



《产品包装设计》

Product Packaging Design

教学设计

Teaching Design

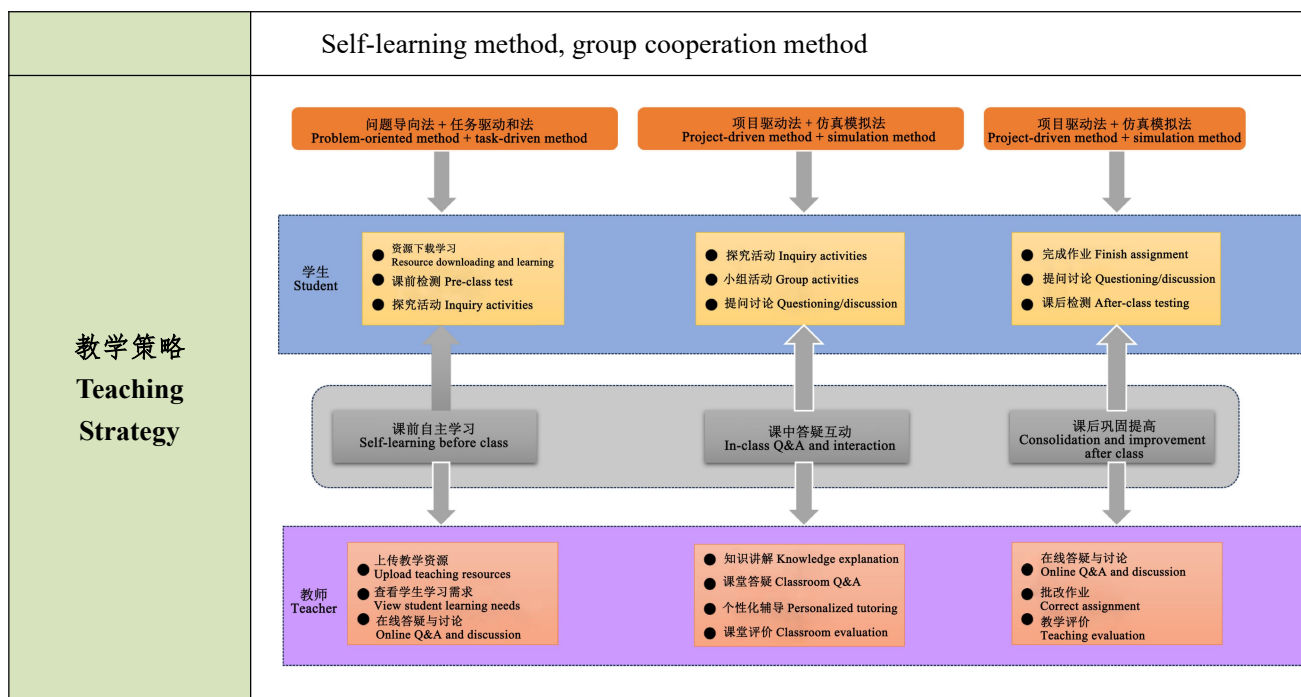
课程名称 Course Title	《产品包装设计》 Product Packaging Design	学科类别 Discipline	工商管理大类 Business Administration
教学项目 Teaching Program	模块一 包装设计理论基础 Module I Theoretical Basis of Packaging Design	课程类别 Course Category	理实一体 Theory-practice Integration
授课对象 Teaching Object	电子商务管理、艺术设计、包装设计类专业 E-commerce Management, Art Design and Packaging Design	总课时 Total Class Hours	4
课程分析 Course Analysis	<p>在当今激烈竞争的市场环境中，包装设计成为了品牌策划设计中不可忽视的重要组成部分。一个吸引消费者眼球、能够传达品牌形象和价值的包装设计，可以帮助品牌轻松抓住市场份额。随着时代的发展和消费者需求的变化，包装设计的趋势也在不断演进。本课程通过从包装设计理论基础、标志设计、包装结构设计、包装容器造型设计、包装装潢设计、系列化包装设计等 6 个模块，让学员掌握产品包装设计技能，能够熟练开展产品创意、产品包装设计等，培养能够胜任包装设计工作的技能人才。</p> <p>In today's fiercely competitive market environment, packaging design has become an important part of brand planning and design that cannot be ignored. An eye-catching packaging design that conveys brand image and value can help brands easily capture market share. With the development of times and changes in consumer needs, the trend of packaging design is also evolving. Through 6 modules, including theoretical basis of packaging design, logo design, packaging structure design, packaging container modeling design, packaging decoration design and serialized packaging design, this course enables trainees to master product packaging design skills, be proficient in product creativity and product packaging design, and cultivate skilled talents who are competent for packaging design.</p>		
选用教材 Selected Teaching Material	<p>本课程共包括包装设计的发展历程、产品包装设计的定义及功能、按包装材料为主要依据的分类、按商品不同价值进行的包装分类、按包装容器的刚性不同分类等 5 个工作领域。通过学习，能够帮助学员理解产品包装设计的内涵、意义、作用；认识</p>		

	<p>包装设计的分类及设计流程，培养学生具备产品包装设计流程、定位、构思与意识。掌握产品包装设计文案撰写，通过产品定位分析目标，明确产品定位类型、获客渠道，并对产品包装的种类进行初步整理。</p> <p>This course includes 5 work areas: the development process of packaging design, definition and function of product packaging design, classification based on packaging materials, packaging classification according to different values of commodities, and classification according to different rigidity of packaging containers. Through learning, students can understand the connotation, significance and function of product packaging design; understand the classification and design process of packaging design, and cultivate students to have a good understanding of product packaging design process, positioning, conception and awareness. Master the copywriting of product packaging design, clarify the type of product positioning and customer acquisition channels through product positioning analysis objectives, and preliminarily sort out the types of product packaging.</p> <p>参考教材：包装设计项目式教程（微课版）人民邮电出版社。</p> <p>Reference textbook: Package Design Project-based Course (Micro-course Edition) Posts & Telecom Press.</p>
<p>教学准备与教学资源</p> <p>Teaching Preparation and Teaching Resources</p>	<p>微课、动画、课件、实训作业、课后测试习题</p> <p>Micro-course, animation, courseware, practical training assignments and after-class test exercises</p>
<p>授课内容</p> <p>Course Content</p>	
<p>本模块是包装设计理论基础，从四个方面介绍了包装设计理论基础的主要内容，包括包装设计的分类，产品包装设计流程等，详细讲解了学生在产品设计包装过程中需要掌握的技巧及注意事项，内容详细具体，解答了学生在过程中遇到的主要问题。</p> <p>This module is the theoretical basis of packaging design. It introduces the main contents of the theoretical basis of packaging design from four aspects, including classification of packaging design and product packaging design process, etc. It explains in detail the skills and precautions that students need to master in the process of</p>	

product design and packaging. The content is detailed and specific, and answers the main problems encountered by students in the process.			
单元 Unit	内容 Content	课时 Class Hours	教学资源 Teaching Resources
单元 1 Unit 1	产品包装设计概述 Overview of Product Packaging Design	1	课件、课后测试习题 Courseware and after-class test exercises
单元 2 Unit 2	包装设计的分类 Classification of Packaging Design	1	微课、课件、课后测试习题 Micro-courses, courseware and after-class test exercises
单元 3 Unit 3	产品包装设计流程 Packaging Design Process	1	微课、课件、课后测试习题 Micro-courses, courseware and after-class test exercises
单元 4 Unit 4	产品包装设计定位构思 Positioning Concept of Product Packaging Design	1	微课、课件、课后测试习题 Micro-courses, courseware and after-class test exercises
学情分析 Academic Analysis	1. 学生具备基本的计算机操作能力和分析能力; 1. Students have basic computer operation ability and analysis ability; 2. 学生学习过程中主动记录, 针对自己不清楚的地方主动提问; 2. Students take the initiative to record in the learning process and ask questions about the places they are not clear about; 3. 学生对于包装设计有基础的知识, 但没有包装设计的方法和经验。 3. Students have basic knowledge of packaging design, but no methods and experience in		

	packaging design.		
Teaching Objectives 教学目标	<p>【知识目标】 [Knowledge Objectives]</p> <p>1.了解包装设计发展历程； 1. Understand the development process of packaging design;</p> <p>2.了解包装分类与功能； 2. Understand the classification and function of packaging;</p> <p>3.掌握包装材料与包装工艺； 3. Master the packaging materials and process;</p> <p>4.掌握包装设计流程。 4. Master the packaging design process.</p> <p>【能力目标】 [Capability Objectives]</p> <p>1.能够进行包装效果设计与制作； 1. Be able to design and produce packaging effects;</p> <p>2.能够绘制包装草图流程。 2. Be able to draw packaging sketch process.</p> <p>【思政目标】 [Ideological and Political Objectives]</p> <p>1.熟悉包装设计应该遵循的相关法律法规； 1. Be familiar with relevant laws and regulations that should be followed in packaging design;</p> <p>2.能够在包装设计过程中坚持科学的价值观和道德观。 2. Be able to adhere to scientific values and morals in the process of packaging design.</p>		
教学重点 Key Points	<p>1.包装的定义 1. Definition of packaging</p> <p>2.包装设计原则 2. Packaging design principles</p> <p>3.包装的分类与材料</p>	解决措施 Solutions	要求学生提前阅读课件、观看微课视频，通过典型的包装设计作品案例引入包装的定义与包装设计的相关

	3. Classification and materials of packaging 4. 绘制包装草图流程 4. Process of drawing packaging sketch		知识。 Students are required to read courseware and watch micro-course videos in advance, and introduce the definition of packaging and relevant knowledge of packaging design through typical cases of packaging design works.
教学难点 Difficult Points in Teaching	1. 包装设计简史 1. Brief history of packaging design. 2. 包装的功能 2. Functions of packaging 3. 包装的工艺 3. Packaging process 4. 包装效果设计与制作流程 4. Packaging effect design and production process	解决措施 Solutions	通过“赏析蜂蜜茶饮品包装”进行同步实训。 Simultaneous practical training is carried out through "appreciating and analyzing honey tea drink packaging".
教法学法 Teaching and Learning Methods	【教学方法】 [Teaching Methods] 讲授法、任务驱动法、案例分析法、问题导引法 Teaching method, task driven method, case analysis method, problem guidance method 【学习方法】 [Learning Methods] 自主学习法、小组合作法		



教学流程图
Teaching Flow Chart




单元一 产品包装设计概述
Unit 1 Packaging Design Process

教学目标 Teaching Objectives	【知识目标】 [Knowledge Objectives] 1. 了解包装设计的发展历程; 1. Understand the development process of packaging design;
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<p>2.熟悉产品包装设计的定义及功能。</p> <p>2. Be familiar with the definition and function of product packaging design.</p> <p>【能力目标】</p> <p>[Capability Objectives]</p> <p>1.能够理解产品包装设计的定义及功能。</p> <p>1. Students will be able to understand the definition and function of product packaging design.</p> <p>【思政目标】</p> <p>[Ideological and Political Objectives]</p> <p>1.熟悉产品包装设计应该遵循的相关法律法规。</p> <p>1. Be familiar with relevant laws and regulations that should be followed in product packaging design.</p>				
<p style="text-align: center;">教学实施过程</p> <p style="text-align: center;">Teaching Implementation Process</p>				
教学环节 Teaching Links	教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课前准备 Pre-class Preparation	完成对包装设计认知的学习。 Complete the cognitive learning of packaging design.	<p>【课前活动布置】</p> <p>[Arrangement of Pre-class Activities]</p> <p>1.布置课前预习活动，要求学生在课前完成包装设计认知的学习。</p> <p>1. Arrange preview activities before class, and require students to complete the study of packaging design cognition before class.</p>	<p>【课前回顾练习】</p> <p>[Pre-class Review Exercise]</p> <p>1.回顾包装设计的基础知识；</p> <p>1. Review the basic knowledge of packaging design;</p> <p>2.完成包装设计认知的学习。</p> <p>2. Complete the study of packaging design cognition.</p>	<p>学生复习包装设计的基础知识，有助于学生更快进入课堂，学习更深入的知识点。</p> <p>Students review the basic knowledge of packaging design, which will help students enter the classroom faster and learn more in-depth knowledge points.</p>

课中 In-class	环节1 Link1 任务引入 Task leading-in 5min	<p>问题引入 Question leading-in</p> <p>1. 日常生活中有哪些常见的包装?</p> <p>1. What are the common packaging in daily life?</p> <p>2. 包装好的盒子能看到里面的物品吗?</p> <p>2. Can you see the contents in the packaged box?</p>	<p>教师让学生自行阅读课程资源并思考教师提出的问题。</p> <p>The teacher allow students to read course resources by themselves and think about the questions raised by the teacher.</p>  	<p>课堂上让 2-3 个学生进行回答:</p> <p>Ask 2-3 students to answer questions in class:</p> <p>(1) 什么是包装设计?</p> <p>(1) What is packaging design?</p> <p>(2) 包装设计的功能是什么?</p> <p>(2) What is the function of packaging design?</p>	<p>以提问的形式引入, 让学生在课堂开始前进入场景, 带着问题和思考学习本单元课程。</p> <p>Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.</p>
	环节2 Link2 案例赏析 Case appreciation 5min	<p>赏析蜂蜜茶饮品包装</p> <p>Appreciating honey tea drink packaging</p> 	<p>教师随机邀请 2 名同学回答蜂蜜茶饮品包装设计的功能有哪些?</p> <p>The teacher randomly invites 2 students to answer what are the functions of honey tea drink packaging design?</p>	<p>根据教师提问, 学生回答问题</p> <p>Students answer the questions according to the teacher's questions</p>	<p>通过提问帮助学生加强理解和记忆。</p> <p>Help students strengthen their understanding and memory through questioning.</p>

	<p>环节3</p> <p>Link3</p> <p>知识讲解</p> <p>Knowledge explanation</p> <p>13min</p>	<p>1. 包装设计</p> <p>与包装设计的含义;</p> <p>1. Meaning of packaging design.</p> <p>2. 包装设计的基本内容。</p> <p>2. Basic contents of packaging design.</p>	<p>教师讲解包装设计与包装设计的含义、包装设计的基本内容的相关知识点;</p> <p>The teacher explains the meaning of packaging design and its basic contents;</p> <p>包装设计含义:</p> <p>Meaning of package design:</p> <p>包装设计的基本内容:</p> <p>Basic contents of packaging design:</p>	<p>1.学生分享包装设计的基本内容有哪些;</p> <p>1. Students share the basic contents of packaging design;</p> <p>2.学生分享遇到的问题;</p> <p>2. Students share their problems;</p> <p>3.学生针对自己的问题点和教师的总结,理解并记录之前不清楚和缺少的部分。</p> <p>3. Students understand and record the previously unclear and missing parts according to their own problems and the teacher's summary.</p>	<p>学生需要在实践前掌握基础知识,通过自己自主思考和教师补充的方式,让学生更容易理解和记住。</p> <p>Students need to master the basic knowledge before practice, and make it easier for students to understand and remember through their own independent thinking and supplementation by the teacher.</p>
	<p>环节4</p> <p>Link4</p> <p>实战演练</p> <p>Practice exercise</p> <p>12min</p>	<p>从包装的含义、设计以及功能等方面,赏析 Gruia 奶酪包装。</p> <p>Appreciate Gruia cheese packaging from the</p>	<p>教师请每位同学对实战问题进行思考,然后随机邀请 2 名同学分享其赏析的结果。</p> <p>The teacher invites each student to think about the actual problems, and then randomly invites 2</p>	<p>学生根据本节课上学习的知识从各方面赏析 Gruia 奶酪包装。</p> <p>Students appreciate Gruia cheese packaging from all aspects based on what they learned in this</p>	<p>通过“赏析 Gruia 奶酪包装”进行实训,帮助学生理解包装的含义和基本内容有更深入的理解。</p> <p>Through the practical training of "appreciating Gruia cheese packaging",</p>

		<p>meaning, design and function of packaging.</p> 	<p>students to share their appreciation results.</p>	<p>class.</p>	<p>students can have a deeper understanding of the meaning and basic contents of packaging.</p>
	<p>环节5 Link5 点评总结 Comment summary 5min</p>	<p>将本节课所学知识进行归纳总结,帮助学生进行知识点巩固。</p> <p>Summarize the knowledge learned in this class to help students consolidate their knowledge points.</p>	<p>教师总结本节课的知识点,对于重点内容着重强调。</p> <p>The teacher summarizes the knowledge points of this class and emphasizes the key contents.</p>	<p>学生再次巩固本节课所学知识。</p> <p>Students consolidate what they have learned in this class again.</p>	<p>通过再次巩固知识帮助学生加强理解和记忆。</p> <p>Help students to strengthen their understanding and memory by re-consolidating knowledge.</p>
	<p>环节6 Link6 知识拓展 5min Knowledge extension 5min</p>	<p>产品包装设计应该遵循的相关法律法规。</p> <p>Relevant laws and regulations</p>	<p>教师讲解产品包装设计应该遵循的相关法律法规、产品包装要求以及产品包装说明。</p> <p>The teacher explains the relevant laws and regulations that should</p>	<p>学生结合本节课所学知识,熟记知识拓展的内容。</p> <p>Students shall be familiar with the content of knowledge extension in</p>	<p>学生通过教师讲解熟悉产品包装设计应该遵循的相关法律法规,对包装设计加强理解。</p> <p>Through the teacher's explanation, students are familiar with the</p>

		that shall be followed in product packaging design.	be followed in product packaging requirements and product packaging instructions.	combination with what they have learned in this class.	relevant laws and regulations that should be followed in product packaging design, and strengthen their understanding of packaging design.
单元二 包装设计的分类 Unit 2 Classification of Packaging Design					
教学目标 Teaching Objectives	【知识目标】 [Knowledge Objectives]				
	1.了解按包装材料为主要依据的分类； 1. Understand the classification mainly according to packaging materials;				
	2.了解按商品不同价值进行的包装分类； 2. Understand the packaging classification according to different values of commodities;				
	3.了解按包装容器的刚性不同分类。 3. Understand the classification according to different rigidity of packaging containers.				
	【能力目标】 [Capability Objectives]				
	1.能够根据不同的商品选择合适的包装。 1.Be able to select suitable packaging for different products.				
	【思政目标】 [Ideological and Political Objectives]				
	1.理解绿色包装的对于环境保护的意义。 1. Understand the significance of green packaging to environmental protection.				
教学实施过程 Teaching Implementation Process					
教学环节 Teaching Links	教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent	


课中 In-Class	环节1 Link1 任务引入 Task leading-in 5min	上节课内容回顾。 Review of last class	引导学生回顾上节课的内容。 Guide students to review the contents of last class.	回顾上节课内容。 Course review	通过回顾巩固知识点，便于本节课知识掌握。 It is convenient to master the knowledge in this class by reviewing and consolidating the knowledge points.
	环节2 Link2 案例赏析 Case appreciation 5min	1.塑料包装与纸盒包装有什么区别？ 1. What is the difference between plastic packaging and carton packaging? 2.现在倡导的绿色健康生活在包装中有什么体现？ 2. What is the embodiment of green and	教师提出问题,引发学生思考。 The teacher ask questions and trigger students to think. 	根据教师提问，学生回答问题 Students answer the questions according to the teacher's questions	以提问的形式引入，让学生在课堂开始前进入场景，带着问题和思考学习本单元课程。 Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.

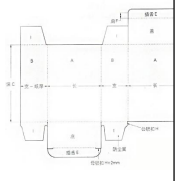
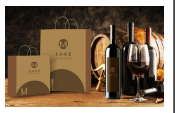
		<p>healthy life advocated now in packaging?</p>			
	<p>环节3 Link3 知识讲解 Knowledge explanation 13min</p>	<p>1. 包装设计 的分类; 1. Classification of packaging design; 2. 包装设计 的功能。 2. Function of packaging design.</p>  	<p>教师讲解包装设计的 分类与功能的相关知 识点; The teacher explains the classification and functions of packaging design; 包装设计的分类: Classification of packaging design: 包装设计的功能: Function of packaging design</p>	<p>1.学生分享生活中常 见的包装种类; 1. Students share the common types of packaging in life; 2.学生分享自己理解 的各类包装的功能; 2. Students share their understanding of various packaging functions; 3.学生分享自己遇到 的问题,再针对自己 的问题点和教师的总 结,理解并记录之前 不清楚和缺少的部 分。 3. Students share their problems, and then understand and record the previously unclear and missing parts according to their own problems and the teacher's summary.</p>	<p>学生需要在实践前掌 握基础知识,通过自 己自主思考和教师补 充的方式,让学生更 容易理解和记住。 Students need to master the basic knowledge before practice, and make it easier for students to understand and remember through their own independent thinking and supplementation by the teacher.</p>

	<p>环节4</p> <p>Link 4</p> <p>实战演练</p> <p>Practice exercise</p> <p>12 min</p>	<p>从包装的设计原则、材料选择以及功能等方面,分析鸡蛋包装的优缺点。</p> <p>Analyze the advantages and disadvantages of egg packaging from the aspects of design principle, material selection and function.</p> 	<p>教师通过对鸡蛋包装的分析,引导学生思考鸡蛋包装的优缺点。</p> <p>The teacher guide students to think about the advantages and disadvantages of egg packaging through their analysis of egg packaging.</p>	<p>学生结合本节课所学的包装设计的分类与功能的相关知识从各方面分析鸡蛋包装的优缺点。</p> <p>Students analyze the advantages and disadvantages of egg packaging from various aspects in combination with the knowledge related to classification and function of packaging design learned in this class.</p>	<p>通过分析鸡蛋包装的实战演练让学生对包装设计的功能加深理解。</p> <p>Through the practical exercise of analyzing egg packaging, students can deepen their understanding of the function of packaging design.</p>
	<p>环节5</p> <p>Link5</p> <p>点评总结</p> <p>Comment summary</p> <p>5min</p>	<p>归纳总结本节课及上节课所学知识,帮助学生进行知识点巩固。</p> <p>Summarize the</p>	<p>教师总结本节课以及上节课的知识点。</p> <p>The teacher summarizes the knowledge points of this class and the previous class.</p>	<p>学生再次巩固本节课所学知识点。</p> <p>Students consolidate what they have learned in this class again.</p>	<p>通过再次巩固知识帮助学生加强理解和记忆。</p> <p>Help students to strengthen their understanding and memory by re-consolidating</p>

		knowledge learned in this class and last class to help students consolidate their knowledge points.			knowledge.
	环节 6 Link6 知识拓展 5min Knowledge extension 5min	包装设计简史。 Brief history of packaging design.	教师分别展示古代包装、近代包装以及现代包装在各方面的区别。 The teacher show the differences between ancient packaging, modern packaging and contemporary packaging in various aspects.	学生结合包装设计简史的内容加深对包装设计分类与功能知识点的掌握程度。 Students deepen their mastery of packaging design classification and functional knowledge points in combination with the brief history of packaging design.	通过知识拓展帮助学生加强对本节课知识点的理解和记忆。 Help students to strengthen their understanding and memory of the knowledge points in this class through knowledge extension.
单元三 产品包装设计流程 Unit 3 Packaging Design Process					
教学目标 Teaching Objectives	【知识目标】 [Knowledge Objectives] 1.了解产品包装设计的步骤； 1. Understand the steps of product packaging design; 2.熟悉品包装设计的工作流程。 2. Be familiar with the workflow of product packaging design.				

		<div>【能力目标】</div> <div>[Capability Objectives]</div> <div>能够掌握产品包装设计的工作流程。</div> <div>Master the workflow of product packaging design.</div> <div>【思政目标】</div> <div>[Ideological and Political Objectives]</div> <div>能够在产品包装设计过程中坚持科学的价值观和道德观。</div> <div>Be able to adhere to scientific values and morals in the process of product packaging design.</div>			
教学实施过程					
Teaching Implementation Process					
教学环节 Teaching Links		教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课中 In-Class	环节1 Link1 任务引入 Task leading-in 5min	问题引入 Question leading-in	教师让学生自行阅读课程资源并思考教师提出的问题。 The teacher allow students to read course resources by themselves and think about the questions raised by the teacher.	课堂上让 2-3 个学生进行回答： Ask 2-3 students to answer questions in class: (1) 包装应该包含哪些信息？ (1) What information should the package contain? (2) 包装设计应该考虑哪些因素？ (2) What factors should be considered in packaging design?	以提问的形式引入，让学生在课堂开始前进入场景，带着问题和思考学习本单元课程。 Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.
	环节2	1. 一个苹果	教师提出问题,促进学	根据教师的提问,学	通过案例赏析的方



	<p>Link2</p> <p>案例赏析</p> <p>Case appreciation</p> <p>5min</p>	<p>饮料产品, 怎样才能通过包装让人了解到产品信息?</p> <p>1. How can an apple beverage product let people know the product information through packaging?</p> <p>2. 如何设计一款吸引儿童注意力的牛奶产品包装?</p> <p>2. How to design a milk product packaging that attracts children's attention?</p>	<p>生主动思考。</p> <p>The teacher ask questions to promote students' active thinking.</p> 	<p>生回答问题</p> <p>Students answer the questions according to the teacher's questions</p>	<p>式, 帮助学生提升问题解决能力、批判性思维能力和分析能力。分析真实案例, 学生将能够理解和应用所学知识, 培养实际应用能力, 并提高对现实问题的敏感性和反思能力。</p> <p>Help students improve their problem-solving ability, critical thinking ability and analytical ability through case appreciation. By analyzing real cases, students will be able to understand and apply the knowledge learned, cultivate practical application ability, and improve their sensitivity and reflective ability on realistic problems.</p>
	<p>环节3</p> <p>Link3</p> <p>知识讲解</p>	<p>1. 包装设计的原则;</p> <p>1. Packaging</p>	<p>教师讲解包装设计的原则以及包装设计的步骤和包装设计的工</p>	<p>1. 学生根据上节课所学</p> <p>知识思考包装设计的原则有哪些;</p>	<p>通过学生的自主思考和教师的讲解, 促进学生系统的学习和理</p>


	Knowledge explanation 13min	<p>design principles;</p> <p>2. 包装设计步骤与工作流程。</p> <p>2. Steps and workflow of packaging design.</p> 	<p>作流程的相关知识点;</p> <p>The teacher explains the principles of packaging design, steps and workflow of packaging design;</p> <p>包装设计的原则;</p> <p>Packaging design principles;</p> <p>包装设计的步骤和工作流程。</p> <p>Steps and workflow of packaging design.</p>	<p>1. Students think about the principles of packaging design according to the knowledge learned in the last class;</p> <p>2. 学生分享自己见过或了解到的包装设计步骤与工作流程;</p> <p>2. Students share the steps and workflow of packaging design they have seen or learned;</p> <p>3. 学生针对自己的问题点和教师的总结, 理解并记录之前不清楚的部分。</p> <p>3. Students understand and record the previously unclear parts according to their own problems and the teacher's summary.</p>	<p>解课程内容, 培养学生的批判性思维和解决问题的能力。</p> <p>Through students' independent thinking and teachers' explanation, promote students' systematic learning and understanding of course contents, and cultivate students' critical thinking and problem-solving ability.</p>
	<p>环节 4</p> <p>Link 4</p> <p>实战演练</p> <p>Practice exercise</p>	<p>设计葡萄酒包装。</p> <p>Design wine packaging.</p> 	<p>教师让同学们为墨韵酒庄设计葡萄酒包装, 体现其品牌形象。</p> <p>The teacher asked the students to design wine packaging for Moyun</p>	<p>教师随机让课上 2-3 个学生展示他们设计的包装的完整效果。</p> <p>The teacher randomly asks 2-3 students in the class to show the</p>	<p>通过设计葡萄酒包装的实训帮助学生加强产品包装设计流程的理解。</p> <p>Help students to strengthen their</p>

	12 min		Winery to reflect its brand image.	complete effect of their designed packaging.	understanding of the product packaging design process through practical training on wine packaging design.
	环节5 Link5 点评总结 Comment summary 5min	总结本节课的知识点,对于重点内容着重讲解。 Summarize the knowledge points in this class and focus on the key contents.	教师再次总结本节课重点知识和难点知识。 The teacher summarizes the key and difficult knowledge of this class again.	学生再次巩固本节课所学知识。 Students consolidate what they have learned in this class again.	通过再次巩固知识帮助学生加强理解和记忆。 Help students to strengthen their understanding and memory by re-consolidating knowledge.
	环节6 Link6 知识拓展 5min Knowledge extension 5min	如何设计茶叶包装? How to design a tea packaging	教师展示多种典型案例,并让学生自行分析,掌握包装设计的步骤和 workflow。 The teacher shows a variety of typical cases, and allows students to analyze them by themselves and master the steps and workflow of packaging design.	学生对案例中的包装设计步骤和 workflow 进行思考。 Students think about the packaging design steps and workflow in the case.	通过分享案例的形式对本节课知识点进行总结,加深学生对知识点的掌握。 Summarize the knowledge points in this class by sharing cases to deepen students' mastery of them.
单元四 产品包装设计定位构思					

Unit 4 Positioning Concept of Product Packaging Design					
教学目标 Teaching Objectives		【知识目标】 [Knowledge Objectives] 1.了解产品包装创意的基础知识; 1. Understand the basic knowledge of product packaging creativity; 2.了解产品包装设计版式的相关知识。 2. Understand the relevant knowledge of product packaging design layout.			
		【能力目标】 [Capability Objectives] 1.能够掌握产品包装的设计方法; 1. Be able to master the design method of product packaging;			
		【思政目标】 [Ideological and Political Objectives] 1.能够遵守产品设计的法律法规,在产品包装设计过程中坚持科学的价值观和道德观。 1. Be able to comply with the laws and regulations of product design, and adhere to scientific values and morals in the process of product packaging design.			
		教学实施过程 Teaching Implementation Process			
教学环节 Teaching Links		教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课中 In-Class	环节1 Link1	上节课内容回顾。 Review of last class	引导学生回顾上节课的内容。 Guide students to review the contents of last class.	回顾上节课“产品包装设计流程”内容。 Review the content of the last class "Product packaging design process".	通过回顾上节课的知识点,便于本节课包装设计定位构思知识点的掌握。 By reviewing the knowledge points in the last class, it is convenient to master the knowledge points
	任务引入 Task leading-in 5min				

					of concept of product packaging design positioning in this class.
	<p>环节2</p> <p>Link2</p> <p>案例赏析</p> <p>Case appreciation</p> <p>5min</p>	<p>1.通过瓶罐包装饮料时，应注意哪些方面？</p> <p>1. What should be paid attention to when packaging drinks through bottles and cans?</p> <p>2.瓶罐包装的设计有什么需要注意的？</p> <p>2. What should be paid attention to in the design of bottle and can packaging?</p>	<p>教师提出问题,促进学生主动思考。</p> <p>The teacher ask questions to promote students' active thinking.</p> 	<p>根据教师的提问，学生结合上节课所学知识以及自身能力回答问题。</p> <p>According to the teacher's questions, students answer questions in combination with what they learned last class and their own abilities.</p>	<p>通过案例赏析的方式，帮助学生思考问题，提升问题解决能力，能够更深刻地理解和应用所学知识，带着问题学习本节课的知识，培养实际应用能力。</p> <p>Through case appreciation, help students to think about problems and improve their problem-solving ability, be able to understand and apply the knowledge learned more deeply, learn the knowledge of this class with questions, and cultivate practical application ability.</p>

					
	环节3 Link3 知识讲解 Knowledge explanation 13min	<p>1. 产品包装的相关知识;</p> <p>1. Relevant knowledge of product packaging;</p> <p>2. 产品包装设计的定位构思。</p> <p>2. Positioning concept of product packaging design.</p> 	<p>教师讲解产品包装的相关知识以及产品的包装结构和包装设计的方法等相关知识点;</p> <p>The teacher explains the relevant knowledge of product packaging, as well as the packaging structure and packaging design methods of products;</p> <p>Knowledge about product packaging;</p> <p>产品包装设计的定位构思。</p> <p>Positioning Concept of Product Packaging Design</p>	<p>1. 学生分享包装设计的制图符号有哪些;</p> <p>1. Students share the drawing symbols of packaging design;</p> <p>2. 学生分享遇到的问题;</p> <p>2. Students share their problems;</p> <p>3. 学生针对自己的问题点和教师的总结, 理解并记录之前不明白和缺少的部分。</p> <p>3. Students understand and record the previously unclear parts according to their own problems and the teacher's summary.</p>	<p>学生需要在实践前掌握基础知识, 通过自己自主思考和教师补充的方式, 让学生更容易理解和记住。</p> <p>Students need to master the basic knowledge before practice, and make it easier for students to understand and remember through their own independent thinking and supplementation by the teacher.</p>
	环节4 Link4 实战演练 Practice exercise	<p>设计“大隐山”茶叶礼盒包装。</p> <p>Design the "Dayinshan"</p>	<p>教师让同学们在充分考虑防氧化、防潮、防高温、防阳光直射等因素的前提下, 兼具美观与实用性设计“大隐</p>	<p>教师随机让课上 2-3 个学生展示他们设计的茶叶礼盒包装的完整效果。</p> <p>The teacher randomly</p>	<p>通过设计茶叶礼盒包装的实训帮助学生加强产品包装设计定位构思的理解与应用能力。</p>

	12min	<p>tea gift box packaging.</p> 	<p>山”茶叶礼盒包装。</p> <p>On the premise of fully considering factors such as oxidation prevention, moisture protection, high temperature protection and direct sunlight protection, the teacher asked students to design a beautiful and practical "Dayinshan" tea gift box packaging.</p>	<p>asks 2-3 students in the class to show the complete effect of their designed tea gift box packaging.</p> 	<p>Through the practical training of designing tea gift box packaging, help students strengthen their understanding and application ability of positioning concept of product packaging design.</p>
	<p>环节5</p> <p>Link5</p> <p>点评总结</p> <p>Comment summary</p> <p>5min</p>	<p>将本节课及上节课所学知识进行归纳总结,帮助学生进行知识点巩固。</p> <p>Summarize the knowledge learned in this class and last class to help students consolidate their knowledge</p>	<p>教师总结本节课以及上节课的知识点。</p> <p>The teacher summarizes the knowledge points of this class and the previous class.</p>	<p>学生再次巩固本节课所学知识。</p> <p>Students consolidate what they have learned in this class again.</p>	<p>通过再次巩固知识帮助学生加强理解和记忆。</p> <p>Help students to strengthen their understanding and memory by re-consolidating knowledge.</p>

		points.			
	环节6 Link6 知识拓展 5min Knowledge extension 5min	色彩的情感属性。 Emotional attributes of color. 	教师为学生介绍色觉心理以及色彩的心理效应。 The teacher introduces the psychology of color perception and the psychological effects of color. 	学生通过教师的介绍分析各种颜色代表的情感和特性。 Students analyze the different emotions and characteristics represented by various colors through teacher's introduction.	通过色彩的情感属性让学生深入了解色彩在包装设计中的应用，加强学生对包装设计的定位构思的理解。 Through the emotional attribute of color, students can have a deep understanding of the application of color in packaging design and strengthen their understanding of the positioning conception of packaging design.
教学反思 Teaching Feedback					
教学效果 Teaching Effects	通过本模块的学习，学生能够包装设计的概念、定义和功能，熟悉包装设计的设计流程；能够了解包装设计的分类，掌握产品包装设计的流程，能够对包装设计有一个整体、宏观的了解。 Through the study of this module, students can understand the concept, definition and function of packaging design, be familiar with the design process of packaging design; understand the classification of packaging design, master the process of product packaging design, and have an overall and macroscopic understanding of packaging design.				
特色创新 Characteristic Innovation	1.深化质量意识，培养工匠精神。 1. Deepen quality awareness and cultivate craftsmanship spirit. 对接行业标准，规范操作，追求质量，逐步培养学生精益求精、耐心细致的工匠精神。				

	<p>Dovetail with industry standards, standardize operations, pursue quality, and gradually cultivate students' craftsmanship spirit of excellence, patientness and meticulousness.</p> <p>2.丰富教学资源，调动学生积极性。</p> <p>2. Enrich teaching resources and mobilize students' enthusiasm.</p> <p>借助课件、微课、课后习题等多种教学资源，丰富教学场景，创设教学情境，凸显学生的课堂主导地位，采用教师实时跟进项目成果，实时引导与指导的方式，让课堂变得更活、更生动。</p> <p>With the help of various teaching resources such as courseware, micro-courses and after-class exercises, enrich teaching scenarios, create teaching situations, highlight students' dominant position in classroom, and make the classroom more vivid by adopting the way that teachers follow up project results in real time and guide and guide them in real time.</p> <p>3.德技并重全面发展，学习目标有效达成</p> <p>3. Pay equal attention to all-round development of morality and skills, and effectively achieve learning objectives</p> <p>将思政元素、劳动教育“基因式”融入课程教学全过程，潜移默化地培养学生细致、专注、精益求精的工匠精神和民族自尊心与自豪感。</p> <p>Integrate the ideological and political elements and "genetic" of labor education into the whole course teaching process, and subtly cultivate students' craftsmanship spirit, national self-esteem and sense of pride in a meticulous, focused and excellent manner.</p> <p>根据在线课程平台监测学生学习情况，开展自主学习、知识测试、观看微课、小组讨论、头脑风暴、多方点评等多种教学活动，将知识的学习，进行碎片化分解。通过德技并重多种教学活动，逐步掌握知识，理解内涵，完成知识学习的目标。</p> <p>According to the online course platform, monitor students' learning situation, carry out a variety of teaching activities such as independent learning, knowledge test, watching micro-courses, group discussion, brainstorming and multi-party comments, so as to decompose knowledge into pieces. Gradually master knowledge, understand connotation and complete the goal of knowledge learning through multiple teaching activities with equal emphasis on morality and skills.</p>
<p>反思改进 Feedback and Improvement</p>	

综合考核

Comprehensive assessment

课程构建了“重视起点、关注发展、尊重差异”的综合评价体系。通过学生自评、组内互评、组间互评、教师点评、第二导师评价等多评价主体，实现包括过程性评价、结果性评价和增值性评价的多角度全面评价。应用在线教学平台对学生表现实时统计、及时反馈，为学生学习改进与教师教学反思提供依据。（课程评价体系如图 1 所示）

The course has built a comprehensive evaluation system of "attach importance to the starting point, focus on development and respect differences". The multi-angle comprehensive evaluation including process evaluation, result evaluation and value-added evaluation is realized through multiple evaluation subjects such as student self-evaluation, intra-group mutual evaluation, inter-group mutual evaluation, teacher's comments and second tutor's evaluation. The online teaching platform is used to make real-time statistics and timely feedback of students' performance, providing a basis for students' learning improvement and teachers' reflection on teaching. (The course evaluation system is shown in Fig. 1)

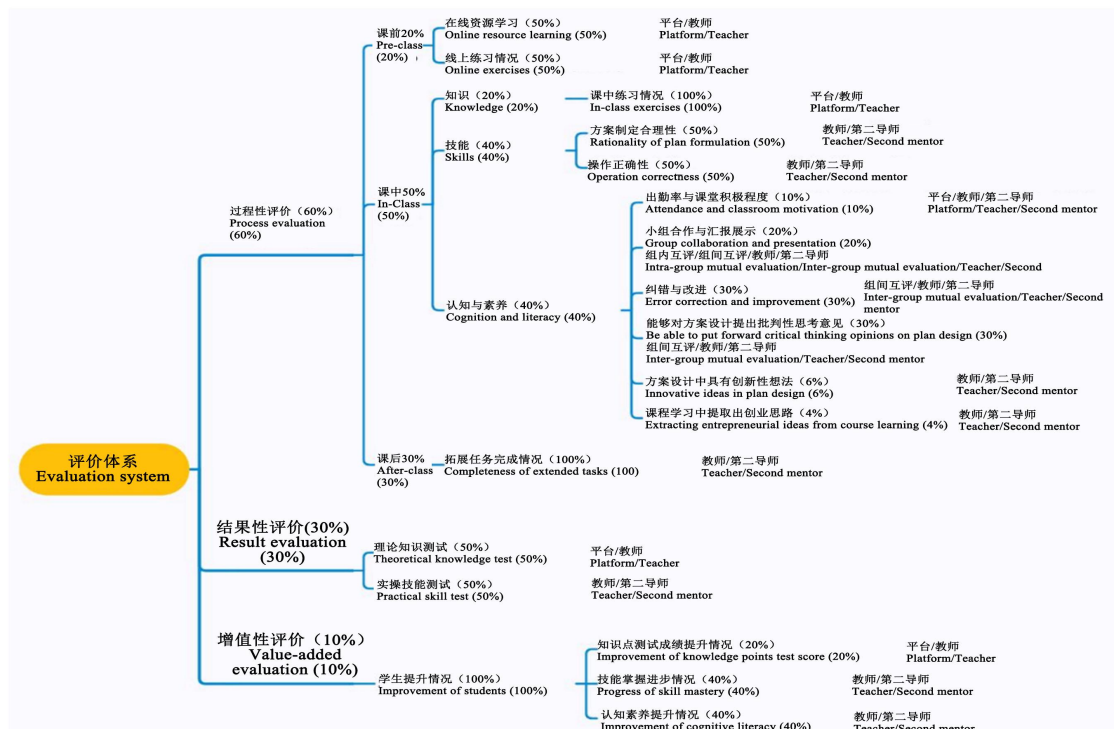


图 1 课程评价体系

Fig. 1 Course Evaluation System

《产品包装设计》

Product Packaging Design

教学设计

Teaching Design

课程名称 Course Title	《产品包装设计》 Product Packaging Design	学科类别 Discipline	工商管理大类 Business Administration
教学项目 Teaching Program	模块二 标志设计 Module II Logo Design	课程类别 Course Category	理实一体 Theory-practice Integration
授课对象 Teaching Object	电子商务管理、艺术设计、包装设计类专业 E-commerce Management, Art Design and Packaging Design	总课时 Total Class Hours	4
课程分析 Course Analysis	<p>在当今激烈竞争的市场环境中，包装设计成为了品牌策划设计中不可忽视的重要组成部分。一个吸引消费者眼球、能够传达品牌形象和价值的包装设计，可以帮助品牌轻松抓住市场份额。随着时代的发展和消费者需求的变化，包装设计的趋势也在不断演进。本课程通过从包装设计理论基础、标志设计、包装结构设计、包装容器造型设计、包装装潢设计、系列化包装设计等 6 个模块，让学员掌握产品包装设计技能，能够熟练开展产品创意、产品包装设计等，培养能够胜任包装设计工作的技能人才。</p> <p>In today's fiercely competitive market environment, packaging design has become an important part of brand planning and design that cannot be ignored. An eye-catching packaging design that conveys brand image and value can help brands easily capture market share. With the development of times and changes in consumer needs, the trend of packaging design is also evolving. Through 6 modules, including theoretical basis of packaging design, logo design, packaging structure design, packaging container modeling design, packaging decoration design and serialized packaging design, this course enables trainees to master product packaging design skills, be proficient in product creativity and product packaging design, and cultivate skilled talents who are competent for packaging design.</p>		

<p>选用教材</p> <p>Selected Teaching Material</p>	<p>本课程共包括包装设计的发展历程、产品包装设计的定义及功能、按包装材料为主要依据的分类、按商品不同价值进行的包装分类、按包装容器的刚性不同分类等 5 个工作领域。通过学习，能够帮助学员理解产品包装设计的内涵、意义、作用；认识包装设计的分类及设计流程，培养学生具备产品包装设计流程、定位、构思与意识。掌握产品包装设计文案撰写，通过产品定位分析目标，明确产品定位类型、获客渠道，并对产品包装的种类进行初步整理。</p> <p>This course includes 5 work areas: the development process of packaging design, definition and function of product packaging design, classification based on packaging materials, packaging classification according to different values of commodities, and classification according to different rigidity of packaging containers. Through learning, students can understand the connotation, significance and function of product packaging design; understand the classification and design process of packaging design, and cultivate students to have a good understanding of product packaging design process, positioning, conception and awareness. Master the copywriting of product packaging design, clarify the type of product positioning and customer acquisition channels through product positioning analysis objectives, and preliminarily sort out the types of product packaging.</p> <p>参考教材：包装设计项目式教程（微课版）人民邮电出版社。</p> <p>Reference textbook: Package Design Project-based Course (Micro-course Edition) Posts & Telecom Press.</p>
<p>教学准备与教学资源</p> <p>Teaching Preparation and Teaching Resources</p>	<p>微课、动画、课件、实训作业、课后测试习题</p> <p>Micro-course, animation, courseware, practical training assignments and after-class test exercises</p>
<p>授课内容</p> <p>Course Content</p>	

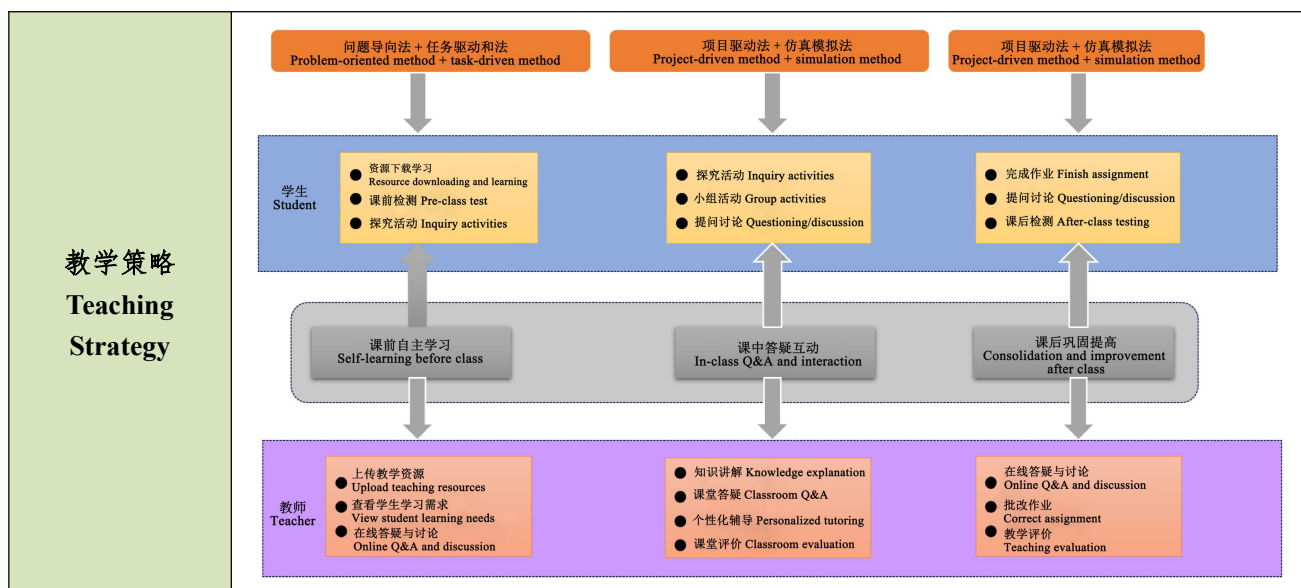
本模块是标志设计，从三个方面介绍了标志设计的主要内容，包括包标志的概述，标志的设计与制作等，详细讲解了学生在标志设计过程中需要掌握的技巧及原则，内容详细具体，解答了学生在过程中遇到的主要问题。

This module is about logo design. It introduces the main contents of logo design from three aspects, including the overview of packaging logo, logo design and production, etc. It explains in detail the skills and principles that students need to master in the process of logo design, with detailed and specific contents, and answers the main problems encountered by students in the process.

单元 Unit	内容 Content	课时 Class Hours	教学资源 Teaching Resources
单元 1 Unit 1	标志的概述 Overview of Logo	2	课件、课后测试习题 Courseware and after-class test exercises
单元 2 Unit 2	标志的设计与制作 Design and production of logo	1	微课、课件、课后测试 习题 Micro-courses, courseware and after-class test exercises
单元 3 Unit 3	实例操作 Example operation	1	微课、课件、课后测试 习题 Micro-courses, courseware and after-class test exercises
学情分析 Academic Analysis	1. 学生具备基本的计算机操作能力和分析能力； 1. Students have basic computer operation ability and analysis ability; 2. 学生学习过程中主动记录，针对自己不清楚的地方主动提问； 2. Students take the initiative to record in the learning process and ask questions about the places they are not clear about; 3. 学生对于包装设计有基础的知识，但没有包装设计的方法和经验。		

	3. Students have basic knowledge of packaging design, but no methods and experience in packaging design.		
Teaching Objectives 教学目标	<p>【知识目标】</p> <p>[Knowledge Objectives]</p> <p>1.了解标志的概念;</p> <p>1. Understand the concept of logo;</p> <p>2.了解标志的功能;</p> <p>2. Understand the function of logo;</p> <p>3.掌握标志的分类;</p> <p>3. Master the classification of logo;</p> <p>4.掌握标志的表现方式。</p> <p>4. Master the expression of the logo.</p> <p>【能力目标】</p> <p>[Capability Objectives]</p> <p>能够进行标志的设计与制作;</p> <p>Be able to design and produce logo;</p> <p>【思政目标】</p> <p>[Ideological and Political Objectives]</p> <p>1.熟悉标志设计应该遵循的相关法律法规;</p> <p>1. Be familiar with relevant laws and regulations that should be followed in logo design;</p> <p>2.培养在标志设计过程中精益求精的精神。</p> <p>2. Cultivate the spirit of excellence in logo design.</p>		
教学重点 Key Points	<p>1.标志的功能;</p> <p>1. Functions of the logo;</p> <p>2.标志的分类和表现形式;</p> <p>2. Classification and expression form of logo;</p> <p>3.标志的设计与制作;</p> <p>3. Design and production of logo;</p>	解决措施 Solutions	<p>要求学生提前阅读课件、观看微课视频,通过典型的标志设计作品案例引入标志的相关知识。</p> <p>Students are required to read courseware and</p>

			<p>watch micro-course videos in advance, and introduce logo-related knowledge through typical logo design cases.</p>
<p>教学难点 Difficult Points in Teaching</p>	<p>1.标志设计的原则; 1. Principle of logo design; 2.标志的设计与制作; 2. Design and production of logo;</p>	<p>解决措施 Solutions</p>	<p>通过完成相应的实训任务，边学边做，突破教学难点。</p> <p>By completing the corresponding practical training tasks, we can learn while doing and break through teaching difficulties.</p>
<p>教法学法 Teaching and Learning Methods</p>	<p>【教学方法】 [Teaching Methods]</p> <p>讲授法、任务驱动法、案例分析法、问题导引法</p> <p>Teaching method, task driven method, case analysis method, problem guidance method</p> <p>【学习方法】 [Learning Methods]</p> <p>自主学习法、小组合作法</p> <p>Self-learning method, group cooperation method</p>		



教学流程图
Teaching Flow Chart



单元一 标志的概述


Unit 1 Overview of Logo

教学目标 Teaching Objectives	【知识目标】 [Knowledge Objectives] 1. 了解标志的概念; 1. Understand the concept of logo; 2. 了解标志的功能;
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		<div>2. Understand the function of logo;</div> <div>3.掌握标志的分类;</div> <div>3. Master the classification of logo;</div> <div>【能力目标】</div> <div>[Capability Objectives]</div> <div>能够理解标志的定义及功能。</div> <div>Be able to understand the definition and function of logo.</div> <div>【思政目标】</div> <div>[Ideological and Political Objectives]</div> <div>培养在标志设计过程中精益求精的精神。</div> <div>Cultivate the spirit of excellence in logo design.</div>			
<div>教学实施过程</div> <div>Teaching Implementation Process</div>					
教学环节 Teaching Links		教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课前准备 Pre-class preparation		<div>讲解包装设计中标志的含义。</div> <div>Explain the meaning of logo in packaging design.</div>	<div>【课前活动布置】</div> <div>[Arrangement of Pre-class Activities]</div> <div>1. 布置课前预习活动, 要求学生在课前完成标志的学习。</div> <div>1. Arrange pre-class study activities and require students to complete the learning of logo before class.</div>	<div>【课前回顾练习】</div> <div>[Pre-class Review Exercise]</div> <div>1.回顾包装设计的基础知识;</div> <div>1. Review the basic knowledge of packaging design;</div> <div>2.完成包装设计标志的学习。</div> <div>2. Complete the study of packaging design logo.</div>	<div>学生复习包装设计的知识, 有助于学生更快进入课堂, 学习更深入的知识点。</div> <div>Students review the knowledge of packaging design, which will help students enter the classroom faster and learn more in-depth knowledge points.</div>
课中	环节1	问题引入	教师让学生自行阅	课堂上让 2-3 个学生	以提问的形式引入, 让

In-class	<p>Link1</p> <p>任务引入</p> <p>Task</p> <p>leading-in</p> <p>10min</p>	<p>Question</p> <p>leading-in</p> <p>1.日常生活中有哪些常见的包装标志?</p> <p>1. What are the common packaging logo in daily life?</p> <p>2. 在包装设计中标志图形的目的是什么?</p> <p>2. What is the purpose of using logo graphics in packaging design?</p>	<p>读课程资源并思考教师提出的问题。</p> <p>The teacher allow students to read course resources by themselves and think about the questions raised by the teacher.</p> 	<p>进行回答:</p> <p>Ask 2-3 students to answer questions in class:</p> <p>(1) 以下标志的含义是什么?</p>  <p>(1) What is the meaning of the following logo?</p>  <p>(2) 包装上标志的功能是什么?</p> <p>(2) What is the function of logo on the packaging?</p>	<p>学生在课堂开始前进入场景,带着问题和思考学习本单元课程。</p> <p>Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.</p>
	<p>环节2</p> <p>Link2</p> <p>案例赏析</p> <p>Case</p> <p>appreciation</p>	<p>从色彩、图形、文字和版式等方面赏析下图所示的米酒包装。</p> <p>Appreciate the</p>	<p>教师随机邀请2名同学回答米酒包装上标志的功能有哪些?</p> <p>The teacher</p>	<p>根据教师提问,学生回答问题</p> <p>Students answer the questions according to the teacher's</p>	<p>通过提问帮助学生加强理解和记忆。</p> <p>Help students strengthen their understanding and</p>

	10min	<p>rice wine packaging shown in the figure below from color, graphics, text and layout;.</p> 	<p>randomly invites 2 students to answer what are the functions of the logo on the rice wine packaging?</p>	<p>questions</p>	<p>memory through questioning.</p>
	<p>环节3 Link3 知识讲解 Knowledge explanation 25min</p>	<p>1.标志的定义; 1. Definition of logo; 2.标志的功能。 2. Function of logo.</p>	<p>教师讲解包装上标志的含义以及功能的相关知识点; The teacher explains the meaning and function of logo on packaging and relevant knowledge points; 标志的定义; Definition of logo; 标志的功能。 Function of logo.</p>	<p>1.学生分享标志的含义与功能有哪些; 1. Students share what they know about the meaning and functions of logo; 2.学生分享遇到的问题,对哪个概念不清楚等; 2. Students share the problems encountered and unclear concept; 3.学生针对自己的问题和教师的总结,理解并记录之前不清楚和缺少的部分。 3. Students understand and record the previously unclear and missing parts according to their</p>	<p>学生需要在实践前掌握基础知识,通过自己自主思考和教师补充的方式,让学生更容易理解和记住。 Students need to master the basic knowledge before practice, and make it easier for students to understand and remember through their own independent thinking and supplementation by the teacher.</p>

				own problems and the teacher's summary.	
	环节 4 Link 4 实战演练 Practice exercise 25 min	设计宝宝退烧贴包装。 Design the packaging of baby anti-fever sticker. 	教师请每位同学对实战问题进行思考，然后随机邀请 2 名同学分享其设计的包装。 The teacher invites each student to think about the actual problems, and then randomly invites 2 students to share their designed packaging.	学生根据本节课上学习的知识设计宝宝退烧贴包装。 Students design the packaging of baby anti-fever sticker according to what they have learned in this class.	通过设计宝宝退烧贴包装的实战演练，帮助学生理解包装标志的含义和功能有更深理解。 Through the practical exercise of designing baby anti-fever sticker packaging, students can have a deeper understanding of the meaning and function of packaging logo.
	环节 5 Link 5 点评总结 Comment summarizing 10 min	将本节课所学知识进行归纳总结，帮助学生进行知识点巩固。 Summarize the knowledge learned in this class to help students consolidate their knowledge points.	教师总结本节课的知识点，对于重点内容着重强调。 The teacher summarizes the knowledge points of this class and emphasizes the key contents.	学生再次巩固本节课所学知识。 Students consolidate what they have learned in this class again.	通过再次巩固知识帮助学生加强理解和记忆。 Help students to strengthen their understanding and memory by re-consolidating knowledge.
	环节 6	茶叶包装设计注	教师基于本节课的	学生结合本节课所	学生通过教师讲解熟

	Link 6 知识拓展 10min Knowledge extension 10min	意事项。 Precautions for tea packaging design.	知识点，讲解茶叶包装设计注意事项。 The teacher explains the precautions for tea packaging design based on the knowledge points in this class.	学知识，熟记知识拓展的内容。 Students shall be familiar with the content of knowledge extension in combination with what they have learned in this class.	悉茶叶包装设计注意事项，对产品包装标志加强理解。 Students are familiar with the precautions for tea packaging design through teacher's explanation, and strengthen their understanding of product packaging logo.
单元二 标志的设计与制作 Unit 2 Design and Production of Logo					
教学目标 Teaching Objectives	【知识目标】 [Knowledge Objectives] 1.了解标志设计的原则； 1. Understand the principles of logo design; 2.了解标志的设计与制作； 2. Understand the design and production of logo; 【能力目标】 [Capability Objectives] 能够进行标志的设计与制作； Be able to design and produce logo; 【思政目标】 [Ideological and Political Objectives] 培养在标志设计过程中精益求精的精神。 Cultivate the spirit of excellence in logo design.				
教学实施过程 Teaching Implementation Process					

教学环节 Teaching Links		教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课中 In-Class	环节 1 Link 1 任务引入 Task leading-in 5min	上节课内容回顾。 Review of last class	引导学生回顾上节课的内容。 Guide students to review the contents of last class.	回顾上节课内容。 Course review	通过回顾巩固知识点，便于本节课知识掌握。 It is convenient to master the knowledge in this class by reviewing and consolidating the knowledge points.
	环节 2 Link 2 案例赏析 Case appreciation 5min	1. 食品包装有哪些类型？ 1. What are the types of food packaging? 2. 食品包装标志有哪些设计原则和要点？ 2. What are the design principles and key points of food packaging logo?	教师提出问题，引发学生思考。 Teachers ask questions and trigger students to think. 	根据教师提问，学生回答问题 Students answer the questions according to the teacher's questions	以提问的形式引入，让学生在课堂开始前进入场景，带着问题和思考学习本单元课程。 Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.
	环节 3 Link 3 知识讲解 Knowledge	1. 标志设计的原则； 1. Principle of logo design; 2. 标志的设计与制作。	教师讲解标志设计的原则以及标志的设计与制作的相关知识； The teacher explains	1. 学生分享自己理解的标志设计的原则有哪些； 1. Students share their understanding of the	通过学生的自主思考和教师的讲解，促进学生系统的学习和理解课程内容，培养学生的批判性思维和解

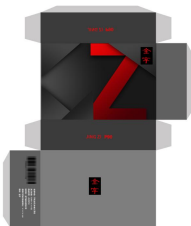
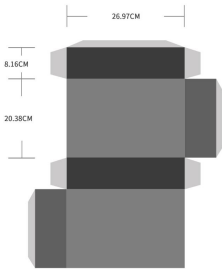
	ge explanati on 13 min	2. Design and production of logo.	the principles of logo design and relevant knowledge points about logo design and production; 标志设计的原则; Principle of logo design; 标志的设计与制作。 Design and production of logo.	principle of logo design; 2. 学生思考标志设计需要考虑到的因素有哪些; 2. Students think about the factors that need to be considered in logo design; 3. 学生分享自己遇到的问题, 对哪个概念不清晰, 再针对自己的问题点和教师的总结, 理解并记录之前不清楚和缺少的部分。 3. Students share their own problems and unclear concepts, then understand and record the previously unclear and missing parts according to their problem and the teacher's summary.	决问题的能力。 Through students' independent thinking and teachers' explanation, promote students' systematic learning and understanding of course contents, and cultivate students' critical thinking and problem-solving ability.
	环节 4 Link 4 实战演练	设计“金时矿泉水”包装。 Design the packaging of	教师让同学们设计“金时矿泉水”包装, 使包装在体现矿泉水的纯净、自然的	学生结合本节课所学的相关知识设计“金时矿泉水”包装。 Students design the	通过设计“金时矿泉水”包装的实战演练让学生对标志设计更加熟练和深刻。

	Practice exercise 12 min	<p>"Golden Spring Water".</p> 	<p>同时，与市面上的产品形成差异，且兼具简洁与时尚的风格。</p> <p>The teacher asked students to design the packaging of "Golden Spring Water", so that the packaging not only reflects the purity and nature of mineral water, but also forms a difference from the products on the market, with both concise and fashionable styles.</p>	<p>packaging of "Golden Spring Water" in combination with relevant knowledge learned in this class.</p>	<p>Through the practical exercise of designing "Golden Spring Water" packaging, students are more proficient in logo design.</p>
	<p>环节5</p> <p>Link5</p> <p>点评总结</p> <p>Comment summary</p> <p>5min</p>	<p>归纳总结本节课及上节课所学知识，帮助学生进行知识点巩固。</p> <p>Summarize the knowledge learned in this class and last class to help students consolidate their knowledge</p>	<p>教师总结本节课以及上节课的知识点。</p> <p>The teacher summarizes the knowledge points of this class and the previous class.</p>	<p>学生再次巩固本节课所学知识点。</p> <p>Students consolidate what they have learned in this class again.</p>	<p>通过再次巩固知识帮助学生加强理解和记忆。</p> <p>Help students to strengthen their understanding and memory by re-consolidating knowledge.</p>

		points.			
	环节6 Link6 知识拓展 5min Knowledge extension 5min	有关包装设计标识的国家标准。 National standard for packaging design logo.	教师介绍包装标识的相关国标。 The teacher introduces the relevant national standards for packaging logo. 	学生在本节课知识点的基础上结合包装标识相关国标的内容加深对标志设计与制作的掌握程度。 Based on the knowledge points in this class, students will deepen their mastery of logo design and production in combination with the contents of relevant national standards for packaging marks.	通过知识拓展帮助学生加强对本节课知识点的理解和记忆。 Help students to strengthen their understanding and memory of the knowledge points in this class through knowledge extension.
单元三 实例操作 Unit 3 Example Operation					
教学目标 Teaching Objectives	【知识目标】 [Knowledge Objectives] 掌握标志的表现方式。 Master the expression of logo. 【能力目标】 [Capability Objectives] 能够进行标志的设计与制作。 Be able to design and produce logo. 【思政目标】 [Ideological and Political Objectives] 培养在标志设计过程中精益求精的精神。				

		Cultivate the spirit of excellence in logo design.			
教学实施过程					
Teaching Implementation Process					
教学环节 Teaching Links		教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课中 In-Class	环节1 Link1 任务引入 Task leading-in 5min	问题引入 Question leading-in	教师让学生自行阅读课程资源并思考教师提出的问题。 The teacher allow students to read course resources by themselves and think about the questions raised by the teacher.	课堂上让 2-3 个学生进行回答： Ask 2-3 students to answer questions in class: (1) 电子产品包装有哪些设计方式？ (1) What are the design methods of electronic product packaging? (2) 电子产品包装的材料一般是哪些？ (2) What are the general materials for packaging of electronic products?	以提问的形式引入，让学生在课堂开始前进入场景，带着问题和思考学习本单元课程。 Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.
	环节2 Link2 案例赏析 Case appreciation 5min	赏析“夏麓”系列化包装 Logo。 Appreciate "Xialu" serialized packaging logo.	教师随机邀请 2 名同学回答“夏麓”系列化包装 Logo 有什么特点？ The teacher randomly invites 2 students to answer	根据教师的提问，学生结合上节课所学知识回答问题。 According to the teacher's questions, students answer questions in	通过案例赏析的方式，帮助学生思考问题，提升问题解决能力，能够更深刻地理解和应用所学知识，带着问题学习本节课的知识，培养实际

			what are the characteristics of the "Xialu" serialized packaging logo?	combination with what they learned last class.	应用能力。 Through case appreciation, help students to think about problems and improve their problem-solving ability, be able to understand and apply the knowledge learned more deeply, learn the knowledge of this class with questions, and cultivate practical application ability.
环节3 Link3 知识讲解 Knowledge explanation 13min	1. 标志的表现方式。 1. Expression of Logo.	 	教师讲解产品包装标志的表现方式等相关知识点； The teacher explains the expression mode of product packaging logo and other relevant knowledge points; 标志的表现方式。 Expression of Logo.	1.学生分享标志的表现方式有哪些； 1. Students share what they know about the expression of logo; 2.学生分享遇到的问题，对哪个概念不清晰等； 2. Students share the problems encountered and unclear concept; 3.学生针对自己的问题和教师的总结，理解并记录之前不明白和缺少的部分。	学生通过自己自主思考和教师对知识点详细讲解的方式，对知识点更容易理解和记住。 Students can understand and remember knowledge points more easily through independent thinking and detailed explanation of knowledge points by teachers.

				3. Students understand and record the previously unclear parts according to their own problems and the teacher's summary.	
环节 4 Link 4 实战演练 Practice exercise 12 min	设计“金字”手机包装。 Design the "Gold Letter" mobile phone packaging. 	教师让同学们设计有时尚感、潮流感，符合年轻群体的审美观的“金字”手机包装。 The teacher asked the students to design a "Gold Letter" mobile phone packaging that is fashionable, flu-like and in line with the aesthetics of young people.	教师随机让课上 2-3 个学生展示他们设计的“金字”手机包装的完整效果。 The teacher randomly asks 2-3 students in the class to show the complete effect of their designed "Gold Letter" mobile phone packaging. 	通过设计“金字”手机包装的实训帮助学生加强产品包装标志的理解与应用能力。 Through the practical training of designing "Gold Letter" mobile phone packaging, help students strengthen their understanding and application ability of product packaging logo.	
环节5 Link5 点评总结 Comment summary 5min	总结本节课的知识点，对于重点内容着重讲解。 Summarize the knowledge points in this class and focus on the key	教师展示多种标志设计案例，并让学升自行分析，掌握标志设计的技巧。 The teacher shows a variety of logo design cases, and allows the students to	学生结合设计案例再次巩固本节课所学知识。 Students re-consolidate the knowledge points learned in this class based on design cases.	通过再次巩固知识帮助学生加强理解和记忆。 Help students to strengthen their understanding and memory by re-consolidating	

		contents.	analyze by themselves and master the skills of logo design.		knowledge.
	环节6 Link6 知识拓展 5min Knowledge extension 5min	<p>电子产品包装应包含的文字信息。</p> <p>Text information to be included in the packaging of electronic products.</p> 	<p>教师介绍电子产品外包装上必须要有哪些文字信息。</p> <p>The teacher introduces what text information must be on the outer packaging of electronic products.</p>	<p>学生通过电子产品包装应包含的文字信息思考服装、日用品等产品包装应包含的文字信息。</p> <p>Students think about the text information that should be contained in product packaging such as clothing and daily necessities through the text information that should be contained in electronic product packaging.</p>	<p>通过对电子产品包装应包含的文字信息拓展到各类产品，加深学生对各类产品标志设计的掌握程度。</p> <p>By expanding the text information that should be included in electronic product packaging to various products, students' mastery of the design of various product marks is deepened.</p>
教学反思 Teaching Feedback					
教学效果 Teaching Effects	<p>通过本模块的学习，学生能够标志设计的概念、定义和功能，熟悉标志的设计与制作原则，能够对标志设计有一个整体、宏观的了解。</p> <p>Through the study of this module, students will be able to understand the concept, definition and function of logo design, get familiar with the principles of logo design and production, and have an overall and macro understanding of logo design.</p>				

<p>特色创新 Characteristic Innovation</p>	<p>1.深化质量意识，培养工匠精神。</p> <p>1. Deepen quality awareness and cultivate craftsmanship spirit.</p> <p>对接行业标准，规范操作，追求质量，逐步培养学生精益求精、耐心细致的工匠精神。</p> <p>Dovetail with industry standards, standardize operations, pursue quality, and gradually cultivate students' craftsmanship spirit of excellence, patientness and meticulousness.</p> <p>2.丰富教学资源，调动学生积极性。</p> <p>2. Enrich teaching resources and mobilize students' enthusiasm.</p> <p>借助课件、微课、课后习题等多种教学资源，丰富教学场景，创设教学情境，凸显学生的课堂主导地位，采用教师实时跟进项目成果，实时引导与指导的方式，让课堂变得更活、更生动。</p> <p>With the help of various teaching resources such as courseware, micro-courses and after-class exercises, enrich teaching scenarios, create teaching situations, highlight students' dominant position in classroom, and make the classroom more vivid by adopting the way that teachers follow up project results in real time and guide and guide them in real time.</p> <p>3.德技并重全面发展，学习目标有效达成</p> <p>3. Pay equal attention to all-round development of morality and skills, and effectively achieve learning objectives</p> <p>将思政元素、劳动教育“基因式”融入课程教学全过程，潜移默化地培养学生细致、专注、精益求精的工匠精神和民族自尊心与自豪感。</p> <p>Integrate the ideological and political elements and "genetic" of labor education into the whole course teaching process, and subtly cultivate students' craftsmanship spirit, national self-esteem and sense of pride in a meticulous, focused and excellent manner.</p> <p>根据在线课程平台监测学生学习情况，开展自主学习、知识测试、观看微课、小组讨论、头脑风暴、多方点评等多种教学活动，将知识的学习，进行碎片化分解。通过德技并重多种教学活动，逐步掌握知识，理解内涵，完成知识学习的目标。</p> <p>According to the online course platform, monitor students' learning situation, carry out a variety of teaching activities such as independent learning, knowledge test, watching micro-courses, group discussion, brainstorming and multi-party comments, so as to decompose knowledge into pieces. Gradually master knowledge, understand connotation and complete the goal of knowledge learning through multiple teaching activities with equal emphasis on morality and skills.</p>
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反思改进 Feedback and Improvement	
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综合考核

Comprehensive assessment

课程构建了“重视起点、关注发展、尊重差异”的综合评价体系。通过学生自评、组内互评、组间互评、教师点评、第二导师评价等多评价主体，实现包括过程性评价、结果性评价和增值性评价的多角度全面评价。应用在线教学平台对学生表现实时统计、及时反馈，为学生学习改进与教师教学反思提供依据。（课程评价体系如图 1 所示）

The course has built a comprehensive evaluation system of "attach importance to the starting point, focus on development and respect differences". The multi-angle comprehensive evaluation including process evaluation, result evaluation and value-added evaluation is realized through multiple evaluation subjects such as student self-evaluation, intra-group mutual evaluation, inter-group mutual evaluation, teacher's comments and second tutor's evaluation. The online teaching platform is used to make real-time statistics and timely feedback of students' performance, providing a basis for students' learning improvement and teachers' reflection on teaching. (The course evaluation system is shown in Fig. 1)

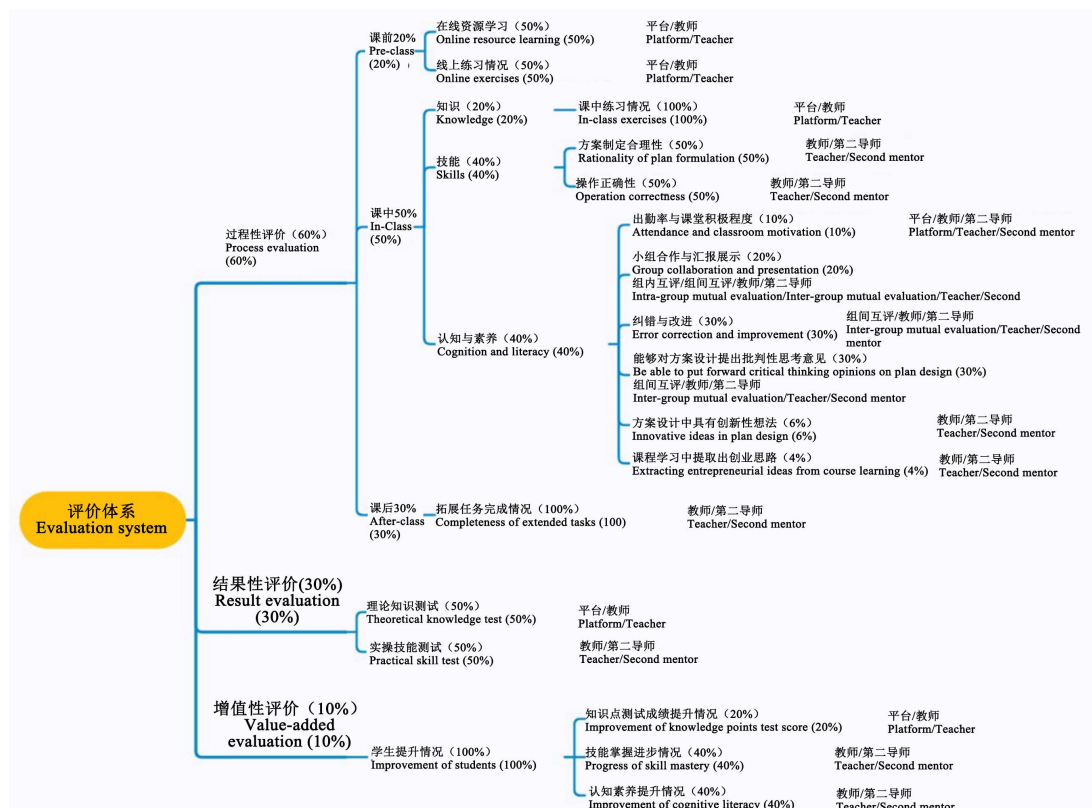


图 1 课程评价体系

Fig. 1 Course Evaluation System

《产品包装设计》

Product Packaging Design

教学设计

Teaching Design

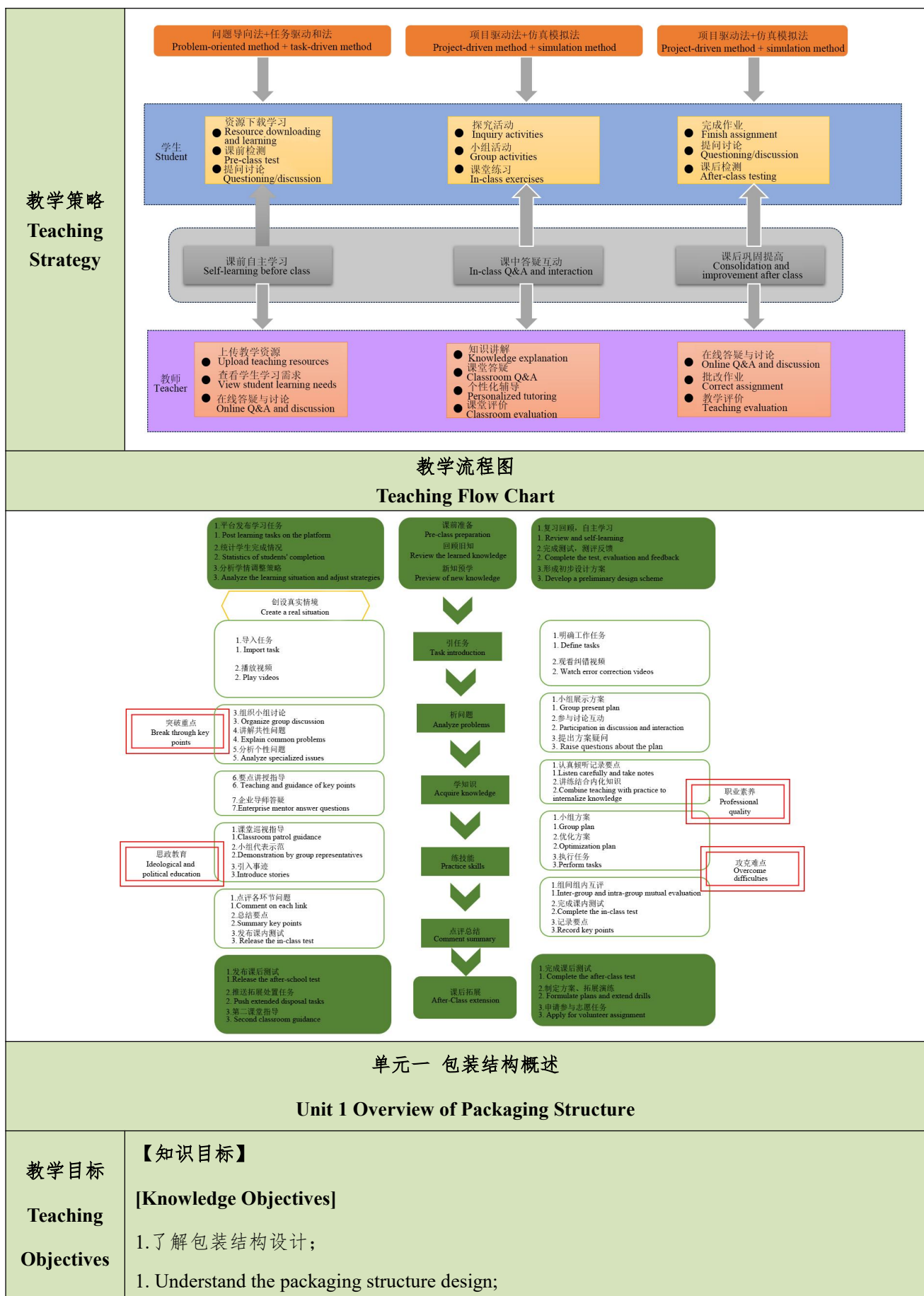
课程名称 Course Title	《产品包装设计》 Product Packaging Design	学科类别 Discipline	工商管理大类 Business Administration
教学项目 Teaching Program	模块三 包装结构设计 Module III Packaging Structure Design	课程类别 Course Category	理实一体 Theory-practice Integration
授课对象 Teaching Object	电子商务管理、艺术设计、包装设计类专业 E-commerce Management, Art Design and Packaging Design	总课时 Total Class Hours	8
课程分析 Course Analysis	<p>在当今激烈竞争的市场环境中，包装设计成为了品牌策划设计中不可忽视的重要组成部分。一个吸引消费者眼球、能够传达品牌形象和价值的包装设计，可以帮助品牌轻松抓住市场份额。随着时代的发展和消费者需求的变化，包装设计的趋势也在不断演进。本课程通过从包装设计理论基础、标志设计、包装结构设计、包装容器造型设计、包装装潢设计、系列化包装设计等 6 个模块，让学员掌握产品包装设计技能，能够熟练开展产品创意、产品包装设计等，培养能够胜任包装设计工作的技能人才。</p> <p>In today's fiercely competitive market environment, packaging design has become an important part of brand planning and design that cannot be ignored. An eye-catching packaging design that conveys brand image and value can help brands easily capture market share. With the development of times and changes in consumer needs, the trend of packaging design is also evolving. Through 6 modules, including theoretical basis of packaging design, logo design, packaging structure design, packaging container modeling design, packaging decoration design and serialized packaging design, this course enables trainees to master product packaging design skills, be proficient in product creativity and product packaging design, and cultivate skilled talents who are competent for packaging design.</p>		
选用教材 Selected Teaching	<p>本课程共包括包装设计的发展历程、产品包装设计的定义及功能、按包装材料为主要依据的分类、按商品不同价值进行的包装分类、按包装容器的刚性不同分类等 5 个工作领域。通过学习，能够帮助学员理解产品包装设计的内涵、意义、作用；认识包装设计的分</p>		

Material	<p>类及设计流程，培养学生具备产品包装设计流程、定位、构思与意识。掌握产品包装设计文案撰写，通过产品定位分析目标，明确产品定位类型、获客渠道，并对产品包装的种类进行初步整理。</p> <p>This course includes 5 work areas: the development process of packaging design, definition and function of product packaging design, classification based on packaging materials, packaging classification according to different values of commodities, and classification according to different rigidity of packaging containers. Through learning, students can understand the connotation, significance and function of product packaging design; understand the classification and design process of packaging design, and cultivate students to have a good understanding of product packaging design process, positioning, conception and awareness. Master the copywriting of product packaging design, clarify the type of product positioning and customer acquisition channels through product positioning analysis objectives, and preliminarily sort out the types of product packaging.</p> <p>参考教材：包装设计项目式教程（微课版）人民邮电出版社。</p> <p>Reference textbook: Package Design Project-based Course (Micro-course Edition) Posts & Telecom Press.</p>
教学准备与教学资源 Teaching Preparation and Teaching Resources	<p>微课、动画、课件、实训作业、课后测试习题</p> <p>Micro-course, animation, courseware, practical training assignments and after-class test exercises</p>
授课内容 Course Content	
<p>本模块是包装结构设计，从六个方面介绍了包装结构设计的主要内容，包括包装结构概述，常见的包装结构，和纸包装结构设计等，详细讲解了学生在包装结构设计过程中需要掌握的技巧及注意事项，内容详细具体，解答了学生在过程中遇到的主要问题。</p> <p>This module is about packaging structure design. It introduces the main contents of packaging structure design from six aspects, including overview of packaging structure, common packaging structures and paper packaging structure design, etc. It explains in detail the skills and precautions that students need to master in the</p>	

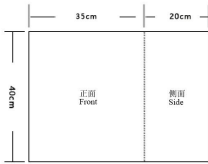
process of packaging structure design, which are detailed and specific, and answers the main problems encountered by students in the process.			
单元 Unit	内容 Content	课时 Class Hours	教学资源 Teaching Resources
单元 1 Unit 1	包装结构概述 Overview of Packaging Structure	2	课件、课后测试习题 Courseware and after-class test exercises
单元 2 Unit 2	常见的包装结构 Common Packaging Structure	2	微课、课件、课后测试习题 Micro-courses, courseware and after-class test exercises
单元 3 Unit 3	纸包装结构设计 Paper Packaging Structure Design	1	微课、课件、课后测试习题 Micro-courses, courseware and after-class test exercises
单元 4 Unit 4	常见纸盒结构设计 Common Carton Structure Design	1	微课、课件、课后测试习题 Micro-courses, courseware and after-class test exercises
单元 5 Unit 5	粘贴（固定）纸盒结构设计 Structure Design of Pasting (fixation) Carton	1	微课、课件、课后测试习题 Micro-courses, courseware and after-class test exercises
单元 6 Unit 6	设计实例 Design Examples	1	微课、课件、课后测试习题 Micro-courses, courseware and after-class test exercises
学情分析 Academic Analysis	1. 学生具备基本的计算机操作能力和分析能力； 1. Students have basic computer operation ability and analysis ability; 2. 学生学习过程中主动记录，针对自己不清楚的地方主动提问； 2. Students take the initiative to record in the learning process and ask questions about the places they are not clear about;		

	<p>3. 学生对于包装设计有基础的知识，但没有包装设计的方法和经验。</p> <p>3. Students have basic knowledge of packaging design, but no methods and experience in packaging design.</p>		
Teaching Objectives 教学目标	<p>【知识目标】</p> <p>[Knowledge Objectives]</p> <p>1. 了解包装结构设计；</p> <p>1. Understand the packaging structure design;</p> <p>2. 了解包装结构设计的功能；</p> <p>2. Understand the function of packaging structure design;</p> <p>3. 掌握包装结构设计原则；</p> <p>3. Master the principles of packaging structure design;</p> <p>4. 掌握包装设计流程。</p> <p>4. Master the packaging design process.</p> <p>【能力目标】</p> <p>[Capability Objectives]</p> <p>1. 能够进行纸盒结构设计；</p> <p>1. Be able to design carton structure;</p> <p>2. 能够掌握叠纸盒包装设计“三·三”原则。</p> <p>2. Be able to master the "three · three" principle of folding carton packaging design.</p> <p>【思政目标】</p> <p>[Ideological and Political Objectives]</p> <p>1. 熟悉包装设计应该遵循的相关法律法规；</p> <p>1. Be familiar with relevant laws and regulations that should be followed in packaging structure design;</p> <p>2. 能够在包装设计过程中坚持科学的价值观和道德观。</p> <p>2. Be able to adhere to scientific values and morals in the process of packaging structure design.</p>		
教学重点 Key Points	<p>1. 包装结构设计的功能</p> <p>1. Function of packaging structure design</p> <p>2. 包装结构设计原则</p> <p>2. Principle of packaging structure design</p>	解决措施 Solutions	<p>要求学生提前阅读课件、观看微课视频，通过典型的包装结构设计作品案例引入包装</p>


	3. 折叠纸盒包装设计 “三·三” 原则 3. "Three·three" principle of folding carton packaging design 4. 盘式折叠纸盒结构设计 4. Structure design of tray folding carton		结构设计的相关知识。 Students are required to read courseware and watch micro-course videos in advance, and introduce relevant knowledge of packaging structure design through typical cases of packaging structure design works.
教学难点 Difficult Points in Teaching	1. 能够进行桂花茶包装设计 1. Be able to design the packaging of osmanthus tea 2. 能够进行青梅酒包装设计 2. Be able to design the packaging of green plum wine	解决措施 Solutions	通过完成相应的实训任务，边学边做，突破教学难点。 By completing the corresponding practical training tasks, we can learn while doing and break through teaching difficulties.
教法学法 Teaching and Learning Methods	【教学方法】 [Teaching Methods] 讲授法、任务驱动法、案例分析法、问题导引法 Teaching method, task driven method, case analysis method, problem guidance method 【学习方法】 [Learning Methods] 自主学习法、小组合作法 Self-learning method, group cooperation method		



		2.了解包装结构设计的功能； 2. Understand the function of packaging structure design; 3.掌握包装结构设计原则。 3. Master the principles of packaging structure design. 【能力目标】 [Capability Objectives] 能够理解包装结构设计的定义及功能。 Be able to understand the definition and function of packaging structure design. 【思政目标】 [Ideological and Political Objectives] 培养包装结构设计精益求精的工匠精神。 Cultivate the craftsmanship spirit of keeping improving packaging structure design.			
教学实施过程 Teaching Implementation Process					
教学环节 Teaching Links		教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课前准备 Pre-class preparation		讲解包装结构设计的含义。 Explain the meaning of packaging structure design.	【课前活动布置】 [Arrangement of Pre-class Activities] 1.布置课前预习活动，要求学生在课前完成包装结构概述的学习。 1. Arrange pre-class study activities, and ask students to complete the learning of packaging structure overview before class.	【课前回顾练习】 [Pre-class Review Exercise] 1.回顾标志设计的相关知识； 1. Review the relevant knowledge of logo design; 2.完成包装结构概述的学习。 2. Complete the learning of packaging structure overview.	学生复习标志设计的知识，有助于学生更快进入课堂，学习更深入的知识。 Students review the knowledge of logo design, which will help students enter the classroom faster and learn more in-depth knowledge points.
课中 In-class	环节1	问题引入：	教师让学生自行阅读课	课堂上让 2-3 个学生	以提问的形式引入，让
	Link1	Problem	程资源并思考教师提出	进行回答：	学生在课堂开始前进
	任务引入	introduction:	的问题。	Ask 2-3 students to	入场景，带着问题和思

	<p>Task</p> <p>leading-in</p> <p>10min</p>	<p>1.怎么确定纸盒包装的结构?</p> <p>1. How to determine the structure of carton packaging?</p> <p>2.手提式纸盒包装的平面结构是怎样的?</p> <p>2. What is the plane structure of portable carton packaging?</p>	<p>The teacher allow students to read course resources by themselves and think about the questions raised by the teacher.</p>	<p>answer questions in class:</p> <p>(1) 在设计纸盒包装时,怎么更好地识别和分辨各部分的位置、内容?</p> <p>(1) How to better identify and distinguish the position and content of each part when designing carton packaging?</p>  <p>(2) 各类商品的包装结构有什么不同?</p> <p>(2) What are the differences in packaging structures of various commodities?</p>	<p>考学习本单元课程。</p> <p>Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.</p>
	<p>环节2</p> <p>Link2</p> <p>案例赏析</p> <p>Case appreciation</p>	<p>赏析“大隐山”茶叶礼盒包装平面结构图。</p> <p>Appreciate and analyze the plan</p>	<p>教师提出问题,引发学生思考。</p> <p>Teachers ask questions and trigger students to think.</p>	<p>根据教师提问,学生回答问题</p> <p>Students answer the questions according to the teacher's</p>	<p>以提问的形式引入,让学生在课堂开始前进入场景,带着问题和思考学习本单元课程。</p> <p>Introduce in the form of</p>

	10min	structure of "Dayinshan" tea gift box packaging.		questions	asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.
	环节3 Link3 知识讲解 Knowledge explanation 25min	1. 包装结构设计的定义; 1. Definition of packaging structure design; 2. 包装结构设计的功能; 2. Function of packaging structure design; 3. 包装结构设计原则。 3. Principle of packaging structure design.	教师讲解包装结构设计的定义和功能以及包装结构设计原则的相关知识点; The teacher explains the definition and function of packaging structure design and relevant knowledge points of packaging structure design principles; 包装结构设计的定义; Definition of packaging structure design; 包装结构设计的功能; Function of packaging structure design; 包装结构设计原则。 Principle of packaging structure design.	1. 学生分享自己理解的包装结构设计的定义是什么, 功能有哪些; 1. Students share their understanding of the definition and functions of packaging structure design; 2. 学生分享遇到的问题, 对哪个概念不清晰等; 2. Students share the problems encountered and unclear concept; 3. 学生分享自己遇到的问题, 对哪个概念不清晰, 再针对自己的问题点和教师的总结, 理解并记录之前不清楚和缺少的部分。	通过学生的自主思考和教师的讲解, 促进学生系统的学习和理解课程内容, 培养学生的批判性思维和解决问题的能力。 Through students' independent thinking and teachers' explanation, promote students' systematic learning and understanding of course contents, and cultivate students' critical thinking and problem-solving ability.

				3. Students share their own problems and unclear concepts, then understand and record the previously unclear and missing parts according to their problem and the teacher's summary.	
环节4 Link4 实战演练 Practice exercise 25min	设计“桂花”茶叶礼盒包装。 Design the "osmanthus" tea gift box packaging. 	教师让同学们设计有时尚感、潮流感，符合年轻群体的审美观的“桂花”茶叶礼盒包装。 The teacher asked the students to design a "osmanthus" tea gift box package with fashion sense, flu style and aesthetics in line with the young group.	教师随机让课上 2-3 个学生展示他们设计的“桂花”茶叶礼盒包装的完整效果。 The teacher randomly asks 2-3 students in class to show the complete effect of their designed "osmanthus" tea gift box packaging.	通过设计“桂花”茶叶礼盒包装。 Through the practical training of designing "osmanthus" tea gift box packaging, 包装的实训帮助学生加强产品包装标志的理解与应用能力。 students can strengthen the understanding and application ability of product packaging logo.	
环节5 Link5 点评总结 Comment summary 10min	总结本节课的知识点，对于重点内容着重讲解。 Summarize the knowledge points in this class and focus on the key	教师展示多种包装结构案例，并让学升自行分析，掌握标志设计的技巧。 The teacher shows a variety of packaging structure cases, and	学生结合设计案例再次巩固本节课所学知识点。 Students re-consolidate the knowledge points learned in this class	通过再次巩固知识帮助学生加强理解和记忆。 Help students to strengthen their understanding and memory by	

		contents.	allows the students to analyze by themselves and master the skills of logo design.	based on design cases.	re-consolidating knowledge.
	环节6 Link6 知识拓展 10min Knowledge extension 10min	<p>食品包装应包含的文字信息。</p> <p>Textual information to be included in food packaging.</p> 	<p>教师介绍食品包装外包装上必须要有哪些文字信息。</p> <p>The teacher introduces what text information must be on the outer package of food packaging.</p>	<p>学生通过食品包装应包含的文字信息思考服装、日用品等产品包装应包含的文字信息。</p> <p>Students think about the text information that should be contained in product packaging such as clothing and daily necessities through the text information that should be contained in food packaging.</p>	<p>通过对食品包装应包含的文字信息拓展到各类产品，加深学生对各类产品标志设计的掌握程度。</p> <p>By expanding the text information that should be included in food packaging to various products, students can deepen their mastery of the design of various product marks.</p>

单元二 常见的包装结构

Unit 2 Common Packaging Structure

<p>教学目标</p> <p>Teaching Objectives</p>	<p>【知识目标】</p> <p>[Knowledge Objectives]</p> <p>了解常见的包装结构</p> <p>Learn about common packaging structure</p> <p>【能力目标】</p> <p>[Capability Objectives]</p> <p>掌握包装分类；</p>
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		Master the packaging classification; 掌握包装设计流程。 Master the packaging design process. 【思政目标】 [Ideological and Political Objectives] 培养包装结构设计精益求精的工匠精神。 Cultivate the craftsmanship spirit of keeping improving packaging structure design.			
教学实施过程 Teaching Implementation Process					
教学环节 Teaching Links		教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课中 In-Class	环节1 Link1 任务引入 Task leading-in 10min	上节课内容回顾。 Review of last class	引导学生回顾上节课的内容。 Guide students to review the contents of last class.	回顾上节课内容。 Course review	通过回顾巩固知识点，便于本节课知识掌握。 It is convenient to master the knowledge in this class by reviewing and consolidating the knowledge points.
	环节2 Link2 案例赏析 Case appreciation 10min	赏析“哈尔”果味饮料包装结构。 Appreciate the packaging structure of "Ha Er" fruit beverage.	教师随机邀请 2 名同学回答“哈尔”果味饮料包装结构的特点有哪些？ The teacher randomly invited 2 students to answer what are the characteristics of the packaging structure of	根据教师提问，学生回答问题。 Students answer the questions according to the teacher's questions.	通过提问帮助学生加强理解和记忆。 Help students strengthen their understanding and memory through questioning.

			"Ha Er" fruit beverage?		
	环节3 Link3 知识讲解 Knowledge explanation 25min	1.包装分类; 1. Packaging classification; 2.包装设计流程。 2. Packaging design process.	教师讲解包装结构设计的分类以及设计流程的相关知识点; The teacher explains the classification of packaging structure design and relevant knowledge points of design process; 包装分类; Packaging classification; 包装设计流程。 Packaging design process.	1.学生分享自己知道的包装分类有哪些; 1. Students share what they know about the packaging classification; 2. 学生分享自己所了解的包装设计流程是怎样的; 2. Students share what they know about the packaging design process; 3.学生分享自己遇到的问题,对哪个概念不清晰,再针对自己的问题点和教师的总结,理解并记录之前不清楚和缺少的部分。 3. Students share their own problems and unclear concepts, then understand and record the previously unclear and missing parts according to their problem and the	通过学生的自主思考和教师的讲解,促进学生系统的学习和理解课程内容,培养学生的批判性思维和解决问题的能力。 Through students' independent thinking and teachers' explanation, promote students' systematic learning and understanding of course contents, and cultivate students' critical thinking and problem-solving ability.

				teacher's summary.	
环节4 Link4 实战演练 Practice exercise 25min	设计橙汁饮料包装。 Design orange juice beverage packaging. 	教师请每位同学对实战问题进行思考，然后随机邀请 2 名同学分享其设计的包装。 The teacher invites each student to think about the actual problems, and then randomly invites 2 students to share their designed packaging.	学生根据本节课上学习的设计橙汁饮料包装。 Students design orange juice beverage packaging according to the knowledge learned in this class.	通过设计橙汁饮料包装的实战演练，帮助学生加深对包装设计流程有更深入的理解。 Through the practical exercise of designing orange juice beverage packaging, students can have a deeper understanding of the packaging design process.	
环节5 Link5 点评总结 Comment summary 10min	将本节课所学知识进行归纳总结，帮助学生进行知识点巩固。 Summarize the knowledge learned in this class to help students consolidate their knowledge points.	教师总结本节课的知识点，对于重点内容着重强调。 The teacher summarizes the knowledge points of this class and emphasizes the key contents.	学生再次巩固本节课所学知识点。 Students consolidate what they have learned in this class again.	通过再次巩固知识帮助学生加强理解和记忆。 Help students to strengthen their understanding and memory by re-consolidating knowledge.	
环节6 Link6 知识拓展 10min Knowledge	茶叶包装设计注意事项。 Precautions for tea packaging design.	教师基于本节课的知识点，讲解茶叶包装设计注意事项。 The teacher explains the precautions for tea	学生结合本节课所学知识，熟记知识拓展的内容。 Students shall be familiar with the	学生通过教师讲解熟悉茶叶包装设计注意事项，对产品包装标志加强理解。 Students are familiar	

	extension 10min		packaging design based on the knowledge points in this class.	content of knowledge extension in combination with what they have learned in this class.	with the precautions for tea packaging design through teacher's explanation, and strengthen their understanding of product packaging logo.
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单元三 纸包装结构设计

Unit 3 Paper Packaging Structure Design


教学目标 Teaching Objectives	【知识目标】 [Knowledge Objectives] 了解色彩在包装中的运用； Understand the application of color in packaging; 了解文字在包装中的运用； Understand the use of words in packaging; 了解版式的相关知识。 Understand the relevant knowledge of layout.
	【能力目标】 [Capability Objectives] 掌握包装结构设计版式布局原则。 Master the layout principle of packaging structure design. 【思政目标】 [Ideological and Political Objectives] 熟悉包装结构设计应该遵循的相关法律法规。 Be familiar with relevant laws and regulations that should be followed in the design of packaging structure.

教学实施过程

Teaching Implementation Process

教学环节	教学内容	教师活动	学生活动	设计意图
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Teaching Links		Teaching Content	Teacher Activities	Student Activities	Design Intent
课中 In-Class	环节1 Link1 任务引入 Task leading-in 5min	问题引入 Question leading-in	教师让学生自行阅读课程资源并思考教师提出的问题。 The teacher allow students to read course resources by themselves and think about the questions raised by the teacher.	课堂上让 2-3 个学生进行回答： Ask 2-3 students to answer questions in class: (1) 如何设计一款吸引儿童注意力的牛奶产品包装？ (1) How to design a milk product packaging that attracts children's attention? (2) 一个苹果饮料产品，怎样才能通过包装让人了解到产品信息？ (2) How can people understand product information through packaging for an apple beverage product?	以提问的形式引入，让学生在课堂开始前进入场景，带着问题和思考学习本单元课程。 Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.
	环节2 Link2 案例赏析 Case appreciation 5min	赏析一款无线数码音乐播放器设计外包装 Appreciate the design outer packaging of a wireless digital	教师随机邀请 2 名同学回答这款无线数码音乐播放器设计外包装有什么特点？ The teacher randomly invites 2 students to answer what are the	根据教师的提问，学生结合上节课所学知识回答问题。 According to the teacher's questions, students answer questions in	通过案例赏析的方式，帮助学生思考问题，提升问题解决能力，能够更深刻地理解和应用所学知识，带着问题学习本节课的知识，培养实际

		<p>music player</p> 	<p>characteristics of the outer packaging design of this wireless digital music player?</p>	<p>combination with what they learned last class.</p>	<p>应用能力。</p> <p>Through case appreciation, help students to think about problems and improve their problem-solving ability, be able to understand and apply the knowledge learned more deeply, learn the knowledge of this class with questions, and cultivate practical application ability.</p>
	<p>环节3</p> <p>Link3</p> <p>知识讲解</p> <p>Knowledge explanation</p> <p>13min</p>	<p>1. 色彩在包装中的运用；</p> <p>1. Application of color in packaging;</p> <p>2. 文字在包装中的运用；</p> <p>2. Use of words in packaging;</p> <p>3. 版式的相关知识。</p> <p>3. The relevant knowledge of layout.</p>	<p>教师讲解色彩和文字在包装中的运用以及版式的相关知识点；</p> <p>The teacher explains the application of color and text in packaging and related knowledge points of layout;</p> <p>色彩在包装中的运用；</p> <p>Application of color in packaging;</p> <p>文字在包装中的运用；</p> <p>Use of words in packaging;</p> <p>版式的相关知识。</p>	<p>1. 学生分享色彩的3要素；</p> <p>1. Students share 3 elements of color;</p> <p>2. 学生分享自己所了解的包装版式布局原则是怎样的；</p> <p>2. Students share what they know about the principles of packaging layout;</p> <p>3. 学生分享自己遇到的问题，对哪个概念不清晰，再针对自己的问题点和教师的总</p>	<p>通过学生的自主思考和教师的讲解，促进学生系统的学习和理解课程内容，培养学生的批判性思维和解决问题的能力。</p> <p>Through students' independent thinking and teachers' explanation, promote students' systematic learning and understanding of course contents, and cultivate students'</p>

			The relevant knowledge of layout.	<p>结，理解并记录之前不清楚和缺少的部分。</p> <p>3. Students share their own problems and unclear concepts, then understand and record the previously unclear and missing parts according to their problem and the teacher's summary.</p>	critical thinking and problem-solving ability.
	<p>环节4</p> <p>Link4</p> <p>实战演练</p> <p>Practice exercise</p> <p>12min</p>	<p>制作莫允儿品牌奶油饼干包装。</p> <p>Create packaging of Moyuner brand butter biscuits.</p> <p>由于该包装的目标用户是儿童，因此要求展现饼干实物效果，且具备美观性。制作时先用 Illustrator 制作饼干纸盒包装平面图，然后将其应用到立体效果中。</p> <p>Since the target</p>	<p>教师请每位同学对实战问题进行思考，然后随机邀请 2 名同学分享其设计的包装。</p> <p>The teacher invites each student to think about the actual problems, and then randomly invites 2 students to share their designed packaging.</p>	<p>学生根据本节课上学习的设计知识设计莫允儿品牌奶油饼干包装。</p> <p>Students design Moyuner brand butter biscuit packaging based on what they learned in this class.</p>	<p>通过设计莫允儿品牌奶油饼干包装的实战演练，帮助学生对纸包装结构设计有更深入的理解。</p> <p>Through the practical exercise of designing Moyuner brand butter biscuit packaging, students can have a deeper understanding of paper packaging structure design.</p>



		<p>user of this packaging is children, it is required to show the physical effect and aesthetics of cookies.</p> <p>Illustrator is used to make a plan view of the biscuit carton packaging, and then it is applied to the three-dimensional effect.</p>			
	<p>环节5</p> <p>Link5</p> <p>点评总结</p> <p>Comment</p> <p>summary</p> <p>5min</p>	<p>将本节课所学知识进行归纳总结，帮助学生进行知识点巩固。</p> <p>Summarize the knowledge learned in this class to help students consolidate their knowledge points.</p>	<p>教师总结本节课的知识点，对于重点内容着重强调。</p> <p>The teacher summarizes the knowledge points of this class and emphasizes the key contents.</p>	<p>学生再次巩固本节课所学知识点。</p> <p>Students consolidate what they have learned in this class again.</p>	<p>通过再次巩固知识帮助学生加强理解和记忆。</p> <p>Help students to strengthen their understanding and memory by re-consolidating knowledge.</p>
	<p>环节6</p> <p>Link6</p> <p>知识拓展</p>	<p>有关包装设计标识的国家标准。</p> <p>National standard</p>	<p>教师介绍包装标识的相关国标。</p> <p>The teacher introduces</p>	<p>学生在本节课知识点的基础上结合包装标识相关国标的内容加</p>	<p>通过知识拓展帮助学生加强对本节课知识点的理解和记忆。</p>

	5min Knowledge extension 5min	for packaging design logo.	the relevant national standards for packaging logo. 	深对标志设计与制作的掌握程度。 Based on the knowledge points in this class, students will deepen their mastery of logo design and production in combination with the contents of relevant national standards for packaging marks.	Help students to strengthen their understanding and memory of the knowledge points in this class through knowledge extension.
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单元四 常见纸盒结构设计


Unit 4 Structure Design of Common Carton

教学目标 Teaching Objectives	<p>【知识目标】 [Knowledge Objectives]</p> <p>1.熟悉特殊形态纸盒包装结构 1. Be familiar with the packaging structure of special form cartons</p> <p>2.熟悉纸盒包装设计制图符号 2. Be familiar with the drawing symbols of carton packaging design</p> <p>【能力目标】 [Capability Objectives]</p> <p>利用纸盒包装的基础知识绘制纸盒包装效果图 Use the basic knowledge of carton packaging to draw the rendering of carton packaging</p> <p>【思政目标】 [Ideological and Political Objectives]</p> <p>熟悉包装设计应该遵循的相关法律法规。 Be familiar with relevant laws and regulations that should be followed in the design of packaging structure.</p>
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<div> <div>教学实施过程</div> <div>Teaching Implementation Process</div> </div>				
教学环节 Teaching Links	教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课中 In-Class	环节 1 Link 1 任务引入 Task leading-in 5min	上节课内容回顾。 Review of last class 引导学生回顾上节课的内容。 Guide students to review the contents of last class.	回顾上节课“纸包装设计”内容。 Review the content of "Paper Packaging Structure Design" in last class.	通过回顾上节课的知识点，便于本节课常见纸盒结构设计知识点的掌握。 By reviewing the knowledge points of last class, it is convenient to master the common carton structure design knowledge points in this lesson.
	环节2 Link2 案例赏析 Case appreciation 5min 	赏析月饼纸盒包装。 Appreciate the mooncake carton packaging. 教师提出问题，促进学生主动思考。 The teacher ask questions to promote students' active thinking. 	根据教师的提问，学生结合上节课所学知识以及自身能力回答问题。 According to the teacher's questions, students answer questions in combination with what they learned last class and their own abilities.	通过案例赏析的方式，帮助学生思考问题，提升问题解决能力，能够更深刻地理解和应用所学知识，带着问题学习本节课的知识，培养实际应用能力。 Through case appreciation, help students to think about problems and improve

					<p>their problem-solving ability, be able to understand and apply the knowledge learned more deeply, learn the knowledge of this class with questions, and cultivate practical application ability.</p>
	<p>环节3</p> <p>Link3</p> <p>知识讲解</p> <p>Knowledge explanation</p> <p>13min</p>	<p>1.特殊形态纸盒包装结构</p> <p>1. Packaging structure of special form carton</p> <p>2.纸盒包装设计制图符号</p> <p>2. Drawing symbols of carton packaging design</p>	<p>教师讲解特殊形态纸盒包装结构和纸盒包装设计制图符号等相关知识；</p> <p>The teacher explains the packaging structure of special forms of cartons, drawing symbols for carton packaging design and other related knowledge points;</p> <p>特殊形态纸盒包装结构；</p> <p>Packaging structure of special form carton;</p> <p>纸盒包装设计制图符号。</p> <p>Drawing symbols of carton packaging design.</p>	<p>1.学生分享包装设计的制图符号有哪些；</p> <p>1. Students share the drawing symbols of packaging design;</p> <p>2.学生分享遇到的问题，对哪个概念不清晰等；</p> <p>2. Students share the problems encountered and unclear concept;</p> <p>3.学生针对自己的问题点和教师的总结，理解并记录之前不明白和缺少的部分。</p> <p>3. Students understand and record the previously unclear parts according to their own problems and the</p>	<p>学生需要在实践前掌握基础知识，通过自己自主思考和教师补充的方式，让学生更容易理解和记住。</p> <p>Students need to master the basic knowledge before practice, and make it easier for students to understand and remember through their own independent thinking and supplementation by the teacher.</p>

				teacher's summary.	
	环节4 Link4 实战演练 Practice exercise 12min	设计饼干创意包装盒。 Design creative biscuit packaging boxes. 	教师通过对常见纸盒结构设计分析，引导学生设计饼干创意包装盒。 The teacher guide students to design creative biscuit packaging boxes through the analysis of common carton structure design.	学生结合本节课所学的常见纸盒结构设计的相关知识从各方面分析设计饼干包装盒。 Students analyze and design biscuit packaging boxes from various aspects in combination with the relevant knowledge of common carton structure design learned in this class.	通过设计饼干创意包装盒的实战演练让学生对纸盒结构设计加深理解。 Through the practical exercise of designing creative packaging boxes for cookies, students can deepen their understanding of the carton structure design.
	环节5 Link5 点评总结 Comment summary 5min	将本节课及上节课所学知识进行归纳总结，帮助学生进行知识点巩固。 Summarize the knowledge learned in this class and last class to help students consolidate their knowledge points.	教师总结本节课以及上节课的知识点。 The teacher summarizes the knowledge points of this class and the previous class.	学生再次巩固本节课所学知识点。 Students consolidate what they have learned in this class again.	通过再次巩固知识帮助学生加强理解和记忆。 Help students to strengthen their understanding and memory by re-consolidating knowledge.
	环节6	纸质包装材料的	教师讲解纸质包装材料	学生通过教师的讲解	通过对纸质包装优缺


Link6 知识拓展 5min Knowledge extension 5min	优缺点。 Advantages and disadvantages of paper packaging materials. 	的优缺点。 The teacher explain the advantages and disadvantages of paper packaging materials.	分析在设计纸质包装时应注意的事项。 Through the teacher's explanation, students analyze the matters that should be paid attention to when designing paper packaging.	点的分析拓展到考虑设计纸质包装时应注意的措施。 Through the analysis of advantages and disadvantages of paper packaging, it is expanded to consider measures that should be paid attention to when designing paper packaging.
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单元五 粘贴（固定）纸盒结构设计

Unit 5 Structure Design of Pasting (fixation) Carton

教学目标 Teaching Objectives	<p>【知识目标】 [Knowledge Objectives]</p> <p>1. 了解粘贴纸盒； 1. Understand the pasting carton;</p> <p>2. 了解粘贴纸盒结构； 2. Understand the structure of pasting carton;</p> <p>3. 了解粘贴纸盒尺寸设计。 3. Understand the size design of pasting carton.</p> <p>【能力目标】 [Capability Objectives]</p> <p>能够掌握粘贴（固定）纸盒结构设计的技巧。 Be able to master the skills of pasting (fixation) carton structure design.</p> <p>【思政目标】 [Ideological and Political Objectives]</p> <p>培养包装结构设计精益求精的工匠精神。</p>
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		Cultivate the craftsmanship spirit of keeping improving packaging structure design.			
教学实施过程					
Teaching Implementation Process					
教学环节 Teaching Links		教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课中 In-Class	环节1 Link1 任务引入 Task leading-in 5min	问题引入 Question leading-in	教师让学生自行阅读课程资源并思考教师提出的问题。 The teacher allow students to read course resources by themselves and think about the questions raised by the teacher.	课堂上让 2-3 个学生进行回答： Ask 2-3 students to answer questions in class: (1) 为什么粘贴纸盒制造尺寸计算公式与 (1) Why is the formula for the manufacturing size of pasting cartons different from that of folding cartons? 折叠纸盒有所同？ (2) 粘贴纸盒各部结构名称有哪些？ (2) What are the structure names of each part of the pasting carton?	以提问的形式引入，让学生在课堂开始前进入场景，带着问题和思考学习本单元课程。 Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.
	环节2 Link2 案例赏析	在日常生活中，纸盒结构的包装形式出现得最	教师提出问题，促进学生主动思考。 The teacher ask	根据教师的提问，学生回答问题 Students answer the	通过案例赏析的方式，帮助学生提升问题解决能力、批判性

	<p>Case appreciation</p> <p>5min</p>	<p>多。赏析以下纸盒结构。</p> <p>In daily life, the packaging form of the carton structure appears the most.</p> <p>Appreciate the following carton structure.</p>	<p>questions to promote students' active thinking.</p> 	<p>questions according to the teacher's questions</p>	<p>思维能力和分析能力。分析真实案例，学生将能够理解和应用所学知识，培养实际应用能力，并提高对现实问题的敏感性和反思能力。</p> <p>Help students improve their problem-solving ability, critical thinking ability and analytical ability through case appreciation. By analyzing real cases, students will be able to understand and apply the knowledge learned, cultivate practical application ability, and improve their sensitivity and reflective ability on realistic problems.</p>
	<p>环节3</p> <p>Link3</p> <p>知识讲解</p> <p>Knowledge explanation</p> <p>13min</p>	<p>1. 粘贴纸盒；</p> <p>1. Pasting carton;</p> <p>2. 粘贴纸盒结构；</p> <p>2. Structure of pasting carton;</p> <p>3. 粘贴纸盒尺寸</p>	<p>教师讲解粘贴纸盒结构以及粘贴纸盒尺寸设计</p> <p>The teacher explains the structure and size design of pasting carton</p> <p>等相关知识点；</p>	<p>1. 学生分享盘式粘贴纸盒的特点；</p> <p>1. Students share the characteristics of tray pasting carton;</p> <p>2. 学生分享粘贴纸盒</p>	<p>学生需要在实践前掌握基础知识，通过自己自主思考和教师补充的方式，让学生更容易理解和记住。</p> <p>Students need to</p>

		设计 3. Size design of pasting carton	and other relevant knowledge points; 粘贴纸盒; Pasting carton; 粘贴纸盒结构; Structure of pasting carton; 粘贴纸盒尺寸设计。 Size design of pasting carton.	的类型有哪些; 2. Students share the types of pasting carton; 3. 学生针对自己的问题和教师的总结, 理解并记录之前不明白和缺少的部分。 3. Students understand and record the previously unclear parts according to their own problems and the teacher's summary.	master the basic knowledge before practice, and make it easier for students to understand and remember through their own independent thinking and supplementation by the teacher.
	环节4 Link4 实践演练 Practice exercise 12min	设计牛奶纸盒包装。 Design milk carton packaging. 	介绍实训任务, 以小组形式去完成任务, 将纸盒包装设计的流程以及粘贴(固定)纸盒结构设计要点运用其中。 Introduce the practical training tasks, complete the tasks in groups, and apply the design process of carton packaging and key points of pasting (fixation) carton structure to them.	对制作的过程进行总结, 分析存在的问题与设计注意事项, 通过项目实训进行巩固练习与提升。 Summarize the production process, analyze existing problems and design precautions, and conduct consolidation exercises and improvement through project training.	让学生自己对粘贴(固定)纸盒结构设计要点有进一步的认知。 Let students have a further understanding of the key points in structure design of pasting (fixation) cartons.
	环节5	将本节课及上节	教师总结本节课以及上	学生再次巩固本节课	通过再次巩固知识帮

	<p>Link5</p> <p>点评总结</p> <p>Comment</p> <p>summary</p> <p>5min</p>	<p>课所学知识进行归纳总结，帮助学生进行知识巩固。</p> <p>Summarize the knowledge learned in this class and last class to help students consolidate their knowledge points.</p>	<p>节课的知识点。</p> <p>The teacher summarizes the knowledge points of this class and the previous class.</p>	<p>所学知识。</p> <p>Students consolidate what they have learned in this class again.</p>	<p>助学生加强理解和记忆。</p> <p>Help students to strengthen their understanding and memory by re-consolidating knowledge.</p>
	<p>环节6</p> <p>Link6</p> <p>知识拓展</p> <p>5min</p> <p>Knowledge extension</p> <p>5min</p>	<p>总结本节课的知识点，对于重点内容着重讲解。</p> <p>Summarize the knowledge points in this class and focus on the key contents.</p>	<p>教师展示多种典型案例，并让学升自行分析，掌握粘贴（固定）纸盒结构设计的要点。</p> <p>The teacher shows a variety of typical cases, and allows the students to analyze by themselves and master the key points of pasting (fixation) carton structure design.</p>	<p>学生对案例中的粘贴（固定）纸盒结构设计的步骤进行理解和掌握。</p> <p>Students understand and master the steps of pasting (fixation) carton structure design in the case.</p>	<p>通过分享案例的形式对本节课知识点进行总结，加深学生对知识点的掌握。</p> <p>Summarize the knowledge points in this class by sharing cases to deepen students' mastery of them.</p>
<p>单元六 设计实例</p> <p>Unit 6 Design Examples</p>					
<p>教学目标</p> <p>Teaching Objectives</p>	<p>【知识目标】</p> <p>[Knowledge Objectives]</p> <p>桂花茶包装设计；</p>				

		<p>Osmanthus tea packaging design;</p> <p>青梅酒包装设计。</p> <p>Green plum wine packaging design.</p> <p>【能力目标】</p> <p>[Capability Objectives]</p> <p>能够进行桂花茶包装设计；</p> <p>Be able to design the packaging of osmanthus tea;</p> <p>能够进行青梅酒包装设计。</p> <p>Be able to design the packaging of green plum wine.</p> <p>【思政目标】</p> <p>[Ideological and Political Objectives]</p> <p>培养包装结构设计精益求精的工匠精神。</p> <p>Cultivate the craftsmanship spirit of keeping improving packaging structure design.</p>			
<p>教学实施过程</p> <p>Teaching Implementation Process</p>					
教学环节 Teaching Links		教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课中 In-Class	环节1 Link1 任务引入 Task leading-in 5min	上节课内容回顾。 Review of last class	引导学生回顾上节课的内容。 Guide students to review the contents of last class.	回顾上节课内容。 Course review	通过回顾巩固知识点，便于本节课知识掌握。 It is convenient to master the knowledge in this class by reviewing and consolidating the knowledge points.
	环节2 Link2	赏析“墨韵”服饰包装。	教师随机邀请 2 名同学回答分析“墨韵”服饰包装的设计构思与包装特点。	根据教师提问，学生回答问题。	通过提问帮助学生加强理解和记忆。

<p>案例赏析</p> <p>Case appreciation</p> <p>5min</p>	<p>Appreciation and analysis of "Moyun" clothing packaging.</p> 	<p>The teacher randomly invited 2 students to answer and analyze the design conception and packaging characteristics of "Moyun" clothing package.</p> 	<p>Students answer the questions according to the teacher's questions.</p>	<p>Help students strengthen their understanding and memory through questioning.</p>
<p>环节3</p> <p>Link3</p> <p>知识讲解</p> <p>Knowledge explanation</p> <p>13min</p>	<p>1. 桂花茶包装设计</p> <p>1. Osmanthus tea packaging design</p> <p>2. 青梅酒包装设计</p> <p>2. Green plum wine packaging design</p>	<p>教师讲解桂花茶包装设计和青梅酒包装设计的相关知识点和注意事项;</p> <p>The teacher explains the relevant knowledge and precautions of osmanthus tea packaging design and green plum wine packaging design;</p> <p>桂花茶包装设计; Osmanthus tea packaging design;</p> <p>青梅酒包装设计。 Green plum wine packaging design.</p>	<p>1. 学生分享桂花茶包装的特点;</p> <p>1. Students share the characteristics of osmanthus tea packaging;</p> <p>2. 学生分享青梅酒包装的特点;</p> <p>2. Students share the characteristics of green plum wine packaging;</p> <p>3. 学生针对自己的问题和教师的总结, 理解并记录之前不明白和缺少的部分。</p> <p>3. Students understand and record the previously unclear</p>	<p>学生需要在实践前掌握基础知识, 通过自己自主思考和教师补充的方式, 让学生更容易理解和记住。</p> <p>Students need to master the basic knowledge before practice, and make it easier for students to understand and remember through their own independent thinking and supplementation by the teacher.</p>

				parts according to their own problems and the teacher's summary.	
环节4 Link4 实践演练 Practice exercise 12min	设计桂花茶包装以及青梅酒包装 Design the packaging of osmanthus tea and green plum wine	教师布置学生设计桂花茶包装以及青梅酒包装的任务。通过实战案例指导学生。 The teacher arranges students to design the packaging of osmanthus tea and green plum wine. Guide students through practical cases.	学生结合本节课所学知识以及上节课的课程内容合理设计桂花茶包装以及青梅酒包装。 Students reasonably design the packaging of osmanthus tea and green plum wine in combination with what they have learned in this class and the course content of the previous class.	通过设计完整的包装对本节课的内容进行总结，让学生对包装类型设计有深刻的认识。 Summarize the contents of this class by designing complete packaging, so that students can have a deep understanding of packaging type design.	
环节5 Link5 点评总结 Comment summary 5min	总结本节课的知识点，对于重点内容着重讲解。 Summarize the knowledge points in this class and focus on the key contents.	教师展示多种纸盒包装设计案例，并让学升自行分析，掌握纸盒包装设计的技巧。 The teacher shows a variety of cases of carton packaging design, and allows the students to analyze by themselves to master the skills of carton packaging design.	学生结合设计案例再次巩固本节课所学知识。 Students re-consolidate the knowledge points learned in this class based on design cases.	通过再次巩固知识帮助学生加强理解和记忆。 Help students to strengthen their understanding and memory by re-consolidating knowledge.	
环节6	设计西红柿罐头	教师对西红柿罐头包装	学生在教师的引导下	在纸质包装的学习	

	<p>Link6 知识拓展 5min Knowledge extension 5min</p>	<p>包装，参考效果如下图所示。</p> <p>Design canned tomato packaging, the reference effect is shown in the figure below.</p>	<p>进行初步的解析，引导学生进行罐头包装设计。</p> <p>The teacher will make a preliminary analysis of canned tomato packaging and guide students to design canned packaging.</p> <div data-bbox="571 750 842 958">  </div>	<p>进行罐头包装设计，在包装中要体现西红柿效果、价格等，便于用户了解产品信息</p> <p>Students design canned packaging under the guidance of teachers. The effect and price of tomatoes should be reflected in the packaging, so that users can understand product information</p> <div data-bbox="874 1066 1137 1391">  </div>	<p>后，进行罐头包装的拓展，增加学生对各类包装设计的认识。</p> <p>After learning paper packaging, expand canned packaging to increase students' understanding of various packaging designs.</p>
<p>教学反思</p> <p>Teaching Feedback</p>					
<p>教学效果 Teaching Effects</p>	<p>通过本模块的学习，学生能够理解包装结构设计概念、功能和原则，熟悉常见的包装结构；能够掌握纸包装结构设计、常见纸盒结构设计和粘贴（固定）纸盒结构设计，掌握具体产品包装设计的流程，能够对包装结构设计有一个整体、宏观的了解。</p> <p>Through the study of this module, students can understand the concepts, functions and principles of packaging structure design and be familiar with common packaging structures; Students will be able to master the paper packaging structure design, common carton structure and pasting (fixation) carton structure, master the process of specific product packaging design, and have an overall and macro understanding of packaging structure design.</p>				

<p>特色创新 Characteristic Innovation</p>	<p>1.深化质量意识，培养工匠精神。</p> <p>1. Deepen quality awareness and cultivate craftsmanship spirit.</p> <p>对接行业标准，规范操作，追求质量，逐步培养学生精益求精、耐心细致的工匠精神。</p> <p>Dovetail with industry standards, standardize operations, pursue quality, and gradually cultivate students' craftsmanship spirit of excellence, patientness and meticulousness.</p> <p>2.丰富教学资源，调动学生积极性。</p> <p>2. Enrich teaching resources and mobilize students' enthusiasm.</p> <p>借助课件、微课、课后习题等多种教学资源，丰富教学场景，创设教学情境，凸显学生的课堂主导地位，采用教师实时跟进项目成果，实时引导与指导的方式，让课堂变得更活、更生动。</p> <p>With the help of various teaching resources such as courseware, micro-courses and after-class exercises, enrich teaching scenarios, create teaching situations, highlight students' dominant position in classroom, and make the classroom more vivid by adopting the way that teachers follow up project results in real time and guide and guide them in real time.</p> <p>3.德技并重全面发展，学习目标有效达成</p> <p>3. Pay equal attention to all-round development of morality and skills, and effectively achieve learning objectives</p> <p>将思政元素、劳动教育“基因式”融入课程教学全过程，潜移默化地培养学生细致、专注、精益求精的工匠精神和民族自尊心与自豪感。</p> <p>Integrate the ideological and political elements and "genetic" of labor education into the whole course teaching process, and subtly cultivate students' craftsmanship spirit, national self-esteem and sense of pride in a meticulous, focused and excellent manner.</p> <p>根据在线课程平台监测学生学习情况，开展自主学习、知识测试、观看微课、小组讨论、头脑风暴、多方点评等多种教学活动，将知识的学习，进行碎片化分解。通过德技并重多种教学活动，逐步掌握知识，理解内涵，完成知识学习的目标。</p> <p>According to the online course platform, monitor students' learning situation, carry out a variety of teaching activities such as independent learning, knowledge test, watching micro-courses, group discussion, brainstorming and multi-party comments, so as to decompose knowledge into pieces. Gradually master knowledge, understand connotation and complete the goal of knowledge learning through multiple teaching activities with equal emphasis on morality and skills.</p>
<p>反思改进 Feedback and Improvement</p>	

综合考核

Comprehensive assessment

课程构建了“重视起点、关注发展、尊重差异”的综合评价体系。通过学生自评、组内互评、组间互评、教师点评、第二导师评价等多评价主体，实现包括过程性评价、结果性评价和增值性评价的多角度全面评价。应用在线教学平台对学生表现实时统计、及时反馈，为学生学习改进与教师教学反思提供依据。（课程评价体系如图 1 所示）

The course has built a comprehensive evaluation system of "attach importance to the starting point, focus on development and respect differences". The multi-angle comprehensive evaluation including process evaluation, result evaluation and value-added evaluation is realized through multiple evaluation subjects such as student self-evaluation, intra-group mutual evaluation, inter-group mutual evaluation, teacher's comments and second tutor's evaluation. The online teaching platform is used to make real-time statistics and timely feedback of students' performance, providing a basis for students' learning improvement and teachers' reflection on teaching. (The course evaluation system is shown in Fig. 1)

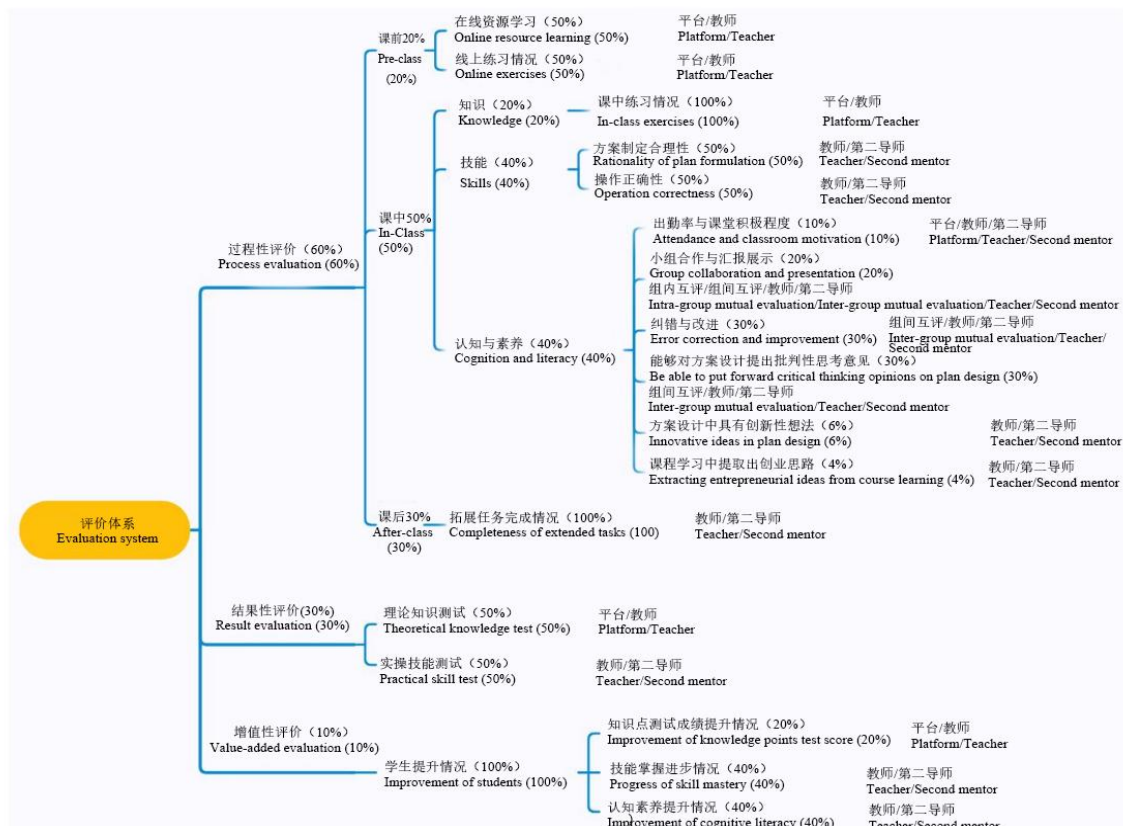


图 1 课程评价体系

Fig. 1 Course Evaluation System

《产品包装设计》

Product Packaging Design

教学设计

Teaching Design

课程名称 Course Title	《产品包装设计》 Product Packaging Design	学科类别 Discipline	工商管理大类 Business Administration
教学项目 Teaching Program	模块四 包装容器造型设计 Module IV Packaging Container Modeling Design	课程类别 Course Category	理实一体 Theory-practice Integration
授课对象 Teaching Object	电子商务管理、艺术设计、包装设计类专业 E-commerce Management, Art Design and Packaging Design	总课时 Total Class Hours	4
课程分析 Course Analysis	<p>在当今激烈竞争的市场环境中，包装设计成为了品牌策划设计中不可忽视的重要组成部分。一个吸引消费者眼球、能够传达品牌形象和价值的包装设计，可以帮助品牌轻松抓住市场份额。随着时代的发展和消费者需求的变化，包装设计的趋势也在不断演进。本课程通过从包装设计理论基础、标志设计、包装结构设计、包装容器造型设计、包装装潢设计、系列化包装设计等 6 个模块，让学员掌握产品包装设计技能，能够熟练开展产品创意、产品包装设计等，培养能够胜任包装设计工作的技能人才。</p> <p>In today's fiercely competitive market environment, packaging design has become an important part of brand planning and design that cannot be ignored. An eye-catching packaging design that conveys brand image and value can help brands easily capture market share. With the development of times and changes in consumer needs, the trend of packaging design is also evolving. Through 6 modules, including theoretical basis of packaging design, logo design, packaging structure design, packaging container modeling design, packaging decoration design and serialized packaging design, this course enables trainees to master product packaging design skills, be proficient in product creativity and product packaging design, and cultivate skilled talents who are competent for packaging design.</p>		
选用教材 Selected Teaching	<p>本课程共包括包装设计的发展历程、产品包装设计的定义及功能、按包装材料为主要依据的分类、按商品不同价值进行的包装分类、按包装容器的刚性不同分类等 5 个工作领域。通过学习，能够帮助学员理解产品包装设计的内涵、意义、作用；认识包装设计的分</p>		

Material	<p>类及设计流程，培养学生具备产品包装设计流程、定位、构思与意识。掌握产品包装设计文案撰写，通过产品定位分析目标，明确产品定位类型、获客渠道，并对产品包装的种类进行初步整理。</p> <p>This course includes 5 work areas: the development process of packaging design, definition and function of product packaging design, classification based on packaging materials, packaging classification according to different values of commodities, and classification according to different rigidity of packaging containers. Through learning, students can understand the connotation, significance and function of product packaging design; understand the classification and design process of packaging design, and cultivate students to have a good understanding of product packaging design process, positioning, conception and awareness. Master the copywriting of product packaging design, clarify the type of product positioning and customer acquisition channels through product positioning analysis objectives, and preliminarily sort out the types of product packaging.</p> <p>参考教材：包装设计项目式教程（微课版）人民邮电出版社。</p> <p>Reference textbook: Package Design Project-based Course (Micro-course Edition) Posts & Telecom Press.</p>
教学准备与 教学资源 Teaching Preparation and Teaching Resources	<p>微课、动画、课件、实训作业、课后测试习题</p> <p>Micro-course, animation, courseware, practical training assignments and after-class test exercises</p>
<p style="text-align: center;">授课内容</p> <p style="text-align: center;">Course Content</p>	
<p>本模块是包装容器造型设计，从三个方面介绍了包装容器造型设计的主要内容，包括容器造型设计概述，产品包装造型构成及艺术规律，包装容器造型设计工作流程等，详细讲解了学生在包装容器造型</p>	

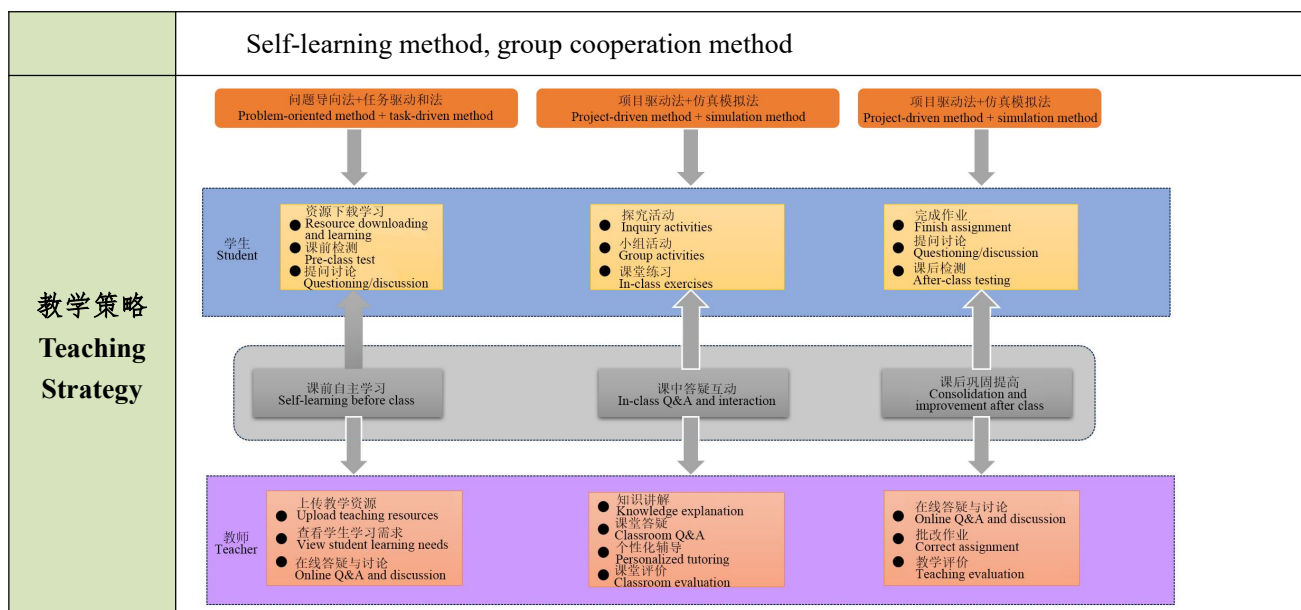
设计中需要掌握的技巧及注意事项，内容详细具体，解答了学生在过程中遇到的主要问题。

This module is about packaging container modeling design. It introduces the main contents of packaging container modeling design from three aspects, including overview of container modeling design, composition and artistic principles of product packaging modeling, workflow of packaging container modeling design, etc. Students' skills and precautions in packaging container modeling design are explained in detail. The contents are detailed and specific, answering the main questions encountered by students in the process.

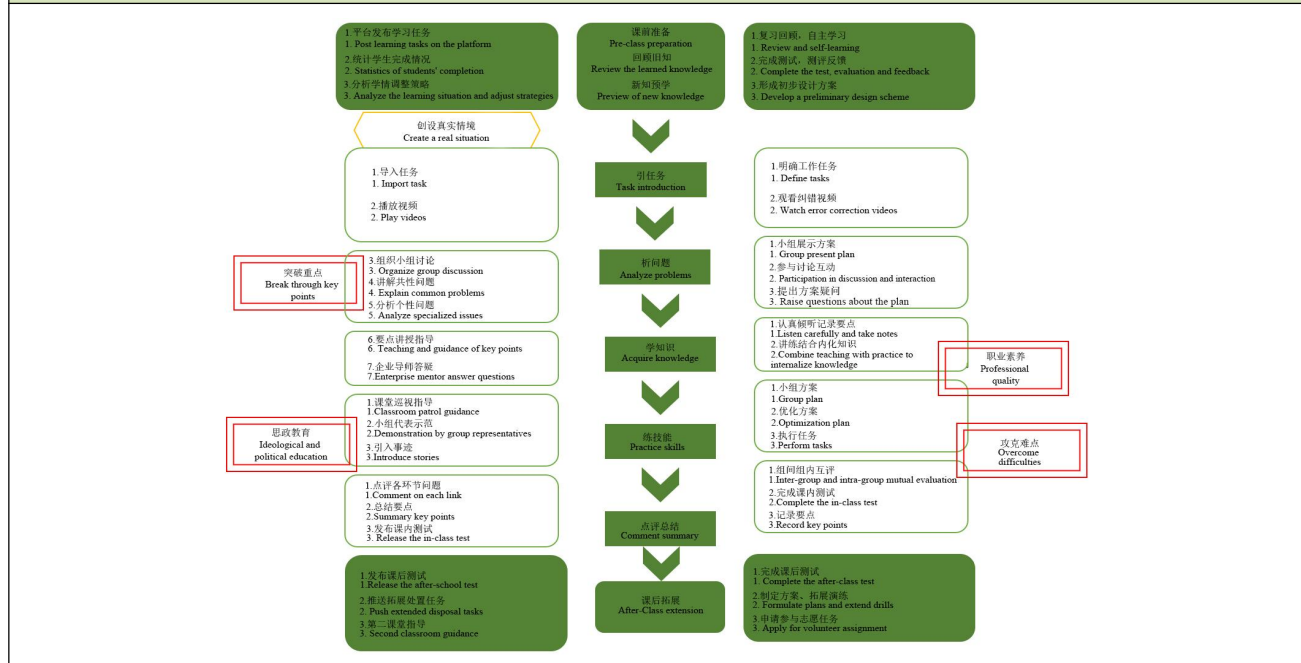
单元 Unit	内容 Content	课时 Class Hours	教学资源 Teaching Resources
单元 1 Unit 1	容器造型设计概述 Overview of Container Modeling Design	2	课件、课后测试习题 Courseware and after-class test exercises
单元 2 Unit 2	产品包装造型构成及艺术规律 Product Packaging Modeling Composition and Artistic Principle	1	微课、课件、课后测试习题 Micro-courses, courseware and after-class test exercises
单元 3 Unit 3	包装容器造型设计工作流程 Workflow of Packaging Container Modeling Design	1	微课、课件、课后测试习题 Micro-courses, courseware and after-class test exercises
学情分析 Academic Analysis	1. 学生具备基本的计算机操作能力和分析能力； 1. Students have basic computer operation ability and analysis ability; 2. 学生学习过程中主动记录，针对自己不清楚的地方主动提问； 2. Students take the initiative to record in the learning process and ask questions about the places they are not clear about; 3. 学生对于包装设计有基础的知识，但没有包装设计的方法和经验。 3. Students have basic knowledge of packaging design, but no methods and experience in packaging design.		

Teaching Objectives 教学目标	<p>【知识目标】</p> <p>[Knowledge Objectives]</p> <p>1.了解容器、造型及造型设计的定义；</p> <p>1.Understand the definition of container, modeling and modeling design;</p> <p>2.了解产品包装容器造型分类；</p> <p>2. Understand the modeling and classification of product packaging containers;</p> <p>3.掌握包装容器造型构成；</p> <p>3. Master the modeling composition of packaging containers;</p> <p>4.掌握容器设计的艺术规律；</p> <p>4. Master the artistic principle of container design;</p> <p>5.掌握包装容器造型设计工作流程；</p> <p>5. Master the modeling design workflow of packaging containers;</p> <p>【能力目标】</p> <p>[Capability Objectives]</p> <p>1.能够进行包装容器造型设计与制作；</p> <p>1. Be able to design and produce packaging containers;</p> <p>2.能够包装容器造型绘制线形图和造型效果图。</p> <p>2. Be able to draw line diagrams and modeling rendering for packaging container modeling.</p> <p>【思政目标】</p> <p>[Ideological and Political Objectives]</p> <p>1.熟悉包装容器造型设计应该遵循的相关法律法规；</p> <p>1. Be familiar with relevant laws and regulations that should be followed in the modeling design of packaging containers;</p> <p>2.培养在包装容器造型设计过程中爱岗敬业的工作精神。</p> <p>2. Cultivate the working spirit of love and dedication in the modeling design process of packaging containers.</p>		
	<p>教学重点</p> <p>Key Points</p> <p>1.包装容器造型构成；</p> <p>1.Modeling composition of packaging container;</p> <p>2.包装容器设计的艺术规律；</p>	<p>解决措施</p> <p>Solutions</p>	<p>要求学生提前阅读课 件、观看微课视频，通 过典型的包装容器设</p>

	<p>2. Artistic principle of packaging container design;</p> <p>3. 包装容器造型设计工作流程;</p> <p>3. Workflow of packaging container modeling design;</p>		<p>计作品案例引入包装容器设计的定义和相关知识。</p> <p>Students are required to read courseware and watch micro-lesson videos in advance, and introduce the definition and relevant knowledge of packaging container design through typical cases of packaging container design works.</p>
<p>教学难点 Difficult Points in Teaching</p>	<p>1. 能够进行包装容器造型设计与制作;</p> <p>1. Be able to design and produce packaging containers;</p> <p>2. 能够包装容器造型绘制线形图和造型效果图。</p> <p>2. Be able to draw line diagrams and modeling rendering for packaging container modeling.</p>	<p>解决措施 Solutions</p>	<p>通过同步实训，案例赏析，边学边做，突破教学难点。</p> <p>Through synchronous practical training, case appreciation and analysis, learning while doing to break through teaching difficulties.</p>
<p>教法学法 Teaching and Learning Methods</p>	<p>【教学方法】 [Teaching Methods]</p> <p>讲授法、任务驱动法、案例分析法、问题导引法</p> <p>Teaching method, task driven method, case analysis method, problem guidance method</p> <p>【学习方法】 [Learning Methods]</p> <p>自主学习法、小组合作法</p>		



教学流程图
Teaching Flow Chart




单元一 容器造型设计概述
Unit 1 Overview of Container Modeling Design

教学目标 Teaching Objectives	<p>【知识目标】 [Knowledge Objectives]</p> <ol style="list-style-type: none"> 了解容器、造型及造型设计的定义； 了解产品包装容器造型分类； <p>【能力目标】</p>
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		<div><div>[Capability Objectives]</div><div>1.能够理解产品包装容器的定义及分类。</div><div>1. Be able to understand the definition and classification of product packaging containers.</div><div>【思政目标】</div><div>[Ideological and Political Objectives]</div><div>1.熟悉包装容器造型设计应该遵循的相关法律法规；</div><div>1. Be familiar with relevant laws and regulations that should be followed in the modeling design of packaging containers;</div><div>2.培养在包装容器造型设计过程中爱岗敬业的工作精神。</div><div>2. Cultivate the working spirit of love and dedication in the modeling design process of packaging containers.</div></div>			
教学实施过程					
Teaching Implementation Process					
教学环节 Teaching Links		教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课前准备 Pre-class preparation		完成对瓶罐包装定义和分类的讲解 Complete the explanation of bottle and can packaging definition and classification	【课前活动布置】 [Arrangement of Pre-class Activities] 1.布置课前预习活动，要求学生在课前完成容器造型设计的学习。 1. Arrange preview activities before class, and require students to complete the study of container modeling design before class.	【课前回顾练习】 [Pre-class Review Exercise] 1.回顾瓶罐包装定义的基础知识； 1. Review the basic knowledge of bottle and can packaging definition; 2.完成包装容器的定义的学习。 2. Complete the study of definition of packaging container.	学生复习包装容器的基础知识，有助于学生更快进入课堂，学习更深入的知识点。 Students review the basic knowledge of packaging containers, which will help students enter the classroom faster and learn more in-depth knowledge points.
课中 In-class	环节 1 Link 1 任务引	问题引入： Problem introduction: 1.饮料的包装材	教师让学生自行阅读课程资源并思考教师提出的问题。	课堂上让 2-3 个学生进行回答： Ask 2-3 students to	以提问的形式引入，让学生在课堂开始前进入场景，带着问题和思


<p>入</p> <p>Task</p> <p>leading</p> <p>-in</p> <p>10min</p>	<p>料一般是哪些？</p> <p>1. What are the general packaging materials of beverages?</p>	 <p>The teacher allow students to read course resources by themselves and think about the questions raised by the teacher.</p> 	<p>answer questions in class:</p> <p>(1) 瓶罐包装多使用哪些材料？</p> <p>(1) What materials are used for bottle and can packaging?</p> <p>(2) 瓶罐包装设计的功能是什么？</p> <p>(2) What is the function of bottle and can packaging design?</p>	<p>考学习本单元课程。</p> <p>Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.</p>
<p>环节2</p> <p>Link2</p> <p>案例赏析</p> <p>Case</p> <p>appreciation</p> <p>10min</p>	<p>赏析“金时矿泉水”包装</p>  <p>Appreciation of "Golden Spring Water" packaging</p> 	<p>教师随机邀请 2 名同学回答分析“金时矿泉水”包装的造型设计</p> <p>The teacher randomly invites 2 students to answer and analyze the modeling design of "Golden Spring Water" packaging</p>	<p>根据教师提问，学生回答问题</p> <p>Students answer the questions according to the teacher's questions</p>	<p>通过提问帮助学生加强理解和记忆。</p> <p>Help students strengthen their understanding and memory through questioning.</p>

					
	环节3 Link3 知识讲解 Knowledge explanation 25min	1. 容器造型设计与容器造型设计的含义; 1. Meaning of container modeling design and container modeling design; 2. 容器造型设计的基本内容。 2. Basic contents of container modeling design.	教师讲解容器造型设计的含义和容器造型设计的基本内容; The teacher explains the meaning of container modeling design and the basic content of container modeling design; 1. 容器造型设计与容器造型设计的含义; 1. Meaning of container modeling design and container modeling design; 2. 容器造型设计的基本内容。 2. Basic contents of container modeling design.	1. 学生分享包装设计的基本内容有哪些; 1. Students share the basic contents of packaging design; 2. 学生分享遇到的问题, 对哪个概念不清晰等; 2. Students share the problems encountered and unclear concept; 3. 学生针对自己的问题点和教师的总结, 理解并记录之前不清楚和缺少的部分。 3. Students understand and record the previously unclear and missing parts according to their own problems and the teacher's summary.	学生需要在实践前掌握基础知识, 通过自己自主思考和教师补充的方式, 让学生更容易理解和记住。 Students need to master the basic knowledge before practice, and make it easier for students to understand and remember through their own independent thinking and supplementation by the teacher.
	环节4 Link4	设计“金时矿泉水”包装	教师布置学生包装设计的任务。	1. 设计“金石矿泉水”包装外包装	学生学习使用 Photoshop 和 Illustrator

	实战演练 Practice exercise 25min	Design the packaging of "Golden Spring Water"	The teacher assigns students the task of packaging design.	1. Design the outer packaging of "Golden Spring Water" 2..制作包装立体效果 2. Make packaging three-dimensional effect	软件分别制作瓶罐包装平面图，使用Photoshop软件制作瓶罐包装立体效果。 Students learn to use Photoshop and Illustrator software to make bottle packaging plan respectively, and use Photoshop software to make the three-dimensional effect of bottle packaging.
	环节5 Link5 点评总结 Comment summary 10min	将本节课及上节课所学知识进行归纳总结，帮助学生进行知识点巩固。 Summarize the knowledge learned in this class and last class to help students consolidate their knowledge points.	教师总结本节课以及上节课的知识点。 The teacher summarizes the knowledge points of this class and the previous class.	学生再次巩固本节课所学知识点。 Students consolidate what they have learned in this class again.	通过再次巩固知识帮助学生加强理解和记忆。 Help students to strengthen their understanding and memory by re-consolidating knowledge.
	环节6 Link6 知识拓展	容器造型设计的基本要求 Basic	教师再次总结本节课重点知识和难点知识。 The teacher summarizes	学生再次巩固本节课所学知识点。 Students consolidate	通过再次巩固知识帮助学生加强理解和记忆。

	10min Knowledge extension 10min	requirements for container modeling design	the key and difficult knowledge of this class again.	what they have learned in this class again.	Help students to strengthen their understanding and memory by re-consolidating knowledge.
单元二 产品包装造型构成及艺术规律					
Unit 2 Product Packaging Modeling Composition and Artistic Principle					
教学目标 Teaching Objectives	<p>【知识目标】</p> <p>[Knowledge Objectives]</p> <p>1.了解容器造型设计的基本要求；</p> <p>1.Understand the basic requirements of container modeling design;</p> <p>2.了解包装容器造型构成；</p> <p>2. Understand the modeling composition of packaging containers;</p> <p>3.了解容器设计的艺术规律。</p> <p>3. Understand the artistic principle of container design.</p> <p>【能力目标】</p> <p>[Capability Objectives]</p> <p>1.能够根据不同的商品选择合适的包装容器造型。</p> <p>1. Be able to select the appropriate packaging container shape according to different commodities.</p> <p>【思政目标】</p> <p>[Ideological and Political Objectives]</p> <p>1.熟悉包装容器造型设计应该遵循的相关法律法规；</p> <p>1. Be familiar with relevant laws and regulations that should be followed in the modeling design of packaging containers;</p> <p>2.培养在包装容器造型设计过程中爱岗敬业的工作精神。</p> <p>2. Cultivate the working spirit of love and dedication in the modeling design process of packaging containers.</p>				
	教学实施过程（课时 2：包装设计的分类）				

Teaching Implementation Process (Lesson 2: Classification of Packaging Design)					
教学环节 Teaching Links		教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课中 In-Class	环节1 Link1 任务引入 Task leading-in 5min	问题引入 Question leading-in 1.通过瓶罐包装饮料时，应注意哪些方面？ 1. What should be paid attention to when packaging drinks through bottles and cans?	教师让学生自行阅读课程资源并思考教师提出的问题。  The teacher allow students to read course resources by themselves and think about the questions raised by the teacher. 	课堂上让 2-3 个学生进行回答： Ask 2-3 students to answer questions in class: (1) 瓶罐包装多使用哪些材料？ (1) What materials are used for bottle and can packaging? (2) 瓶罐包装设计的功能是什么？ (2) What is the function of bottle and can packaging design?	以提问的形式引入，让学生在课堂开始前进入场景，带着问题和思考学习本单元课程。 Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.
	环节2 Link2 案例赏析 Case appreciation 5min	赏析“纳绅特”餐桌代糖包装  Appreciation of "Nascent" table sugar substitute packaging	教师随机邀请 2 名同学回答分析“纳绅特”餐桌代糖包装的造型设计。 The teacher randomly invited 2 students to answer and analyze the modeling design of	根据教师提问，学生回答问题 Students answer the questions according to the teacher's questions	通过提问帮助学生加强理解和记忆。 Help students strengthen their understanding and memory through questioning.

			"Nascent" table sugar substitute packaging.		
	环节3 Link3 知识讲解 Knowledge explanation 13min	容器造型设计的基本要求 Basic requirements for container modeling design 包装容器造型构成 Modeling composition of packaging container 容器设计的艺术规律 Artistic principles of container design	教师讲解造型设计的基本要求，造型构成，和设计的艺术规律 The teacher explains the basic requirements, modeling composition and artistic principles of design 1.容器造型设计的基本要求 1. Basic requirements for container modeling design 2.包装容器造型构成 2. Modeling composition of packaging container 3.容器设计的艺术规律 3. Artistic principles of container design	1.学生分享造型设计的基本要求有哪些； 1. Students share the basic requirements of modeling design; 2.学生分享遇到的问题，对哪个概念不清晰等； 2. Students share the problems encountered and unclear concept; 3.学生针对自己的问题点和教师的总结，理解并记录之前不清楚和缺少的部分。 3. Students understand and record the previously unclear and missing parts according to their own problems and the teacher's summary.	学生需要在实践前掌握基础知识，通过自己自主思考和教师补充的方式，让学生更容易理解和记住。 Students need to master the basic knowledge before practice, and make it easier for students to understand and remember through their own independent thinking and supplementation by the teacher.
	环节4 Link4 实战演练 Practice exercise	设计一款绿茶包装容器造型。 Design a green tea packaging	提供 ppt 图片信息，让学生学习进行进一步设计包装容器。 Provide PPT picture information for students	根据教师发布的对商品包装的设计进一步分类。 Further classification according to the	学生通过思考分析，进一步理解包装容器造型设计。 Students further understand the

	12min	container.	to learn how to further design the packaging container.	design of commodity packaging published by teachers.	modeling design of packaging containers through thinking and analysis.
	环节5 Link5 点评总结 Comment summary 5min	将本节课及上节课所学知识进行归纳总结，帮助学生进行知识点巩固。 Summarize the knowledge learned in this class and last class to help students consolidate their knowledge points.	教师总结本节课以及上节课的知识点。 The teacher summarizes the knowledge points of this class and the previous class.	学生再次巩固本节课所学知识点。 Students consolidate what they have learned in this class again.	通过再次巩固知识帮助学生加强理解和记忆。 Help students to strengthen their understanding and memory by re-consolidating knowledge.
	环节6 Link6 知识拓展 5min Knowledge extension 5min	根据教师 ppt 给出的图片，赏析包装容器造型设计。 Appreciate the modeling design of packaging containers according to the pictures given by the teacher in PPT.	教师布置学生包装标志设计的任务。通过实战案例指导学生。 The teacher assigns students the task of packaging logo design. Guide students through practical cases.	理解产品包装造型构成及艺术规律。 Understand the modeling composition and artistic principle of product packaging.	巩固产品包装造型构成及艺术规律。 Consolidate the modeling composition and artistic principle of product packaging.

					
单元三 包装容器造型设计工作流程					
Unit 3 Workflow of Packaging Container Modeling Design					
教学目标 Teaching Objectives	【知识目标】 [Knowledge Objectives] 1.了解绘制线形图的方法； 1. Understand the method of drawing line diagrams; 2.熟悉绘制造型效果图的步骤。 2. Be familiar with the steps of drawing modeling rendering.				
	【能力目标】 [Capability Objectives] 能够制作容器的石膏模型。 Be able to make gypsum models of containers.				
	【思政目标】 [Ideological and Political Objectives] 1.熟悉包装容器造型设计应该遵循的相关法律法规； 1. Be familiar with relevant laws and regulations that should be followed in the modeling design of packaging containers; 2.培养在包装容器造型设计过程中爱岗敬业的工作精神。 2. Cultivate the working spirit of love and dedication in the modeling design process of packaging containers.				
教学实施过程					
Teaching Implementation Process					
教学环节 Teaching Links	教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent	
环节1	1.瓶罐包装的设	教师让学生自行阅读课	课堂上让 2-3 个学生	学生复习包装容器的	

<p>Link1</p> <p>任务引入</p> <p>Task</p> <p>leading-in</p> <p>5min</p>	<p>计有什么需要注意的？</p> <p>1. What should be paid attention to in the design of bottle and can packaging?</p>	<p>程资源并思考教师提出的 问题。</p>  <p>The teacher allow students to read course resources by themselves and think about the questions raised by the teacher.</p> 	<p>进行回答：</p> <p>Ask 2-3 students to answer questions in class:</p> <p>(1) 瓶罐包装多使用哪些材料？</p> <p>(1) What materials are used for bottle and can packaging?</p> <p>(2) 瓶罐包装设计的功能是什么？</p> <p>(2) What is the function of bottle and can packaging design?</p>	<p>基础知识，有助于学生更快进入课堂，学习更深入的知识</p> <p>Students review the basic knowledge of packaging containers, which will help students enter the classroom faster and learn more in-depth knowledge points</p>
<p>环节2</p> <p>Link2</p> <p>案例赏析</p> <p>Case</p> <p>appreciation</p> <p>5min</p>	<p>赏析 “ HeyCake 中秋节礼盒包装</p> <p>Appreciation of "HeyCake" Mid-Autumn Festival Gift Box Packaging ”</p> 	<p>教师随机邀请 2 名同学回答分析 “HeyCake 中秋节礼盒包装” 的造型设计工作流程。</p> <p>The teacher randomly invited 2 students to answer and analyze the modeling design workflow of "HeyCake Mid-Autumn Festival Gift Box Packaging".</p>	<p>根据教师提问，学生回答问题</p> <p>Students answer the questions according to the teacher's questions</p>	<p>通过提问帮助学生加强理解和记忆。</p> <p>Help students strengthen their understanding and memory through questioning.</p>

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	环节3 Link3 知识讲解 Knowledge explanation 13min	1. 绘制线形图的方法 2. Method of drawing line diagrams 3. 绘制造型步骤图的方法 4. Method of drawing the modeling step diagram	教师讲解绘制线形图的方法和绘制造型步骤图的方法 The teacher explains the method of drawing line diagram and modeling step diagram 1.绘制线形图的方法 1. Method of drawing line diagram 2.绘制造型步骤图的方法 2. Method of drawing the modeling step diagram	1.学生分享绘制线形图的方法和绘制步骤图的方法; 1. Students share the methods of drawing line diagram and step diagram; 2.学生分享遇到的问题,对哪个概念不清晰等; 2. Students share the problems encountered and unclear concept; 3.学生针对自己的问题点和教师的总结,理解并记录之前不清楚和缺少的部分。 3. Students understand and record the previously unclear and missing parts according to their own problems and the teacher's summary.	学生需要在实践前掌握基础知识,通过自己自主思考和教师补充的方式,让学生更容易理解和记住。 Students need to master the basic knowledge before practice, and make it easier for students to understand and remember through their own independent thinking and supplementation by the teacher.
	环节4 Link4	根据教师给出的案例来对产品包	发布提供产品包装图片 Release and provide	根据图片,在按照学习的线形图知识来绘	通过自己的实操来更稳固掌握绘制线形图

	<p>实战演练</p> <p>Practice exercise</p> <p>12min</p>	<p>装进行线形图绘制</p> <p>Draw the line diagram of product packaging according to the case given by the teacher</p>	<p>product packaging pictures</p>	<p>制线形图</p> <p>According to the picture, draw a line diagram according to the learned knowledge of line diagram.</p>	<p>的知识</p> <p>Master the knowledge of drawing line diagram more steadily through your own practical operation</p>
	<p>环节5</p> <p>Link5</p> <p>点评总结</p> <p>Comment summary</p> <p>5min</p>	<p>将本节课及上节课所学知识进行归纳总结，帮助学生进行知识点巩固。</p> <p>Summarize the knowledge learned in this class and last class to help students consolidate their knowledge points.</p>	<p>教师总结本节课以及上节课的知识点。</p> <p>The teacher summarizes the knowledge points of this class and the previous class.</p>	<p>学生再次巩固本节课所学知识点。</p> <p>Students consolidate what they have learned in this class again.</p>	<p>通过再次巩固知识帮助学生加强理解和记忆。</p> <p>Help students to strengthen their understanding and memory by re-consolidating knowledge.</p>
	<p>环节6</p> <p>Link6</p> <p>知识拓展</p> <p>5min</p> <p>Knowledge extension</p> <p>5min</p>	<p>观看大师制作石膏模型的视频。</p> <p>Watch the video of the master making a gypsum model.</p>	<p>教师播放大师制作石膏模型的视频。</p> <p>The teacher plays a video of the master making a gypsum model.</p>	<p>学生观看并记录。</p> <p>Students watch and record it.</p>	<p>通过观看视频，培养学生精益求精的工匠精神。</p> <p>Cultivate students' craftsmanship spirit of keeping improving by watching the video.</p>
教学反思					

Teaching Feedback	
<p>教学效果 Teaching Effects</p>	<p>通过本模块的学习，学生能够了解容器、造型及造型设计的定义，熟悉产品包装容器造型分类；能够了解容器造型设计的基本要求，掌握包装容器造型构成和容器设计的艺术规律，能够熟练掌握并应用包装容器造型设计工作流程。</p> <p>Through the study of this module, students can understand the definitions of containers, modeling and modeling design, and be familiar with the classification of product packaging container models; Be able to understand the basic requirements of container modeling design, master the artistic principles of packaging container modeling composition and container design, and be proficient in and apply the packaging container modeling design workflow.</p>
<p>特色创新 Characteristic Innovation</p>	<p>1.深化质量意识，培养工匠精神。 1. Deepen quality awareness and cultivate craftsmanship spirit.</p> <p>对接行业标准，规范操作，追求质量，逐步培养学生精益求精、耐心细致的工匠精神。</p> <p>Dovetail with industry standards, standardize operations, pursue quality, and gradually cultivate students' craftsmanship spirit of excellence, patientness and meticulousness.</p> <p>2.丰富教学资源，调动学生积极性。 2. Enrich teaching resources and mobilize students' enthusiasm.</p> <p>借助课件、微课、课后习题等多种教学资源，丰富教学场景，创设教学情境，凸显学生的课堂主导地位，采用教师实时跟进项目成果，实时引导与指导的方式，让课堂变得更活、更生动。</p> <p>With the help of various teaching resources such as courseware, micro-courses and after-class exercises, enrich teaching scenarios, create teaching situations, highlight students' dominant position in classroom, and make the classroom more vivid by adopting the way that teachers follow up project results in real time and guide and guide them in real time.</p> <p>3.德技并重全面发展，学习目标有效达成 3. Pay equal attention to all-round development of morality and skills, and effectively achieve learning objectives</p> <p>将思政元素、劳动教育“基因式”融入课程教学全过程，潜移默化地培养学生细致、专注、精益求精的工匠精神和民族自尊心与自豪感。</p> <p>Integrate the ideological and political elements and "genetic" of labor education into the whole course teaching process, and subtly cultivate students' craftsmanship spirit, national self-esteem and sense of pride in a meticulous, focused and excellent manner.</p> <p>根据在线课程平台监测学生学习情况，开展自主学习、知识测试、观看微课、小组讨论、头脑风暴、多方点评等多种教学活动，将知识的学习，进行碎片化分解。通过德技并重多种教学活动，逐步掌握知识，理解内涵，完成知识学习的目标。</p> <p>According to the online course platform, monitor students' learning situation, carry out a variety of teaching activities such as independent learning, knowledge test, watching</p>

	micro-courses, group discussion, brainstorming and multi-party comments, so as to decompose knowledge into pieces. Gradually master knowledge, understand connotation and complete the goal of knowledge learning through multiple teaching activities with equal emphasis on morality and skills.
反思改进 Feedback and Improvement	

综合考核

Comprehensive assessment

课程构建了“重视起点、关注发展、尊重差异”的综合评价体系。通过学生自评、组内互评、组间互评、教师点评、第二导师评价等多评价主体，实现包括过程性评价、结果性评价和增值性评价的多角度全面评价。应用在线教学平台对学生表现实时统计、及时反馈，为学生学习改进与教师教学反思提供依据。（课程评价体系如图 1 所示）

The course has built a comprehensive evaluation system of "attach importance to the starting point, focus on development and respect differences". The multi-angle comprehensive evaluation including process evaluation, result evaluation and value-added evaluation is realized through multiple evaluation subjects such as student self-evaluation, intra-group mutual evaluation, inter-group mutual evaluation, teacher's comments and second tutor's evaluation. The online teaching platform is used to make real-time statistics and timely feedback of students' performance, providing a basis for students' learning improvement and teachers' reflection on teaching. (The course evaluation system is shown in Fig. 1)

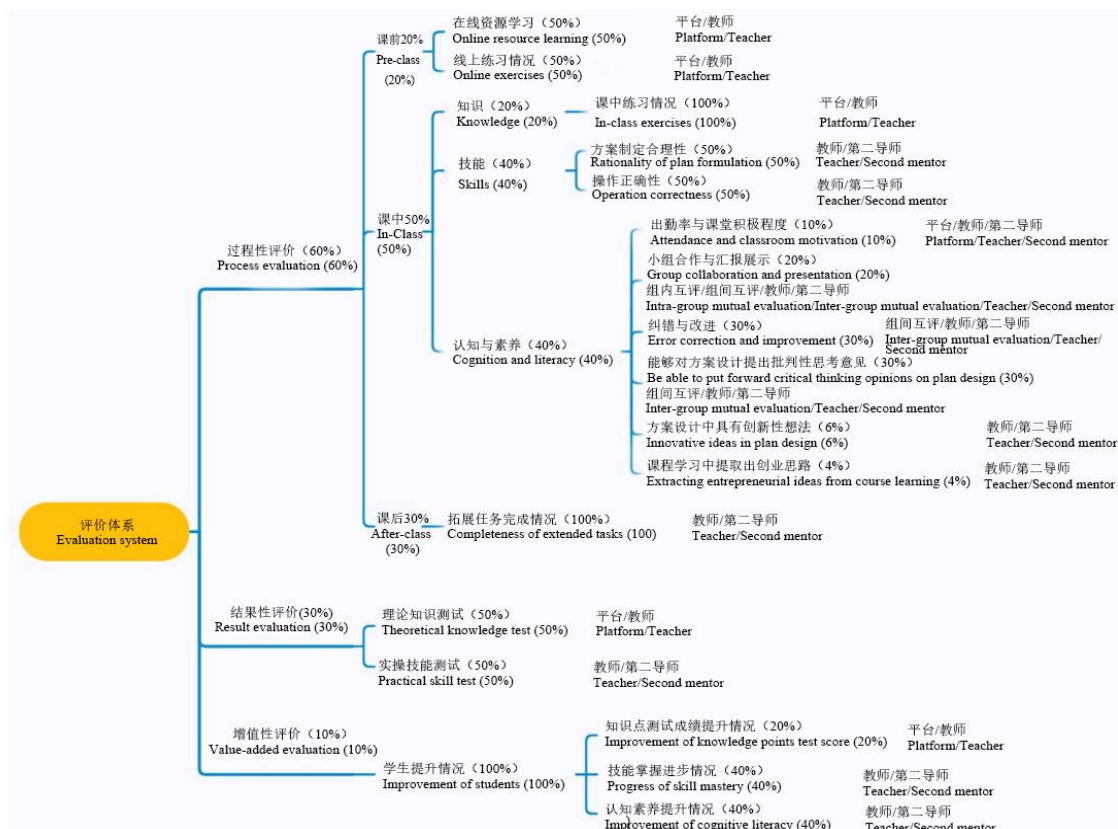


图 1 课程评价体系

Fig. 1 Course Evaluation System

《产品包装设计》

Product Packaging Design

教学设计

Teaching Design

课程名称 Course Title	《产品包装设计》 Product Packaging Design	学科类别 Discipline	工商管理大类 Business Administration
教学项目 Teaching Program	模块五 包装装潢设计 Module V Packaging Decoration Design	课程类别 Course Category	理实一体 Theory-practice Integration
授课对象 Teaching Object	电子商务管理、艺术设计、包装设计类专业 E-commerce Management, Art Design and Packaging Design	总课时 Total Class Hours	6
课程分析 Course Analysis	<p>在当今激烈竞争的市场环境中，包装设计成为了品牌策划设计中不可忽视的重要组成部分。一个吸引消费者眼球、能够传达品牌形象和价值的包装设计，可以帮助品牌轻松抓住市场份额。随着时代的发展和消费者需求的变化，包装设计的趋势也在不断演进。本课程通过从包装设计理论基础、标志设计、包装结构设计、包装容器造型设计、包装装潢设计、系列化包装设计等 6 个模块，让学员掌握产品包装设计技能，能够熟练开展产品创意、产品包装设计等，培养能够胜任包装设计工作的技能人才。</p> <p>In today's fiercely competitive market environment, packaging design has become an important part of brand planning and design that cannot be ignored. An eye-catching packaging design that conveys brand image and value can help brands easily capture market share. With the development of times and changes in consumer needs, the trend of packaging design is also evolving. Through 6 modules, including theoretical basis of packaging design, logo design, packaging structure design, packaging container modeling design, packaging decoration design and serialized packaging design, this course enables trainees to master product packaging design skills, be proficient in product creativity and product packaging design, and cultivate skilled talents who are competent for packaging design.</p>		

<p>选用教材</p> <p>Selected Teaching Material</p>	<p>本课程共包括包装设计的发展历程、产品包装设计的定义及功能、按包装材料为主要依据的分类、按商品不同价值进行的包装分类、按包装容器的刚性不同分类等 5 个工作领域。通过学习，能够帮助学员理解产品包装设计的内涵、意义、作用；认识包装设计的分类及设计流程，培养学生具备产品包装设计流程、定位、构思与意识。掌握产品包装设计文案撰写，通过产品定位分析目标，明确产品定位类型、获客渠道，并对产品包装的种类进行初步整理。</p> <p>This course includes 5 work areas: the development process of packaging design, definition and function of product packaging design, classification based on packaging materials, packaging classification according to different values of commodities, and classification according to different rigidity of packaging containers. Through learning, students can understand the connotation, significance and function of product packaging design; understand the classification and design process of packaging design, and cultivate students to have a good understanding of product packaging design process, positioning, conception and awareness. Master the copywriting of product packaging design, clarify the type of product positioning and customer acquisition channels through product positioning analysis objectives, and preliminarily sort out the types of product packaging.</p> <p>参考教材：包装设计项目式教程（微课版）人民邮电出版社。</p> <p>Reference textbook: Package Design Project-based Course (Micro-course Edition) Posts & Telecom Press.</p>
<p>教学准备与教学资源</p> <p>Teaching Preparation and Teaching Resources</p>	<p>微课、动画、课件、实训作业、课后测试习题</p> <p>Micro-course, animation, courseware, practical training assignments and after-class test exercises</p>
<p>授课内容</p> <p>Course Content</p>	

本模块是包装装潢设计，从五个方面介绍了包装装潢设计的主要内容，包括包装装潢设计概述，包装色彩设计、图形、文字和构图等，详细讲解了学生在包装装潢设计过程中需要掌握的技巧及注意事项，内容详细具体，解答了学生在过程中遇到的主要问题。

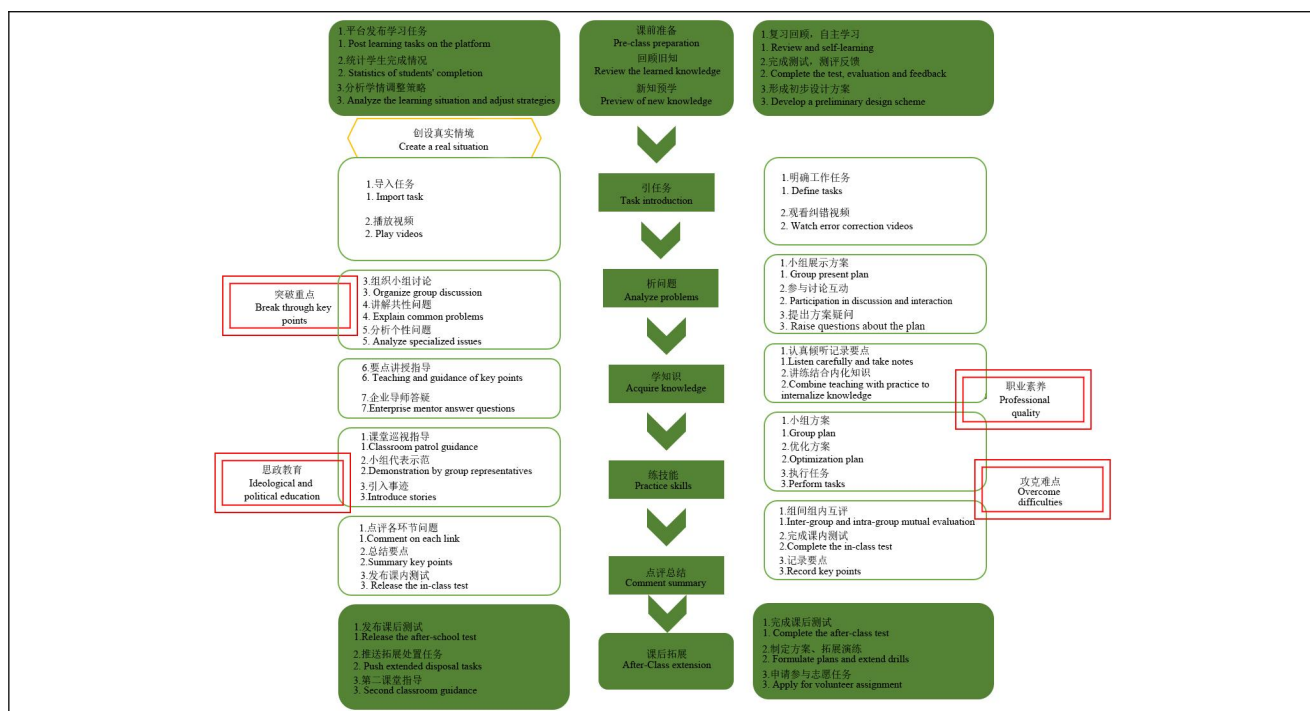
This module is about packaging decoration design. It introduces the main contents of packaging decoration design from five aspects, including overview of packaging decoration design, packaging color design, graphics, text and composition, etc. It explains in detail the skills and precautions that students need to master in the process of packaging decoration design. The content is detailed and specific, and it answers the main problems encountered by students in the process.

单元 Unit	内容 Content	课时 Class Hours	教学资源 Teaching Resources
单元 1 Unit 1	包装装潢设计概述 Overview of Packaging Decoration Design	1	课件、课后测试习题 Courseware and after-class test exercises
单元 2 Unit 2	包装色彩设计 Packaging Color Design	1	微课、课件、课后测试习题 Micro-courses, courseware and after-class test exercises
单元 3 Unit 3	图形 Graphics	1	微课、课件、课后测试习题 Micro-courses, courseware and after-class test exercises
单元 4 Unit 4	文字 Text	1	微课、课件、课后测试习题 Micro-courses, courseware and after-class test exercises

			exercises
单元 5 Unit 5	构图 Composition	2	微课、课件、课后 测试习题 Micro-courses, courseware and after-class test exercises
学情分析 Academic Analysis	1. 学生具备基本的计算机操作能力和分析能力; 1. Students have basic computer operation ability and analysis ability; 2. 学生学习过程中主动记录, 针对自己不清楚的地方主动提问; 2. Students take the initiative to record in the learning process and ask questions about the places they are not clear about; 3. 学生对于包装设计有基础的知识, 但没有包装设计的方法和经验。 3. Students have basic knowledge of packaging design, but no methods and experience in packaging design.		
Teaching Objectives 教学目标	【知识目标】 [Knowledge Objectives] 1. 了解包装装潢色彩构成; 1. Understand the color composition of packaging decoration; 2. 了解决定包装图形的因素; 2. Understand the factors that determine packaging graphics; 3. 掌握文字在包装设计中的应用和编排; 3. Master the application and arrangement of characters in packaging design; 4. 掌握构图的根本任务和基本要求。 4. Master the fundamental tasks and basic requirements of composition. 【能力目标】 [Capability Objectives] 1. 能够掌握色彩技巧; 1. Be able to master color skills; 2. 能够在包装设计中应用文字的应用和编排。 2. Be able to apply and arrange text in packaging design. 3. 能够在包装设计中图形的设计。 3. Be able to design graphics in packaging design. 4. 能够在包装设计中合理的构图。 4. Be able to make reasonable composition in packaging design. 【思政目标】 [Ideological and Political Objectives] 1. 培养学生在包装装潢设计中的审美; 1. Cultivate students' aesthetic appreciation in packaging decoration design; 2. 培养包装装潢设计中精益求精的工匠精神。 2. Cultivate the craftsmanship spirit of excellence in packaging decoration design.		

<p>教学重点 Key Points</p>	<p>1.能够掌握色彩技巧; 1. Be able to master color skills;</p> <p>2.能够在包装设计中进行文字的应用和编排; 2. Be able to apply and arrange text in packaging design;</p> <p>3.能够对具体的产品进行包装装潢设计。 3. Be able to design the packaging decoration of specific products.</p>	<p>解决措施 Solutions</p>	<p>要求学生提前阅读课件、观看微课视频，通过典型的包装装潢设计作品案例引入包装装潢设计的相关知识。</p> <p>Students are required to read courseware and watch micro-course videos in advance, and introduce relevant knowledge of packaging decoration design through typical cases of packaging decoration design works.</p>
<p>教学难点 Difficult Points in Teaching</p>	<p>1.能够掌握色彩技巧; 1. Be able to master color skills;</p> <p>2.能够在包装设计中进行文字的应用和编排; 2. Be able to apply and arrange text in packaging design;</p> <p>3.能够对具体的产品进行包装装潢设计。 3. Be able to design the packaging decoration of specific products.</p>	<p>解决措施 Solutions</p>	<p>通过完成相应的实训任务，边学边做，突破教学难点。</p> <p>By completing the corresponding practical training tasks, we can learn while doing and</p>

			break through teaching difficulties.
教法学法 Teaching and Learning Methods	<p>【教学方法】</p> <p>[Teaching Methods]</p> <p>讲授法、任务驱动法、案例分析法、问题导引法</p> <p>Teaching method, task driven method, case analysis method, problem guidance method</p> <p>【学习方法】</p> <p>[Learning Methods]</p> <p>自主学习法、小组合作法</p> <p>Self-learning method, group cooperation method</p>		
	<div><div>问题导引法+任务驱动法 Problem-oriented method + task-driven method</div><div>项目驱动法+仿真模拟法 Project-driven method + simulation method</div><div>项目驱动法+仿真模拟法 Project-driven method + simulation method</div></div> <div><div>学生 Student</div><div><div>资源下载学习 ● Resource downloading and learning ● 课前检测 ● Pre-class test ● 提问讨论 ● Questioning/discussion</div><div><div>探究活动 ● Inquiry activities ● 小组活动 ● Group activities ● 课堂练习 ● In-class exercises</div><div><div>完成作业 ● Finish assignment ● 提问讨论 ● Questioning/discussion ● 课后检测 ● After-class testing</div></div></div><div><div>课前自主学习 Self-learning before class</div><div>课中答疑互动 In-class Q&A and interaction</div><div>课后巩固提高 Consolidation and improvement after class</div></div><div><div>教师 Teacher</div><div><div>上传教学资源 ● Upload teaching resources ● 查看学生学习需求 ● View student learning needs ● 在线答疑与讨论 ● Online Q&A and discussion</div><div><div>知识讲解 ● Knowledge explanation ● 课堂答疑 ● Classroom Q&A ● 个性化辅导 ● Personalized tutoring ● 课堂评价 ● Classroom evaluation</div><div><div>在线答疑与讨论 ● Online Q&A and discussion ● 批改作业 ● Correct assignment ● 教学评价 ● Teaching evaluation</div></div></div></div></div></div></div>		
教学流程图 Teaching Flow Chart			



单元一 包装装潢设计概述


Unit 1 Overview of Packaging Decoration Design

<p>教学目标</p> <p>Teaching Objectives</p>	<p>【知识目标】</p> <p>[Knowledge Objectives]</p> <p>1. 了解包装装潢设计的发展历程；</p> <p>1. Understand the development process of packaging decoration design;</p> <p>2. 熟悉包装装潢设计的定义及功能。</p> <p>2. Be familiar with the definition and function of packaging decoration design.</p> <p>【能力目标】</p> <p>[Capability Objectives]</p> <p>能够理解包装装潢设计的定义及功能。</p> <p>Be able to understand the definition and function of packaging decoration design.</p> <p>【思政目标】</p> <p>[Ideological and Political Objectives]</p> <p>1. 培养学生在包装装潢设计中的审美；</p> <p>1. Cultivate students' aesthetic appreciation in packaging decoration design;</p> <p>2. 培养包装装潢设计中精益求精的工匠精神。</p> <p>2. Cultivate the craftsmanship spirit of excellence in packaging decoration design.</p>
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教学实施过程					
Teaching Implementation Process					
教学环节 Teaching Links		教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课前准备 Pre-class preparation		完成对包装装潢设计认知的讲解 Explain the cognition of packaging decoration design	【课前活动布置】 [Arrangement of Pre-class Activities] 1.布置课前预习活动，要求学生在课前完成包装装潢设计认知的学习。 1. Arrange preview activities before class, and require students to complete the learning of packaging decoration design cognition before class.	【课 前 回 顾 练 习】 [Pre-class Review Exercise] 1.回顾包装装潢设计的基础知识； 1. Review the basic knowledge of packaging decoration design; 2.完成包装装潢设计认知的学习。 2. Complete the study of packaging decoration design cognition.	学生复习包装装潢设计的基础知识，有助于学生更快进入课堂，学习更深入的知识点。 Students review the basic knowledge of packaging decoration design, which will help students enter the classroom faster and learn more in-depth knowledge points.
课 中 In-class	环节 1	问题引入	教师让学生自行阅读	课堂上让 2-3 个	以提问的形式引
	Link 1	Question	课程资源并思考教师	学生进行回答：	入，让学生在课堂
	任务引入	leading-in	提出的问题。	Ask 2-3 students	开始前进入场景，
	Task	1.日常生活中有	The teacher allow	to answer	带着问题和思考
	leading-in	哪些常见的包装	students to read course	questions in class:	学习本单元课程。
	5min	装潢？	resources by themselves	（1）什么是包装	Introduce in the

		<p>1. What are the common packaging decorations in daily life?</p> <p>2. 包装装潢好的盒子能看到里面的物品吗?</p> <p>2. Can you see the contents of a well-packaged and decorated box?</p>	<p>and think about the questions raised by the teacher.</p> 	<p>装潢设计?</p> <p>(1) What is packaging decoration design?</p> <p>(2) 包装装潢设计的功能是什么?</p> <p>(2) What is the function of packaging decoration design?</p>	<p>form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.</p>
	<p>环节2</p> <p>Link2</p> <p>案例赏析</p> <p>Case appreciation</p> <p>5min</p>	<p>赏析葡萄酒包装装潢</p> <p>Appreciation of wine packaging decoration</p> 	<p>教师随机邀请 2 名同学回答葡萄酒包装装潢设计的功能有哪些?</p> <p>The teacher randomly invites 2 students to answer what are the functions of wine packaging decoration design?</p>	<p>根据教师提问, 学生回答问题</p> <p>Students answer the questions according to the teacher's questions</p>	<p>通过提问帮助学生加强理解和记忆。</p> <p>Help students strengthen their understanding and memory through questioning.</p>
	<p>环节3</p> <p>Link3</p> <p>知识讲解</p> <p>Knowledge explanation</p> <p>13min</p>	<p>1. 包装装潢设计与包装设计的含义;</p> <p>1. Meaning of packaging decoration design and packaging</p>	<p>教师讲解包装装潢设计与包装装潢设计的含义、包装装潢设计的基本内容的相关知识</p> <p>The teacher explains the meaning of packaging</p>	<p>1. 学生分享包装装潢设计的基本内容有哪些;</p> <p>1. Students share the basic contents of packaging decoration design;</p>	<p>学生需要在实践前掌握基础知识, 通过自己自主思考和教师补充的方式, 让学生更容易理解和记住。</p> <p>Students need to</p>

		<p>design;</p> <p>2. 包装装潢设计的基本内容。</p> <p>2. Basic contents of packaging decoration design.</p>	<p>decoration design, as well as relevant knowledge points of basic contents of packaging decoration design;</p> <p>包装装潢设计含义:</p> <p>Meaning of packaging decoration design:</p> <p>包装装潢设计的基本内容:</p> <p>Basic contents of packaging decoration design:</p>	<p>2. 学生分享遇到的问题, 对哪个概念不清晰等;</p> <p>2. Students share the problems encountered and unclear concept;</p> <p>3. 学生针对自己的问题点和教师的总结, 理解并记录之前不清楚和缺少的部分。</p> <p>3. Students understand and record the previously unclear and missing parts according to their own problems and the teacher's summary.</p>	<p>master the basic knowledge before practice, and make it easier for students to understand and remember through their own independent thinking and supplementation by the teacher.</p>
	<p>环节4</p> <p>Link4</p> <p>实战演练</p> <p>Practiceexercise</p> <p>12min</p>	<p>墨韵酒庄是一家葡萄酒生产与销售酒类品牌, 致力于酿品质酒, 为用户带来有品质的高端体验。墨韵酒庄一贯的包装风格是简洁、美</p>	<p>让学生自己动手操作并设计出自己理想中的包装装潢设计。并将优秀的作品进行展示。</p> <p>Let students operate and design their ideal packaging decoration by themselves, and display</p>	<p>启动 Photoshop CC 2020, 使用相应的工具进行绘制。</p> <p>Start Photoshop CC 2020 and use the corresponding tools to draw.</p>	<p>充分展示学生在学习遇到的困难和误区, 让学生自己动手体会到包装装潢设计的乐趣, 培养学生的动手能力和创造性思维。</p>

		<p>观、大方、有质感，本例将为墨韵酒庄设计葡萄酒包装，体现其品牌形象。</p> <p>Moyun Winery is a wine brand that produces and sells wine. It is committed to brewing high-quality wine and bringing users high-quality experience. The consistent packaging style of Moyun Winery is concise, beautiful, generous and textured. In this example, the wine packaging will be designed for Chateau Moyun to reflect its brand image.</p> 	excellent works.		<p>Fully demonstrate the difficulties and misunderstandings encountered by students in learning, so that students can experience the joy of packaging decoration design by themselves, and cultivate their hands-on ability and creative thinking.</p>
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	<p>环节5</p> <p>Link5</p> <p>点评总结</p> <p>Comment summary</p> <p>5min</p>	<p>将本节课所学知识进行归纳总结，帮助学生进行知识点巩固。</p> <p>Summarize the knowledge learned in this class to help students consolidate their knowledge points.</p>	<p>教师再次总结本节课重点知识和难点知识。</p> <p>The teacher summarizes the key and difficult knowledge of this class again.</p>	<p>学生再次巩固本节课所学知识。</p> <p>Students consolidate what they have learned in this class again.</p>	<p>通过再次巩固知识帮助学生加强理解和记忆。</p> <p>Help students to strengthen their understanding and memory by re-consolidating knowledge.</p>
	<p>环节6</p> <p>Link6</p> <p>知识拓展5min</p> <p>Knowledge extension5min</p>	<p>从色彩、图形、文字和版式等方面分析下图所示的米酒包装。</p> <p>Analyze the rice wine packaging shown in the figure below from color, graphics, text and layout.</p> 	<p>教师带领学生进行赏析。</p> <p>The teacher leads the students to appreciate and analyze.</p>	<p>学生赏析，并尝试制作。</p> <p>Students appreciate and try to make.</p>	<p>通过赏析经典案例，培养学生对艺术的审美，和在包装装潢设计中精益求精的工匠精神。</p> <p>By appreciating classic cases, students' aesthetic appreciation of art and craftsmanship spirit of keeping improving in packaging decoration design are cultivated.</p>
<p>单元二 包装色彩设计</p> <p>Unit 2 Packaging Color Design</p>					

<div>教学目标</div> <div>Teaching Objectives</div>		<div>【知识目标】</div> <div>[Knowledge Objectives]</div> <div>1.了解色彩技巧的把握。</div> <div>1. Understand the mastery of color skills.</div> <div>【能力目标】</div> <div>[Capability Objectives]</div> <div>能够理解色彩装潢色彩构成。</div> <div>Be able to understand the color composition and color decoration.</div> <div>【思政目标】</div> <div>[Ideological and Political Objectives]</div> <div>1.培养学生在包装色彩设计中的审美；</div> <div>1. Cultivate students' aesthetics in packaging color design;</div> <div>2.培养包装色彩设计中精益求精的工匠精神。</div> <div>2. Cultivate the craftsmanship spirit of excellence in packaging color design.</div>					
		<div>教学实施过程</div> <div>Teaching Implementation Process</div>					
		<div>教学环节</div> <div>Teaching Links</div>		<div>教学内容</div> <div>Teaching Content</div>	<div>教师活动</div> <div>Teacher Activities</div>	<div>学生活动</div> <div>Student Activities</div>	<div>设计意图</div> <div>Design Intent</div>
		<div>课中</div> <div>In-Class</div>	<div>环节 1</div> <div>Link 1</div> <div>任务引入</div> <div>Task leading-in</div> <div>5min</div>	<div>上节课内容回顾。</div> <div>Review of last class</div>	<div>引导学生回顾上节课的内容。</div> <div>Guide students to review the contents of last class.</div>	<div>回顾上节课内容。</div> <div>Course review</div>	<div>通过回顾巩固知识点,便于本节课知识掌握。</div> <div>It is convenient to master the knowledge in this class by reviewing and consolidating the knowledge points.</div>
			<div>环节2</div> <div>Link2</div>	<div>不同的色彩为什么可以体现出不</div>	<div>教师提出问题,引发学生思考。</div>	<div>根据教师提问,学生回答问题</div>	<div>以提问的形式引入,让学生在课堂</div>

	<p>案例赏析</p> <p>Case appreciation</p> <p>5min</p>	<p>同的视觉效果？</p> <p>Why can different colors reflect different visual effects?</p>	<p>Teachers ask questions and trigger students to think.</p>	<p>Students answer the questions according to the teacher's questions</p>	<p>开始前进入场景，带着问题和思考学习本单元课程。</p> <p>Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.</p>
	<p>环节3</p> <p>Link3</p> <p>知识讲解</p> <p>Knowledge explanation</p> <p>13min</p>	<p>1. 把握色彩有哪些技巧。</p> <p>1. Grasp the skills of color.</p> <p>2. 注重包装色彩的对比与搭配</p> <p>2. Pay attention to the contrast and matching of packaging colors</p>	<p>介绍色彩的三要素：色相，明度，纯度。</p> <p>Introduce three elements of color: hue, brightness and purity.</p> <p>介绍包装色彩的搭配，包装中的色彩主要由主色、辅助色、点缀色组成，其中主色传递主要风格，辅助色进行补充说明，点缀色强调重点。</p> <p>Introduce the matching of packaging colors. The colors in the package are mainly composed of</p>	<p>学生进行小组讨论色彩的三要素以及色彩搭配的最重要性，牢记包装色彩对比中需要注意的点：色相对比，明度对比，纯度对比。</p> <p>Students discuss the three elements of color and the most important point of color matching in groups, remembering the</p>	<p>给学生更深层次的了解到把握色彩的技巧，并熟悉色彩的三要素以及色彩的搭配选择。</p> <p>Give students a deeper understanding of the skills of grasping colors, and be familiar with the three elements of colors and their matching choices.</p>

			<p>main color, auxiliary color and embellishment color. Among them, the main color conveys the main style, the auxiliary color is used for supplementary explanation, and the embellishment color emphasizes the key point.</p>	<p>points to be paid attention to in packaging color contrast: color contrast, brightness contrast and purity contrast.</p>	
	<p>环节4 Link4 实战演练 Practice exercise 12min</p>	<p>色彩：以深黄色为主色，以土黄色为辅助色，力求色调统一，且通过明度对比增强整体质感与美观度。</p> <p>Color: dark yellow is the main color, and earthy yellow is the auxiliary color. The color tone shall be unified, and the overall texture and aesthetics shall be enhanced through brightness</p>	<p>介绍实训任务，以小组形式去完成任务，将色彩的搭配运用其中。</p> <p>Introduce the practical training tasks, complete them in groups and apply colors to them.</p>	<p>通过色彩的三要素以及色彩的搭配去进行对葡萄酒包装装潢设计的色彩进行调试。</p> <p>The color of wine packaging decoration design is adjusted through the three elements of color and the combination of colors.</p>	<p>让学生自己对色彩有进一步的认知，给学生自己体会色彩对包装装潢设计的重要性。</p> <p>Let students have a further understanding of color and understand the importance of color to packaging decoration design.</p>

		contrast. 			
	环节5 Link5 点评总结 Comment summary 5min	将本节课所学知识进行归纳总结，帮助学生进行知识点巩固。 Summarize the knowledge learned in this class to help students consolidate their knowledge points.	教师再次总结本节课重点知识和难点知识。 The teacher summarizes the key and difficult knowledge of this class again.	学生再次巩固本节课所学知识点。 Students consolidate what they have learned in this class again.	通过再次巩固知识帮助学生加强理解和记忆。 Help students to strengthen their understanding and memory by re-consolidating knowledge.
	环节6 Link6 知识拓展 5min Knowledge extension 5min	色彩的情感属性 Emotional attributes of color 掌握包装色彩的应用。 Master the application of packaging color.	教师展示色彩设计经典案例。 The teacher show classic cases of color design.	学生进行赏析并尝试运用。 Students appreciate and try to use it.	培养学生在包装色彩设计中精益求精的工匠精神。 Cultivate students' craftsmanship spirit of keeping improving in packaging color design.
单元三 图形 Unit 3 Graphics					
教学目标 Teaching Objectives		【知识目标】 [Knowledge Objectives] 1. 了解决定包装图形的因素； 1. Understand the factors that determine packaging graphics;			

		<div>2.熟悉包装设计图形要素。</div> <div>2. Be familiar with graphic elements of packaging design.</div> <div>【能力目标】</div> <div>[Capability Objectives]</div> <div>1.能够完成对出口包装的设计。</div> <div>1. Be able to complete the design of export packaging.</div> <div>【思政目标】</div> <div>[Ideological and Political Objectives]</div> <div>1.培养学生在包装图形设计中的审美；</div> <div>1. Cultivate students' aesthetics in packaging graphic design;</div> <div>2.培养包装图形设计中精益求精的工匠精神。</div> <div>2. Cultivate the craftsmanship spirit of keeping improving in packaging graphic design.</div>			
<div>教学实施过程</div> <div>Teaching Implementation Process</div>					
教学环节 Teaching Links		教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课中 In-Class	环节1 Link1 任务引入 Task leading-in 5min	上节课内容回顾。 Review of last class	引导学生回顾上节课的内容。 Guide students to review the contents of last class.	回顾上节课内容。 Course review	通过回顾巩固知识点,便于本节课知识掌握。 It is convenient to master the knowledge in this class by reviewing and consolidating the knowledge points.
	环节2 Link2 案例赏析 Case	影响包装图形的因素有哪些? What are the factors that affect	教师提出问题,引发学生思考。 Teachers ask questions and trigger students to	根据教师提问,学生回答问题 Students answer the questions	以提问的形式引入,让学生在课堂开始前进入场景,带着问题和思考

	appreciation 5min	packaging graphics?	think.	according to the teacher's questions	学习本单元课程。 Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.
	环节3 Link3 知识讲解 Knowledge explanation 13min	1. 包装图形的分类。 1. Classification of packaging graphics. 2. 包装图形表现手法。 2. Expression of packaging graphics. 3. 包装图形设计要点。 3. Key points of packaging graphic design.	1. 介绍包装图形的分为：原材料图形，产地信息图形，产品成品图形，标志图形，人物图形。 1. Introduce the packaging graphics, including raw material graphics, origin information graphics, finished product graphics, logo graphics and figure graphics. 2. 介绍包装图形表现为：具象，夸张，抽象，幽默，借代。 2. Introduce the packaging graphics as	学习包装图形的分类，包装图形表现手法，包装图形设计要点 Learn the classification of packaging graphics, expression techniques of packaging graphics and key points of packaging graphic design	包装图形必须真实准确地传达产品的信息，图形与产品相契合。 The packaging graphics must convey the information of the product truthfully and accurately, and match with the product. 只有独特、鲜明而富于创造性的图形才能给用户留下强烈的印象，从而更有效地传达出产品信息，让学

			<p>follows: concrete, exaggerated, abstract, humorous and substituted.</p> <p>3.介绍包装图形设计要点有：（1）能够准确传达产品信息，（2）具有独特的视觉感受。</p> <p>3. Introduce the key points of packaging graphic design: (1) Be able to accurately convey product information, and (2) Have unique visual feeling.</p>		<p>生理解图形的用处。</p> <p>Only unique, distinctive and creative graphics can leave a strong impression on users, so as to convey product information more effectively and let students understand the use of graphics.</p>
	<p>环节4</p> <p>Link4</p> <p>实战演练</p> <p>Practice exercise</p> <p>12min</p>	<p>图形;在保证墨韵酒庄一贯的包装风格的前提下,葡萄酒包装设计时应不做复杂的图形设计,主要以品牌 Logo、简单图形展示为主。</p> <p>Graphics: On the premise of ensuring the consistent packaging style of</p>	<p>介绍实训任务,以小组形式去完成任务,将图形分类、表现手法以及设计要点运用其中。</p> <p>Introduce the practical training tasks, complete them in groups, and apply graphic classification, expression techniques and design points.</p>	<p>对制作的过程进行总结,分析存在的问题与设计注意事项,通过项目实训进行巩固练习与提升。</p> <p>Summarize the production process, analyze existing problems and design precautions, and conduct</p>	<p>让学生自己对图形分类和手法及要点有进一步的认知,给学生自己体会图形对装潢设计起到的决定因素。</p> <p>Let students have a further understanding of the classification, techniques and key points of</p>

		<p>Moyun Winery, there should be no complicated graphic design in wine packaging design, mainly focusing on brand logo and simple graphic display.</p> 		<p>consolidation exercises and improvement through project training.</p>	<p>graphics, so that they can understand the decisive factors of graphics for packaging decoration design.</p>
	<p>环节5 Link5 点评总结 Comment summary 5min</p>	<p>将本节课所学知识进行归纳总结，帮助学生进行知识点巩固。</p> <p>Summarize the knowledge learned in this class to help students consolidate their knowledge points.</p>	<p>教师再次总结本节课重点知识和难点知识。</p> <p>The teacher summarizes the key and difficult knowledge of this class again.</p>	<p>学生再次巩固本节课所学知识点。</p> <p>Students consolidate what they have learned in this class again.</p>	<p>通过再次巩固知识帮助学生加强理解和记忆。</p> <p>Help students to strengthen their understanding and memory by re-consolidating knowledge.</p>
	<p>环节6 Link6 知识拓展 5min Knowledge extension 5min</p>	<p>图形和文字的搭配。</p> <p>Collocation of graphics and text.</p> 	<p>教师展示经典案例。</p> <p>The teacher shows classic cases.</p>	<p>学生进行赏析。</p> <p>Students appreciate and analyze.</p>	<p>通过赏析包装图形的应用，培养学生在包装图形设计中的审美。</p> <p>Cultivate students' aesthetic appreciation in</p>

					packaging graphic design by appreciating and analyzing the application of packaging graphics.
单元四 文字 Unit 4 Text					
教学目标 Teaching Objectives	【知识目标】 [Knowledge Objectives] 1.了解并学习文字和文体的基本认知。 1. Understand and learn the basic cognition of texts and styles.				
	【能力目标】 [Capability Objectives] 1.能够掌握文字在包装设计中的应用； 1. Be able to master the application of text in packaging design; 2.能够掌握文字在包装设计的编排。 2. Be able to master the arrangement of text in packaging design.				
	【思政目标】 [Ideological and Political Objectives] 1.培养学生在文字设计中的审美； 1. Cultivate students' aesthetics in text design; 2.培养学生在文字设计中精益求精的工匠精神。 2. Cultivate students' craftsmanship spirit of keeping improving in text design.				
教学实施过程 Teaching Implementation Process					
教学环节 Teaching Links	教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent	

课中 In-Class	环节1 Link1 任务引入 Task leading-in 5min	上节课内容回顾。 Review of last class	引导学生回顾上节课的内容。 Guide students to review the contents of last class.	回顾上节课内容。 Course review	通过回顾巩固知识点,便于本节课知识掌握。 It is convenient to master the knowledge in this class by reviewing and consolidating the knowledge points.
	环节2 Link2 案例赏析 Case appreciation 5min	文字和文体主要体现在包装装潢设计的哪些地方? Where are the texts and styles mainly reflected in packaging decoration design?	教师提出问题,引发学生思考。 Teachers ask questions and trigger students to think.	根据教师提问,学生回答问题 Students answer the questions according to the teacher's questions	以提问的形式引入,让学生在课堂开始前进入场景,带着问题和思考学习本单元课程。 Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.
	环节3 Link3 知识讲解 Knowledge	1. 包装文字的类型。 1.Type of packaging text.	1. 介绍包装文字分为: 品牌文字, 广告文字, 说明文字。 1. The introduction and	学习包装文字的类型, 包装文字设计的原则, 包装文字常用的字体。	将包装文字理念贯彻给学生, 因为包装是造型、构图、色彩、文字等

	<p>explanation</p> <p>13min</p>	<p>2. 包装文字设计的原则。</p> <p>2. Principle of packaging text design.</p> <p>3. 包装文字常用的字体。</p> <p>3. Fonts commonly used in packaging text.</p>	<p>packaging text is divided into brand text, advertising text and descriptive text.</p> <p>2.介绍包装文字设计的原则有：（1）包装文字要符合包装整体设计的要求，（2）包装文字应具备艺术性和易读性，（3）包装文字要结合产品特点，（4）包装文字的字体种类不能过多，（5）包装文字排版要美观。</p> <p>2.Principles for introducing the design of packaging text: (1) The packaging text shall meet the requirements of overall package design; (2) The packaging text shall be artistic and legible; (3) The packaging text shall be combined with product characteristics; (4) There shall not be too many types of packaging text; (5) The</p>	<p>Learn the type of packaging text, the principles of packaging text design and the fonts commonly used in packaging text.</p>	<p>的总体体现,文字的字体、大小、表现方式都要与包装的整体设计相契合。</p> <p>Implement the concept of packaging text to students, because packaging is an overall embodiment of modeling, composition, color and text. The font, size and expression mode of text should be consistent with the overall design of packaging.</p>
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			<p>typesetting of packaging text shall be beautiful.</p> <p>3.介绍包装文字常用字体为：规范文体，书法文体，圆形文体。</p> <p>3. The commonly used fonts for introduction to packaging text are: standardized, calligraphy and circular.</p>		
	<p>环节4</p> <p>Link4</p> <p>实战演练</p> <p>Practice exercise</p> <p>12min</p>	<p>文字;由于包装设计风格简洁,文字也应该尽量精简。</p> <p>Text; text should be as concise as possible due to the simplicity of the packaging design.</p> 	<p>介绍实训任务,以小组形式去完成任务,将文字和文体的注意事项运用其中。</p> <p>Introduce the practical training tasks, complete them in groups, and apply the precautions of text and style.</p>	<p>对制作的过程进行总结,分析存在的问题与设计注意事项,通过项目实训进行巩固练习与提升。</p> <p>Summarize the production process, analyze existing problems and design precautions, and conduct consolidation exercises and improvement through project training.</p>	<p>让学生自己对文字和文体有进一步的认知,给学生自己体会文字在包装装潢设计中给人带来的不一样的体现感。</p> <p>Students will have a further understanding of text and style, so that they can understand the different sense of expression brought by text in packaging decoration design.</p>
	环节5	将本节课所学知	教师再次总结本节课	学生再次巩固本	通过再次巩固知

	<p>Link5</p> <p>点评总结</p> <p>Comment summary</p> <p>5min</p>	<p>识进行归纳总结，帮助学生进行知识巩固。</p> <p>Summarize the knowledge learned in this class to help students consolidate their knowledge points.</p>	<p>重点知识和难点知识。</p> <p>The teacher summarizes the key and difficult knowledge of this class again.</p>	<p>节课所学知识点。</p> <p>Students consolidate what they have learned in this class again.</p>	<p>识帮助学生加强理解和记忆。</p> <p>Help students to strengthen their understanding and memory by re-consolidating knowledge.</p>
	<p>环节6</p> <p>Link6</p> <p>知识拓展</p> <p>5min</p> <p>Knowledge extension 5min</p>	<p>掌握包装文字的应用。</p> <p>Master the application of packaging text.</p>	<p>教师展示经典案例。</p> <p>The teacher shows classic cases.</p> <div data-bbox="668 1016 884 1151" data-label="Image"> </div>	<p>学生进行赏析。</p> <p>Students appreciate and analyze.</p>	<p>通过赏析包装文字的应用，培养学生在包装文字设计中的审美。</p> <p>Cultivate students' aesthetic appreciation in packaging text design by appreciating and analyzing the application of packaging text.</p>
<p>单元五 构图</p> <p>Unit 5 Composition</p>					
<p>教学目标</p> <p>Teaching Objectives</p>		<p>【知识目标】</p> <p>[Knowledge Objectives]</p> <p>1.了解构图的根本任务；</p> <p>1. Understand the fundamental task of composition;</p>			

		<div>2.熟悉构图的基本要求。</div> <div>2. Be familiar with the basic requirements of composition.</div> <div>【能力目标】</div> <div>[Capability Objectives]</div> <div>1.能够熟练对构图技巧的把握；</div> <div>1. Be proficient in composition skills;</div> <div>2.能够掌握常见的构图类型。</div> <div>2. Be able to master common composition types.</div> <div>【思政目标】</div> <div>[Ideological and Political Objectives]</div> <div>1.培养学生在构图设计中的审美；</div> <div>1. Cultivate students' aesthetics in composition design;</div> <div>2.培养学生在构图设计中精益求精的工匠精神。</div> <div>2. Cultivate students' craftsmanship spirit of keeping improving in composition design.</div>			
<div>教学实施过程</div> <div>Teaching Implementation Process</div>					
<div>教学环节</div> <div>Teaching Links</div>		<div>教学内容</div> <div>Teaching Content</div>	<div>教师活动</div> <div>Teacher Activities</div>	<div>学生活动</div> <div>Student Activities</div>	<div>设计意图</div> <div>Design Intent</div>
<div>课中</div> <div>In-Class</div>	<div>环节 1</div> <div>Link 1</div> <div>任务引入</div> <div>Task leading-in</div> <div>10min</div>	<div>上节课内容回顾。</div> <div>Review of last class</div>	<div>引导学生回顾上节课的内容。</div> <div>Guide students to review the contents of last class.</div>	<div>回顾上节课内容。</div> <div>Course review</div>	<div>通过回顾巩固知识点，便于本节课知识掌握。</div> <div>It is convenient to master the knowledge in this class by reviewing and consolidating the knowledge points.</div>
	<div>环节2</div>	<div>1.构图的基本要</div>	<div>教师提出问题，引发学生思考。</div>	<div>根据教师提问，学</div>	<div>以提问的形式引</div>

	<p>Link2</p> <p>案例赏析</p> <p>Case appreciation</p> <p>10min</p>	<p>求是什么？</p> <p>1. What are the basic requirements for composition?</p> <p>2. 构图在包装装潢设计中的作用是什么？</p> <p>2. What is the role of composition in packaging decoration design?</p>	<p>Teachers ask questions and trigger students to think.</p>	<p>生回答问题</p> <p>Students answer the questions according to the teacher's questions</p>	<p>入,让学生在课堂开始前进入场景,带着问题和思考学习本单元课程。</p> <p>Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.</p>
	<p>环节3</p> <p>Link3</p> <p>知识讲解</p> <p>Knowledge explanation</p> <p>25min</p>	<p>1. 包装版式编排方式。</p> <p>1. Arrangement method of packaging layout.</p> <p>2. 包装版式布局原则。</p> <p>2. Principle of packaging layout.</p>	<p>1. 介绍包装版式编排可分为：（1）焦点式编排，（2）色块分割式编排，（3）色围式编排，（4）局部式编排，（5）文字式编排，（6）平铺式编排。（7）组合式编排，（8）图标式编排，（9）局部镂空式编排。</p> <p>1. Introduce the packaging layout arrangement, which can be divided into: (1) focus layout, (2) color</p>	<p>学习包装版式编排方式,包装版式布局原则。</p> <p>Learn the arrangement mode and principles of packaging layout.</p>	<p>告诉学生常见的版式编排方式包括焦点式编排、色块分割式编排、包围式编排、局部式编排、文字式编排、平铺式编排、组合式编排、图标式编排和局部镂空式编排等。在进行版式设计时,除了要掌握基本的编排方式外,还需要掌握以下版式布局原则,使版式</p>

		<p>block segmentation layout, (3) color circumference layout, (4) local layout, (5) text layout and (6) tiling layout. (7) Combined arrangement, (8) iconic arrangement and (9) partial hollow-out arrangement.</p> <p>2.介绍包装式布局原则的要义可分为三点：1) 内容的排列次序要合理，2) 内容和展现方式要统一，3) 设计元素要均衡</p> <p>2. Introduce the essentials of packaging layout arrangement principle, which can be divided into three points: 1) The order of content arrangement shall be reasonable; 2) Content and presentation mode shall be unified; 3) Design elements shall be balanced.</p>	<p>更加合理。</p> <p>Tell students that the common layout arrangement methods include focus orchestration, color block segmentation arrangement, envelopment arrangement, local arrangement, text arrangement, tiling arrangement, combined arrangement, iconic arrangement and partial hollow-out arrangement.</p> <p>During layout design, in addition to mastering the basic arrangement methods, it is also necessary to master the</p>
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					following layout principles to make the layout more reasonable.
	环节 4 Link 4 实战演练 Practice exercise 25 min	<p>构图: 为了让用户快速查看包装内容, 版式布局采用焦点式编排, 从而快速将用户的视线引导到包装的中间位置。</p> <p>Composition: In order to allow users to quickly view the packaging content, the layout adopts focus arrangement, thus quickly guiding users' sight to the middle position of the packaging.</p> 	<p>介绍实训任务, 以小组形式去完成任务, 将包装版式编排方式和包装版式布局原则运用其中。</p> <p>Introduce the practical training tasks, complete them in groups, and apply the packaging layout method and principles.</p>	<p>对制作的过程进行总结, 分析存在的问题与设计注意事项, 通过项目实训进行巩固练习与提升。</p> <p>Summarize the production process, analyze existing problems and design precautions, and conduct consolidation exercises and improvement through project training.</p>	<p>让学生自己对构图有进一步的认知, 给学生自己认识到一个好的包装装潢设计中版式可以起到关键性的作用, 让整体设计显得更加精美。</p> <p>Let students have a further understanding of composition and realize that the layout in a good packaging decoration design can play a key role, making the overall design more exquisite.</p>
	环节 5 Link 5 点评总结	<p>将本节课所学知识进行归纳总结, 帮助学生进行知</p>	<p>教师再次总结本节课重点知识和难点知识。</p> <p>The teacher summarizes</p>	<p>学生再次巩固本节课所学知识点。</p> <p>Students</p>	<p>通过再次巩固知识帮助学生加强理解和记忆。</p>

	<p>Comment</p> <p>summary</p> <p>10 min</p>	<p>识点巩固。</p> <p>Summarize the knowledge learned in this class to help students consolidate their knowledge points.</p>	<p>the key and difficult knowledge of this class again.</p>	<p>consolidate what they have learned in this class again.</p>	<p>Help students to strengthen their understanding and memory by re-consolidating knowledge.</p>
	<p>环节 6</p> <p>Link 6</p> <p>知识拓展</p> <p>10min</p> <p>Knowledg e extension</p> <p>10min</p>	<p>掌握包装构图的应用。</p> <p>Master the application of packaging composition.</p>	<p>教师展示经典案例。</p> <p>The teacher shows classic cases.</p> 	<p>学生进行赏析。</p> <p>Students appreciate and analyze.</p>	<p>通过赏析构图的应用,培养学生在包装构图设计中的审美。</p> <p>Cultivate students' aesthetic appreciation in packaging composition design through the application of appreciating and analyzing composition.</p>
<p>教学反思</p> <p>Teaching Feedback</p>					
<p>教学效果</p> <p>Teaching Effects</p>		<p>通过本模块的学习,学生能够了解包装装潢设计的概念、色彩技巧的把握和包装装潢色彩构成,熟悉决定包装图形的因素,包装设计图形要素和对出口包装的设计;能够了解文字在包装设计中的应用和编排,掌握构图的根本任务和基本要求,能够对构图技巧有一定的把握,能够根据具体的产品进行包装装潢设计。</p> <p>Through the study of this module, students can understand the concept of</p>			

	<p>packaging decoration design, grasp color skills and color composition of packaging and decoration, be familiar with the factors that determine packaging graphics, packaging design graphic elements and export packaging design; Be able to understand the application and arrangement of words in packaging design, master the fundamental tasks and basic requirements of composition, have a certain grasp of composition skills, and be able to carry out packaging decoration design according to specific products.</p>
<p>特色创新 Characteristic Innovation</p>	<p>1.深化质量意识，培养工匠精神。</p> <p>1. Deepen quality awareness and cultivate craftsmanship spirit.</p> <p>对接行业标准，规范操作，追求质量，逐步培养学生精益求精、耐心细致的工匠精神。</p> <p>Dovetail with industry standards, standardize operations, pursue quality, and gradually cultivate students' craftsmanship spirit of excellence, patientness and meticulousness.</p> <p>2.丰富教学资源，调动学生积极性。</p> <p>2. Enrich teaching resources and mobilize students' enthusiasm.</p> <p>借助课件、微课、课后习题等多种教学资源，丰富教学场景，创设教学情境，凸显学生的课堂主导地位，采用教师实时跟进项目成果，实时引导与指导的方式，让课堂变得更活、更生动。</p> <p>With the help of various teaching resources such as courseware, micro-courses and after-class exercises, enrich teaching scenarios, create teaching situations, highlight students' dominant position in classroom, and make the classroom more vivid by adopting the way that teachers follow up project results in real time and guide and guide them in real time.</p> <p>3.德技并重全面发展，学习目标有效达成</p> <p>3. Pay equal attention to all-round development of morality and skills, and effectively achieve learning objectives</p> <p>将思政元素、劳动教育“基因式”融入课程教学全过程，潜移默化地培养学生细致、专注、精益求精的工匠精神和民族自尊心与自豪感。</p> <p>Integrate the ideological and political elements and "genetic" of labor education into the whole course teaching process, and subtly cultivate students' craftsmanship spirit, national self-esteem and sense of pride in a meticulous, focused and excellent manner.</p> <p>根据在线课程平台监测学生学习情况，开展自主学习、知识测试、观看微课、小组讨论、头脑风暴、多方点评等多种教学活动，将知识的学习，进行碎片化分解。</p>

	<p>通过德技并重多种教学活动，逐步掌握知识，理解内涵，完成知识学习的目标。</p> <p>According to the online course platform, monitor students' learning situation, carry out a variety of teaching activities such as independent learning, knowledge test, watching micro-courses, group discussion, brainstorming and multi-party comments, so as to decompose knowledge into pieces. Gradually master knowledge, understand connotation and complete the goal of knowledge learning through multiple teaching activities with equal emphasis on morality and skills.</p>
<p>反思改进</p> <p>Feedback and Improvement</p>	

综合考核

Comprehensive assessment

课程构建了“重视起点、关注发展、尊重差异”的综合评价体系。通过学生自评、组内互评、组间互评、教师点评、第二导师评价等多评价主体，实现包括过程性评价、结果性评价和增值性评价的多角度全面评价。应用在线教学平台对学生表现实时统计、及时反馈，为学生学习改进与教师教学反思提供依据。（课程评价体系如图 1 所示）

The course has built a comprehensive evaluation system of "attach importance to the starting point, focus on development and respect differences". The multi-angle comprehensive evaluation including process evaluation, result evaluation and value-added evaluation is realized through multiple evaluation subjects such as student self-evaluation, intra-group mutual evaluation, inter-group mutual evaluation, teacher's comments and second tutor's evaluation. The online teaching platform is used to make real-time statistics and timely feedback of students' performance, providing a basis for students' learning improvement and teachers' reflection on teaching. (The course evaluation system is shown in Fig. 1)

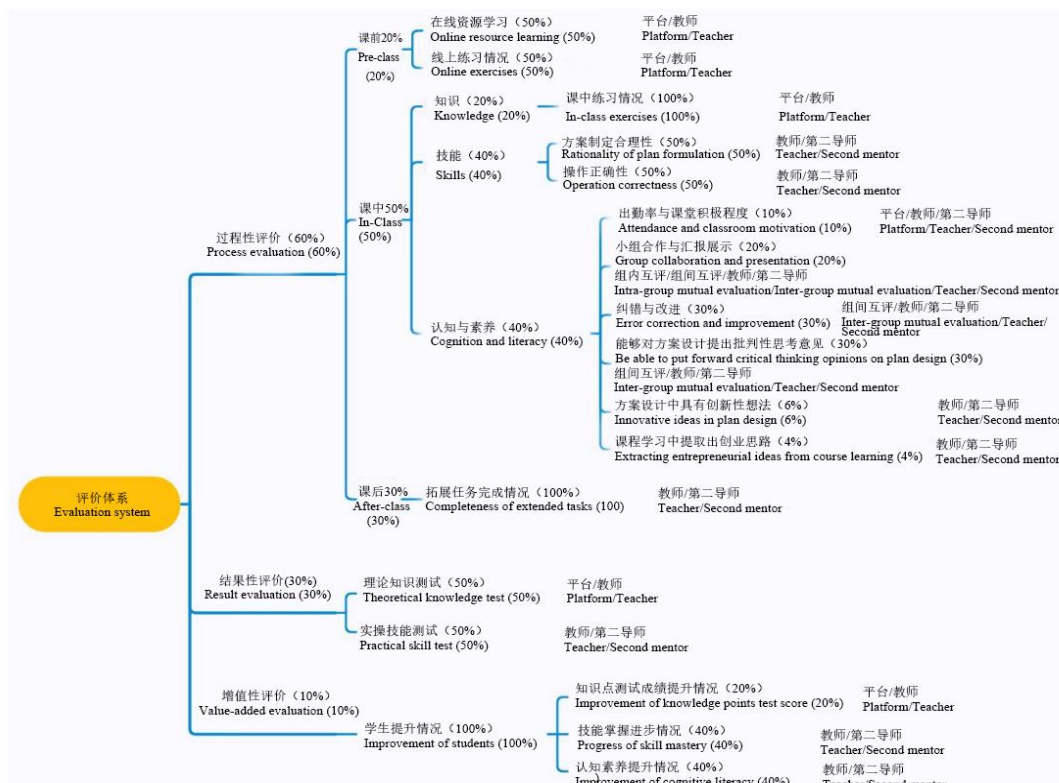


图 1 课程评价体系

Fig. 1 Course Evaluation System

《产品包装设计》
Product Packaging Design
教学设计
Teaching Design

课程名称 Course Title	《产品包装设计》 Product Packaging Design	学科类别 Discipline	工商管理大类 Business Administration
教学项目 Teaching Program	模块六 系列化包装设计 Module VI Serialized Packaging Design	课程类别 Course Category	理实一体 Theory-practice Integration
授课对象 Teaching Object	电子商务管理、艺术设计、包装设计类专业 E-commerce Management, Art Design and Packaging Design	总课时 Total Class Hours	8
课程分析 Course Analysis	<p>在当今激烈竞争的市场环境中，包装设计成为了品牌策划设计中不可忽视的重要组成部分。一个吸引消费者眼球、能够传达品牌形象和价值的包装设计，可以帮助品牌轻松抓住市场份额。随着时代的发展和消费者需求的变化，包装设计的趋势也在不断演进。本课程通过从包装设计理论基础、标志设计、包装结构设计、包装容器造型设计、包装装潢设计、系列化包装设计等 6 个模块，让学员掌握产品包装设计技能，能够熟练开展产品创意、产品包装设计等，培养能够胜任包装设计工作的技能人才。</p> <p>In today's fiercely competitive market environment, packaging design has become an important part of brand planning and design that cannot be ignored. An eye-catching packaging design that conveys brand image and value can help brands easily capture market share. With the development of times and changes in consumer needs, the trend of packaging design is also evolving. Through 6 modules, including theoretical basis of packaging design, logo design, packaging structure design, packaging container modeling design, packaging decoration design and serialized packaging design, this course enables trainees to master product packaging design skills, be proficient in product creativity and product packaging design, and cultivate skilled talents who are competent for packaging design.</p>		

<p>选用教材 Selected Teaching Material</p>	<p>本课程共包括包装设计的发展历程、产品包装设计的定义及功能、按包装材料为主要依据的分类、按商品不同价值进行的包装分类、按包装容器的刚性不同分类等 5 个工作领域。通过学习，能够帮助学员理解产品包装设计的内涵、意义、作用；认识包装设计的分类及设计流程，培养学生具备产品包装设计流程、定位、构思与意识。掌握产品包装设计文案撰写，通过产品定位分析目标，明确产品定位类型、获客渠道，并对产品包装的种类进行初步整理。</p> <p>This course includes 5 work areas: the development process of packaging design, definition and function of product packaging design, classification based on packaging materials, packaging classification according to different values of commodities, and classification according to different rigidity of packaging containers. Through learning, students can understand the connotation, significance and function of product packaging design; understand the classification and design process of packaging design, and cultivate students to have a good understanding of product packaging design process, positioning, conception and awareness. Master the copywriting of product packaging design, clarify the type of product positioning and customer acquisition channels through product positioning analysis objectives, and preliminarily sort out the types of product packaging.</p> <p>参考教材：包装设计项目式教程（微课版）人民邮电出版社。</p> <p>Reference textbook: Package Design Project-based Course (Micro-course Edition) Posts & Telecom Press.</p>
<p>教学准备与教 学资源 Teaching Preparation and Teaching Resources</p>	<p>微课、动画、课件、实训作业、课后测试习题</p> <p>Micro-course, animation, courseware, practical training assignments and after-class test exercises</p>
<p>授课内容 Course Content</p>	

本模块是系列化包装设计，从四个方面介绍了系列化包装设计的主要内容，包括系列化包装概述，红酒系列包装案例，茶系列包装设计和糕点系列包装设计等，详细讲解了学生在系列化包装设计过程中需要掌握的技巧及注意事项，内容详细具体，解答了学生在过程中遇到的主要问题。

This module is a serialized packaging design. It introduces the main contents of serialized packaging design from four aspects, including overview of serialized packaging, cases of red wine serialized packaging, tea serialized packaging design and pastry serialized packaging design, etc. It explains in detail the skills and precautions that students need to master in the process of serialized packaging design, with detailed and specific contents. It answers the main questions encountered by students in the process.

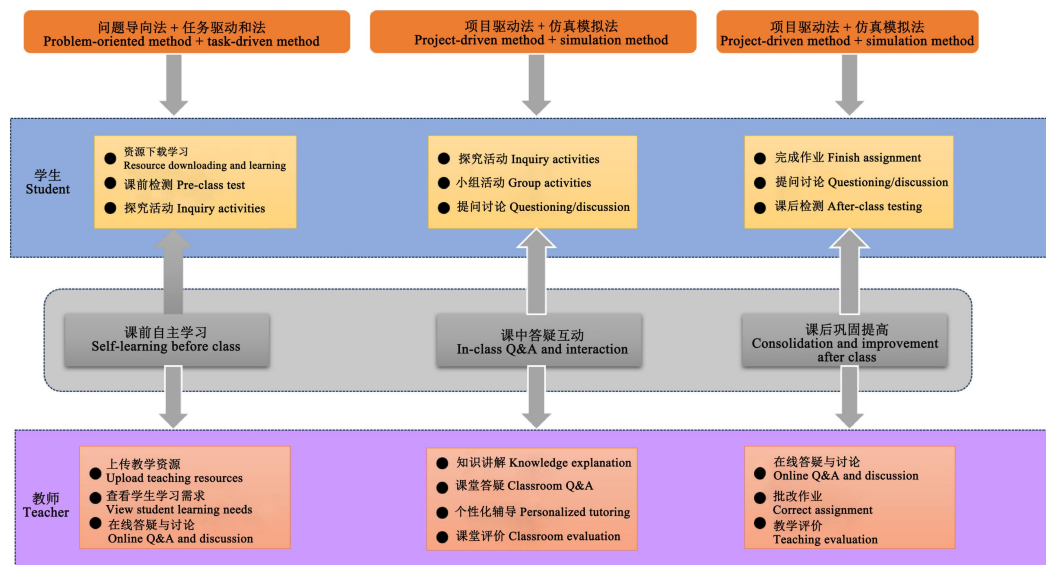
单元 Unit	内容 Content	课时 Class Hours	教学资源 Teaching Resources
单元 1 Unit 1	系列化包装概述 Overview of serialized packaging	2	课件、课后测试习题 Courseware and after-class test exercises
单元 2 Unit 2	红酒系列包装案例 Cases of red wine serialized packaging	2	微课、课件、课后测试习题 Micro-courses, courseware and after-class test exercises
单元 3 Unit 3	茶系列包装设计 Tea serialized packaging design	2	微课、课件、课后测试习题 Micro-courses, courseware and after-class test exercises
单元 4 Unit 4	糕点系列包装设计 Pastry serialized packaging design	2	微课、课件、课后测试习题 Micro-courses, courseware and after-class test exercises

<p>学情分析</p> <p>Academic Analysis</p>	<p>1.学生具备基本的计算机操作能力和分析能力;</p> <p>1. Students have basic computer operation ability and analysis ability;</p> <p>2.学生学习过程中主动记录, 针对自己不清楚的地方主动提问;</p> <p>2. Students take the initiative to record in the learning process and ask questions about the places they are not clear about;</p> <p>3.学生对于包装设计有基础的知识, 但没有包装设计的方法和经验。</p> <p>3. Students have basic knowledge of packaging design, but no methods and experience in packaging design.</p>
<p>Teaching Objectives</p> <p>教学目标</p>	<p>【知识目标】</p> <p>[Knowledge Objectives]</p> <p>1.了解系列化包装设计的概念;</p> <p>1. Understand the concept of serialized packaging design;</p> <p>2.掌握红酒系列包装的流程;</p> <p>2. Master the packaging process of red wine series;</p> <p>3.掌握茶系列包装设计的流程;</p> <p>3. Master the process of tea serialized packaging design;</p> <p>4.掌握糕点系列包装设计的流程。</p> <p>4. Master the process of pastry serialized packaging design.</p> <p>【能力目标】</p> <p>[Capability Objectives]</p> <p>能够根据具体产品进行系列化包装设计;</p> <p>Be able to carry out serialized packaging design according to specific products;</p> <p>【思政目标】</p> <p>[Ideological and Political Objectives]</p> <p>1.培养学生在系列化包装设计中精益求精的工匠精神</p> <p>1. Cultivate students' craftsmanship spirit of keeping improving in serialized packaging design</p> <p>2.能够在包装设计过程中坚持科学的价值观和道德观。</p> <p>2. Be able to adhere to scientific values and morals in the process of packaging design.</p>

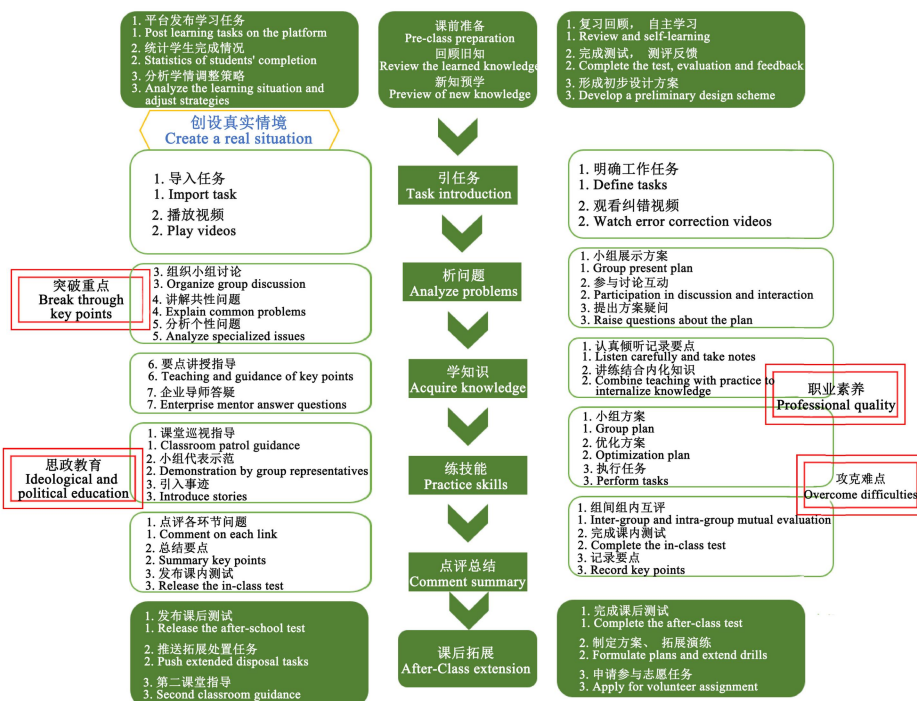
教学重点 Key Points	1.红酒系列包装的流程 1. Process of red wine serialized packaging 2.茶系列包装设计的流程 2. Process of tea serialized packaging design 3.糕点系列包装设计的流程 3. Process of pastry serialized packaging design	解决措施 Solutions	<p>要求学生提前阅读课件、观看微课视频，通过典型的系列包装作品案例引入系列包装设计的相关知识。</p> <p>Students are required to read courseware and watch micro-course videos in advance, and introduce relevant knowledge of serialized packaging design through typical cases of serialized packaging works.</p>
教学难点 Difficult Points in Teaching	<p>能够根据具体产品进行系列化包装设计；</p> <p>Be able to carry out serialized packaging design according to specific products;</p>	解决措施 Solutions	<p>通过完成相应的实训任务，边学边做，突破教学难点。</p> <p>By completing the corresponding practical training tasks, we can learn while doing and break through teaching difficulties.</p>
教法学法 Teaching and Learning Methods	<p>【教学方法】 [Teaching Methods]</p> <p>讲授法、任务驱动法、案例分析法、问题导引法</p> <p>Teaching method, task driven method, case analysis method, problem guidance method</p> <p>【学习方法】</p>		

自主学习法、小组合作法

Self-learning method, group cooperation method



教学流程图
Teaching Flow Chart



单元一 系列化包装概述

Unit 1 Overview of Serialized Packaging



教学目标 Teaching Objectives	【知识目标】 [Knowledge Objectives] 1.了解系列化包装设计的概念； 1. Understand the concept of serialized packaging design; 2.熟悉系列化包装设计的步骤。 2. Be familiar with the steps of serialized packaging design.			
	【能力目标】 [Capability Objectives] 能够理解系列化包装设计的流程及功能。 Be able to understand the process and function of serialized packaging design.			
	【思政目标】 [Ideological and Political Objectives] 1.培养学生在系列化包装设计中精益求精的工匠精神 1. Cultivate students' craftsmanship spirit of keeping improving in serialized packaging design 2.能够在包装设计过程中坚持科学的价值观和道德观。 2. Be able to adhere to scientific values and morals in the process of packaging design.			
	教学实施过程 Teaching Implementation Process			
教学环节 Teaching Links	教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课前准备 Pre-class preparation	完成对系列化包装定义和分流程的讲解 Complete the explanation of definition and sub-process of serialized packaging	【课前活动布置】 [Arrangement of Pre-class Activities] 1.布置课前预习活动，要求学生在课前完成系列化包装设计和流程的学习。 1. Arrange preview activities before class,	【课前回顾练习】 [Pre-class Review Exercise] 1.回顾系列化包装定义的基础知识； 1. Review the basic knowledge of serialized packaging definition;	学生复习系列化包装的基础知识，有助于学生更快进入课堂，学习更深入的知识点。 Students review the basic knowledge of serialized packaging, which will help students enter the classroom

			and require students to complete the learning of serialized packaging design and process before class.	2.完成系列化包装的定义的学习 2. Learn the definition of serialized packaging	faster and learn more in-depth knowledge points.
	环节1 Link1 任务引入 Task leading-in 10min	问题引入: Problem introduction: 1. 服饰为什么需要做包装? 1. Why does clothing need packaging? 2. 服饰包装设计有什么注意事项? 2. What are the precautions for clothing packaging design?	教师让学生自行阅读课程资源并思考教师提出的问题。 The teacher allows students to read course resources by themselves and think about the questions raised by the teacher.  	课堂上让 2-3 个学生进行回答: Ask 2-3 students to answer questions in class: (1) 为服饰做包装的目的是什么? (1) What is the purpose of clothing packaging? (2) 服饰的包装一般使用什么材料? (2) What materials are generally used for clothing packaging?	以提问的形式引入, 让学生在课堂开始前进入场景, 带着问题和思考学习本单元课程。 Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.
	环节2 Link2 案例赏析 Case appreciation	赏析“墨韵”服饰包装 Appreciation and analysis of "Moyun" clothing	教师随机邀请 2 名同学回答分析“墨韵”服饰包装的系列化包装体现在哪? The teacher randomly	根据教师提问, 学生回答问题 Students answer the questions according to the teacher's	通过提问帮助学生加强理解和记忆。 Help students strengthen their understanding and

	10min	<p>packaging</p>  	invited 2 students to answer and analyze the serialized packaging of "Moyun" clothing?	questions	memory through questioning.
	<p>环节3</p> <p>Link3</p> <p>知识讲解</p> <p>Knowledge explanation</p> <p>25min</p>	<p>1. 系列化包装设计的概念</p> <p>Concept of serialized packaging design</p> <p>2. 系列化包装设计的步骤</p> <p>Steps of serialized packaging design</p>	<p>讲解系列化包装设计的概念和设计和步骤</p> <p>Explain the concept, design and steps of serialized packaging design</p> <p>1. 系列化包装设计的概念</p> <p>1. Concept of serialized packaging design</p> <p>2. 系列化包装设计的步骤</p> <p>2. Steps of serialized packaging design</p>	<p>1. 学生分享系列化包装的基本内容有哪些;</p> <p>1. Students share the basic contents of serialized packaging design;</p> <p>2. 学生分享遇到的问题, 对哪个概念不清晰等;</p> <p>2. Students share the problems encountered and unclear concept;</p> <p>3. 学生针对自己的问题点和教师的总结, 理解并记录之前不清楚和缺少的部分。</p> <p>3. Students understand and record the previously unclear and missing parts according to their</p>	<p>学生需要在实践前掌握基础知识, 通过自己自主思考和教师补充的方式, 让学生更容易理解和记住。</p> <p>Students need to master the basic knowledge before practice, and make it easier for students to understand and remember through their own independent thinking and supplementation by the teacher.</p>

				own problems and the teacher's summary.	
环节4 Link4 实战演练 Practice exercise 25min	设计“墨韵”服饰系列化包装 Design "Moyun" clothing serialized packaging	教师布置学生包装设计的任务。 The teacher assigns students the task of packaging design.	理解系列化包装设计的流程及功能。 Understand the process and function of serialized packaging design.	巩固系列化包装的概念和步骤 Consolidate the concept and steps of serialized packaging	
环节5 Link5 点评总结 Comment summary 10min	将本节课及上节课所学知识进行归纳总结，帮助学生进行知识点巩固。 Summarize the knowledge learned in this class and last class to help students consolidate their knowledge points.	教师总结本节课以及上节课的知识点。 The teacher summarizes the knowledge points of this class and the previous class.	学生再次巩固本节课所学知识。 Students consolidate what they have learned in this class again.	通过再次巩固知识帮助学生加强理解和记忆。 Help students to strengthen their understanding and memory by re-consolidating knowledge.	
环节6 Link6 知识拓展 10min Knowledge extension 10min	如何设计茶叶系列化包装？ How to design the serialized packaging of tea?	教师展示多种典型案例，并让学生自行分析，掌握系列化包装设计的步骤和工作流程。 The teacher shows a variety of typical cases, and allows students to analyze by themselves	学生对案例中的包装设计步骤和工作流程进行思考。 Students think about the packaging design steps and workflow in the case.	通过分享案例的形式对本节课知识点进行总结，加深学生对知识点的掌握。 Summarize the knowledge points in this class by sharing cases to deepen students'	



			and master the steps and workflow of serialized packaging design.		mastery of them.
单元二 红酒系列包装案例					
Unit 2 Cases of Red Wine Serialized Packaging					
教学目标 Teaching Objectives		【知识目标】 [Knowledge Objectives] 1.了解红酒系列化包装设计构思定位； 1. Understand the design concept and positioning of red wine serialized packaging; 2.熟悉红酒系列化包装设计流程。 2. Be familiar with the design process of red wine serialized packaging.			
		【能力目标】 [Capability Objectives] 能够进行红酒系列化包装设计。 Be able to design the serialized packaging of red wine.			
		【思政目标】 [Ideological and Political Objectives] 1.培养学生在系列化包装设计中精益求精的工匠精神； 1. Cultivate students' craftsmanship spirit of keeping improving in serialized packaging design; 2.能够在包装设计过程中坚持科学的价值观和道德观。 2. Be able to adhere to scientific values and morals in the process of packaging design.			
教学实施过程					
Teaching Implementation Process					
教学环节 Teaching Links		教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课中 In-Class	环节1	问题引入：	教师让学生自行阅读课	课堂上让 2-3 个学生	以提问的形式引入，
	Link1	Problem	程资源并思考教师提出	进行回答：	让学生在课堂开始前
	任务引入	introduction:	的问题。	Ask 2-3 students to	进入场景，带着问题
	Task	红酒为什么要做	The teacher allow	answer questions in	和思考学习本单元课

	<p>leading in</p> <p>10min</p>	<p>系列化包装</p> <p>Why do red wine need serialized packaging?</p> <p>做系列化包装有什么注意事项</p> <p>What are the precautions for serialized packaging?</p>	<p>students to read course resources by themselves and think about the questions raised by the teacher.</p> 	<p>class:</p> <p>(1) 为红酒做系列化包装的目的是什么?</p> <p>(1) What is the purpose of serialized packaging for red wine?</p> <p>(2) 红酒的系列化包装一般使用什么材料?</p> <p>(2) What materials are generally used for serialized packaging of red wine?</p>	<p>程。</p> <p>Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.</p>
	<p>环节2</p> <p>Link2</p> <p>案例赏析</p> <p>Case appreciation</p> <p>10min</p>	<p>赏析“加芙”红酒包装</p> <p>Appreciation of "Gaffe" wine packaging</p>  	<p>教师随机邀请2名同学回答分析“加芙”红酒包装的系列化包装的构思定位</p> <p>The teacher randomly invites 2 students to answer and analyze the conception and positioning of "Gaffe" red wine packaging series</p>	<p>根据教师提问，学生回答问题</p> <p>Students answer the questions according to the teacher's questions</p>	<p>通过提问帮助学生加强理解和记忆</p> <p>Help students to strengthen understanding and memory by asking questions</p>
	<p>环节3</p> <p>Link3</p>	<p>1. 红酒系列化包装设计构思定位</p>	<p>讲解红酒系列化包装设计构思定位和设计的流</p>	<p>1. 学生分享红酒系列化包装的基本内容有</p>	<p>学生需要在实践前掌握基础知识，通过自</p>

	知识讲解 Knowledge explanation 25min	1. Design concept and positioning of red wine serialized packaging 2. 红酒系列化包装设计流程 2. Design process of red wine serialized packaging	程 Explain the concept, positioning and design process of red wine serialized packaging design 1. 红酒系列化包装设计构思定位 Design concept and positioning of red wine serialized packaging 2. 红酒系列化包装设计流程 Design process of red wine serialized packaging	哪些; 1. Students share the basic contents of red wine serialized packaging; 2. 学生分享遇到的问题, 对哪个概念不清晰等; 2. Students share the problems encountered and unclear concept; 3. 学生针对自己的问题点和教师的总结, 理解并记录之前不清楚和缺少的部分。 3. Students understand and record the previously unclear and missing parts according to their own problems and the teacher's summary.	已自主思考和教师补充的方式, 让学生更容易理解和记住。 Students need to master the basic knowledge before practice, and make it easier for students to understand and remember through their own independent thinking and supplementation by the teacher.
	环节4 Link4 实战演练 Practice exercise 25min	设计“加芙”红酒包装 Design "Gaffe" wine packaging	教师布置学生包装设计的任务。 The teacher assigns students the task of packaging design.	理解系列化包装设计的流程及功能。 Understand the process and function of serialized packaging design.	巩固系列化包装的概念和步骤 Consolidate the concept and steps of serialized packaging
	环节5	将本节课及上节	教师总结本节课以及上	学生再次巩固本节课	通过再次巩固知识帮

	<p>Link5</p> <p>点评总结</p> <p>Comment</p> <p>summary</p> <p>10min</p>	<p>课所学知识进行归纳总结，帮助学生进行知识巩固。</p> <p>Summarize the knowledge learned in this class and last class to help students consolidate their knowledge points.</p>	<p>节课的知识点。</p> <p>The teacher summarizes the knowledge points of this class and the previous class.</p>	<p>所学知识点。</p> <p>Students consolidate what they have learned in this class again.</p>	<p>助学生加强理解和记忆。</p> <p>Help students to strengthen their understanding and memory by re-consolidating knowledge.</p>
	<p>环节6</p> <p>Link6</p> <p>知识拓展</p> <p>10min</p> <p>Knowledge extension</p> <p>10min</p>	<p>如何设计“老周”月饼系列化包装？</p> <p>How to design the serialized packaging of "Laozhou" mooncakes?</p>	<p>教师展示多种典型案例，并让学生自行分析，掌握系列化包装设计的步骤和工作流程。</p> <p>The teacher shows a variety of typical cases, and allows students to analyze by themselves and master the steps and workflow of serialized packaging design.</p>	<p>学生对案例中的包装设计步骤和工作流程进行思考。</p> <p>Students think about the packaging design steps and workflow in the case.</p>	<p>通过分享案例的形式对本节课知识点进行总结，培养学生在系列化包装设计中精益求精的工匠精神。</p> <p>Summarize the knowledge points in this class by sharing cases, and cultivate students' craftsmanship spirit of keeping improving in serialized packaging design.</p>
<p>单元三 茶系列包装设计</p> <p>Unit 3 Tea Serialized Packaging Design</p>					
<p>教学目标</p> <p>Teaching</p>	<p>【知识目标】</p> <p>[Knowledge Objectives]</p>				

Objectives		1.了解茶系列化包装设计构思定位； 1. Understand the design concept and positioning of tea serialized packaging; 2.熟悉茶系列化包装设计流程。 2. Be familiar with the design process of tea serialized packaging. 【能力目标】 [Capability Objectives] 能够进行茶系列化包装设计。 Be able to design tea serialized packaging. 【思政目标】 [Ideological and Political Objectives] 1.培养学生在系列化包装设计中精益求精的工匠精神； 1. Cultivate students' craftsmanship spirit of keeping improving in serialized packaging design; 2.能够在包装设计过程中坚持科学的价值观和道德观。 2. Be able to adhere to scientific values and morals in the process of packaging design.			
教学实施过程 Teaching Implementation Process					
教学环节 Teaching Links		教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课中 In-Class	环节1	问题引入： Problem introduction:	教师让学生自行阅读课程资源并思考教师提出的问题。	课堂上让 2-3 个学生进行回答： Ask 2-3 students to answer questions in class:	以提问的形式引入，让学生在课堂开始前进入场景，带着问题和思考学习本单元课程。
	Link1	1.茶为什么要做系列化包装	The teacher allows students to read course resources by themselves and think about the questions raised by the teacher.	(1) 为茶做系列化包装的目的是什么？	Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with
	任务引入	1. Why do tea need serialized packaging?		(1) What is the purpose of serialized packaging for tea?	
	Task leading-in	2.茶做系列化包装有什么注意事项		(2) 茶的系列化包装	
	10min	项			

		2. What are the precautions for serialized packaging of tea?		一般使用什么材料？ (2) What materials are generally used for serialized packaging of tea?	questions and thinking.
环节2 Link2 案例赏析 Case appreciation 10min	赏析“桂茶”茶包装 Appreciation and analysis of "Gui Tea" packaging 	教师随机邀请 2 名同学回答分析“桂茶”包装的系列化包装的构思定位 The teacher randomly invites 2 students to answer and analyze the conception and positioning of serialized packaging of "Gui Tea"	根据教师提问，学生回答问题 Students answer the questions according to the teacher's questions	通过提问帮助学生加强理解和记忆。 Help students strengthen their understanding and memory through questioning.	
环节3 Link3 知识讲解 Knowledge explanation 25min	茶系列化包装设计构思定位 Design concept and positioning of tea serialized packaging 茶系列化包装设计流程 Design process of tea serialized packaging	讲解茶系列化包装设计构思定位和茶系列化包装设计流程 Explain the design concept and positioning of tea serialized packaging and the design process of tea serialized packaging 1.茶系列化包装设计构思定位	1.学生分享茶系列化包装的基本内容有哪些； 1. Students share the basic contents of tea serialized packaging; 2.学生分享遇到的问题，对哪个概念不清晰等； 2. Students share the problems encountered	学生需要在实践前掌握基础知识，通过自己自主思考和教师补充的方式，让学生更容易理解和记住。 Students need to master the basic knowledge before practice, and make it easier for students to understand and	

			<p>1. Design concept and positioning of tea serialized packaging</p> <p>2. 茶系列化包装设计流程</p> <p>2. Design process of tea serialized packaging</p>	<p>and unclear concept;</p> <p>3. 学生针对自己的问题和教师的总结，理解并记录之前不清楚和缺少的部分。</p> <p>3. Students understand and record the previously unclear and missing parts according to their own problems and the teacher's summary.</p>	<p>remember through their own independent thinking and supplementation by the teacher.</p>
	<p>环节4</p> <p>Link4</p> <p>实战演练</p> <p>Practice exercise</p> <p>25min</p>	<p>设计“桂茶”茶叶包装。</p> <p>Design the tea packaging of "Gui Tea".</p>	<p>教师布置学生包装设计的任务。</p> <p>The teacher assigns students the task of packaging design.</p>	<p>理解系列化包装设计的流程及功能。</p> <p>Understand the process and function of serialized packaging design.</p>	<p>巩固系列化包装的概念和步骤</p> <p>Consolidate the concept and steps of serialized packaging</p>
	<p>环节5</p> <p>Link5</p> <p>点评总结</p> <p>Comment summary</p> <p>10min</p>	<p>将本节课及上节课所学知识进行归纳总结，帮助学生进行知识点巩固。</p> <p>Summarize the knowledge learned in this class and last class to help students</p>	<p>教师总结本节课以及上节课的知识点。</p> <p>The teacher summarizes the knowledge points of this class and the previous class.</p>	<p>学生再次巩固本节课所学知识。</p> <p>Students consolidate what they have learned in this class again.</p>	<p>通过再次巩固知识帮助学生加强理解和记忆。</p> <p>Help students to strengthen their understanding and memory by re-consolidating knowledge.</p>

		consolidate their knowledge points.			
	环节6 Link6 知识拓展 10min Knowledge extension 10min	如何设计“水之蔻”化妆品系列化包装？ How to design the serialized packaging of "Watercome" cosmetics?	教师展示多种典型案例。 The teacher shows a variety of typical cases.	学生对案例中的包装设计步骤和 workflow 进行思考。 Students think about the packaging design steps and workflow in the case.	通过分享案例的形式对本节课知识点进行总结，培养学生在系列化包装设计中精益求精的工匠精神。 Summarize the knowledge points in this class by sharing cases, and cultivate students' craftsmanship spirit of keeping improving in serialized packaging design.
单元四 糕点系列包装设计 Unit 4 Pastry Serialized Packaging Design					
教学目标 Teaching Objectives	<p>【知识目标】 [Knowledge Objectives]</p> <p>1. 了解糕点系列包装设计构思定位； 1. Understand the design concept and positioning of pastry serialized packaging;</p> <p>2. 熟悉糕点系列包装设计流程。 2. Be familiar with the design process of pastry serialized packaging.</p> <p>【能力目标】 [Capability Objectives]</p> <p>能够进行糕点系列包装设计。 Be able to design the serialized packaging of pastry.</p> <p>【思政目标】 [Ideological and Political Objectives]</p>				

		1. 培养学生在糕点系列包装设计中精益求精的工匠精神； 1. Cultivate students' craftsmanship spirit of keeping improving in pastry serialized packaging design; 2. 能够在糕点系列包装设计过程中坚持科学的价值观和道德观。 2. Be able to adhere to scientific values and ethics in the design process of pastry serialized packaging.			
教学实施过程 Teaching Implementation Process					
教学环节 Teaching Links		教学内容 Teaching Content	教师活动 Teacher Activities	学生活动 Student Activities	设计意图 Design Intent
课中 In-Class	环节1 Link1 任务引入 Task leading in 10min	问题引入： Problem introduction: 1. 糕点为什么要做系列化包装 1. Why do pastries need serialized packaging? 2. 糕点做系列化包装有什么注意事项 2. What are the precautions for serialized packaging of pastries?	教师让学生自行阅读课程资源并思考教师提出的问题。 The teacher allows students to read course resources by themselves and think about the questions raised by the teacher.  	课堂上让 2-3 个学生进行回答： Ask 2-3 students to answer questions in class: (1) 为糕点做系列化包装的目的是什么？ (1) What is the purpose of serialized packaging for pastries? (2) 糕点的系列化包装一般使用什么材料？ (2) What materials are generally used for serialized packaging of pastries?	以提问的形式引入，让学生在课堂开始前进入场景，带着问题和思考学习本单元课程。 Introduce in the form of asking questions, so that students can enter the scene before the class starts and learn this unit course with questions and thinking.

	<p>赏析“好利来”糕点包装</p> <p>Appreciation and analysis of "Holiland" pastry packaging</p> <p>环节2 Link2 案例赏析 Case appreciation 10min</p> 	<p>教师随机邀请2名同学回答分析“好利来”包装的系列化包装的构思定位</p> <p>The teacher randomly invites 2 students to answer and analyze the conception and positioning of "Holiland" serialized packaging</p>	<p>根据教师提问，学生回答问题</p> <p>Students answer the questions according to the teacher's questions</p>	<p>通过提问帮助学生加强理解和记忆。</p> <p>Help students strengthen their understanding and memory through questioning.</p>
	<p>环节3 Link3 知识讲解 Knowledge explanation 25min</p> <p>1. 糕点系列化包装设计构思定位</p> <p>1. Design concept and positioning of serialized packaging of pastries</p> <p>2. 糕点系列化包装设计流程</p> <p>2. Design Process of serialized packaging of pastries</p>	<p>讲解糕点系列化包装设计构思定位和设计流程</p> <p>Explain the concept, positioning and design process of serialized packaging design for pastries</p> <p>1. 糕点系列化包装设计构思定位</p> <p>1. Design concept and positioning of serialized packaging of pastries</p> <p>2. 糕点系列化包装设计流程</p> <p>2. Design Process of serialized packaging of pastries</p>	<p>1. 学生分享系列化包装的基本内容有哪些；</p> <p>1. Students share the basic contents of serialized packaging design;</p> <p>2. 学生分享遇到的问题，对哪个概念不清晰等；</p> <p>2. Students share the problems encountered and unclear concept;</p> <p>3. 学生针对自己的问题和教师的总结，理解并记录之前不清楚和缺少的部分。</p>	<p>学生需要在实践前掌握基础知识，通过自己自主思考和教师补充的方式，让学生更容易理解和记住。</p> <p>Students need to master the basic knowledge before practice, and make it easier for students to understand and remember through their own independent thinking and supplementation by the teacher.</p>

				3. Students understand and record the previously unclear and missing parts according to their own problems and the teacher's summary.	
环节4 Link4 实战演练 Practice exercise 25min	设计“好利来”系列化包装。 Design "Holiland" serialized packaging.	教师布置学生包装设计的任务。 The teacher assigns students the task of packaging design.	理解系列化包装设计的流程及功能。 Understand the process and function of serialized packaging design.	巩固系列化包装的概念和步骤 Consolidate the concept and steps of serialized packaging	
环节5 Link5 点评总结 Comment summary 10min	将本节课及上节课所学知识进行归纳总结，帮助学生进行知识点巩固。 Summarize the knowledge learned in this class and last class to help students consolidate their knowledge points.	教师总结本节课以及上节课的知识点。 The teacher summarizes the knowledge points of this class and the previous class.	学生再次巩固本节课所学知识点。 Students consolidate what they have learned in this class again.	通过再次巩固知识帮助学生加强理解和记忆。 Help students to strengthen their understanding and memory by re-consolidating knowledge.	
环节6 Link6 知识拓展	如何设计蜡烛香薰系列化包装？ How to design the	教师展示多种典型案例。	学生对案例中的包装设计步骤和 workflows 进行思考。	通过分享案例的形式对本节课知识点进行总结，培养学生在系	

	10min Knowledge extension 10min	serialized packaging of candle aromatherapy?	The teacher shows a variety of typical cases.	Students think about the packaging design steps and workflow in the case.	序列化包装设计中精益求精的工匠精神。 Summarize the knowledge points in this class by sharing cases, and cultivate students' craftsmanship spirit of keeping improving in serialized packaging design.
<p style="text-align: center;">教学反馈</p> <p style="text-align: center;">Teaching Feedback</p>					
<p>教学效果 Teaching Effects</p>		<p>通过本模块的学习，学生能够包装设计的概念、定义和功能，熟悉包装设计的设计流程；能够了解包装设计的分类，掌握产品包装设计的流程，能够对包装设计有一个整体、宏观的了解。</p> <p>Through the study of this module, students can understand the concept, definition and function of packaging design, be familiar with the design process of packaging design; understand the classification of packaging design, master the process of product packaging design, and have an overall and macroscopic understanding of packaging design.</p>			
<p>特色创新 Characteristic Innovation</p>		<p>1.深化质量意识，培养工匠精神。</p> <p>1. Deepen quality awareness and cultivate craftsmanship spirit.</p> <p>对接行业标准，规范操作，追求质量，逐步培养学生精益求精、耐心细致的工匠精神。Dovetail with industry standards, standardize operations, pursue quality, and gradually cultivate students' craftsmanship spirit of excellence, patientness and meticulousness.</p> <p>2.丰富教学资源，调动学生积极性。</p> <p>2. Enrich teaching resources and mobilize students' enthusiasm.</p> <p>借助课件、微课、课后习题等多种教学资源，丰富教学场景，创设教学情境，凸显学生的课堂主导地位，采用教师实时跟进项目成果，实时引导与指导的方式，让课堂变得更活、更生动。</p> <p>With the help of various teaching resources such as courseware, micro-courses and after-class exercises, enrich teaching scenarios, create teaching situations, highlight students' dominant</p>			

	<p>position in classroom, and make the classroom more vivid by adopting the way that teachers follow up project results in real time and guide and guide them in real time.</p> <p>3.德技并重全面发展，学习目标有效达成</p> <p>3. Pay equal attention to all-round development of morality and skills, and effectively achieve learning objectives</p> <p>将思政元素、劳动教育“基因式”融入课程教学全过程，潜移默化地培养学生细致、专注、精益求精的工匠精神和民族自尊心与自豪感。</p> <p>Integrate the ideological and political elements and "genetic" of labor education into the whole course teaching process, and subtly cultivate students' craftsmanship spirit, national self-esteem and sense of pride in a meticulous, focused and excellent manner.</p> <p>根据在线课程平台监测学生学习情况，开展自主学习、知识测试、观看微课、小组讨论、头脑风暴、多方点评等多种教学活动，将知识的学习，进行碎片化分解。通过德技并重多种教学活动，逐步掌握知识，理解内涵，完成知识学习的目标。</p> <p>According to the online course platform, monitor students' learning situation, carry out a variety of teaching activities such as independent learning, knowledge test, watching micro-courses, group discussion, brainstorming and multi-party comments, so as to decompose knowledge into pieces. Gradually master knowledge, understand connotation and complete the goal of knowledge learning through multiple teaching activities with equal emphasis on morality and skills.</p>
<p>反思改进</p> <p>Feedback and Improvement</p>	

综合考核

Comprehensive assessment

课程构建了“重视起点、关注发展、尊重差异”的综合评价体系。通过学生自评、组内互评、组间互评、教师点评、第二导师评价等多评价主体，实现包括过程性评价、结果性评价和增值性评价的多角度全面评价。应用在线教学平台对学生表现实时统计、及时反馈，为学生学习改进与教师教学反思提供依据。（课程评价体系如图 1 所示）

The course has built a comprehensive evaluation system of "attach importance to the starting point, focus on development and respect differences". The multi-angle comprehensive evaluation including process evaluation, result evaluation and value-added evaluation is realized through multiple evaluation subjects such as student self-evaluation, intra-group mutual evaluation, inter-group mutual evaluation, teacher's comments and second tutor's evaluation. The online teaching platform is used to make real-time statistics and timely feedback of students' performance, providing a basis for students' learning improvement and teachers' reflection on teaching. (The course evaluation system is shown in Fig. 1)

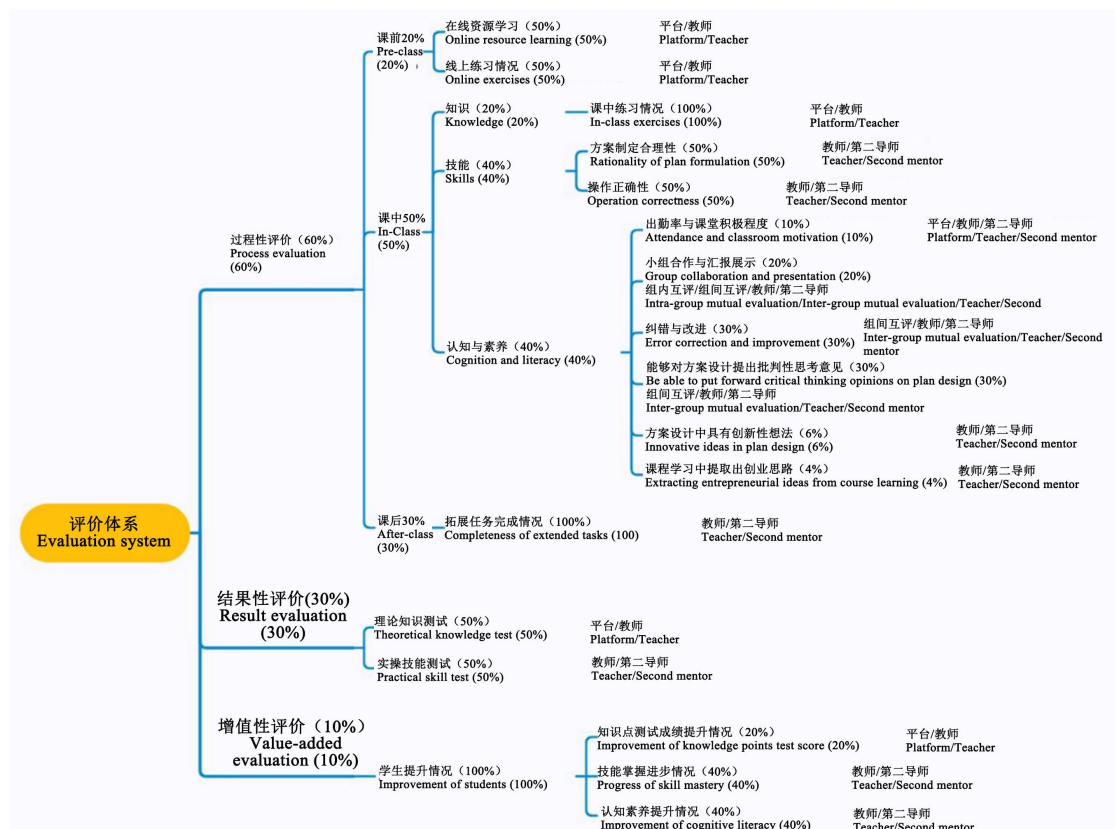


图 1 课程评价体系

Fig. 1 Course Evaluation System

