



※このシラバスは学期開始時に設定されたものです。授業日程等は学期中に変更される可能性がありますので、最新の情報については必ず授業ページから確認してください。
Please note that this Syllabus page is updated at the beginning of the semester. The course details such as timetable can be changed during the semester. Please refer to the course page for the latest information.

慶應義塾大学大学院 メディアデザイン研究科
2025年度秋学期 授業シラバス
KEIO UNIVERSITY GRADUATE SCHOOL OF MEDIA DESIGN
Syllabus for Fall semester 2025

コンピュテーショナル・サービス・アーキテクチャ（開講言語：英語） COMPUTATIONAL SERVICE ARCHITECTURE (Language: English)

担当教員 Instructor	杉浦 一徳 Kazunori SUGIURA
開講日程 Date and Slot	水曜日 3 時限 Wednesday 3

科目概要（詳細）

Course Description

This course is focusing on computational services which are used in the Internet. Services and application used network, have designs and implementation to withstand scalability and performance. Such designs include client-server, or peer-to-peer mechanisms, application protocol structure, definition method in data structure, operating system structural design, and user interface. This course will be using some typical distributed operating system with some services application to understand the mechanism of computational services used inside the Internet.

前提科目・関連科目

Prerequisite or Related Course

履修条件

Course Requirements

開講場所

Class Room

C3S02

※オンライン授業の場合、キャンパスから授業に参加する方はこちらの教室を利用できます。

* For online classes, this classroom is available for those who attend classes on the campus.

授業形態

Type of Class

ハイブリッド授業（対面またはオンラインでの受講）／Hybrid Classes(attend classes on campus or online)

能動的学修形式

Active Learning Methods

実験、実技、実習：学内外の施設・設備において、学生が自ら活動し、体験や試行錯誤によって、教育内容に関する理解を深める方式

Lab / Skill-development / On-site training: An educational approach in which students deepen their understanding of educational content through first-hand experience and trial-and-error by initiating their own activities at facilities and accommodations both on and off campus.

キーワード

Keyword

学生が利用する予定機材・ソフト等

Machinery and materials / Software

You are required to use your own notebook computer with about 20GB of storage for Virtualbox.

授業に関する連絡先

Contact Address for Inquiry Regarding the Course

uhyo@kmd.keio.ac.jp

主題と目標／授業の手法など

Objective and Method of the Course

This course is focusing on computational services which are used in the Internet. Services and application used network, have designs and implementation to withstand scalability and performance. This course is an extension of Pipeline I Technology Track. Such designs include client-server, or peer-to-peer mechanisms, application protocol structure, definition method in data structure, operating system structural design, and user interface. This course will be using some typical distributed operating system with some services application to understand the mechanism of computational services used inside the Internet.

準備学修（予習・復習等）
Preparatory Study
(Advance Preparation, Revision, etc.)

none

教材・参考文献
Textbooks and References

提出課題・試験・成績評価の方法など
Assignment, Exam and Grading Details

Full Participation to class with assignments.

評語タイプ
Grade Type

S, A, B, C, D

実務家教員
Practitioner Faculty

担当者に実務家教員が含まれない / The instructor(s) do not include Practitioner Faculty.

履修上の注意
Notification for the Students

授業計画
Course Schedule

Class No-1 2025-10-01 (Wed) 13:00 - 14:30

[Introduction](#)

[授業概要](#)

Introduction to Seeds of Computational Service Architecture.
Reviewing the virtual Box and understanding the installation method of Debian Linux Platform
授業の概要，および今後の講義で利用する環境を整える．
VirtualBoxを使ってLinux Debianの環境を構築する．Debianを基に今後の講義で各サービスを構築する．

Class No-2 2025-10-08 (Wed) -

[Installation of Debian Linux](#)

[Installation of Debian Linux](#)

Installation of Debian Linux

Debian Linux のインストール

Class No-3 2025-10-15 (Wed) -

[Understanding files and directory structures / Modifying files](#)

[Understanding files and directory structures / Modifying files / User permission and Process](#)

Understanding the storage mechanism of an Operating System
in example of Debain Linux. File and Directory creation,
static link, file type, and permission
Knowing more about file editor application. vi, emacs and etc.
Understanding vi editing sequence by installation and configuration
process of apache2 and Debian.
ファイルとディレクトリの構造を知る

Class No-4 2025-10-22 (Wed) -

[User Permission and Process](#)

[User Permission and Process](#)

Understanding the basic principle of permission and process
Management

Class No-5 2025-10-29 (Wed) -

[LAMP Web Server](#)

[LAMP Web Server](#)

Understanding and reviewing the process of LAMP
Understanding and reviewing the process of LAMP

Class No-6 2025-11-05 (Wed) -

[Introduction to Programming](#)

[Introduction to Programming](#)

Understanding the programming by configuration and programming
process of Python and C
Understanding the programming by configuration and programming
process of Python and C

Class No-7 2025-11-12 (Wed) -

[Installation of your own kernel](#)

[Installation of your own kernel](#)

Installation of your own built kernel. updating your linux OS architecture
Installation of your own built kernel. updating your linux OS architecture

Class No-8 2025-11-19 (Wed) -

[Wrap ups](#)

[Wrap ups](#)

Wrap ups

Wrap ups



※このシラバスは学期開始時に設定されたものです。授業日程等は学期中に変更される可能性がありますので、

最新の情報については必ず授業ページから確認してください。

Please note that this Syllabus page is updated at the beginning of the semester. The course details such as timetable can be changed during the semester. Please refer to the course page for the latest information.

慶應義塾大学大学院 メディアデザイン研究科

2025年度秋学期 授業シラバス

KEIO UNIVERSITY GRADUATE SCHOOL OF MEDIA DESIGN
Syllabus for Fall semester 2025

オタク文化のコンテンツ創造力と効率的な経済的効果の波及（開講言語：日本語・英語） CONTENTS CREATIVITY AND ECONOMICAL IMPACT OF OTAKU CULTURE (Language: Japanese and English)

担当教員
Instructor

杉浦 一徳
Kazunori SUGIURA

開講日程
Date and Slot

月曜日 4 時限
Monday 4

科目概要（詳細）

Course Description

本講義は基本的には英語、そして、一部専門用語として日本語にて行われます。日本語のみ理解できる学生には、要求に応じて翻訳いたします。

コミック、アニメ、ゲーム、アイドル、Jポップソングといった日本発のポップカルチャーならびにそれらから生成されるコンテンツは、テレビ放送の普及の始まりである1960年(昭和35年)より加速度的に発展していった。本、雑誌という形で提供されてきたコンテンツは、コミック、小説、ゲームといった様々な媒体へと変化し、テレビ漫画(テレビアニメ)といった形でメディアミックスが行われ、家庭へと浸透していく。それらのコンテンツは、読者、視聴者がアマチュアクリエイターとなり二次創作物へと応用され、新たな創造コンテンツとして創出していった。また、それらの二次創作コンテンツを流布・共有するための環境として、1962年より第1回日本SF大会(MEG-CON)、そして、世界最大の同人誌即売会の原点であるコミックマーケットが1975年より開催される。このようなイベントは爆発的な一大コンテンツ創造産業の巣として発展を促し、いわゆるオタク文化拠点として、また国際的なコンテンツ創造拠点の舞台へと進化していった。

未来先導チェアシップ講座では、このように日本から創造されてきたポップカルチャーが見出してきた創造と消費のスパイラル(循環)に着目し、コンテンツが生み出す新たな創造(二次創作、三時創作・・・)がもたらす国内・国際的な経済的効果の波及について学び、ポップカルチャーとして、創造スパイラルを刺激する効率的手法について共有する。

This Course will be held in English and with Japanese if needed. For Japanese, only speakers, translation will be followed if requested.

"Comic", "Anime", "Game", "Idol", and "Jpop Songs" are some of the aggressive and innovative forms of pop culture found in Japan started and accelerated from the middle 1960s

The contents originated from books and magazines transformed and recreated to comics, novels, game and many other forms of medium and contents, thus creating media mix as example, Televi-Manga(TV Anime) spreading throughout houses and families. These contents are inspired to secondary creativity by the fans: amateur creators. Community events, in 1962, Japan SF Convention starts, and the seeds of World's

Largest Doujin publishing convention "Comic Market" starts on 1975.

These Otaku cultural convention and meetings up-rises and evolves to create cultural forms on Otaku community, and now spreading throughout the world.

In this Future Direction Chair-ship Lecture, we focus on the spiral of contents creation and contents consumption. Lecture will provide a knowledge to understand the protocols of creativity inspired by consuming of the contents(Secondary creativity, thirdly creativity).

前提科目・関連科目

Prerequisite or Related Course

(Otaku Culture) (You will not need to pre attend Otaku Culture to attend this lecture)
オタク文化

履修条件

Course Requirements

none
特に無

開講場所

Class Room

C3S02

※オンライン授業の場合、キャンパスから授業に参加する方はこちらの教室を利用できます。

* For online classes, this classroom is available for those who attend classes on the campus.

授業形態

Type of Class

ハイブリッド授業（対面またはオンラインでの受講）／Hybrid Classes(attend classes on campus or online)

能動的学修形式

Active Learning Methods

該当なし
Not applicable

キーワード

Keyword

学生が利用する予定機材・ソフト等
Machinery and materials / Software

授業に関する連絡先
Contact Address for Inquiry Regarding the Course
uhyo@kmd.keio.ac.jp

主題と目標／授業の手法など
Objective and Method of the Course

I will translate this.... Objective of this course is to understand how the roots of these Otaku cultural activities in Japan have expanded internationally as one of Simulacra with creators, and activists of the fields: How the technology has been created, and knowing its real motivation to drive these sub-cultural activities. This course will first address the backgrounds and characteristics as well as its innovative expansion of "Otaku" culture recognized internationally, that were once born in the age of competing creativity that comes from Social Darwinism inherent during the phase of its economic growth and development of Japan. In this course, you will learn and realize how the technique and history of "Otaku Culture" and contents have advanced in Japan from three perspectives. 1) Potential of expression process 2) Digital Content technologies that are being applied 3) Breakthrough of "Otaku Culture" influenced by Trans-nationalization and Internationalization. We will learn the creation process of media contents, games, and expressions for the next generation, especially learning and understanding technologies and methods to become a representative of "Otaku Culture creator and producers". We will discuss with participants, the next generation evolving reinvented, recreated animation, games, and expression contents produced internationally outside of Japan, especially from Asia. This course will also introduce you to get use to the views, methodologies, and ideologies based on "Otaku" with practical evidence, together with knowing the route in psychological process of satisfying desire and greed with its otaku creativity. クリエーティビティとしての源泉として国家ブランドにも影響を与える物という観点から、外交・政治面でも着目され、具体的な諸活動の起爆剤として活用されるためには、国際的に発展しているこのようなコンテンツスパイラルを注視し、効率的な経済的效果を促進するコンテンツ戦略も積極的に学んでいく。特にアジア・東欧諸国からも次々と生み出される逆輸入型コンテンツのコラボレーションをふまえ、それらを超えるような創造的コンテンツの進化と共有方法について考え、国際コンテンツ協生時代(Era of Global Contents Collaboration)のあり方について、ネットワークを活用し、国際的な透過のコラボレーションを最大限活用する。

準備学修（予習・復習等）
Preparatory Study
(Advance Preparation, Revision, etc.)
none

教材・参考文献
Textbooks and References

提出課題・試験・成績評価の方法など
Assignment, Exam and Grading Details

You are requested to:

submission of reports
Collaboration

課題の提出

評語タイプ
Grade Type

S, A, B, C, D

実務家教員
Practitioner Faculty

担当者に実務家教員が含まれない / The instructor(s) do not include Practitioner Faculty.

履修上の注意
Notification for the Students

授業計画
Course Schedule

Class No-1 2025-10-05 (Sun) 10:45 -

秋葉原ツアー (By びえとろ・う〜・ひよひよ).

Akihabara Tour. (Pietoro Woo Hiyohiyoy).

Akihabara Tour!

We will meet @ Akihabara station electric city exit at 10:45 AM.

Akihabara Tour!

We will meet @ Akihabara station electric city exit at 10:45 AM.

Class No-2 2025-10-06 (Mon) 14:45 - 16:15

オタク文化紹介 (By びえとろ・う〜・ひよひよ).

Introduction to Otaku Culture. (Pietoro Woo Hiyohiyoy).

Introduction to Otaku: Otaku evolution

Introduction to Otaku: Otaku evolution

Class No-3 2025-10-13 (Mon) -

秋葉原とオタク (By びえとろ・う〜・ひよひよ).

Akihabara and Otaku. (Pietoro Woo Hiyohiyoy).

Class No-4 2025-10-20 (Mon) -

コミケと経済的效果 (By びえとろ・う〜・ひよひよ).

Comike and Economical Impact (Pietoro Woo Hiyohiya).

Class No-5 2025-10-27 (Mon) -

コミケに参加する / コミケ準備! (By びえとろ・う〜・ひよひよ).

Participating in Comike / Getting Ready for Comike(Group Work). (Pietoro Woo Hiyohiya).

Class No-6 2025-11-10 (Mon) -

イベントでのコスプレとキグルミ (By びえとろ・う〜・ひよひよ).

Cosplay and Kigurumi in Comike and Events (Pietoro Woo Hiyohiya).

Class No-7 2025-11-17 (Mon) -

オタクの経済的效果 (By びえとろ・う〜・ひよひよ).

Other impact on Otaku Economical Shift (Pietoro Woo Hiyohiya).

Class No-8 2025-12-01 (Mon) -

まとめ (By びえとろ・う〜・ひよひよ).

Wrap-ups (Pietoro Woo Hiyohiya).



※このシラバスは学期開始時に設定されたものです。授業日程等は学期中に変更される可能性がありますので、最新の情報については必ず授業ページから確認してください。
Please note that this Syllabus page is updated at the beginning of the semester. The course details such as timetable can be changed during the semester. Please refer to the course page for the latest information.

慶應義塾大学大学院 メディアデザイン研究科
2025年度秋学期 授業シラバス
KEIO UNIVERSITY GRADUATE SCHOOL OF MEDIA DESIGN
Syllabus for Fall semester 2025

身体性インタラクション（開講言語：英語） EMBODIED INTERACTIONS (Language: English)

担当教員 Instructor	南澤 孝太 Kouta MINAMIZAWA
開講日程 Date and Slot	木曜日 5 時限 Thursday 5

科目概要（詳細） Course Description

The class of Embodied Interactions aims to design new experiences based on the human ability to recognize the world in bodily action. By understanding the human model of cognition and action, and learning technologies to manipulate our visual or haptic perceptions, we try to understand the new way to design human bodily experiences using emerging technologies.

人の身体における各種感覚の機能と仕組みを知り、人が行動を通じて世界を認識するメカニズムを理解することで、テクノロジーを用いて身体的経験をデザインする手法を学ぶ。

前提科目・関連科目 Prerequisite or Related Course

履修条件 Course Requirements

開講場所 Class Room

C3S02
※オンライン授業の場合、キャンパスから授業に参加する方はこちらの教室を利用できます。
* For online classes, this classroom is available for those who attend classes on the campus.

授業形態 Type of Class

ハイブリッド授業（対面またはオンラインでの受講）／Hybrid Classes(attend classes on campus or online)
講義パートはオンライン参加も可能だが、特にワークショップやグループワークは対面参加を原則とする。
Hands-on workshops and group work are strongly recommended for participation on campus.

能動的学修形式 Active Learning Methods

実験、実技、実習：学内外の施設・設備において、学生が自ら活動し、体験や試行錯誤によって、教育内容に関する理解を深める方式
Lab / Skill-development / On-site training: An educational approach in which students deepen their understanding of educational content through first-hand experience and trial-and-error by initiating their own activities at facilities and accommodations both on and off campus.
フィールドワーク：学内外のフィールドに赴き、学生自らが調査や観察を通して情報収集させる方式
Fieldwork: An educational approach in which students conduct surveys and observations on their own to collect information both on and off campus.
プレゼンテーション：学生が資料等を作成し、授業内で発表を行うことによって、教育内容に関する理解を深める方式
Presentations: An educational approach in which students deepen their understanding of educational content by preparing materials and delivering presentations in class.
グループワーク：学生を少人数のグループに分け、教育内容に関する課題に取り組みさせる方式
Group work: An educational approach in which students are divided into small groups and assigned tasks on issues related to educational content.

キーワード Keyword

ヒューマンコンピュータインタラクション, 触覚, パーチャルリアリティ, 身体情報学
Human Computer Interaction, Haptics, Virtual Reality, Embodied Informatics

学生が利用する予定機材・ソフト等 Machinery and materials / Software

Laptop PC
Laptop PC

授業に関する連絡先 Contact Address for Inquiry Regarding the Course

koutasec@kmd.keio.ac.jp

主題と目標／授業の手法など Objective and Method of the Course

人が感覚を通じて世界を認識し行動するメカニズムを理解することで新たな身体的経験をデザインすることを目指す。具体的には (1) 人の認識行動モデルの理解 (主に講義形式) (2) 人の感覚を操作するテクノロジーの理解と活用 (主にワークショップ形式) (3) 身体性インタラクションのプロトタイピング (グループワーク形式) を行う
Embodied interaction aims to design new experiences based on the human ability to recognize the world in bodily action. This course aims to - Understand the human model of cognition and action - Learn technologies to hack our perceptions - Create an embodied interaction experience The course consists of lectures, hands-on-workshops, and group-works. We will have a final presentation & demonstration to grade and share the outcomes from the groups.

準備学修 (予習・復習等)

Preparatory Study
(Advance Preparation, Revision, etc.)

グループワークでの作品制作にあたり、授業時間外で適宜グループでの制作活動を行う。
プログラミングやArduinoなどの基礎知識や使い方は授業内では扱わないので、制作において必要なスキルは、各自、他の授業やインターネット、AI等を駆使して自学しながら対応すること。
In the process of group work and project creation, students are expected to engage in group activities outside of class time as needed.
The basics of programming or using Arduino will not be covered during class sessions. Therefore, students must independently learn and acquire any necessary skills for their projects using other classes, online resources, or AI tools.

教材・参考文献

Textbooks and References

"バーチャルリアリティ学" by 日本バーチャルリアリティ学会・編
"タッチ (神経心理学コレクション)" by 岩村吉晃
"触楽入門" (朝日出版社) by 仲谷正史ほか
"Where the Action Is - The Foundations of Embodied Interaction" by Paul Dourish
"Embodied Cognition" (New Problems of Philosophy) by Lawrence Shapiro

"Where the Action Is - The Foundations of Embodied Interaction" by Paul Dourish
"Embodied Cognition" (New Problems of Philosophy) by Lawrence Shapiro
"Human Hand Function" by Lynette A. Jones & Susan J. Lederman

提出課題・試験・成績評価の方法など

Assignment, Exam and Grading Details

- Class attendance & contribution
- Final presentation & demonstration of the group-work
- Class attendance & contribution
- Final presentation & demonstration of the group-work

評語タイプ

Grade Type

S, A, B, C, D

実務家教員

Practitioner Faculty

担当者に実務家教員が含まれない / The instructor(s) do not include Practitioner Faculty.

履修上の注意

Notification for the Students

授業計画

Course Schedule

Class No-1 2025-10-09 (Thu) 16:30 - 18:00

【Hybrid】 Introduction to Embodied Interactions (By Kouta Minamizawa).

【Hybrid】 身体性インタラクション概論 (Kouta Minamizawa).

(Lecture) History & the state-of-the-art of embodied interactions

(Demonstration) After the class, we'll organize an optional TWISTER demonstration from 6 pm to 7 pm (only for in-person attendance)

(講義) 身体性インタラクション関連領域の歴史と最先端

(体験) 授業後に、希望者対象に TWISTER 体験会を行います (オンライン参加不可)

Class No-2 2025-10-16 (Thu) 16:30 - 18:00

【Hybrid】 Human perception mechanism (By Kouta Minamizawa).

【Hybrid】 人の感覚知覚メカニズム (Kouta Minamizawa).

(Lecture) Mechanism of human sensory perception

(講義) 人の感覚知覚のメカニズム

Class No-3 2025-10-23 (Thu) 16:30 - 18:00

【in-person】 Haptic Design workshop (By Kouta Minamizawa).

【対面】 Haptic Design workshop (Kouta Minamizawa).

(In-person workshop) Haptic interaction design workshop using TECHTILE toolkit

(ワークショップ) TECHTILE toolkit を用いた触覚デザインのワークショップ

Class No-4 2025-11-06 (Thu) 16:30 - 18:00

【In-person group work】 ideation & team building (By Kouta Minamizawa).

【対面 (グループワーク)】 ideation & team building (Kouta Minamizawa).

Group work ideation towards final presentation

最終課題に向けた Ideation

Class No-5 2025-11-13 (Thu) 16:30 - 18:00

【Hybrid】 Guest lecture (TBD).

【Hybrid】 Guest lecture (TBD).

TBD

TBD

Class No-6 2025-11-20 (Thu) -

【Fieldwork】 DCEXPO tour *optional activity (By Kouta Minamizawa).

【Fieldwork】 DCEXPOツアー *任意参加 (Kouta Minamizawa).

Experience cutting-edge content technologies at DCEXPO held at Makuhari Messe (meeting time TBD).

幕張メッセにおいて開催されるDCEXPOにおいて最先端のコンテンツテクノロジーを体験する（集合時間未定）

Class No-7 2025-11-27 (Thu) 16:30 - 18:00

【Hybrid】 Research survey & groupwork progress presentation (By Kouta Minamizawa).

【Hybrid】 Research survey & groupwork progress presentation (Kouta Minamizawa).

Presentation of the group assignment: survey of the assigned top-level research laboratory + interim progress presentation of the groupwork

割り当てられた研究グループに関する発表 + グループワークの進捗発表

Class No-8 2025-12-11 (Thu) 16:30 - 18:00

【Hybrid】 Final Presentation (By Kouta Minamizawa).

【Hybrid】 Final Presentation (Kouta Minamizawa).

Group project presentations and prototype demonstrations.

グループプロジェクトのプレゼンテーションとプロトタイプ・デモンストレーション



※このシラバスは学期開始時に設定されたものです。授業日程等は学期中に変更される可能性がありますので、最新の情報については必ず授業ページから確認してください。
Please note that this Syllabus page is updated at the beginning of the semester. The course details such as timetable can be changed during the semester. Please refer to the course page for the latest information.

慶應義塾大学大学院 メディアデザイン研究科
2025年度秋学期 授業シラバス
KEIO UNIVERSITY GRADUATE SCHOOL OF MEDIA DESIGN
Syllabus for Fall semester 2025

サービスデザイン概論（開講言語：英語） METHODOLOGIES FOR SERVICE DESIGN (Language: English)

担当教員 Instructor	佐藤 千尋、斉藤 賢爾、小林 茂、有馬 俊、田嶋 規雄 Chihiro SATO, Kenji SAITO, ARIMA SHUN, NORIO TAJIMA, Shigeru KOBAYASHI
開講日程 Date and Slot	月曜日 3 時限 Monday 3

科目概要（詳細） Course Description

This course provides a set of introductory talks for you to design service that provides well-being. Realizing a well-being world requires innovation; not just the goods but as service. Through this course, we provide insights on innovation marketing, marketing, management accounting, information architecture, startup strategies, intellectual properties, and philosophy, and integrate them as methodologies for service design. This class will be on a blended learning style of both MOOC and real time discussions.

本講義では、ウェルビーイングを提供できるサービス設計をできるようになるための導入講義を提供する。ウェルビーイングを提供する社会を実現するためにはイノベーションを起こすことが必要であり、持続的に運用されるためにはモノのみでは限界があり、サービスとして設計されることが不可欠である。イノベーション・マネジメント、マーケティング、管理会計、社会情報基盤、スタートアップ戦略、知財、哲学、の分野を横断しながら、サービスデザインするためのさまざまな手法について学ぶ。スタイルとしては、MOOC プラットフォームとリアルタイムセッションの両方を活用した Blended Learning の手法をとる。

前提科目・関連科目 Prerequisite or Related Course

履修条件 Course Requirements

開講場所 Class Room

C3S01
※オンライン授業の場合、キャンパスから授業に参加する方はこちらの教室を利用できます。
* For online classes, this classroom is available for those who attend classes on the campus.

授業形態 Type of Class

ハイブリッド授業（対面またはオンラインでの受講）／Hybrid Classes(attend classes on campus or online)

能動的学修形式 Active Learning Methods

ディスカッション、ディベート：特定のテーマについて、学生が相互に意見交換や議論を行うことによって、教育内容に関する理解を深める方式

Discussions, Debates: An educational approach in which students deepen their understanding of educational content through sharing and discussing their opinions on designated topics.

グループワーク：学生を少人数のグループに分け、教育内容に関する課題に取り組ませる方式

Group work: An educational approach in which students are divided into small groups and assigned tasks on issues related to educational content.

反転授業：教育（講義）内容をあらかじめ授業開始前に学習させ、授業においては、その事前学習の内容に関して質疑やディスカッションを行う方式

Flipped classroom: An educational approach in which students study the course lecture in advance, and questions and discussions relating to that content are then held in class.

キーワード Keyword

学生が利用する予定機材・ソフト等 Machinery and materials / Software

授業に関する連絡先 Contact Address for Inquiry Regarding the Course

chihiro@kmd.keio.ac.jp

主題と目標／授業の手法など Objective and Method of the Course

本講義では、ウェルビーイングを提供できるサービス設計をできるようになるための導入講義を提供する。ウェルビーイングを提供する社会を実現するためにはイノベーションを起こすことが必要であり、持続的に運用されるためにはモノのみでは限界があり、サービスとして設計されることが不可欠である。イノベーション・マネジメント、マーケティング、管理会計、社会情報基盤、スタートアップ戦略、知財、哲学、の分野を横断しながら、サービスデザインするためのさまざまな手法について学ぶ。スタイルとしては、MOOC プラットフォームとリアルタイムセッションの両方を活用した Blended Learning の手法をとる。

This course provides a set of introductory talks for you to design service that provides well-being. Realizing a well-being world requires innovation; not just the goods but as service. Through this course, we provide insights on innovation marketing, marketing, management accounting, information architecture, startup strategies, intellectual properties, and philosophy, and integrate them as methodologies for service design. This class will be on a blended learning style of both MOOC and real time discussions.

準備学修（予習・復習等）

Preparatory Study
(Advance Preparation, Revision, etc.)

この授業はリアルタイムの授業と、MOOCを活用した自分ですめるタイプの授業を併せて実施します。MOOCについては90分相当の内容がありますので、計画的に履修ください。

This class has a real time session and a MOOC session which students are required to study on their own prior to the real time session. The MOOC is planned as a 90 min worth of own study, so plan yourselves wisely.

教材・参考文献

Textbooks and References

提出課題・試験・成績評価の方法など

Assignment, Exam and Grading Details

MOOC 内活動 50% 最終レポート 50%
MOOC activities 50%, Final Report 50%

評語タイプ

Grade Type

S, A, B, C, D

実務家教員

Practitioner Faculty

担当者に実務家教員が含まれる / The instructor(s) include Practitioner Faculty.

履修上の注意

Notification for the Students

授業計画

Course Schedule

Class No-1 2025-10-13 (Mon) 13:00 - 14:30

[Service Design Basics \(By Chihiro Sato, Shun Arima\).](#)

[Service Design Basics \(佐藤、有馬\).](#)

How to live a good life? Perspectives of relatedness, competence, and autonomy will lead to a well-being life. Creating such well-being life can be possible with the help of service dominant logic. We introduce the MOOC tools (FutureLearn), and how the blended learning will be conducted in this class.

良き暮らしとは well-being と呼ばれ、物質的に豊かで健康な暮らしをおくる良き生活と、家族や友にかこまれて良き生活をおくることはともに well-being という説明されてきたが、この二つが組み合わさって良き暮らしが出来る社会がデザインされる。そのために行うサービスデザインの基礎であるサービス・ドミナント・ロジックについて述べる。MOOC の使い方、リアルタイムに行う講義と MOOC で独学してもらう自分とのスケジュールについて確認する。

Class No-2 -

[MOOC Week1](#)

[MOOC Week1](#)

Work of the MOOC material, 20 steps of Week 1 "What and Why Service Design?".

MOOC 自学。MOOC 内の第一週目"What and Why Service Design?"の 20 のステップを実践しておく。

Class No-3 2025-10-20 (Mon) 13:00 - 14:30

[Discussion \(By Chihiro Sato, Shun Arima\).](#)

[Discussion \(佐藤、有馬\).](#)

Discuss any questions or thoughts encountered through MOOC Week 1.

MOOC の Week1 を経た質問に答えていく。MOOC 内で扱っていた題材について、深堀りする。

Class No-4 -

[MOOC Week2](#)

[MOOC Week2](#)

Work of the MOOC material, 17 steps of Week 2 "Know: Theoria".

MOOC 自学。MOOC 内の第二週目"Know: Theoria"の 17 のステップを実践しておく。

Class No-5 2025-10-27 (Mon) 13:00 - 14:30

[Discussion \(By Chihiro Sato, Shun Arima\).](#)

[Discussion \(佐藤、有馬\).](#)

Discuss any questions or thoughts encountered through MOOC Week 2.

MOOC の Week2 を経た質問に答えていく。MOOC 内で扱っていた題材について、深堀りする。

Class No-6 -

[MOOC Week3](#)

[MOOC Week3](#)

Work of the MOOC material, 17 steps of Week 3 "Make: Poiesis".

MOOC 自学。MOOC 内の第三週目"Make: Poiesis"の 17 のステップを実践しておく。

Class No-7 2025-11-10 (Mon) 13:00 - 14:30

[Discussion \(By Chihiro Sato, Shun Arima\)](#)

[Discussion \(佐藤, 有馬\)](#)

Discuss any questions or thoughts encountered through MOOC Week 3.

MOOC の Week3 を経た質問に答えていく。MOOC 内で扱っていた題材について、深掘りする。ゲスト講師も迎える。

Class No-8 -

[MOOC Week4](#)

[MOOC Week4](#)

Work of the MOOC material, 21 steps of Week 4 "Make: Poiesis".

MOOC 自学。MOOC 内の第四週目"Do: Praxis"の 21 のステップを実践しておく。

Class No-9 2025-11-17 (Mon) 13:00 - 14:30

[Discussion \(By Chihiro Sato, Shun Arima\)](#)

[Discussion \(佐藤, 有馬\)](#)

Discuss any questions or thoughts encountered through MOOC Week 4.

MOOC の Week4 を経た質問に答えていく。MOOC 内で扱っていた題材すべてについて、深掘りする。



※このシラバスは学期開始時に設定されたものです。授業日程等は学期中に変更される可能性がありますので、

最新の情報については必ず授業ページから確認してください。

Please note that this Syllabus page is updated at the beginning of the semester. The course details such as timetable can be changed during the semester. Please refer to the course page for the latest information.

慶應義塾大学大学院 メディアデザイン研究科

2025年度秋学期 授業シラバス

KEIO UNIVERSITY GRADUATE SCHOOL OF MEDIA DESIGN
Syllabus for Fall semester 2025

公共政策の現代的課題（開講言語：英語）

MODERN ISSUES OF PUBLIC POLICY (Language: English)

担当教員

Instructor

岸 博幸

Hiro KISHI

開講日程

Date and Slot

火曜日 4 時限

Tuesday 4

科目概要（詳細）

Course Description

Overview and discussion about the most important issues public policy should tackle with

前提科目・関連科目

Prerequisite or Related Course

履修条件

Course Requirements

開講場所

Class Room

C3S01

※オンライン授業の場合、キャンパスから授業に参加する方はこちらの教室を利用できます。

* For online classes, this classroom is available for those who attend classes on the campus.

授業形態

Type of Class

ハイブリッド授業（対面またはオンラインでの受講）／Hybrid Classes(attend classes on campus or online)

Online only for the sessions on October 17 and 24. Others are on campus.

能動的学修形式

Active Learning Methods

該当なし

Not applicable

キーワード

Keyword

学生が利用する予定機材・ソフト等

Machinery and materials / Software

授業に関する連絡先

Contact Address for Inquiry Regarding the Course

hkishi@policywatch.jp

主題と目標／授業の手法など

Objective and Method of the Course

毎回の授業は講義とグループによる発表で構成される

Class will consist of both lectures and group discussions

準備学修（予習・復習等）

Preparatory Study

(Advance Preparation, Revision, etc.)

N.A.

教材・参考文献

Textbooks and References

提出課題・試験・成績評価の方法など
Assignment, Exam and Grading Details

グループワークの成果と授業への貢献によって評価する。
Students will be evaluated based on contribution to class discussions and group studies.

評語タイプ
Grade Type

S, A, B, C, D

実務家教員
Practitioner Faculty

担当者に実務家教員が含まれる / The instructor(s) include Practitioner Faculty.

履修上の注意
Notification for the Students

授業計画
Course Schedule

Class No-1 2025-10-07 (Tue) 14:45 - 16:15

Introduction and macro economy management (By Kishi).

イントロ／マクロ経済運営 (岸).

Explain how class will be proceeded and discuss about macro economy management

Class No-2 2025-10-14 (Tue) 14:45 - 16:15

Retreat of globalization and industrial policy (By Kishi).

グローバル化の後退と産業政策 (岸).

Discussion about how countries should cope with retreat of globalization and importance of industrial policy

Class No-3 2025-10-21 (Tue) 14:45 - 16:15

Energy and environment (By Kishi).

エネルギー／環境 (岸).

Discussion about how countries should deal with global warming

温室効果ガス削減とエネルギーの安定供給をいかに両立するかについて議論する。

Class No-4 2025-10-28 (Tue) 14:45 - 16:15

Population decrease (By Kishi).

人口減少 (岸).

Discuss about reality of population decrease and its impact on society and economy

Class No-5 2025-11-04 (Tue) 14:45 - 16:15

Social security (By Kishi).

社会保障 (岸).

Discuss about how population will affect social security and how government should cope with it

Class No-6 2025-11-11 (Tue) 14:45 - 16:15

Regulation on medical industry (By Kishi).

医療産業に対する規制のあり方 (岸).

Discuss about optimal regulation on medical industry, which will affect durability of social security

Class No-7 2025-11-18 (Tue) 14:45 - 16:15

Content insurty (By Kishi).

コンテンツ産業 (岸).

Discuss about how government should promote its content industry, which is new and promising from the viewpoint of impact on economy and soft-power

Class No-8 2025-11-25 (Tue) 14:45 - 16:15

Special lecture (By Hiroaki Takeuchi).

特別講義 (竹内宏彰).

Mr. Hiroaki Takeuchi, who is a famous business producer for animation industry, will explain about reality of global competition of animation industry

有名アニメプロデューサーである竹内宏彰氏（新海誠を発掘した人）を招き、日本のアニメ／オタク産業の現状と課題、必要な政策対応について説明してもらう



※このシラバスは学期開始時に設定されたものです。授業日程等は学期中に変更される可能性がありますので、最新の情報については必ず授業ページから確認してください。
Please note that this Syllabus page is updated at the beginning of the semester. The course details such as timetable can be changed during the semester. Please refer to the course page for the latest information.

慶應義塾大学大学院 メディアデザイン研究科
2025年度秋学期 授業シラバス
KEIO UNIVERSITY GRADUATE SCHOOL OF MEDIA DESIGN
Syllabus for Fall semester 2025

ブランドコミュニケーションの未来（開講言語：英語） REIMAGINING BRAND COMMUNICATION (Language: English)

担当教員 Instructor	陳 敦雅 Dunya Chen
開講日程 Date and Slot	月曜日 5 時限 Monday 5

科目概要（詳細） Course Description

Course description
As we continue to move forward in time, there are plenty of unknowns surrounding how changes, big or small, will continue to affect businesses and consumers. The commercial world that we return will most likely be a very different one to the one we left.
While much has been made of business pivots during these uncertain times there are clear marketing trends appearing around how consumers are wanting to interact with businesses.
Prior to the pandemic, many industries and organizations were only just starting to understand and transform by utilizing the power of the internet, price-comparison, peer-review, and 'auto-switch websites. As the pandemic hits, customers that re-emerge from this crisis will be fewer and probably much more risk-averse than before. They will be looking for brands they trust, developing Brand propositions and partnerships based on trust will be critical going forwards.
Join us to gain insights into how these challenging times have shifted marketing communication across industries and how consumer behavior changes moving forward. We'll also walk through marketing strategies and concepts that engage consumers in the post-pandemic era.

前提科目・関連科目 Prerequisite or Related Course

履修条件 Course Requirements

開講場所 Class Room

C3S02
※オンライン授業の場合、キャンパスから授業に参加する方はこちらの教室を利用できます。
* For online classes, this classroom is available for those who attend classes on the campus.

授業形態 Type of Class

ハイブリッド授業（対面またはオンラインでの受講）／Hybrid Classes(attend classes on campus or online)
lectures, in-class discussion, activities

能動的学修形式 Active Learning Methods

プレゼンテーション：学生が資料等を作成し、授業内で発表を行うことによって、教育内容に関する理解を深める方式
Presentations: An educational approach in which students deepen their understanding of educational content by preparing materials and delivering presentations in class.
ディスカッション、ディベート：特定のテーマについて、学生が相互に意見交換や議論を行うことによって、教育内容に関する理解を深める方式
Discussions, Debates: An educational approach in which students deepen their understanding of educational content through sharing and discussing their opinions on designated topics.
グループワーク：学生を少人数のグループに分け、教育内容に関する課題に取り組みさせる方式
Group work: An educational approach in which students are divided into small groups and assigned tasks on issues related to educational content.
反転授業：教育（講義）内容をあらかじめ授業開始前に学習させ、授業においては、その事前学習の内容に関して質疑やディスカッションを行う方式
Flipped classroom: An educational approach in which students study the course lecture in advance, and questions and discussions relating to that content are then held in class.
PBL (問題解決学習)：具体的なプロジェクトや問題を設定し、学生がそれらの課題解決を試みることによって、教育内容に関する知識やスキルを学ばせる方式
Problem-based learning: An educational approach in which students acquire knowledge and skills related to educational content by attempting to tackle specific projects or problems posed to them.

キーワード Keyword

Brand, Communication, Consumer, Behavior, Change, Reimagine

学生が利用する予定機材・ソフト等 Machinery and materials / Software

It is advisable for students to thoroughly review and conduct preliminary research on designated topics prior

to attending class, in order to actively participate in informed discussions and interactions with their peers.

授業に関する連絡先

Contact Address for Inquiry Regarding the Course

dchen@kmd.keio.ac.jp

主題と目標／授業の手法など

Objective and Method of the Course

This will be a hybrid classes course with the below objectives: 1. To familiarize consumption behavior to help students appreciate key psychological processes that potentially influence behavior. 2. To focus on effective communication strategies to build a brand.

準備学修（予習・復習等）

Preparatory Study
(Advance Preparation, Revision, etc.)

Students are expected to engage in independent study outside of class sessions, both in preparation for and following each meeting. On average, students should anticipate dedicating approximately two hours per week to individual study and an additional two to three hours to collaborative group work, in support of the final presentation. It is important to manage time effectively and assess workload realistically to avoid underestimating or overextending study hours.

教材・参考文献

Textbooks and References

- Harris, L. C., Kotler, P., Armstrong, G., & He, H. (2020). Principles of marketing.
- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). Principles of marketing. Pearson Australia.
- Belch, G. E., and Belch, M. A. (2015). Advertising and Promotion: An Integrated Marketing Communications, (10th Edition), McGraw Hill.
- Juska, J. M. (2021). Integrated marketing communication: advertising and promotion in a digital world. Routledge.
- Kelley, L. D., Sheehan, K. B., Dobias, L., Koranda, D. E., & Jugenheimer, D. W. (2022). Advertising media planning: a brand management approach. Routledge.
- Kushwaha, B. P., Singh, R. K., Varghese, N., & Singh, V. N. (2020). Integrating social media and digital media as new elements of integrated marketing communication for creating brand equity. Journal of Content, Community & Communication, 11(6), 52-64.
- Blakeman, R. (2023). Integrated marketing communication: creative strategy from idea to implementation. Rowman & Littlefield.
- Duncan, T., & Ouwersloot H. 'Integrated Marketing Communications', European Ed. New York: McGraw-Hill, 2008.
- Krugman, Dean M., "Evaluating the Audiences of the New Media," Journal of Advertising, Vol. 14, No. 4, 1985.
- Contractor, F. J. (2021). The world economy will need even more globalization in the post-pandemic 2021 decade. Journal of International Business Studies, 1-16.
- Pedersen, C. L., & Ritter, T. (2020). Preparing your business for a post-pandemic world. Harvard Business Review. Recuperado de: <https://hbr.org/2020/04/preparing-your-business-for-a-post-pandemic-world>.
- Industry Journal
 - o Journal of Marketing Research, American Marketing Association
 - o Journal of Brand Management, Palgrave Macmillan
 - o Journal of Product and Brand Management, Emerald Insight
 - o The Journal of Communication (JOC), Journal of the International Communication Association

提出課題・試験・成績評価の方法など

Assignment, Exam and Grading Details

Assignment & Grading

Due date:

Last class or last two classes (Subject to number of enrolled students & groups)

Aim:

This assignment aims to give students familiarity in applying course concepts to the progress of an integrated marketing communication campaign. Students will form groups of 6 to develop a marketing communication plan for a brand of their choice. By the end of this module, each group should prepare a proposal for the project via a 15-minute presentation.

Areas to cover in the presentation

Each should contain below topics:

1) Introduction (35%)

a) Company background –5%

b) Situation Analysis -10%

c) Target Market Analysis – 10%

d) Objective of the proposed communication strategy (what communication issue are you addressing?)– 10%

2) Integrated Marketing Strategy (50%)

a) Positioning Strategy – 10%

b) Media Strategy– 10%

c) Creative Strategy– 10%

d) Integration for implementation– 10%

e) Evaluation methods for the proposed strategy– 10%

3) Conclusion (15%)

- a) Recap on how the proposed strategy responds to the communication issue identified (7.5%)
- b) Specify how strategy can motivate and engage audiences for the brand's success (7.5%)

評語タイプ
Grade Type

S, A, B, C, D

実務家教員
Practitioner Faculty

担当者に実務家教員が含まれる / The instructor(s) include Practitioner Faculty.

履修上の注意
Notification for the Students

Students which wish to join this class are strongly encouraged to prepare themselves to actively participate in the in-class discussion and exercises. We will be offering hybrid this semester, you are strongly encouraged to join class physically so you can take full advantage of interaction in class.

授業計画
Course Schedule

Class No-1 2025-10-06 (Mon) 16:30 - 18:00

Why do we buy? (By Donna Chen).

This class will focus discussion on the basic concept of consumptions behavior, changes, and its relation to social well-being.

Class No-2 2025-10-13 (Mon) 16:30 - 18:00

How do we choose when we buy? (By Donna Chen).

This class aims to explore some of the internal and external influences when making consumption decisions.

Class No-3 2025-10-20 (Mon) 16:30 - 18:00

How does the brand communicate to their (potential) customers? (By Donna Chen).

This class will cover the role, the process of communication responses (from AIDA to FMOT, SMOT, and ZMOT), use of small data of the integrated communication in time of change.

Class No-4 2025-10-27 (Mon) 16:30 - 18:00

Why do some brands communicate better than others? (By Donna Chen).

This lecture will allow students to explore the importance of objectives for the communication campaign.

Class No-5 2025-11-10 (Mon) 16:30 - 18:00

Why do some brands communicate better than others? - Creative Strategies (By Donna Chen).

In this section, we discover how some brands use creative strategies, source, message, and channel factors in their communication strategies.

Class No-6 2025-11-17 (Mon) 16:30 - 18:00

Why do some brands communicate better than others? - Creative Strategies (By Donna Chen).

In this section, we discover how some brands use creative strategies, source, message, and channel factors in their communication strategies.

Class No-7 2025-11-24 (Mon) 16:30 - 18:00

Why do some brands communicate better than others? -Media Strategies (By Donna Chen).

This class attempts to discover the use of media strategies in post-pandemic situations and discuss how the media environment has evolved over the years.

Class No-8 2025-12-01 (Mon) 16:30 - 18:00

Why do some brands communicate better than others? -Media Strategies (By Donna Chen).

This class attempts to discover the use of media strategies in post-pandemic situations and discuss how the media environment has evolved over the years.

Class No-9 2025-12-08 (Mon) 16:30 - 18:00

Do we buy the same on the Internet? How does should brands communicate in a digital environment? (By Donna Chen).

This section discusses the area of consumption behavior in a networked environment as well as the role of digital media in integrated communication.

Class No-10 2025-12-15 (Mon) 16:30 - 18:00

Students' presentations (By Donna Chen).

This session is for all students to present their findings and plan for the selected brand.