

設計

DESIGN



CONTENTS

NOV. 2021

1

FRONT

封二 《少女幻想》

陈慧慧 李少清

封三 农产品文创包装设计

徐 盟 黎艳君

鲜锋发现

007 “高顶烟云”文化创意设计

008 汉长陵博物馆导向标识设计

009 丝路融合系列——陆上丝路、海上丝路

010 茗博士茶饮品牌设计

原创实践

012 弥合社会理想和现实差距的新住宅运动

016 智能下肢外骨骼康复系统

特别策划

022 收官2021 中国设计成绩单

中国设计·大家谈

042 陈越红 | 以“融”思维思考未来设计

046 冯信群 | “在场”与“营构”——新时代语境下设计思辨和多元演进

054 韩 荣 | 新文科·新设计中的“创新共同体”

062 宁 钢 | 新文科背景下中国设计教育的思考——以陶瓷设计为例

066 魏 洁 | 聚焦特色·传承文化·面向未来——新文科背景下的设计学科建设

072 吴学夫 | 东风已至：新文科建设赋予设计教育发展新机遇

076 许 奋 | 推行美育：新文科背景下设计学科发展路径探析

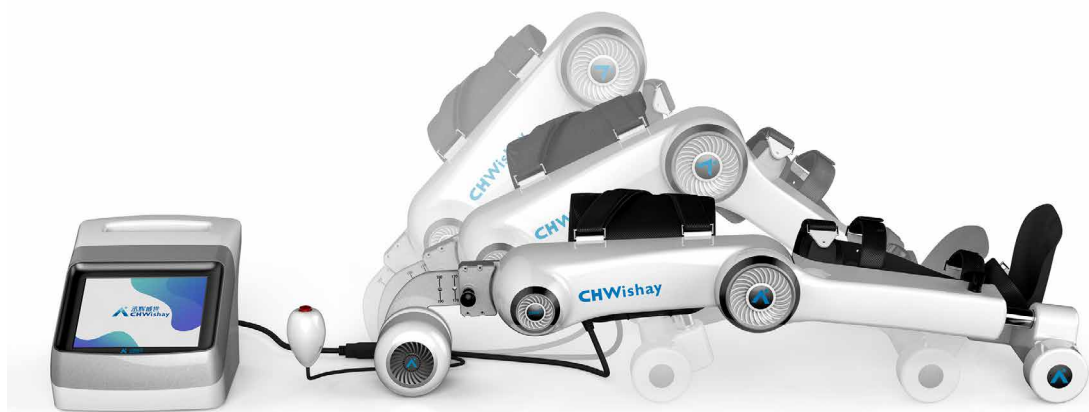
079 詹和平 | 新文科建设背景下艺术院校设计教育的思考与行动

083 詹秦川 | 为西部而设计，以融合促创新——新文科语境下的（西部）设计学科体系建设



集中式油烟排放系统

2 MIDDLE —



▼
智能下肢外骨骼康复系统

关注思考

- 087 桂元龙：掌握新技术、适应新业态、具备创新能力的高素质技术技能人才是社会转型成功的基础和保障
- 091 中国设计智造概念奖 产学研关于未来的想象
- 096 基于服务设计思维的蔬菜溯源系统设计研究
- 100 设计工作室教育的原理——兼论美国工业设计工作室教育特色

李鹤森 柳寶鉉
黄雪飞 王 巍

学研探索

- 104 基于KJ法的红色文创用户购买感知意象研究
- 107 文化遗产数字化中的信息与交互设计——以中国传统村落数字博物馆为例
- 110 环境保护海报设计中残缺美的美学范式研究
- 114 基于产品识别系统的风洞涂装设计研究
- 118 基于用户行为分析的孕期健身产品设计研究
- 122 星宿文创设计中的角色造型几何化探索
- 126 有限元分析在智能设计中的应用探究
- 130 基于ASEB分析法的民俗博物馆中方言文创产品的设计开发研究——以广州民俗博物馆为例
- 133 扬剧元素在文创产品设计中的应用研究
- 136 楚系鸟虫书的设计性研究

温雨馨 李文嘉
曹仿桔 吴 琼
宋奕勤 冀鹏红
杨 雪
李 欣 沈 杰
陈 鹏 闫 雪
曹家港 刘 键* 彭 琪
陈立民 张伊璇
端木丹青 姜 舟
吴云峰 中野仁人

理论研究

- 140 数字时代下书籍设计的五感演绎

祝旭旭 刘东霞

设计教育

- 143 “四创融合”背景下的产品设计PBL教学探究

李 涛 李 锋*

动态观察

- 146 从用户到多利益相关者的协同——《协同设计思维与方法》评述
- 148 设计之春·CIFF当代中国家具设计展发布三年战略
- 150 “共生·引领”（2021）绿色可持续设计国际学术论坛在京举办
- 154 第十七届中国（无锡）国际设计博览会开幕暨第二十二届中国专利奖（外观设计）颁奖大会在无锡举办
- 156 解读2022-2023中国设计趋势报告

CONTENTS

Nov. 2021

3
BACK
—

COVER2 GIRL'S FANTASY

COVER3 CULTURAL AND CREATIVE PACKAGING DESIGN OF AGRICULTURAL PRODUCTS

CHEN HUIHUI LI SHAOQING

XU MENG LI YANJUN

VISION

- 007 "HIGH-TOP SMOKY CLOUDS" CULTURAL AND CREATIVE DESIGN
008 THE ORIENTATION LOGO DESIGN OF HAN CHANG LING MUSEUM
009 SILK ROAD FUSION SERIES——LAND SILK ROAD, MARITIME SILK ROAD
010 DR. MING TRENDY DRINK BRAND DESIGN

FEATURES

- 012 NEW HOUSING MOVEMENT TO BRIDGE THE GAP BETWEEN SOCIAL
IDEAL AND REALITY
016 INTELLIGENT LOWER LIMB EXOSKELETON SYSTEM

SPECIAL

- 022 CLOSE 2021 CHINA DESIGN TRANSCRIPT

SERIES INTERVIEWS FOCUS ON "CHINA DESIGN"

- 042 CHEN YUEHONG: THINKING OF FUTURE DESIGN WITH "INTEGRATION"
THINKING
046 FENG XINQUN: "PRESENCE" AND "CONSTRUCTION"—DESIGN
SPECULATION AND MULTIPLE EVOLUTION IN THE CONTEXT OF THE
NEW ERA
054 HAN RONG: "INNOVATION COMMUNITY" IN NEW LIBERAL ARTS AND
NEW DESIGN
062 NING GANG: THINKING OF CHINESE DESIGN EDUCATION UNDER THE
BACKGROUND OF NEW LIBERAL ARTS—TAKING CERAMIC DESIGN AS
AN EXAMPLE
066 WEI JIE: FOCUS ON CHARACTERISTICS, INHERIT CULTURE, AND FACE
THE FUTURE——DESIGN DISCIPLINE CONSTRUCTION UNDER THE
BACKGROUND OF NEW LIBERAL ARTS
072 WU XUEFU | THE EAST WIND IS HERE: THE CONSTRUCTION OF NEW
LIBERAL ARTS GIVES NEW LAND FOR THE DEVELOPMENT OF DESIGN
EDUCATION
076 XU FEN | CARRYING OUT AESTHETIC EDUCATION: AN ANALYSIS
OF THE DEVELOPMENT PATH OF DESIGN DISCIPLINE UNDER THE
BACKGROUND OF NEW LIBERAL ARTS
079 ZHAN HEPING: THINKING AND ACTIONS ON DESIGN EDUCATION IN
ART COLLEGES UNDER THE BACKGROUND OF NEW LIBERAL ARTS
CONSTRUCTION
083 ZHAN QINCHUAN: DESIGNED FOR THE WEST, THROUGH INTEGRATION
TO PROMOTE INNOVATION——(WESTERN) DESIGN DISCIPLINE
SYSTEM CONSTRUCTION IN THE CONTEXT OF NEW LIBERAL ARTS

FOCUS

- 087 THUEI YFUOAUNNLDQANTGIO: HNIGANHD-QGUUAALRITAYNTTEECEHFNOIRCATLHTEASLUECN
CTESSWSIOTHF SINONCOIATLTRAENCSAFPOARBMLAITIOESN
091 2021 DESIGN INTELLIGENCE AWARD TOP30 WAS ANNOUNCED
096 A STUDY OF THE VEGETABLE TRACEABILITY SYSTEM DESIGN BASED ON SERVICE DESIGN
THINKING LI HESEN LIU BAOXUAN
100 THE PRINCIPLES OF DESIGN STUDIO EDUCATION -AND THE CHARACTERISTICS OF INDUSTRIAL
DESIGN STUDIO EDUCATION IN THE USA HUANG XUEFEI WANG WEI

EXPLORE & RESEARCH

- 104 RESEARCH ON PURCHASING IMPLICATION OF RED CULTURE AND CREATIVE USERS BASED ON
KJ METHOD WEN YUXIN LI WENJIA
107 INFORMATION AND INTERACTION DESIGN IN DIGITIZATION OF CULTURAL HERITAGE BASED ON
THE EXAMPLE OF DIGITAL MUSEUM OF TRADITIONAL VILLAGES IN CHINA CAO FANGJU WU QIONG
110 RESEARCH ON AESTHETIC PARADIGM OF INCOMPLETE BEAUTY IN ENVIRONMENTAL
PROTECTION POSTER DESIGN SONG YIQIN JI PENGHONG
114 PAINTING DESIGN OF WIND TUNNEL BASED ON PRODUCT IDENTITY SYSTEM YANG XUE
118 RESEARCH ON THE DESIGN OF FITNESS PRODUCTS DURING PREGNANCY BASED ON USER
BEHAVIOR ANALYSIS LI XIN SHEN JIE
122 THE EXPLORATION OF CHARACTER MODELING GEOMETRY IN THE DESIGN OF TRADITIONAL
STARS CULTURAL AND CREATIVE CHEN PENG YAN XUE
126 APPLICATION OF FINITE ELEMENT ANALYSIS IN INTELLIGENT DESIGN CAO JIAGANG LIU JIAN * PENG QI
130 RESEARCH ON THE DESIGN AND DEVELOPMENT OF CULTURAL AND CREATIVE PRODUCTS
OF FOLK MUSEUM BASED ON ASEB ANALYSIS -TAKING GUANGZHOU FOLK MUSEUM AS AN
EXAMPLE CHEN LIMIN ZHANG YIXUAN
133 RESEARCH ON THE APPLICATION OF YANGZHOU OPERA ELEMENTS IN THE DESIGN OF
CULTURAL AND CREATIVE PRODUCTS DUANMU DANQING JIANG ZHOU
136 DESIGNABILITY STUDY OF CHU' S BIRD-AND-INSECT SCRIPT WU YUNFENG ZHONGYE RENREN

THEORY

- 140 THE FIVE SENSES OF BOOK DESIGN IN THE DIGITAL AGE ZHU XUXU LIU DONGXIA

DESIGN EDUCATION

- 143 RESEARCH ON PBL TEACHING OF PRODUCT DESIGN UNDER THE BACKGROUND OF "FOUR
INNOVATIONS" LI TAO LI FENG

DYNAMIC

- 146 REVIEW ON THINKING AND METHODS OF COLLABORATIVE DESIGN
148 DESIGN SPRING · CIFF CONTEMPORARY CHINA FURNITURE DESIGN EXHIBITION RELEASES THREE-YEAR STRATEGY
150 "SYMBIOSIS · LEADING" INTERNATIONAL ACADEMIC FORUM ON GREEN SUSTAINABLE DESIGN HELD IN BEIJING
154 CEREMONY FOR THE 22ND WIPO-CNIPA AWARD FOR CHINESE OUTSTANDING PATENTED INVENTION & INDUSTRIAL DESIGN
156 CHINA DESIGN TRENDS REPORT 2022-2023