majors. The center of the inherent discourse system is certainly safer, but new possibilities for borders emerge in the process of wandering around the edges. The third is knowing and doing. It is necessary to reflect on the social responsibility of universities so that they can perform their social functions. Universities should play a leading role. "Intervention work" and "knowledge creation" need to be combined, so that unforeseen challenges can bring about iterations of knowledge.

《设计责任与未来峰会》

设计思考、教育观点、未来观点

孙守迁

如信息时代来临，数字化、网络化、智能化是新一轮科技革命的突出特征，也是新一代信息技术的核心。数字化为社会信息化奠定基础，其发展趋势是社会的全面数据化。网络化为信息传播提供物理载体，重塑现有产业布局。智能化体现信息应用的层次与水平，其发展趋势是新一代人工智能。信息时代来临后，艺术、技术、文化、商业、人本将进行多维度创新。科技公司与技术产业已经开始以人工智能（AI）、增强现实（AR）、人机融合为契机，通过“+创新设计”的方式，大举介入原有概念下的艺术设计领域。因此原有的设计学科需要有意识地迈出自己的边界与科学技术握手。即我们的人才培养和创新工作方式需要以“信息”为新载体的核心竞争力的发展，利用数字化技术拓展学科边界，注重通过“人工智能（AI）+创新设计”、“增强现实（AR）+创新设计”以及“人机融合+创新设计”去创造学科有力的核心价值观，以推动创新人才和创新产业的发展。

季铁

注重设计责任与思考，尽管新的技术给未来带来了支撑和机遇，但在信息、互联网等前沿热点问题之外，还是需要关注设计学科的基础问题。从百年变革的角度谈设计责任的思考，从关于2050的思考出发，提出对新征程应当建立历史使命感。具体的，需要在教育教学与实践工作中都坚持“三新”和“四个面向”。其中，“三新”是指新的增长和发展格局、新的开放心态、新的全员智库的心态。而“四个面向”是指面向世界科技前沿、面向经济主战场、面向国家重大需求，以及新近提出的面向人民健康的新要求。应注重差异化的双一流建设，即如何培养中国版的、不同领域的亿隆·马斯克。

"DESIGN RESPONSIBILITY AND FUTURE SUMMIT"

Design Thinking, Educational Perspective, Future Perspective

Sun Shouqian

As the information age is coming, digitization, networking, and intelligence are the salient features of a new round of technological revolution and the core of a new generation of information technology. Digitization lays the foundation for social informatization, and its development trend is comprehensive digitization of society. Networking provides a physical carrier for information dissemination and reshapes the existing industrial layout. Intelligence reflects the level and level of information application, and its development trend is a new generation of artificial intelligence. After the advent of the information age, art, technology, culture, commerce, and humanism will carry out multi-dimensional innovation. Technology companies and the technology industry have begun to use artificial intelligence (AI), augmented reality (AR), and human-machine integration as an opportunity to use "+ innovative design" to aggressively intervene in the field of art design under the original concept. Therefore, the original design discipline needs to consciously step out of its boundaries to shake hands with science and technology. That is, our talent training and innovative work methods require the development of core competitiveness with "information" as a new carrier, use digital technology to expand the boundaries of disciplines, and focus on the adoption of "artificial intelligence (AI) + innovative design" and "augmented reality (AR) + Innovative Design" and "Human-Machine Integration + Innovative Design" to create powerful core values of disciplines to promote the development of innovative talents and innovative industries.

Ji Tie

Pay attention to design responsibility and thinking. Although new technologies bring support and opportunities to the future, it is necessary to pay attention to the basic issues of design disciplines in addition to the frontier hot issues such as information and the Internet. Talking about design responsibility from the perspective of a century of change, and starting from thinking about 2050, it is proposed that a sense of historical mission should be established for the new journey. Specifically, it is necessary to adhere to the "three new" and "four aspects" in education, teaching and practical work. Among them, the "three new" refers to the new growth and development pattern, a new open mindset, and a new mentality of a full-staff think tank. The "four aspects" refer to facing the frontiers of world science and technology, facing the main economic battlefield, facing major national needs, and the newly proposed new requirements facing people's health. Should pay attention to differentiated double first-class construction, that is, how to cultivate the Chinese version of Yilong Musk in different fields.

《设计责任与未来峰会》

设计思考、教育观点、未来观点

陈妍

互联网新型设计应运而生，互联网新型设计，主要指以应用互联网技术为特征，基于人本主义思想，关注用户体验、交互过程，服务于数字化产品及服务的研发、运营、推广的综合性设计，如界面设计、UI设计、视觉设计、用户体验等。

有别于传统工业设计，互联网新型设计的内容、介质从有形直观的实物产品，转变到无形抽象的交互过程、体验感受和服务内容；设计的职能不断延伸，从单纯的产品研发逐步延伸至产品的前期规划、后期运营等整个环节。在最新的设计人才需求变化趋势中，互联网新兴设计成主流，岗位招聘两占比近九成；一线城市互联网新型设计岗位招聘比例最高，近年下沉市场招聘需求占比增多；专业来源多元化，设计不再是艺术设计类人才的“专利”，更多复合背景人才加入；从业者背景多元化，非“设计类”、“计算机、电子信息”类背景人才增长；近五年薪水水平持续增长，各岗位年薪差异。企业对设计新人的需求变化趋势中，更注重沟通合作、开创性与责任心。专业能力（知识技能：特定领域能力，与角色或岗位相关）、通用能力（可迁移能力，适用于多个角色或岗位）、核心能力（人的基本素质，价值观、性格、动机）三者并重；企业要求设计人才一专多能，最好同时具备产品能力、用户研究、数据分析能力等等。校招能力要求需要学习能力、作品产出、软技能（表达、项目管理、逻辑推理）、审美、额外技能（会写代码，数据分析）、跨界。

"DESIGN RESPONSIBILITY AND FUTURE SUMMIT"

Design Thinking, Educational Perspective, Future Perspective

Chen Yan

The new design of the Internet came into being. The new design of the Internet mainly refers to the comprehensive design that is characterized by the application of Internet technology, based on humanistic thinking, focusing on user experience and interaction process, and serving the research and development, operation and promotion of digital products and services. Such as interface design, UI design, visual design, user experience, etc.

Different from traditional industrial design, the content and medium of new Internet design have changed from tangible and intuitive physical products to intangible and abstract interactive processes, experience and service content; the function of design continues to extend, gradually extending from pure product research and development to products The entire link of the pre-planning, post-operation and so on. In the latest trends in the demand for design talents, emerging Internet design has become the mainstream, and job recruitment accounts for nearly 90%; first-tier cities have the highest proportion of new Internet design job recruitment, and the sinking market has increased the proportion of recruitment needs in recent years; professional sources are diversified, Design is no longer the "patent" of art design talents, and more talents with multiple backgrounds join; practitioners have diversified backgrounds, and talents with non-"design", "computer, electronic information" backgrounds have increased; salary levels have continued to increase in the past five years , The annual salary difference of each position. In the changing trend of the demand for new design talents, companies pay more attention to communication, cooperation, creativity and responsibility. Professional competence (knowledge skills: competence in a specific field, related to roles or positions), general competence (transferable competence, applicable to multiple roles or positions), and core competence (human basic qualities, values, personality, and motivation). ; Companies require design talents with multiple skills, preferably with product capabilities, user research, data analysis capabilities and so on. School recruiting ability requires learning ability, work output, soft skills (expression, project management, logical reasoning), aesthetics, additional skills (be able to write code, data analysis), and cross-industry.

《设计责任与未来峰会》

设计思考、教育观点、未来观点

狄涛

京东结合成本、效益、体验的设计形式。从体验角度创新来看，疫情防控期间，利用高清识别动作系统对配送无人车进行再设计，保障了更多人的健康安全。从效率角度创新来看，配送小哥一体机的设计，普通设计师只关心外观的美观度，但从效率上考虑，外观与人言视觉系统息息相关，需从使用场景的光线、反光度、使用人人眼接受颜色范围、色盲色弱等方面进行考虑。从成本角度创新来看，快递纸箱、面单虽是小物，但由于使用数量庞大，每一份节约汇聚成整体都是巨大的成本降低，不仅可以为环保做贡献，还可将节约出的资源投入到其他方面的企业成长中。京东作为社会型企业，考虑的问题从成本、效率、用户和员工的福祉来思考设计问题，学校要培养具有社会责任的人才。

贾荣林

京新冠疫情迫使全球放慢了自身飞驰的角度，让我们停下、去看、去听、然后再行。看，是指看中国与世界一流院校的办学理念、教育方针和教学经验的异同，看教育机构在疫情中的应急行动，看后疫情时期中国和世界高校对教育的反思与总结。听，是指听专家和设计师们对疫情前后教育实践的经验与思想的更新，听他们对于混合教育实践的新认知和新方法，听新技术对疫情后教育的重要作用。在看与听之后，再结合过去半年多来的管理与教学经验，结合全球设计教育走向，国家教育方针与社会经济发展重大举措，总结与制定北服的未来时尚教育之路。北京服装学院的短期未来计划（3年）将拥抱互联网流行趋势，建立“高效与健康的远程工作与学习”；中期未来计划为利用智能时代的福利，着重研究商业社会的重构、生活方式的再造，掌握时尚产业的新基建；长期计划则为作为引领时尚教育的工作者，重视珍惜有限的自然资源，让时尚教育走向可持续发展。

"DESIGN RESPONSIBILITY AND FUTURE SUMMIT"

Design Thinking, Educational Perspective, Future Perspective

Di Tao

JD.com combines cost, benefit, and experience in design. From the perspective of experience innovation, during the epidemic prevention and control period, the high-definition recognition action system was used to redesign the delivery unmanned vehicle to ensure the health and safety of more people. From the perspective of efficiency innovation, ordinary designers only care about the aesthetics of the appearance of the design of the all-in-one distribution machine, but from the perspective of efficiency, the appearance is closely related to the human visual system. The light, reflectance, and use of the scene Everyone considers the range of colors, color blindness, and color weakness. From the perspective of cost innovation, although express cartons and face sheets are small items, due to the large amount of use, every savings is a huge cost reduction, which can not only contribute to environmental protection, but also save resources Invest in other aspects of corporate growth. As a social enterprise, JD.com considers design issues from cost, efficiency, and the well-being of users and employees. The school must cultivate talents with social responsibilities.

Jia Ronglin

The new crown epidemic in Beijing has forced the world to slow down its speed. Let us stop, watch, listen, and then do it again. To see refers to the similarities and differences between the school-running philosophy, education policy, and teaching experience of China and the world's top universities, the emergency actions of educational institutions in the epidemic, and the reflection and summary of education in China and the world's universities in the post-epidemic period. Listening means listening to experts and designers update their experience and thinking on education practice before and after the epidemic, listening to their new perceptions and new methods of mixed education practice, and listening to the important role of new technologies in post-epidemic education. After watching and listening, combined with the management and teaching experience in the past six months, combined with the global design education trend, national education policy and major social and economic development measures, sum up and formulate the future fashion education road of Beifu. The short-term future plan (3 years) of the Beijing Institute of Fashion Technology will embrace the Internet trend and establish "efficient and healthy remote work and learning"; the medium-term future plan is to use the benefits of the intelligent age and focus on the reconstruction of the business society and lifestyle Reengineering, mastering the new infrastructure of the fashion industry; the long-term plan is to be a leader in fashion education, attach importance to cherishing limited natural resources, and let fashion education move towards sustainable development.

《设计责任与未来峰会》

设计方法、设计工具、教学手段

宋慰祖

设计不应只关注表面，或局限于产品的外表与美观程度，而是要囊括产品核心功能与体验的决策，为此，设计教育需大胆进行跨界融合，科技、文化与设计的知识缺一不可。“冬残奥 - 为2022而设计，青少年设计大赛”，让冬奥火炬进校园，鼓励学生从中小学阶段便接触设计，让设计成为课程、生活的一部分。

娄永琪

同济大学创意设计学院在2017年创立人工智能与数据专业，并要求全体一年级学生掌握开源硬件编程工具。

彭峰

在人工智能逐步介入设计的时代，作为人类，应转换思考，更多投入与观念的设计，即从根本提供设计目的、灵感来源与设计方法，而将设计的具体实现过程交给人工智能来完成。

季铁

在设计价值发觉中，应发挥不同地区文化平等价值。以文化为体，以科技为用，激活文化资源与科技创新的双引擎，以设计驱动双循环。湖南大学设计学院近期刚刚完成了“6+1新工科培养计划修订”的改革工作，以回应国家重大战略。

"DESIGN RESPONSIBILITY AND FUTURE SUMMIT"

Design Methods, Design Tools, Teaching Methods

Song Weizu

Design should not only focus on the surface, or be limited to the appearance and aesthetics of the product, but should include the core functions and experience of the product. For this reason, design education needs to boldly integrate across boundaries, and the knowledge of technology, culture and design lacks one. No. "Winter Paralympics-Designed for 2022, Youth Design Competition", let the Winter Olympics torch enter the campus, encourage students to come into contact with design from the primary and secondary levels, and make design a part of the curriculum and life.

Lou Yongqi

The School of Creative Design of Tongji University established the major of artificial intelligence and data in 2017, and requires all first-year students to master open source hardware programming tools.

Peng Feng

In the era of artificial intelligence gradually intervening in design, as human beings, we should change our thinking and devote more to design with concepts, that is, to provide design goals, sources of inspiration and design methods from the ground up, and leave the specific realization process of design to artificial intelligence to complete .

Ji Tie

In the discovery of design value, the cultural equality value of different regions should be brought into play. Take culture as the body and science and technology as the use, activate the dual engine of cultural resources and technological innovation, and drive the double cycle with design. The School of Design of Hunan University has recently completed the reform work of the "6+1 New Engineering Training Program Revision" in response to the major national strategy.

《设计责任与未来峰会》

设计方法、设计工具、教学手段

陈妍

企业用人的培养模型，在企业用人方面，目前每个企业都已经具备了完善的能力模型，但学校没有具体相对应的培养学生的模型。如日后能够针对某个企业培养特定学生，将可以更好的对接人才市场需求。可加强校企合作，让学生在上学期间即有机会到企业进行实地考察、实习，从而解决毕业生经验不足、无法将课堂知识转化为实际技能、不熟悉企业工作模式与文化等问题。同时由于近年来企业用人方面在专业技能之外，呈现出对于通用技能和为人处事、性格方面的新需求，学校培养的过程中同样应关注学生社会适应性方面的提升。

狄涛

企业与设计师思维的差异，即企业考虑问题基于增长逻辑，从成本、效率以及体验三个方面出发，而设计师往往并不以这样的角度为关键点考虑问题。作为学校不仅应当在设计技巧上进行教学，同样应在培养过程中加强学生的社会责任感，从而能够在企业中得到实际应用。

贾荣林

混合的教育模式。分散式学习形态的出现，导致催促混合教育模式的产生，并对教育提出三点问题：1.设计人才需要具备的关键专业能力是什么？2.设计院校如何克服地理限制？3.如何在国际院校之间筑起互动桥梁？以罗德岛设计学院的关键词公平的组织、可持续发展、制作和理解的新方法为例，设计教育应为教师和学生提供灵活性，保护学生健康，促进创新教学，培养创新研究能力，从而使学生与教师能够掌握未来。在对待数字未来的态度方面，以网飞公司为例，大数据已经进入生活的方方面面，北服或许也将积极拥抱大数据，利用数据驱动时尚。

"DESIGN RESPONSIBILITY AND FUTURE SUMMIT"

Design Methods, Design Tools, Teaching Methods

Chen Yan

The training model of enterprise employment. In terms of enterprise employment, each enterprise currently has a complete ability model, but the school does not have a specific corresponding model for training students. If you can train specific students for a certain company in the future, it will be able to better meet the needs of the talent market. School-enterprise cooperation can be strengthened, so that students have the opportunity to conduct field visits and internships in the company during school, so as to solve the problems of insufficient experience of graduates, inability to transform classroom knowledge into practical skills, and unfamiliarity with the corporate work model and culture. At the same time, in recent years, in addition to professional skills, enterprises have presented new demands for general skills, dealing with people, and personality. In the process of training, schools should also pay attention to the improvement of students' social adaptability.

Di Tao

The difference between the thinking of companies and designers is that companies consider issues based on growth logic, starting from the three aspects of cost, efficiency and experience, and designers often do not consider issues from this perspective. As a school, it should not only teach design skills, but also strengthen students' sense of social responsibility in the training process, so that it can be practically applied in enterprises.

Jia Ronglin

Mixed education model. The emergence of decentralized learning forms has led to the emergence of mixed education models, and raised three questions about education: 1. What are the key professional capabilities that design talents need to possess? 2. How do design schools overcome geographic limitations? 3. How to build an interactive bridge between international institutions? Taking the keywords of Rhode Island School of Design: fair organization, sustainable development, production and new methods of understanding as an example, design education should provide teachers and students with flexibility, protect student health, promote innovative teaching, and cultivate innovative research capabilities. So that students and teachers can grasp the future. In terms of attitudes towards the digital future, take Netflix as an example. Big data has entered every aspect of life. Beifu may also actively embrace big data and use data to drive fashion.

《设计责任与未来峰会》

项目痛点与解决方式

狄涛

疫情背景下京东物流在设计层面三个代表性的应对案例

从体验的角度解决疫情下无接触配送的设计痛点，比如无人车送货取件流程及技术设计中由于疫情防护需要，将触摸屏方案转向手势识别方案，以应对疫情下无接触以及口罩对人脸识别技术带来的障碍。从效率的角度解决不同场景光线条件下查看一体机信息的设计痛点，比如在京东小哥使用一体机的室内外两大配送场景中，光照值差别很大。因此设计中的色彩选择是从科学测试视觉识别度的角度出发，同时兼顾色盲色弱等使用人群的特殊需要。从成本的角度解决物流面单设计中幅面痛点，建议在包装及面单的设计中，并非从交互、视觉形式等角度出发，而是从成本维度出发。这中设计思维是由于设计对象的量级特性所导致，这使得微小的尺寸变化都关联了可观的经济价值。通过设计将成本返回到企业自身以及社会和环境层面，最终成为企业成长的积极因素。

陈妍

疫情期间腾讯设计团队在“腾讯公益”、“腾讯问卷”、“空中课堂”等方面的快速迭代，满足了防疫过程中不同时期政府防疫、企业复工、学校复学的各项需求，体现了互联网新型设计的特点与力量，同时也带出随产业的变革转型，而引发的企业对于人才的新需求。

贾荣林

科技与时尚：美国硅谷的时尚电商公司Stitch Fix依靠大数据分析，结合优秀的服装设计，完成销售额的逆袭和公司上市。借力大数据，服装设计加入对顾客大数据搜集的过程，包括尺寸、颜色偏好、价格范围、生活场合等资料的搜集，顾客在Pinterest上保存的时尚图片都可被用来分析。大数据助力服装设计师诞生更加定制化的、贴近用户喜好的作品。

北服目前在冬奥会的项目基础上，在积极进行以上各领域的探索。民族与时尚方面，高科技时代下，民族风格是汲取自然灵性的艺术灵感方式。在高速发展的高科技时代，具有异族情调的民族风格让人耳目一新，蕴含自然赋予的灵性。许多设计师将时代感的共性融入民族风格之中，在其所设计的服装中表现出本民族文化的精神，赢得世界美誉。在可持续发展与时尚方面，时装业对自然资源利用率高，减少化学污染、将可持续融入生产至关重要。阿姆斯特丹时装学院、伦敦艺术大学、伦敦时装学院纷纷成立可持续时尚中心或提供可持续类相关课程，确保所有导师、学生都能站在生态环境，而非经济利益的角度思考时尚。

"DESIGN RESPONSIBILITY AND FUTURE SUMMIT"

Project Pain Points and Solutions

Di Tao

Three representative response cases of JD Logistics at the design level under the background of the epidemic

To solve the design pain points of contactless delivery in the epidemic situation from the perspective of experience, such as the unmanned vehicle delivery and pickup process and technical design due to the need for epidemic protection, the touch screen solution is turned to the gesture recognition solution to deal with the contactlessness and mask-to-person in the epidemic. Obstacles brought by face recognition technology. From the perspective of efficiency, it solves the design pain points of viewing all-in-one information under different lighting conditions in different scenes. For example, in the two indoor and outdoor distribution scenes where Jingdong brother uses all-in-one, the light value is very different. Therefore, the color selection in the design is based on the scientific test of visual recognition, while taking into account the special needs of users such as color blindness and color weakness. From the perspective of cost, to solve the pain points of the format in the design of the logistics sheet, it is recommended that the design of the packaging and the sheet should not be based on the perspective of interaction and visual form, but from the cost dimension. The design thinking in this is caused by the magnitude characteristics of the design object, which makes small size changes associated with considerable economic value. Returning the cost to the enterprise itself and the social and environmental levels through design will eventually become a positive factor for the growth of the enterprise.

Chen Yan

During the epidemic, the rapid iteration of Tencent's design team in "Tencent Public Welfare", "Tencent Questionnaire", "Air Classroom" and other aspects met the various needs of the government for epidemic prevention, enterprise resumption, and school resumption in different periods of the epidemic prevention process, reflecting the new Internet. The characteristics and power of design also bring out the new demand for talents caused by the transformation and transformation of the industry.

Jia Ronglin

Technology and fashion: Stitch Fix, a fashion e-commerce company in Silicon Valley, USA, relies on big data analysis and excellent clothing design to complete sales counterattacks and company listings. With the help of big data, clothing design joins the process of collecting big data of customers, including the collection of information such as size, color preference, price range, life occasions, etc. The fashion pictures saved by customers on Pinterest can be used for analysis. Big data helps fashion designers produce more customized works that are closer to user preferences. Beifu is currently actively exploring the above fields based on the projects of the Winter Olympics. In terms of ethnicity and fashion, in the high-tech era, ethnic style is a way of drawing natural spiritual inspiration. In the fast-developing high-tech era, the ethnic style with a foreign flavor is refreshing and contains spirituality endowed by nature. Many designers integrate the commonality of the sense of the times into the national style. show the spirit of the national

《游戏，也生活。》

节目内容简介

游戏，也是一种生活方式

《游戏，也生活。》是一个结合游戏趋势、生活方式、创意内容生产为一体的游戏内容直播节目，总时长为180分钟，让我们跟随宁兵老师一起，与嘉宾们聊聊游戏那点事儿，共同分享游戏艺术的魅力，了解游戏创作背后的故事，以及如何享受游戏带来的生活乐趣。

关键词：严肃游戏、游戏化、艺术媒体、虚拟现实

主持人

宁兵，北京服装学院数字生活方式专业方向负责人

嘉宾简介

黄石，中国传媒大学游戏设计专业副教授，博士

邵兵，吉林艺术学院新媒体学院数字娱乐系主任，副教授

严宝平，南京艺术学院传媒学院CCAD游戏化实验室主任，副教授

蒋蕊，北京化工大学数字媒体艺术专业游戏方向主讲教师

应皓，游戏化设计师，亚洲游戏化研究与发展大会及游戏化设计者联盟创始人

单羽，澳洲昆士兰科技大学博士研究生



"GAME, A LIFESTYLE."

Program Introduction

Game Is Also a Lifestyle

"Game, also life" is a live program that integrates the trends of games, lifestyles, and creative production. The total duration is 180 minutes. Let's follow Ning Bing to talk about games with the guests, share the art of games, understand the story behind the creation of games, and how to enjoy the fun of life brought by games.

Keywords: Serious Games, Gamification, Art Media, VR

Moderator:

Ning Bing, Beijing Institute of Fashion Technology

Guest

Huang Shi, Doctor, Associate Professor of the Game Design Department, Communication University of China

Shao Bing, Associate Professor, Director of the Digital Entertainment Department, School of New Media, Jilin University of Arts

Yan Baoping, Associate Professor, Director of CCAD Gamification Laboratory, School of Media Art & Communication, Nanjing University of the Arts

Jiang Rui, Lecturer of the Digital Media Art Major, Beijing University of Chemical Technology

Ying Hao, Gamification Designer / Founder of Gamification Conference Asia and the League of Gamification Designers

Shan Yu, PhD student of Queensland University of Technology

《游戏，也生活。》

直播观看后感想

六位嘉宾围绕游戏化这一核心主题，分享了来自艺术学、心理学、传播学以及教育学等不同视域下的精彩洞见。节目中谈到“游戏作用于生活”是未来的一大趋势，游戏开发者需要反思“游戏化”在产品上的必要性和可行性，真正达到科技向善，娱乐育人的目的。游戏化是源于游戏本质上的思维方法，它可以将游戏设计的机制应用于生活中一切非游戏的活动中，改变人的固有行为模式，进而帮助人们解决日常生活中的一些问题。

设计思考、教育观点、未来观点

严宝平

技术的发展已经将人类带入智能化传播新时代，人类的思维、动觉甚至文化偏好等一系列生物反应及应对过程逐渐同机器设备实现同步化，受众由此获得更强的沉浸感与更为直观的游戏化体验，从而为未来的游戏化传播提供了无尽可能。游戏的再媒介得益于依然存在的媒介大融合背景，媒介之间的界限已不再清晰，无论是传统媒介破圈进入游戏，还是游戏破圈入传统媒介，势能正在向动能转化；再媒介视域下，媒介共生、融合的过程必然存在冲突甚至排异，于是再媒介的探讨必然又会转化为去媒介思考，故再媒介的感念下必然显现其去媒介特性。

邵兵

国内目前开设游戏设计专业的学校不多，缺乏师资和办学条件，不具备前瞻性的学术研究研发团队或成果，无法满足游戏企业的人才缺口，这也是企业不愿意与高校合作的原因。建议可由国内院校与研发机构承担游戏公司的研究风险，在某些无法保证收益的领域内，在测试成功后与游戏公司进行对接把项目进行转化，从而让国内高校真正成为游戏公司的研发大本营和人才储备中心，进而实现良性循环。

"GAME, A LIFESTYLE."

Thoughts After Watching the Live Broadcast

"Around the core theme of gamification, the six guests shared wonderful insights from different perspectives such as art, psychology, communication and pedagogy. It is mentioned in the program that "games in life" is a major trend in the future. Game developers need to reflect on the necessity and feasibility of "gamification" in product design, so as to truly achieve the purpose of science and technology for good, entertainment and education. Gamification is derived from the essential thinking method of games. It can apply game design mechanisms to all non-game activities in life, change people's inherent behavior patterns, and help people solve some problems in daily life.

Design Thinking, Educational Perspective, Future Perspective

Yan Baoping

The development of technology has brought human beings into a new era of intelligent communication. A series of biological reactions and response processes such as human thinking, kinesthesia and even cultural preferences are gradually being synchronized with machines and equipment, and audiences have gained a stronger sense of immersion and more. For an intuitive gamification experience, it provides endless possibilities for future gamification communication. The remediation of the game benefits from the still existing background of media integration, and the boundaries between the media are no longer clear. Whether it is traditional media breaking the circle into the game or the game breaking the circle into the traditional medium, the potential energy is transforming into kinetic energy; In the field of vision, the process of media symbiosis and fusion will inevitably have conflicts and even rejection, so the discussion of remediation will inevitably be transformed into de-media thinking. Therefore, under the feeling of remediation, it will inevitably show its de-media characteristics.

Shao Bing

At present, there are not many schools offering game design majors in China, lack of teachers and educational conditions, do not have forward-looking academic research and development teams or achievements, and cannot meet the talent gap of game companies. This is also the reason why companies are unwilling to cooperate with universities. It is recommended that domestic colleges and R&D institutions bear the research risks of game companies. In some areas where profits cannot be guaranteed, the project will be converted by docking with the game company after the test is successful, so that domestic colleges and universities can truly become the R&D headquarters of game companies And the talent reserve center to realize a virtuous circle.

《游戏，也生活。》

设计方法、设计工具、教学手段

邵兵

基于萨满文化设计开发AR小游戏，不仅寓教于乐生动有趣，同时还能考验玩家手、脑、眼的反应速度和协调力。该设计团队基于东北地区的萨满祭祀文化，找到了“羊拐”（嘎拉哈）这个玩具作为游戏设计概念，嘎拉哈是北方孩子的玩具，取羊的膝盖骨四个为一副，通过双手交替抛接逐渐翻起的过程相互竞技。

蒋蕊

目前健康游戏主流的方向是将游戏作为一种健康干预手段，HBM健康信念模型在医疗领域的应用十分广泛，就像如果一个人能提前感受到一种疾病或残疾，便可以意识到只要采取措施就能够成功避免疾病的发生。《瘟疫公司》这款游戏在一定程度上反映了人类与病原体之间的社会中介关系，揭示了人类作为一个具有社会性和技术性的物种，是如何被他们与病原体之间的关系所塑造。这款游戏在健康教育方面具有积极作用，它积极的核心在于其对玩家的情绪健康具有一定正负向的影响。然而该游戏在内容上的不完整性和效果的短期性，对于作为抗疫宣传依然存在不足之处。



"GAME, A LIFESTYLE."

Design Methods, Design Tools, Teaching Methods

Shao Bing

Based on the shaman culture design and development of AR games, it is not only entertaining and fun, but also can test the reaction speed and coordination of players' hands, brains, and eyes. Based on the shaman sacrificial culture in the Northeast, the design team found the toy "sheep crutches" (galaha) as a game design concept. Galaha is a toy for children in the north. The four kneecaps of the sheep are taken as a pair. The process of alternating hands tossing and gradually turning over to compete with each other.

Jiang Rui

At present, the mainstream direction of health games is to use games as a means of health intervention. The HBM health belief model is widely used in the medical field, just like if a person can feel a disease or disability in advance, he can realize that as long as he takes measures Can successfully avoid the occurrence of diseases. The game "Plague Company" reflects to a certain extent the social intermediary relationship between humans and pathogens, and reveals how humans, as a social and technical species, are shaped by their relationship with pathogens. This game has a positive effect on health education. Its positive core is that it has a positive (control, sense of accomplishment, psychological comfort) and negative (anxiety, frustration) influence on the player's emotional health. However, the game's incomplete content and short-term effects still have shortcomings for anti-epidemic propaganda.

《游戏，也生活。》

项目痛点与解决方式

应浩

游戏化手段能提升企业管理并激励员工，比如超市收银员普遍工作效率低下，美国零售业巨头Target制作了一款收银游戏，以帮助缩短收银台前的顾客排队时间。该游戏跟踪并评分了收银速度，每结完一单，收银员便可以看到自己的结账所用时间在所有收银员中的排名，排名第一有奖。通过这种游戏化的管理方式可以激励员工，提升了工作效率。

蒋蕊

《Elude》是一款由新加坡与麻省理工学院合作的GAMBIT游戏实验室创作的二维叙事游戏。玩家会在一个黑暗森林中与鸟类互动并攀爬树木，如果在游戏中失败，就有可能往下掉落。这款游戏是作者多麗絲·魯施（Doris C. Rusch）的系列项目的最后一作，作者认为“抑郁”是一个非常值得讨论的抽象概念。它以一种简单、隐喻和游戏化的方式让玩家理解抑郁症，也是首批探索这个主题的游戏作品之一。《Elude》并非用来治疗抑郁，而是希望通过游戏的形式帮助人们了解抑郁是一种不能自控的疾病。

邵兵

有一款VR非遗文化游戏“木兰秋狩”，希望以此让非物质文化遗产“活态化”，借助VR的最新游戏技术，让非物质文化遗产能够被年轻人所接受。

"GAME, A LIFESTYLE."

Project Pain Points and Solutions

Ying Hao

Basic gamification methods can improve corporate management and motivate employees. Supermarket cashiers are generally inefficient. The US retail giant Target has created a cash register game to help shorten the waiting time for customers at the checkout counter. The game tracks and scores the cash register speed. After each checkout is completed, the cashier can see the ranking of the time spent in checkout among all cashiers, ranking first with a prize. Through this gamified management method, employees can be motivated and work efficiency improved.

Jiang Rui

"Elude" is a two-dimensional narrative game created by the GAMBIT Game Lab, a collaboration between Singapore and the Massachusetts Institute of Technology. Players will interact with birds and climb trees in a dark forest. If they fail in the game, they may fall down. This game is the last work of the author Doris C. Rusch's series of projects. The author believes that "depression" is an abstract concept worth discussing. It allows players to understand depression in a simple, metaphorical and gamified way, and is also one of the first games to explore this theme. "Elude" is not used to treat depression, but to help people understand that depression is an uncontrollable disease through the form of games.

Shao Bing

There is a VR intangible cultural heritage game "Mulan Autumn Hunting", hoping to "live" the intangible cultural heritage. With the latest VR game technology, intangible cultural heritage can be accepted by young people.

《95后的生活哲学》

节目内容简介

“95后”作为“标签”被广泛关注

作为社交媒体时代的第一代原住民，在虚拟网络中构建了自己的思考路径和生活范式。他们习惯于操纵社交媒体，也经常被社交媒体操控；他们坚持彰显独特个性，又独善其身的追求低调的精致；既渴望得到品质生活、渴望自由，又受到现实的种种束缚；理想与现实的矛盾虽然在每一个代际的身上都有体现，但是年轻群体中的弄潮儿，用自己的生活方式践行着精神至上、文化体验的生活哲学。青年文化研究专家陈大公，邀请四位在时尚、电影、旅行和流行文化中的先锋一起和大家畅谈年轻人的故事和有故事的年轻人。

关键词：95后、青年文化、社交媒体、生活方式

主持人

陈大公，北京服装学院时尚传播学院摄影系教师

嘉宾简介

陈大公，北京服装学院时尚传播学院摄影系教师

岳琳杰，RANDOMIZE时尚品牌主理人，她不断的探索当下95后的时尚法则

鄂冠男，北京服装学院时尚传播学院讲师，北京樱花青年时尚电影节秘书长，青年编剧，影视策划人，为青年人创造电影舞台

陈惜玉，独立摄影师、影像艺术家，热爱旅行。用5年的时间路过了世界100多个国家和地区，用影像记录世界的美好



“GEN Z’S LIVING PHILOSOPHY”

Program Introduction

"Post-95" Is Widely Regarded as a "Label"

As the first generation of aboriginals in the era of social media, they have formed their own ways of thinking and living in virtual network. They are accustomed to manipulating social media, and they are often manipulated by social media; they insist on showing their individuality, but also pursue the low-key refinement; they fancy a good quality of life, and long for freedom, but are constrained by reality. The contradiction between ideals and reality is among every generation. And Gen Z practice their living philosophy of spiritual supremacy and cultural experience in their own way. Chen Dagong, expert of Youth Culture research, invites four pioneers in fashion, film, travel and pop culture to talk about stories of the youth and the youth with stories.

Keywords: Genz, Youthculture, Socialmedia, Lifestyles

Host

Chen Dagong, Photography Teacher of School of Fashion Communication, Beijing Institute of Fashion Technology

Guest

Yue Linjie, Brand Manager of RANDOMIZE, From an independent designer to a brand manager, she constantly explores the fashion principles of Gen Z

E Guannan, Lecturer of School of Fashion Communication, Beijing Institute of Fashion Technology, Secretary-General of Beijing Youth Fashion Film Festival, screenwriter, and film and television planner, creating a platform of film for young people.

Chen Xiyu, Independent photographer, video artist, love to travel. Traveling through more than 100 countries and regions in the world in 5 years, recording the beauty of the world with images and videos.

《95后的生活哲学》

直播观看后感想

在互联网消费时代逐渐获得主动权的95后

代际的讨论让我们想到什么？是1919的五四运动，还是1968年法国五月革命，是垮掉的一代，还是前不久的B站后浪？如今的95已经开始走出学校，进入社会。95后的成长享受着改革开放的红利，生活在物质资本富裕（甚至是过剩）社会的同时也与信息社会共同生长，不同于前浪的数字移民，95后是天生的数字居民。95后的另一个优势就是国际格局，仍然得益于经济的发展与信息的膨胀，95后有更多的机会看世界，见多识广能让95后们看到更多不同的生活方式，让人生选择有多元的维度，这反过来对前浪是一种启发。

设计思考、教育观点、未来观点

岳琳杰

不同年代的人眼中的时尚是不同的，在95后眼中，时尚是网络文化的交织，95后对奢侈品的认知是复杂的，在承受能力范围内的轻奢品，拥有愉快购物体验的快时尚品牌等。当一个95后对一个品牌认同，会让他更愿意购买这个品牌的产品。随着时尚的大量涌入，喜新厌旧成为95后的偏好，有故事、有设计感的、有话题热度的产品更受喜爱。场景体验感、独特的店铺装修更能抓住消费者的眼球，闺蜜效应比品牌效应更有效，社交圈的传播日渐成为产品的宣传方向。95后愿意为喜欢买单，应该放弃刻板印象和偏见，与独立自主的95后合作设计。

陈大公

社会发展和生活水平的改变，在社交媒体的影响下造就了他们矛盾的心理。首先，95后处在社交媒体和线下社会的环境，通过社交媒介形成个性与习惯的循环，从而虚拟世界不再是满足好奇心的存在，在不知不觉中形成了自己的兴趣世界和文化圈层。接着，陈大公老师通过马斯洛的需求层次来分析95后的个人主义。个人标签是生理需求的表达，自我关注是生活多从压力的结果，自我表达是兴趣圈层的关键，多元的社交媒体让95后的发展转向兴趣方向。随后通过7个不同点来分析95后的生活方式的变迁。社交币催生了颜值经济，一方面产生了网络暴力另一方面也固化了审美价值。社交币影响文化现象，亚文化的广泛传播。压力下的自我治愈，形成有计划的奋斗和自由自在的生活的结合。精神和身体的修行来获得自由自在，给生活做减法探索更多生活方式，认真生活成为当下追求的状态。

“GEN Z’S LIVING PHILOSOPHY”

Thoughts After Watching the Live Broadcast

The Post-95s Who Gradually Gained the Initiative in the Era of Internet Consumption

What do we think of from generational discussions? Was it the May Fourth Movement of 1919, or the French May Revolution in 1968, the beat generation, or the recent wave of the B station? Today's 95 has begun to leave school and enter society. The post-95s grew up enjoying the dividends of reform and opening up. They lived in a society with rich material capital (or even surplus) but also grew up with the information society. Unlike the digital immigrants who were born before the waves, post-95s are born digital residents. Another advantage of the post-95 generation is the international situation. It still benefits from economic development and the expansion of information. Post-95 generations have more opportunities to see the world. Being knowledgeable allows them to see more different lifestyles. Let life choices have multiple dimensions, which in turn is an inspiration for Qianlang

Design Thinking, Educational Perspective, Future Perspective

Yue Linjie

Fashion in the eyes of people of different ages is different. In the eyes of post-95s, fashion is the interweaving of network culture. Post-95s have a complicated cognition of luxury goods. Light luxury products within the range of affordability have a pleasant shopping experience. Fast fashion brands, etc. When a post-95 generation agrees with a brand, it will make him more willing to buy products of this brand. With the influx of fashion, liking the new and disgusting the old has become the preference of the post-95 generation. Products with stories, designs, and topical enthusiasm are more popular. The experience of the scene and the unique shop decoration can capture the attention of consumers. The girlfriend effect is more effective than the brand effect, and the spread of social circles has gradually become the direction of product promotion. Post-95s are willing to pay for their liking, they should give up stereotypes and prejudices and work with independent post-95s to design.

Dagong Chen

Social development and changes in living standards have created their ambivalence under the influence of social media. First of all, the post-95s are in the environment of social media and offline society, forming a cycle of personality and habits through social media, so that the virtual world is no longer a existence that satisfies curiosity, but has unknowingly formed its own world of interest and cultural circle Floor. Then, Mr. Chen Dagong analyzed the post-95 individualism through Maslow's hierarchy of needs. Personal tags are the expression of physiological needs. Self-concern is the result of stress in life. Self-expression is the key to the circle of interest. Diversified social media makes the development of post-95s turn to the direction of interest. Then through 7 different points to analyze the changes in the lifestyle of the post-95s generation. Social currency has given birth to an economy of value. On the one hand, it generates online violence and on the other hand, it also solidifies aesthetic value. Social currency affects cultural phenomena and the

《95后的生活哲学》

项目痛点与解决方式

鄂冠男

现代化的进程中，每个时期都有不同的时尚文化和流行文化，电影中的时尚元素是中国追求时尚审美的努力，是中国压抑人文气息的改变。中国电影缺乏风格化元素，是很多人应该思考的重大问题，电影是记录时尚、传播时尚的重要媒介。社会的发展影响电影发展，为电影发展开拓崭新道路，郭敬明的小时代、当下时装剧等都是时尚与电影的尝试。当今时尚与电影的内容需要推陈出新，通过电影与时尚的碰撞和他们的发展，北京青年时尚影展以引领时尚、创造潜能的理念，创造出新时代的电影美学和青年时尚文化。电影是技术产物，时尚则是时代的思潮，电影是最具有能综合各种媒介、各种文化艺术形式的手段。北京青年时尚影展为更多原创提供了展示平台，在艺术交流中共同进步发展。



“GEN Z’S LIVING PHILOSOPHY”

Design Thinking, Educational Perspective, Future Perspective

E Guannan

In the process of modernization, each period has different fashion culture and popular culture. The fashion elements in movies are China's efforts to pursue fashion aesthetics, and it is the change of China's repressive humanistic atmosphere. The lack of stylistic elements in Chinese movies is a major issue that many people should think about. Movies are an important medium for recording and disseminating fashion. The development of society affects the development of movies and opens up a new path for the development of movies. Guo Jingming's small era and current fashion dramas are all attempts at fashion and movies. Today's fashion and film content needs to be innovative. Through the collision between film and fashion and their development, Beijing Youth Fashion Film Festival has created a new era of film aesthetics and youth fashion culture with the concept of leading fashion and creating potential. Movies are the product of technology, while fashion is the trend of thought of the times. Movies are the most capable means of integrating various media and various cultural and artistic forms. The Beijing Youth Fashion Film Festival provides a display platform for more originals, and progresses together in art exchanges.

《老龄设计》

节目内容简介

老龄化是当前社会面临的一个严峻的问题

关于老龄的产品和服务设计有哪些新的视角新的探索？让我们跟随汪晓春老师一起与嘉宾们聊聊，我们将会了解国内三所高校：广州美术学院、南京艺术学院、北京邮电大学数字媒体与设计艺术学院在老龄化设计方面所作的探索。

关键词：老年人产品、适老化设计、设计思维

主持人

汪晓春，北京邮电大学数字媒体与设计艺术学院设计系副教授

嘉宾简介

丁熊，广州美术学院工业设计学院公共与服务设计工作室主任，副教授

杨一帆，西南交通大学国际老龄研究院副院长，教授

陈嘉嘉，南京艺术学院工业设计学院副院长，教授



“AGING DESIGN”

Program Introduction

Aging Is a Serious Problem Facing the Current Society

What new perspectives and new explorations are there on the design of products and services for aging? Let us follow Mr. Wang Xiaochun to chat with the guests. We will learn about the explorations of aging design by three domestic universities: Guangzhou Academy of Fine Arts, Nanjing Academy of Art, Beijing University of Posts and Telecommunications, School of Digital Media and Design Art.

Keywords: Elderly Products, Aging Design, Design Thinking

Host

Wang Xiaochun, Vice Professor of School of Digital Media and Design Arts, Beijing University of Posts and Telecommunications.

Guest

Ding Xiong, Director and Associate Professor of Public and Service Design Studio, School of Industrial Design, Guangzhou Academy of Fine Arts

Yang Yifan, Deputy Dean and Professor, National Interdisciplinary Institute of Aging, Southwest Jiaotong University



《老龄设计》

直播观看后感想

本次直播采访了国内三所高校的老龄化设计课题，在老龄化设计研究与服务手段方面进行探索。三所院校的学生虽然切入的设计场景不同，在使用“服务设计的思维与方法”方面却有很多相似之处。这种相似，一方面体现在分析工具的使用层面，另一方面，则是在产出解决方案的流程层面。老师们鼓励同学之间厘清自身专业的边界，通过项目广泛吸引更多其他领域的人士加入、引导学生进行“跨界合作”。

设计思考、教育观点、未来观点

随着老年型年龄结构初步形成，中国开始步入老龄化社会。同时也面临着很多突发问题（比如疫情以及蝗灾等），面对这些挑战，设计师应通过优秀的设计来回应这些问题，这需要我们更多理论层面和方法层面上的探索，并且要和产学研很好地结合，把我们的设计创新更好落地实施，为社会创造更多价值。老年人群体是一个很容易与社会脱节的群体，年轻人与老年人沟通中所存在的代沟，以及老年人难以找到新朋友等，很容易使老年人陷入孤独，而这次疫情更是提醒了我们：孤独是未来老龄化的一个严重问题。而我们迎接老龄化，使老人能够更加积极融入社会，正常生活，就需要我们设计出更多为老年人服务的产品。可如今的大多数设计还是以年轻人为主，对应老年人的产品服务设计较为匮乏。

丁熊

我们应在现有的设备基础上进行设计，而不是设计出全新的事物，让老年人更轻松适应服务产品，比如说探索当下的智能设备如何更好融入老年人生活。同时，对老年人来讲，软件的辅助并不能解决一切，我们需要将软硬件的结合来为老年人提供更好的服务。比如南艺设计方案中广场舞机器人，家居机器人等。此外，北邮的汪老师提出：通过后疫情时代，我们认识到人工服务依然是不可或缺的，并且人工和云服务以及智能系统需要达成平衡来为老年人更好地服务。

“AGING DESIGN”

Thoughts After Watching the Live Broadcast

Thinking and Method of Service Design

This live broadcast interviewed the aging design topics of three domestic universities, and explored the aging design research and service methods. Although the students from the three colleges have different design scenarios, they have many similarities in the use of "thinking and methods of service design". This similarity is reflected in the use of analysis tools on the one hand, and on the process of producing solutions on the other hand. Teachers encourage students to clarify the boundaries of their own majors, and through projects to attract more people from other fields to join and guide students to "cross-border cooperation".

Thoughts After Watching the Live Broadcast

With the initial formation of the old age structure, China has begun to enter an aging society. At the same time, we are also faced with many emergent problems (such as epidemics and locust plagues). Faced with these challenges, designers should respond to these problems through excellent designs. This requires more theoretical and methodological exploration, and we must Production, education and research are well combined to better implement our design innovations and create more value for society. The elderly group is a group that is easily disconnected from society. The generation gap in the communication between the young and the elderly, and the difficulty for the elderly to find new friends, can easily make the elderly fall into loneliness, and this epidemic is a reminder Us: Loneliness is a serious problem of aging in the future. To welcome aging and enable the elderly to integrate into society more actively and live a normal life, we need to design more products that serve the elderly. However, most of today's designs are still dominated by young people, and product and service designs corresponding to the elderly are relatively scarce.

Ding Xiong

We should design on the basis of existing equipment, rather than design new things to make it easier for the elderly to adapt to service products, such as exploring how current smart devices can better integrate into the lives of the elderly. At the same time, for the elderly, the assistance of software cannot solve everything. We need to combine software and hardware to provide better services for the elderly. For example, the square dance robot and home robot in the Nanyi design plan. In addition, Teacher Wang of Beijing Post said: Through the post-epidemic era, we realize that artificial services are still indispensable, and that artificial and cloud services and intelligent systems need to strike a balance to better serve the elderly.

《老龄设计》

设计方法、设计工具、教学手段

杨一帆

设计时要考虑学生教育背景问题，设计的过程其实包含很多学科。学生在设计时需要跨学科学习，比如社会科学，医学知识，公共卫生等，否则设计可能会缺乏落地性。但现在学生在校学习时间有限，而且学分会局限这种跨学科学习，使学生只能将几乎所有时间放在单一的艺术设计科目上。但是，我们可以通过在线学习，马拉松联盟等途径在线与其他专业学校跨专业学习，组织知识库，引导学生跨界思考，根据实际情况去推进设计进展，设计出更多具有更大实际意义的产品。

陈嘉嘉

学生在设计时总觉得颜值是重点，在这种思维惯性之下，在教育时需要加入更多超出感性以外更加理性的东西灌输给他们。上课时间是有限的，如果只注重于可视化研究，就会丢失很重要的search环节，这样就会导致有限制的创新。



“AGING DESIGN”

Design Methods, Design Tools, Teaching Methods

Yang Yifan

Students' educational background should be considered when designing. The design process actually involves many disciplines. Students need to study across disciplines when designing, such as social sciences, medical knowledge, public health, etc. Otherwise, the design may lack groundability. But now students have limited learning time in school, and the credit committees limit this kind of interdisciplinary learning, so that students can only spend almost all of their time on a single art design subject. However, we can cross-professional learning with other professional schools through online learning, marathon alliances, etc., organize the knowledge base, guide students to think across boundaries, advance the design progress according to the actual situation, and design more products with greater practical significance.

Chen Jiajia

Students always feel that beauty is the key point when designing. Under this kind of thinking inertia, they need to instill more rational things beyond sensibility in their education. Class time is limited. If you only focus on visual research, you will lose a very important search link, which will lead to limited innovation.



《老龄设计》

项目痛点与解决方式

在项目中，让用户了解老年人面对的问题，并且满足老年人生活需求是关键部分。广美的一个体验项目中有块内容是：通过软件让人们了解什么是失忆症，并通过软件检测老年人是否已经患上阿尔茨海默病，尽早去发现病症。让人们了解老年人面对的问题。而另一方面，满足没有患阿尔茨海默病的老人的生活需求也是设计的关键之一：如今经济中心绝大多数集中在城市中，很多年轻人都将家中老人随自己迁入工作所在城市，但自己大部分时间都在工作，没有时间陪老人，导致社区中大量分散的空巢老人。为此，我们可以针对老人设计一款简单易上手的社交APP，让老人们轻松找到新的朋友，并且还能在这款APP了解所在城市，并发现城市内各处关于老年人的活动，使他们更好地融入社会，并使老年生活更加丰富多彩。

项目中的用户研究

关于项目中的用户研究，各个院校都是以调研为主，在得到相当数量的用户群体信息后，团队进行头脑风暴，寻找需求点所在，做出用户体验旅程图，接下来就是创新的过程，着重研究产品使用过程，了解每个用户的需求所在，然后挖掘机会点，在共赢的前提下，去完成服务设计项目。

项目中的设计工具、教学工具使用的启发

先通过让学生在产品设计中探索需要的是什么，让学生自己完成制作工具，感受一下这个工具从服务设计到产品设计中该怎么用，让学生自己去探索，并且对工具进行拓展，根据项目需要进行工具变形。对此我的启发是我们在设计时也不应被设计工具束缚设计思维，要根据创意与计划去选择适合我们设计的工具进行设计制作，在设计制作途中如果有需要还可以通过插件，代码等拓展设计工具的作用以达到更佳效果。

“AGING DESIGN”

Project Pain Points and Solutions

In the project, letting users understand the problems faced by the elderly, and meeting the needs of the elderly is a key part. One of Guangmei's experience projects is: let people understand what amnesia is through software, and use software to detect whether the elderly have already contracted Alzheimer's disease, and find out the symptoms as soon as possible. Let people understand the problems faced by the elderly. On the other hand, meeting the living needs of the elderly who do not suffer from Alzheimer's disease is also one of the key to the design: Nowadays, most of the economic centers are concentrated in cities, and many young people move their elderly people into the cities where they work. , But he spends most of his time at work and has no time to accompany the elderly, resulting in a large number of empty nest elderly scattered in the community. To this end, we can design a simple and easy-to-use social app for the elderly, so that the elderly can easily find new friends, and can also learn about the city in which they are located, and discover the activities of the elderly in the city. They better integrate into society and make the life of the elderly more colorful.

User Research in the Project

Regarding the user research in the project, each institution focuses on research. After obtaining a considerable amount of user group information, the team brainstorms to find the needs and makes a user experience journey map. The next step is the process of innovation. , Focus on studying the product use process, understand the needs of each user, and then explore opportunities to complete the service design project on the premise of mutual benefit.

Inspiration From the Use of Design Tools and Teaching Tools in the Project

First, let the students explore what they need in product design, let the students complete the production tool by themselves, feel how this tool should be used from service design to product design, let the students explore by themselves, and expand the tool, according to the project Need to deform the tool. My inspiration for this is that we should not be constrained by design tools when designing. We must choose tools suitable for our design according to creativity and plans for design and production. If necessary, plug-ins, codes, etc. can be used during the design and production process. Expand the role of design tools to achieve better results.

《生活样本——从物理现实到数字虚拟》

节目内容简介

探讨生命体验、艺术与社会关系

数字科技的发展，新的视角被打开，物理意义上的空间不再占主导地位，逐渐强调人作为主体的参与需求，开始出现从客观存在转向对虚拟现实的更迭。《生活样本-- 从物理现实到数字虚拟》节目由天津美术学院动画艺术系余春娜教授发起，邀请艺术家、高校教师、设计师、创业者们围绕在天津生活创作的方方面面，从个人体验出发，以社会学的视角去探讨生命体验、艺术与社会关系，以取消与打破艺术与日常生活社会环境之间的界限为支点，展开的一场讨论。

关键词：味觉、感官、回忆、美食、潮玩、图像、参与、媒介、关系

主持人

余春娜，天津美术学院动画艺术系教授

嘉宾简介

韩永毅，天津美术学院动画艺术系教师，计算机动画方向负责人，动画导演

张轶，天津美术学院动画艺术系教师，二维动画方向负责人，动画导演

索璐，天津美术学院动画艺术系教师，动画创作与编剧方向负责人，动画师

张玥，天津美术学院动画艺术系教师，绘本创作者，插画师，动画师

马燕，天津美术学院动画艺术系教学秘书

周婧，天津美术学院动画艺术系在读研究生

逢伟，艺术家，美食家，时尚潮人

田亚，艺术家，资深调酒师

王凯，艺术家

樊莉媛，艺术家

邓全福，艺术家

金太浩，设计师，太浩治物联合创始人

王娜，设计师，太浩治物联合创始人

“LIFE SAMPLES – FROM PHYSICAL REALITY TO DIGITAL VIRTUAL ”

Program Introduction

Explore the Relationship Between Life Experience, Art and Society

With the development of digital technology, a new perspective has been opened, space in the physical sense no longer dominates, and people's participation needs as the subject have been gradually emphasized, and the transition from objective existence to virtual reality has begun.

《The samples of life - from physical to digital》 program initiated by Tianjin Academy of Fine Arts animation art professor Yu Chunna, invited artists, college teachers, designers, and entrepreneurs around in Tianjin all aspects of life creation, from personal experience, in the perspective of sociology to explore life experience, artistic, and social relations, in order to cancel and break the boundaries between art and daily life social environment for the fulcrum, launched a discussion.

Keywords: Taste, Sense, Memory, Food, Tide Play, Image, Participation, Medium, Relationship

Host

Yu Chunna, Professor of Tianjin Academy of Fine Arts, Animation Department

Guest

Han Yongyi, Lecturer of Tianjin Academy of Fine Arts, Animation Department, Course leader of computer animation, Animation Director

Zhang Yi, Lecturer of Tianjin Academy of Fine Arts, Animation Department, Course leader of 2D animation, Animation Director

Suo Lu, Lecturer of Tianjin Academy of Fine Arts, Animation Department, Course leader of Animation Making and Screenwriting, Animator

Zoe Zhang, Lecturer of Tianjin Academy of Fine Arts, Animation Department, Picture book Creator, Illustrator, Animator

Ma Yan, Secretary of Tianjin Academy of Fine Arts, Animation Department

Zhou Jing, Postgraduate student of Tianjin Academy of Fine Arts, Animation Department

Pang Wei, Artist, Gourmet, Trendsetter

Tian Ya, Artist, Senior Bartender

Wang Kai, Artist

Fan Liyuan, Artist

Deng Quanfu, Artist

Jin Taihao, Designer, Co-founder of TaiHao Handmade Workshop

Wangna, Designer, Co-founder of TaiHao Handmade Workshop

《生活样本 — 从物理现实到数字虚拟》

直播观看后感想

不同形式的生活和艺术创作

该计划向我们展示了居住在天津的艺术家，大学教师和设计师的创意与生活之间的关系。数字技术的发展使物理空间不再占主导地位。今年的流行病加速了这种转变，个人需求已从物理现实水平迁移到虚拟精神水平。该程序围绕感官，媒体，人际关系，食物，时尚，媒体等，在数字虚拟级别的形式上进行了大量讨论和共享。它还试图让我们从个人角度再次观察未来的生活体验。

设计思考、教育观点、未来观点

艺术源于生活，不同形态的生活深刻地作用于艺术创作，将当下相对负面的世界环境视为一次机会，积极地去铸造一种正向的改变。这种改变最初是源于美国教授迈克尔·李格夫提出的“数字孪生”概念中数字虚拟方式对客观生命体验的一种模仿，如节目中所提到的传统“造物”方式，人们已经在数字世界里依靠数字工具做到了虚拟与现实的对应。不仅如此，这种方式更加赋能于传统创作方式，产生出很多新的概念。比如节目嘉宾中艺术家，美食家，时尚潮人逢伟先生的作品《未来佛》就是用传统的佛像与赛博朋克的概念相结合，用数字雕刻技术将其在虚拟空间中呈现出来，最终用三维打印的方式把它带回真实的物理空间之中。



“LIFE SAMPLES – FROM PHYSICAL REALITY TO DIGITAL VIRTUAL ”

Thoughts After Watching the Live Broadcast

Different Forms of Life and Artistic Creation

This program shows us the relationship between the creative ideas and life of artists, college teachers, and designers living in Tianjin. The development of digital technology makes physical space no longer dominate. This year's epidemic has accelerated this transition, and individual needs have migrated from the physical reality level to the virtual spiritual level. The program has a lot of discussions and sharing on the form of digital virtual level around the senses, media, relationships, food, fashion, media, etc. It also tries to let us once again observe the futuristic life experience from an individual perspective.

Design Thinking, Educational Perspective, Future Perspective

Art originates from life, and different forms of life profoundly affect art creation, taking the current relatively negative world environment as an opportunity to actively create a positive change. This change originally originated from the imitation of the objective life experience by digital virtual methods in the concept of "digital twins" proposed by the American professor Michael Ligoff, such as the traditional "creation" methods mentioned in the show. People are already in the digital world. Relying on digital tools to achieve the correspondence between virtual and reality. Not only that, but this method is more empowering to traditional creative methods and produces many new concepts. For example, the work "Future Buddha" by Mr. Pang Wei, a guest artist, gourmet, and fashionista in the program, combines traditional Buddha statues with the concept of cyberpunk, and uses digital carving technology to present it in a virtual space, finally using three-dimensional The printing method brings it back to the real physical space.

《生活样本 — 从物理现实到数字虚拟》

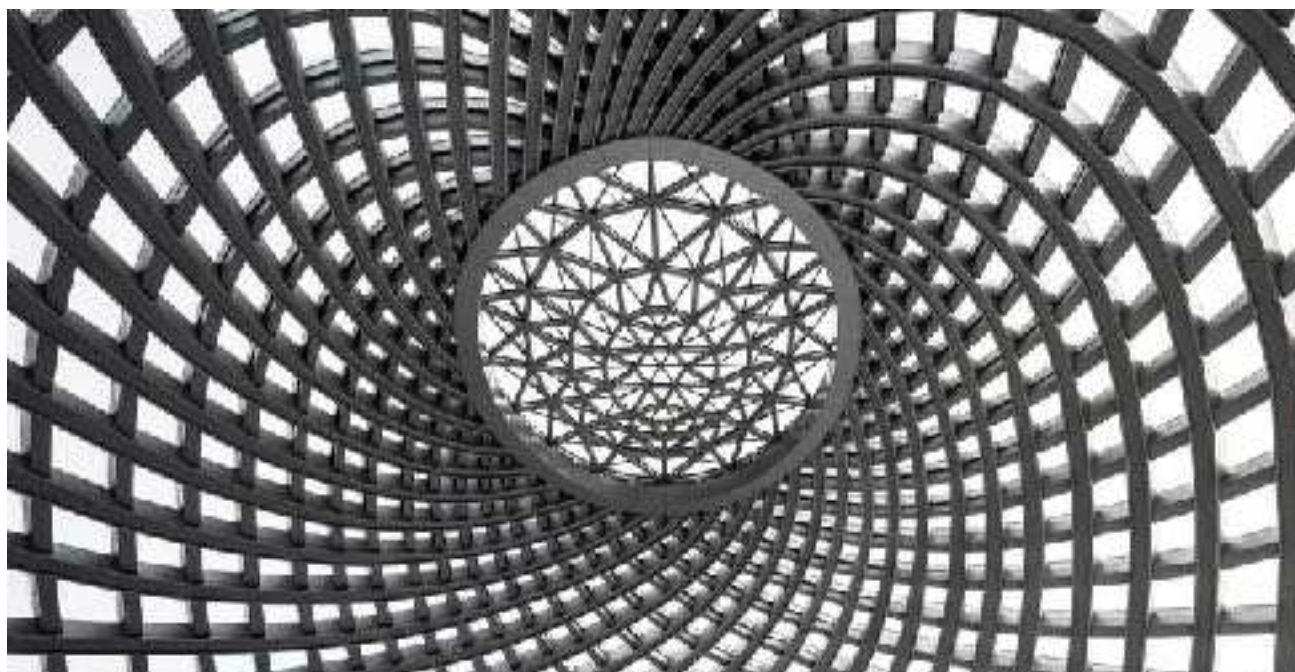
项目痛点与解决方式

来自生活的价值与灵感

当然这只是这次节目中的冰山一角，天津美术学院动画艺术系教师、计算机动画方向负责人、动画导演韩永毅老师，从疫情期间看过的一部短片《the wheels turn》出发，讨论了生命的价值；

天津美术学院动画艺术系教师、二维动画方向负责人、动画导演张轶老师，扎根天津地缘文化，讨论了美食和历史的关系；

天津美术学院动画艺术系教师、绘本创作者、插画师、动画师张玥老师，分享了如何从生活中获得绘本创作的灵感；公共艺术家田亚、“类五毛”设计艺术家王凯，太浩治物联合创始人金太浩和王娜等都分别从自身的角度与个人体验出发，以社会学的视角去探讨生命体验、艺术与社会关系，以取消与打破艺术与日常生活之间的界限为支点，展开了讨论。



“LIFE SAMPLES – FROM PHYSICAL REALITY TO DIGITAL VIRTUAL ”

Design Thinking, Educational Perspective, Future Perspective

Value and Inspiration From Life

Of course, this is just the tip of the iceberg in this show. Teacher Han Yongyi, teacher of the Animation Art Department of Tianjin Academy of Fine Arts, head of computer animation, and animation director, started from a short film "the wheels turn" that he watched during the epidemic and discussed the life value;

Teacher Zhang Yi of the Animation Art Department of Tianjin Academy of Fine Arts, the person in charge of the 2D animation direction, and the animation director, rooted in Tianjin's geographic culture, and discussed the relationship between food and history;

Teacher Zhang Yue from the Animation Art Department of Tianjin Academy of Fine Arts, a picture book creator, illustrator, and animator, shared how to get inspiration for picture book creation from life;

Public artist Tian Ya, "Like Fifty-Five" design artist Wang Kai, and Tahao Zhiwu co-founders Jin Taihao and Wang Na, etc. all start from their own perspectives and personal experiences, and discuss the relationship between life experience, art and society from a sociological perspective , With the fulcrum of canceling and breaking the boundary between art and daily life, the discussion started.

《可持续呼吸》

节目内容简介

你不停购买的衣服是否已经多到爆炸？

你习以为常的生活方式是否在给地球造成负担？我们可以为共同的家园做些什么？想知道一些可持续生活的新思路和新方法么？《可持续呼吸》将邀你一起共同从服饰、家居、生活等各个方面，反思我们的日常生活与消费习惯，思考可持续生活的创新方式，节目总时长为90分钟，让我们一起吸入可持续生活原动力，呼出对世界的爱与善意。

关键词：可持续生活、可持续时尚、生态材料创新、生长设计

主持人

向逸，中国美术学院时尚产品设计系讲师，设计师

嘉宾简介

杜冰冰 北京服装学院服装艺术与工程学院副教授，硕士生导师

马川，独立设计师，中国美术学院教师

黄宁宁，“好瓶”品牌创始人



“SUSTAINABLE BREATHING”

Program Introduction

Are You Buying Enough Clothes To Explode?

Is the lifestyle you take for granted is burdening the planet? What can we do for our common home? Want to know some new ideas and new methods for sustainable living? "Sustainable Breathing" will invite you to work together from clothing, home, Life and other aspects, reflect on our daily life and consumption habits, and think about innovative ways of sustainable living. The total duration of the program is 90 minutes. Let us inhale the driving force of sustainable living and exhale our love and goodwill to the world.

Keywords: Sustainable Life, Sustainable Fashion, Ecological Material Innovation, Growth Design

Host

Xiang Yi, Lecturer and designer of China Academy of Art Shanghai Institute of Design.

Guest

Du Bingbing, Associate Professor and Master Supervisor, School of Fashion Art and Engineering, Beijing Institute of Fashion Technology

Ma Chuan, Independent designer, teacher of China Academy of Art

Huang Ningning, Founder of "Good Bottle" brand

《可持续呼吸》

直播观看后感想

时尚的可持续发展

从服饰、教育、产业、生活的角度看可持续生活的方式、生态材料的创造以及时尚行业的可持续发展理念，建议过往污染与资源浪费的问题需要从设计环节入手，将环保理念融入设计，将其辐射到人们日常生活的每一个角落，相关品牌近几年来在国内外的的发展，也标志着消费群体对于环保理念的接受和生活方式的改变。而在培养设计师时也是如此，实践学习与学科交叉融合是两种重要途径，在这个过程中向学生灌输环保理念并培养其关心社会热点话题的习惯，能够将学生与知识的关系从传统的被动接受转化为主动探索，继而更有效的将环保理念贯穿到学习与日后设计的每一步中。

设计思考、教育观点、未来观点

向逸：未来设计的可持续理念

在过往的时尚产业发展过程中，人类的行为存在着大量资源浪费，并且污染和侵害了生态，提倡在未来的设计中实行可持续时尚、可持续生活、可持续呼吸形成全新的环保时尚理念。

杜冰冰：时尚产业的环保理念

国际上许多知名设计师和设计新生力量都在通过作品向世界展示可持续时尚理念，并以此获得世界的关注，从此在时尚界立足。许多国际知名品牌也在利用新兴科技将环保理念融入设计之中，这说明了时尚产业发展环保理念的信心和趋势。

马川：设计的无限可能

材料设计并不局限于材料本身，而是要和自然、社会、经济、历史、科技等方面进行融合，最终将材料转换为社会、观念、探索的载体。设计不仅是一门手艺，同时也是思辨和叙事的手段，如同生物生长一样具有不断分裂、扩张的无限可能。

黄宁：向用户获取品牌认同感

与一般品牌不同的是，可持续品牌在国内的发展需要依赖消费群体的信任。为消除人们的疑惑，从而获得更稳固的用户，可持续品牌在设计中需要加入能够溯源的附加信息，以便人们查看；而在销售产品的同时，也应从生活方式的推广开始，为消费者带来产品和生活理念一体化的体验，从而获得更高的品牌认同感。

“SUSTAINABLE BREATHING”

Thoughts After Watching the Live Broadcast

Sustainable Development of Fashion

From the perspectives of clothing, education, industry, and life, we look at the way of sustainable living, the creation of ecological materials, and the sustainable development concept of the fashion industry. It is suggested that the problems of past pollution and resource waste should start from the design link, and the environmental protection concept should be integrated into the design. Radiating it to every corner of people's daily life, the development of related brands at home and abroad in recent years also marks the acceptance of environmental protection concepts and changes in lifestyles by consumer groups. The same is true when cultivating designers. Practical learning and cross-discipline integration are two important ways. In this process, students are instilled in the concept of environmental protection and the habit of caring about hot social topics can be transformed from the traditional relationship between students and knowledge. Passive acceptance is transformed into active exploration, and then the environmental protection concept is more effectively penetrated into every step of learning and future design.

Design Thinking, Educational Perspective, Future Perspective

Xiang Yi: the Sustainable Concept of Future Design

In the past development process of the fashion industry, human behavior has a large amount of waste of resources, and has polluted and violated the ecology. It is advocated to implement sustainable fashion, sustainable life, and sustainable breathing in future designs to form a new environmentally friendly fashion concept.

Du Bingbing: Environmental Protection Concept in Fashion Industry

Many well-known designers and new design forces in the world are showing the concept of sustainable fashion to the world through their works, so as to gain the attention of the world and gain a foothold in the fashion industry ever since. Many internationally renowned brands are also using emerging technologies to incorporate environmental protection concepts into their designs, which demonstrates the confidence and trend of the fashion industry in developing environmental protection concepts.

Ma Chuan: the Infinite Possibilities of Design

Material design is not limited to the material itself, but must be integrated with nature, society, economy, history, technology, etc., and ultimately transform the material into a carrier of society, concepts, and exploration. Design is not only a craft, but also a means of speculation and narrative. Like biological growth, it has unlimited possibilities of continuous division and expansion.

Huang Ning: Get Brand Identity From Users

Different from general brands, the development of sustainable brands in China needs to rely on the trust of consumer groups. In order to eliminate people's doubts and obtain more stable users,

《可持续呼吸》

设计方法、设计教学、教学手段

马川

中国美术学院本科生教学的“无邪设计”，是针对中国美术学院本科二年级学生开设的材料工艺与构造课程的宣言，从引发学生对于自然、社会、经济、历史、科技等等话题的关注来塑造学生的观念。可持续思维如何在设计中产生影响，如何在设计院校中展开思维方法的教与学是可以深入探讨的部分。课程是由工科班和艺科班联合教学构成。首先让大家对材料有整体的了解，参观造纸工房等，然后让学生收集、了解材料，按照性能对材料进行分类。最后将两个班结合，从各自的角度对某一材料进行讨论组成小组，准备对材料进行设计。过程中通过触摸的感知得到直观的感受，也要让学生学会接受，习惯挫败感，在失败中推进对于材料的探索。当然保持好奇是非常重要的，让学生在动手的过程中自己进行探索，进而形成发现问题、解决问题的思维方式。

马川：交叉学科的融合

实践教育的目的在于调动学生的主观能动性，将传统的被动接受知识转化为主动接受，同时在实践中锻炼学生的韧性、毅力，保护每个个体独特的好奇心，也帮助学生强化思辨能力。

多学科交叉融合，为应对目前多变的世界和知识更新迭代的速度，多元化的知识架构和跨学科合作能力至关重要，因此在教学中不仅应强调实践，还应将多领域的内容进行交叉融合，从而保证学生在具有一技之长的同时也能够通过合作不断拓宽自己能力与知识的边界。

设计教学也可与其他学科融合，比如与生物学、生态学的观点结合，推崇设计作为思辨和叙事的手段这一观点，在文化 - 知识、自然 - 生产的象界中诞生新的课程。

“SUSTAINABLE BREATHING”

Design Methods, Design Teaching, Teaching Methods

Ma Chuan

The "Innocent Design" taught by undergraduates at the China Academy of Art is a declaration of materials, craftsmanship and structure courses for the second-year undergraduates of the China Academy of Art. It has aroused students' attention to topics such as nature, society, economy, history, technology, etc. To shape the students' ideas. How sustainable thinking has an impact in design and how to teach and learn thinking methods in design schools are parts that can be discussed in depth. The curriculum is composed of a combination of engineering classes and art classes. First, let everyone have an overall understanding of the materials, visit the papermaking workshop, etc., and then let the students collect and understand the materials, and classify the materials according to their performance. Finally, the two classes are combined to discuss a certain material from their respective perspectives to form a group, and prepare to design the material. In the process, through the perception of touch to get intuitive feelings, students should also learn to accept, get used to frustration, and promote the exploration of materials in failure. Of course, it is very important to be curious. Let students explore by themselves during the hands-on process, and then form a way of thinking about discovering and solving problems.

Ma Chuan: Integration of Interdisciplinary

The purpose of practical education is to mobilize students' subjective initiative, transform the traditional passive acceptance of knowledge into active acceptance, and at the same time exercise students' toughness and perseverance in practice, protect each individual's unique curiosity, and help students strengthen their thinking ability.

Multi-disciplinary integration. In order to cope with the current changing world and the speed of knowledge update and iteration, a diversified knowledge structure and interdisciplinary cooperation capabilities are essential. Therefore, not only practice should be emphasized in teaching, but also multi-domain content should be carried out. Cross-integration, so as to ensure that while students have a strong skill, they can continue to broaden the boundaries of their abilities and knowledge through cooperation.

Design teaching can also be integrated with other disciplines, such as combining with the viewpoints of biology and ecology, advocating design as a means of speculation and narration, and creating new courses in the world of culture-knowledge, nature-production.

《可持续呼吸》

项目痛点与解决方式

黄宁宁：可持续品牌对于用户信赖感的建立

“好瓶”是一个环保可持续品牌，将一次性塑料的各种制品循环再利用，制成背包、衣服等产品。中国的可持续品牌面对的最大问题是客户信赖程度，许多购买者在接触到可持续品牌后，首先会对其环保的具体程度产生质疑，害怕为营销买单。我们可以在设计产品时尽可能给予用户信赖感。如在包装设计上加入产品生产溯源，突出可持续材料背后的故事，利用有效的解释让购买者放心。也可以通过开放工作室的方式，让更多人加入到产品生产过程中，切身体会品牌在生产过程中环保方面的努力。塑造品牌形象也是非常重要的，可以通过口碑的传播，比如建立各种线上群，巩固核心用户，同时通过线下活动，扩大用户群体等等。

可持续品牌的用户群体划分

在“好瓶”的设计阶段，更多考虑的是可持续品牌在中国和大众的沟通方式。设计并非局限于设计产品，还有设计品牌、设计生活方式。虽然是人类发明了塑料，但塑料正在一点点侵蚀人类的生活，我们目前的生活已经离不开塑料制品。那么是否是塑料构建了我们的生活方式，人们生活方式是否是塑料驯化出来的？如果可持续品牌和产品在目标用户方面能够有更细致的划分和对标，比如哪一种人群更倾向于购买可持续产品、这类人群所需要的产品都是哪些品类、审美倾向又是什么，提出这些问题再进行产品与品牌设计，或许能有更广阔的发展。



“SUSTAINABLE BREATHING”

Project Pain Points and Solutions

Huang Ningning: the Establishment of Sustainable Brand Trust in Users

"Good Bottle" is an environmentally sustainable brand that recycles various disposable plastic products into backpacks, clothes and other products. The biggest problem faced by sustainable brands in China is the level of customer trust. After many buyers come into contact with sustainable brands, they will first question the specific degree of environmental protection, fearing to pay for marketing. We can give users as much trust as possible when designing products. For example, adding product traceability to packaging design, highlighting the stories behind sustainable materials, and using effective explanations to reassure buyers. It is also possible to open the studio to allow more people to join the product production process and experience the brand's environmental protection efforts in the production process. It is also very important to build a brand image. It can be spread through word of mouth, such as establishing various online groups, consolidating core users, and expanding user groups through offline activities.

User Group Division of Sustainable Brands

In the design phase of "Good Bottle", more consideration is given to the way sustainable brands communicate with the public in China. Design is not limited to designing products, but also designing brands and designing lifestyles. Although humans invented plastics, plastics are eroding human lives a little bit. Our current lives are inseparable from plastic products. So is it plastic that builds our way of life, and is it the domestication of plastic? If sustainable brands and products can be divided and benchmarked in more detail in terms of target users, such as which group of people is more inclined to buy sustainable products, which categories of products are needed by such people, and what are their aesthetic preferences , To raise these questions and then carry out product and brand design, may have a broader development.

《设计教育学生说：米兰理工大学》

节目内容简介

当代米兰理工大学设计教育的特色及智慧

在传统的教育的过程中，教师是讲授和传播知识的“主体”，而学生则是知识接受的“对象”，二者看似是同等重要的因素。但事实上，老师们总有着更多“说”的机会和场合，而学生们却没有太多“发声”的机会。而这一次，我们的发声主体就是“学生”。本次的分享活动将持续2个小时，共邀请到9位来自意大利米兰理工大学不同专业的同学。他们将带着自己的设计作品，从“学生”的视角来讨论当代米兰理工大学设计教育的特色及智慧。

关键词：学生说、米兰理工大学、设计教育

主持人

杨叶秋，米兰理工大学设计学院博士研究生，伦敦密德萨斯大学访问学者

嘉宾简介

王心蕊，米兰理工大学室内与空间设计专业硕士

马启明，米兰理工大学建筑环境与室内专业硕士研究生

关凯悦，米兰理工大学建筑环境与室内专业硕士研究生

张怡岚，米兰理工大学景观建筑与陆地景观遗产专业硕士研究生

刘佳笈，米兰理工大学可持续与景观设计专业硕士研究生

张晨帆，米兰理工大学产品服务设计体系专业硕士研究生

朱涛，米兰理工大学媒体与交互设计专业硕士研究生

陈帆，米兰理工大学与同济大学双学位硕士

张雅琦，米兰理工大学与同济大学双学位硕士

“STUDENT TALK : DESIGN EDUCATION OF POLITECNICO DI MILANO”

Program Introduction

The Characteristics and Wisdom of Contemporary Design Education at Politecnico Di Milano

In the traditional education process, teachers are the "main body" that teaches and disseminates knowledge to students, while "students" are the "objects" of knowledge acceptance. Both are important factors and equally important. However, teachers have many opportunities and occasions to "talk", but students no. This time, our voice is from the "students". This two-hour sharing activity was composed of students from Politecnico di Milano. The host invited 9 students from different majors to share their representative works and discuss the characteristics and wisdom of contemporary Politecnico di Milano design education from the perspective of "students".

Keywords: Student Talk, Politecnico di Milano, Design Education

Host

Yequi Yang, PhD candidate of the Department of Design at Politecnico di Milano, Visiting Scholar of Middlesex University London.

Guest

Wang Xinrui, master of Interior and Spatial Design at Politecnico di Milano

Ma Qiming, master candidate of Architecture-Built Environment and Interiors at Politecnico di Milano

Guan Kaiyue, master candidate of Architecture-Built Environment and Interiors at Politecnico di Milano

Zhang Yilan, master candidate of Landscape Architecture - Land Landscape Heritage at Politecnico di Milano



《设计教育学生说：米兰理工大学》

直播观看后感想

可持续、跨越、合作

米兰理工通过教学中贯穿的“可持续”底层价值，使培养的人才呈现了非常统一的价值导向。节目嘉宾多以“合作”或“自身双学位”实现跨专业，因缺少本科生参与，跨专业的讨论缺少“专业跨越”与“基础知识体系建立”之间关系的维度。节目关于未来的思考方面，共享了“反思的”观点，即认同“未来有限性”，更倾向对“激进的”未来观点中“发展思维”的内核进行反思并推崇“可持续的”设计观。这大致体现了发达国家在后工业时代普遍认同的设计价值倾向。

设计思考、教育观点、未来观点

张雅琦

米兰理工的设计教学更强调开放、自由、包容，以Studio课程推动不同背景的交融，更加注重艺术文化与城市的紧密结合、动手能力培养、设计与现实以及知识与实践之间的结合。不同于一般的空间设计，米兰理工的教学更注重与场景和人物状态的关系、事件背景和文化根源的挖掘、设计过程中系统性思维的思考以及人与人的沟通。而在分享者在所参与的多个项目中，总结进行场所特性挖掘时的方法主要是这几个部分，“借”：解剖法+转译法；“造”：造句法+创造法；“循”：材料与方法的可持续（将材料与事件背景相结合）；“诱”：联合+参与+主动；“问”：同理心、换位思考。

“STUDENT TALK : DESIGN EDUCATION OF POLITECNICO DI MILANO”

Thoughts After Watching the Live Broadcast

Sustainability, Leapfrogging, Cooperation

Politecnico di Milano, through the "sustainable" bottom value throughout the teaching, has made the trained talents present a very unified value orientation. Most of the guests on the program achieve cross-professionalism through "cooperation" or "double degree of their own". Due to the lack of undergraduate participation, cross-professional discussions lack the dimension of the relationship between "professional leapfrogging" and "basic knowledge system establishment". In terms of thinking about the future, the program shared a "reflexive" view, that is, agrees with "the finiteness of the future", and is more inclined to reflect on the core of "development thinking" in the "radical" future view and promote a "sustainable" design concept. . This roughly reflects the design value tendency generally recognized by developed countries in the post-industrial era.

Design Thinking, Educational Perspective, Future Perspective

Zhang Yaqi

The design teaching of Politecnico di Milano emphasizes openness, freedom, and tolerance. The Studio course promotes the integration of different backgrounds. It pays more attention to the close integration of art culture and the city, the cultivation of hands-on skills, the integration of design and reality, and knowledge and practice. Different from the general space design, the teaching of Politecnico di Milano pays more attention to the relationship with the scene and the state of the characters, the excavation of the event background and cultural roots, the thinking of systemic thinking in the design process, and the communication between people. In the multiple projects that the sharer has participated in, the methods for summarizing the location characteristics mining are mainly these parts, "borrowing": anatomical method + translation method; "making": syntactic method + creative method; "Sustainability of materials and methods



《设计教育学生说：米兰理工大学》

设计方法、设计教学、教学手段

王心蕊

在“一个关于可持续快闪店的故事”的设计中，思考“可持续”与“快闪店”之间存在的设计价值观的矛盾时，遇到了深化设计的阻力。然后将这个产生于“设计伦理”问题的痛点，通过“10年计划”的思考模式转化为发展设计的契机；通过加入间维度，试讨论了“快闪”中存在的“为公民设计”的可能性。

张晨帆

设计师、设计问题与服务对象间往往因不能真正达成‘共情’，而很难提出准确的解决方案。这个痛点导出了他们工作坊开启设计的方式，即“两周的可持续行为挑战”。通过行为和体验的共情，真正用自身体会、研究问题，为提出准确的解决方案打下基础。

朱涛

化解公交站台等待枯燥的交互方案中，有等待时间长、信息过载、难以引起注意、对广告无兴趣、拥挤嘈杂、陌生感等问题。在这几个痛点的推动下，交互方案的核心挑战被提出，即是改善用户出行时的无聊体验。另外，在交互方案的设计过程中，欧盟相关隐私保护的严格法律，给交互方案的用户精准投放带来了挑战。而这种限制也使设计团队迫使自己将信息投放与广告公司计费方式等问题回归到交互界面及交互行为细化本身上来，推进了信息及交互机遇的优化利用。

项目痛点与解决方式

刘佳笈

在意大利皮亚琴察地区城市设计改造项目的设计中，改造项目概念设立的初期，大胆地将设计师已经习以为常的“从‘与人相关’的问题研究出发以导出城市的历史、产业结构以及空间环境问题”设计思考及推动模式，置换为“与猪相关”。将城市的相关空间问题围绕“猪”这一纽结着当地经济、人文等因素的“特殊主体”展开讨论。故此，因为猪这一新主体而展开的城市系统建构逻辑产生了与一般改造项目不同的设计方案。

“STUDENT TALK : DESIGN EDUCATION OF POLITECNICO DI MILANO”

Project Pain Points and Solutions

Wang Xinrui

In the design of "a story about sustainable pop-up store", when thinking about the contradiction of design values between "sustainable" and "pop-up store", it encountered resistance to deepen the design. Then, this pain point arising from the "design ethics" issue was transformed into an opportunity to develop design through the thinking mode of the "10-year plan"; by adding the inter-dimensionality, I tried to discuss the "design for citizens" in the "flash" possibility.

Zhang Chenfan

Designers, design problems, and service objects often fail to achieve 'empathy' between designers, design problems, and clients, making it difficult to come up with accurate solutions. This pain point leads to the way they started the design of the work camp, which is the "two-week sustainable behavior challenge." Through the empathy of behavior and experience, we can really use one's own experience and research problems to lay the foundation for proposing accurate solutions.

Zhu Tao

In the interactive plan to resolve the boring waiting of the bus station, there are problems such as long waiting time, information overload, difficulty in attracting attention, lack of interest in advertising, crowded and noisy, and strangeness. Driven by these pain points, the core challenge of the interactive solution was proposed, which is to improve the boring experience of users when traveling. In addition, in the process of designing interactive solutions, the EU's strict privacy protection laws have brought challenges to users of interactive solutions. And this restriction also forced the design team to return the issues of information delivery and advertising company billing methods to the interactive interface and interactive behavior refinement itself, which promoted the

Project Pain Points and Solutions opportunities.

Liu Jiayi

In the design of the urban design transformation project in Piacenza, Italy, in the initial stage of the concept of the transformation project, the designer boldly took the designer's accustomed "beginning from the research of the 'person-related' issues to derive the city's history, industrial structure, and "Space environmental issues" design thinking and promotion model, replaced with "related to pigs". Discuss the relevant spatial issues of the city around the "pig", a "special subject" that links local economic and human factors. Therefore, the construction logic of the urban system developed because of the new subject of the pig has produced a design plan that is different from general renovation projects.

《你好，未来！未来生活的趋势洞见》

节目内容简介

用设计思维畅享疫情之后的未来城市

一场疫情让我们更多地去思考个体与社会之间的关系，人与城市的共生。随着“全民直播”、“地摊经济”等热词的频出，疫情对我们工作方式、教育方式、饮食方式、娱乐方式、交通方式等等到底产生了什么样的影响？借由这样的时代背景，《你好，未来！》节目由鲁迅美术学院中英数字媒体（数字媒体）艺术学院院长赵璐教授发起，邀请艺术家、高校教师、设计师、创业者们共同探讨未来，洞见城市建筑、艺术、饮食、家居、娱乐等各个层面的未来发展趋势。

关键词：未来主义、城市、共创力、未来艺术、未来媒介、新型材料

主持人

赵璐，鲁迅美术学院中英数字媒体（数字媒体）艺术学院院长，教授

嘉宾简介

杨硕，鲁迅美术学院雕塑系公共艺术专业负责人、副教授

毕卓异，鲁迅美术学院中英数字媒体（数字媒体）艺术学院教师

张裕卓，鲁迅美术学院中英数字媒体（数字媒体）艺术学院教师

王赫，未来研究所创始人

陈宇飞，鲁迅美术学院当代艺术系教师

叶青，什作（沈阳）文化创意有限公司创始人



“HELLO , FUTURE! TREND INSIGHTS INTO FUTURE LIFE”

Program Introduction

Use Design Thinking To Enjoy Future Cities After the Epidemic

An epidemic makes us think more about the relationship between individuals and society, the symbiosis between people and the city. What kind of impact does the epidemic have on our working, education, eating behavior, entertainment, transportation, etc.? With this time background, Hello, the future! The program was initiated by Professor Zhao Lu, Dean of Sino-British Digital Media (Digital Media) Art of Lu Xun Academy of Fine Arts, inviting artists, university teachers, designers, and entrepreneurs to discuss the future together and gain insights into the future development trends of urban architecture, art, food, home, and entertainment.

Keywords: Futurism, City, Co-Creation, Future Art, Future Media, New Materials

Host

Zhao Lu, Dean and Professor of the Sino-British Digital Media (Digital Media) Art School of Lu Xun Academy of Fine Arts

Guest

Yang Shuo, Associate Professor, Head of Public Art, Department of Sculpture, Lu Xun Academy of Fine Arts

Bi Zhuoyi, Lecturer of Sino-British Digital Media (Digital Media) Art School of Lu Xun Academy of Fine Arts

Zhang Yuzhuo, Lecturer of Sino-British Digital Media (Digital Media) Art School of Lu Xun Academy of Fine Arts

Wang He, Founder of the FutureLab

Chen Yufei, Lecturer of Contemporary Art Department, Lu Xun Academy of Fine Arts

Ye Qing, Founder of ShiZuo (Shenyang) Cultural Creative Co., Ltd.

《你好，未来！未来生活的趋势洞见》

直播观看后感想

为未来生活设计

新媒体艺术的五要素更偏向于数字化、模块化、自动化、可变性和文化转码，公共艺术发展反映了城市文化，反映城市思想，精神需求，是物化的精神场。城市文化形象设计应继续服务社会，服务人民。而在食物设计方面，食物设计的空间还很广阔。例如，在情感的可持续设计方面，可以通过感性的食器设计，与用户建立情感关系，提高其使用的耐久性等。

设计思考、教育观点、未来观点

张雅琦

新媒体艺术在发展过程中会有更多的融合，新媒体技术将会不断地转化演变，设计家们不断地探索，感知我们的世界，逐渐地我们的感知会发生质的变化，新媒体艺术正是通过这样一个规则，去重塑我们对世界的认知。无论是感知边界，还是理解边界概念，现在的边界将是未来的巨大视差，设计已经走上了信息化，很多产品实现了人机对话，而且这种对话越来越丰富（博物馆加入信息互动方式让人们体验）。新媒体就是创作者通过使用运算能力的设备（电脑）去探索人和新时代变化的一种艺术形式，题材自由，手段丰富。新媒体艺术在发展过程中会有更多的融合，并且特点也是丰富多样的，其中，有五个最显著的特点：数字化、模块化、自动化、可变性，文化转码。其中文化转码在当下比较热门。而文化转码是传统文化与计算机文化相互影响，渗透，形成新的计算机文化，比如赛博朋克，赛博空间，又比如将阿尔斯海默症患者脑电波转化为作品《融化的回忆》，以及王郁洋的《断言》（他将道德经中一句话用计算机语言方式呈现出来）。



“HELLO , FUTURE! TREND INSIGHTS INTO FUTURE LIFE”

Thoughts After Watching the Live Broadcast

Design for Future Life

The five elements of new media art are more oriented towards digitization, modularity, automation, variability and cultural transcoding. The development of public art reflects urban culture, reflects urban ideas, spiritual needs, and is a materialized spiritual field. Urban cultural image design should continue to serve the society and the people. In terms of food design, the space for food design is still very broad. For example, in terms of emotional sustainable design, you can establish emotional relationships with users and improve the durability of their use through perceptual food container design.

Design Thinking, Educational Point of View, Future Point of View

Zhang Yaqi

New media art will be more integrated in the development process. New media technology will continue to transform and evolve. Designers will continue to explore and perceive our world, and gradually our perception will undergo qualitative changes. New media art It is through such a rule to reshape our perception of the world. Whether it is perceiving the boundary or understanding the boundary concept, the current boundary will be a huge parallax in the future. The design has already embarked on information technology. Many products have realized man-machine dialogue, and this dialogue is becoming more and more abundant (the museum adds information interaction methods) Let people experience). New media is an art form in which creators use computing power devices (computers) to explore people and changes in the new era, with free subject matter and rich means. New media art will be more integrated in the development process, and the characteristics are also rich and diverse. Among them, there are five most notable characteristics: digitalization, modularization, automation, variability, and cultural transcoding. Among them, cultural transcoding is more popular now. Cultural transcoding is the mutual influence and penetration of traditional culture and computer culture to form a new computer culture, such as cyberpunk, cyberspace, and the conversion of brain waves of patients with Alzheimer's disease into the work "Melting Memories". And Wang Yuyang's "Assertion" (he presented a sentence from the Tao Te Ching in computer language).

《你好，未来！未来生活的趋势洞见》

设计方法、设计教学、教学手段

毕卓异

食物设计是用产品化思维去设计食物，比较注重食物产品的美学体验以及和人的互动，交互情感体验，总的来说，食物设计就是将各个学科的设计思维应用到食物设计上的过程，利用工业设计的技术创造新的食物美学。当今的学者对于食物设计的思路是从食物出发，以设计思维重新去考量人和自然和社会的关系，通过设计使大家在饮食过程中能得到的新的体验，引导大众更多关注自然，关注健康，可持续发展。同时感受食物给我们带来的美好的体验。通过从食品废料（无危害的边角料）中提取材料，并进行加工，以此去设计食品，一方面能解决食品过剩问题，另一方面通过3D打印可以将食品制作出各种复杂有趣的形态，也可以满足一些对审美要求很高的厨师。

项目痛点与解决方式

跨界创新在未来设计的必要性

在大连金石滩5A景区的9个公交车亭设计，设计师发掘了当地具有故事性的9个传说，应用在了公交车亭，形成了形态各异的9个地标。首尔汉江艺术公园运用众多的高观赏性的雕塑景观，形成市民游客拍照“打卡地”，在自然景观和人造景观的相互交融之间，形成了趣味，提升了城市的审美品味。

设计方法和设计教学方法的启发

针对跨学科的合作，越来越多的新技术在新媒体艺术中，得到巧妙的发挥。在食物设计方面，新材料、新工艺，也带来了新形态。跨界创新越来越成为未来的主流。

“HELLO , FUTURE! TREND INSIGHTS INTO FUTURE LIFE”

Design Methods, Design Teaching, Teaching Methods

Bi Zhuoyi

Food design uses product-oriented thinking to design food. It pays more attention to the aesthetic experience of food products, interaction with people, and interactive emotional experience. In general, food design is the process of applying design thinking from various disciplines to food design. Use industrial design technology to create new food aesthetics. Today's scholars' thinking on food design is to start from food, re-consider the relationship between man and nature and society with design thinking, and through design to give everyone a new experience in the eating process, to guide the public to pay more attention to nature and attention. Healthy and sustainable development. At the same time, feel the wonderful experience that food brings us. By extracting materials from food waste (non-hazardous leftovers) and processing them to design food, on the one hand, the problem of food surplus can be solved, and on the other hand, food can be made into various complex and interesting shapes through 3D printing. It can also satisfy some chefs with high aesthetic requirements.

Project Pain Points and Solutions

The Necessity of Cross-Border Innovation in Future Design

In the design of 9 bus pavilions in Dalian Jinshitan 5A scenic spot, the designer unearthed 9 local legends with storytelling and applied them to the bus pavilions to form 9 landmarks of different shapes. Seoul's Han River Art Park uses numerous highly ornamental sculptures to form a "punch-in place" for citizens and tourists to take pictures. The interaction between natural and man-made landscapes creates interest and enhances the aesthetic taste of the city.

Inspiration From Design Methods and Design Teaching Methods

Aiming at interdisciplinary cooperation, more and more new technologies are being used cleverly in new media art. In terms of food design, new materials and new processes have also brought new forms. Cross-border innovation is increasingly becoming the mainstream of the future.

《艺术，成就美丽新世界》

节目内容简介

艺术振兴乡村背后的故事

你不想了解艺术在乡村振兴中具有怎样的重要价值？艺术如何在整个过程中发挥作用？你想感受被艺术唤醒后的村民所具有的艺术能量有多么强大吗？《艺术，成就美丽新世界》是一个轻松、愉悦，总时长为120分钟的直播节目。本节目将邀请几位志趣相投的设计学者一起探讨艺术的潜能、聊聊艺术振兴乡村的经验、分享艺术振兴乡村背后的故事，并带领我们一同体验被激发出内生动力的村民团队是如何远赴千里之外，帮助其它乡村共同打造属于自己的美丽新世界！

关键词：乡村振兴、扶贫脱贫、社区营造、内生动力、社会设计、艺术设计

主持人

吴立行，南开大学文学院艺术设计系副教授

嘉宾简介

丛志强，中国人民大学艺术学院副教授

刘东峰，山东师范大学美术学院副院长，教授

陈庆军，东华大学服装与艺术设计学院 教授，博士生导师



“ART MAKES A BRAVE NEW WORLD”

Program Introduction

Use Design Thinking To Enjoy Future Cities After the Epidemic

Do you want to understand the important value of art in rural revitalization? How does art play a role in the whole process? Do you want to feel how powerful the artistic energy of the villagers awakened by art? "Art, Achieving a Beautiful New World" is a relaxed and joyful live program with a total duration of 120 minutes. This program will invite several like-minded design scholars to discuss the potential of art, talk about the experience of art revitalizing the countryside, share the stories behind art revitalizing the countryside, and lead us to experience how far the villager team is inspired by the endogenous motivation. Travel thousands of miles away and help other villages to jointly create their own beautiful new world!

Keywords: Futurism, City, Co-Creation, Future Art, Future Media, New Materials

Host

Zhao Lu, Dean and Professor of the Sino-British Digital Media (Digital Media) Art School of Lu Xun Academy of Fine Arts

Guest

Yang Shuo, Associate Professor, Head of Public Art, Department of Sculpture, Lu Xun Academy of Fine Arts

Bi Zhuoyi, Lecturer of Sino-British Digital Media (Digital Media) Art School of Lu Xun Academy of Fine Arts

Zhang Yuzhuo, Lecturer of Sino-British Digital Media (Digital Media) Art School of Lu Xun Academy of Fine Arts

Wang He, Founder of the FutureLab

Chen Yufei, Lecturer of Contemporary Art Department, Lu Xun Academy of Fine Arts

Ye Qing, Founder of ShiZuo (Shenyang) Cultural Creative Co., Ltd.

《艺术，成就美丽新世界》

直播观看后感想

话题围绕丛教授带队的人民大学团队对葛家湾进行艺术扶贫授之以渔，激活农民本身发现美，创造美的特别方式展开，带动葛家湾的环境改善和旅游发展。农民的参与使乡村发展有了可持续性，农民是乡村遗产的组成部分，他们的手艺、材料都是具有地域性的，并在一定程度上传承了乡村文化。但是对于乡村遗产的再生，和现代生活和审美的结合，对于生活方式的引领，这些问题还是需要设计师的帮助。否则乡村琳琅满目的各种风格的艺术作品，缺少主题统一和整体性会是另一种破坏。

设计思考、教育观点、未来观点

艺术介入乡村，未来有无限的可能性和偶然性。我们带领学生进入乡村实践教学，要思考从学校的角度如何让设计落地，踏实下来建立和农民的关系，帮助农民成长的同时，也向农民学习传统技能。从农村农民真实需求出发，可以用设计激活农民，农民激活乡村。

葛家湾项目初期的痛点是农民对艺术的误区、分歧，缺乏和设计师信任关系。设计机会是艺术介入的方式不是生硬的自上而下，而是和农民和解、互动对话到融合的方式，最终，激活农民的参与热情和创造力。

设计者是乡村改造的导演，学会引导农民登上自己的舞台。而设计和艺术的门类广泛、路径具有多样性。很多艺术专业更具有投入少、作品小的特点，具有更大的灵活性，可以发动跨专业的教学和设计参与到乡村实践。而设计师要深入乡村、融入农民，充分了解农民的特点，引导他们按照自己的特长和爱好去创造。设计赋能农民，农民赋能乡村。



“ART MAKES A BRAVE NEW WORLD”

Thoughts After Watching the Live Broadcast

The topic revolved around the Renmin University team led by Professor Cong to teach Gejiawan to fish for poverty alleviation through art, to activate the peasants themselves to discover and create the special way of beauty, and to promote the environmental improvement and tourism development of Gejiawan. The participation of farmers has made rural development sustainable. Farmers are an integral part of rural heritage. Their crafts and materials are all regional, and they have inherited rural culture to a certain extent. But for the regeneration of rural heritage, the combination of modern life and aesthetics, and the guidance of lifestyle, these issues still need the help of designers. Otherwise, the lack of thematic unity and integrity of the country's dazzling variety of artistic works will be another destruction.

Design Thinking, Educational Perspective, Future Perspective

Art intervenes in the countryside, and the future has unlimited possibilities and contingency. When we lead students into rural practical teaching, we need to think about how to make the design come true from the school's point of view, and build relationships with farmers in a down-to-earth manner. While helping farmers grow up, we also learn traditional skills from farmers. Starting from the real needs of rural farmers, design can be used to activate farmers, and farmers can activate the countryside.

The initial pain point of the Gejiawan project was farmers' misunderstandings and differences in art, and lack of trust with the designer. The design opportunity is that the way of artistic intervention is not a blunt top-down approach, but a way of reconciliation, interactive dialogue and integration with farmers, which ultimately activates farmers' enthusiasm and creativity for participation.

The designer is the director of rural transformation and learns to guide farmers onto their stage. And the categories of design and art are wide, and the paths are diversified. Many art majors have the characteristics of less investment and smaller works, and have greater flexibility. They can initiate cross-professional teaching and design to participate in rural practice. Designers must go deep into the countryside, integrate into farmers, fully understand the characteristics of farmers, and guide them to create according to their own specialties and hobbies. Design empowers farmers, and farmers empower the countryside.

《艺术，成就美丽新世界》

设计方法、设计教学、教学手段

吴立行

设计师来了，乡村热闹非凡。设计师走了，乡村回到从前。

这是现在存在的普遍现象，他是一种临时性、活动性，根本原因是村民的主体性没有被建立起来。村民是一个村子的核心构成，老百姓没有动起来，对于设计而言，是没有意义的。设计介入乡村的价值，首先是服务价值，设计出了一个建筑，一个景观是具有服务性质的。赋能价值提升村民能力，激发内生式发展能力。村民对于艺术设计对于乡村设计产生分歧，基础就是设计师应与村民建立信任关系。

而我们设计师的优势是，专业领域较多、舒适性较好，较为灵活、作品上要比其他建筑公司成本低，花小钱，办大事。工作时间、场地较为自由。并且以人的关系和人之间的脉络为基础，更加具有参与性。根据当地的需求，提出建议、实现目标。设计师提出的建议是否是当地的需求，改变的方式和结果并不是当地人真正需要的。

项目痛点与解决方式

艺术和设计是有力量、有价值的。融合的方式是不一样的。艺术解决了人和社会、人和自然的关系，是融合的关系。设计师与乡村设计不应是介入的关系，因为这样是单方面主动的，生硬的，应该是参与，这样是相互的，不被动的。与村民的关系应作为理论的出发点与落脚点。

葛家村的改造模式

葛家村模式的独特之处是自上而下的领导带动基层相对较少，而是自下而上的基层带头作用较多，很少见村外的专业公司进行改造。微更新，微改造。资金投入相对较少，花少钱办大事。袁小仙做的一些手工工艺品有一种亲和力，带着爱的情感做。并且家中已然成为葛家村一大观光区，不仅自己做，而且带动身边人对乡村尽享改造、设计。她是真正经历了三个阶段的过程质疑、尝试、挖掘自己的潜力。从艺术设计参与到葛家村到现在初见成效，用时短短一年，迅速成长，说明这种模式的可利用价值是非常巨大的。艺术和设计未来充满了无限的可能性，葛家军扮演的是动态的激活的身份，产业提升、精准扶贫、促进生态文化发展，艺术家、设计师不能强调自己的个性化，应把握村民的主观能动性。同行之间的行动，真正的用专业，课程教学人才培养，走入真正的乡村，放飞真正艺术的价值。

“ART MAKES A BRAVE NEW WORLD”

Design Methods, Design Teaching, Teaching Methods

Wu Lixing

The designer is here and the village is very lively. The designer is gone, and the country is back to the past. This is a universal phenomenon that exists now. It is temporary and active. The fundamental reason is that the villagers' subjectivity has not been established. Villagers are the core composition of a village, and the common people have not moved, which is meaningless for the design. The value of design intervention in the countryside, ① Service value: A building is designed, and a landscape is of service nature. ② Empowerment value: enhance villagers' ability and stimulate endogenous development ability. Villagers disagree on art design and rural design, the foundation is that designers should establish a trust relationship with villagers.

The advantage of our designers is that they have more professional fields, better comfort, more flexibility, lower cost than other construction companies in terms of works, and small money to do big things. Working hours and venues are relatively free. And it is more participatory based on the relationship between people and the connections between people. According to local needs, make suggestions and achieve goals. Whether the designer's suggestion is a local demand, the method and result of the change are not what the local people really need.

Project Pain Points and Solutions

Art and design are powerful and valuable. The way of integration is different. Art solves the relationship between man and society, man and nature, and is a fusion relationship. Designers and rural design should not be involved in the relationship, because this is unilaterally active, rigid, and should be participatory. This is mutual, not passive. The relationship with the villagers should be the starting point and end of the theory.

Reconstruction mode of Gejiacun

The uniqueness of the Gejiacun model is that the top-down leadership drives relatively few grassroots, but the bottom-up grassroots take the lead. It is rare for professional companies outside the village to carry out transformation. Micro update, micro transformation. The capital investment is relatively small, spending less money to do big things. Some handmade crafts made by Yuan Xiaoxian have an affinity and are made with love. And the home has become a major tourist area in Gejia Village, not only do it by yourself, but also drive the people around you to enjoy the transformation and design of the village. She has truly experienced a three-stage process of questioning, trying, and tapping her potential. From art design participation to Gejiacun to the present initial results, it took just a year and the rapid growth shows that the useable value of this model is very huge. The future of art and design is full of infinite possibilities. Ge Jiajun plays a dynamic and active identity, industrial upgrading, targeted poverty alleviation, and promotion of ecological and cultural development. Artists and designers cannot emphasize their individuality, and should grasp the subjective initiative of villagers. The action between peers, the real professional use, the training of curriculum teaching talents, walk into the real countryside, and let the real value of art fly.

《一起设计吃！》

节目内容简介

一起设计吃！

中国自古是个重要的农耕大国，也是美食大国。过去，所有的设计领域，中国都发展很快、与世界迅速接近。但似乎没有人觉得食物需要设计，在一个美食大国，我们已经由足够丰富的内容。真的是这样吗？《一起设计吃！》是一个轻松、愉快、视野开阔的节目，直播时长大约120分钟。本节目将邀请不同领域的设计学者，一起聊聊中国的食物设计，分享对食物设计的认知、研究和设计经验。期待更多的朋友能够关注与食物有关的生活方式与设计，让我们的生活变得更加美好！

关键词：食物设计、食物系统、生活世界、社会设计、文化可持续

主持人

何颂飞，北京服装学院中国生活方式设计研究院副院长

嘉宾简介

钟芳，北京大学哲学博士，米兰理工大学设计学博士，清华大学社会创新与可持续设计实验室主任，生态设计研究所副所长

邓嵘，南京艺术学院设计学博士，江南大学设计学院教授，原工业设计系主任，江南大学社会科学处副处长

池伟，中国食物设计联盟发起人，+86设计平台创始人，光化设计基金会副秘书长

陈玎玎，韩国国民大学设计学博士，广州大学讲师



2018年韩国首尔中韩食物设计研讨会暨工作坊

“LET'S DESIGN ‘EAT’”

Program Introduction

Let's Design "Eat"

China has been an important farming country since ancient times, as well as a great food country. In the past, in all design fields, China developed rapidly and quickly approached the world. But no one seems to think that food needs to be designed. In a food country, we have enough content. Is it really? "Design and Eat Together!" is a relaxing, enjoyable, and broad-view program. The live broadcast lasts about 120 minutes. This program will invite design scholars from different fields to talk about food design in China and share their knowledge, research and design experience on food design. I hope that more friends can pay attention to the lifestyle and design related to food, and make our life better!

Keywords: Food Design, Food System, Life World, Social Design, Cultural Sustainability

Host

He Songfei, Deputy Dean of China Lifestyle Design Research Institute, Beijing Institute of Fashion Technology

Guest

Zhong Fang, PhD in Philosophy from Peking University, PhD in Design from Politecnico di Milano, Director of Social Innovation and Sustainable Design Laboratory, Tsinghua University, Deputy Director of Eco Design Institute

Deng Rong, Ph.D. in Design from Nanjing University of the Arts, Professor of School of Design, Jiangnan University, former Dean of the Department of Industrial Design, Deputy Director of the Social Sciences Division of Jiangnan University

Chi Wei, Founder of China Food Design Alliance, Founder of +86 Design Platform, Deputy Secretary General of Guanghua Design Foundation

Ding Ding Chen, PhD in Design, Kookmin University, Lecturer at Guangzhou University

《一起设计吃!》

直播观看后感想

在当今疫情下的社会，食物设计承载了更多的意义。人对食物最一开始是简单的物质需求，食物承载的意义主要是维系生存的物质基础。随着人类社会的发展，食物也会承载着人类的精神层面、文化层面的需求，而不仅仅是饱腹的作用。就像食物可以辅助社交、食物可以代表一个人的社会地位、饮食观念也可以反映出一个人对社会的思考，也让我们更深入地思考食物的意义与食物设计的意义。

设计思考、教育观点、未来观点

中国食物设计是对文化与食物关系的探索。

在国际语境下，本土文化应该如何自处？全球化时代，文化身份认同的焦虑，是当今及未来设计界、文化界一直关注的话题。中国农耕文化的历史对食物及食物文化有巨大的影响，让我们关注到设计赋能城乡关系等非常现实的问题。此外，食物所承载的价值内涵是作为文化可持续载体的基础。未来食物设计的时代意义与价值，就在于食物对于人类社会的新关系及核心价值的呈现。在未来，从吃出发，从“新吃法”到“新玩法”再到“新活法”将是一个非常热点、且十分有意义的研究思路与课题。

交叉学科与跨学科合作，通过教学解决生活问题。

当代教育应该更加关注交叉学科与跨学科合作，打破教学中学科之间的壁垒，特别对于类似“食物设计”这种新兴、交叉的研究领域，更应当在教学中注重科学、技术、艺术、设计的融合问题。完成多学科、跨学科的融合与交流，从而碰撞出新的火花。在教学中，可以建立跨学科的课程及交流平台。并在课程中与实际项目相结合，从广大人民最基本的需求出发，例如最为常见的“衣食住行”，以及市场的需求，通过教学去更好的解决生活中的问题。

“LET'S DESIGN ‘EAT’”

Thoughts After Watching the Live Broadcast

In today's society under the epidemic, food design carries more meaning. At the very beginning, people have a simple material need for food, and the meaning of food carrying is mainly the material basis for maintaining survival. With the development of human society, food will also carry the spiritual and cultural needs of human beings, not just the function of satiety. Just as food can assist in social interaction, food can represent a person's social status, dietary concepts can also reflect a person's thinking about society, and it also allows us to think more deeply about the meaning of food and the meaning of food design.

Design Thinking, Educational Perspective, Future Perspective

Chinese Food Design Is an Exploration of the Relationship Between Culture and Food.

In an international context, how should local culture handle itself? In the era of globalization, the anxiety of cultural identity has been a topic of concern in the design and cultural circles today and in the future. The history of Chinese farming culture has had a huge impact on food and food culture, which makes us pay attention to the very real problems of design empowering urban-rural relations. In addition, the value connotation carried by food is the basis for a sustainable carrier of culture. The time significance and value of future food design lies in the presentation of the new relationship and core values of food to human society. In the future, starting from eating, from "new eating method" to "new play method" to "new living method" will be a very hot and very meaningful research idea and topic.

Interdisciplinary and interdisciplinary cooperation to solve life problems through teaching.

Contemporary education should pay more attention to interdisciplinary and interdisciplinary cooperation to break down the barriers between disciplines in teaching. Especially for emerging and intersecting research fields like "food design", it should pay more attention to science, technology, art, and design in teaching. Integration issues. Complete multi-disciplinary and interdisciplinary integration and communication, thus colliding new sparks. In teaching, interdisciplinary courses and communication platforms can be established. The courses are combined with actual projects, starting from the most basic needs of the people, such as the most common "food, clothing, housing, and transportation", as well as the needs of the market, through teaching to better solve the problems in life.

《一起设计吃！》

设计方法、设计工具、教学手段

关于项目案例中的用户研究方法

在钟芳老师对于食物设计的研究案例中，钟老师及其团队深入到全球很多最普通的家庭之中，去调研每家人一周的食物。过程中拍摄大量的照片，采访很多家庭，获取到不同国家、不同家庭结构、不同经济状况的大量家庭最为真实的饮食相关数据。通过分析，发现人们的生活状态，家庭的人员结构，食物的结构，食物与人们生活的关系，食品与文化等各个方面的信息。之后从大量的案例中分析出：吃的目的、吃的原因、吃与人际关系的关系、吃与五感体验、吃与工作生活、吃与健康。并根据分析，使设计师对于人们吃的需求不断明确，有针对性的做出好的设计。

关于项目中设计方法和设计教学方法的启发

建立“中国食物设计联盟”，联合高校及商业市场，举办相关的活动，例如建立食物设计大赛、设立五校联合课题等，促进设计方法探索和教学研究。在本科高年级的教学中，进行创新实验班级的建设，与其他学院例如商学院、食品学院、医学院结合，使不同专业背景的学生和教授一同学习、沟通、交流。

教学中将课程作业与市场需求结合，将市场的实际项目引入课程中，从项目入手，解决实际问题，打通各个学院学科的阻隔，进行综合性的研究与学习。借助各个学科先进的技术，发现更多的可能性，碰撞出新的火花，去解决生活中的问题。例如：先进的保鲜技术、食物与感官联想、风味测评、营养素等。通过设计，将技术转化成可以帮助人们更好的更健康生活的好产品。举办研究生工作坊，全国各高校研究生参与其中，并请到该方面的专家，进行教学交流与分享。

“LET'S DESIGN ‘EAT’”

Design Methods, Design Tools, Teaching Methods

About User Research Methods in Project Cases

In the case study of Zhong Fang on food design, Zhong and his team went deep into many of the most common families in the world to investigate the food of each family for a week. During the process, a large number of photos were taken, many families were interviewed, and the most real food-related data of a large number of families in different countries, different family structures, and different economic conditions were obtained. Through analysis, we can find information about people's living conditions, family structure, food structure, the relationship between food and people's lives, food and culture. After analyzing a large number of cases: the purpose of eating, the reason for eating, the relationship between eating and interpersonal communication, eating and five sense experiences, eating and working life, eating and health. And based on the analysis, make the designers constantly clarify the needs of people for food, and make good designs pertinently.

Enlightenment on Design Methods and Design Teaching Methods in the Project

Establish the "China Food Design Alliance" to unite universities and commercial markets to organize related activities, such as the establishment of a food design competition, the establishment of five-school joint projects, etc., to promote the exploration of design methods and teaching research. In the teaching of the upper grades of undergraduates, the construction of innovative experimental classes will be combined with other colleges such as business schools, food colleges, and medical schools, so that students and professors of different professional backgrounds can learn, communicate and exchange together.

In the teaching, the coursework is combined with the market demand, and the actual projects of the market are introduced into the curriculum, starting from the project, solving practical problems, breaking through the barriers of various colleges and disciplines, and conducting comprehensive research and learning. With the help of advanced technology in various disciplines, we can discover more possibilities, collide with new sparks, and solve problems in life. For example: advanced fresh-keeping technology, food and sensory association, flavor evaluation, nutrients, etc. Through design, technology is transformed into good products that can help people live better and healthier lives. Hold postgraduate workshops in which postgraduates from various universities across the country participate, and experts in this field are invited to exchange and share teaching.

《一起设计吃！》

项目痛点与解决方式

历史上咖啡机设计发展变化的案例可以分析出不同时期的痛点问题，在各个时期设计应如何同技术结合，设计师如何利用不断进步的新技术，使咖啡的口感更好、制作的方法更简便、产品的文化内涵更好传达，以及在现代设计中，何为返璞归真的设计。最终将设计回归到咖啡文化与理念的表达，强调对于慢生活、咖啡历史及手作的体验。

从日本住持寺庙零食俱乐部的案例，发现社会弱势群体的饮食痛点。从食物与社会创新的角度，通过食物设计帮助弱势群体，改善他们的生存状态，这是当代社会一个非常好的食物设计的案例，后获得国际设计大奖以及大众的关注。



茨 + 藕 + 芡 + 莲 + 蔞 + 茨 + 苳 + 芹 + 薹
cǐ ǒu qián lián lù cǐ dōng qín tái

基于“太湖菜”的震泽太湖湖区特色食物研究

“LET'S DESIGN ‘EAT’”

Project Pain Points and Solutions

The history of coffee machine design development and change cases can analyze the pain points in different periods, how the design should be combined with technology in each period, and how the designer uses the continuous improvement of new technology to make the coffee taste better and make the method easier , The cultural connotation of the product is better communicated, and what is the design of returning to the original in modern design. In the end, the design returns to the expression of coffee culture and philosophy, emphasizing the experience of slow life, coffee history and hand-made.

From the case of the Japanese abbot Temple Snack Club, we found the dietary pain points of the socially disadvantaged. From the perspective of food and social innovation, through food design to help disadvantaged groups and improve their living conditions, this is a very good case of food design in contemporary society, and later won the international design award and the public's attention.

《感性食品，合理设计》

节目内容简介

探寻感性的食物与理性的设计

衣食住行中的饮食，是我们的生存的最基本需求，也是人们生活享受的感性体验。从设计的角度来看，需要理性的设计食品的样式及其服务。当然，不论是韩国的参鸡汤，中国的下午茶，还是荷兰咖啡的故事，所有这些都与我们的饮食文化有关。欢迎大家跟随我们一起探寻，感性的食物与理性的设计。

关键词：饮食服务设计、饮食文化、餐饮设计、咖啡

主持人

Pan Younghwan, 韩国国民大学技术设计研究院副院长，韩国服务设计委员会会长

嘉宾简介

Jung Jinyeoul, 国民大学技术设计研究生院副教授，首尔国民大学教授，平面设计师

Kim Bo Il, UTB Coffee总裁

Jang Wansok, 武汉理工大学艺术与设计学院教授



“SENSUAL FOOD, RATIONAL DESIGN”

Program Introduction

Exploring Perceptual Food and Rational Design

Food is the primary desire and pleasure of human beings. It has been the most basic need for survival since the beginning, the basic element of life's enjoyment, and also an important element of culture. It is also a very important field for industry. From a design perspective, to make food sustainable, users must provide the food they want, and also design the service well. In particular, the F&B market is an important area for business. It also tells the story of Dutch coffee. All of this is about our food culture.

Keywords: Food Service Design, Food Culture, Food Design, Coffee

Host

Pan Younghwan, Vice Dean of Graduate School of Techno Design, Kookmin University, president of Korean Service Design Council

Guest

Jung Jinyeoul, Associate professor at Kookmin University Graduate School of Technical Design, graphic designer and professor at Seoul Kookmin University

Kim Bo Il, President of UTB Coffee



《感性食品，合理设计》

直播观看后感想

设计思考、教育观点、未来观点

“SENSUAL FOOD, RATIONAL DESIGN”

Thoughts After Watching the Live Broadcast

Design Thinking, Educational Perspective, Future Perspective

《感性食品，合理设计》

设计方法、设计工具、教学手段

项目痛点与解决方式

“SENSUAL FOOD, RATIONAL DESIGN”

Design Methods, Design Tools, Teaching Methods

Project Pain Points and Solutions

《洞见南洋设计》

节目内容简介

印尼的艺术、设计和文化之旅

作为艺术和设计的创造者，我们可以从现有的元素（如图案、符号、叙事、传统等）中挖掘出新的视角，从而碰撞出新的火花。LOOK INSIGHTS是一个有趣的主题，它将单词LOOK inside与local INSIGHTS结合起来。真诚的欢迎您加入我们的印尼艺术、设计和文化之旅。以印尼的视角观察设计，了解如何做本土化设计的。如果您有兴趣了解更多有关当代文化设计的知识，我们期待您的加入！

关键词:文化、教育、设计、项目、环境

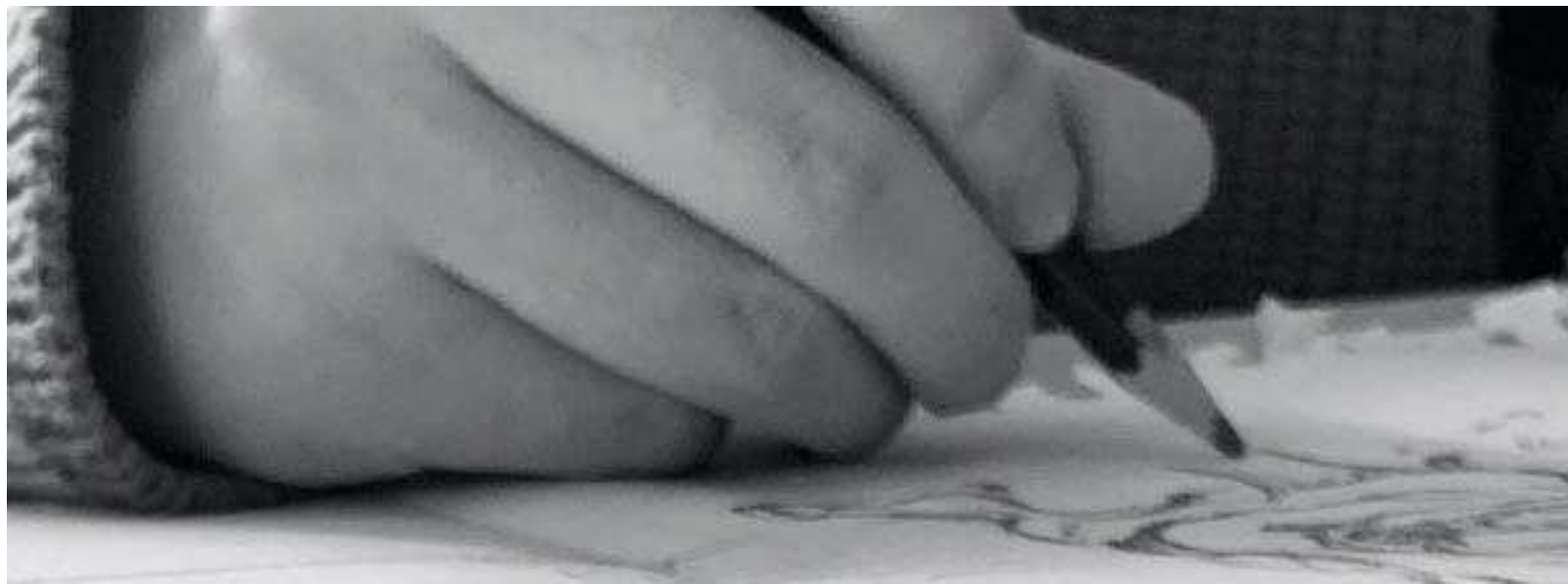
主持人

Hanny Wijaya, 印尼建国大学设计学院国际项目合作处处长, 副教授

嘉宾简介

Jacky Halim, 印度尼西亚雅加达HALFNOT INDESIGN公司创始人

Jane Jahja, 印度尼西亚雅加达HALFNOT INDESIGN机构联合创始人



“LOOK INSIGHT”

Program Introduction

Indonesian Art, Design and Cultural Journey

As art and design-makers, we can exploit new perspective from existing elements (such as patterns, symbols, narrative, tradition, etc) to great effect. LOOK INSIGHTS is a playful theme that combined the words LOOK inside with local INSIGHTS. We will ask you to join our journey in art, design, and culture of Indonesia. You could look inside our perspective and how we explore our design through culture and local insights. Some projects were produced by manipulating and combining different aspects. If you are interested in knowing more about design in contemporary culture, we look forward to see you joining us!

Keywords: Culture, Education, Design, Projects, Context

Host

Hanny Wijaya, Director and Associate Professor of International Project Cooperation Office, School of Design, BINUS University, Indonesia

Guest

Jacky Halim, Founder of HALFNOT INDESIGN Agency, Jakarta, Indonesia

Jane Jahja, HALFNOT INDESIGN, Co-Founder of HALFNOT INDESIGN Agency, Jakarta, Indonesia

《洞见南洋设计》

直播观看后感想

在设计教学中洞见本土文化。

在设计教学中，学生需要更重视设计的过程，不能只在乎结果。如今从网络获得信息更加方便、容易，使得抄袭现象也变得常见，过程就显得尤为重要。所以在设计的过程中，老师和学生是需要互相学习的，在任何活动都应抓住机会，更多进行思考。洞见本土的文化也是非常重要的，在洞见的时候去寻找核心，研究本土文化符号背后的哲学思想，将传统文化的元素应用到设计上面，将本土的文化介绍给世界。

设计方法、设计工具、教学手段

印尼的艺术、设计和文化之旅。

《洞见南洋设计》中洞见是一个有趣的主题，它是将印度尼西亚的本土思维，通过文化的设计探索，通过操纵和组合不同方面而产生的协作项目。在《巴厘岛乌布博物馆建筑中的秘密》这本书的创作前，聚焦了巴厘岛乌布的5个博物馆寻找灵感，最后在博物馆传统的图案当中发现了圆形的大量应用，于是将书的封面也设计成了传统图案那样以圆形为主导的图案。第二个项目是“2013邻居计划”。项目中设计的图案灵感来源于泰国、马来西亚、新加坡和印度尼西亚四个地方的屋顶平面图。最终的图案是将这四个屋顶的平面图排列在一起，体现出邻居这个概念。

整体的设计思路首先是确定需求，进行初步的研究，实地观察是寻找灵感的重要方法，然后收集资料和视觉参考，进行头脑风暴，继续构思实施，视觉和哲学思考，最后生产、发行、评审和反馈。



“LOOK INSIGHT”

Thoughts After Watching the Live Broadcast

Insight Into Local Culture in Design Teaching.

In design teaching, students need to pay more attention to the design process, not just the results. Now that it is more convenient and easier to obtain information from the Internet, plagiarism has become common, and the process is particularly important. Therefore, in the process of design, teachers and students need to learn from each other. In any activity, they should seize opportunities and think more. It is also very important to have an insight into the local culture. When insight, look for the core, study the philosophical ideas behind the local cultural symbols, apply the elements of traditional culture to the design, and introduce the local culture to the world.

Design Methods, Design Tools, Teaching Methods

Indonesian Art, Design and Cultural Journey.

The insight in "Insight into Nanyang Design" is an interesting theme. It is a collaborative project that combines Indonesian indigenous thinking, through cultural design exploration, and through manipulation and combination of different aspects. Before the creation of the book "Secrets in the Architecture of Ubud Museum in Bali", I focused on 5 museums in Ubud, Bali for inspiration. Finally, I found a large number of circular applications in the traditional patterns of the museum, so I changed the book The cover is also designed with a circular pattern as the traditional pattern. The second project is the "2013 Neighbor Program". The design patterns in the project are inspired by the roof plans of four places in Thailand, Malaysia, Singapore and Indonesia. The final pattern is to arrange the floor plans of the four roofs together, reflecting the concept of neighbors.

The overall design idea is to first determine the requirements, conduct preliminary research, field observation is an important way to find inspiration, then collect information and visual references, brainstorm, continue to concept and implement, visual and philosophical thinking, and finally produce, issue, review and Feedback.

《设计即是权利》

节目内容简介

“设计”的对比

我们不再习惯于批判性地研究“设计”的含义，而是通过创造，保存和破坏，循环行使的权力来保持一个尚未探索的维度。这促使我们关注于“设计”之间的对比。

关键词:设计、批判性思维、谈判、政治与领导

主持人

弗朗切斯科·加利（Francesco Galli），意大利米兰语言和传播自由大学国际事务处主任、教授

嘉宾简介

MARCO ALBERTI，意大利国家电力公司高级国际机构事务官员

Francesco Galli

“DESIGN” IS POWER
THE DARK SIDE



“DESIGN IS POWER”

Program Introduction

Indonesian Art, Design and Cultural Journey

As art and design-makers, we can exploit new perspective from existing elements (such as patterns, symbols, narrative, tradition, etc) to great effect. LOOK INSIGHTS is a playful theme that combined the words LOOK inside with local INSIGHTS. We will ask you to join our journey in art, design, and culture of Indonesia. You could look inside our perspective and how we explore our design through culture and local insights. Some projects were produced by manipulating and combining different aspects. If you are interested in knowing more about design in contemporary culture, we look forward to see you joining us!

Keywords: Culture, Education, Design, Projects, Context

Host

Francesco Galli, Professor and Director of International Affairs Office, Libera Università di lingue e comunicazione IULM MILANO

Guest

MARCO ALBERTINI, Head of Design Office, Enel SpA



《设计即是权利》

直播观看后感想

论坛主题词“新视界”

在当下短视频、大数据等流行趋势与技术支撑下，每一天无不更新着我们的视觉习惯。后采用了时间轴的论述方法，站在科技技术、艺术作品的角度讲述了一百四十年间的影像历程，总结出：不论技术怎样革新，每位导演所想要呈现的主旨内容并无大的转变。而当下“科技对于艺术的影响是正向还是？是艺术主导科技还是科技主导艺术，如今看来都不是”。AR技术所创造出的作品不能称之为艺术，因为核心在于它没有“情感的觉醒”，例如现雕塑艺术家的作品可以通过3D打印技术来得以实现，但在创作过程中，丧失了与之情感的互动和随时灵感的迸发与传递。

设计思考、教育观点、未来观点

赋予与人的互动性，注重我们的创作思维

针对于设计思维来说，未来我们所面临人机共处时代，科技与艺术的关系并不是谁占据统治地位，而是在不可避免大趋势下，我们的艺术作品区别于机器的关键在于，是否有情感的赋予，并且是否在创造过程中不断主观表达的成果。项目案例带给我们的启发是，艺术作品除去抓人眼球的外部形态外，我们利用所掌握的科技技术实现交互后，所传递的内涵与深思。

高流动性、高效率是我们这时代所追求的，所以无论是技术的变革，还是情感的变化，还是说工作形态的变化，新越来越多的人选择一种告别公司，告别朝九晚五，告别一种稳定性与预见性，追求一种更加灵活和主动能动性的状态。突如其来的疫情，让工作与生活显得更加密不可分。

在未来的教育教学中可以借鉴与启发的是，如何将线上工坊策划的更有趣？首先是多元的线上协同工具，比如融合未来学、思辨设计让推测想法更加具有理论支撑。第二是跨学科共创嘉宾邀请，来自设计、教育、互联网等的共创嘉宾。以及工坊结合前沿案例，让产出更具落地潜力。

“DESIGN IS POWER”

Thoughts After Watching the Live Broadcast

Forum Topic "New Vision"

With the current short video, big data and other popular trends and technical support, our visual habits are updated every day. After adopting the alignment method of the time axis, from the perspective of technology and art, I perceive the image history of 140 years, and conclude: not only the technology is completely innovative, the main content of each director is not big. change. At present, "is the impact of technology on art positive or not? Art replaces technology or technology replaces art. Today, AR technology can not be called art, because the core is that it has no "emotional awakening", such as the work of current sculpture artists. It can be achieved through 3D printing technology, but in the creative process, the emotional interaction with it and the burst and transmission of inspiration at any time are lost.

Design Thinking, Educational Perspective, Future Perspective

Endow Interaction With People and Focus on our Creative Thinking

In terms of design thinking, we are facing the era of human-machine coexistence in the future. The relationship between technology and art is not who dominates, but under the inevitable trend, the key to distinguishing our artworks from machines is whether there is Emotional endowment, and whether it is the result of continuous subjective expression in the creative process. The inspiration of the project case is that, in addition to the external form that catches the eye, the connotation and deep thinking conveyed by us after we use the technology we have mastered to achieve interaction.

High liquidity and high efficiency are what we are pursuing in this era. Therefore, whether it is technological changes, emotional changes, or changes in work styles, more and more people choose to bid farewell to the company and bid farewell to the nine nights. Fifth, bid farewell to a kind of stability and foresight, and pursue a more flexible and active state. The sudden epidemic has made work and life more inseparable.

What can be used for reference and inspiration in future education and teaching is how to make online workshop planning more interesting? The first is a variety of online collaboration tools, such as futuristic integration and speculative design to make speculative ideas more theoretically supported. The second is the invitation of interdisciplinary co-creation guests, co-creation guests from design, education, and the Internet. And the workshop combines cutting-edge cases to make the output more potential.

《设计即是权利》

设计方法、设计工具、教学手段

“后冠时代的未来办公”

站在第三人称的角度，尝试用人物画像的角度来进行阐述“Jimpson”——一名追求忙里偷闲的设计师的工作与生活状态。疫情的影响打乱了每位的工作生活的步伐，996、两点一线、单一职业变为线上办公、工作即生活、斜杠青年等。思考如何通过设计来实现更理想的办公体验。

“Jimpson”想通过集体智慧来推演集体办公的愿景。策划了三场线上工作坊来讨论解决这一问题。其中主要运用了国际前沿学科未来学：基于某一个学科 某一个领域，站在当下的状态，推演未来10之30年。未来是多元的，不确定的，未来学中有趣的三个点可是层层递进的关系，1可性未来2合理未来3可信未来。在第一场线上工坊中，分享了一些前沿的行业案例。如：星巴克与日本铁路公司在本年6月份，联合开了一家提供咖啡厅服务与工作场所的空间，名为“第三空间”。在工坊中还向提出并采集了一些务实问题，比如：在疫情期间你最不喜欢的工作方式，未来工作方式应该满足什么元素？Jimpson将大家的答案进行归类，内容如下：怎样的空间更让人具有创造力、游戏化办公、AR技术办公、自然空间办公等成为人们关注的关键词。在第二期工坊，借助32为不同职业不同痛点的嘉宾想法，得出提升协同合作的工作方法，来提升未来办公体验。在第三期，邀请了产学研的十位嘉宾，尝试思辨设计，使用未来学时间轴这一更加科学性的方式参与讨论交流。

项目痛点与解决方式

家具领域中新材料的创新运用

历史上的家具都能反应当时的生产力与社会发展水平，每次家具行业的巨大飞跃，都与新材料与新技术密切相关。现代木质家具的比例约占百分之60左右，并将持续上升趋势。但由于木材生长较慢，环保问题等。为解决这一问题，目前更加环保新材料被使用。比如工业废料的应用，咖啡渣的应用，再生塑料材料，亚克力个性化家具，硅胶材料家具，透明木头，玉米塑料家具。

随着国家对于木料资源开发的限制与大众环保意识的增强，寻找可替代的新型材料是十分有必要的，我们还需探讨更多家具设计的可能性。

“DESIGN IS POWER”

Design Methods, Design Tools, Teaching Methods

”Future Office in Post-Crown Era”

From the perspective of the third person, try to use the perspective of portraits to explain the work and life of "Jimpson", a designer who seeks to sneak in. The impact of the epidemic has disrupted the pace of everyone's work and life. 996, two points and one line, and a single occupation have become online office, work is life, and slash youth. Think about how to achieve a more ideal office experience through design.

"Jimpson" wants to deduce the vision of collective office through collective wisdom. Three online workshops were planned to discuss and solve this problem. Among them, the international frontier discipline futurology is mainly used: based on a certain discipline and a certain field, standing in the current state, deducing the next 10 to 30 years. The future is diversified and uncertain. The three interesting points in futurology are the progressive relationship: 1 feasible future 2 reasonable future 3 credible future. In the first online workshop, some cutting-edge industry cases were shared. For example, in June of this year, Starbucks and Japan Railway Company jointly opened a space that provides cafe services and workplaces, called the "Third Space". In the workshop, some pragmatic questions were also asked and collected, such as: What kind of work do you like the least during the epidemic? What elements should your future work style satisfy? Jimpson categorizes everyone's answers and the content is as follows: What kind of space More creative, gamified office, AR technology office, natural space office, etc. have become keywords that people pay attention to. In the second phase of the workshop, with the help of 32 guest ideas for different occupations and different pain points, work methods to enhance collaboration and cooperation were derived to enhance the future office experience. In the third phase, ten guests from industry, university and research were invited to try to think about design and use the **Project Pain Points and Solutions** conditions and exchanges in a more scientific way.

Innovative Use of New Materials in the Field of Furniture

Furniture in history can reflect the productivity and social development level at that time. Every huge leap in the furniture industry is closely related to new materials and new technologies. The proportion of modern wooden furniture is about 60%, and it will continue to increase. However, due to the slow growth of wood, environmental protection issues and so on. To solve this problem, more environmentally-friendly new materials are currently being used. Such as the application of industrial waste, the application of coffee grounds, recycled plastic materials, acrylic personalized furniture, silicone material furniture, transparent wood, corn plastic furniture.

With the country's restrictions on the development of wood resources and the increasing public awareness of environmental protection, it is very necessary to find alternative new materials. We need to explore more possibilities for furniture design.

《用剪刀绘图！》

节目内容简介

用剪刀绘图

在这个现场研讨会期间，Lia Vilahur将指导您进行西班牙图像声音之旅，以发展您的创作技能。随着音乐的流动，您将练习剪贴技巧和拼贴画。

在这个实践的艺术体验中，我们将发现形式，节奏和创作灵感来自音乐之声。

期待着一起分享美好时光，享受创意。

需要准备：

一些剪刀！

纸张-10/11张 您需要在上课前给纸上油漆/上色。

有机物质的集合，例如叶子和花朵。

可选，但方便-大头针和一块和您的纸张一样大的纸板

蓝胶或美纹纸胶带/粘胶带

关键词：剪裁艺术、创造力、西班牙灵感、图案设计

主持人

Lia Vilahur，西班牙赫罗纳大学媒体学院国际合作处主任，教授，艺术家



“DRAWING WITH SCISSORS!”

Program Introduction

Drawing With Scissors

During this live workshop Lia Vilahur will guide you to a Spanish image-sound tour to develop your creative skills.

Flowing with the music you will practice cut out techniques and collages.

During this practical art experience we will discover forms, rhythms and composition inspired by the sound of music.

Looking forwards to share a nice time together and enjoy creativity.

You Will Need:

Some Scissors!

Paper - 10/11 sheets. You need to paint/color your paper prior to the class.

A collection of organic matter such as leaves and flowers.

Optional, but handy - pins and a piece of cardboard as big as your paper

Blu-Tack OR Masking Tape/Sticky Tape

Keywords

Cut out art, Creativity, Spanish inspiration, Pattern Design

Host

Lia Vilahur Chiaraviglio, professor and artist at the University of Girona ERAM

《用剪刀绘图！》

直播观看后感想

来自音乐之声形式，节奏和创作灵感。

这是一场运用剪贴画表现形式的手工创作工作坊，从中能够体会到利亚·维拉胡的感受、喜好、灵感来源以及西班牙的文化气息。参与者们通过这场艺术实践之旅，除了获得手工创意的技法外，音乐作为重要的引导使大家在西班牙文化语境的图像中探索多元的视觉元素，尝试对这些元素进行组织、构成、重组、叠加、对比、层次、遮挡、改变背景和媒介等不同的构建方式，更自由的用艺术表达自我，体会用剪刀绘图的魅力。

设计思考、教育观点、未来观点

艺术家亨利·马蒂斯的艺术表达。

20世纪现代艺术的开拓者以及当代艺术语境中最重要的艺术家之一亨利·马蒂斯晚年的剪纸作品，展示了色彩与形式的完美结合。他善于利用简化、强烈的色彩和形状表达事物的自然本质，创作出奔放、自由、快乐的镂空艺术作品。晚年的马蒂斯因病养而转向剪纸艺术创作，失去了绘画创作的条件，剪纸成为他表现和抒发情感和追求的最直接的艺术表达方式，这也成为他表达颜色、形状、质感、韵律、秩序和情绪最融为一体的方式。从这些作品中可以看到强烈的平面设计的构成方式，他尝试表现音乐和其产生的动势，为现代设计带来了极大的启发。



“DRAWING WITH SCISSORS!”

Thoughts After Watching the Live Broadcast

From the Sound of Music Form, Rhythm and Creative Inspiration.

This is a manual creation workshop using clip art expressions, from which you can experience Leah Vilahu's feelings, preferences, sources of inspiration and Spanish culture. Through this journey of artistic practice, the participants, in addition to obtaining hand-crafted creative techniques, music as an important guide enables everyone to explore multiple visual elements in the images of Spanish cultural context, and try to organize, constitute and reorganize these elements. , Superimposition, contrast, level, occlusion, changing background and media and other different construction methods, express yourself more freely with art, and experience the charm of drawing with scissors.

Design Thinking, Educational Perspective, Future Perspective

Artistic Expression of the Artist Henri Matisse.

The paper-cut works of Henry Matisse, a pioneer of modern art in the 20th century and one of the most important artists in the context of contemporary art, show the perfect combination of color and form. He is good at using simplified, strong colors and shapes to express the natural essence of things, creating unrestrained, free and happy hollow art works. In his later years, Matisse turned to paper-cut art creation due to illness and lost the conditions for painting creation. Paper-cutting has become the most direct artistic expression method for him to express and express his emotions and pursuits. This has also become his expression of color, shape, texture, and rhythm. , Order and emotion are the most integrated way. From these works, we can see the strong way of composition of graphic design. His attempts to express music and its dynamics have brought great inspiration to modern design.

《用剪刀绘图！》

设计方法、设计工具、教学手段

艺术家马蒂斯的创作形式。

通常马蒂斯创作时用一把剪刀徒手剪出形状，把剪下来的部分和其剩余的纸片都保留下来。在其助理莉迪亚的帮助下，他会在墙上不断重组这些巨大的、彩色的剪纸元素，直到他对成果完全满意。他的剪贴画灵感也来源于生活中的植物、珊瑚、人体、动物等，抽象化的表现风格、形象动势的捕捉和颜色的强烈碰撞使这些剪贴画、作品极具现代气息，并且仍旧被艺术家们和爱好者们沿用至今。美国当代艺术家威廉·拉尚斯的作品中借鉴马蒂斯剪贴画中强烈的对比，采用绘画和版画中多样的方式在画面中玩转和组建质感、运用混合媒介、饱和的色彩和抽象的构图形式。

西班牙多元化的元素

在这个现场研讨会期间，利亚·维拉赫将指导西班牙图像声音之旅，在工作营的创作实践过程中，展示了大量关于西班牙多元文化下的图像，并对每张图像进行简短的解释，说明其意图、感受和背景。同时，从个人化的视角和喜好筛选了与每张图像气氛相映的音乐，这些图像包含出生地、生活地、西班牙著名的艺术家、日常生活中的植物、船只、建筑、大海、岛屿、海鸥、聚会、朋友、美食等方面。通过背景音乐的气氛带入，对图像中的元素进行筛选和对其轮廓进行自由的剪切和随性发挥。图像循序渐进的由简单的单个元素到多个元素，从复杂的场景视角到艺术家的作品。带着每张图像的背景说明，以及音乐中的乐器、节奏、基调配合图像激发创作者相应的情绪和感官，辅助大家更好的去把握形态和线条。这是一种即兴式的、意识流、专注创作者自我感受的创作方式，这也是欧美教育中在创作过程里非常看重的部分。工作营中关于气味和味道的部分展示了不仅仅是空气或美食，也关乎童年、友情和美好、惬意、简单的生活方式，都体现了活在当下的心态和对小事物单纯的喜爱，这些都可以成为创作的灵感来源。

项目痛点与解决方式

被誉为“上帝的建筑师”的高迪，其作品多位于巴塞罗那，如圣家堂、桂尔公园、米拉之家等，建筑风格充满奇幻和自由。可以感受到巴塞罗那极具生气、充满音乐的城市氛围，但在全球疫情的影响下，整个城市变得沉寂、空旷，没有了往日的喧嚣，替代的是一些民众之间通过音乐相互鼓舞、拍手来打破沉重的气氛。这样的意外情形，或许也会促使我们去思考我们将、拥有什么样的未来。

“DRAWING WITH SCISSORS!”

Design Methods, Design Tools, Teaching Methods

The Creative Form of Artist Matisse.

Usually Matisse uses a pair of scissors to cut out the shape by hand, keeping the cut part and the rest of the paper. With the help of his assistant Lydia, he will continue to reorganize these huge, colorful paper-cut elements on the wall until he is completely satisfied with the results. His clip art is also inspired by plants, corals, humans, animals, etc. in life. The abstract expression style, the capture of image dynamics and the strong collision of colors make these clip art and works very modern, and they are still being used. Artists and enthusiasts still use it today. American contemporary artist William Lachance draws on the strong contrast in Matisse's clip art in his work, and uses various methods in painting and printmaking to play with and build texture in the picture, using mixed media, saturated colors and abstract composition form.

Spanish elements of diversity

During this live seminar, Leah Villach will guide the Spanish image and sound tour. During the creative practice of the workshop, he will show a large number of images about Spain's multiculturalism and give a brief explanation of each image. , Explain its intentions, feelings and background. At the same time, the music that matches the atmosphere of each image is selected from a personal perspective and preferences. These images include birthplaces, living places, famous Spanish artists, plants in daily life, ships, buildings, seas, islands, seagulls, Party, friends, food, etc. Brought in by the atmosphere of background music, the elements in the image are screened and their outlines are freely cut and played casually.

The image gradually changes from a simple single element to multiple elements, from a complex scene perspective to the artist's work. Bring the background description of each image, as well as the musical instruments, rhythm, and tone of the music, in conjunction with the images to stimulate the creator's corresponding emotions and senses, and help everyone better grasp the shape and line. This is an impromptu, stream-of-consciousness, and a creative way that focuses on the creator's self-experience. This is also a very important part of the creative process in European and American education. The part about smell and taste in the work camp showed not only air or

Project Pain Points and Solutions

known as the architect of God", Gaudí's works are mostly located in Barcelona, such as the Sagrada Familia, Güell Park, La Pedrera, etc. The architectural style is full of fantasy and freedom. I can feel Barcelona's very lively and musical city atmosphere, but under the influence of the global epidemic, the entire city has become quiet and empty, without the hustle and bustle of the past. Instead, some people encourage each other and clap their hands through music. Break the heavy atmosphere. Such unexpected circumstances may also prompt us to think about what kind of future we will and have.

《印花之美》

节目内容简介

以印花布料创造美感与美好生活

是不是常常听说台湾的文创很厉害？台湾的文创品牌「inBloom 印花乐」成立于2008年，由三位从大学美术系毕业的创办人，推出第一款「台湾八哥」印花图案开始，即专注于开发台湾原创的印花布料商品，并致力于结合布料与台湾在地特色的图案，透过设计传播社会共好与环境保护的理念，同时，印花乐以多元形式推广手作印花课，希望能将美感与创作体验以更平易近人的方式，带进大家的生活里。中原大学商业设计系的黄文宗老师，将带大家一起到印花乐的大稻埕本店直播，与共同创办人沈奕妤(Ama)创意总监、温珮姘(Ayami)店长对谈印花布料带来的美感生活。相信每个人的故乡和童年，都完好的保留在记忆里，可惜许多美好的事物随着环境改变而渐渐模糊，人总是希望能选择记忆，把痛苦遗忘、把美好的留下。印花乐将布料产品结合生活常见的景物，让台湾各式各样的符号跃然于织布上。每个图案都有其意义，不只是单纯的美感体验，也是一则则故事：阿嬷家的铁花窗、传统手动刨冰机、消波块、都市常见的鸟类大卷尾等，都是你我所熟悉的日常一景，透过这些能引起共鸣的印花之美，串起人与人之间深刻的连结。让我们一起走进花布的世界吧！

关键词：印花、台湾、文化创意产业

主持人

黄文宗，中原大学文化创意产业发展跨领域学分学程主任，全球客家与多元文化研究中心副主任

嘉宾简介

沈奕妤 (Ama) ， 印花乐创意总监Creative Director



“THE BEAUTY OF PRINTINGS”

Program Introduction

Using Print Fabrics To Create an Aesthetic Life With Common Good

Do you often hear that Taiwan’s cultural and creative industries are very powerful? Taiwan’s cultural and creative brand "inBloom Print Music" was established in 2008. Three founders who graduated from the Department of Fine Arts of the University launched the first "Taiwan Starling" print pattern, focusing on the development of Taiwan’s original printed fabric products. We are committed to combining fabrics and patterns with local characteristics in Taiwan, and spreading the concept of social good and environmental protection through design. At the same time, the printing music promotes hand-made printing courses in multiple forms, hoping to make the beauty and creative experience more approachable. Way to bring it into everyone’s life.

Teacher Huang Wenzong from the Department of Business Design of Chung Yuan Christian University will take everyone to the Dadaocheng store of Print Music and talk with co-founder Shen Yiyu (Ama) creative director and store manager Ayami (Ayami) about what printed fabrics bring The beauty of life. I believe that everyone’s hometown and childhood are intact in their memory. Unfortunately, many beautiful things gradually become blurred as the environment changes. People always hope to choose memory, forget the pain and leave the beautiful. Print Music combines fabric products with common sceneries in daily life, allowing various symbols of Taiwan to appear on the fabric. Each pattern has its meaning. It is not only a pure aesthetic experience, but also a story: grandma’s iron windows, traditional manual ice cutters, wave-eliminating blocks, large bird curling tails that are common in cities, etc. It is a scene of daily life familiar to you and me. Through the beauty of these resonant prints, the deep connection between people is strung together. Let us walk into the world of floral cloth together!

Keywords: Prints & Patterns, Taiwan, Cultural and Creative Industries

Host

Huang Wen Tsong, Director of Development of the Cultural and Creative Industries Interdisciplinary Program, Deputy Director of Research Center for Global Hakka and Multi-culture,



《印花之美》

直播观看后感想

文创不只是一个商品门类，更多是一个文化和概念的载体，好的文创可以完整的描绘一段故事，探讨出表达思想和主题。而而文创中的图像设计是跨国籍和跨文化的，情感具有共通性，视觉语言远超文字语言的界限，所以设计师应该多观察时代，永远不要停止关心与凝视外部的世界。

设计思考、教育观点、未来观点

好的设计应该兼具美感与思想价值的统一

但设计师是为了什么而做设计，设计师是怎样看待生活，又怎样才能把视线重新投射到作品上呢？用设计去体现价值，去让消费者认同品牌和设计的理念。如果只为自己去做设计，那么灵感和表达都很容易匮乏，设计师的内在思考和外在关注的有机统一是非常重要的。

做出一个有思考的设计

设计并不严肃，设计师作出十个方案，最终能被量产的只有一两个，要同时站在顾客和设计师的角度思考。对用户来说，重要的是从物品中得到的“喜欢，抚慰”等情感，但设计师需要给予更多的设计深度，细节，背后的故事和态度，这便是空壳设计和含有理念的设计的不同。设计师在处理主题时要深入浅出，要维持品牌的核心理念，同时又要注意社会的反馈。

“THE BEAUTY OF PRINTINGS”

Thoughts After Watching the Live Broadcast

Cultural and creative is not just a category of commodities, but also a carrier of culture and concepts. A good cultural and creative can completely describe a story and explore expressing ideas and themes. And the image design in cultural creation is cross-national and cross-cultural, emotions are common, and visual language is far beyond the boundaries of text language, so designers should observe the times more and never stop caring and staring at the outside world.

Design Thinking, Educational Perspective, Future Perspective

Good Design Should Have the Unity of Beauty and Ideological Value

But what are designers designing for, how do they view life, and how can they re-project their vision on the work? Use design to reflect the value and make consumers agree with the concept of brand and design. If you only design for yourself, inspiration and expression are easy to lack. The organic unity of the designer's internal thinking and external attention is very important.

Make a Thoughtful Design

The design is not serious. The designer has made ten plans, and only one or two can be mass-produced. It is necessary to think from the perspective of both the customer and the designer. For users, what is important is the "like, comfort" and other emotions obtained from the item, but the designer needs to give more design depth, details, behind the story and attitude. This is the empty shell design and the concept. The design is different. When dealing with themes, designers must explain the profound things in a simple way, maintain the core concept of the brand, and at the same time pay attention to social feedback.

《印花之美》

设计方法、设计工具、教学手段

关于项目中设计方法和设计教学方法的启发

好的设计通常立足于生活。对学生来说，一个漂亮的设计并不是难点，而找到一个与自身有关、与生活有关、与社会有关的小切入点却并不容易。如何将视线拉回当下，如何从一个点深入一个话题是需要课程中培养的。

项目痛点与解决方式

在细节中填充情感

如今世界各地城市中的建筑物的形象趋于雷同，在这种情况下，设计师要如何在细节上填充情感是我们所探究的问题。印花乐品牌便很关注本土动植物保护，并将这个理念放置在设计里。除了生物，还有一些设计师的视线范畴，比如如今老房子在消失，文化也在更迭，用设计去保存想法，情怀，文化应尽可能与人产生联系。设计师应该思考如何去将其转化并活化进入人的生活。比如印花乐基于这一理念以老房子的花砖做的一系列纹样印花设计，致力于透过设计，传播社会共好与环境保护的理念。

设计师如何和受众群体进行互动和交流

文创设计的核心是将生活转化成图案、产品，再将产品放置回生活。塑造一个品牌要把握自己的重点：理念、群体、推陈出新以及生动讲述产品故事。过程中不断沟通，不断更新，同时品牌通过和顾客的交流，可以拉近受众和品牌的情感沟通，让设计从一开始就和受众建立联系起来。另外，对于一个品牌来说，在商业市场上还要积极拓展除了产品自身的可能性，例如手作体验，会员制等。不断强调自身语言也很重要，比如印花乐的经典图案每年变化其排列组合，媒介载体和配色，同时每年增加新的图案，新的故事和灵感来源，并与不同的艺术家进行跨界合作。

“THE BEAUTY OF PRINTINGS”

Design Methods, Design Tools, Teaching Methods

Inspiration About Design Methods and Design Teaching Methods in the Project

Good design is usually based on life. For students, a beautiful design is not difficult, but it is not easy to find a small entry point related to oneself, life, and society. How to bring the eyes back to the present and how to go deep into a topic from one point needs to be cultivated in the course.

Project Pain Points and Solutions

Fill the Details With Emotion

Nowadays, the images of buildings in cities all over the world tend to be the same. In this case, how the designer should fill the details with emotion is the question we are exploring. The printing music brand is very concerned about the protection of native animals and plants, and put this concept in the design. In addition to biology, there are also some designers' vision categories. For example, nowadays old houses are disappearing and culture is also changing. Using design to preserve ideas, feelings, and culture should connect with people as much as possible. Designers should think about how to transform and activate them into people's lives. For example, Yinle is based on this concept and uses a series of pattern printing designs made from old house tiles, and is committed to spreading the concept of social good and environmental protection through design.

Fill the Details With Emotion

The core of cultural and creative design is to transform life into patterns and products, and then put the products back into life. To shape a brand, you must grasp your own key points: concept, group, innovation and vivid storytelling of the product. In the process, we continue to communicate and update. At the same time, through communication with customers, the brand can draw closer the emotional communication between the audience and the brand, allowing the design to establish a connection with the audience from the beginning. In addition, for a brand, it is necessary to actively expand the possibilities of the product itself in the commercial market, such as hand-made experience, membership system, etc. It is also important to constantly emphasize one's own language. For example, the classic patterns of printed music change their permutations, media carriers and colors every year. At the same time, new patterns, new stories and sources of inspiration are added every year, and cross-border collaborations with different artists are carried out.

《你有病吧？嘿，还真有！》

节目内容简介

潜伏在快节奏生活中的精神类疾病

你活泼乐观，即使初入社会压力很大，还是努力让自己每天过的开心，唯一困扰你的就是常年阴魂不散的胃痛，奇怪的是，无数次检查都告诉你，你的胃很健康。心理疾病是个狡猾的家伙，它很多时候不表现在我们的精神状况或者情绪上，而是直接攻击你的身体。它惹人嫌、让人避之不及却也无法控制，可它有时候也很无厘头，帮我们敲响着身体的警钟。我们的即兴直播间将在一个轻松愉快的聊天环境中，和几位“病友”一起，聊聊我们的生病看病经历，从大家比较熟悉的强迫症、焦虑症、抑郁症，聊到能“见鬼”的精神分裂，和会被电击的人格分裂。精神类疾病偷偷潜伏在当今这个快节奏的生活之中，并影响越来越多的人，但真正会去服药就医治疗的少之又少。希望我们笑对精神病的精神可以感染饱受困扰的当代年轻人，从不避讳谈论开始。更希望整个社会可以把它当作和感冒发烧一样的病，关心病人，但不歧视。

关键词：心理健康、当代生活、情绪管理、“疯子”、“鬼”故事、疑难杂症

主持人

蔡惟文，北京服装学院新媒体系讲师

嘉宾简介

Yeye，设计师

33，当代青年人

郝杰，北京服装学院新媒体系讲师

汪润东，北京服装学院新媒体系讲师



“HEY, ARE YOU CRAZY? YES, BUT IT’S OKAY!”

Program Introduction

Mental Diseases Lurking in a Fast-Paced Life

Mental illness is tricky and complicated, mostly it does not only manifest in our mental or emotional state, but also directly attacks our body. It is irritating, deceptive, and uncontrollable, but it is okay to have a mental illness. Our Live Jam will be relaxed and we will have a pleasant chat about the experience of being mentally sick. The talk will cover some of the most common mental disorders, including obsessive-compulsive disorder, anxiety disorder, depression, schizophrenia, and personality split. Mental diseases are secretly lurking in today's fast-paced life and affecting an increasing number of people; However, only a few people actually seek medical treatment. We hope our spirit of fighting mental illness can inspire those young people who concern about their mental state, and we wish that people do not ever feel ashamed to talk about it. We hope that today's society can treat it as same as cold and fever, and bring more love and care to the community instead of discriminations.

Keywords: Mental Health, Cope With Anxiety, Ghost Story, Happy Life, Counseling

Host

Vivian Cai, Lecturer of New Media Department, Beijing Institute of Fashion Technology

Guest

Yeye, Designer

33, Millennial

Haojie, Lecturer of New Media Department, Beijing Institute of Fashion Technology

Will Wang, Lecturer of New Media Department, Beijing Institute of Fashion Technology

《你有病吧？嘿，还真有！》

直播观看后感想

正视现代社会下，青年人的心理健康问题。启示重视并正确看待自我的心理健康问题，指出心理环境建设也是现代教育在环境与师资之外需要重视的。教育或设计参与包含运动条件的创造、偏见与歧视的纠正等，协助建立时间管理与自我心理观察与建设。



“HEY, ARE YOU CRAZY? YES, BUT IT’S OKAY!”

Thoughts After Watching the Live Broadcast

Face up to the mental health of young people in modern society. The enlightenment pays attention to and correctly treats the mental health of oneself, and points out that the construction of the psychological environment is also what modern education needs to pay attention to in addition to the environment and teachers. Education or design participation includes the creation of sports conditions, the correction of prejudice and discrimination, etc., assisting in the establishment of time management and self-psychological observation and construction.



《你有病吧？嘿，还真有！》

设计思考、教育观点、未来观点

关于未来的观点

对心理健康愈加重视，是生活方式的提升与积极的人生观。

关于设计的思考

设计可从造物、沟通、系统与服务的多个层面参与心理健康的建设，包括观念与科学的倡导与普及、人际沟通促进。

关于教育的思考

作为教师视角去思考心理疾病的问题，首先为学生创造适宜学习成长环境的前提是，先保证自己有着良好的心理健康状态。高校教师相对于中小学教师往往教育项目繁多，学生大多已经成年。高校教师无法全身心的一对多的关注每一个学生的生活状态。但至少需要教师在保证自我心理健康状态的情况下再去进行对学生的教学工作，与学生建立平等的师生关系，相互尊重，尽量避免把个人情绪带入到教学工作中。

高校是学生迈入社会前的重要阶段，高校学生的年龄也是心理疾病高发年龄，在过去的经验中也有因为心理疾病产生严重后果的先例。由此可见，学校也应尽量为教师和学生提供专业的医疗帮助，例如设立心理辅导室，设立应急心理问题疏导联络处等。

设计相关专业的学生除了需要过硬的专业技能，也需要很强的独立思考能力和想象力，所以作为导师，应更注重引导、点拨、鼓励，而不可过于教条死板。

“HEY, ARE YOU CRAZY? YES, BUT IT’S OKAY!”

Design Thinking, Educational Perspective, Future Perspective

Views on the Future

Increasing emphasis on mental health is the improvement of lifestyle and a positive outlook on life.

Thinking About Design

Design can participate in the construction of mental health from multiple levels of creation, communication, systems and services, including the advocacy and popularization of ideas and science, and the promotion of interpersonal communication.

Thinking About Education

As a teacher to think about the problem of mental illness, first of all, the premise of creating a suitable learning and growth environment for students is to ensure that they have a good mental health. Compared with teachers in elementary and middle schools, college teachers often have many educational programs, and most of the students have grown up. Teachers in colleges and universities cannot fully pay attention to the life status of every student. But at least teachers need to teach students while ensuring their mental health, establish equal teacher-student relationship with students, respect each other, and try to avoid bringing personal emotions into teaching work. Colleges and universities are an important stage before students enter society. The age of college students is also the age when mental illnesses are high. In the past experience, there are also precedents of serious consequences caused by mental illness. It can be seen that schools should also provide professional medical assistance to teachers and students as much as possible, such as setting up psychological counseling rooms and setting up emergency psychological problems counseling liaison offices.

In addition to strong professional skills, students in design-related majors also need strong independent thinking and imagination. Therefore, as a tutor, they should pay more attention to guidance, guidance, and encouragement, rather than being too rigid.

《你有病吧？嘿，还真有！》

设计方法、设计工具、教学手段

主持人以及三位嘉宾分享自己的经历，以及相关专家与社会调研。

项目痛点与解决方式

共同体意识，设计为人人。设计不应仅是被动与受委托的行为，而应回到问题关注与发现、解决的初衷。节目以嘉宾的患病经历为出发点，由浅入深的让观者对心理疾病这一概念有了具体的认知。待观者对自身有了初步的判断后，在第二部分内容中节目及时的给出了调整自身心理状态的小技巧，并且详细的介绍了现阶段国内就医现状以及就医方式。通过图片和文字的方式给予观者一个清晰地就医流程。第三部分内容主要为大家推荐了与心理问题相关的电影、艺术作品，启发倡导艺术从业者为精神疾病患者发声创作，同时也引领教育工作者去思考如何为青少年学生们营造一个更适宜学习成长的环境与氛围。

嘉宾yeye与33就自己的就医经历进行了介绍，内容涵盖了当代人群易发的几大类精神类疾病，其中包括抑郁症、双向情感障碍、精神分裂症、惊恐发作等。其主要目的是为了让观者引起对心理疾病的重视，拥有直观的感受，由此可以初步的对自己的健康状态有所对比。也告诫了观众要相信专业医疗，不要擅自对自己的情况对号入座。详细的就医经历，以及康复过程揭开了心理疾病治疗的神秘面纱，让有需要的观众打消了对于未知的恐惧，鼓励讳疾忌医的人群鼓起勇气迈出治疗的第一步，也希望由此可以让健康的人群尽可能对有心理疾病的人群保持相对客观和包容的态度。



“HEY, ARE YOU CRAZY? YES, BUT IT’S OKAY!”

Design Methods, Design Tools, Teaching Methods

The host and three guests shared their experiences, related experts and social research.

Project Pain Points and Solutions

Community consciousness, designed for everyone. Design should not only be a passive and entrusted behavior, but should return to the original intention of problem concern and discovery and resolution. The program takes the guests’ experience of illness as the starting point, and allows viewers to have a concrete understanding of the concept of mental illness from shallow to deep. After the viewers have a preliminary judgment about themselves, in the second part of the content, the program provides timely tips for adjusting their mental state, and introduces in detail the current situation and methods of medical treatment in China. Give the viewer a clear medical process through pictures and text. The third part of the content mainly recommends movies and art works related to psychological problems for everyone, inspires and advocates art practitioners to create voices for patients with mental illness, and also guides educators to think about how to create a more suitable learning and growth for young students Environment and atmosphere.

Guests yeye and 33 introduced their medical experience, which covered several major types of mental illnesses that are prone to the contemporary population, including depression, bipolar disorder, schizophrenia, and panic attacks. Its main purpose is to make viewers pay attention to mental illness and have intuitive feelings, so that they can initially compare their health status. It also warned the audience to believe in professional medical care and not to sit in on their own situation without authorization. The detailed medical experience and the rehabilitation process unveiled the mystery of the treatment of mental illness, so that the audience in need dispelled the fear of the unknown, and encouraged the people who are taboos to take the courage to take the first step in treatment, and hope that this can be done. Let healthy people maintain a relatively objective and tolerant attitude towards people with mental illness as much as possible.

《呵护行动》

节目内容简介

基于服务设计思维展开的“呵护行动”

通过一个学期的线上交流，从呵护入手，围绕尊重生命，珍爱健康，幸福生活展开设计行动。基于服务设计思维和方法，针对不同用户，从身体、精神到社会的大健康范围开发服务和产品。本次直播将分享“呵护行动”的一些学生作品。

关键词：大健康、身体健康、心理健康、社会健康

主持人

胡鸿，北京工业大学艺术设计学院工业设计专业负责人，教授



“CARE ACTION”

Program Introduction

The New Coronavirus Epidemic Has Made Us a More Profound Reflection for Health, Life and Live

Through this semester of online communication, design activities are starting from the care, launched around respecting life, cherishing health and happy life. Based on the thinking and method of service design, services and products are developed for different users in a wide range of physical, mental and social health. This live broadcast will share several student works of "Care Operation".

Keywords: General Health, Physical Health, Mental Health, Social Health

Host

Hu Hong, Head and Professor of Industrial Design, School of Art and Design, Beijing University of Technology



《呵护行动》

直播观看后感想

老年人健康问题是如今社会中的一大痛点，从康养服务和产品设计入手，针对不同人群的行为特点和生活方式，提供个性化的设计服务和产品方案，针对老年人健康习惯以及心理健康等，对有关尊重生命、珍爱健康、幸福生活的几个有意义的话题进行探讨。

设计思考、教育观点、未来观点

系统思维在设计教育中的应用

通过应用服务设计思维和服务设计体系的方法来探索设计问题和话题，应用服务设计中针对不同人群的调研方法找到用户的痛点，在设计中结合服务和产品的概念为不同人群针对产出设计，解决问题。年轻人的健康生活习惯、对心智障碍人士的关怀等话题，很好的将设计中的系统思维运用到了设计教育中。服务设计的思维对于解决未来一系列的社会问题有良好的帮助。

设计方法、设计工具、教学手段

我们从康养服务和产品设计入手，针对不同人群的行为特点和生活方式让学生进行了线上和线下研究理解，能够帮助同学们有效的了解课题的方向，设计产出结合线上线下调研提供了个性化的设计服务和产品方案。以服务设计为主的教学方法，应用到研究生教学案例中，能够让同学们更好的理解系统设计思维，有效的完善设计和研究方法。

“CARE ACTION”

Thoughts After Watching the Live Broadcast

The health problem of the elderly is a major pain point in today's society. Starting from the design of health care services and products, we provide personalized design services and product solutions for the behavior characteristics and lifestyles of different groups of people, and target the health habits and mental health of the elderly. And so on, to discuss several meaningful topics about respecting life, cherishing health, and happy life.

Design Thinking, Educational Perspective, Future Perspective

Research Summary

Taoism emphasizes the nature of Taoism, conforming to nature, and saying that it is natural, relieved, of course, and happy. The characteristics of connection, sharing, co-creation, and experience in Taoism also coincide with the development trend of today's design discipline and design profession. You can see many local designs in Chengdu. Although the situation, materials and technology are changing, and the aesthetic trend is also very fashionable and modern, the spiritual connotation of culture and the continuation of life attitude can still be seen in it. The ever-changing life seems to have also changed the traditional "Tao culture", which is also a manifestation of the inclusive connotation of "Tao culture".

Design Methods, Design Tools, Teaching Methods

Research Summary

Based on the feelings of the city's unique cultural temperament, I collected and researched the labels, definitions and general impressions of Chengdu. After analyzing and sorting out a series of keywords, this is the "slow life" of Chengdu Embodiments and signs can also find their origin in the local "Tao culture". The research further attempts to express and condense some inheritance, expression, and local design of "Tao Culture" in Chengdu contemporary life through very specific and vivid content. In the connotation and expression that connects the old and new cultures and incorporates it, use this to communicate with local Appreciate Chengdu's life culture and philosophy in a relaxed, intuitive and specific way that is highly culturally compatible.

《呵护行动》

项目痛点与解决方式

项目一：银发保健项目

痛点：中国老年人的慢性病缺乏运动，科学有效的运动可以有效延缓老年人的机能衰退。解决方式：康养加健身终端机，设计老年健身康养终端机开发。

项目二：年轻群体智能健身

痛点：针对年轻群体健身需求，健身房的体验感不佳、健身房器械不够、人太多。解决方式：智能服务设计健身教室等一整套服务设计。

项目三：为失智老人做设计

痛点：失智老人的日常护理问题，需求沟通不当导致老人病情加重，家属和机构之间很难建立有效的沟通。解决方式：采用收音机和APP连接可以播放失智老人的视频照片以及安全报警。

项目四：辅助心理建设智能机器人

痛点：在突发事件发生下的心理救援，关注患者情绪的变化，造成心理障碍无法有效检测。解决方式：辅助心理建设智能机器人app心理咨询，情况查询等。

项目五：心智障碍人士的就业扶助平台

痛点：心智障碍人士的就业帮扶，为心智障碍人士提供社会保障。解决方式：针对心智障碍人士的设计的家政清洁训练机器人原型机。

“CARE ACTION”

Project Pain Points and Solutions

Project 1: Silver Hair Health Care Project

Pain points: The elderly in China lack exercise due to chronic diseases. Scientific and effective exercise can effectively delay the decline of the elderly. Solution: Kangyang plus fitness terminal, design and development of elderly fitness and rehabilitation terminal.

Project 2: Smart Fitness for Young Groups

Pain points: In response to the fitness needs of young people, the gym experience is not good, the gym equipment is not enough, and there are too many people. Solution: Intelligent service design, fitness classroom and a whole set of service design.

Project 3: Design for the Elderly With Dementia

Pain points: The daily care of the demented elderly. Improper communication of needs leads to the aggravation of the elderly's illness. It is difficult to establish effective communication between family members and institutions. Solution: The radio and APP connection can play video photos of demented elderly people and security alarms.

Project 4: Assisting the Psychological Construction of Intelligent Robots

Pain point: Psychological rescue in the event of an emergency, paying attention to the changes in the patient's mood, resulting in psychological disorders that cannot be effectively detected. Solution: Assist psychological construction of intelligent robot app psychological consultation, situation inquiry, etc.

Project 5: Employment Support Platform for People With Mental Disabilities

Pain points: Employment assistance for people with mental disabilities, and social security for people with mental disabilities. Solution: A prototype of a housekeeping cleaning training robot designed for people with mental disabilities.

《跨界歌剧创作漫谈》

节目内容简介

歌剧是融合了戏剧、音乐、文学、舞美等多种艺术形式的剧场艺术

在歌剧四百多年的发展中，产生了多种艺术风格和大量的经典作品。在21世纪的科技时代，更多元的文化和先锋的创意集合在这一经典艺术形式中，中国的歌剧创作也在近年来进入了迅速发展的阶段，涌现出一批引人注目的艺术家。作曲家郝维亚不仅是中国歌剧音乐创作的重要人物，创作了《乡村女教师》《大汉苏武》《西游梦》等歌剧作品，他还受到国家大剧院的委约续写了普契尼的经典歌剧作品《图兰朵》，并全程参与歌剧制作的各个环节，从不同的视角理解这一综合艺术形式。在歌剧《画皮》中，他的创作更加大胆，充分结合多种媒体和艺术元素的多样性，将中国经典艺术戏曲表演融合在歌剧音乐中。《跨界歌剧创作漫谈》中，我们将对话作曲家郝维亚，听他讲述自己在歌剧创作中的探索和有趣的创意。

关键词：跨界、歌剧、创意

主持人

元梦婕，中央音乐学院音乐学研究所站博士后

嘉宾简介

郝维亚，作曲家，中央音乐学院作曲系主任，教授



“THE CREATION OF CROSS-OVER OPERA”

Program Introduction

Opera Is a Theater Art That Integrates Drama, Music, Literature, and Stage Art

In the four hundred years of development of opera, a variety of artistic styles and a large number of classic works have been produced. In the 21st century technology era, more diverse cultures and avant-garde creativity have been assembled in this classic art form. Chinese opera creation has also entered a stage of rapid development in recent years, and a group of eye-catching artists have emerged. The composer Hao Weiya is not only an important figure in the creation of Chinese opera music, he has created opera works such as "The Country Teacher", "The Great Han Su Wu", and "The Dream". He was also commissioned by the National Centre for the Performing Arts to write Puccini's opera works "Turandot" and participates in all aspects of opera production, understanding this comprehensive art form from different perspectives. In the opera "Painted Skin", his creation is bolder, fully combining the diversity of multiple media and artistic elements, and integrating Chinese classic art opera performances into opera music. In "Crossover Opera Creation Talk", we will talk to Hao Weiya and listen to him talk about his exploration and interesting creativity in opera creation.

Keywords: Crossover, Opera, Creativity

Host

Qi Mengjie, Institute of Musicology, Central Conservatory of Music , Postdoctoral researcher

Guest



《跨界歌剧创作漫谈》

直播观看后感想

音乐任何优秀的艺术品都应该喜爱，歌剧史上能找到最早的歌剧是1607年，从那开始有非常多伟大的作曲家，都是非常好的作品，而不是可以单一挑选出某一例。而任何一个伟大的作品都值得我们去学习推敲，任何一个音乐，不论是流行音乐、戏剧音乐、电子音乐都有其独特的魅力之处。而在我们做任何一件事情都是需要机缘的，在戏剧中，小到一个翻译人员，大到一个导演，都是需要我們用心感受的过程。

设计思考、教育观点、未来观点

学校对于学生创作教育的应用

音乐其实是一门语言，学生对音乐的创作还不够成熟，是学校要去思考如何为学生提供这一方向，当我们培养一波又一波的学生，有很多院校也相继开始这样做，创作就是这样。对于其他专业学生，也可以在艺术创作运用这种思维。比如舞台设计首先要真正理解音乐，舞台表现力都要紧紧和音乐在一起，音乐决定了故事和情节的推进，音乐决定了歌剧的整体氛围，所以如果对音乐不去研究没有好的感受力，无法很好的完成这一结构，比如音乐什么时候进弦乐，所以一定要了解音乐自己的艺术表现力与艺术样式，只有深入了解，才会更好深入的做好舞台设计。

如可看待AI可能代替人类创作歌剧

对于创作者来说，在未来如果AI可以解决创作歌剧这一问题，可以解决人类的所有问题，能够替代人们做事情，下围棋也不再是个问题，慢慢AI成为我们人类自身的一部分，甚至婚姻家庭，如果AI全面进入人类，那么我们人该做什么呢，由此而言，人类的独特性以及人类存在的价值该是什么呢。

“THE CREATION OF CROSS-OVER OPERA”

Thoughts After Watching the Live Broadcast

Any good art of music should be loved. The first opera can be found in the history of opera in 1607. Since then, there have been many great composers, all of which are very good works, rather than a single selection of examples. A great work is worthy of our study and scrutiny. Any piece of music, precisely pop music, dramatic music, and electronic music, has its own unique charm. We need opportunity to do anything. In a drama, from a translator to a director, it is a process that requires our heart to feel.

Design Thinking, Educational Perspective, Future Perspective

School's Application of Student Creative Education

Music is actually a language, and students are not mature enough to create music. It is schools that have to think about how to provide students with this direction. When we train waves of students, many colleges and universities have also begun to do this. This is how creation is. For other majors, this kind of thinking can also be used in artistic creation. For example, stage design must first truly understand music. Stage expressiveness must be closely aligned with music. Music determines the advancement of the story and plot, and music determines the overall atmosphere of the opera. Therefore, if you do not study music, you will not have a good feeling. It is not possible to complete this structure well, such as when music enters string music, so we must understand the artistic expression and artistic style of music itself. Only by deep understanding can we better perform stage design.

If It Can Be Seen That AI May Replace Humans in Creating Operas

For creators, in the future, if AI can solve the problem of creating operas, it can solve all human problems, can replace people to do things, and playing Go will no longer be a problem. Gradually, AI will become a part of our human beings, even Marriage and family, if AI fully enters human beings, what should we humans do, and from this, what should be the uniqueness of human beings and the value of human existence.

《跨界歌剧创作漫谈》

设计方法、设计工具、教学手段

郝维亚

歌剧所代表着戏剧音乐本身就是一个综合性的艺术，与别人合作，和纯音乐是不太一样的。我不仅担任一个作曲家，还担任许多角色的转换，但任何事情的做成还是我有机会去做都要源自机遇，一个人不可能光有一个美好的愿望。当《图兰朵》上到大剧院的舞台，我发现西方经典歌剧的普及还不够，也没有让大家真正感受到艺术之美是在于翻译还是很不到位的，歌剧中的歌词是完全对不上的，舞台上唱的和翻译完去没关系，很多文法和文风是不同的。所以我来进行了50%的翻译工作，我希望能够让观众迅速了解这个歌剧。第二当我当歌剧指导时，由于这个歌剧需要的演员极大，另一部戏很缺演员，我便去帮忙，也很想体验演员登上舞台的感觉，当时演了两个角色。这是我作为创作者的角色转换。第三我不光在创作歌剧，也想了解整个的流程，于是我参与到了服装舞台、导演过程等，以及节目单上的一些文章。

一个歌剧的命名分类应该尊重科学性，也就是依据语言来分，意大利语歌剧、俄语歌剧等等。每个民族都有自己独特的语言，这构成自己截然不同的歌剧形式。在创作画皮的歌剧时，这个乐队只有24个人是希望给舞台留下空隙，民乐队的发展是建国初期学习西方乐器的传播，民族乐队的音响其实有一个很重要的特点，就是充满了人味，每一个乐器都有不同的样貌、性格、口音。民乐队是极有表现力的。

项目痛点与解决方式

在歌剧中独特的设计

歌剧是综合性艺术，我们还要知道综合性定义是什么。歌剧这门艺术一切的标准是有核心。歌剧要靠音乐表达，所有戏剧元素、反串最后都要做成音乐，用管子还是作为音色，希望培养观众这种结构的关系。歌剧的现场和流行音乐不同，不借助于麦与扩音，都是自然声音，要求乐队演唱者的能力要足够，控制好音量、人声与乐队的关系，这是歌剧的传统，每种音乐的需求都是不同。

“THE CREATION OF CROSS-OVER OPERA”

Design Methods, Design Tools, Teaching Methods

Haovia

Opera represents that drama music itself is a comprehensive art, and cooperation with others is not the same as pure music. I not only acted as a composer, but also played many roles in the transformation, but the achievement of anything or the opportunity I have to do depends on opportunity. A person cannot have a good wish alone. When "Turandot" was on the stage of the Grand Theater, I found that the popularity of Western classic operas was not enough, and it did not make everyone truly feel that the beauty of art lies in the translation is still not in place. The lyrics in the opera are completely out of place. Yes, it doesn't matter what is sung on stage and the translation is finished. Many grammars and styles are different. So I came to do 50% translation work, I hope to let the audience quickly understand this opera. Second, when I was an opera director, because the opera required a huge amount of actors, and the other drama was short of actors, I went to help and wanted to experience the feeling of actors on stage. I played two roles at that time. This is my role as a creator. Third, I am not only creating operas, but also want to understand the whole process, so I participated in the costume stage, the director process, etc., as well as some articles on the program list.

The naming and classification of an opera should respect scientificity, that is, it is classified according to language, Italian opera, Russian opera, etc. Each nation has its own unique language, which constitutes its own completely different form of opera. When creating the painted opera, the band had only 24 people in the hope of leaving a gap on the stage. The development of folk bands was the spread of learning Western musical instruments in the early days of the founding of the People's Republic of China. The sound of national bands actually has a very important feature, that it is full of humanity. Every musical instrument has a different appearance, personality, and accent. The folk band is extremely expressive.

Project Pain Points and Solutions

Unique Design in the Opera

Opera is a comprehensive art, we also need to know what the comprehensive definition is. All standards of the art of opera have a core. Opera must rely on music to express, all the drama elements and reverse strings must finally be made into music, and the pipe is used as the timbre, hoping to cultivate this structural relationship between the audience. The scene of opera is different from popular music. It is natural sound without the help of microphone and amplification. It requires the ability of the band singer to control the volume, the relationship between the human voice and the band. This is the tradition of opera. Each kind of music The needs are all different.

《道成都》

节目内容简介

成都的生活方式与文化

成都式生活文化深受道家思想影响，悠然自在，处处风景与诗意。这里的人随心随性，松弛包容。节目将通过设计师的目光，观察体验成都生活的不同侧面，由细微处、在生动中探寻成都的城市生活哲学与烟火味道。

关键词:成都、道文化、生活方式

主持人

许亮，四川大学艺术学院设计与媒体艺术系主任，艺术与医学健康研究中心负责人

蔡端懿，四川大学艺术学院设计与媒体艺术系讲师，西南民族民间文化设计研究中心负责人

嘉宾简介

王莉莉，四川大学艺术学院设计与媒体艺术系讲师，定格与实验动画工作室负责人

靳泰然，四川大学艺术学院设计与媒体艺术系讲师，数字绘画工作室负责人，音乐制作人

向根玉，四川大学艺术学院设计与媒体艺术系在读研究生

陈坚，四川大学艺术学院设计与媒体艺术系在读研究生

李长锦、蔡嘉皓、范朝阳、刘佳韵、燕阳、吴昊恒、张俊彦、叶兴雨、刘思涵、郭旭、孙坦，四川大学艺术学院设计与媒体艺术系在读本科生



“TAO CHENGDU”

Program Introduction

Chengdu's Lifestyle and Culture

The Chengdu-style life is deeply influenced by Taoism culture, which is leisurely, full of sceneries and poetry. People here are casual, relaxed and tolerant. This program will observe and experience different aspects of Chengdu life through the eyes of the designer, and explore the philosophy of urban life and the smell of worldliness in Chengdu from details and vividness.

Keywords: Chengdu, Taoist Culture, Lifestyle

Host

Xu Liang, Dean of the Department of Design and Media Art, School of Art, Sichuan University\and head of the Art and Medical Health Research Center

Cai Duanyi, Lecturer, Department of Design and Media Art, College of Art, Sichuan University, Head of Southwest Ethnic and Folk Culture Design Research Center

Guest

Wang Lili, Lecturer of Design and Media Art Department, Head of Stop Motion and Experimental Animation Studio, School of Art, Sichuan University

Jin Tairan, Lecturer of Design and Media Art Department, Head of Digital Painting Studio, Music Producer, School of Art, Sichuan University

Xiang Genyu, graduate student of Design and Media Art Department, School of Art, Sichuan University

Chen Jian, graduate student of Design and Media Art Department, School of Art, Sichuan University

Li Changjin、Cai Jiahao、Fan Chaoyang、Liu Jiayun、Yanyang、Wu Haoheng、Zhang Junyan、Ye Xingyu、Liu Sihan、Guo Xu、Sun Tan, undergraduate student of Design and Media Art Department, School of Art, Sichuan University

《道成都》

直播观看后感想

成都的生活方式与文化

城市是文化的发生地，文化生活对于个人成长和社会发展都具有重要作用，影响着人们的交往行为和互动方式、实践活动和践行方式、认识活动和思维方式。节目通过沉浸式体验从美食、茶馆、文旅、生活四个方向带大家走进成都，这里的设计不再是固定的、外设的，而是与城市文化和精神风貌充分进行对话和呼应的，富有人道和美学维度的作品。感受这里的鲜明特色，找寻设计的文化标签，以及成都独一无二的文化现象和旺盛的生命力。



“TAO CHENGDU”

Thoughts After Watching the Live Broadcast

Chengdu's Lifestyle and Culture

Cities are places where culture takes place. Cultural life plays an important role in personal growth and social development. It affects people's communication behaviors and interaction methods, practical activities and practices, cognitive activities and thinking methods. The program takes everyone into Chengdu through immersive experience from the four directions of food, tea house, cultural tourism, and life. The design here is no longer fixed and peripheral, but fully dialogues and echoes with the city's culture and spirit. , Works rich in humane and aesthetic dimensions. Feel the distinctive features here, look for the cultural label of the design, and the unique cultural phenomenon and vigorous vitality of Chengdu.



《道成都》

设计思考、教育观点、未来观点

研究综述

道家讲求的是道法自然，顺应自然，有自然、释然、当然、怡然之说。道文化中连接、共享、共创、体验等特点也和今天的设计学科及设计专业的发展趋势不谋而合。可以看到很多成都本地的设计，虽然形势、材料和技术在变，审美倾向也非常时尚和现代化，但是其中仍然可见文化的精神内涵与生活态度的延续。日新月异的生活似乎也改变了传统意味的“道文化”，这也同样是“道文化”中兼容并包内涵的体现。

Part 1 美食

透过设计师的视角观察成都生活方式，通过别样生活文化品位将地方设计衍生，体会繁多的成都设计标签：上至国宝圆滚滚，下至市井街巷美食；宽窄春熙，天府之国；这里的人嬉笑怒骂，随心随性，以悠然自在为群体，构建自己的生活态度；处处风景，处处诗意，仿佛这座城只有悠闲而无繁忙。

Part 2 茶馆

茶之道体现了成都人的生活哲学。茶文化作为成都文化的重要组成部分，既有市井烟火气息，也有悠闲气韵。茶这种饮品有特殊性，从唐代开始就是高雅之物。所以喝茶不是简单的解渴，而是一个崇尚美好，追求美好的过程。成都的地道茶馆选用的茶叶多为巴蜀特色的芽茶，受到丰壤甘露的润泽，因而具有轻灵、玄幽之秉性。盖碗一泡，由茶传递至内心深处的回甘，都足以让人流连忘返。

Part 3 文旅

成都是一个把野心藏在吃喝玩乐外表下的城市。它跟“北上广”一样有压力、有忙碌也有焦虑，不同的是成都人有着非常澎湃的生活热情，如火锅、盖碗茶、龙门阵……市井气息中也能体现迷人的气定神闲之感。而植根于成都的地域文化的设计，也是当地文化的缩影。

Part 4 生活

所有的创作都是来源于表达的欲望，想要将储存在内心的一些故事或者一些经历讲述出来。年轻时或许不在意，但往往在达到一定的年龄，有了一些沉淀后，这些记忆会在脑海里面生成很多很重要的思想火花，促使你想要去表达。

“TAO CHENGDU”

Design Thinking, Educational Perspective, Future Perspective

Research Summary

Taoism emphasizes the nature of Taoism, conforming to nature, and saying that it is natural, relieved, of course, and happy. The characteristics of connection, sharing, co-creation, and experience in Taoism also coincide with the development trend of today's design discipline and design profession. You can see many local designs in Chengdu. Although the situation, materials and technology are changing, and the aesthetic trend is also very fashionable and modern, the spiritual connotation of culture and the continuation of life attitude can still be seen in it. The ever-changing life seems to have also changed the traditional "Tao culture", which is also a manifestation of the inclusive connotation of "Tao culture".

Part 1 Gourmet

Observe the Chengdu lifestyle through the designer's perspective, derive the design of the place through different tastes of life and culture, and experience a wide range of Chengdu design labels: from the national treasure to the round, down to the city's streets and alleys; Kuanzhai Chunxi, the land of abundance; the people here Laughing and cursing, as you please, with leisurely as a group, build your own life attitude; everywhere scenery, everywhere poetic, as if this city is only leisurely and not busy.

Part 2 Teahouse

The way of tea embodies the life philosophy of Chengdu people. As an important part of Chengdu's culture, tea culture has both the atmosphere of city fireworks and the leisurely atmosphere. Tea is a special drink, and it has been elegant since the Tang Dynasty. So drinking tea is not simply quenching thirst, but a process of advocating and pursuing beauty. The tea used in authentic teahouses in Chengdu is mostly Bashu characteristic Yacha, which is moisturized by rich soil nectar, so it has a light and mysterious nature. After a cup of tea, the sweetness conveyed from the tea to the heart is enough to make people linger.

Part 3 Cultural Tourism

Chengdu is a city that hides its ambitions under the appearance of eating, drinking and having fun. It is as stressful, busy, and anxious as "Beijing, Shanghai and Guangzhou", but the difference is that Chengdu people have a very surging passion for life, such as hot pot, gaiwan tea, Longmenzhen... The atmosphere of the city can also reflect the charming sense of calm and leisure. . The design rooted in the regional culture of Chengdu is also the epitome of local culture.

Part 4 Life

All creations are derived from expressing desires, and want to tell some stories or experiences stored in my heart. You may not care when you are young, but often when you reach a certain age, after some precipitation, these memories will generate many very important thought sparks in your mind, prompting you to want to express.

《道成都》

设计方法、设计工具、教学手段

研究综述

基于对城市独特文化气质产生的感受上的共鸣，收集和调研了关于成都这座城市的标签、定义和普遍印象，通过分析整理得出了一系列的关键字，这既是成都“慢生活”的体现和标志，也能够在本地的“道文化”中找到渊源。研究进而尝试通过非常具体而生动的内容来表达和凝练“道文化”在成都当代生活中的一些传承、表达，以及本土设计，在连接新老文化兼容并包的内涵与表达中，用这种与本地文化高度契合的轻松、直观、具体的方式品味成都的生活文化和哲学。

Part 1 美食

成都没有舍弃传统，同时持续创新，新时代的四川美食在蜕变过程中，不再局限于包装技术的进步，让人们在品尝美味的同时，能够通过食品包装感受到产品文化。就像人和人之间的第一次对视，能够在视觉上引起兴趣，也关系着消费者的体验。食品包装不仅要满足食品保鲜等多方面的功能要求，合适的包装也是传达食品背后文化的优秀媒介。

Part 2 茶馆

设计从茶的传统文化出发，跳脱出传统框架进行创新。在竹叶青的产品包装设计中采用东情西韵的设计理念，与竹叶青的茶文化精神内涵契合。其设计理念正是来自于“竹”字。在中国的传统文化中，“竹”代表君子，竹子为元素的设计能投射出正直、高雅、纯洁、谦虚、气节的君子形象，体现了高尚的价值观和精神追求。成都的茶馆文化既是世俗文化的体现，又是高雅意向的再现。即使是下里巴人，生活也需要阳春白雪。

“TAO CHENGDU”

Design Methods, Design Tools, Teaching Methods

Research Summary

Based on the feelings of the city's unique cultural temperament, I collected and researched the labels, definitions and general impressions of Chengdu. After analyzing and sorting out a series of keywords, this is the "slow life" of Chengdu Embodiments and signs can also find their origin in the local "Tao culture". The research further attempts to express and condense some inheritance, expression, and local design of "Tao Culture" in Chengdu contemporary life through very specific and vivid content. In the connotation and expression that connects the old and new cultures and incorporates it, use this to communicate with local Appreciate Chengdu's life culture and philosophy in a relaxed, intuitive and specific way that is highly culturally compatible.

Part 1 Gourmet

Chengdu has not abandoning tradition while continuing to innovate. In the process of transformation of Sichuan cuisine in the new era, it is no longer limited to the advancement of packaging technology, allowing people to taste the delicious food while experiencing product culture through food packaging. Just like the first sight between people, it can arouse visual interest and it is also related to consumer experience. Food packaging must not only meet the functional requirements of food preservation and other aspects, but appropriate packaging is also an excellent medium to convey the culture behind the food.

Part 2 Teahouse

The design starts from the traditional culture of tea and breaks out of the traditional framework for innovation. The design concept of East Love and West Rhyme is adopted in the product packaging design of Zhuyeqing, which is consistent with the spiritual connotation of Zhuyeqing's tea culture. The design concept is derived from the word "bamboo". In Chinese traditional culture, "bamboo" represents a gentleman, and the design of bamboo as an element can project an image of a gentleman with integrity, elegance, purity, modesty, and integrity, reflecting noble values and spiritual pursuit. The teahouse culture in Chengdu is not only the embodiment of secular culture, but also the reproduction of elegant intentions. Even for the lower Liba people, life needs sunshine and spring.

《道成都》

设计方法、设计工具、教学手段

Part 3 文旅

“坐忘森林”酒店设计受道家思想和禅茶文化的影响，与青城山的气质相吻合，仙风道骨、归隐江湖、不问世事，是归隐思想的体现。归隐不是一种生活方式，而是经过层层包装的文化情感，好的酒店设计能使人产生归属感和艺术触动。“坐忘”就是由“归隐梦”生发出来，逃离喧嚣圆梦的地方，是一个新的归属。

Part 4 生活

成都的生活方式在不断演变，音乐、设计、绘画、电影等艺术创作形式、内容和元素在城市的变迁里也在慢慢地改变，跟城市的发展完全结合在一起，在古老与时尚之间碰撞交融。



“TAO CHENGDU”

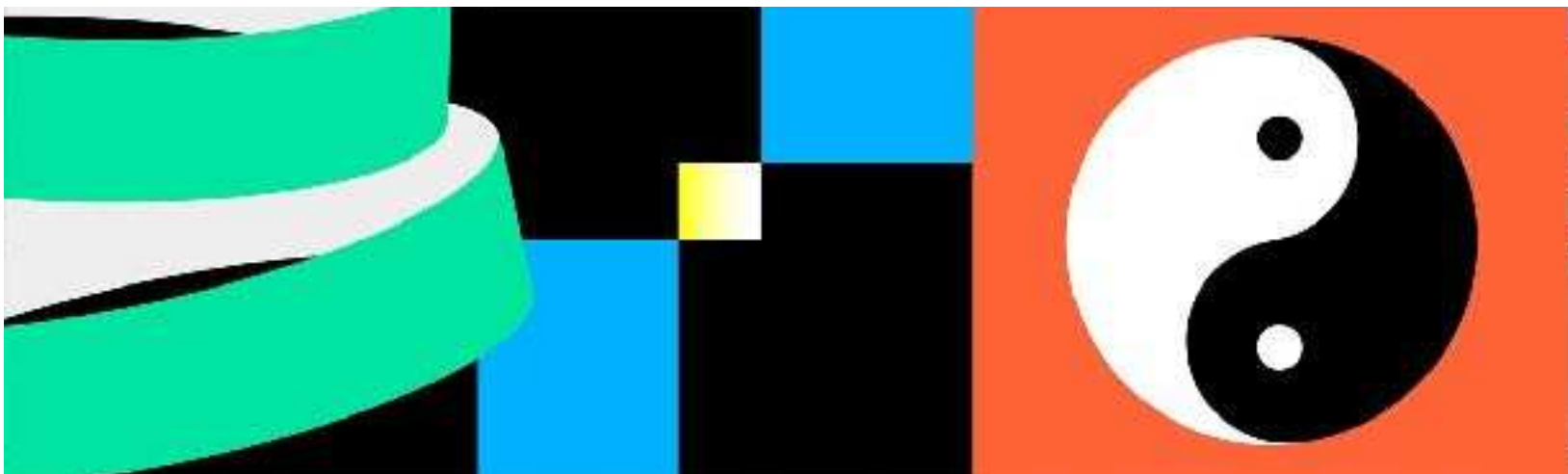
Design Methods, Design Tools, Teaching Methods

Part 3 Cultural Tourism

The design of "Zaowang Forest" hotel is influenced by Taoist thought and Zen tea culture, and is consistent with the temperament of Qingcheng Mountain. The immortal style, the reclusiveness of the world, the reflection of the reclusive thought. Retirement is not a way of life, but a cultural emotion that has been packaged in layers. Good hotel design can make people feel belonging and touched by art. "Sit and forget" is born from the "return to hidden dream", a place to escape the hustle and bustle to realize the dream is a new belonging.

Part 4 life

The lifestyle of Chengdu is constantly evolving. The art creation forms, content and elements of music, design, painting, and movies are also slowly changing in the changes of the city, fully integrated with the development of the city, between the ancient and the fashion. Clash and blend.



《道成都》

项目痛点与解决方式

文化与生活链接的几方面

包括“味、言、悟、见”。所谓“味”，指美食、食物设计与制作以及饮食文化等。“言”指代的就是社交与本地的一些事物，“悟”讲的是问道青城山以及对道家文化的体会和思考。“见”是看到看见发现新的成都生活以及成都市的健康生活方式。在此基础上探索成生活方式与文化，并形成多专业方向的系列设计作品。

Part 1 美食

道教文化在设计中的融入

“铲铲香”米花酥是一款来自青山脚，带有浓厚道家特色的口碑产品，但食品包装流于平庸。设计以品质升级为目的，从产地青城山的道教文化出发，发掘文化内涵。设计将原本的“铲铲香”更名为如今的“丈人坊”，围绕“道”这一核心元素。在外包装上选择了一位面容和善，高发髻的道人形象，用麻绳缠绕封口，绳子拆下来怒发冲冠，绳子扎起来仙风道骨。包装与消费者产生互动，润物细无声地将道教文化融入在设计之中，潜移默化中加深了品牌的影响力，树立了完整的品牌思想。一道简单的小吃是一种文化的缩影，道教文化从来不是高不可攀遥不可及，其中蕴含的是修道人的生活状态。

“丈人坊”米花酥将“道”时光地呈现在我们眼前，在细节中体现出美食与生活之道。

Part 2 茶馆

竹叶青系列设计对茶文化的表达

竹叶青包装盒利用不同大小标志来拼凑图案，在无序间看到有序的系统，代表品牌年轻活力的一面。在竹叶青第三代体验店的设计中，利用对空间的处理，探讨了茶与人关系的全新诠释。体验店的入口设计很低矮，身材稍微高大的茶客需要稍稍弯腰才能入内，恰好形成了一种巧妙的压迫感，让人体会穿越狭窄的压抑和开阔视野的惊喜，这种欲扬先抑的手法形成了茶客心情的转化，创造出对空间的丰富感知。店内的装饰风格返璞归真，是对“茶文化”中平常心态的一种贴切表达。

“TAO CHENGDU”

Project Pain Points and Solutions

Research Summary

Several Aspects of the Link Between Culture and Life

Including "taste, speech, comprehension, and seeing". The so-called "flavor" refers to food, food design and production, and food culture. "Yan" refers to social and local things. "Enlightenment" refers to questions about Qingcheng Mountain and the experience and thinking of Taoist culture. "Seeing" means seeing, seeing, discovering new life in Chengdu and the healthy lifestyle in Chengdu. On this basis, explore the lifestyle and culture, and form a series of design works with multiple professional directions.

Part 1 Gourmet

The Integration of Taoist Culture in the Design

"Shovel Shovel Fragrant" Rice Flower Cake is a product from Qingshanjiao with strong Taoist characteristics, but the food packaging is mediocre. The design aims to upgrade the quality and explore the cultural connotation from the Taoist culture of Mount Qingcheng. The design renamed the original "shovel shovel incense" to the current "Zhangrenfang", focusing on the core element of "Tao". The image of a Taoist man with a kind face and high hair was selected on the outer packaging, wrapped with hemp rope to seal the seal, the rope was removed and angrily crowned, and the rope was tied up with a fairy style. Packaging interacts with consumers, moisturizing goods silently incorporates Taoist culture into the design, subtly deepening the brand's influence and establishing a complete brand idea. A simple snack is the epitome of a kind of culture. Taoist culture is never unattainable and unattainable. It contains the living conditions of the monks. "Zhangrenfang" Rice Flower Cake presents the "Tao" in front of us time and time, reflecting the way of food and life in the details.

Part 2 Teahouse

The design starts from the traditional culture of tea and breaks out of the traditional framework for innovation. The design concept of East Love and West Rhyme is adopted in the product packaging design of Zhuyeqing, which is consistent with the spiritual connotation of Zhuyeqing's tea culture. The design concept is derived from the word "bamboo". In Chinese traditional culture, "bamboo" represents a gentleman, and the design of bamboo as an element can project an image of a gentleman with integrity, elegance, purity, modesty, and integrity, reflecting noble values and spiritual pursuit. The teahouse culture in Chengdu is not only the embodiment of secular culture, but also the reproduction of elegant intentions. Even for the lower Liba people, life needs sunshine and spring.

《道成都》

项目痛点与解决方式

Part 3 文旅

充满疏离感的“坐忘森林”设计风格

“坐忘森林”酒店设计风格中融合了自然、日式、国风等设计元素，将建筑隐藏于青城山中。坐忘，即忘乎所以，凡事抛诸脑后的意思，体现了一种心灵上的回归。“坐忘”拆分为两栋楼，一个坐楼，一个望楼，无论在楼中的哪个房间，拉开窗帘都是成片的树林，以外环境的静谧带动内心的平和，是隐逸思想的现实折射。自然与人文，古老与现实在这里相依相生，踏入山林，寻处休憩，让人和喧嚣的生活都有了某种疏离感。

Part 4 生活

音乐设计的情感共鸣

《拥抱》歌曲的创作是希望用艺术为战胜疫情贡献一份力量，希望表达出即便生活因疫情变得多有不便，但人们的乐观心态也不会产生改变。音乐设计用抽象的画面、旋律去感染内心，灵感来源于力量、怀念等情感，希望在特殊的时期能带给人们共鸣。



“TAO CHENGDU”

Project Pain Points and Solutions

Part 3 Cultural Tourism

The Design Style of "Zai Wang Forest" Full of Alienation

The design style of "Zuowang Forest" hotel combines natural, Japanese, national style and other design elements, hiding the building in Qingcheng Mountain. Sitting and forgetting, that is, forgetting oneself, the meaning of forgetting everything, reflects a kind of spiritual return. "Zao Wang" is divided into two buildings, one is sitting on the building, and the other is a watchtower. No matter which room in the building, when the curtains are opened, it is a piece of wood. The tranquility of the outside environment drives inner peace, which is the reality of seclusion. refraction. Nature and humanities, ancient and reality are interdependent here, stepping into the mountains and forests, looking for a rest, people feel a certain sense of alienation from the noisy life.

Part 4 Life

Emotional Resonance in Music Design

The creation of the song "Hug" is to use art to contribute to the fight against the epidemic, and to express that even if life becomes more inconvenient due to the epidemic, people's optimism will not change. The music design uses abstract pictures and melody to infect the heart. It is inspired by emotions such as strength and nostalgia, and hopes to resonate with people in a special period.

《BEHAVIOR+：玩转行为设计》

节目内容简介

行为艺术与行为设计

相信很多学艺术设计的同学都听说过行为艺术，那行为设计不知道大家听说过吗？虽然说艺术设计不分家，但是其实行为艺术和行为设计是两个完全不同的领域。今天主持人壮壮老师，将会给大家分享简单又有趣的行为设计的方法。并通过与不同专业背景的同学探讨和实践，看看大家是如何将行为设计的方法应用到我们的生活中。

关键词：行为设计、能力、动机、触发器

主持人

马官正，南京信息工程大学数字媒体系讲师

嘉宾简介

陈灿杰，南京信息工程大学数字媒体系本科生

王若妤，美国查普曼大学纪录片专业研究生

刘心瑜，江南大学交互与体验设计专业研究生



“BEHAVIOR+: FUN BEHAVIOR DESIGN”

Program Introduction

Performance Art and Performance Design

I believe that many students who study art design have heard of performance art, don't you know that you have heard of performance design? Although art design is not divided into families, performance art and performance design are two completely different fields. Today, the host teacher Zhuang Zhuang will share with you simple and interesting behavior design methods. And through discussion and practice with students from different professional backgrounds, to see how everyone applies behavioral design methods to our lives.

Keywords: Behavioral Design, Ability, Motivation, Trigger

Host

Ma Guanzheng, Lecturer, Department of Digital Media, Nanjing University of Information Science and Technology

Guest

Chen Canjie, Undergraduate, Department of Digital Media, Nanjing University of Information Science and Technology

Wang Ruoyu, Graduate student in documentary, Chapman University, USA

Liu Xinyu, Postgraduate of Interaction and Experience Design, Jiangnan University

《BEHAVIOR+：玩转行为设计》

设计思考、教育观点、未来观点

在教育观点方面，用简单的闹钟响却没起床等举例，来解释抽象难懂的行为设计模型。在设计方法，可以适当的逆向思维，来取消用户行为，将用户按动机进行归类，例如游戏玩家的分类（Achievers、Explorers、Socializers、Killers）并制定不同的方案。并归类用户画像进行针对性设计，利用“宜家效应”设计用户奖励机制。

设计工具上，Fogg行为设计模型：B=MAT包括B：行为/M：动机/A：能力/T：触发器， 动机提高行为更易被触发，但动机最难提高。比如快乐、希望、社会认同与痛苦、恐惧、社会排斥的对立关系；能力提高行为更易被触发。触发器中，使用闹钟等提示行为，但要以动机和能力为前提。

在未来，人口老龄化的未来可以利用线上的拓展来丰富生活，并利用Fogg行为设计模型来引导用户及设计更符合逻辑的用户行为。



HAVE A SEAT!

“TAO CHENGDU”

Design Thinking, Educational Perspective, Future Perspective

From the educational point of view, use a simple alarm clock ringing but not getting up and other examples to explain the abstract and incomprehensible design model. In the design method, appropriate reverse thinking can be used to cancel user actions, classify users according to their motivations, such as the classification of game players (Achievers, Explorers, Socializers, Killers) and formulate different plans. It also categorizes user portraits for targeted design, and uses the "IKEA effect" to design a user reward mechanism.

In terms of design tools, Fogg is the design model: B=MAT includes B: Behaviour/M: Motivation/A: Ability/T: Trigger. Motivation promotion is easier to trigger, but motivation is the hardest to raise. Such as happiness, hope,

The antagonistic relationship between social identity and pain, fear, and social exclusion; the ability to promote behavior is more easily triggered. In the trigger, use alarms and other prompt actions, but it must be based on motivation and ability.

In the future, an aging future can use online expansion to enrich life, and use Fogg as a design model to guide users and design more logical user behaviors.

BEHAVIOR+
玩转行为设计

- > 动机。
- > 能力。
- > 触发器。

《BEHAVIOR+：玩转行为设计》

项目痛点与解决方式

在项目中出现食堂人流不均：没有电梯，三楼生意惨淡，一楼爆满。以及新生入学游园枯燥乏味。拖延症严重，不知从何开始、无人监管、执行力不足、有愧疚感。以及校园公交不便，等待时间过长、车已满载等情况。另一方面，口袋公园中老人因座椅过矮休息不舒适且活动单调。可以在侧面增加电梯，直达三楼。将游园设计为探索游戏，加入勋章分享机制与排名系统，提高新生参与动机。设计便签式抽纸，对当前任务进行分解与对用户进行鼓励，消除愧疚感。提供内页为棋盘、菜谱、流行语等的防水书本座垫。更新公交小程序并在站牌和宿舍楼下进行推送，吸引用户获得小程序。



“TAO CHENGDU”

Project Pain Points and Solutions

In the project, there is uneven flow of people: there is no elevator, the third floor is bleak, and the first floor is full. And new school tours are boring. The procrastination is serious, I don't know where to start, there is no supervision, lack of performance, and a sense of guilt. And campus public transportation is inconvenient, waiting time is too long, and the space is full. On the other hand, people in the middle of a baggage park are uncomfortable to rest and have monotonous activities due to low seats. An elevator can be added to the side to reach the third floor. Design the amusement park as an exploration game, add a medal sharing mechanism and a ranking system, and improve the motivation for participation. Design a sticky-note paper to break down the current task and encourage users to eliminate guilt. Provide a water-proof book seat cushion with a chessboard, recipes, rhetoric, etc. inside. Update the bus procedures and push them on stop signs and downstairs in the dormitory to attract users to obtain the procedures.

《我在家，有事儿！》

节目内容简介

疫情期间，在家里很无聊的时候，做点什么事呢？

《我在家，有事儿！》是一个在居家生活环境中，随机依身体意向而动的行为艺术创作，将透过网路串连八个地点的演出，并邀请当代艺术家进行深度讲评与讨论。总时长为180分钟，让我们一起找乐子，共同体验奇幻的情境，了解日常生活背后的哲学与故事！

关键词：疫情期间、居家生活、无聊、即兴、找乐子

主持人

季铁男，北京服装学院环境艺术系客座教授，建筑师

嘉宾简介

常炜，北京服装学院艺术设计学院院长

李巨川，建筑师，艺术家

李伟滄，景观建筑师，北京服装学院讲师

王梦凡，独立剧场导演、编舞



“I'M AT HOME, HAVING SOMETHING TO DO!”

Program Introduction

During the Epidemic, What Do You Do When You Are Bored at Home?

"I am at home, something is up! "It is a performance art creation that randomly moves in accordance with the body's intention in a home living environment. It will connect performances in eight locations through the Internet and invite contemporary artists to give in-depth comments and discussions. The total duration is 180 minutes. Let us have fun together, experience fantasy situations and understand the philosophy and stories behind daily life!

Keywords: During the Epidemic, Living at Home, Boring, Improvising, Having Fun

Host

Chi Ti-Nan, Architect, Guest Professor, Beijing Institute of Fashion Technology

Guest

Chang Wei, Dean of Art and Design School, Beijing Institute of Fashion Technology

Li Juchuan, Architect, Artist

Li Weihang, Landscape Architect, Lecturer, Beijing Institute of Fashion Technology

Wang Mengfan, independent theatre director, choreographer

《我在家，有事儿！》

直播观看后感想

《我在家，有事儿！》是一个在居家生活环境中，随机依身体意向而动的行为艺术创作。突如其来的疫情在很长时间内改变了人们的出行方式，突然的“禁锢”使人们长久的呆在家中，而家又是一个私密的、活动范围及行为方式都及其有限的空间。于是学生们尝试通过镜头来记录自己在家的生活，拍摄自己、父母、院中植物、宠物等并简单的剪辑展现出来。

设计思考、教育观点、未来观点

记录下疫情期间长久的禁锢

学生的作品也可以体现出不同的角度和出发点，其中包括从本身出发，表达一个变化的过程，从开始的百无聊赖，到中后期的麻木，再到最后的自我表达。长久的“禁锢”使人在限定空间内的动作行为发生变化，在视频中凸显了有趣性。影片多为自我的记录，所以机位较为固定，也少有对话和背景音乐，而且此次“我在家，有事儿！”主题的学生背景多为环境艺术设计的学生，大家在缺乏镜头语言等一些新媒体的专业知识的背景下，用最简单的手机来收录自己的生活，反而有对比和更多的潜在的解读性。

“I'M AT HOME, HAVING SOMETHING TO DO!”

Thoughts After Watching the Live Broadcast

"I'm at home, something!" is a performance art creation that moves randomly in accordance with the intention of the body in a home living environment. The sudden epidemic has changed the way people travel for a long time. Sudden "imprisonment" makes people stay at home for a long time, and the home is a private space with limited range of activities and behavior. So the students tried to record their life at home through the lens, photographing themselves, their parents, the plants in the yard, pets, etc. and simply edited to show them.

Design Thinking, Educational Perspective, Future Perspective

Record the Long Imprisonment During the Epidemic

Students' works can also reflect different perspectives and starting points, including starting from oneself, expressing a process of change, from the initial boredom, to the numbness in the middle and late stages, and then to the final self-expression. The long-term "imprisonment" changes people's actions in a limited space, which highlights the interestingness in the video. The film is mostly self-recording, so the camera is relatively fixed, and there are few dialogues and background music. Moreover, the students on the theme of "I am at home, I have something!" are mostly students of environmental art design, and everyone lacks lens language, etc. Against the background of some new media expertise, using the simplest mobile phone to record one's own life has contrast and more potential interpretation.

《我在家，有事儿！》

设计方法、设计工具、教学手段

有限的空间直接作用在人的身体上，其次是心理，但是肢体的行为可能更直接更真实更具体，重复的动作或者相对静止的动作在学生的作品中占了较大的篇幅，人物的小幅度运动，较为单一的画面颜色，固定的机位和因为狭小的距离，诸多因素加在一起，使得即使不明白学生想要具体表达的内容，也可以感受到是视频中试图表达的情形。

项目痛点与解决方式

学生们针对疫情期间自己的生活，拍制了短片，来表达自己的想法，包括包饺子，睡懒觉，照顾菜园和看窗外等等，画面多为单色，颇具实验影像的质感。



“I'M AT HOME, HAVING SOMETHING TO DO!”

Design Methods, Design Tools, Teaching Methods

The limited space directly affects the human body, followed by the psychology, but the behavior of the body may be more direct, real and specific. Repetitive actions or relatively static actions account for a larger portion of the students' works. Small movements, a relatively single screen color, a fixed camera position, and the narrow distance, many factors add up, so that even if you don't understand what the students want to express, you can still feel the situation they are trying to express in the video.

Project Pain Points and Solutions

The students made short videos about their lives during the epidemic to express their thoughts, including making dumplings, sleeping late, taking care of the vegetable garden and looking out the window, etc. The pictures were mostly monochrome, with the texture of experimental images.

“THE CITY : CONNECTED, COEXISTING, IMAGINATIVE”

Program Introduction

Unique and Connective Korean Lifestyle and Aesthetics Through Various Ways of Observation

Sangmyung University Live Jam Program is lifestyle News focusing on Korean lifestyle and Aesthetics based on Design. This program is aim to shed light on three main categories which are Korean Identity + Connectivity + Design. Those issues are based on co-existing cultural value change : slow and fast, analog and digital,historical and new. Live program represents unique and connective korean lifestyle and Aesthetics through various ways of observation.

Subject

Session 1 : Connectivity inspired by Language

Session 2 : Coexistence on Interactive Traditional Space

Session 3 : Imagination with Future Digital Lifestyle

Keywords: Korea, Design, Coexistence, Connectivity, Slow+Fast , Traditional+Digital



《城市：互联、共存、想象力》

节目内容简介

主持人

Park Jisun, 祥明大学公共设计中心特聘教授

Mun Gyuri, Choi Yeayeon, Han Songhee, 祥明大学工业设计+智慧生活设计系

嘉宾简介

Jun Jaehyun

韩国祥明大学工业设计系教授, 创意融合设计中心副总裁, 纽约医学博士普拉特研究所工业设计, 韩国弘益大学工业设计硕士, B.A.韩国弘益大学工业设计

Ahn Sohee

标准化计划中心NTIS小组副研究员, (KISTEP) 韩国科学技术评估与计划研究所, 博士韩国延世科技大学研究生院候选人, 英国曼彻斯特大学曼彻斯特商学院市场营销硕士, B.A.英国曼彻斯特大学管理与休闲

Jung Juho

首席工程师, 零件负责人, 三星SDI EM开发小组3, 韩国成均馆大学化学工程理学硕士, 韩国成均馆大学化学工程学士

Kang Saerom

GRAFF韩国区经理, FIT韩国特聘教授, 英国威斯敏斯特大学时装商业管理硕士, 英国诺丁汉特伦特大学 (hons) Fashion Management学士

Kim Jongock

韩国弘益大学纺织艺术与服装设计系兼职教授, 博士韩国弘益大学研究生院, 硕士美国芝加哥艺术学院 (SAIC), B.F.A.美国芝加哥艺术学院 (SAIC)

Kim Jeonghyun

韩国弘益大学建筑学院副教授, 美国哈佛大学建筑学硕士, 韩国首尔国立大学博士研究生, 韩国首尔国立大学建筑工程理学硕士, 韩国首尔国立大学建筑工程学学士学位

“THE CITY : CONNECTED, COEXISTING, IMAGINATIVE”

Program Introduction

Host

Dr. Park Jisun, Special Professor, Center of Public Design, Sangmyung University

Mun Gyuri, Choi Yeayeon, Han Songhee, Department of Industrial Design+Smart Living Design, Sangmyung University

Guest

Jun Jaehyun

Professor, Industrial Design Department, Sangmyung University, Korea, Vice-President, The Center of Creative Convergence Design, Industrial Design, Pratt Institute, M.I.D, New York, M.A. Industrial Design, Hongik University, Korea, B.A. Industrial Design, Hongik University, Korea

Ahn Sohee

Associate Research Fellow NTIS Team, Center of Standardization Planning, (KISTEP)Korea Institute of S&T Evaluation and Planning, Ph.D. Candidate, Graduate School, Yonsei University Management of Technology, Korea, MSc Marketing, Manchester Business School the University of Manchester, UK, B.A. Management & Leisure, the University of Manchester, UK

Jung Juho

Principal Engineer, Part Leader, Samsung SDI EM Development Group3, MSc Chemical Engineering, Sungkyunkwan University, Korea, BSc Chemical Engineering, Sungkyunkwan University, Korea

Kang Saerom

GRAFF Country Manager Korea, Adjunct Professor, FIT Korea, M.A. Fashion Business Management Westminster University, UK, B.A.(hons) Fashion Management, Nottingham Trent University, UK

Kim Jongock

Adjunct Professor, Textile Art & Fashion Design Department, Hongik University, Korea Ph.D. Graduate School, Hongik University, Korea, M.F.A. The School of the Art Institute of Chicago(SAIC), USA, B.F.A. The School of the Art Institute of Chicago(SAIC), USA

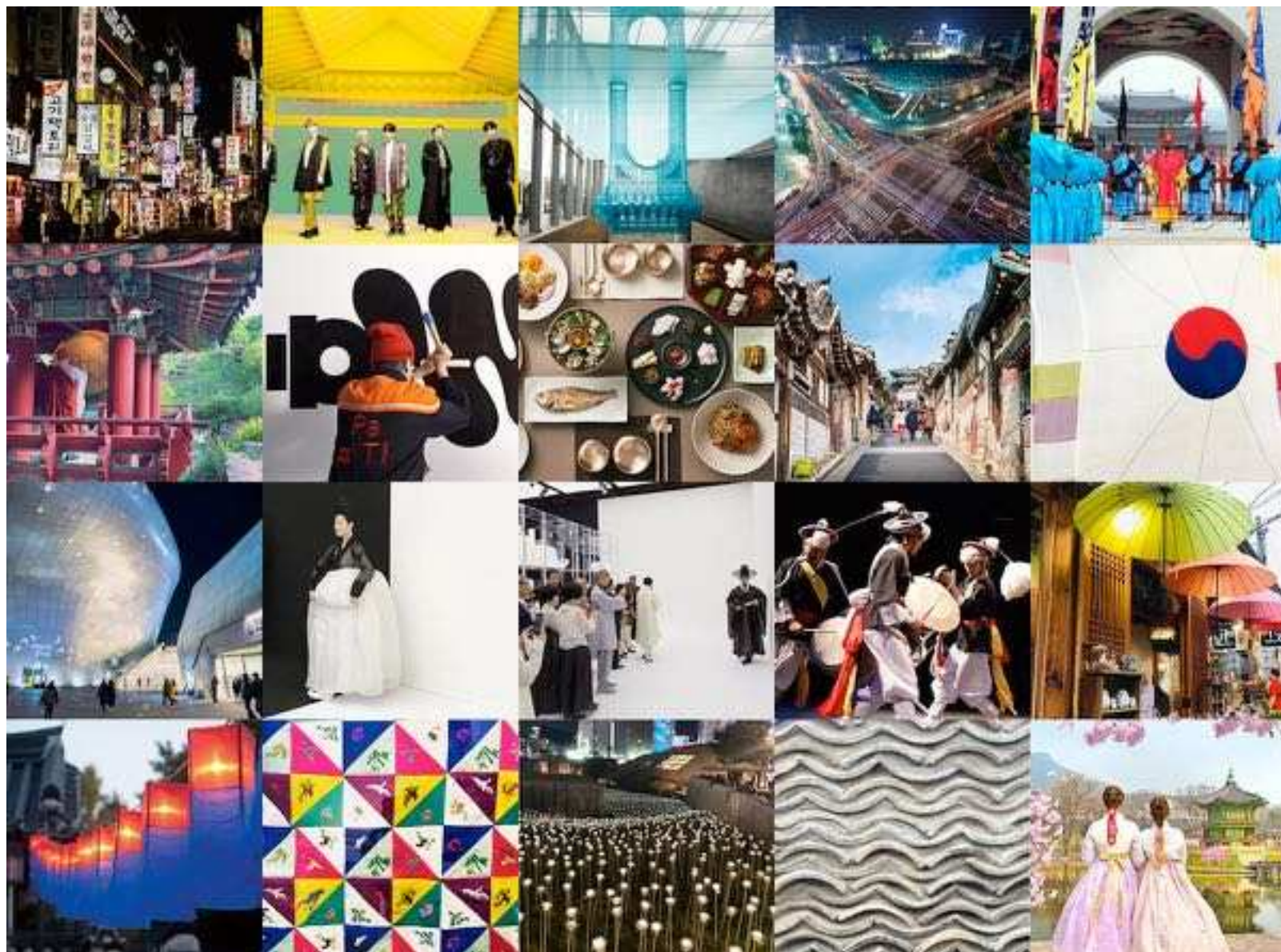
Kim Jeonghyun

Assistant Professor, College of Architecture, Hongik University, Korea, Master of Architecture, Harvard University, USA, Ph.D.Candidate, Seoul National University, Korea, Master of Science in Architectural Engineering, Seoul National University, Korea, Bachelor of Science in Architectural Engineering, Seoul National University, Korea

《城市：互联、共存、想象力》

直播观看后感想

Park Jisun教授的讲座分成三个板块，第一“connectivity inspired by language”受语言启发的连通性。第二“coexistence on interactive & traditional space”在互动空间与传统空间中共存。第三“imagination with future digital lifestyle”未来数字生活方式的想象力。该讲座旨在阐明三个主要类别，即韩国身份+连接性+设计。这些问题基于共同存在的文化价值变化：缓慢与快速，模拟与数字，历史与新。现场直播节目通过各种观察方式代表了独特而又相互联系的韩国生活方式和美学。需要特别强调的是，韩国的数字科技是十分关注人们的心理体验和情感体验的设计，充满人性关怀的虚拟人物设计，为病人而设计的康复虚拟视觉系统，与医疗美容相关的设计等等，向我们展示了一种以人为本的科技和创新世界。



《城市：互联、共存、想象力》

设计思考、教育观点、未来观点

Jun Jaehyun

教授重视设计与人们生活的连接方式，他以韩文特殊的形式和符号学为基础，从二维设计转化到三维设计和空间设计中。文字背后代表的设计文化是他教学中想要传达给学生们的信息，他认为学生要在过去，现在和未来多个层面考虑设计，并将设计开拓到当代的城市生活中去。

Kim Jongock、Kim Jeonghyun

两位教授认为设计要突破传统分科的界限，在不同的学科中看到研究的共同感兴趣的交叉领域。比如两位教授带领学生从研究纤维到韩国特殊的纸文化和造纸工艺。学生应该在动手实践中学习设计并理解设计是如何从材料到产品并到空间以及建筑尺度的。最终涉及人们是如何对待传统工艺和材料的现代化转型以及创新设计，设计要连接传统，并不是对传统的模仿而是对对传统的再创造。

Ahn Sohee

韩国的智能互动科技已经走在了领先的位置，在人工智能的趋势下开发新的产品和背后的系统。系统设计的思维显得十分重要，科技交互的背后一定要有人文关怀，和感知的介入，甚至科技交互的出发点就应该是提升人们的感知和交流，科技可以说是充满着温度的社会活动。

Kang Saerom

韩国已经建立了高水平的基于数字平台的奢侈品消费平台，数字技术与传统商业之间完美的融合到一起，市场正在经历一场新兴的数字化销售和产品体验的潮流。未来的奢侈品市场还有非常大的进步空间。

“THE CITY : CONNECTED, COEXISTING, IMAGINATIVE”

Design Thinking, Educational Perspective, Future Perspective

Jun Jaehyun

The professor attaches great importance to the connection between design and people's lives. Based on the special forms and semiotics of Korean, he transformed from two-dimensional design to three-dimensional design and space design. The design culture behind the text is the important message he wants to convey to the students in his teaching. He believes that students should consider design in the past, present and future, and expand design into contemporary urban life.

Kim Jongock, Kim Jeonghyun

The two professors believe that design should break through the boundaries of traditional disciplines, and see the cross-fields of common interest in research in different disciplines. For example, two professors led the students from studying fiber to the special paper culture and papermaking craft of Korea. Students should learn design in hands-on practice and understand how design goes from material to product and to space and architectural scale. It ultimately involves how people treat the modern transformation and innovative design of traditional crafts and materials. Design should connect with tradition, not imitating tradition but recreating tradition.

Ahn Sohee

South Korea's intelligent interactive technology has taken a leading position, developing new products and systems behind it under the trend of artificial intelligence. The thinking of system design is very important. Behind the technological interaction, there must be humanistic care and the intervention of perception. Even the starting point of technological interaction should be to enhance people's perception and communication. Technology can be said to be a social activity full of temperature.

Kang Saerom

South Korea has established a high-level luxury consumption platform based on digital platforms. Digital technology and traditional commerce are perfectly integrated. The market is experiencing an emerging trend of digital sales and product experience. There is still a lot of room for improvement in the future luxury market.

《城市：互联、共存、想象力》

设计方法、设计工具、教学手段

通过讲座的学习，我们深深的感到当代韩国设计已经完全做到了共同创造和协同创新。无论是文字和符号与社会生活的融合，还是建筑与纺织品设计的相互影响，还是科技与系统在社会交通和基础设施等方方面面的合作，我们看到合作和跨学科共创的巨大潜力。

正如Park Jisun教授所说的；我们当今的社会处在一个超级复杂的系统中已经很难再用一个单一的学科处理问题。未来人类的生活体验和科技的发展处于交织的复杂关系中，合作和多视角必然要求一个全方面的条件，包括了教育环境，团队的多元化组成，清晰的需求，共同的视野和价值观念，个人的角色和目标，掌控冲突和利益，评估能力和评价体系的建立。这些都是韩国设计教学中一直坚持的理念和原则。

项目痛点与解决方式

Kim Jongock和Kim Jeonghyun两位教授在合作的项目中共同面临着传统艺术如何重新诠释与创新的问题。Kim Jeonghyun介绍到，大多数所谓的表现韩国建构的设计都处于非常表面的层次，但是当他深入到传统纺织品设计的过程中的的时候，他意识到如何创新传统织物结构才是设计的出发点和重点，在教育的中应该应用最新的技术比如CNC数字建造和计算机模拟技术。最新的科技必要要与传统的技术和工艺相结合才能创造出新设计物质来。他们创造出一种结构与墙体界面融合为一体的设计空间。他的实验包括了实验的部分和建造的部分，最终关注的是设计的过程，并不是简单的对传统艺术和工艺的表达和呈现。Kim Jongock教授在设计过程强调设计是一个相互联结各种实物的过程，在设计一个艺术展览的过程中，她不用传统的思路来组织设计的思路，而是重视设计的沟通价值，包括人们的价值观念，她的设计最终以编织空间的概念呈现出来，不仅是材质和光线的编织而且是文脉和故事的编织。我们从两位韩国年轻教授的作品和教学中可以体会到一种更大的设计观念，这个对于设计的理解也同时体现到其他各位嘉宾的介绍中。

用一句话总结；就像Park jisun 所倡导的那样通过韩国的文化和设计艺术可以实现一个共同体，一种更“大”的设计观念，与社会和生活紧密联系并与个人的生命体验一起面向未来。

“THE CITY : CONNECTED, COEXISTING, IMAGINATIVE”

Design Methods, Design Tools, Teaching Methods

Through the lectures, we deeply feel that contemporary Korean design has fully achieved co-creation and collaborative innovation. Whether it is the integration of words and symbols with social life, the mutual influence of architecture and textile design, or the cooperation of technology and systems in social transportation and infrastructure, we see great potential for cooperation and interdisciplinary co-creation.

As Professor Park Jisun said; our current society is in a super complex system and it is difficult to use a single discipline to deal with problems. In the future, human life experience and the development of science and technology are in an intertwined and complex relationship. Cooperation and multiple perspectives will inevitably require a full range of conditions, including the educational environment, the diversified composition of the team, clear needs, common vision and values, Individual roles and goals, control conflicts and interests, evaluation capabilities and establishment of evaluation systems. These are the ideas and principles that have been adhered to in Korean design teaching.

Project Pain Points and Solutions

Two professors Kim Jongock and Kim Jeonghyun faced the problem of how to reinterpret and innovate traditional art in the collaborative project. Kim Jeonghyun introduced that most of the so-called designs that express Korean construction are at a very superficial level, but when he goes deep into the process of traditional textile design, he realizes that how to innovate traditional fabric structures is the starting point and The point is that the latest technologies such as CNC digital construction and computer simulation technology should be applied in education. The latest technology must be combined with traditional technology and craftsmanship to create new design materials. They created a design space where the structure and the wall interface are integrated. His experiments include the experimental part and the construction part. The final focus is on the design process, not simply the expression and presentation of traditional arts and crafts. Professor Kim Jongock emphasized in the design process that design is a process of interconnecting various objects. In the process of designing an art exhibition, she does not use traditional ideas to organize design ideas, but emphasizes the communication value of design, including the value of people. Concept, her design is finally presented with the concept of weaving space, not only the weaving of materials and light, but also the weaving of context and stories. We can experience a larger design concept from the works and teaching of two young Korean professors. This understanding of design is also reflected in the introduction of other guests.

Summarize in one sentence; as Park jisun advocates, through Korean culture and design art, a community can be realized, a larger design concept, which is closely related to society and life and faces the future with personal life experience. .

《艺术，技术和设计如何影响创新世界》

节目内容简介

艺术，技术和设计如何影响创新世界

艺术及其设计不仅被认为是反映人类积极或消极自然的绝妙手段，而且还反映了其文化，环境，独创性以及周围地区的环境。泰国，是代表亚洲世界的象征艺术之一。这场精彩的演讲将涵盖各种艺术作品，从创意到精美的应用产品，形式多样。博士Pailin将带您领略“叶”视觉元素的自然之美，并结合L系统和斐波那契理论的基础，并展示设计师如何在其他设计职业中使用并考察人们对气候变化及其优势的关注通过讲故事（插图）了解森林。设计本身也可以通过旅游业来感知。Narathip Amtiengtrong将告诉您如何在旅游业中应用服务设计，同时通过录制和收集多种烹饪方法中的著名泰国菜肴中的元素来探索泰国烹饪中的美学声音，并发现将泰式烹饪声音应用于实验艺术的可能性，Martsamrit Pasupa将介绍可以代表相关故事的故事。您将实现“梦想成真”由Dimitrije Curcic提出，他是绘画研究和数字绘画中的艺术家代表，并将与该项目的动画序列一起展示。

主持人

Dr.Pailin Thawornwijit, 宋卡王子大学，国际学院，泰国合艾校园的创意媒体和数字技术专职讲师

嘉宾简介

Narathip Amtiengtrong, 泰国西尔帕科恩大学国际课程设计艺术全日制博士学位学生

Martsamrit Pasupa, 毕业于KMUTT的媒体艺术计划的讲师

Dimitrije Curcic, 泰国Hatyai校园的宋卡王子大学国际学院教授艺术和设计课程



“HOW ART, TECHNOLOGY AND DESIGN INFORM CREATIVE WORLD”

Program Introduction

How Art, Technology and Design Inform Creative World

Art and its design is not only considered as the wonderful mean in reflecting the world of human either positive or negative natures, but reflects the culture, environment, ingenuity, and the context of the surrounding region. Thailand, especially, is as if one of the symbolic art representing the Asian world. This wonderful talk will cover various pieces of art work from its originality till the wonderful applied products in various stunning forms. DR. Pailin will walk you through the beauty of nature of the visual elements from “Leaf” combined with fundamental of L-system and Fibonacci theory and shows how the designers use in other design careers and to examine the people to concern about climate change and the advantage of the forest through storytelling (Illustration). The design itself can also be perceived through the tourism. Narathip Amtiengtrong will persuade you how the service design can be applied in the tourism while exploring aesthetical sound in Thai cooking by recording and collecting the element from well-known Thai dishes in multiple cooking methods and find the possibility to apply Thai cooking sound in experimental arts which can represent the related story will be presented by Martsamrit Pasupa. You will be realized “the dream to reality” proposed by Dimitrije Curcic as a representative of the artist in drawing studies and digital paintings which will be presented along with animation sequences from the project.

Host

Dr.Pailin Thawornwijit, full-time lecturer in Creative Media and Digital Technology, Prince of Songkhla University, International College, Hatyai Campus, Thailand.

Guest

Narathip Amtiengtrong, he is now a full-time PhD student in Design Art, International Program, Silpakorn University, Thailand

Martsamrit Pasupa, current work as a lecturer for the Media Arts Program at KMUTT, The university where he graduated from

Dimitrije Curcic, He is now giving a lecture on many different art and design courses at Prince of Songkla University International College, Hatyai Campus, Thailand

《艺术，技术和设计如何影响创新世界》

直播观看后感想

设计的独特性和思路的逻辑性，不仅聚焦在调研中而是有基于兴趣本身的启发点，始于一个简单想法也许是声音、也许是味道、也许是掉落的叶子；对其展开深入调查研究便可发现其神秘未知的一面。

设计思考、教育观点、未来观点

从树叶的视觉元素到景观绘画的探索

艺术及其设计不仅被认为是反映人类积极或消极自然的绝妙手段，而且还反映了其文化，环境，独创性以及周围地区的环境。泰国，是代表亚洲世界的象征艺术之一。拜林教授五年来，在泰国通过与各植物公园等专业工作人员交流植物和气候问题的相关性，调研关于叶子的视觉表达。纳拉提普·阿姆廷格探索关于团队旅游的服务设计，话题涉及到政府的政策、健康条件、GDP等关键词的探究，从而挖掘创意旅游项目的价值。马尔萨姆里特·帕苏帕作为音乐创作人和声音艺术家，探究了泰式烹饪的交响乐（泰国烹饪的声音元素）。迪米特里耶·库西奇，调研的关于从梦想到现实的混合动态图形从观察画到公式化的创造。



“HOW ART, TECHNOLOGY AND DESIGN INFORM CREATIVE WORLD”

Thoughts After Watching the Live Broadcast

The uniqueness of the design and the logic of the idea are not only focused on research but also inspired by the interest itself. It starts with a simple idea that may be a sound, a taste, or a fallen leaf; conduct an in-depth investigation Research can discover its mysterious and unknown side.

Design Thinking, Educational Perspective, Future Perspective

From the Visual Elements of Leaves to the Exploration of Landscape Painting

Art and its design are not only considered as a wonderful means to reflect the positive or negative nature of mankind, but also reflect its culture, environment, originality and surrounding area. Thailand is one of the symbolic arts representing the Asian world. In the past five years, Professor Pailin has been in Thailand to investigate the visual expression of leaves by communicating with professionals in various botanical parks and other professional staff about the relevance of plants and climate issues. Nalatipu Amtinger explores the service design of team tourism, and the topics involve the exploration of government policies, health conditions, GDP and other keywords, so as to tap the value of creative tourism projects. As a music composer and sound artist, Marsamrit Passupa explored the symphony of Thai cooking (the sound elements of Thai cooking). Dimitriye Kusic, researched on the mixed dynamic graphics from dream to reality, from observation painting to formulaic creation.



《艺术，技术和设计如何影响创新世界》

设计方法、设计工具、教学手段

拜林教授 (Dr.Pailin)

收集叶子后绘制成图案是方法论调研的一部分，叶子虽然是个小物品但是会有非常庞大的数据包包含其中，从丛林到叶子再到调研的方法论最后再止于插画及研究结果。在泰国南方有两个季度会使得叶子呈现不同的形态和颜色，通过解构分析叶子的视觉元素和结构，发现很多有趣的部分：运用手绘、投影和虚拟现实技术进行进一步分析发现叶子的脉络与地图和空间的构成很类似。

纳拉提普·阿姆廷格 (Narathip Amtiengtrong)

基于服务设计社区开发的相关部门能够对创意旅游开拓思路和加强创新，其中提到了模型ppmm是对于增强服务设计的价值给予创意旅游的测试案例。

马尔萨姆里特·帕苏帕 (Martsamrit Pasupa)

探究的泰式烹饪的交响乐是泰国烹饪中的声音元素，对前十名受欢迎的食物进行录制声音等，并对其食物进行手绘。

迪米特里耶·库西奇 (Dimitrije Curcic)

通过观察到叙事，用两分钟的短片直观明朗地将欧洲历史和服务于人的经历传递给观众。

“HOW ART, TECHNOLOGY AND DESIGN INFORM CREATIVE WORLD”

Design Methods, Design Tools, Teaching Methods

Dr.Pailin

Collecting leaves and drawing them into patterns is part of the methodology research. Although the leaves are small objects, they will contain huge amounts of data. The methodology from the jungle to the leaves to the research ends with illustrations and research results. There are two seasons in southern Thailand that will make the leaves show different shapes and colors. Through deconstruction and analysis of the visual elements and structure of the leaves, many interesting parts are found: further analysis using hand-painting, projection and virtual reality technology to discover the veins and maps of the leaves It is similar to the composition of space.

Narathip Amtiengtrong

Relevant departments based on service design community development can open up ideas and strengthen innovation in creative tourism. It is mentioned that the model ppmm is a test case for creative tourism to enhance the value of service design.

Martsamrit Pasupa

The symphony of exploring Thai cooking is the sound element in Thai cooking, recording the sound of the top ten popular foods, etc., and hand-painting their food.

Dimitrije Curcic

By observing the narrative, a two-minute short film intuitively and clearly conveys the experience of European history and service to the audience



《艺术，技术和设计如何影响创新世界》

项目痛点与解决方式

拜林教授 (Dr.Pailin)

自然+设计+技术的相关实验对于深入研究很有启发，通过简单的自然食物的切入便可实现课题的延展和产出，其过程丰富且层次鲜明。甚至让受众加入到最后的装置展览中共创，使其清晰地了解到艺术家、设计师思考的过程和思路。

纳拉提普·阿姆廷格 (Narathip Amtiengtrong)

其思考架构对于构建ppmm起到决定性因素，更是其测试模型坚定其探究的方法论。

马尔萨姆里特·帕苏帕 (Martsamrit Pasupa)

重拾对于生活中如烹饪元素的点滴兴趣，通过自然+设计+技术的方法，基于调研和视觉过程，使得受众更加了解其文化。

迪米特里耶·库西奇 (Dimitrije Curcic)

针对绘画研究和数字绘画的方向，提出在“现实的梦想”与项目中的动画序列一起呈现，抽象出数字绘画的要素。

“HOW ART, TECHNOLOGY AND DESIGN INFORM CREATIVE WORLD”

Project Pain Points and Solutions

Dr.Pailin

The related experiments of nature + design + technology are very inspiring for in-depth research. The extension and output of the subject can be achieved through simple natural food, and the process is rich and clear. Even let the audience join the final installation exhibition to create a co-creation, so that they can clearly understand the thinking process and ideas of artists and designers.

Narathip Amtiengtrong

Its thinking structure plays a decisive factor in the construction of pppm, and its test model strengthens its methodology of inquiry.

Martsamrit Pasupa

Regain the interest in life, such as cooking elements, through the method of nature + design + technology, based on research and visual processes, so that the audience can better understand its culture.

Dimitrije Curcic

Aiming at the direction of painting research and digital painting, it is proposed to present the "realistic dream" together with the animation sequence in the project, abstracting the elements of digital painting.

《不健康怎能有设计》

节目内容简介

获得健康不仅是睡好觉与做运动，还可以玩游戏呢！

未来十年我们的寿命会更加的延长吗？用户体验设计师在健康产业的工作是什么？我是个设计师，要如何现在进入大健康产业？我是个健身爱好者，如何透过健身赚钱？虚拟诊所会对当前医疗产业造成什么深远的影响？如何看待制药公司，医生和药房之间的未来关系？如何看待患者的生命体征和其他生物学参数监测？小型创业公司或大型科技公司会为医疗保健带来更多变化吗？过去我们常说健康身体才是财富泉源，但是很多人用健康交换来的财富，最终却还是吐回去给医疗单位，希望这不是所有努力工作者的宿命。我们将告诉你如何用健康来增加财富，这就是健康设计！健康设计是一个有关泛健康的交叉学科领域，也是一套注重运用设计语言的实践方法。健康设计不仅是基于医生，而是从用户与患者的需求扩展到他们要的设计与服务体系，如此能大幅度的扩展医疗边界，让更多设计师参与其中，并且让健康产业更加具备设计产业独特的创新力。

关键词：大健康、医疗创新、睡眠卫生、游戏思维

主持人

丁肇辰，北京服装学院新媒体系主任，教授，博士生导师

嘉宾简介

李信谦，台北医学大学医学院医学系精神学科及医学院睡眠研究中心主任

刘方正，高登智慧科技股份有限公司创办人

Steffen P. Walz，德国Diconium创新总监（大众集团子公司），教授

Bruce Bateman，未来主义者，量化Self-er，以及3D / AR / VR开发人员和传播者



“HOW CAN YOU DESIGN WITHOUT GOOD HEALTH”

Program Introduction

Entertainments Along With a Good Nights Sleep and Regular Exercise Can Help You Achieve Great Wealth and Improve Your Overall Well Being.

Can human life be extended in the next ten years? What is the occupation of user experience designer in the health industry? I am a designer, how can I enter the comprehensive health industry? I am a fitness enthusiast. how can I make money through working-out? What profound impact will virtual clinics have on the current medical industry? What is the future relationship between pharmaceutical companies, doctors and pharmacies? How to analyse the patients' vital signs and other biological parameter monitoring? Will small startups or large technology companies bring more changes to healthcare? Ever heard the popular saying “health is wealth” ? In reality many people use their health in exchange for wealth, and eventually pay everything to hospitals. We hope that this is not the fate of all hard workers. We will tell you how to use your health to increase your wealth, which is health design! Health design is an interdisciplinary field related to comprehensive health, and it is also a set of practical methods that focus on the use of design language. Health design is not only based on doctors, but also concerns the needs of users and patients, in order to create the service they want. This can greatly expand the medical field, allow more designers to participate in it, and make the health industry more equipped with a unique innovative design.

Key Words: Comprehensive Health, Medical Innovation, Sleep Hygiene, Entertaining Thinking

Moderator

Ding, Zhaochen, Director, Professor, Doctoral Supervisor, New Media Department, Beijing Institute of Fashion Technology

Guest Profile

Dr. Lee Hsin-Chien, Psychiatric and Sleep physician and an active member of the Taipei Society of Sleep Medicine

Albert Liu, Founder of Golden Smart Home Technology Corp

Prof. Dr. Steffen P. Walz, Innovation Director at diconium

Bruce Bateman, Quantified Self-er, and 3D/AR/VR developer and evangelist

《不健康怎能有设计》

直播观看后感想

为万物而设计是可持续设计的内涵，由于2020冠状病毒的全球广泛影响，健康与否成为了当下的热门问题。对过去，有持续性的人口、地域贫富差距以及老龄人记忆缺失问题；对当下，有关注全球性的传染病以及不可忽视的全民健康问题；对未来，应关注残障人群以及老年人的安保问题，未来医疗方式创新等。健康不仅仅是身体健康，更是心理健康；不仅仅是人的个体层面的健康，更是社会群体的健康；运用各种资源以及技术手段为真实的社会而设计是为健康而设计的关键所在。

设计思考、教育观点、未来观点

Bruce Bateman

随着人口变化，我们总是会问，谁会在未来照顾你？如果机器人在未来可以用来处理这个问题，但是数以万计的人口下，机器人由该如何实现将每个人都照顾的无微不至呢？

Steffen P Walz

在地球上曾经存在亿万种生物，其中的99%的生物都已经灭绝，人类现在还没有技术去创造另一种生物，健康不仅仅是人类的，关乎到所有生物，这是可持续的内涵所在，也许我们需要为了全球的各种生物的健康每个人都做出自己的贡献。

Dr. Lee Hsin-Chien

当今，医疗向着更加绿色科技发展。新的诊疗有“4A”特点：Accessible、Available、Achievable、Attractable。

Albert Liu

高登智慧科技公司的产品信息以及所关注的社会健康问题是“如何有效率的运动，更专业的运动，更省钱的运动以及如何坚持运动？”

丁肇辰

人的生命历程有四个25年，当人生过半，剩下的两个25年该如何面对？所以这个前提也应该让人们开始关注健康，尤其是老年人。

“HOW CAN YOU DESIGN WITHOUT GOOD HEALTH”

Thoughts After Watching the Live Broadcast

Designing for all things is the connotation of sustainable design. Due to the widespread global impact of the 2020 coronavirus, health has become a current hot issue. For the past, there are persistent population, regional gaps between rich and poor, and the memory loss of the elderly; for the present, there is concern about global infectious diseases and national health issues that cannot be ignored; for the future, attention should be paid to the security of the disabled and the elderly. Problems, future medical innovations, etc. Health is not only physical health, but also mental health; it is not only the health of the individual, but also the health of the social group; the use of various resources and technical means to design for a real society is the key to designing for health.

Design Thinking, Educational Perspective, Future Perspective

Bruce Bateman

As the population changes, we always ask, who will take care of you in the future? If robots can be used to deal with this problem in the future, but with a population of tens of thousands, how can robots take care of everyone in every possible way?

Steffen P Walz

There used to be hundreds of millions of organisms on the earth, 99% of which have been extinct. Humans do not have the technology to create another organism. Health is not only about human beings, it concerns all organisms, and this is the connotation of sustainability. Where, maybe we need everyone to make their own contribution to the health of various organisms around the world.

Dr. Lee Hsin-Chien

Today, medical care is developing towards greener technology. The new diagnosis and treatment have "4A" features: Accessible, Available, Achievable, and Attractive.

Albert Liu

The product information of Gordon Wisdom Technology Company and the social health issues concerned are "how to exercise efficiently, more professionally, more economically, and how to persist in exercise?"

Ding Zhaochen

There are four 25 years in a person's life. After half of his life is over, how should he face the remaining two 25 years? So this premise should also make people pay attention to health, especially the elderly.

《不健康怎能有设计》

设计方法、设计工具、教学手段

Bruce Bateman

更具人性化的人工智能

未来机器人与人工智能的设计都应更具人性化，机器人的外观，材质，语言，文化差异等等都是我们要考虑的因素。尤其是触摸会影响到人的情绪，也是与人互动的重要因素。就像机器人索菲亚在美国CBS电视台的电视新闻节目《60 Minutes》的人工智能特辑中与名嘴查理·罗斯的对话谈论了有关情绪的方方面面，震惊四座。

Steffen P Walz

设计应该站在用户的立场

设计意味着去理解用户，并与他们沟通。设计师要去真正了解人们的情况与立场，为真实的问题去进行设身处地的思考。通过社会调研以及数据研究，我们结合UX以及其他学科进行游戏化设计来促使用户意识到健康问题。

Dr. Lee Hsin-Chien

创新医疗方式对医疗压力的缓解

睡眠医疗从医院到社区，已经开始利用技术创新医疗方式。许多助眠医疗设备问世，线上问诊以及云数据也被运用其中，这会大大缓解当下的医疗压力以及方便患者的咨询与就诊。app对患者身体进行记录，医生可以在云端进行预览并进行调控等。拉法睡眠诊所便是现代医疗方式的创新，该诊所以病人，客户，睡眠为中心，通过营养师、心理治疗、医疗器械、呼吸治疗等来全面的进行现代诊疗。



“HOW CAN YOU DESIGN WITHOUT GOOD HEALTH”

Design Methods, Design Tools, Teaching Methods

Bruce Bateman

More Humane Artificial Intelligence

In the future, the design of robots and artificial intelligence should be more humane. The appearance of robots, materials, languages, cultural differences, etc. are all factors we have to consider. In particular, touching affects people's emotions and is also an important factor in interaction with people. Just like the robot Sophia in the American CBS TV news program "60 Minutes" in the artificial intelligence special of the conversation with the famous mouth Charlie Rose talked about all aspects of emotions, shocking the four.

Steffen P Walz

Design Should Stand From the User's Standpoint

Design means to understand users and communicate with them. Designers need to truly understand people's situation and position, and think about real problems. Through social research and data research, we combine UX and other disciplines to design gamification to make users aware of health issues.

Dr. Lee Hsin-Chien

Innovative Medical Treatment To Relieve Medical Pressure

From the hospital to the community, sleep medicine has begun to use technology to innovate medical methods. Many sleep aid medical devices have come out, and online consultation and cloud data have also been used. This will greatly relieve the current medical pressure and facilitate patient consultation and treatment. The app records the patient's body, and the doctor can preview and control it in the cloud. Rafa Sleep Clinic is an innovation of modern medical methods. The clinic takes patients, customers, and sleep as the center, and provides modern diagnosis and treatment through nutritionists, psychotherapy, medical equipment, and respiratory therapy.

《不健康怎能有设计》

设计方法、设计工具、教学手段

Albert Liu

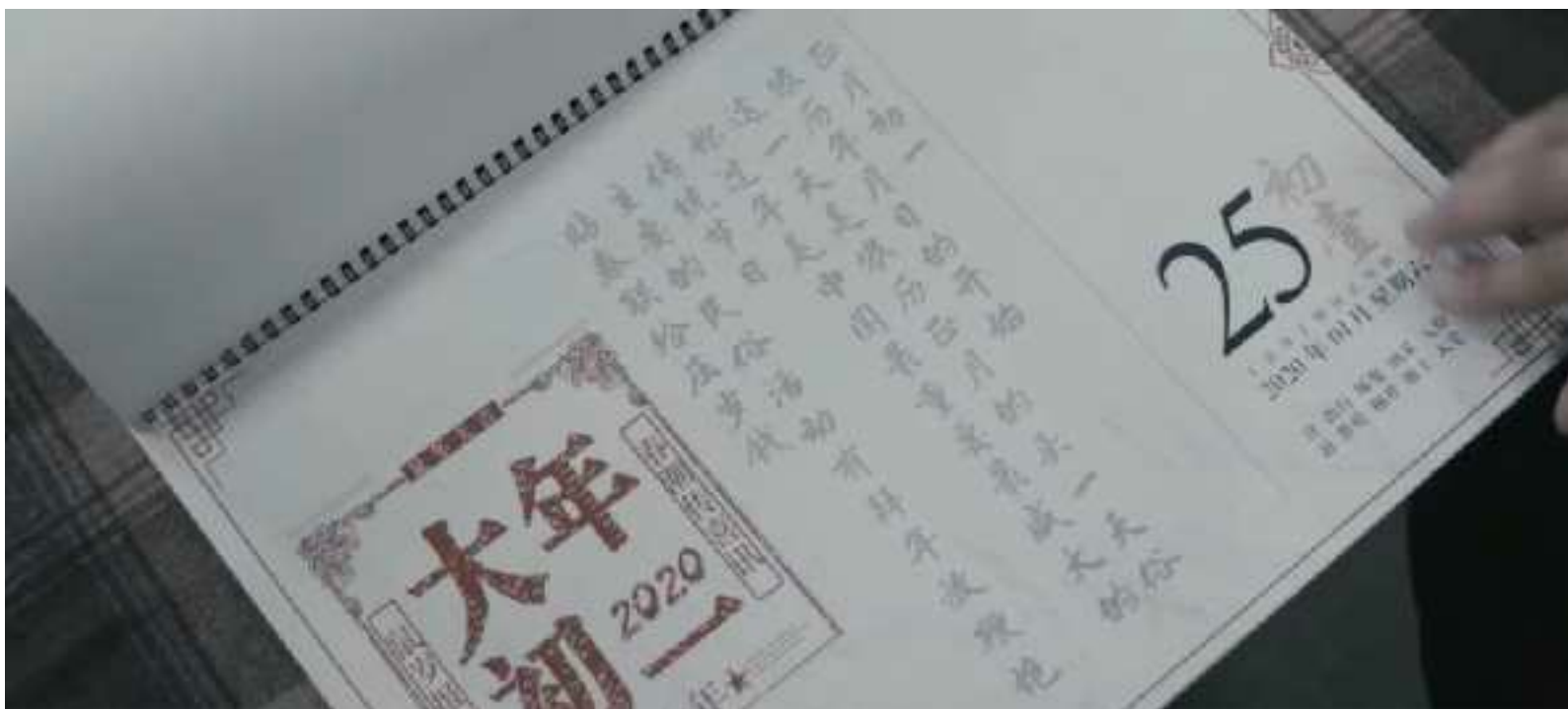
锻炼同健康的联系

由于当下的疫情，健康是一个关键的问题。锻炼对于健康促进是十分重要的，所以我们需要寻找一种好的锻炼方式。这就产生了一些问题：如何有效率的运动，更专业的运动，更省钱的运动以及如何坚持运动？于是针对智能化环状运动，设计一款APP，设计一个精确的锻炼方法以及规则等。在这其中，加入更有效率的锻炼流程；群体锻炼也会让每个个体更有主动性；通过数据分析以及锻炼者的锻炼目的为他们设计各自的健身计划。

丁肇辰

如何改善老年人在科技产品中的被忽视情况

老龄人在大家的认知经常是反应慢以及墨守陈规，可以通过UX以及交互设计来扭转与改善老龄人在科技产品中的被忽视，以及被排除在用户名单之外的现象。



“HOW CAN YOU DESIGN WITHOUT GOOD HEALTH”

Design Methods, Design Tools, Teaching Methods

Albert Liu

The Link Between Exercise and Health

Due to the current epidemic, health is a key issue. Exercise is very important for health promotion, so we need to find a good exercise method. This raises some questions: how to exercise efficiently, to exercise more professionally, to exercise less money, and how to exercise consistently? Therefore, for the intelligent circular exercise, an APP is designed, and a precise exercise method and rules are designed. In this, adding a more efficient exercise process; group exercise will also make each individual more active; through data analysis and exercise purposes for the exercisers to design their own fitness plan.

Ding Zhaochen

How To Improve the Neglect of the Elderly in Technology Products

The cognition of the elderly is often slow and stereotyped. UX and interaction design can be used to reverse and improve the neglect of the elderly in technology products and the phenomenon of being excluded from the user list.



《不健康怎能有设计》

项目痛点与解决方式

Bruce Bateman

机器人如何更好服务于人类

假设机器人在未来可以用于照顾残障以及老龄人群，而不同国家的人有不同的记忆、习惯、行为....所以机器人应该如何处理这种差异？同样，人如何才能舒适的与机器人交流与互动？换句话说，面对一个机器人，你感到舒适吗？如何建立信任？如何认知他们？另一个是方言问题，机器人如何分辨中国南方与北方方言？所以我们要考虑机器人如何识别人的微表情，手势，用户的经历，说话的语气，进行定制化。“因人而异，因地制宜”去进行人性化的专门设计是提高人工智能技术，尤其是服务于残障以及老龄人群的机器人技术的方法。

Steffen P Walz

数字媒体下的健康引导

可持续是我们当下面临最具挑战的问题与话题，联合国为此在议程中提出了17个目标，其中有好几项是关于健康的。例如母亲与婴儿的健康，糖尿病，可预防的传染病等。其中国家的医疗问题也在2020冠状病毒的事件下被放大，社会中的婴儿超重，酒精导致的健康问题在当下的中国仍然存在。为此墨尔本大学开发了一款《Mission Schweinehund》游戏，游戏将村庄比喻成人的身体与用户进行互动来促进用户意识到潜在的健康问题。

“HOW CAN YOU DESIGN WITHOUT GOOD HEALTH”

Project Pain Points and Solutions

Bruce Bateman

How Robots Can Better Serve Humans

Suppose that robots can be used to care for the disabled and the elderly in the future, and people in different countries have different memories, habits, behaviors... So how should robots deal with this difference? Similarly, how can humans communicate and interact with robots comfortably? In other words, do you feel comfortable facing a robot? How to build trust? How to recognize them? The other is the dialect question. How can the robot distinguish between the southern and northern Chinese dialects? Therefore, we also need to consider how the robot recognizes human micro-expressions, gestures, user experience, and speech tone for customization. "It varies from person to person, adapts to local conditions" to carry out humanized special design is a way to improve artificial intelligence technology, especially robot technology that serves the disabled and the elderly.

Steffen P Walz

Health Guidance Under Digital Media

Sustainability is the most challenging issue and topic we are currently facing. For this purpose, the United Nations has put forward 17 goals on its agenda, several of which are related to health. Such as the health of mother and baby, diabetes, preventable infectious diseases, etc. Among them, the country's medical problems have also been magnified by the 2020 coronavirus. The babies in society are overweight, and the health problems caused by alcohol still exist in China. For this reason, the University of Melbourne has developed a "Mission Schweinehund" game, which compares the village to an adult's body and interacts with the user to promote the user's awareness of potential health problems.

《不健康怎能有设计》

项目痛点与解决方式

Dr. Lee Hsin-Chien

医疗设备技术的变革

过去，中国的诊疗方式是大夫去患者家中问诊；如今我们有了现代公立医院，现代医疗是一种利用各种器械以及设备去问诊的方式，这种变化来源于医疗设备技术的大幅更新。例如，台湾医科大学创新医疗中心专注于创新医疗，针对患者的睡眠问题，利用云数据存储患者的睡眠数据并提供了为患者使用的按摩以及服务，同时还可线上购买的特殊寝具等。

Albert Liu

如何更有效率的运动

锻炼对于健康促进是十分重要的，这就产生了一些问题：如何有效率的运动，更专业的运动，更省钱的运动以及如何坚持运动？于是针对这些问题提出了一些想法，例如：高登智慧科技利用程序根据用户的锻炼目标去设计锻炼内容以及方案逐步进阶，记录用户的实时运动数据并对他们的状态进行打分，此外还会对用户进行叮嘱运动须知以及其他信息。另一款app，Cloud Medical Devices，会记录机器几乎人身体的所有数据，并广泛运用新竹，台中等地区的社区并服务于市民。

丁肇辰

AR和VR的服务也可以应用于老年人

5%设计平台为了翻转年龄所带来的的歧视与不公而设计，AR和VR并不仅仅只是为年轻人服务，该平台专注于创造新的体验方式以用于拓宽老年人的娱乐以及生活，老人也可以体验其中。

“HOW CAN YOU DESIGN WITHOUT GOOD HEALTH”

Project Pain Points and Solutions

Dr. Lee Hsin-Chien

Changes in medical equipment technology

In the past, the Chinese method of diagnosis and treatment was that doctors go to patients' homes for consultations; now we have modern public hospitals. Modern medical treatment is a way to use various equipment and equipment to ask for consultations. This change comes from a substantial update of medical equipment technology. . For example, the Innovative Medical Center of Taiwan Medical University focuses on innovative medical care. It uses cloud data to store patients' sleep data and provides massages and services for patients, as well as special beddings that can be purchased online.

Albert Liu

How To Exercise More Efficiently

Exercise is very important for health promotion, which raises some questions: how to exercise efficiently, more professionally, more economically, and how to keep exercising? Therefore, some ideas have been put forward to address these issues. For example, Gordon Smart Technology uses the program to design exercise content according to the user's exercise goal and the program is gradually advanced, records the user's real-time exercise data and scores their status, in addition to User instructions for exercise and other information. Another app, Cloud Medical Devices, will record almost all the data of the machine's human body, and widely use the communities in Hsinchu, Taichung, and serve the citizens.

Ding Zhaochen

AR and VR Services Can Also Be Applied to the Elderly

The 5% design platform is designed to reverse the discrimination and injustice caused by age. AR and VR are not just for young people. The platform focuses on creating new experience methods to broaden the entertainment and life of the elderly. The elderly can also experience it.

《光与影-数字世界中的文化文物》

节目内容简介

通过数字媒体的形式共享和展览文化艺术

“光与影”是一个120分钟的现场直播，探讨了当代通过数字媒体技术共享文化艺术品时面临的问题。在目前全世界面临旅行限制，体验共享及获取新文化形式困难的情况下，来自澳大利亚科廷大学和西安欧亚学院的学生和学者将分享他们对这些问题的调查及思考。

关键词：数字形式、人工制品感知、文化人工制品、文物

主持人

Francesco Mancini, 澳大利亚科廷大学设计与建筑环境学院院长

嘉宾简介

郑乐, 西安欧亚学院艾德艺术设计学院数字媒体艺术专业负责人

张省会, 西安欧亚学院艾德艺术设计学院数字影像工作室负责人

Dr Anne Farren, 澳大利亚科廷大学设计与建筑环境学院时尚系主任

Dr Qassim Saad, 科廷大学设计与建筑环境学院工业设计讲师

Jake Schapper, 澳大利亚科廷大学设计与建筑环境学院城市规划师

Cassie Barrow, 澳大利亚珀斯URBIS设计公司城市规划顾问



“LIGHT & SHADOW – THE CULTURAL ARTEFACT IN A DIGITAL WORLD”

Program Introduction

Contemporary Issues Faced When Sharing Cultural Artefact Through Digital Media

"Light and Shadow" is a 120-minute live broadcast. As the world faces travel restrictions and difficulties in body sharing and access to cultural forms, students and scholars from Curtin University in Australia and Xi'an Eurasia College will share their China will share their investigations into key considerations, sharing and exhibiting cultural art through digital media .

Keywords: Digital Form, Perception of Artifacts, Cultural Artifacts, Cultural Relics

Host

Francesco Mancini, Dean of School of Design and Built Environment, Curtin University, Australia

Guest

Prof Zheng, Head of Digital Media Art Major of Aide College of Art and Design, Xi'an Eurasia University

Prof Zhang Shenghui, Head of Digital Imaging Studio, Aide Art and Design College, Xi'an Eurasia University

Dr Anne Farren, Head of Fashion Department, School of Design and Built Environment, Curtin University, Australia

Dr Qassim Saad, Industrial Design Lecturer, School of Design & the Built Environment, Curtin University

Jake Schapper, Urban Planner and Lecturer, School of Design & the Built Environment, Curtin University

Cassie Barrow, Urban Planning Consultant, URBIS Design, Perth Australia.

《光与影-数字世界中的文化文物》

直播观看后感想

通过数字媒体的形式共享和展览文化艺术

文物的数字化方法与趋势，是衔接过往历史与人类未来的话题。节目中五位教授分享了不同的课题，其中包含针对文物数字化本身的技术与体验问题的探讨与思考，也包含针对具体文物保护项目的数字化工程，更有天马行空，极具想象力和科幻色彩的虚拟课题。这些涉及古今中外的课题中都包含了一个最重要的观点，就是人类应该如何身为历史的一部分，运用思想与技术完美的实现过去与未来的连接。如何能够在未来的时间维度里最大程度的利用现在的技术保护，传承，发扬和规划文化产品，是设计思维在本场直播主题下最重要的价值和意义。

设计思考、教育观点、未来观点

让数字化技术与文化产物更好的结合

在数字化复原、展示与传播文物中又如何更好地利用数字化技，如何打破物理局限，如何对文化进行传播呢？具体而言，问题集中于如何更有前瞻性的去分析过往的数字化技术与文化产物的结合方式，提出更加新颖、实用的数字化技术复原，保护或传播文化产物的方式方法；如何打开思路、更大胆地结合想象与当前技术能够实现的方案进行设计；如何利用数字技术更高效的进行震撼人心的创作，引导当代观众更好地让传统文物与文化产品焕发新生等。

"LIGHT & SHADOW – THE CULTURAL ARTEFACT IN A DIGITAL WORLD."

Thoughts After Watching the Live Broadcast

Sharing and exhibition of culture and art through digital media

The digital methods and trends of cultural relics are the topic of linking past history with the future of mankind. In the program, five professors shared different topics, including discussion and thinking about the technical and experience issues of cultural relics digitization itself, as well as digital engineering for specific cultural relics protection projects, and more unimaginative, imaginative and sci-fi Virtual topic. These topics involving ancient, modern, Chinese and foreign all contain one of the most important points, that is, how human beings should be a part of history, using ideas and technology to perfectly connect the past and the future. How to maximize the use of current technology to protect, inherit, carry forward and plan cultural products in the future time dimension is the most important value and significance of design thinking under the theme of this live broadcast.

Design Thinking, Educational Perspective, Future Perspective

Better Integration of Digital Technology and Cultural Products

How to make better use of digital technology in digital restoration, display and dissemination of cultural relics, how to break physical limitations, and how to spread culture? Specifically, the problem focuses on how to analyze the combination of past digital technology and cultural products more forward-looking, and propose more innovative and practical digital technology to restore, protect or spread cultural products; how to open up ideas and change Boldly combine imagination and current technology to realize the design; how to use digital technology to more efficiently carry out shocking creations, and guide contemporary audiences to better rejuvenate traditional cultural relics and cultural products.

《光与影-数字世界中的文化文物》

设计方法、设计工具、教学手段

Dr Anne Farren

数字化技术的材质应用

在材质中引入数字化技术，可以强调触感的重要性，为我们带来了更多的可能性。比如通过APP在展示不同类型的材质的同时让持握者感受材质的触感、利用投影与服装结合的方式在传统织物的触感下投射各种不同的材质，利用虚拟现实技术完成对材质的触感重现等技术设想。

Dr Qassim Saad

元素与触感带给用户的愉悦体验

而在针对运动鞋的设计中采用体验设计的思路，重点在于分析什么样的元素与触感能够带给用户愉悦的体验，从而增强对用户的吸引力。这便引发了一个思考：什么样的元素与信息，或者说体验能够带来愉悦感呢？只有通过考虑与分析产品的上下文，贯通地对体验与记忆进行研究，才能透彻的定位出体验设计中有利于设计者的影响因素。

郑乐

如何更好的抽取文物信息并进行呈现

在呈现的时候，我们要如何叙事？采用何种方法叙事？是非常值得思考的议题。除了叙事手法以外，选择的呈现视角也至关重要。人类如何在数字化的技术下选择新的叙事视角？例如在生物行为学案例中，人、狗和苍蝇在同一空间小会有不同的视域；又例如传统的医学影像中，脑部影像只能割裂的分析与展示，但是数字技术允许人们将所有收集到的信息连在一起，获得立体连续的脑部状态反馈等，都是视角与叙事结合下信息传递的典型案例。数字化文物与文化产品的设计过程中，材料问题也十分重要。我们今天应该采用什么材料作为载体？新的数字材料如何为我们带来新的形式？新技术将如何影响文物的数字化记录？以上问题都是极具探讨与思考价值的问题。

"LIGHT & SHADOW – THE CULTURAL ARTEFACT IN A DIGITAL WORLD."

Design Methods, Design Tools, Teaching Methods

Dr Anne Farren

Material application of digital technology

The introduction of digital technology into materials can emphasize the importance of touch and bring us more possibilities. For example, through the APP to display different types of materials, let the holder feel the touch of the material, use the combination of projection and clothing to project various materials under the touch of traditional fabrics, and use virtual reality technology to complete the touch of the material. Current technologies and ideas.

Dr Qassim Saad

Pleasant experience brought by elements and touch to users

The idea of using experience design in the design of sports shoes focuses on analyzing what elements and touches can give users a pleasant experience, thereby enhancing the attractiveness of users. This led to a thought: what kind of elements and information, or experience, can bring pleasure? Only by considering and analyzing the context of the product, and thoroughly researching experience and memory, can we thoroughly locate the influencing factors that are beneficial to the designer in experience design.

Zheng Le

How to better extract and present cultural relic information

When presenting, how do we narrate? What kind of method is used to narrate? It is a topic worthy of consideration. In addition to narrative techniques, the choice of presentation perspective is also crucial. How do humans choose new narrative perspectives under digital technology? For example, in the case of biological behavior, people, dogs, and flies have different horizons in the same space; another example is traditional medical imaging, where brain images can only be analyzed and displayed separately, but digital technology allows people to The collected information is connected together, and the three-dimensional continuous brain state feedback is obtained. These are typical cases of information transmission under the combination of perspective and narration. In the design process of digital cultural relics and cultural products, material issues are also very important. What material should we use as a carrier today? How can new digital materials bring us new forms? How will new technologies affect the digital recording of cultural relics? The above questions are all questions of great value for discussion and thinking.

《光与影-数字世界中的文化文物》

设计方法、设计工具、教学手段

张省会

文化同数字化技术与多维度影响的结合，带来更优质的感官体验

在对古丝绸之路遗迹调研并创作了一系列静态摄影艺术作品，深入的分析了古丝绸之路的文化价值与经济价值。希望能够在传统的、静态的艺术表现形式的基础上，结合数字化技术与多维度影像技术，从更丰富的视角为观者提供异地虚拟游览的优质感官体验。古丝绸之路所在的地理位置气候严酷，张省会教授希望能够利用三维扫描加影像技术，在历史的维度下重现古地面遗址的现状、分析遗址再过去的岁月中的变化趋势，低成本的引入虚拟游客，传承与发扬遗址背后的文化，进而加强遗址所在地的经济发展。

Cassie Barrow

生活在地外空间下的视界与设计

在数字化世界中，行为，结构和样式共同形成了对地外生活的想象与设计。此外，需求金字塔理论告诉我们，人类的需求从最低等的生理需求到安全需求到爱与关系、尊重与认同乃至最高级的自我实现，这些需求需要在思考地外生活设计的过程中考虑进去。太空中的“气候”也是一个影响地外生活设计方案的重要因素，例如居住星球的环境，其受到太空中各种天体、辐射和粒子的影响。这将如何影响人们生活的容器设计，合适的服装设计等呢？以上问题从一个点发散衍生，并且形成了由点到线，有线到面的讨论维度。在一个设计课题被提出的过程中，往往因为提出者的想象力和专业背景，我们会获得一个具有无穷可能性的想法或观点，随着更多成员间不同的专业背景和认知差异会碰撞出更多的可能性与更为具体的研究方法，最终往往会收获非常有价值的设计方案与解决思路。



"LIGHT & SHADOW – THE CULTURAL ARTEFACT IN A DIGITAL WORLD."

Design Methods, Design Tools, Teaching Methods

Zhang Shenghui

The Combination of Culture, Digital Technology and Multi-Dimensional Influence Brings a Better Sensory Experience

In our investigation of the ancient Silk Road relics and created a series of static photographic works of art, we deeply analyzed the cultural value and economic value of the ancient Silk Road. It is hoped that on the basis of traditional and static artistic expressions, digital technology and multi-dimensional imaging technology can be combined to provide viewers with a high-quality sensory experience of virtual tours in different places from a richer perspective. The geographical location where the ancient Silk Road is located is harsh. Professor Zhang Shenghui hopes to use three-dimensional scanning and imaging technology to reproduce the status quo of ancient ground ruins in the historical dimension and analyze the changing trends of the ruins in the past years. Introduce virtual tourists to inherit and carry forward the culture behind the site, thereby strengthening the economic development of the site.

Cassie Barrow

Vision and Design of Living in Extraterrestrial Space

In the digital world, behavior, structure and style together form the imagination and design of extraterrestrial life. In addition, the needs pyramid theory tells us that human needs range from the lowest physiological needs to safety needs, love and relationship, respect and identification, and even the highest level of self-realization. These needs need to be considered in the process of thinking about the design of extraterrestrial life. The "climate" in space is also an important factor affecting the design of extraterrestrial life, such as the environment of the living planet, which is affected by various celestial bodies, radiation and particles in space. How will this affect people's container design, appropriate clothing design, etc.? The above questions diverged from a point, and formed a discussion dimension from point to line and line to surface. In the process of a design topic being proposed, often because of the imagination and professional background of the proposer, we will obtain an idea or viewpoint with infinite possibilities. As more members have different professional backgrounds and cognitive differences, they will collide. More possibilities and more specific research methods will eventually lead to very valuable design solutions and solutions.

《光与影-数字世界中的文化文物》

项目痛点与解决方式

Dr Anne Farren

在数字化的世界里，光与影的设计如何参与其中

想从多种围度再现物品的材质与触感，就表明了传动展示的过程中触觉的重要性。同时从触觉衍生出感官记忆的概念。感官记忆是联合触觉加视觉的一种体验方式。Dr Anne Farren认为在数字化的世界中触感同样重要，触觉在技术的发展下能够以更加多元化，定制化的方式更有默契的参与到展示与体验当中。

Dr Qassim Saad

何为体验设计

体验设计是指人类与机器交互过程中的体验的设计，其中包含两个重要概念，一个是操作，一个是反馈。也是从吸引力，参与度，自我总结三个维度去分析体验设计的过程，其中，感官与体验的不可分割正是体现在视觉、触觉、听觉、嗅觉与味觉这些元素信息的相互转化与接收上。综合以上元素的收集与分析，能够较好的还原和深入分析设计方案的合理性与精确度，从而精准定位设计的上下文，解决设计需求。

郑乐

利用数字化技术实现非线性时间维度下的文物展示设计

在文物的数字化工作流程中，首先应当考虑文物在数字化保留中是否能够完整的记录和呈现文物背后的意义，是否能够在时间的洗礼下更有意义的保留文物的价值。比如1977年的黄金唱片，这是一个较好的利用当时的技术将历史呈现给未来的文化信息数字化案例。回到当代，我们也应当采用今天最合适的技术载体将历史呈现给未来。

"LIGHT & SHADOW – THE CULTURAL ARTEFACT IN A DIGITAL WORLD."

Project Pain Points and Solutions

Dr Anne Farren

How To Participate in the Design of Light and Shadow in the Digital World

Want to reproduce the material and tactility of objects from a variety of dimensions, which shows the importance of tactility in the process of transmission and display. At the same time, the concept of sensory memory is derived from the sense of touch. Sensory memory is a way of experience that combines touch and vision. Dr Anne Farren believes that the sense of touch is equally important in the digital world. With the development of technology, the sense of touch can participate in the display and experience in a more diversified and customized way.

Dr Qassim Saad

What Is Experience Design

Experience design refers to the design of experience during the interaction between humans and machines. It contains two important concepts, one is operation and the other is feedback. It also analyzes the process of experience design from the three dimensions of attraction, participation, and self-summarization. Among them, the inseparability of senses and experience is reflected in the mutual transformation and reception of elemental information such as vision, touch, hearing, smell and taste. . Combining the collection and analysis of the above elements can better restore and in-depth analysis of the rationality and accuracy of the design plan, so as to accurately locate the design context and solve the design requirements.

Zheng Le

Using Digital Technology To Realize the Design of Cultural Relics Display in the Non-Linear Time Dimension

In the digital work process of cultural relics, we should first consider whether the cultural relics can be fully recorded and presented in the digital preservation of the meaning behind the cultural relics, and whether the value of cultural relics can be more meaningfully retained under the baptism of time. For example, the Golden Records in 1977, this is a better use of the technology of the time to present history to the future digital case of cultural information. Going back to the contemporary era, we should also use the most appropriate technology carrier today to present history to the future.

《光与影-数字世界中的文化文物》

项目痛点与解决方式

张省会

利用数字化的方式保护遗址

古丝绸之路遗迹由于特殊的地理与气候特征，不适宜多人勘探或游客亲临，但是具备丰富的文化与历史价值。因此，急需采取数字化保护的方式将此类遗址进行采集和再现，同时低成本的传播给所有位于不同地区的人们，加强对古地面遗址的保护与传播。比如静态摄影作品《地平线之上》，该作品利用摄影表达了遗址在时间的侵蚀下被慢慢遗忘的震撼人心的景象，这一系列作品在社会引起了强烈的反响。

Cassie Barrow

如何更合理的对人类生活在地外空间下的视界与可能性做出设计与探索

人类的地外科考活动随着技术的进步和对能源的需求在不断的高速发展。现在技术人员可以利用三维建模等数字化技术去加强这类设计的进程与效率。在长期的空间站生活中，设计了《O'neil cylinder》帮助长期生活在太空中的宇航员获得更好的生活体验。人类需要重力来保持躯体的舒适度和身体各项机能的正常运转。因此，地外空间中的重力是非常重要的，在《O'neil cylinder》中可以创造合理的重力并加入微缩的地球景象，其中包含自然景观与城市景观，为地外人类创造更好的生活体验。保障基础生活质量之后，对地外殖民的设计则是另一个重要的思考议题。一些基础问题例如什么样的居住型建筑适宜出现在地外殖民地中？什么样的生态环境可以被建立起来？包含地外生活中的色彩、植被等都值得设计师重点思考，妥善解决。设计者同时还需要考虑殖民地中的矿业，矿能可以如何为地外生活提供能源，同时避免造成放射性危害等具体的生存与运转问题。

"LIGHT & SHADOW – THE CULTURAL ARTEFACT IN A DIGITAL WORLD."

Project Pain Points and Solutions

Zhang Shenghui

Protect the Site by Digital Means

Due to the special geographical and climatic characteristics, the ancient Silk Road remains unsuitable for multi-person exploration or visit by tourists, but they have rich cultural and historical value. Therefore, there is an urgent need to adopt digital protection methods to collect and reproduce such sites, and at the same time disseminate them to all people in different areas at low cost, and strengthen the protection and dissemination of ancient ground sites. For example, the still photographic work "Above the Horizon" uses photography to express the shocking scene of the ruins slowly forgotten under the erosion of time. This series of works has aroused a strong response in society.

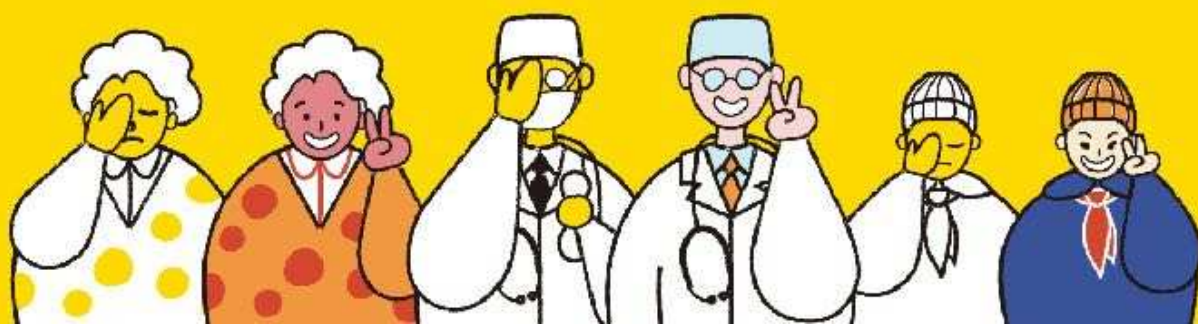
Cassie Barrow

How To Design and Explore the Horizon and Possibility of Human Living in Extraterrestrial Space More Reasonably

With the advancement of technology and the demand for energy, human geosurgical examination activities are continuously developing rapidly. Now technicians can use digital technology such as 3D modeling to enhance the process and efficiency of this type of design. In the long-term life of the space station, the "O'neil cylinder" was designed to help astronauts who have lived in space for a long time get a better life experience. Humans need gravity to maintain the comfort of the body and the normal operation of various body functions. Therefore, gravity in extraterrestrial space is very important. In "O'nile cylinder", you can create reasonable gravity and add a miniature earth scene, including natural landscapes and urban landscapes, to create a better life for extraterrestrial humans Experience. After ensuring the basic quality of life, the design of extraterrestrial colonization is another important consideration. Some basic questions such as what kind of residential buildings are suitable to appear in extraterrestrial colonies? What kind of ecological environment can be established? Including the colors and vegetation in the life outside the land are worthy of the designer's key consideration and proper solution. Designers also need to consider the mining industry in the colony, and how the mining energy can provide energy for life outside the territory, while avoiding specific survival and operation issues such as radioactive hazards.

2017-2019
往年回顾

DESIGN DAY MARATHON



2019年设计马拉松

青银共创未来 2019/07/01 - 09/21

2019年的设计马拉松由北京服装学院艺术设计学院、西南交通大学国际老龄科学研究院共同发起，冀望让跨代银发长者与青年学生共同参与我们的设计挑战，通过有系统的工作坊规划和安排，能有效帮助我们找到“老的价值”，推动更多人对于“健康老化”的理解，并教导大众认知“什么是老”。届时将有17位跨界导师、260多位学员参与到活动中来，预计产出数十个具有商业价值的创新适老设计方案。

Co-Create Future With Youth and Elderly 2019/07/01 – 09/21

The 2019 Design Day Marathon was host by the School of Art and Design of Beijing Institute of Fashion Technology and National Interdisciplinary Institute of Aging of Southwest Jiaotong University, encouraging the elderly and the young students to participate in the design challenge together. The systematic arrangement of the workshop allows us to find "the Value of Aging", promotes the understanding of "Healthy Aging", and helps the public to understand "What Is Old." There will be 17 tutors, and more than 260 designers participating in the event. It is expected to produce more than 50 innovative and aging-friendly design schemes with commercial value.

2019年设计马拉松

老龄饮食方案小程序

老年人新闻设计

老龄化社区公共服务系统设计

老人音乐类产品服务系统设计

银发艺术生活

银发身体性稳定与幸福感

进城老人生活与隔代教养问题

AI微笑伴侣

老人的记忆整理设计

失智老人怀旧疗法设计

“科举”

老年人群乐龄游戏产品开发

虚拟爷奶

银发disco社团

不插电Facetime

街角的观众席

锦囊妙计

Diet for the Elderly Mini Programme

News Design for the Senior

Public Service System Design for Aging Community

Music product service system design for the elderly

Elderly Lifestyle Curator in Art and Technology

Seniors physical stability and well-being

Elderly City Migration & Interenerational Education

Can AI Smile to Granny?

Consolidation Design for the Senior

Reminiscence Therapy Design For Mentally & Physically Disabled Elderly

KE JU -Science Master

Aging Friendly Game Product Development

Virtual Elderly

Senior Disco Community

Facetime unplugged

the Auditorium at the Street Corner

That Old Ace in the Hole

2019年设计马拉松 金奖

GROUP10 失智老人怀旧疗法设计

导师：丁肇辰

关键词：失能失智、怀旧疗法、人工智能

涵盖专业：产品设计、交互设计、信息设计、影视后期

GROUP10 Reminiscence Therapy for Dementia Filetype

TUTOR: Ding Zhaochen

Keywords: Disability & Alzheimer, reminiscence therapy, AI Technology

Majors Including: Product Design, Interaction Design, Information Design, Information Technology, Video-Post Production



2019年设计马拉松 银奖

GROUP12 老年人群乐龄游戏产品开发

导师：李芳宇

关键词：乐龄游戏、社交、用户体验

涵盖专业：产品设计、交互设计、心理学、社会学、视觉传达、计算机科学与技术、影视后期

GROUP12 Aging Friendly Game Product Development

TUTOR: Li Fangyu

Keywords: Aging Friendly, Socializing, UX

Majors Including: Product Design, Interaction Design, Psychology, Sociology, Visual Communication, Computer Science and Technology, Video-Post Production.



2019年设计马拉松 银奖

GROUP16 街角的观众席

导师：李伟洽

关键词：观看，察觉，公共空间，行为

涵盖专业：建筑设计、交互设计、信息设计、视觉传达、产品设计、摄影等

GROUP16 the Auditorium at the Street Corner

TUTOR: Weihan Li

Keywords: Observation, Detection, Public Space, Behavior

Majors Including: Architectural Design, Interaction Design, Information Design, Visual Communication, Product Design, Photography, etc.



2019年设计马拉松 铜奖

GROUP14 银发disco社团

导师：郝杰

关键词：打造网红老年人，品牌化，信息可视化，参与感

涵盖专业：用户调研，视觉传达，信息设计，交互设计，品牌设计

GROUP14 Senior Disco Community

TUTOR: Hao Jie

Keywords: Create Senior Online Celebrity, Branding, Information Visualization, Sense of Participation.

Majors Including: User Research, Visual Communication, Information Design, Interaction Design, Brand Design.



2019年设计马拉松 铜奖

GROUP5 银发艺术生活

导师：朴智瑄

关键词：老年人生活方式，艺术活动，人工智能，人类感官，情感与心理，艺术与工艺，物质性，新技术，交互艺术与设计，老人与青年，艺术项目与产品等。

涵盖专业：产品设计、交互设计、信息设计、时尚与面料设计、视觉传达等

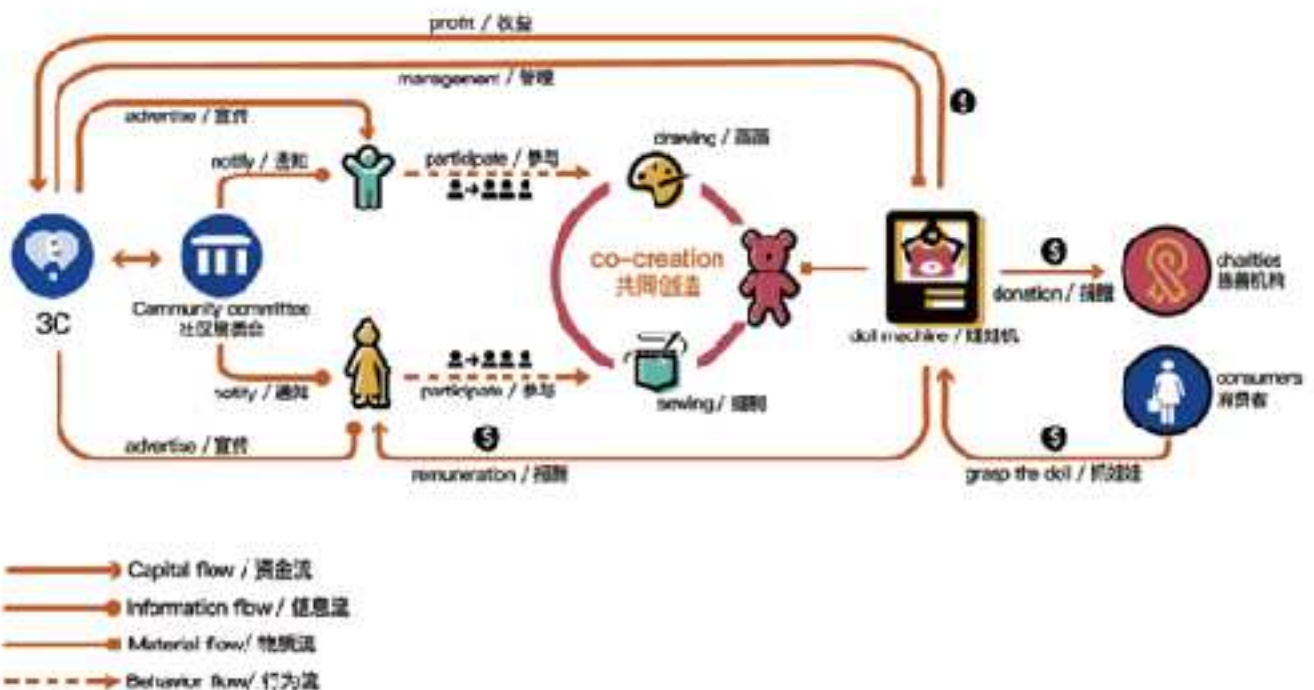
GROUP5 Elderly Lifestyle Curator in Art and Technology

TUTOR: Park Jisun

Keywords: Elderly lifestyle, Art Activities, AI, Human Senses, Emotion & psychology, Art and Craft, Materiality, New Technology, Interactive Art and Design, Elderly and Youth, Art Programme and Product etc.

Majors Including: Product Design, Interaction Design, Information Design, Fashion and Textile Design, Visual Communication etc.

Part 03 006 Flow chart 人物画像



2018年设计马拉松

设计更好的银发互联网用户体验 2018/08/01 - 09/24

2018年设计马拉松的主题是“为银发而设计”，活动跨越2个多月的时间，集结了来自4个国家27所高校的158名学员，从网站使用体验、社交软件体验、智能设备体验等三大方向的设计调研着手，提出了十二个具体的设计痛点，为老年人的生活、娱乐、健康、环境、幸福感等课题进行设计。本次设计马拉松由北京服装学院、台湾中原大学、澳大利亚科廷大学、韩国国民大学、韩国祥明大学、腾讯社会研究中心联合主办。同时间获得澳大利亚驻华使馆、大韩民国驻华使馆、腾讯视频、腾讯新闻、U40文化产业工作营、班德文创等机构的大力支持。

Designing Better Seniors Internet Experience 2018/08/01–09/24

The theme of the 2018 Design Day Marathon is "Designing Better Seniors Internet Experience". The activity spans over 2 months and brings together 158 students from 27 colleges and universities in 4 countries. We research into three main subjects, including website user experience, social software experience, and intelligent device experience, and put forward 12 specific design pain points, so as to promote better design for senior's life, entertainment, health, environment, happiness ,etc. The Design Day Marathon is jointly sponsored by Beijing Institution of Fashion Technology, Chuang Yuan Christian University, Curtin University (Australia), Kookmin University(South Korea), Sangmyung University(South Korea) and Tencent Social Research Center, and at the same time supported by the Embassy of Australia, the Embassy of the Republic of Korea, Tencent Video, Tencent News, U40 Cultural industry workshop, BIND Institution of Culture and Creativity and other institutions.

2018年设计马拉松

移居老人族产品服务系统设计

乡村老人服务设计

宜居老人生活空间设计

老年人社交APP

银发就寝辅助

沟通连接和幸福感

老人数位身份证

老年人全面生活护理

老人情绪和健康关爱系统

老人电视类产品服务系统设计

老人音乐类产品服务系统设计

老人餐饮产品及服务系统设计

Design of Product and Service System for the Immigrant Elderly

Service Design for The Countryside Seniors Living Space Design Suitable for The Elderly

Senior Social App

Senior Sleep Assisting

Connectivity and Wellbeing

Senior ID card

Seniors' Total Lifecare

Elderly Emotional and Health Care System

Design of TV service System for The Elderly

Design of Service System of Music Products for the Elderly

Elderly Catering Products and Service System Design

2018年设计马拉松 全场大奖

GROUP1 银发就寝辅助

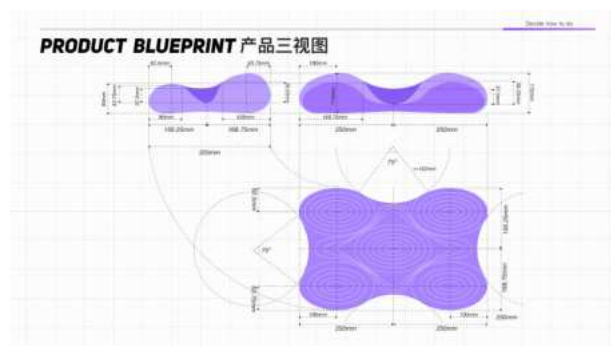
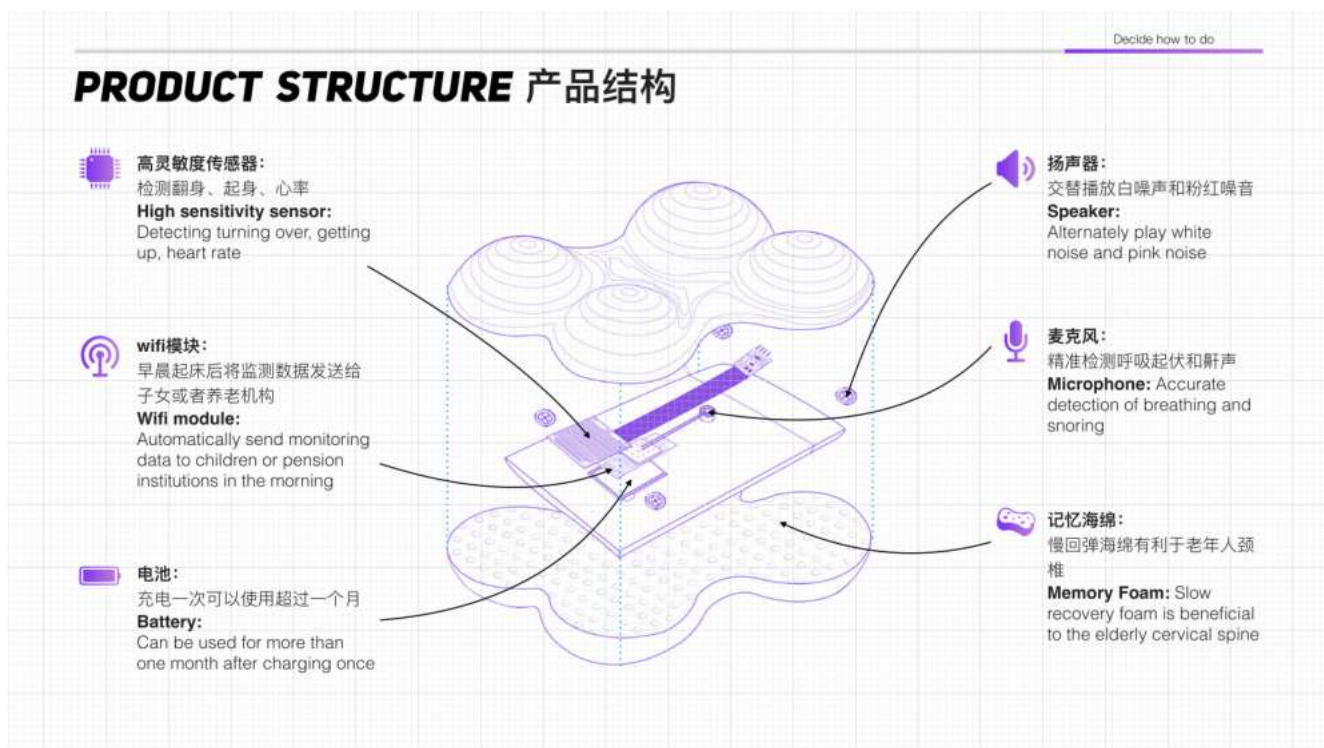
导师：丁肇辰

成员：张伟明/李坤/肖志轩/侯乐新

GROUP1 Senior Sleep Assisting

TUTOR: Ding Zhaochen

TEAM MEMEBER: Zhang Weiming/Li Kun/Xiao Zhixuan/Hou LeXin



2018年设计马拉松 金奖

GROUP10 沟通链接和幸福感

导师：安·法伦

成员：Stephanie Jones/周瑞萍/

Jai Mehra/Annika Harrison/

郑雨佳/Gracen Woodcock

GROUP10 Connectivity & Wellness

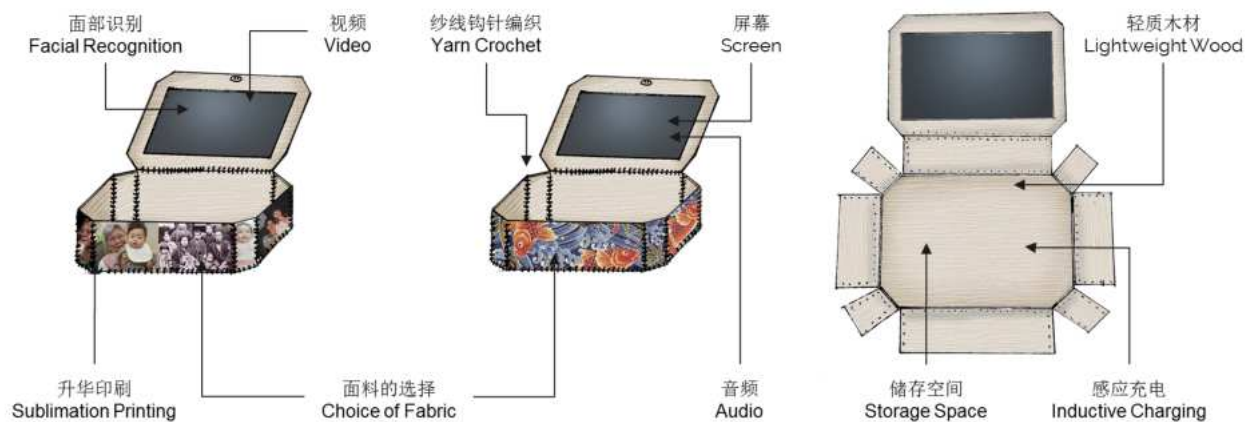
TUTOR: Dr Anne Farren

TEAM MEMEBER: Stephanie Jones/Zhou Ruiping/Jai

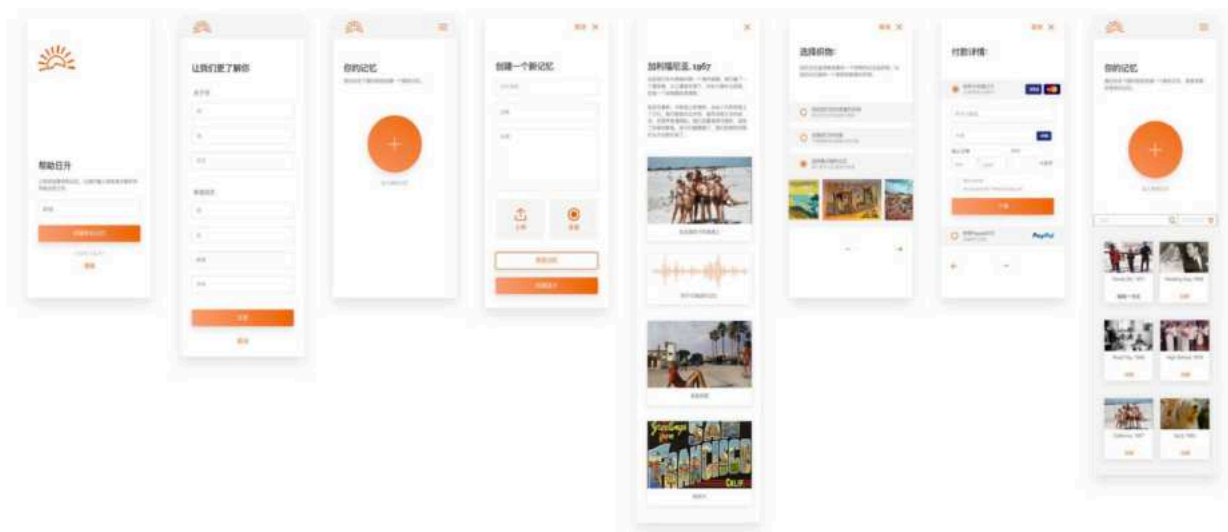
Mehra/Annika Harrison/Zheng Yujia/Gracen

Woodcock

技术 Technical: 记忆盒 Memory Box



创建 Create: 界面 Interface



2018年设计马拉松 银奖

GROUP5 宜居老人生活空间设计

导师：李伟滢

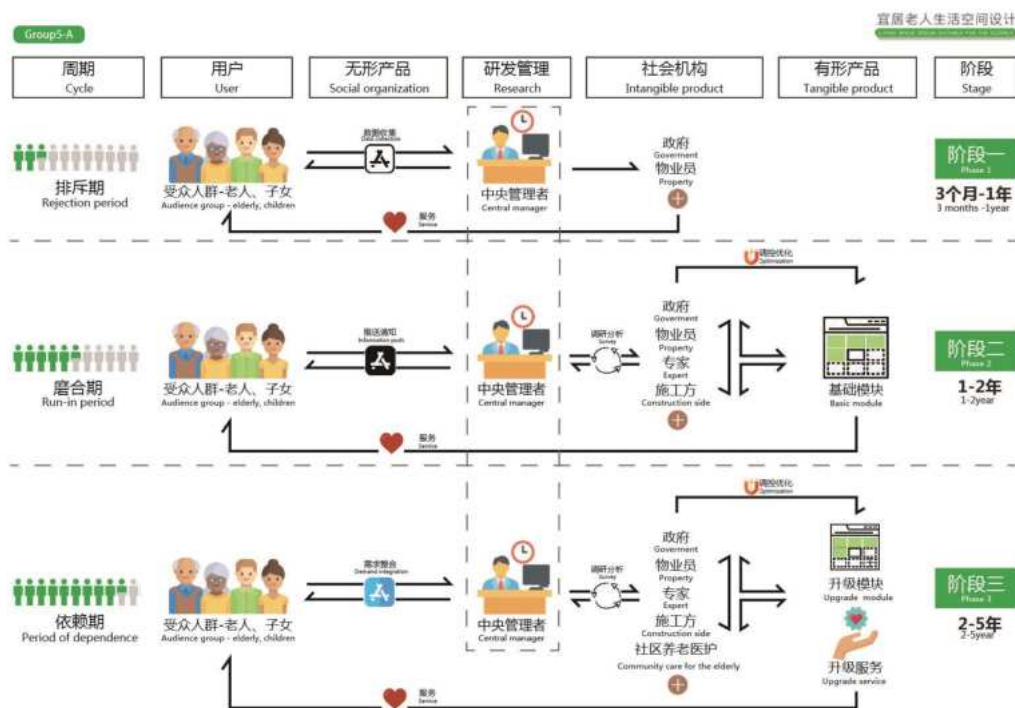
成员：石爽/黄琦/高原/陈佳兴/

朱泽一/陈佳露/David Nguyen

GROUP5 Living Space Design Suitable for the Elderly

TUTOR: Li Weihuan

TEAM MEMEBER: Shi Shuang/Huang Qi/Gao Yuan/
ChenJiaxing/Zhu Zeyi/
Chen Jialu/David Nguyen



6 “一家一”数据收集器



6 “一家一”数据收集器



2018年设计马拉松 铜奖

GROUP10 沟通链接和幸福感

导师：安·法伦

成员：邹连双/周琦/叶婧瑶/

张思静/楊宜榛/Joshua Rees

GROUP10 Connectivity & Wellness

TUTOR: Dr Anne Farren

TEAM MEMEBER: Lance/Darco/Aglaia/Jessy/Jhen/

Joshua Rees



游戏展示

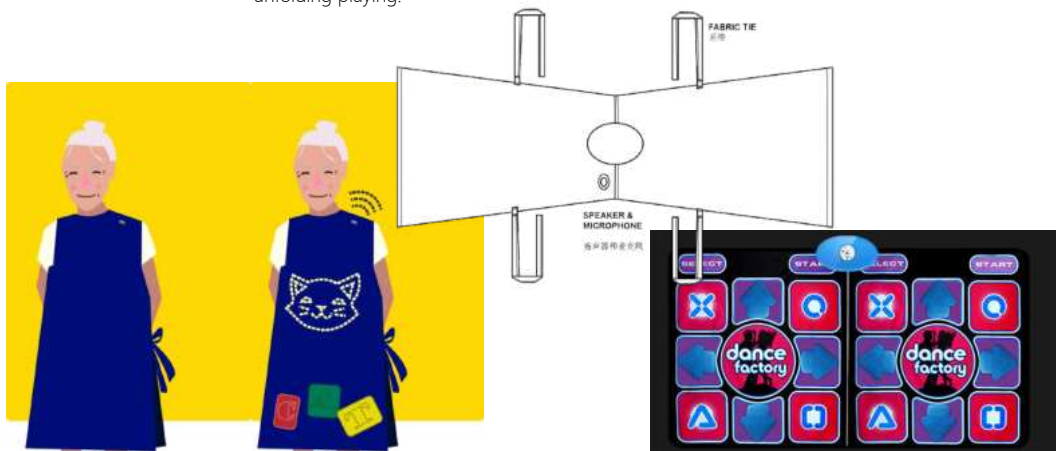
How to play on the garment

- 衣服可以通过色块显示图像
- Clothes can display images through color blocks
- 提供拼单词与拼图像两种游戏方式
- Provide two game modes: spelling words and spelling images
- 衣服上使用柔性电磁铁，在答案错误时消磁
- Use a flexible electromagnet on the clothes, and it will degauss when the answer is wrong
- 游戏结果将会反馈给父母
- The game results will be fed back to parents

主推款式

Main style

- 款式灵感来源于老人做饭时的围裙，方便穿脱。
- The style is inspired by the apron of the elderly when cooking. It is easy to put on and take off.
- 款式的宽松和长度，方便于老人和小孩进行游戏互动。
- The looseness and length of the style make it easy for the elderly and children to interact with the game.
- 服装在游戏的同时最大的特点就是服装展开后可以变成休息区域或者跳舞毯。
- The biggest feature of the garment is that it can be turned into a rest area or a dance mat after unfolding playing.



2017年设计马拉松

24小时快速设计 2017/09/20 - 09/22

2017年设计马拉松是一个跨界快速设计大赛，活动地点在京城逼格文创社区“朝阳燕京里”。来自国际的130位设计名将齐聚一堂，24小时不合眼工作坊进行创意拼搏展现无比体力。2017年设计马拉松也是北京服装学院科学·艺术·时尚节系列活动，由北京服装学院、澳大利亚科廷大学、韩国国民大学联合主办；并且获得澳大利亚驻华使馆、大韩民国驻华使馆的支持。作为全线设计“短平快”的竞赛形式，设计马拉松为当下的设计思维和教育创新办学提供一个全新的尝试。它是一个设计加速器，协助企业脑暴设计项目，同时也是个广阔的社交平台，让参与大赛设计师们加速结交小伙伴，并还得到设计大咖的指导。

24 Hours Rapid Design 2017/09/20 – 09/22

The 2017 Design Day Marathon is a cross-discipline rapid design competition held in the high-end cultural and creative community Yanjing Lane, Chaoyang district, Beijing. 130 international topnotch designers gathered together, working 24 hours in the workshop with astonishing energy to quickly finish the design. The 2017 Design Day Marathon is also part of a series of Sciences, Arts, Fashion Festival held by Beijing Institution of Fashion Technology. The activity is jointly sponsored by Beijing Institution of Fashion Technology, Curtin University (Australia), Kookmin University (South Korea), and supported by the Embassy of Australia and the Embassy of the Republic of Korea. With the "Rapid Design" competition form, Design Day Marathon provides a brand-new attempt for the current design thinking and the possible educational innovation. It is a design accelerator that promotes cooperation in designing, as well as a broad social platform that allows designers to socialize with peer groups and get instruction from experts.

2017年设计马拉松

品牌设计:《眼球记忆》属于色彩的产品故事

影视设计:《大院微电影》北京大院72秒影像

空间设计:《声动世界》城市直播青年的小空间

产品设计:《移动都会寝室》让工作睡眠又香又好

Brand Design: Eye Memory, a Product Story Belonging to Colors

Film Design: Microcinema of Courtyard House, Beijing Courtyard House in 72 Seconds

Space Design: Living in the Sounds, Mini-space for City Live-Streamers

Product: Urban Sleep Sanctuary, Better Sleep and Better Work

2017年设计马拉松 全场大奖

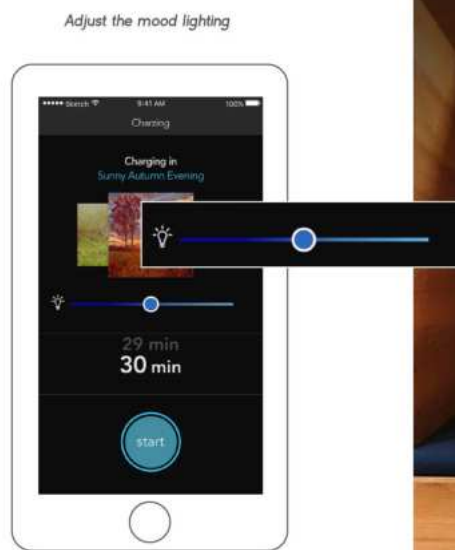
GROUP11 让工作睡眠又香又好

成员: Hee Jin/Dong Kwan/Yoona/Ji Yoon

GROUP11 Better Sleep and Better Work

TEAM MEMEBER: ZHee Jin/ Dong Kwan/Yoona/Ji Yoon

step.1



Better sleep and better work

step.2



It's Charging Time

Push alarm page up when you place your device on the desk.

Better sleep and better work

step.3



Charging process

Set your weather and customize the atmosphere depending on your personal taste.

The charging session will begin!

Better sleep and better work

2017年设计马拉松 金奖

GROUP32 调调

成员：李博/王鹏飞/秦伟杰

GROUP32 Diào Diào

TEAM MEMEBER: Li Bo/Wang Pengfei/Qin Weijie



2017年设计马拉松 银奖

GROUP20 治疗

成员：张诗韵/邢志文/楼逸菡

GROUP20 Cure

TEAM MEMEBER: Zhang Shiyun/Xing Zhiwen/Lou Yihan



2017年设计马拉松 铜奖

GROUP24 出口

成员：陈佩珊/陈兴洲/周忻

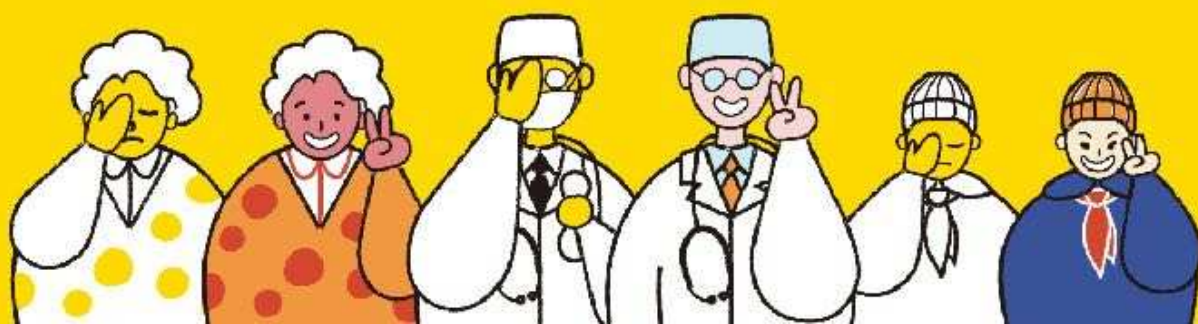
GROUP24 Exit

TEAM MEMEBER: Chen Peilin/Chen Xingzhou/Zhou Xin



马拉松委员会

MARATHON COMMITTEE



院校

北京服装学院

北京服装学院（Beijing Institute Of Fashion Technology），是中国一所以服装命名，艺工为主，艺、工、经、管等多学科协调发展的全日制普通高等学校，学校入选教育部第二批卓越工程师教育培养计划高校，为全国深化创新创业教育改革示范高校、教育部创新创业工作典型经验高校、首批北京市深化创新创业教育改革示范高校。学校始建于1959年，原名北京纺织工学院，1961年更名为北京化学纤维工学院，1987年改扩建为北京服装学院，1998年由纺织工业部划转北京市为主管理。截至2018年11月，学校与昌平区北七家镇商务部培训中心联合办学共建北校区；设有9个全日制本科教学学院，开设30个本科专业；有教职工843人，全日制本科生6058人，全日制硕士研究生1071人，非全日制硕士研究生3人，同等学力申请硕士学位人员72人，博士研究生24人，留学生60人。

UNIVERSITIES

Beijing Institute of Fashion Technology

Beijing Institute of Fashion Technology (BIFT) was established in February 1959 and is the first specialist institute for fashion design and engineering in China. As a full-time general higher education institution, BIFT is dominated by arts and engineering, and coordinated development of arts, engineering, economics, management, and other disciplines. BIFT now has nine academic schools for full time undergraduate education: School of Fashion & Engineering, School of Fashion Accessory Art & Engineering, School of Material Science & Engineering, School of Art & Design, School of Fashion Communication, School of Business, School of Information Engineering, School of Languages & Cultures, and School of Fine Arts. In addition, there are other schools/ departments in BIFT: Basic Science Courses Faculty, Humanities and Social Sciences Faculty, Graduate School, School of International Education and School of Extended Education. Approximately 9000 students are studying in BIFT – around 1000 of which are Masters and PhD candidates. It also has a number of national specialty construction sites, national experimental teaching demonstration center, and national talent training mode innovation experimental area.

院校

主办

北京设计学会

北京服装学院

协办

中国美术学院上海设计学院

北京工业大学艺术设计学院

北京邮电大学数字媒体与设计艺术学院

南京信息工程大学艺术学院数字媒体艺术系

南开大学文学院

印尼建国大学设计学院

台湾中原大学商业设计系

四川大学艺术学院

国际体验设计委员会

天津美术学院动画艺术系

意大利米兰语言和传播自由大学

泰国宋卡王子大学数字媒体系

澳大利亚科廷大学设计与建筑环境学院

米兰理工大学设计学院

西班牙赫罗纳大学媒体学院

韩国国民大学技术设计研究院

韩国祥明大学公共设计中心

鲁迅美术学院中英数字媒体（数字媒体）艺术学院

承办

北京服装学院艺术设计学院

独家直播

美啊 (meia.me)

院校

主办

北京设计学会
北京服装学院

协办

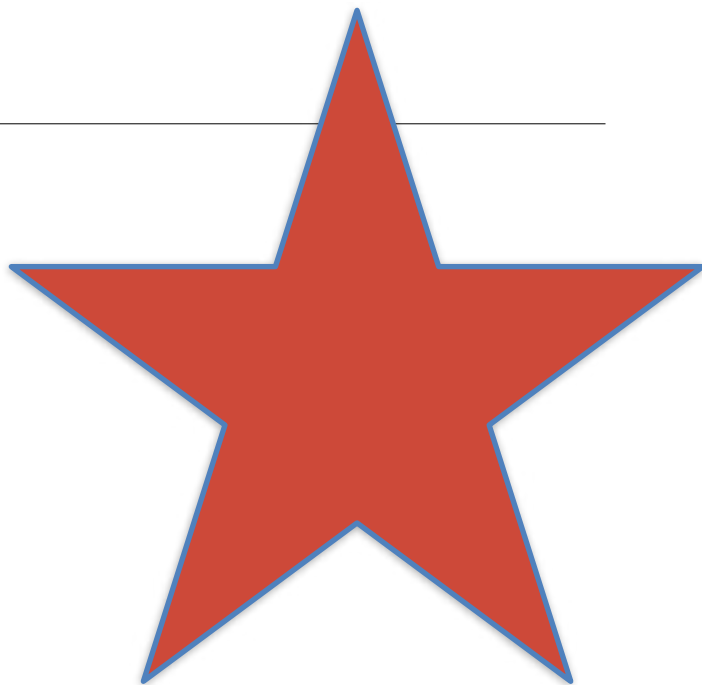
中国美术学院上海设计学院
北京工业大学艺术设计学院
北京邮电大学数字媒体与设计艺术学院
南京信息工程大学艺术学院数字媒体艺术系
南开大学文学院
印尼建国大学设计学院
台湾中原大学商业设计系
四川大学艺术学院
国际体验设计委员会
天津美术学院动画艺术系
意大利米兰语言和传播自由大学
泰国宋卡王子大学数字媒体系
澳大利亚科廷大学设计与建筑环境学院
米兰理工大学设计学院
西班牙赫罗纳大学媒体学院
韩国国民大学技术设计研究院
韩国祥明大学公共设计中心
鲁迅美术学院中英数字媒体（数字媒体）艺术学院

承办

北京服装学院艺术设计学院

独家直播

美啊 (meia.me)



#2020DDM