

佛光大學 課程大綱 Course Outline

課程名稱 Course Name in Chinese	視覺傳達設計				
英文課程名稱 Course Name in English	Visual Arts and Design				
科目代碼 Course Code	PM235			班別 Degree	<input checked="" type="checkbox"/> 學士班 Undergraduate Program <input type="checkbox"/> 碩士班 Masters Program <input type="checkbox"/> 博士班 PhD Program
學分數 Credit	3	時數 Hour	3	修別 Type	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective
學程別 Program	<input type="checkbox"/> 通識教育 General Education <input type="checkbox"/> 院基礎 Foundation <input type="checkbox"/> 跨領域 Interdisciplinary <input type="checkbox"/> 系核心 Core <input checked="" type="checkbox"/> 學系專業選修 Specialized Elective				
先修課程 prerequisite					
課程描述 Course Description					
The course aims to help designers recognize basic concept and method of visual communication design and enhance integration capability of image and words. By discussion and practice of design cases, designers experience the possibilities of various kinds of visual communication design.					
課程目標 Course Objectives					
1. To cultivate designers' spatial thinking from 2D to 3D; designers are gradually familiar with design communication principle and method. 2. By basic training of visual composition, students try and experience various works of visual communication.					
教育目標 Education Objectives					
1	Cultivation of professional capability of products and media				
2	Cultivation of design capability of cultural and creative industry				
3	Cultivation of professional ethics and social concern				
4	Aesthetic practice in life, live and career education				
核心能力（專業能力） Learning Outcomes (Basic Learning Outcomes)				課程目標與基本素養 與核心能力相關性 Correlation between Course Objectives and learning Outcomes	
A	Professional knowledge				★
B	Design Technology				★
C	Humanities				★

D	Creative Thinking	★
E	Information Technology	◎
F	Communication and expression	★

圖示說明：Illustration：★高度相關 Highly correlated ◎中度相關 Moderately correlated

課程綱要

Course Outline

Week	Course content	Remark
Week 01	Introduction of courses and related regulations and description of digital platform	
Week 02	Performance of the image of ideas	
Week 03	Abstract image convey	
Week 04	Figurative images convey	
Week 05	Images into practice (a)	
Week 06	Images into practice (b)	
Week 07	Message across	
Week 08	Messages intelligence finishing	
Week 09	Midterm Exam week	
Week 10	Analysis of various types of performance practices(A)	
Week 11	Analysis of various types of performance practices(B)	
Week 12	Modeling and visual	
Week 13	Color and visual	
Week 14	Composition and visual	
Week 15	The thematic design proposal (A)	
Week 16	The thematic design proposal (B)	
Week 17	Achievements Exhibition	
Week 18	Finals week	

資源需求評估（師資專長之聘任、儀器設備配合...等）

Resources Required (e.g. qualifications and expertise,instrument and equipment,etc.)

- Teachers of visual communication design.
- Electronic devices, large tables and classrooms with discussion walls are required.

課程要求及教學方式之建議

Course Requirements and Suggested Teaching Methods

- Cultivation of professional design literacy; the assignments should be submitted on time. For the delayed submission, students will receive 0 as the score.
- There will be irregular calls in classes. Regarding cutting class without proper reasons for at least 4 times, the students will not obtain the credit from the course.

- Teacher demonstrates in class and students operate the computers, practice of questions By general measures (lecture, discussion, case practice and role playing), students can enhance competence of visual and design communication by the assistance of classmates and teachers.