

中华人民共和国教育部主管  
SUPERVISED BY  
MINISTRY OF  
EDUCATION P.R.C

武汉理工大学主办  
SPONSERED BY  
WUHAN UNIVERSITY  
OF TECHNOLOGY

# 设计艺术研究

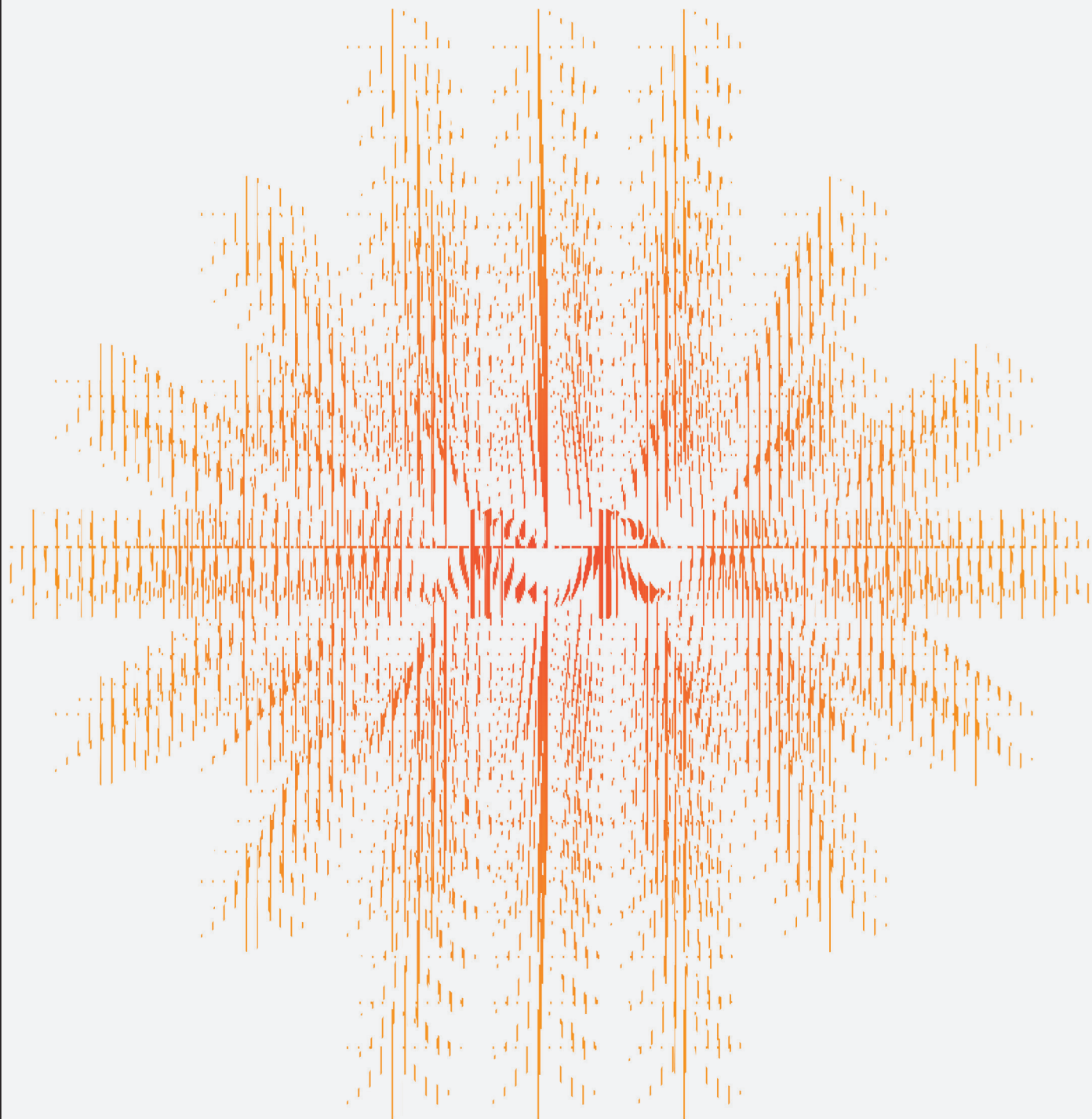
## 2021 DESIGN RESEARCH

No.4 Aug 2021 Vol.11 Sum.64

ISSN 2095-0705 CN42-1807/J 第4期 总第64期

处暑

放 鹤 续 吟



杂志官网: [sjysj.whut.edu.cn](http://sjysj.whut.edu.cn)

万方数据

# 目次 Contents

## 设计特稿 ( Design Feature )

- 01 “新游戏运动” —— 艺术介入教育的一个范本研究 / 桂宇晖、高幸  
The New Game Movement : A Paradigm Study of Artistic Interventions in Education / GUI Yuhui 、 GAO Xing

## 设计方法 ( Design Methods )

- 06 基于 UGC 模式的智能灶台系统设计研究 / 张萍、王超凡  
Research on the Design of Smart Stove System Based on UGC Model / ZHANG Ping 、 WANG Chaofan
- 10 历史博物馆数字化互动叙事与身份建构路径研究 —— 美国纽约历史协会博物馆蒂芙尼“设计一盏灯”项目个案分析 / 徐俊  
Digital Narration and Identity Construction in Historical Museum : Case Study of *Design a Lamp* Project in New York Historical Society Museum / XU Jun
- 14 基于视觉形态学的汉字标志设计创新研究 / 乔春梅  
Research on Chinese Character Logo Design Innovation Based on Visual Morphology / QIAO Chunmei
- 19 三门石窗艺术基于数字媒体技术的应用与创新 / 林成、王挺  
The Application and Innovation of the Art of Sanmen Stone-Window Based on Digital Media Technology / LIN Cheng 、 WANG Ting
- 23 基于设计管理视角的时尚品牌研究 / 刘丽娴、朱倩倩、王明坤  
Research on Fashion Brands from the Perspective of Design Management / LIU Lixian 、 ZHU Qianqian 、 WANG Mingkun
- 29 品牌视角下的江南文化视觉符号构建策略 / 施斌、定律、汤浩  
The Construction Strategy of Visual Symbols of Jiangnan Culture from the Perspective of Brand / SHI Bin、DING Lv 、 TANG Hao
- 34 应用“事理学方法论”的产品设计基础研究 —— 以智能陶瓷卫浴产品为例 / 王雅玲  
On Product Design with the Application of the Matter Methodology : Taking Intelligent Ceramic Bathroom Products as an Example / WANG Yaling
- 38 浅析现代设计借鉴经典产品的价值与驱动 —— 以 20 — 21 世纪现代灯具和椅子设计为例 / 甘艳、黄洁琼、冯志鹏、刘心雄  
Analysis of the Value and Drive of Modern Design Borrowing from Classical Products : Taking 20th to 21st Century Modern Lamp and Chair Design as an Example / GAN Yan 、 HUANG Jieqiong 、 FENG Zhipeng 、 LIU Xinxiong
- 45 “事理学”指导下的日用陶瓷设计基础研究 / 朱林风  
Basic Research on Domestic Ceramic under the Guidance of "Science of Design" / ZHU Linfeng
- 49 传统文化元素在现代民宿品牌标志设计中的应用研究 / 缪欣君、朱志娟、秦妍、盘文珍  
On the Application of Traditional Cultural Elements in the Design of Modern B & B Brand Logo / MIAO Xinjun 、 ZHU Zhijuan 、 QIN Yan 、 PAN Wenzhen
- 53 生态女性主义视角下的科技艺术创作研究 / 李朋鹏、张耿  
The Feasibility Study of Ecological Technology Art Creation under the Perspective of Ecofeminism / LI Pengpeng 、 ZHANG Geng
- 58 卫浴设计中的应用基础研究 —— 以洗面盆为例 / 李倩  
Basic Research on Application in Bathroom Design : Taking Wash Basin as An Example / LI Qian
- 61 绳编艺术在室内设计中的应用及营造 / 牛莉  
Application and Construction of Rope Weaving Art in Interior Design / NIU Li

## 设计实录 ( Design Cases )

- 65 少数民族典型图案的文化价值与图像再造 —— 以凉山彝族漆器图案为例 / 付莎莎  
Cultural Value and Image Reconstruction of Typical Patterns of Ethnic Minorities : Taking Liangshan Yi Lacquerware Pattern as an Example / FU Shasha
- 70 家用应急避险产品的人性化设计途径探析 / 薛生健  
Study on the Humanized Design of Household Emergency Products / XUE ShengJian
- 75 “看与被看” —— 论“眼睛”图像在图形创意中的意义 / 杨青  
To See and to be Seen : on the Significance of the Image of Eye in Graphic Creation / YANG Qing

- 80 黑龙江泰来县大米产品品牌与包装设计研究 / 叶方、王可  
Research on Brand and Packaging Design of Rice Products in Tailai County of Heilongjiang / YE Fang、WANG Ke
- 87 基于包容性理念的失能老人卧床洗头产品研究 / 叶君怡、于东玖、陈奕冰  
Research on Shampoo Products for Disabled Elderly Based on Inclusive Concept / YE Junyi、YU Dongjiu、CHEN Yibing

## 设计教育 ( Design Education )

- 93 视觉传达专业“插图绘本创作”教学案例的研究与实践 / 刘虹、苏霓  
Research and Practice on Teaching Cases of Illustration and Picture Book Creation in Visual Communication Major / LIU Hong、SU Ni
- 96 虚拟现实技术在《产品材料与工艺》课程中的应用研究 / 彭红、艾险峰、常宇明  
Research on the Application of Virtual Reality Technology in the Course of *Product Materials and Technology* / PEN Hong、AI Xianfeng、CHANG Yuming
- 101 基于公共卫生事件的设计教学探讨 —— 以社群康复期空间设计为例 / 翟宇  
On Design Teaching Based on Public Health Events: A case Study of Space Design in Community Rehabilitation Period / ZHAI Yu
- 106 课程思政背景下工业设计专业项目制教学探索 —— 以北京 2022 年冬奥会火炬外观设计项目为例 / 杨洪泽、李博、杨苑莹  
Exploration of Project System Teaching in Industrial Design under the Background of Ideological and Political Course: Taking the Torch Design Project of the Beijing 2022 Winter Olympics as an Example / YANG Hongze、LI Bo、YANG Wanying
- 109 南北文化背景下设计人才培养的知识体系比较研究 / 徐俊辉、曹献馥  
Comparative Study on the Knowledge System of Design Talents Training under the Background of North and South Culture / XU Junhui、CAO Xianfu
- 114 信息技术在课程答疑教学中的运用构想 —— 以“计算机辅助设计 I”课程教学为例 / 穆波、余春林  
On the Application of Information Technology in the Q & A Teaching: Taking the Teaching of *Computer-aided Design* as an Example / MU Bo、YU Chunlin
- 118 基于模块化视角的景观设计基础课程教学研究 —— 以“灵感生发 ( Inspiration )”课程为例 / 徐晓艺、朱怡  
Research on the Foundation Courses of Landscape Architecture based on the Perspective of Module System: Taking *Inspiration* as an Example / XU Xiaoyi、ZHU Yi
- 123 CDIO 视域下“项目驱动”教学模式研究 —— 以工业设计工程专业为例 / 张文茹、汤重熹  
On the Project-Based Learning Teaching Mode under the CDIO Perspective: Illustrated by the Example of Industrial Design Engineering / ZHANG Wenru、TANG Chongxi

## 设计历史 ( Design History )

- 129 中国古代陶甑、甗器具造型设计研究 / 黄茹、白宗刚  
On the Modeling Design of Ancient Pottery Steamer and Vessel / HUANG Ru、BAI Zonggang
- 134 先秦美学思想在产品中的体现 —— 以“汀壶”为例 / 贺金鑫、吴绍兰  
The Embodiment of Pre Qin Aesthetics in Product Design: Taking Ting Pot as an Example / HE Jinxin、WU Shaolan

## 设计文化 ( Design Culture )

- 138 设计文化之源与核心因素研究 / 宗立成、王娜娜  
On the Source and Core Factors of Design Culture / ZONG Licheng、WANG Nana
- 143 基于层次 — 熵权法的川滇黔交汇地区盐文化古镇景观绩效评价研究 / 曾丽、唐莉英  
Research on Landscape Performance Evaluation of Ancient Salt Cultural Towns in Sichuan, Yunnan and Guizhou Intersection Based on Hierarchical Entropy Method / ZENG Li、TANG Liying

## 青年探索 ( Youth Exploration )

- 148 唐代梨园与唐代文化 / 赵宸  
The Operatic Circle and the Culture in Tang Dynasty / ZHAO Chen
- 152 川西林盘景观设计在田园综合体模式下的应用 / 李鑫桐、周钰宸  
The Application of Forest Landscape Design in Western Sichuan under the Rural-Complex Schema / LI Xintong、ZHOU Yuchen
- 157 以实体为智识主体的科普展示“沉浸式”设计研究 / 侯博君  
Research on Immersive Design of Science Popularization Exhibition with Entity as Intellectual Subject / HOU Bojun