

Shanghai University - MOD'ART International Institute of Fashion and Arts

Program Description

上海大学巴黎国际时装艺术学院

课程简介

1. 专业 Major

时尚传播 Fashion Communication (FC)

2. 学制 Educational System

3 年全日制 3 years full-time undergraduate program

3. 教学目标 Training Objectives

该专业旨在让学生了解推动奢侈品行业发展的概念。当今的奢侈品领域包括时尚领域、高级餐厅、奢侈品香水和奢侈酒店等，学生将通过案例学习、课堂讲演、项目设计或实地调研等方式，了解达到卓越的要点、国际市场的行为机制以及奢侈品牌成功的关键因素，理解并能够运用建立奢侈品品牌的原理和理论。

Communication has been a main aspect of fashion industry around the world. No matter ready-to-wear or luxury brands, all offer customer with abundant choices of products, high quality service and efficient communication through numerous methods to attract customers. For fashion brand, it has already been necessary factor to utilize knowledge of communication and links among different methods of communication.

Fashion communication changes rapidly. Students will learn to research successful and innovative brands on their tools, channels and procedures of communication on the basis of big data analysis.

4. 能力培养目标 Training Specifications

社交能力:

学生将理解传播方式在时尚界的组织与运用。通过分析从大众市场到奢侈品行业的消费行为和消费动力，学生将学会制定与之相关的沟通方式。基于对于最新趋势的观察与理

解，学生最终将能够识别、理解并运用各大品牌的传播策略，并掌握这一专业领域所需的自主性以及人际交往能力。

专业能力:

在学习的最终阶段，学生将能够运用为任何时尚品牌解决传播需求。学生将能够运用扎实的专业知识研究从经典品牌到新兴品牌的一系列关键的传播策略。

通过三年的学习，学生将能够运用各种市场营销工具了解并制定综合性的传播策略，掌握时尚传播界的专业工具，包括：平面造型设计、视频编辑、摄影、网站设计、编程等。学生所学的从策略到运营方面的技能将使学生在高难度的职业环境中具有最大的工作效率。

方法能力:

本课程主要培养学生以下两大方面培养学生的方法和能力：以理论课形式开展对领域内最具代表性和创新性的案例分析；并针对这些案例进行应用分析。

通过该课程的横向性，学生将理解并掌握传播项目管理中的每一个步骤并找到最适合自己的方向。该课程的教学成果将基于学生的兴趣，传授学生所想要追求的事业的相关知识，如：媒体策划、公共关系、广告、摄影、艺术方向、网页或平面造型设计、品牌营销、传播、策略管理等。

Social Ability:

Students are supposed to understand the application and organization of different ways of communication in fashion. Through analyzing consuming behavior and drive of mass market and luxury industry, students will learn how to set out relative ways of communication. Based on the understanding and observation of newest trends, students are able to identify, comprehend and employ strategies of different brands and command independence and ability of social communication in this specific field.

At the final stage of study, students will be able to meet demand of communication of any fashion brands. Students are required to research communication strategies of both new and classical brands with their expertise.

Professional Ability:

After three-year study, students can understand and formulate comprehensive strategies of communication through utilizing various marketing tools and command professional communication tools such as graphic design, video edition, photography, website design, programming.

All the skills of strategy and operation students have learnt will help them work with high efficiency even in highly challenging environment.

Methodology Ability:

The ability of methodology of students will be trained mainly through two different ways: case study on the most representative and innovative cases in fashion fields in the form of theory course, and application analysis on these cases.

Because of the spectrum of this course, students will command every step of communication project management and find the most appropriate direction. This course is based on students' interests to develop their talents in light of the career they want, for example, media planning, public relations, advertisement, photography, artistic creation, website design, graphic design, branding, communication, strategic management.

5. 毕业条件 Graduation Requirement

通过所有的必修课程并已论文的形式完成毕业设计。

The student will have to complete all mandatory courses to succeed in this formation. The wide range of topics seen throughout the program, progressively taught and supervised, will give him the best preparation to face and succeed in the multiple tasks and responsibilities he will assume after his graduation.

6. 教学大纲 Course Description

课程 Course	课程类型 Course Type	教学内容/目标 Teaching Contents /Objectives
英语 1-6 English I-VI	基础课 Foundation	培养表达能力，尤其是商务环境的英语口语能力。 This course trains students' proficiency in oral English and introduces vocabulary of specific fashion terms.
计算机文化 1-2 Computer I-II	基础课 Foundation	掌握 Windows 常用操作系统的基本操作方法，学会使用 Word、Excel 和 PowerPoint 等应用软件对文档、表格、演示文稿进行制作与处理。 Students are required to grasp basic operation of Windows system, to make and manage documents, forms, and PPTs with Microsoft Office.
奢侈品原理 Luxury Principles	专业基础课 Foundation for Core Course	深入掌握有关奢侈品牌的知识，学会定义奢侈品以及奢侈品品牌。 Through this course, students will deepen their knowledge on the Luxury sector and its main brands. They will learn the criteria defining a luxury product and how the market got defined and organized.
摄影 Photography	专业基础课 Foundation for Core Course	了解摄影的基本理论和基本技能、摄影的设计功能性及其在传播中的作用。 Students are required to know basic theory and techniques of photography through this course, which could help students to comprehend the function of photography in design and communication.
艺术欣赏 1-2 Art Appreciation I-II	专业基础课 Foundation for Core Course	了解中、西方美术史发展概况、艺术的文化内涵等。 The history of both Chinese and Western art is taught in this course, mainly focusing on understanding and analyzing classical art works and main art trends and schools.
图像捕捉与处理 Graphic Foundation	专业基础课 Foundation for Core Course	学习 PS, AI 等图形图像软件，能够完成不同类型图片效果的制作。 The objective of this course is to teach students the basic theories of graphic design, and how to use major CAD software such as PS and AI.

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奢侈品品牌形象 Luxury Brand Image	专业基础课 Foundation for Core Course	学习奢侈品品牌的历史和市场定位以及如何运用他们的资产来影响消费者。 Through this course, students will learn how Luxury brands use their History & Heritage to settle their position in the market and how they manage these assets to influence their consumers and the general public.
网站策划与设计 Website Planning and Design	专业基础课 Foundation for Core Course	了解网站策划的基本知识，学习互联网网站、手机网站的设计搭建。 Students are able to comprehend basic knowledge of website planning, and study construction of PC website and mobile website in this course.
摄像 Cinematography	专业基础课 Foundation for Core Course	学习基础摄像知识，摄像器材、摄像的操作，并拍摄一部完整的摄像作品。 In this course, the fundamental knowledge of cinematography is introduced. Students are required to operate cinematographic equipments and to do camera shooting
国际时尚 International Fashion	专业基础课 Foundation for Core Course	基于四大时尚之都，紧跟时尚潮流，分析流行趋势，研究行业现状。 A global perspective of fashion through the four main fashion capitals: Paris, Milan, London and New York. This course covers an in depth analysis of influential designers, historical trends in fashion, and different levels within the fashion industry.
网站建设与界面设计 Website UI Design	专业基础课 Foundation for Core Course	学习网站建设流程与设计规范，了解主流网站 CMS 系统的使用，网站标准化布局，并掌握 CSS3、HTML5 等手机前端设计。 This course is designed to teach students the process of website construction and rules of design. Students are able to comprehend the application of CMS system and standard layout of website, and grasp front-end design of CSS3, HTML5.
视频编辑与节目制作 Video Editing and Program Making	专业基础课 Foundation for Core Course	学习以 Premiere 为主的非线性编辑软件，了解视频剪辑的基本操作和步骤，学会图像语言的运用。 This course is designed to teach nonlinear editing software centered on Premiere. Students are required to understand fundamental operation and procedures of editing video, and learn to use graphic language.

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会展策划 Exhibition Planning	专业基础课 Foundation for Core Course	理解会展策划、营销和管理的基本概念，学会依据市场环境和可利用资源创造性地开展展览活动。 Through this course, students will learn how to use the main methods of exhibition planning. They will learn how to plan exhibition innovatively, making use of available resources and according to market environment's trends or public expectations.
产品交互设计 Product Interactive Design	专业基础课 Foundation for Core Course	研究智能手机、穿戴设备和 PC 端软件的界面设计及交互设计。 This course is designed to study smart mobile phone, wearable equipments and UI design and interactive design of PC software.
品牌标示设计 VI Design	专业基础课 Foundation for Core Course	了解 VI (视觉识别系统) 对企业形象建立的重要性，并掌握 VI 设计具体操作中的基本步骤及基本的设计方法。 Through this course, students will understand the importance of VI (Visual Identity) for the image of a company, and be able to command fundamental process and methods to conceive and implement VI designs.
视频包装设计 Video Packaging Design	专业基础课 Foundation for Core Course	学习以 AVID 为主的非线性编辑软件，了解视频画面中的特效、字幕的制作和声画运用。 This course focuses on non-linear editing software AVID so as to help students command making special effects, subtitles, soundtracks of video editing.
时尚造型 Make-up and Style	专业基础课 Foundation for Core Course	结合市场需求和流行趋势，培养学生打造各种场合所需的造型能力，突出实用性和应用性。 This course aims at cultivating students' ability of making up to adapt to different occasions, which emphasizes on the practicability and applicability based on the demand and trends of market.
商务文案 1-2 Business Writing I-II	专业基础课 Foundation for Core Course	学习商务活动中所需要的文案类型及写作方法。 This course is designed to teach students the variety and techniques of copywriting in commercial activities.

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冲突与危机管理 Conflict and Crisis Management	专业基础课 Foundation for Core Course	掌握各种危机的基本处理方法，建立具有超前意识的企业危机管理体系。 Through this course, students will be able to command basic processing methods, solve various crisis management issues, and conceive and implement look-ahead crisis management system.
市场调查 Market Research	专业基础课 Foundation for Core Course	掌握市场调查问卷和市场调查方案的设计以及市场调查的各种方法。 Through this course, students will understand the concepts of market research. They will learn the main methods of investigation, how to design market research questionnaires and plans, and how to use other methods of research.
橱窗设计 Visual Merchandising	专业课 Core Course	能够分析零售店面内的橱窗设计，提出意见并且给出解决方案。 Through this course, students will be able to analyze visual merchandising of stores, identify issues, and offer solutions to improve traffic and sales.
中外传播史 Chinese and Western Communication History	专业课 Core Course	针对全球新闻传播的历史演化、社会动因、专业背景、内在逻辑及发展趋势等，展开全面系统而不失深入细致的了解，从而把握当今传播学动向，推测未来的媒体传播发展方向。 Pinpointing the evolution of global journalism and communication, social motivation, professional background, inherent logic, and development tendency, this course develops compressive, systematic, profound and detailed research so as to predict the developmental direction of journalism and communication and seize the current condition of communication.
时尚新闻采访与写作 Fashion Journalism	专业课 Core Course	通过学习理论、案例分析与实战演练，使学生了解时尚新闻采访与写作的创作规律、采写时尚新闻时常用的方法、技巧，具备独立的采写稿件的基本能力。 Through studying theories, cases, and exercises, this course enables students command rules of fashion journalism and writing, and general skills of fashion journalism, thus students may possess fundamental ability of selecting for writing.

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时尚编辑学 Fashion Editing	专业课 Core Course	通过学习各大时尚杂志的专栏设置和编辑策略，了解时尚领域的编辑学。 This course aims at teaching students fashion editing through studying editing strategy and columns of mainstream fashion magazines.
媒体活动创意策划 Media Planning	专业课 Core Course	通过学习各类经典时尚活动，了解媒体活动的策划和创意方案。 This course is designed to teach media planning and be the creative program through analyzing various classical media channels.
国际营销 International Marketing	专业课 Core Course	学习营销策略的基础知识，区别不同领域中所使用的不同营销方法。 The course is based on the basics of marketing strategy. Students will be able to understand and use different marketing tools.
广告学 Advertising	专业课 Core Course	学习构思、发展和执行多渠道广告宣传的关键因素，分析和理解主流品牌的策略。 Students will learn through this theoretical and practical course the key elements to conceive, develop and implement multi-channels advertising campaign. They will be able to analyze and understand the strategies of major brands.
品牌营销策略 Branding Strategy	专业基础课 Foundation for Core Course	掌握发展和区别市面上一个品牌的方法，能够建立和管理品牌标识。 Students will learn through this theoretical and practical course the methods to develop a brand and differentiate it on its market. They will be able to build and manage brand identity.
视觉创意 Visual Creativity	专业课 Core Course	培养学生的审美能力和时尚敏锐度。 This course is designed to cultivate students' ability of appreciation and sensitivity of fashion

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时尚发布会 Fashion Show	专业基础课 Foundation for Core Course	通过对时尚发布会的历史、现状的了解，结合实践熟悉时尚发布会常用的几种方式，使学生能策划、组织一场时尚发布会。 Through studying history and current condition of fashion shows in this course, students can plan and organize a fashion show on the basis of practice and combining different knowledges about fashion shows.
新媒介数据分析与应用 New Media Data Analysis & Application	专业课 Core Course	研究各类新媒体中的属性和核心关键，传播方法、渠道、受众和效果，通过与传统媒体的比较和实际演练中，了解新媒体的实操流程、岗位配置及运营规则，掌握新媒体中的各种传播途径和有效传播。 This course focuses on the essence, core and channels of communication, receiver and effect of new media. Through comparing with traditional media and practicing, students can understand the procedure of operation, position configuration and rules of running of new media and command different methods of communication and efficiency of new media.
创意文案写作 Creative Copywriting	专业课 Core Course	提高学生在商业环境中用英文创意写作的能力。 Through this course, students will learn how to write advertising copies, story lines, tag lines and other promotional material.
公共关系学 Public Relations	专业课 Core Course	了解和掌握公共关系学的基本知识、理论、案例和实务操作技巧。 Though learning this course, students will comprehensively understand and command foundation , theories, cases and practical techniques of public relations.
媒体策略 Media Strategy	专业课 Core Course	从品牌营销传播的角度线性思考，制定全面深入的媒体词策略，融入实为例证，最终达到对媒体策略的融会贯通。 From a linear perspective of branding, combining with practical cases, students can scheme comprehensive and profound media strategy, thus mastering media strategies.
毕业设计（论文） Thesis	专业课 Core Course	利用本专业课程学习的知识点，撰写相关课题研究的论文，字数不少于 8000 字，并进行毕业答辩。 In this course, students will compose a thesis based on a defined subject and conduct researches to enhance their knowledge of this major. The thesis shall be more than 8000 words on paper, and be defended in front of a selected audience.

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教学实践环节 Teaching Practice	实践 Practice & Internship	通过实战项目综合运用三年所学课程内容。 Practice & Internship is designed to make use of contents and topics students have learnt throughout their 3 years program, and related to their major, in a professional environment.