

佛光大學 課程大綱 Course Outline

課程名稱 Course Name in Chinese	網站企劃與設計				
英文課程名稱 Course Name in English	Website Planning & Design				
科目代碼 Course Code	PM253			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	Web design				
課程描述 Course Description					
Students are trained with the professional skills from website planning, design, execution to publication. In the course, webpage editing tool will be adopted as practical training. In the middle of the semester, students will accomplish one integrated assignment with complete website planning and design. By case demonstration and practice, students are familiar with the method to integrate the knowledge learned to website design.					
課程目標 Course Objectives					
<ul style="list-style-type: none"> ● By case study, students learn website planning and content and method of design. ● By practice of topics, students learn website planning and design process and skills. 					
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	Webpage planning and introduction of design; description of course requirement and grading	Cooperative learning
Week 02	Construction of website framework, planning, design, manufacturing and maintenance concept	
Week 03	Introduction of website manufacturing editing, design process and software	Theme confirmed
Week 04	Dreamweaver software interfaces, tools introduction and file management	
Week 05	Practice Case Demo: to construct web, edit page	
Week 06	Practice Case Demo: hyperlinks, HTML with CSS style	
Week 07	Practice Case Demo: Interactive program integrated application	
Week 08	Website Planning and Writing Tips	
Week 09	Midterm Exam	
Week 10	Website practical case (A) information design	
Week 11	Website practical case (B) layout	
Week 12	Website practical case (C) color planning	
Week 13	Website practical case (D) Usability survey	
Week 14	Final Assignment Review and Critique (A)	
Week 15	Final Assignment Review and Critique (B)	
Week 16	Final Assignment Review and Critique (C)	
Week 17	Achievements Exhibition	
Week 18	Final Exam	

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.)

- Computer classrooms installed with webpage manufacturing software and image processing software
- Description of teachers' examples and teaching materials, students' practices of topics, collaborative learning and group division

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 questionsBy 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.