

TABLE OF CONTENTS

目 录

基于 SD 法的步行街商业招牌分析

Analysis of Commercial Signboard of Pedestrian Street Based on SD Method

朱明智, 徐晓玥, 张雅馨, 李颖, 聂玮.....43

新零售背景下大型超市数字化设计策略研究

Research on the Digital Design Strategy of Large Supermarket in the New Retail Scene

武贇钰, 吴明, 刘肖晨.....55

论自我效能感理论在设计史论课教学中的应用

The Application of Self-Efficacy Theory in the Teaching of History of Design Course

张媛.....63