

## 佛光大學 課程大綱 Course Outline

課程名稱 Course Name in Chinese	設計溝通與表達				
英文課程名稱 Course Name in English	Design of communication and expression				
科目代碼 Course Code	PM355			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					
It trains students to present creative ideas and messages through visual techniques, explore information in lives and environment by visual principle and modeling elements which is effectively and properly shown and have visualized design communication and expression capability by use of image editing techniques.					
請尊重智慧財產權，課程目標與基本素養與核心能力相關性 Course Objectives					
1. Introduction of purpose and principle of design communication expression 2. Introduction of method and skill of design communication & expression 3. Practice of communication & expression includes visual communication and verbal expression skill					
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

Design communication and communication principle (1): meaning and translation of symbols

Week	Course content	Remark
Week 01	Introduction of courses and related regulations and description of digital platform	
Week 02	Design communication and definition, process and method of communication	
Week 03	Design communication and targets and subjects of communication	Layout design1
Week 04	Design communication and communication principle (1): meaning and translation of symbols	
Week 05	Design communication and communication principle (2): meaning and translation of symbols	Layout design2
Week 06	The relationship between the image and the text(1)	
Week 07	The relationship between the image and the text(2)	
Week 08	The relationship between the image and the text(3)	
Week 09	Midterm Exam	
Week 10	Visual communication skills(1)	
Week 11	Visual communication skills(2)	
Week 12	Visual communication skills(3)	Layout design3
Week 13	Presentation Skills(1)	
Week 14	Presentation Skills(2)	Layout design4
Week 15	Achievements Exhibition(1)	
Week 16	Achievements Exhibition(2)	
Week 17	Achievements Exhibition(3)	
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. )

- Teachers with design practices
- Electronic classroom for briefing by projector and internet access

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.