



《手绘时装画》课程概览

Overview of the Course "Hand-painted Fashion Painting"

一、课程介绍

I. Course Introduction

《手绘时装画》是服装与服饰设计专业的专业课程。本课程注重培养服装设计手绘的表达能力。通过理论讲授、临摹实训、创意表现等方式，培养熟练运用各种工具绘制手绘款式图、效果图的基本能力。本课程是服装设计关键的一步，是用来表达设计师的设计意图和设计理念的一种必要手段，在服装设计的整个过程中起着不可或缺的作用。使国际、国内职业院校学生、企业员工、社会爱好者，均能够通过本课程进行自主学习，实现不同起点的系统化、个性化的手绘时装画学习和教育培训。

"Hand-painted Fashion Painting" is a professional course for costume and costume design majors. This course focuses on developing the expressive ability of hand-painted costume design. Through theoretical lectures, imitation training, creative expression and other methods, cultivate the basic ability to use various tools to draw hand-painted style drawings and renderings. This course is a key step in costume design, a necessary means to express the designer's design intention and design concept, and plays an indispensable role in the whole process of costume design. It enables students from international and domestic vocational colleges, enterprise employees, and social enthusiasts to learn independently through this course, and realize systematic and personalized hand-painted fashion painting learning and education and training from different starting points.

二、课程特色

II. Course Features

《手绘时装画》是服装与服饰设计专业的专业课程，其中包含的手绘款式图绘制也是服装与服饰设计专业其他专业方向的必修内容，是一门实践性很强的课程。

"Hand-painted Fashion Painting" is a professional course for the major of clothing and costume design. The hand-painted style painting drawing included in it is also a compulsory subject for other professional directions of the major of costume and costume design. It is a highly practical course.



1、实践以学生为中心的教学模式，重构课程知识体系，适应混合式教学基于课程平台实现课程应用与教学服务相融通。平台提供的资源是知识研究的出发点，学习者更多的是通过平台浏览资源、讨论问题、完成测试。通过线上学习和线下实践操作，不断丰富知识的结构，不断提升实践技能，以此达到学习提升的目的。本课程从以教师为中心的“授”到以学生为中心的“学”的转变。课程知识体系完整，课堂讲授与学习平台优势互补，践行线上线下混合式教学。

1. Practice the student-centered teaching model, reconstruct the course knowledge system, adapt to blended teaching, and realize the integration of course application and teaching service based on the course platform. The resources provided by the platform are the starting point of knowledge research, and learners are more likely to browse resources, discuss problems, and complete tests through the platform. Through online learning and offline practical operation, the structure of knowledge is constantly enriched and practical skills are constantly improved, so as to achieve the purpose of learning improvement. The course is transformed from teacher-centered "teaching" to student-centered "learning". The course knowledge system is complete, the advantages of classroom teaching and learning platform complement each other, and online and offline hybrid teaching is practiced.

2、教学内容设计遵循教学规律，资源丰富，满足各类学习者需求课程资源包括课程标准、教学计划、微课、教学视频、课件、动画、虚拟、交互式、论坛、作业测验、答疑、通知公告等教学活动所需的资源。本课程实践性操作的知识居多，为此我们以实际产品为载体，创设6个学习项目，课程团队自主开发了200余条碎片化资源，通过微视频、动画、虚拟仿真等多样化的教学资源，努力覆盖课程所有知识点和岗位技能点，资源有一定的拓展性和冗余度，便于满足个性化学习和终身学习需求。

2. The teaching content design follows the teaching rules, with rich resources to meet the needs of various learners. Course resources include course standards, teaching plans, micro lectures, teaching videos, courseware, animation, virtual, interactive, forums, homework quizzes, Q&A, announcements, and more resources for teaching activities. The knowledge of practical operation in this course is in the majority. For this reason, we have created 6 learning projects based on actual products. The course team has independently developed more than 200 fragmented resources, through micro-video, animation, virtual simulation and other diversified



teaching resources, strive to cover all knowledge points and job skill points of the course, and the resources have a certain degree of expansion and redundancy, which is convenient to meet the needs of personalized learning and lifelong learning.

3. 将传统课堂与网络课程优势相结合，实现线上线下“混合教学”。

3. Combine the advantages of traditional classrooms and online courses to realize online and offline "mixed teaching".

课前，学生通过平台查看老师推送的学习内容，明确学习任务，利用平台自主学习，完成测验题。教师通过平台查看学生的学习情况，进行督促和引导，接收学生反馈，及时调整教学内容。

Before class, students view the learning content pushed by the teacher through the platform, clarify the learning tasks, use the platform to learn independently, and complete the test questions. Teachers use the platform to check students' learning, supervise and guide students, receive feedback from students, and adjust teaching content in a timely manner.

课中（课堂教学），学生带着问题来上课，老师有针对性的讲解，主要解决教学重难点以及学生的共性、突出问题，极大地提高了课堂教学效率，通过课堂测验，督促学生更好地完成课前预习及自主学习，布置课后作业。

In class (classroom teaching), students come to class with questions, and teachers give targeted explanations, mainly to solve teaching difficulties, common and outstanding problems of students, which greatly improves the efficiency of classroom teaching. Through classroom tests, urge students to better complete pre-class preview and independent learning, and assign homework after class.

课后，学生完成在线作业，根据自身需求通过课程平台对薄弱知识点进行再学习，遇到问题通过互动论坛交流。老师在线查看学生作业，师生共同完成学习任务的评价总结。

After class, students complete online homework, re-learn weak knowledge points through the course platform according to their own needs, and communicate through interactive forums when they encounter problems. Teachers check students' homework online, and teachers and students complete the evaluation summary of learning tasks together.

三、课程应用

3. Course application



课程平台本着系统设计、合作开发、开放共享、边建边用、持续更新的原则，面向教师、学生及社会学习者免费提供资源浏览与下载服务。

Based on the principles of system design, cooperative development, open sharing, using while building, and continuous updating, the course platform provides free resource browsing and downloads services for teachers, students and social learners.

1、课程注册用户多，课程共享范围广

1. There are many registered users of the course and a wide range of course sharing

目前少数民族服装与服饰传承与创新资源库注册用户数达到 29217 人,其中教师用户为 688 人,学生用户为 15514 人,社会用户数为 12718 人,企业用户数为 296 人,其中活跃用户有 24514 人。

At present, the number of registered users of ethnic minority costume and costume inheritance and innovation resource database has reached 29,217, including 688 teachers, 15,514 students, 12,718 social users, and 296 enterprise users, including 24,514 active users.

由于本课程面向业内业外不同的学习对象，故带有“开放性”，以手绘时装画认知的学习作为切入点，通过多维度的通道，以利于不同对象的进阶研修。

Since this course is aimed at different learning objects both inside and outside the industry, it is "open" and takes the learning of hand-painted fashion painting cognition as the entry point, and through multi-dimensional channels, it is conducive to the advanced study of different objects.

2、线上线下应用结合,切实提高教学质量

2. Combining online and offline applications to effectively improve the quality of teaching

课程平台提供学习过程的行为记录,帮助各院校教学管理部门定量进行学习评价和形成性考核,可以帮助教师优化教学设计、改进教材,可以助力教师在教学能力比赛和微课比赛中取得优异的成绩。

The course platform provides behavior records of the learning process, helps the teaching management departments of various colleges and universities to conduct quantitative learning evaluation and formative assessment, can help teachers optimize teaching design, improve teaching materials, and can help teachers achieve excellent score at teaching ability competitions and micro-class competitions.



3. 利用平台开展社会服务，推动在线开放课程普及

3. Use the platform to carry out social services and promote the popularization of online open courses

《手绘时装画》双语课程依托微知库教学平台，面向全国职业院校的师生、企业人员和社会学习者提供开放的教学服务，可以推动在线开放课程普及。课程对接世界技能大赛、全国职业技能大赛和服装设计师岗位职业需求，努力实现“岗课赛证融通”。企业需要的是实践能力强、具有良好职业道德的人才，高职教育必须高度重视学生实践能力的培养。《手绘时装画》的混合教学模式，完善了实践教学的不足，切实提高了人才培养质量。

The bilingual course "Hand-painted Fashion Painting" relies on the micro-knowledge library teaching platform to provide open teaching services for teachers and students of vocational colleges, business personnel and social learners across the country, which can promote the popularization of online open courses. The course is connected to the World Skills Competition, the National Vocational Skills Competition and the occupational needs of fashion designers, and strives to realize the "combination of post-class competition certificates". Enterprises need talents with strong practical ability and good professional ethics. Higher vocational education must attach great importance to the cultivation of students' practical ability. The mixed teaching mode of "Hand-painted Fashion Painting" improves the shortage of practical teaching and effectively improves the quality of talent training.

四、课程建设计划

IV. Course construction plan

1、面向高校的教学应用计划

1. Teaching application plan for colleges and universities

未来五年，持续面向全国院校推广《手绘时装画》双语在线开放课程平台，进行专业示范教学推进线上线下混合教学模式和教学方法改革。应用目标：我院年均有效使用班级 10-20 个，其他院校年均有效使用班级 5-10 个。

In the next five years, continue to promote the "Hand-painted Fashion Painting" bilingual online open course platform for colleges and universities across the country, carry out professional demonstration teaching, and promote the reform of online and offline mixed teaching mode and teaching method. Application goals: Our school effectively uses 10-20 classes per year, and other



colleges and universities use 5-10 classes per year.

2、面向社会的开放服务计划

2. Open service plan for the society

课程平台中校企合作创建的“企业案例”模块的在邀请企业合作开发的基础上，不断更新。未来五年，依托微知库平台，持续面向全国职业院校、典型行业企业推广应用。

The "enterprise case" module created by school-enterprise cooperation in the course platform is constantly updated on the basis of inviting enterprises to cooperate and develop. In the next five years, relying on the micro-knowledge library platform, it will continue to promote and apply vocational colleges and typical industry enterprises across the country.

3、持续更新和提供教学服务设想

3. Continuously update and provide teaching service ideas

课程团队作为课程建设、管理与维护的首要责任主体，将以高度的社会责任感和使命感，持续建设和不断更新课程资源。计划 2021 年 10 月，建成高质量的颗粒化资源总数不少于 200 条。2022 年 5 月增加虚拟现实(VR)、动画类资源和交互式资源不少于 6 个。未来五年，保证每年资源更新比例不低于 10%。

The course team, as the primary responsible body for course construction, management and maintenance, will continue to build and update course resources with a high sense of social responsibility and mission. It is planned that by October 2021, a total of no less than 200 high-quality granulated resources will be built. In May 2022, no less than 6 virtual reality (VR), animation resources and interactive resources will be added. In the next five years, ensure that the annual resource renewal ratio is not less than 10%.

继续践行线上线下混合式教学，与课程学习者保持有效沟通与交流，及时答疑、互动。通过多种途径和渠道来宣传推广基于精品在线开放课程平台的线上线下混合式教学模式应用，以提高课程的社会影响力和学习者受益面。建立课程平台运行管理和更新维护机制，建立校际间互相认可的开放课程学分授予机制。

Continue to practice online and offline hybrid teaching, maintain effective communication and exchange with course learners, answer questions and interact in a timely manner. Promote the application of the online and offline mixed teaching mode based on the high-quality online open course platform through various pathways and channels, so as to improve the social influence of



the course and the benefit area of the learners. Establish a course platform operation management and update maintenance mechanism, and establish a credit award mechanism for open courses that is mutually recognized between schools.