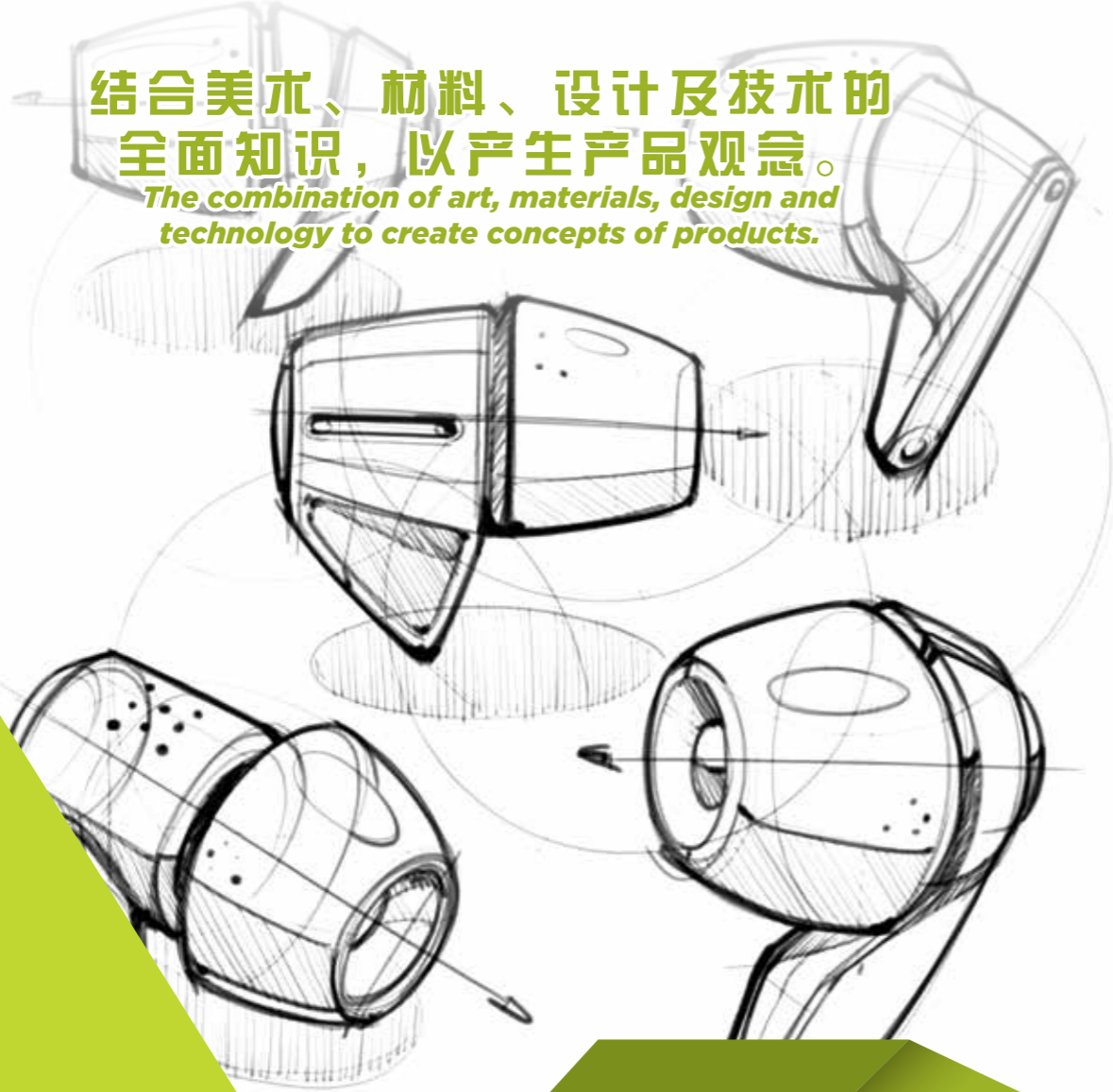


结合美术、材料、设计及技术的
全面知识，以产生产品观念。

*The combination of art, materials, design and
technology to create concepts of products.*



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多媒体设计 产品设计技术

MULTIMEDIA DESIGN
Product Design (MMDPD)

- » 80% 实践训练
80% Practical Skills
- » 20% 理论
20% Theory
- » 2+1 课程
2+1 Learning
- » 16岁以上即可报读, 无需入学资格
Entry Requirement: 16 Years Old & Above
- » 教学媒介语以中文为主, 英文为辅
Medium of Instruction: Chinese & Simple English

2+1 年课程

Years Course

- 提高学生的技能与知识，以提高他们在多媒体行业的就业竞争力。
To improve the skills and knowledge of individuals to increase their chances of gaining employment within the Multimedia industry.
- 为学生提供全球产品设计行业的就业机会。
To provide students for a career in the global product design industry.
- 统览产品设计及其开发过程以及成为设计师所需的技能。
Get the overview of product design, development process and what are the skills required to be a designer.
- 满足有意提高知识与技能的相关行业从业人员的需求。
To meet the needs and objectives of those employed in the industry wishing to broaden their knowledge and skills.

此两年制多媒体设计课程专注于产品设计与工业设计，为学生提供关于生产过程中结合美术、材料、设计及技术的全面知识，以产生产品观念。本课程学生将掌握相关知识、技能与经验，以便成为具竞争力的工业设计师。学生将利用3D打印机学习现代成型技术及模型制作。此外，学生也将学习如何通过概念方法来呈现广告简介，也有机会体验与工作单位相似的设计环境。学生也将学习品牌建立、美术指导、客户服务及互动式设计的知识。

The two-year Vocational Course in Multimedia Design with specialized in product and industrial design provides students with a comprehensive introduction to the manufacturing processes and the combination of art, materials, design and technology to create concepts of products. The course offers the know-how and experiences that students need to become competitive industrial designers including lessons of modern prototyping and model making with the use of 3D printers. Beside, Students will also learn how to develop a conceptual approach to working with an advertising brief and will experience a design environment similar to that of an agency. Students will gain knowledge of branding, art direction, client service and interactive design during the course.

课程内容 / Course Outline

YEAR 1 第一学年

第一学期 / Semester 1

- DTP概论 (I) - Adobe Illustrator
Introduction to DTP (I) - Adobe Illustrator
- DTP概论 (2) - Adobe Photoshop
Introduction to DTP (II) - Adobe Photoshop
- 绘画基础
Drawing Fundamentals
- 多媒体概论
Introduction to Multimedia
- ICT实用技能
Practical ICT Skills
- 职场英语 (1)
Workplace English communication (1)

第二学期 / Semester 2

- 摄影学概论
Introduction to Photography
- DTP概论 - In Design
Introduction to DTP (III) - In Design
- 排版与打印技术
Print Layout
- 动画技术 (1) - 2D
Animation (I) - 2D
- 字体设计
Typography Design

第三学期 / Semester 3

- 视频制作概论
Introduction to Video Editing
- 平面设计
Graphics Design
- 动画技术 (2) - 3D
Animation (II) - 3D
- 互动网页技术 (1) - 多媒体设计
Interactive Web Techniques (I) - Multimedia Design
- 与工作相关的软技能
Work-based Soft Skills

YEAR 2 第二学年

第四学期 / Semester 4

- 互动网页技术 (2) - 网页设计
Interactive Web Techniques (II) - Web Design
- 互动多媒体制作
Interactive Multimedia Production
- 网站开发 (PHP & MySQL)
Website Development (PHP & MySQL)
- 行销原则与策略
Marketing Principles & Strategies
- 职场英语 (2)
Workplace English communication (2)

第五学期 / Semester 5

- 摄影 - 摄影棚与灯光技术
Photography - Studio & Lighting
- 商业与品牌设计
Commercial and Branding Design
- 电脑辅助设计 (CAD)
Computer Aided Design (CAD)
- 3D实践
3D Practices
- 表面造型设计
Surface Modelling Design

第六学期 / Semester 6

- 材料选择和规格
Material Selection & Specification
- 高级工业和产品设计研究
Advanced Industrial and Product Design Studies
- 3D打印和产品设计
3D Printing and Product Design
- 多媒体设计项目 (毕业制作)
Product Design Project (Major Project)

* Please note that the modules listed are indicative and may be subject to change.

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OFQUAL Recognition

The Office of Qualifications and Examinations Regulation (OFQUAL) regulates qualifications, examinations and assessments in England.

All learning materials are designed and written by expertise in the field and professional academic authors so that each interactive module is aligned against specific learning criteria specified by OFQUAL, the defining UK Government body for Academic Standards in UK Higher Education. These standards ensure those that learn with us receive a high quality education along with certification that is recognised universally by Universities and employers.



评估标准 / ASSESSMENT

100%作业及实践练习，本课程提供产品设计的理论20%与实践80%，聚焦于工作场所的实际应用。鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of Multimedia communication skills with specialization in product design which is with a focus on the practical application of these skills in the workplace. Teamwork is encouraged and students learn to work in groups to complete their projects.



考取资格 / QUALIFICATIONS

英国国立西苏格兰学院专业文凭和专业高级文凭
Diploma and Advanced Diploma awarded by West College Scotland, UK

台湾文凭 (由台湾各大学颁发)
Diploma Qualification from Taiwan University

第五级专业文凭 (资格获得OFQUAL英国政府学历及考试评审局承认) [选择性]
Level 5 Diploma (Regulated by OFQUAL - Office of Qualification & Examination Regulation) [Optional]



就业前景 / CAREER PATHWAYS

产品设计师、工业设计师、3D模型设计师、3D打印技术师、多媒体设计师、多媒体软件工程师、平面设计师、广告设计师、新电子媒体设计师、电视广告设计师、电影视觉效果设计师、网页设计师、新媒体专家、图像编辑师、2D/3D动画师、影像摄影师、影像编辑师、商业设计师、品牌设计师、商业展示设计师、互联网广告设计师、电子商务广告设计师、商业活动策划师、电子商务网页开发师、包装设计、美术排版员等等。

Product Designer, Industrial Designer, 3D Modelator, 3D Printing Specialist, Multimedia Designer, Multimedia Developer, Graphics Designer, Advertisement Designer, New Media Designer, TV Commerce Designer, Visual Videographer, Web Designer, DTP Artist, 2D/3D Animator, Video Editor, Photographer, Commercial Designer, Branding Designer, Visual Merchandiser, E-Commerce Designer, Commercial Event Organizer, Packaging Designer, Contents Designer, etc.