《 商业会展策划与设计 》本科课程教学大纲

Teaching Syllabus for the Undergraduate Course "Commercial Exhibition Planning and Design

一、课程基本信息

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| --- | --- | --- | --- | --- | --- | --- |
| 课程名称 | （中文） 商业会展策划与设计 | | | | | |
| （英文）Commercial exhibition planning and design | | | | | |
| 课程代码 | 2045003 | 课程学分 | | 4 | | |
| 课程学时 | 64 | 理论学时 | 16 | 实践学时 | | 48 |
| 开课学院 | 艺术设计学院  School of Arts and Design | 适用专业与年级 | | 环境设计大三  Junior Year of Environmental Design | | |
| 课程类别与性质 | 专业必修课  Mandatory Professional Courses | 考核方式 | | 考查 evaluation | | |
| 选用教材 | 《商业空间展示设计》李一弓 著，2024.6.东北大学出版社，第一版, ISBN：9787551721653  Li Yigong, 2024.6. “Commercial Space Display Design”, Northeastern University Press, first edition, ISBN: 9787551721653 | | | 是否为  马工程教材 | | 否  no |
| 先修课程 | * 人体工程学2040252（2）Ergonomics 2040252 (2). * 建筑设计基础2040486（4）Fundamentals of Architectural Design 2040486 (4) * 室内设计原理2040527（2）Principles of Interior Design 2040527 (2) | | | | | |
| 课程简介 | 《商业会展策划与设计》是展示艺术设计专业的核心课程，是学生从事商业展示设计工作必须具备的项目调研、总体规划、概念设计、深化设计、施工设计的相关知识与技能，也包含从事商业展示设计人员应具有的基本素质和能力。目标是让学生具有根据特定场所的需求规范完整地实现一个商业展示设计方案的能力。 本课程遵循商业展示设计“前期调研—总体规划—概念设计—深化设计—施工设计”的职业岗位工作流程实施项目化、模块化教学。  "Commercial Exhibition Planning and Design" is the core course of the exhibition art design major, which is the relevant knowledge and skills of project research, master planning, conceptual design, refining design and construction design that students must have to engage in commercial exhibition design, as well as the basic qualities and abilities that should be possessed by those engaged in commercial exhibition design. The goal is to equip students with the ability to fully implement a commercial display design solution according to the needs and specifications of a particular site. This course follows the professional post workflow of "preliminary research, master planning, conceptual design, detailed design, and construction design" of commercial display design, and implements project-based and modular teaching. | | | | | |
| 选课建议与学习要求 | 本课程适合环境设计系展示设计方向专业方向第五学期学习，要求掌握建筑设计基础和设计基础的课程，并完成室内设计的基础课程。  This course is suitable for the fifth semester of the Department of Environmental Design, which requires mastering the fundamentals of architectural design and the fundamentals of design, and completing the basic courses of interior design. | | | | | |
| 大纲编写人 | 一張含有 筆跡, 寫生, 書法, 字型 的圖片  AI 產生的內容可能不正確。（签名） | 制/修订时间 | | | 2025年6月 | |
| 专业负责人 | 3668c96c1f5f1af00525c8a2256c5aa（签名） | 审定时间 | | | 2025年6月 | |
| 学院负责人 | 03a399fd0d8c95de49e3f86bd68bbb3（签名） | 批准时间 | | | 2025年6月 | |

二、课程目标与毕业要求

（一）课程目标

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| --- | --- | --- |
| 类型 | 序号 | 内容 |
| 知识目标 | 1 | 掌握商业会展策划与设计的流程。  To master the process of business exhibition planning and design |
| 2 | 掌握商业会展设计方案的深化设计能力。  To master the ability to deepen the design of commercial exhibition design schemes. |
| 3 | 能够运用手绘技巧或者PHOTOSHOP和SKETCHUP等软件，表达设计思路。  To be able to use hand-drawn skills or PHOTOSHOP, SKETCHUP and other software，design ideas expression. |
| 4 | 能够熟练运用办公软件进行商业会展策划设计及运用AutoCAD软件进行平面方案设计。  To be proficient in using office software for commercial exhibition planning and design and AutoCAD software for graphic design. |
| 素养目标  (含课程思政目标) | 5 | 遵守行业规范，注重职业操守，学会与人沟通，树立良好的职业道德。  To abide by industry norms, pay attention to professional ethics, learn to communicate with others, and establish good professional ethics. |
| 6 | 敢于突破传统思维，发掘新的设计理念，提高创新设计能力。  To dare to break through traditional thinking, explore new design concepts, and improve innovative design capabilities. |

（二）课程支撑的毕业要求

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| LO1品德修养：拥护中国共产党的领导，坚定理想信念，自觉涵养和积极弘扬社会主义核心价值观，增强政治认同、厚植家国情怀、遵守法律法规、传承雷锋精神，践行“感恩、回报、爱心、责任”八字校训，积极服务他人、服务社会、诚信尽责、爱岗敬业。  LO1 Moral cultivation: support the leadership of the Communist Party of China, strengthen ideals and beliefs, consciously cultivate and actively promote the core values of socialism, enhance political identity, cultivate the feelings of the family and country, abide by laws and regulations, inherit the spirit of Lei Feng, practice the eight-character school motto of "gratitude, return, love, and responsibility", and actively serve others, serve the society, be honest and responsible, and love and dedication. |
| LO2专业能力：具有人文科学素养，具备从事环境设计相关工作或专业的理论知识、实践能力。  LO2 Professional ability: Humanities literacy, theoretical knowledge and practical ability to engage in environmental design related work or profession. |
| LO4自主学习：能根据环境需要确定自己的学习目标，并主动地通过搜集信息、分析信息、讨论、实践、质疑、创造等方法来实现学习目标。  LO4 Self-directed learning: Be able to determine their own learning goals according to the needs of the environment, and actively achieve the learning goals by collecting information, analyzing information, discussing, practicing, questioning, and creating. |
| LO6协同创新：同群体保持良好的合作关系，做集体中的积极成员，善于自我管理和团队管理；善于从多个维度思考问题，利用自己的知识与实践来提出新设想。  LO6 Collaborative innovation: maintain good cooperative relations with the group, be an active member of the collective, and be good at self-management and team management; He is good at thinking about problems from multiple dimensions, and uses his knowledge and practice to put forward new ideas. |

（三）毕业要求与课程目标的关系

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| --- | --- | --- | --- | --- |
| 毕业要求 | 指标点 | 支撑度 | 课程目标 | 对指标点的贡献度 |
| LO1 | ⑤ | H | 5遵守行业规范，注重职业操守，学会与人沟通，树立良好的职业道德。  5. To bbide by industry norms, pay attention to professional ethics, learn to communicate with others, and establish good professional ethics. | 100% |
| LO2 | ③ | H | 2掌握商业会展设计方案的深化设计能力。  2. To master the ability to deepen the design of commercial exhibition design schemes. | 40% |
| 3能够运用手绘技巧或者PHOTOSHOP和SKETCHUP等软件，表达设计思路。  3. To be able to use hand-drawn skills or PHOTOSHOP, SKETCHUP and other software，design ideas expression. | 60% |
| LO4 | ① | M | 4能够熟练运用办公软件进行商业会展策划设计及运用AutoCAD软件进行平面方案设计。  4. To be proficient in using office software for commercial exhibition planning and design and AutoCAD software for graphic design. | 100% |
| LO6 | ① | H | 5遵守行业规范，注重职业操守，学会与人沟通，树立良好的职业道德。  5. To abide by industry norms, pay attention to professional ethics, learn to communicate with others, and establish good professional ethics. | 100% |
| LO7 | ② | L | 4能够熟练运用办公软件进行商业会展策划设计及运用AutoCAD软件进行平面方案设计。  4. To be proficient in using office software for commercial exhibition planning and design and AutoCAD software for graphic design. | 100% |

三、实验内容与要求

（一）各实验项目的基本信息

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| --- | --- | --- | --- | --- | --- |
| 序号 | 实验项目名称 | 实验类型 | 学时分配 | | |
| 理论 | 实践 | 小计 |
| 1 | 策划书 Proposals | 设计型Design-oriented type | 4 | 16 | 20 |
| 2 | 概念方案设计  Conceptual schematic design | 设计型Design-oriented type | 8 | 24 | 32 |
| 3 | 空间效果表达  Spatial effect expression | 综合型Comprehensive type | 4 | 8 | 12 |
| 实验类型：①演示型 ②验证型 ③设计型 ④综合型  Experiment type: (1) demonstration type (2) verification type (3) design-orinted type (4) comprehensive type | | | | | |

（二）各实验项目教学目标、内容与要求

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| 实验1：策划书 Proposals |
| **教学目标及要求**：通过本章的调研学习，使学生能够进行项目解读和策划书的撰写。  **内容**：  模块一：项目解读与策划  能根据设计任务书要求进行商业会展项目调研，并提炼形成商业策划书。  1.1 任务1-1：概念认知与策划书解读  1.2 任务1-2：项目调研及策划书撰写  **重点：**进行全面的调研工作  **难点：**策划书的撰写  **Teaching Objectives and Requirements**: Through the research and study of this chapter, students will be able to interpret the project and write the plan.  **Content**:  Module 1: Project Interpretation and Planning  To be able to conduct business exhibition project research according to the requirements of the design brief and refine the business plan.  1.1 Task 1-1: Concept Cognition and Interpretation of the Planner  1.2 Task 1-2: Project research and proposal writing  **Focus**: Conduct comprehensive research work  **Difficulty**: Writing a proposal |
| 实验2：概念方案设计 Conceptual Schematic Design |
| **教学目标及要求：**通过过本章内容的学习，使学生能够运用思维导图进行概念及人流分析；运用头脑风暴进行设计概念的分析；理解功能分区概念；运用气泡图来进行分区；运用方块图来进行平面布局；理解设计流线的概念；运用AUTOCAD软件进行概念草图的绘制等。  **内容**：  模块二：总体规划与定位  能根据调研结果提出对应策略，并按照策略方案进行合理的总体规划。  2.1 任务2-1：总体设计  2.2 任务2-2：功能分区空间规划  2.3 任务2-3：流动线设计  2.4 任务2-4：道具陈列品设计  模块三：设计概念与构想  会运用创意思维工具进行设计方案的构想，能熟练绘制草图  3.1 任务3-1：构思设计  3.2 任务3-2：概念草图绘制  模块四：设计深化与表达  能按照商业展示项目的功能要求、质量要求、设计规范及行业标准深化设计方案，会熟练运用计算机、模型等手段进行设计表现  4.1 任务4-1：提出设计方案  4.2 任务4-2：空间深化设计  4.3 任务4-3：陈列深化设计  4.4 任务4-4：色彩深化设计  4.5 任务4-5：照明深化设计  4.6 任务4-6：材料深化设计  4.7 任务4-7：道具深化设计  4.8 任务4-8：设计表现  重点：  了解商业会展空间概念设计流程及方法2.掌握商业会展空间概念方案草图设计  难点：  能够完成概念设计草图的的绘制。  **Teaching Objectives and Requirements:** Through the study of the content of this chapter, students will be able to use mind maps to analyze concepts and flow of people; Use brainstorming to analyze design concepts; Understand the concept of functional partitioning; Use bubble charts for partitioning; Use block diagrams for floor planning; Understand the concept of design streamlining; use AUTOCAD software to draw concept drawings etc.  **Content**:  Module 2: Master Planning and Positioning  According to the research results, the corresponding strategy can be proposed, and a reasonable overall plan can be carried out according to the strategic plan.  2.1 Task 2-1: Overall design  2.2 Task 2-2: Functional zoning space planning  2.3 Tasks 2-3: Flow line design  2.4 Tasks 2-4: Prop display design  Module 3: Design Concepts and Ideas  To be able to use creative thinking tools to conceive design solutions, and be proficient in sketching  3.1 Task 3-1: Ideate and design  3.2 Task 3-2: Conceptual Sketching  Module 4: Design Deepening and Expression  Be able to deepen the design scheme in accordance with the functional requirements, quality requirements, design specifications and industry standards of commercial display projects, and be proficient in using computers, models and other means for design performance  4.1 Task 4-1: Propose a design proposal  4.2 Task 4-2: Spatial Deepening Design  4.3 Task 4-3: Display Design Detailing  4.4 Task 4-4: Color Detailing  4.5 Task 4-5: Lighting Detailing  4.6 Task 4-6: Material Detailing  4.7 Task 4-7: Detailed design of props  4.8 Task 4-8: Design presentation  **Focus**:  To understand the conceptual design process and methods of commercial exhibition space  **Difficulty**:  To master the sketch design of the conceptual scheme of commercial exhibition |
| 实验3：空间效果表达 Spatial Effect Expression |
| **教学目标及要求：**通过本章内容的学习，使学生掌握各个空间界面、不同材料的施工构造；理解绘制详图大样与施工构造之间的关系；能够完整正确的表达立面图与详图内容。  **内容**：  模块五：空间效果图表达  5.1 任务5-1：模型效果图  模块六：展板设计  6.1 展板设计  重点：  掌握空间效果图绘制方法  **难点：**能够完成空间效果的展板设计。  **Teaching Objectives and Requirements:** Through the study of the content of this chapter, students will be able to master the construction structure of various spatial interfaces and different materials; Understand the relationship between detailing and construction structures; Be able to fully and correctly express the content of elevations and details.  **Content**:  Module 5: Spatial Renderings  5.1 Task 5-1: Model renderings  Module 6: Display panel design  6.1 Display panel design  **Focus**:  To master how to draw spatial renderings  **Difficulty:** To be able to complete the design of the display board with spatial effect. |

（三）各实验项目对课程目标的支撑关系

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| --- | --- | --- | --- | --- | --- | --- |
| 课程目标  实验项目名称 | 1 | 2 | 3 | 4 | 5 | 6 |
| 策划书 Proposals | √ |  | √ |  |  | √ |
| 概念方案设计 Conceptual schematic design |  | √ | √ | √ | √ | √ |
| 空间效果表达 Spatial effect expression |  |  |  | √ | √ |  |

四、课程思政教学设计

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| 这门课程，除了注重专业知识、素养和技能的培养外，还充分融入思政教学点，将思想政治教育与课程内容相结合，培养具有高尚道德品质和强烈社会责任感的专业人才。以下是课程中的一些思政教学点：  1.团队协作与沟通能力：商业会展策划与设计项目往往涉及多个团队和客户。课程安排小组作业，有意识的注重培养学生的团队协作能力和沟通能力，让他们学会如何有效地与他人合作，提高项目执行效率。  2.培养工匠精神：商业会展策划与设计需要严谨的态度和精益求精的精神。课程中应强调工匠精神的重要性，让学生在实际操作中体验工匠精神，培养他们专注、坚持、追求卓越的品质。  3.强化职业道德：课程中应有针对性地进行职业道德教育，让学生了解展示与策划行业的基本规范和职业道德要求，树立良好的职业操守。  4.社会责任与服务意识：教育学生关注社会热点问题，将展示与策划行业与民生、社会福祉等领域相结合，培养他们的社会责任感和服务意识。  5.创新与创业能力：鼓励学生敢于创新，发掘新的设计理念和市场机遇，培养学生的创新思维和创新能力。  In addition to focusing on the cultivation of professional knowledge, literacy and skills, this course also fully integrates ideological and political teaching, combines ideological and political education with the course content, and cultivates professionals with noble moral characters and a strong sense of social responsibility. Here are some of the ideological and political teaching points in the course:  1. Teamwork and communication skills: Business exhibition planning and design projects often involve multiple teams and customers. The course arranges group assignments and consciously focuses on cultivating students' teamwork and communication skills, so that they can learn how to effectively cooperate with others and improve the efficiency of project execution.  2. Cultivating the spirit of craftsmen: The planning and design of commercial exhibitions requires a rigorous attitude and the spirit of excellence. The importance of craftsmanship should be emphasized in the curriculum, so that students can experience the craftsmanship in practical operation and cultivate their qualities of concentration, perseverance and pursuit of excellence.  3. Strengthen professional ethics: professional ethics education should be carried out in the course in a targeted manner, so that students can understand the basic norms and professional ethics requirements of the exhibition and planning industry and establish good professional ethics.  4. Social Responsibility and Service Awareness: Educate students to pay attention to social hot issues, combine the exhibition and planning industry with people's livelihood, social welfare and other fields, and cultivate their sense of social responsibility and service awareness.  5. Innovation and entrepreneurship: Encourage students to dare to innovate, explore new design concepts and market opportunities, and cultivate students' innovative thinking and innovation ability. |

五、课程考核

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| 总评构成 | 占比 | 考核方式 | 课程目标 | | | | | | 合计 |
| 1 | 2 | 3 | 4 | 5 | 6 |
| X1 | 15% | PDF文本 PDF text | 30 |  | 50 |  | 10 | 10 | 100 |
| X2 | 35% | Ppt文本 PPT text |  | 40 |  | 50 | 10 |  | 100 |
| X3 | 50% | JPG图纸 JPG drawings |  | 10 | 30 | 50 | 10 |  | 100 |

评价标准细则（选填）

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| --- | --- | --- | --- | --- | --- | --- |
| 考核项目 | 课  程  目  标 | 考核要求 | 评价标准 | | | |
| 优  100-90 | 良  89-75 | 中  74-60 | 不及格  59-0 |
| X1 |  |  |  |  |  |  |
| X2 |  |  |  |  |  |  |
| X3 |  |  |  |  |  |  |

六、其他需要说明的问题

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