



■ 影像
■ 創新
■ 融合

IMAGE · INNOVATION · HARMONY

中澳教学合作
课程项目

2008

COLLABORATIVE PROGRAMME
BETWEEN SUAD & OCA

No.1



山东美术出版社
SHANDONG FINE ARTS PUBLISHING HOUSE

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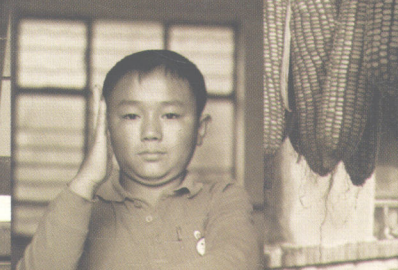
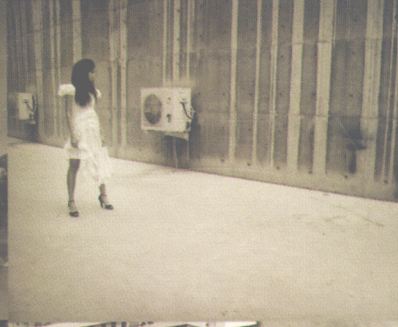
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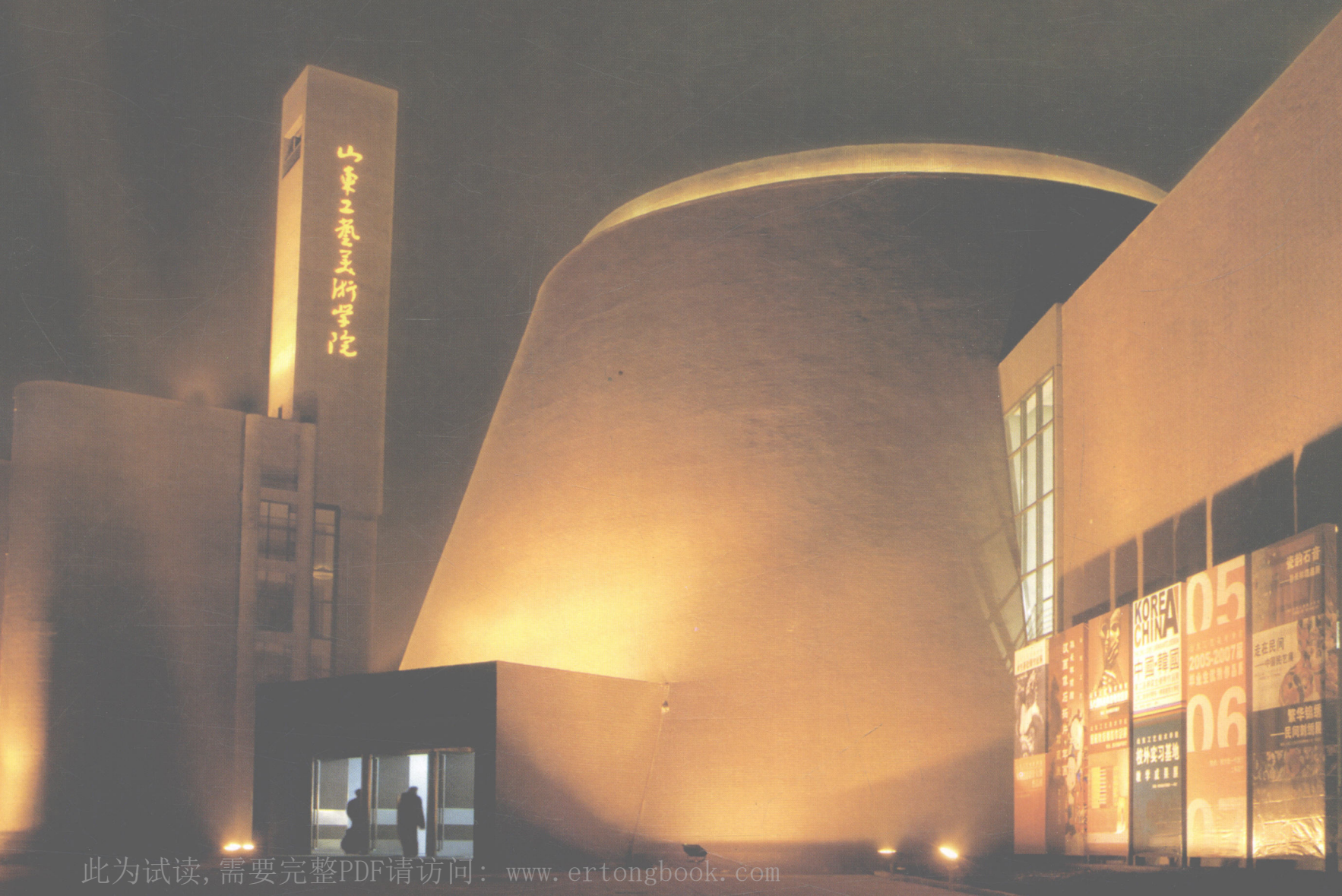
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目次 TABLE OF CONTENTS



中国学校介绍
澳大利亚学校介绍
Introduction to SUAD
Introduction to QCA

001

课程项目介绍
Curriculum project
introduction

003

项目主任
Project Directors

005

2008年10月5日
澳大利亚昆士兰艺术学院代表团外出采风
——淄博老街、朱家峪
2008年10月6日
澳大利亚昆士兰艺术学院代表团参观实验室
第一次在教室上课

Oct 5th 2008
QCA delegation visited "Old Street"
in Zibo and "Zhujiayu" in Zhangqiu
Oct 6th 2008
QCA delegation visited studios
First class

007

2008年10月8日
澳大利亚格里菲斯大学昆士兰艺术学院教授
在数字艺术与传媒实验中心演播厅举办摄影专题讲座。
2008年10月10日
探讨双方具体课程设置（本科教程）
Oct 8th 2008
Lecture by professors from QCA
Discussing the curriculum of two colleges
undergraduates curriculum

016

2008年10月10日
校长接见澳大利亚昆士兰
艺术学院代表团
Oct 10th 2008
Our president Pan lusheng
Met QCA delegation

020

2008年10月11日
双方学生作品汇报展览开幕
Oct 12th 2008
SUAD & QCA Students works
exhibition for 2008
collaborative program

024

2008年10月13日
PETER 为摄影班学生带来
WORKSHOP影棚课程
Oct 13th 2008
Professor Peter Wanny handles
a lighting workshop for our
students

028

课程作品
Works

032

花絮/日记
Sidelights / Diary

074

课程总结
Project finalization

095

中澳学生
Chinese and Australian students

课程教师介绍
Staff Introduction

100
102

山东工艺美术学院

山东工艺美术学院位于历史文化名城——济南市千佛山麓，北接黄河，南临泰山。学院是经国家教育部批准成立的全日制本科普通高等学校，由山东省教育厅主管。本院创建于1973年，为目前我国31所独立建制的高等艺术院校中唯一一所工艺美术学院。学校拥有良好的教学设施和教学条件，设有视觉传达设计学院、建筑与景观设计学院、工业设计学院、服装学院、造型艺术学院、现代手工艺美术学院、数字艺术与传媒学院、人文艺术学院、应用设计学院、继续教育学院、公共课教学部等11个教学单位，设有艺术设计、工业设计、服装设计与工程、艺术学、广告学、美术学、摄影、雕塑、绘画、动画、戏剧与影视美术、建筑学、包装工程、表演等14个本科专业（50个专业方向），其中艺术设计为山东省艺术设计类唯一省级重点学科。学院办学条件优良，基础设施完备，建有图书馆、教育技术中心、美术馆、孙长林博物馆、中国民艺研究所、家具设计研究所、图像艺术研究所等教学研究设施或机构，学院学术氛围浓厚，拥有专业实验室、工作室和一批校外实习基地。博物馆藏品丰富，收藏历代书画艺术珍品、历代陶瓷系列藏品、民间美术品万余件。创办有学报《设计艺术》及院报《山东工艺美术学院报》。

数字艺术与传媒学院

数字艺术与传媒学院设有摄影、动画和戏剧影视美术设计3个专业，含商业摄影、数字多媒体设计、动画设计、动漫插画、影视美术、数码影视艺术6个专业方向，建有摄影实验室、动画综合实验室、CG实验室、影视实验室、多媒体工作室，其中摄影实验室为山东省一级实验室。数字艺术与传媒学院重视培养一专多能的现代复合型人才，实行数字技术与艺术设计相结合，努力实现产、学、研一体化，具有一套科学的教学体系。数字艺术与传媒学院所设专业均为社会急需专业，为山东电视台、山东省话剧院联合办学单位。近几年来先后承担国家“十五”、“十一五”3套系列教材编著任务，出版学术专著36部，发表论文45篇，获省级以上奖励21项。出版电视节目短片38部。学院积极开展国际学术交流活动，与国际上诸多专业院校及机构建有合作交流机制。



Shandong University of Art and Design (SUAD), established in 1973, is one of 31 art and design academies in China. It is situated in the historically famous city, Jinan. Nearby to the south is Mount Tai, and to the north is Yellow River.

Shandong University of Art and Design is a close association of 11 schools: the Schools of Visual Communication Design; Architecture and Landscape Design; Industrial Design; Fashion Design; Fine Arts; Digital Art and Communication; Modern Handicraft Art; Arts and Humanities; Applied Design; Further Education; and Common Courses. It offers 14 undergraduate degree programs in art and design, art and design study, fine arts, advertising, photography, animation, film and television, painting, sculpture, industrial design, fashion design, architecture, fashion show, package engineering, editing and publication, and urban planning, covering 50 areas of specialization.

Shandong University of Art and Design is equipped with advanced facilities for teaching and research. It is comprised of a library, Educational Technology Center, Art Gallery, Sun Changlin Museum, Chinese Folk Art Research Institute, Furniture Research Institute, Image Art Research Institute and etc. The Museum has a rich collection of more than 10,000 pieces of calligraphy, painting, ceramics, and folk art works in different historical periods.

School of Digital Art and Communication

The School of Digital Art and Communication offers a bachelor's degree program with a major in artistic photography, digital multimedia design, animation design, illustration for animation and cartoon, film and television design, and digital film and television art. Among labs of photo, animation, computer graphics, film and television, and multimedia, photo lab has been evaluated as one of the first-class labs in Shandong province. School of Digital Art and Communication set up a scientific curriculum system, and does its utmost to integrate industry, education, and research, at the same time combining digital technology with artistic design. As a close partner of Shandong Television Station, and Shandong Theater, the school provides programs, which are designed to suit employment needs to make students expert in one specialization and good at many specializations. Besides teaching, the faculty members are deeply involved in scientific research. During the past three years, 36 academic books and 45 papers were published, 21 awards at provincial level or above were received, 38 television programs were broadcast, and about 560 design works were developed at the school.

— 山东工艺美术学院 数字艺术与传媒学院

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Shandong University of Art and Design

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数字艺术与传媒学院
DIGITAL ART AND COMMUNICATION



格里菲斯大学昆士兰艺术学院

建立于1881, 昆士兰艺术学院简称(QCA)是澳大利亚最古老的艺术设计学院之一, 并且提供种类繁多的艺术教学课程。在过去的127年里, 昆士兰艺术学院拥有最优良的视觉艺术和设计师资。培养了数以千计的专业艺术人才, 设计师、摄影师、以及电影制作人, 并且在昆士兰、澳大利亚、乃至世界范围, 创造了独有的艺术气氛。

课程包括:

动画: 澳大利亚本土艺术; 视觉传达设计; 内部装饰和产品设计; 电影和屏幕传媒, 游戏制作, 印刷传媒, 珠宝和小物件涂绘, 美术, 雕刻和多媒体; 摄影, 创意广告摄影, 艺术摄影, 新闻摄影, 视觉传达, 图形设计, 3维设计, 数码设计, 网络新闻摄影, 美术实践。昆士兰艺术学院同时拥有很多硕士学位和研究学位。我院的视觉艺术研究生点是建立于20年前, 是我学院最早的研究生点, 到目前为止已经培养出180多位博士毕业生。2001年, 我院在布里斯班的文化中心——“南岸公园地带”开始兴建新校区。2004年成立全澳大利亚最大电影学校, 拥有在校学生300多名。涉及动画、电视、广播、网络电视、荧幕制作、剧本创作等多个专业。

摄影学士学位(南岸校区)和视觉传达学位(黄金海岸校区), 这些科目帮助学生对以后的摄影人生产生浓厚兴趣。关注理论教学, 课程同时还对学生在原料、程序、设备以及其他技术方面提供专业训练。学生们能够探究摄影与其他种类的视觉传达科目的相互关系。增加有用技能以及制作出高水平的视觉项目。紧跟影棚实践, 结合视觉艺术理论, 通讯, 商业运作, 政策, 哲学。黄金海岸校区拥有三大教学范围, 创意广告摄影, 摄影艺术练习以及新闻摄影。毕业生常常受益于他们在校时候所学的摄影理论知识同时毕业生能够在他们本专业中显示他们创新工作的热忱。他们所学的专业技能被海内外的广告摄影同人, 艺术摄影, 新闻摄影专业人士认可。

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The Queensland College of Art Griffith University.

Established in 1881, the Queensland College of Art (QCA) is Australia's oldest art and design college and offers the widest range of visual art programs in Australia. Over the past 127 years, the QCA has brought together some of Australia's finest practitioners and academics in visual art and design. It has produced thousands of professional artists, designers, photographers and film-makers who have helped shape art and design culture in Queensland, Australia and internationally.

These include:

Animation; Contemporary Australian Indigenous Art; Design ... visual communication design, interior design and product design; Film and Screen Media, Game Production; Fine Art ... print media, jewellery and small objects, painting, sculpture and multimedia; Photography ... creative advertising photography, photographic art practice, photojournalism; Visual Media ... graphic design, 3D design, digital design, ePhotojournalism and Fine Art Practice. Queensland College of Art also offers a full range of postgraduate and research degrees. The College offered Queensland's first postgraduate program in visual arts 20 years ago and today has more than 180 students completing programs from graduate certificate to doctoral level.

In 2001, the College relocated to new purpose built facilities at South Bank Parklands, Brisbane's premier cultural precinct, and in 2004, established the Griffith Film School - Australia's biggest film school, with around 300 students undertaking courses in film, animation, television, broadcasting, web casting, screen production and scriptwriting.

The Bachelor of Photography (South Bank Campus) and the Bachelor of Visual Media (Gold Coast Campus).

These programs help students turn their interest in photography into a career. With a focus on developing conceptual skills, the programs also provide in-depth knowledge of the materials, processes, equipment and techniques involved in professional photographic practice. Students explore the inter-relationship of photography and other forms of visual communication, and develop the ability to recognise and produce meaningful visual statements. Comprising closely related practical studio areas, supported by appropriate visual arts theory, communication or business studies, politics, philosophies and ethics in a choice of three majors at South Bank: Creative Advertising Photography, Photographic Art Practice, Photojournalism And Photojournalism at the Gold Coast Campus.

Graduates have a keen appreciation of the politics and philosophies underpinning the photographic discipline and a demonstrated eagerness to work innovatively in their chosen specialization. Their ability to work at a professional level is well supported by the large number who have found employment nationally and internationally in the fields of advertising photography, photographic art practice and photojournalism.



课程项目介绍

2008年10月4日——16日,山东工艺美术学院数字艺术与传媒学院与由澳大利亚昆士兰艺术学院副院长 EARLE带领的3位教授及19位学生。他们与我院 2006级摄影专业 23名学生一起进行为期12天的课程合作项目。来自不同国度不同文化背景的42名学生们将在为期12天课程项目中从课程授课、采风、创作,讲评等环节,将新视觉影像资源与各自不同的文化背景结合,从而创造出各具特色的摄影作品。本次项目在60天前已启动,前期学生分组组合,每组有中澳学生组成,先通过网络了解交流各自的想法,双方学生见面后,双方导师对课程合作项目提出具体要求,指导教师根据学生的拍摄构思提出指导建议,从主题的确立、影像表达、构图的推敲,到展览的形式、布置、每一个环节都与学生们进行良好沟通进行全程指导。

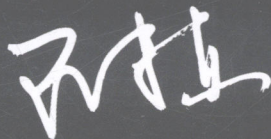
10月15日,课程合作项目最终以展览交流的形式呈现给大家。这是两所院校间摄影专业的第一次交流合作,是对于影像表达交流的一次探讨,一次尝试。在170多幅学生作品中,虽然学生们有着不同的文化背景,但他们用各自独特视觉影像语言创作很多生动的作品。对于不同影像主题的表达更加趋于多元化,完成了此次课程合作项目交流的最初目的。

Oct. 4th, 2008- Oct.16th, 2008, three professors and 19 excellent students from Queensland College of Art, led by professor Earle Bridger and Peter Wanny, came to our college and started a collaborative program with our 23 3rd year students for 12 days. 42 students came from different countries and different cultural background, They had a 12 day program which included: lectures, field trips, creation of images and discussion. This enabled an integrated visual photographic production within a different cultural environment. The program began 60 days before the Australian students arrived in Jinan. The students were organised into groups, Chinese and Australian, and began to communicate with one another across the internet.

After the initial meeting, teachers from either side gave out the requirements for this collaborative program and provided advice on possible subject choice, image structure, and requirements for the culminating exhibition.

On October 15th, the final achievement of the collaborative program was shown as an exhibition to all. This was our first experiment between the two schools of photography.

In the resulting student works we can see that the images have been produced by people from different cultural backgrounds but they have used their own unique visual language to make their own works. The themes of the different visual experience become more diversified and we evidenced the completion of the original goal of the collaborative program.



中方教授

Chinese Professor Wang Chuandong

Curriculum project introduction

The QCA visit and cooperative workshop.

An idea becomes reality when positive, motivated people work together, overcome obstacles, and don't deviate from their goal. The idea of taking a group of Queensland College of Art, Griffith University Photography students to China for interaction with like-minded Chinese Photography students from the Shandong University of Art and Design seemed a reasonable idea but one that would take a great deal of organization by motivated staff in both institutions. The planning of the trip and the resulting cooperative workshop was clearly made easier by the fact that two QCA photography graduates now hold key positions at SUAD. Mr Wang Chuandong Dean of Digital Art and Communication and Miss Wang Peibei Teacher in Photography have both received their Master qualifications from QCA, both strongly supported the idea of the trip and workshop and helped turn our "idea" into reality. The 23 staff and students from QCA who participated represented a unique group ranging in age from 19 years to 59 years of age with 7 male and 16 female travellers. Students were drawn from photography programs offered at the Gold Coast Campus (Bachelor of Visual Media major in ePhotojournalism) and the South Bank Campus (Bachelor of Photography) of Griffith University and from 1st, 2nd, 3rd and postgraduate years of these programs. They also equally represented the three major areas of photographic study within our programs—Photographic Art Practice, Creative Advertising Photography and Photojournalism studies. In addition to this mix, it should be noted that the group also contained international students from Canada, Japan, Norway, Sweden, Philippines and Lagos. This wonderful blend helped produce a harmonious group and one that is a true reflection of the diversity of interests and talents emerging from the QCA.

This cooperative workshop was an "icebreaker"; the first of its kind but not the last. It enabled QCA staff to meet with SUAD staff and discuss, contrast and compare our program structure and content. It enabled both student groups to assess each other's photographic capabilities and to engage in healthy competition resulting in a compelling exhibition of over 170 images ... a week snapshot of the people, places and country surrounding Jinan. But perhaps the most educational and certainly the most enjoyable aspect of the 12 day adventure, was the opportunity to learn about each other's culture, our similarities and differences, to taste such wonderful food and to acknowledge that "Photography" provides an excellent form of universal communication, one that we should all be proud to be associated with. I look forward to the next workshop.

Earle Bridger

QCA Deputy Director (Development)

此次交流活动是在山东工艺美术学院和格里菲斯大学昆士兰艺术学院共同努力下产生的，双方教师都花费了巨大心血。这次中国采风 and 学术交流最初是由我校两位毕业生所提倡的，他们分别是：王传东先生，山东工艺美术学院数字传媒学院院长。王培蓓女士，山东工艺美术学院数字传媒学院摄影专业讲师。这次我们昆士兰艺术学院一共来了22人，其中3位老师以及19位学生最小的19岁，最大的59岁。我们这次来得学生大多数都从事于艺术摄影，创意广告摄影以及新闻摄影。同样这次来的19位学生里还包含了数位国际学生，他们分别来自于加拿大、日本、挪威、瑞典、菲律宾等。这次的团队同样展现出昆士兰艺术学院的多元文化融合的特征。这次学术交流也可以被称为“破冰之旅”，一个美好的开始，但是我们会不会就此结束。这次交流给我两校老师提供了一个很好的交流平台。两校老师可以一起讨论双方课程教学的共同点和不同点。通过交流，双方学生们能够更好的了解对方，整个过程都沉浸在一个良好的气氛下。通过一周紧张的拍摄，最终我们成功举办了学生作品汇报展，有170幅学生作品参展。中国的文化，各色美食，名胜古迹给我们留下深刻印象。最终我很自豪我们能够在一起交流，我很期待下一次的交流课程项目。



澳方教授

Australian Professor Earle Bridger

项目主任

PROJECT DIRECTORS



-中方教授

王传东 教授

王传东 教授 摄影硕士
毕业于中央美术学院、澳大利亚昆士兰艺术学院
山东工艺美术学院 数字艺术与传媒学院 院长
发表论文18篇，出版《现代摄影教程》、《数字摄影》
等15部专著
主持国家“十一五”高等教育教材规划两个项目的主编工作
2004年获教育部“中国摄影教育德艺双馨奖”
2007年获教育部“中国摄影教育优秀教学成果奖”
中国摄影家协会高教委员会副秘书长

Professor Wang Chuandong

Master of Art, China Central Academy of Fine Art.
Master of Visual Arts (Photography) Queensland College of Art Australia.
Eighteen Assessments and Fifteen Books has been published.
These books included: "contemporary course",
"Digital photography" etc.
Compiling two projects for Tenth China National Higher Education Program.
2004 China Photography Educator with Ability & Integrity Award
2007 China Photography Education Excellent Teaching Outcome Award
Vice Secretary-General of Association of Chinese Photographer



-澳方教授

艾尔·布瑞哲

格里菲斯大学昆士兰艺术学院发展部总监（副院长）
资深摄影教授
俄亥俄大学艺术硕士（摄影专业）
格里菲斯大学艺术专业证书
布里斯班教育学院教师资格证书
布里斯班中心技术学院摄影专业证书
1997年——2005年，昆士兰艺术学院摄影专业系主任
2005年——2007年周日电讯报纸图片编辑
2000年7月，路透社助理图片编辑（悉尼奥运会期间）

EARLE BRIDGER

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Senior Lecturer Photography, QCA Griffith University.
Master of Arts- Photography, Ohio University
Graduate Diploma of Art, Griffith University
Diploma of Teaching, Brisbane College of Advanced Education
Certificate in Photography, Brisbane Central Technical College.
1997-2005 Convenor of Photography Programs, QCA Griffith University,
South Bank and Logan Campuses.
2005-2007, Picture Editor Sunday Mail newspaper
2000 Assistant Picture Editor for Reuters during the Sydney Olympic Games."



影像·创新·融合
Image Innovation Harmony

中澳教学合作 课程项目

2008 COLLABORATIVE PROGRAMME
BETWEEN SUAD & QCA

No.1

2008年10月5日
澳大利亚昆士兰艺术学院代表团外出采风
——淄博老街、朱家峪
2008年10月6日
澳大利亚昆士兰艺术学院代表团参观实验室
第一次在教室上课

Oct 5th 2008
QCA delegation visited "Old Street"
in Zibo and "Zhujiayu" in Zhangqiu
Oct 6th 2008
QCA delegation visited studios
First class

1



On Oct 6th 2008,

Australian QCA delegation arrived at our new campus and visited our laboratories. After visiting our laboratories, both sides of students started self-introduction, showed their works to all and touched the partner they already knew on internet. In the following 12 days, they will work together. They have different interests in photography, some people like documentary photography, some of them like advertising photography, and some others like art photography. They are able to understand others more by the introduction, opening eyes and training their language. These will make them working together easily in the future. During the student introduction, both sides of teachers will understand that the visual expression differences under different cultures. It will help them in further education.



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2008年10月6日

上午，澳大利亚昆士兰代表团一行参观我校实验室。参观过后，双方学生在工作室自我介绍，展示各自拍摄的作品，认识已经建立过邮件联系的伙伴。一对一的创作组合形成了。在未来12天的拍摄中，他们将并肩作战。双方学生的拍摄兴趣点各不相同，有的喜欢新闻纪实类，有的喜欢商业广告类，也有的搞艺术摄影。他们通过交流互相了解各自熟悉的领域，开阔了视野，锻炼了表达能力。这都为将来的创作奠定了良好基础。展示过程中双方的指导教师也深切感受到了不同文化背景下的视觉表达的差异。这个过程对于因材施教很有帮助。

