

## 视觉传达设计

### Visual Communication Design

#### 一、培养目标 Training Objectives

本专业培养具有国际设计文化视野、中国设计文化特色、适合于创新时代需求，集传统平面（印刷）媒体和现代化数字传媒，在专业设计领域、企业、传播机构、大企业市场部门、中等院校，从事视觉传播方面的设计、教学、研究和管理工作的专业人才。

This major aims to cultivate professional talents who have a vision of international design culture and characteristics of Chinese design culture, can be suitable for needs of the era of innovation and be proficient in traditional plane (printing) media and modern digital media, and can engage in work of design, teaching, research and management related to visual communication in such professional design fields as enterprises, communication mechanisms, marketing department of large enterprises, secondary schools and the like.

#### 二、基本规格 Basic Specifications

系统掌握本专业的基本知识、基本理论和基本技能，了解本学科专业的理论前沿和发展动态，并具备适应相邻专业工作的基本能力和素质；能正确把握本专业的科学体系，学会运用所学知识，具有分析、解决问题的初步能力；能较熟练地掌握一门外语，具有听、说、读、写、译的基本能力，并能利用现代计算机和网络技术开展工作，具有一定的科学研究和实际工作的能力；具有良好发展潜能；具有其他的一些专业知识和能力特长。

Students are required to master the basic knowledge, basic theory and basic skills of this major, understand the theatrical frontiers and development trends of this major, possess the ability and quality in adaptation to correlative professional work, correctly grasp the scientific system of the major and learn to use knowledge what they have learned, possess preliminary ability of analyzing and solving problems. They are also required to master a foreign language skillfully and develop strong abilities in listening, speaking, reading, writing and translation, cultivate capabilities to carry out work with the use of modern computer and network technology and do scientific research and practical work. And they are required to be equipped with good

development potential and some other professional knowledge and competence.

### 三、学制与学位 Length of Schooling and Degree

#### 1. 学制与修业年限 Length of schooling & Study duration

标准学制为四年，在校修业年限四年制为 3-6 年。

The standard length of schooling is four years. Study duration can be 3-6 years.

#### 2. 最低毕业学分和授予的学位

Minimum Credits for Graduation and the Degree Awarded

最低毕业总学分为 160 学分，授予艺术学学士学位。

The minimum credits required for graduation is 160 credits; Bachelor's Degree in Fine Arts will be awarded.

### 四、主干学科和主要课程 Main Subjects and Main Courses

主干学科：艺术学

Main subject: Fine Arts

核心课程：图形创意、编排设计、招贴设计、标志设计、印前与书籍装帧设计、包装与 POP 设计、CI 设计。

Core courses: Graphic Creation, Layout Design, Poster Design, Logo Design, Pre-press and Book Binding Design, Packaging and POP design, CI Design.

学位课程：大学英语 I-II、设计素描、二维构成、图形设计、CI 设计。学生修读学位课程的学分绩点达到《湖州师范学院学士学位授予条例》中规定的最低要求，方可获得学士学位。

Degree courses: College English I-II, Design Drawings, Two-dimensional Structure, Graphic Design, CI Design. Students who take degree courses must meet the minimum requirement for credit point specified in the *Regulations on Bachelor's Degrees of Huzhou University*, thus he/she can obtain a Bachelor's Degree.