

## **Bachelor of Design, Industrial/Product Design Major**

The aim of the Bachelor of Design, Industrial/Product Design major is to educate and produce graduates who have excellent knowledge, skills, processes and capabilities in product design. The graduates will be able apply creative and critical thinking to design and develop useful, desirable and innovative products and services and will effectively contribute to the social and economic future. Through the development of this programme, AUT will be further enabled to participate and contribute to key human capital development needs and to produce a new breed of innovative product design graduates who can utilise design to add value to businesses, organisations and communities.

The goals are underpinned by the programme aims of the Bachelor of Design. The BDes aims to achieve:

- Creative, analytical and pragmatic thinking as well as the effective integration of both theoretical and empirical knowledge relevant to design study.
- An in-depth understanding and critique of contemporary professional practice in design.
- A critical analysis of wider socio-cultural, economic, and technological contexts of contemporary design issues, design business, history and professional issues.
- The necessary knowledge, skills and capabilities to carry out focused, effective, innovative and independent design projects.
- The development of collaborative partnerships with communities, education, industries and government organisations.

## **设计学学士学位 - 工业/产品设计专业**

设计学学士学位的工业/产品设计专业旨在教育和培养具有非常扎实的产品设计知识，优秀的产品设计技能、方法、能力的毕业生。毕业生将能把创造性思维和思辨能力运用于设计和开发实用的、合乎需求的、具有创新性的产品和服务，并能有效地为未来的社会和经济作出贡献。奥克兰理工大学通过该专业，能进一步参与重点人才的开发，为此作出贡献，并培养出一批能凭借设计为企业、组织、社区增值、具有创新精神的产品设计专业毕业生。

设计学学士学位的专业培养目标即为这些目标的基础。设计学学士学位的培养目标包括：

- 具有创造性思维、分析能力和讲求实际的思维，并且能将设计学的理论知识与经验知识有效地结合起来；
- 具备对现代设计专业实务有深入的了解和思辨能力；
- 具备对现代设计问题、设计业务、设计的历史和专业问题所处的较广泛的社会、文化、经济、技术背景进行思辨性分析的能力；
- 掌握从事各种针对性的、有效的、创新性的以及独立的设计项目所需的知识、技巧和能力；
- 发展与社区、教育、产业和政府组织部门的合作关系。

Key themes of the BDes Product Design major are:

- Excellent fundamental product design skills, processes and capabilities (creative, conceptual and applied).
- A strong human-centered, inclusive approach to the product design process.
- The effective integration of human, socio cultural and economic factors in the product design and innovation process.
- Effective communication and collaboration with peers, communities, the design profession and relevant industry stakeholders.
- Design as an effective, value-adding and wealth creating business strategy.
- A New Zealand oriented business and production context underpinned by an international outlook.
- Strong ethical, social and environmental values underpinning the design and innovation process.

设计学学士学位产品设计专业的重点内容包括:

- 扎实的产品设计基本技巧、方法及能力（创造能力、概念性能力及应用能力）；
- 强调对产品设计过程采用以人为本的综合性方法；
- 在产品设计和革新过程中，有效地将人文、社会、文化和经济因素相结合；
- 与同辈、社区、设计行业和相关产业部门进行有效的沟通与合作；
- 将设计作为有效的、增值的、创造财富的商业策略；
- 创建一个具有国际眼光，注重新西兰国情的商业和生产环境。
- 加强设计和革新过程的道德、社会和环境价值。