

「Y思維」課程報讀

有關課程報讀或查詢，請聯絡澳門大學持續進修中心。

報名日期：2017年5月30日至7月6日

查詢：(853) 8822 4545

電郵：cce.enquiry@umac.mo

網址：http://www.umac.mo/cce/

“Y Class” Course Enrollment

For enrollment and enquiry, please contact Centre for Continuing Education for more information.

Enrollment Period: From 30th May until 6th July 2017

Enquiries: (853) 8822 4545

Email: cce.enquiry@umac.mo

Website: http://www.umac.mo/cce/

歡迎有興趣人士報讀 / ALL INTERESTED PARTIES ARE WELCOME



澳門大學
持續進修中心網站



「Y思維」
課程網站

「Y思維」住宿套票

本課程可為海外報讀學生提供住宿套票優惠，包括課程期間六晚住宿連早餐，學生須出示課程報讀收據方可享用。

如需預訂，請致電 (853) 8860 8688 或電郵至 info@chiuyengculture.com 查詢。

“Y Class” Accommodation Package

“Y Class” offers accommodation package to overseas students, which includes a six-night accommodation with breakfast during the course. Students need to present the course receipt of “Y Class” to enjoy the accommodation discount.

For reservation and enquiry, please contact (853) 8860 8688 or email at info@chiuyengculture.com for more information.

關於「Y思維」

「Y思維」是由澳門大學持續進修中心與超盈文化有限公司合辦，Chiii Design 策劃及擔任美術總監的創意設計課程系列，透過邀請亞洲及澳門設計界頂尖的专业設計師作為課程導師，實行海外及澳門專業導師搭配授課形式，以學術性及實戰性並重的教學模式，引導學員的設計思維能力向更深入的方向發展，期望學員在課程期間學有所得，以更佳的姿態投身社會工作中。一連五日的「Y思維」設計課程，將以五大設計類別：產品設計、視覺藝術、空間設計、視覺傳達以及多媒體設計為主要核心課題，培養學員創意設計的興趣及技能，讓更多澳門市民走入創意設計產業。同時，學員設計能力的提升對澳門設計界的未來發展有所幫助，有利於培育更多非博彩發展的新產業導向，創造澳門經濟產業的多樣性，提升經濟綜合競爭力。

About “Y Class”

“Y Class” is a series of creative design courses mutually conducted by Centre for Continuing Education of the University of Macau and Chiu Yeng Culture Limited, with the key creative support from Chiii Design. “Y Class” aims to form a team with high level of excellence by inviting design specialists from Asia and Macau to be the class instructors, and will enhance students' critical thinking skills and knowledge about design through academic and practical teaching method. The five-day creative design courses - “Y Class” focus on five design categories: Product Design, Visual Arts, Spatial Design, Visual Communication Design and Multimedia Design. “Y Class” aims to promote the education of creative design and cultivate talents to enhance their overall design capabilities and to expedite the promotion of adequate economic diversification in developing the creative industry in Macau.



課程已被納入2017-2019 持續進修發展計劃

The courses are subsidized by the 2017-2019 Continuing Education Development Program

上課日期及時間 / Course Date and Time

11-15 / 07 / 2017
10:00 - 12:00; 13:30 - 17:30

上課地點 / Location

澳門大學 / University of Macau

主辦單位
Organiser



持續進修中心
Centre for Continuing Education

合辦單位
Co-Organiser



美術總監
Art Director

Chiii Design

創意設計課程系列
CREATIVE DESIGN COURSES



11-15 / 07

2017

產品設計的社會責任 SOCIAL RESPONSIBILITY OF PRODUCT DESIGN

課程編號 / COURSE CODE: 1704130519-0



李浩強
Bob Lei
TODOT DESIGN 創辦人 /
Founder of TODOT DESIGN
〔澳門 / MACAU〕



方建平、丁凡
Fang Jianping, Ding Fan
United Design Lab 聯合創辦人 /
Co-founder of United Design Lab
〔北京 / BEIJING〕

授課語言 / Course Language：廣東話及普通話 / Cantonese and Mandarin

課程宗旨：

產品設計在澳門越見重要，本課程讓學生學習到時尚文化和生活模式對產品設計的影響、產品市場趨勢研究和分析、設計技術，以及改良產品或重塑產品的意念。課程著重設計上的實踐，提供個人、小組或與業界合作的專題習作，讓學生了解和體驗業界的要求，學習溝通交流、表達設計意念及提升專業實務能力和文化觸覺。

Course Description:

As product design is becoming more significant, this course helps students to explore about the impact of culture and lifestyle on product design, analyzing market trends, and develop proper initiation of modifying and designing a product. The curriculum also focuses on design practice, providing individual and group assignments on local industry project which enable students to understand the needs of the society, learn to communicate and deliver design ideas, enhance professional abilities and cultural sensitivity.

視覺藝術的語言 INTRODUCTION TO VISUAL ARTS LANGUAGE

課程編號 / COURSE CODE: 1704130784-0



百強
Fortes, Pakeong Sequeira
當代藝術工作者 / Contemporary Artist
〔澳門 / MACAU〕



君士坦丁
Konstantin Bessmertny
藝術家 / Artist
〔俄羅斯 / RUSSIA〕

授課語言 / Course Language：廣東話及英語 / Cantonese and English

課程宗旨：

視藝評賞與創作的互動，已成為社會視覺藝術課程的教學新趨勢。本課程主要為對視覺藝術有興趣的人士提供視藝評賞及創作互動的培訓，透過深化學員對視藝評賞的能力，強化學員在評賞與創作間的互動，分析藝術與商業活動之間的關係，提升藝術文化交流在商業社會的價值，並提供一個欣賞不同形式和風格藝術創作的平台，更以生活中觸目可見的相關題材為教學實例，讓學員從生活文化中去欣賞、細味及捕捉靈感。

Course Description:

Being the latest trend of visual arts teaching, art criticism has been the hot topic not only in theory, it also encourages implementation and interactions. This course is designed for those who are interested in visual arts to explore more about arts by creating art and at the same time interact with others through art. This also aims to provide a platform to appreciate different forms and styles of artistic creations, to recognize the commercial value of art, at the same time learn to capture the beauty of it in daily life.

空間設計與感官體驗 DESIGN FOR SPATIAL AND SENSORY EXPERIENCE

課程編號 / COURSE CODE: 1704130802-0



覃思
Siza Cham
TCDI創思國際建築師事務所 創始人 /
Founder of TCDI
〔澳門 / MACAU〕



陳飛波
Chen Feibo
陳飛波設計事務所 創始人 /
Founder of Bob Chen Interior Design Office
〔杭州 / HANGZHOU〕

授課語言 / Course Language：廣東話及普通話 / Cantonese and Mandarin

課程宗旨：

展示行為在商業活動中是最為常見的一種形式，從商業的角度來看，展示較其他促銷手段有著高效、直接展示設計的特點。本課程主要為對空間及展示設計有興趣的人士提供設計培訓，深化學員的空間規劃、平面佈置、裝置設計等能力。設計師的創意性構想均須藉由設計師的表現能力加以呈現，因此課程同時以培養學生「表現能力」為主要目的，經由構想圖、模型製作以至相關知識的能力培養，培養學生的表現及執行力。

Course Description:

Installations and display behavior are the most common form in commercial activity which can show the features of the service or product directly to the customers. This course is designed for those who are interested in spatial and interior design and to deepen the foundation of spatial planning, spatial plan layout, and installation design. The curriculum also aims at cultivating the ability to deliver ones' ideas and concept through a space or installation in a practical way.

上課日期及時間： 2017年7月11至15日
10:00 – 12:00; 13:30 – 17:30

上課地點： 澳門大學

每課程學時： 30小時

修讀方式： 學生課程出席率達80%或以上及出席成果分享會，
可獲頒澳門大學課程證書

每課程學費： 澳門幣5,000
(持澳門居民身份證人士可使用教育局持續進修資助)

Course Date & Time: 11th to 15th July 2017
10:00 – 12:00; 13:30 – 17:30

Location: University of Macau

Individual Course Duration: 30 hours

Course Requirement: Students need to achieve 80% of class attendance and attend the closing ceremony in order to acquire the course certificate offered by University of Macau

Tuition Fee per Course: **MOP5,000**
(Macau ID holders can use the DSEJ Continuing Education subsidy)

網址 / Website

www.umac.mo/cce/

查詢 / Enquiries

(853) 8822 4545

電郵 / Email

cce.enquiry@umac.mo

視覺以外的創意傳達 BEYOND VISUAL COMMUNICATION

課程編號 / COURSE CODE: 1704130809-0



梁子恆
Nono, Leong Chi Hang
Chiii Design 創始人 / Founder of Chiii Design
〔澳門 / MACAU〕



熊超
Jody Xiong
The Nine 創始人 / Founder of The Nine
〔上海 / SHANGHAI〕

授課語言 / Course Language：廣東話及普通話 / Cantonese and Mandarin

課程宗旨：

良好的品牌設計傳達，能正確地與設定的目標顧客族群溝通，精準傳達品牌訊息。本課程將以探討品牌設計傳達為主題，內容包含「品牌企劃」與「實務操作」，在品牌企劃部分以建立品牌所需之知識與觀念為主，在實務操作部份則以實體品牌為翻新案例對象，了解品牌推廣與行銷的分別、品牌定位策略運用、認知價值定義與設計等品牌企劃實作練習。

Course Description:

Effective communication can hit target audience directly with accurate message. This course mainly focuses on investigating the way of transferring ideas through visual identity and advertisement which includes the brand strategy and creative advertising strategy. The curriculum focuses on the ideology behind building the cooperative identity of a brand and design practices that introduce creative ways of promoting the brand philosophies.

踏進多媒體呈現之新世代 THE GENERATION OF MULTIMEDIA PRESENTATION

課程編號 / COURSE CODE: 1704130827-0



余家杰
Casber U
多媒體藝術家 / Multimedia Artist
〔澳門 / MACAU〕



朱力行
Henry Chu
pill & pillow工作室 創辦人兼創作總監 /
Founder and Creative Director of pill & pillow
〔香港 / HONG KONG〕

授課語言 / Course Language：廣東話 / Cantonese

課程宗旨：

科技與數位媒體設計的宣傳手法日趨普及。多媒體設計不但滿足商業推廣需求，更帶動發展本地的觀光事業及文化產業保存與宣揚。課程除了提供專業的實體操作技能及數位媒體設計經驗分享，充實媒體應用相關資訊，更多方面探討最尖端的科技與最新穎的應用手法、影片後製特效、作品集製作等實作技術，提供全方位的多媒體設計領域技能為一大特色，即使是非相關科系，也能讓學習者，在此課程中加深對行業的了解。

Course Description:

Multimedia design has become more popular recently, it is not only used for business promotion, but also catches attention from tourists and local residents on preserving and reactivating cultural industries and architectures. In addition to enhancing professional digital media skills and techniques in mapping, it is also important for designers in various categories to explore the most cutting-edge technology and innovative ways to transfer ideas and open up to new dimensions.