

佛光大學 課程大綱 Course Outline

課程名稱 Course Name in Chinese	設計心理學				
英文課程名稱 Course Name in English	Design Psychology				
科目代碼 Course Code	PM 101-00			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					
Course Description					
The course aims to cultivate designers' spatial thinking from 2D to 3D. New designers can gradually be familiar with the principle and method of design expression. By the basic training of composition, they try and experience various materials. It emphasizes the game-based instruction by observation through eyes, thinking through brain, practice by hands, listening by ears and feeling by heart.					
Course Objectives					
Through practices of different design themes, students gradually are familiar with the solution of design and it is the solid base for future design creation.					
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.				
Learning Outcomes (Basic Learning Outcomes)				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			★	

Illustration : ★Highly correlated ◎Moderately correlated

Course Outline

Week	Course content	Remark
1	Introduction	
2	Design cognition	
3	The importance of the visual	
4	Cognitive characteristics	
5	Context effects	
6	Figure ground relationship	
7	Cognition and impressions	
8	The use of impression energy design	
9	Midterm	Publication
10	Impression and physical characteristics	
11	Color of law	
12	Various proportions relations	
13	The preference degrees and regional	
14	Exposure effect	
15	The effect of usability	
16	Five design rules	
17	Final report and assessment	Achievements Exhibition
18	Final Exam	

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

PC, digital textbook presentations, the school digital teaching platform, design case.

The unit learning single other supplementary information will be described in the classroom.

Course Requirements and Suggested Teaching Methods

In order to cultivate professional design literacy, students should submit the assignments according to the regulated deadline and measure. Delayed assignments will be counted as 0.

Irregular calls in classes; for cutting classes without specific reasons for at least four times, students will not obtain the credits from the course.

Miscellaneous