學年	學期	學制	中文課名	Course	中文課程概述	Course Outline
105	1	日間碩士班	符號學	Semiotics	以符號學導入當代視覺設計應用領域,解讀作品構成語意、語法及語用,並討論視覺設計之溝通效能和文化差異性。 主題計有三大方向:一、設計語言與視覺語言;二、圖像、影像與商品的語意;三、文化符號解讀。	This course provides a general understanding of semiotics and its application to the fields of design. Through study on design language vs. visual language, semiotics vs. products, and semiotics vs. culture, etc., students will be able to apply semiotics to the fields of visual communication design.
105	1	進修學士班	色彩學	Chromatics	日常生活中的食、衣、住、行各領域,隨著物質文明的發展,科技的進步。對於色彩的使用愈顯廣泛與重視,色彩理論也越來愈傾向實用與專業化,是設計者必備的專業知識之一。同學們學習色彩學,欲達成之教學目標包括: 1.充份的了解色彩意象,色彩物理及生理機能,色彩系統、配色概念及原則等問題。 2.配合實物的觀摩和不斷的練習及思考,培養色彩應用的能力及營造美好色彩的視覺經驗。 3.將色彩的理論和研究,融入視覺設計中-廣告、包裝、視覺傳達、企業形象及網路多媒體。豐富設計內涵,提升設計品質。 3.將色彩學相關理論運用到日常生活中,豐富生活內涵、美化人生。	With the development of material civilization, technology has progressed. The use of color is more widely valued and color theory becomes increasingly practical and professional. Objectives of this course: 1. To understand color psychology, color association and other such issues. 2. To become familiar with the principles of color matching, cultivate color application ability and create visual experience of beautiful colors. 3. To apply color theory to visual communication design. 4. To apply chromatics theories to daily life.
105	1	日間學士班	設計實務實習		為強化學生生涯規劃及職場實務經驗,提升就業競爭力,利用暑假時間,在校外相關場館或單位從事與本科專業相關之實務操作、專業見習、展演服務或應用練習等活動。	

105	1	碩士在職專班	符號學	Semiotics	以符號學導入當代視覺設計應用領域，解讀作品構成語意、語法及語用，並討論視覺設計之溝通效能和文化差異性。 主題計有三大方向:一、設計語言與視覺語言; 二、圖像,影像與商品的語意; 三、文化符號解讀。	This course provides a general understanding of semiotics and its application ion to the fields of design. Through study on design language vs. visual language, semiotics vs. products, and semiotics vs. culture, etc., students will be able to apply semiotics to the fields of visual communication design.
105	1	日間學士班	插畫設計	Illustration	認識插畫的廣泛應用, 創意思考的培養, 激發個人的創作潛能, 並在材料, 技法上的實際練習, 透過創意表達,構思與完稿, 建立信心與個人風格與成長. 課程開設在於從業餘到專業間的基礎訓練過程, 透過個別的指導與討論, 達到課程訓練的目標。	This course provides an understanding of various styles of illustration, allows students to make actual practice, and helps students create physical pieces that will become the core items of their working portfolio. It's offered as a transition course to turn school training into professional careers.
105	1	進修學士班	基本設計	Fundamental Design	本課程透過造形理論講授與實習操作的方式，使同學學習造形元素一點、線、面、立體與空間的構成。 1.思考如何將造形元素應用於各種視覺設計上。 2.如何運用造形元素呈現各種視覺效果。	This course provides basic concepts of design elements such as point, line, plane, three dimensions, space and their application to various fields of design. Students will be able to understand how to use these elements and their application, as well as to create various visual effects on their design works.
105	1	日間學士班	設計素描	Design Drawing	認識形狀,光線,質感,空間的觀察與表達, 並在材料, 技法上的實際練習, 透過觀察,描寫與表達,建立信心與成長. 課程開設在於提供專業課程的訓練,透過個別的指導與討論, 達到課程訓練的目標。	Students will come to understand how to observe and express shape, light, texture, and space, and carry out practical exercises in materials and techniques. Through observation, description and expression, students will establish confidence and pursue growth. The course provides professional training through individual guidance and discussion.

105	1	進修學士班	展示設計	Display Design	針對各種展示形式的設計需求與設計方法進行課程教學，例如 POP 陳列與展示設計店面陳列、櫥窗佈置的案例介紹、商業空間與展示樣式、燈光設計的樣式與設計手法、平面設計與動線規劃、 動線設計的規劃與案例， 使學生透過展示空間的欣賞與設計知識的建構，理解展示的設計形式，並具備空間美學欣賞的涵養。	This course provides the knowledge of design theory, design methods, and various types of display design such as the design of P.O.P. display, store arrangement, display window, lighting system, exhibition area, procedural movement plan, construction, etc. Students will be trained to understand and appreciate the aesthetics of display design.
105	1	日間碩士班	設計理論	Design Theories	本課程由介紹設計認知的理論開始，透過理論的研讀、分析與探討，來驗證所學的設計理論。讓學生知道設計者如何進行設計，了解設計行為本身有什麼特點，進而去檢視自己的設計思考模式有何優缺點。課程內容將同時透過文章的閱讀，深入瞭解各種設計的理論特質，以培養設計相關的研究能力。	This course starts with basic design theories. Through study, analysis, and discussion, students are trained to proceed a design project and discover their characteristics, and then consider the advantages and disadvantages of their design model. This course also cultivates students' ability for making further research in the field of design.
105	1	日間碩士班	研究方法	Research Methods	本課程旨在引導學生探索社會科學研究的方法及其相關知識，建立科學研究的正確觀念，厚植學術研究之基礎能力；透過學習領域之專題研究案例，熟悉觀察法、分析法、歷史法、訪談法、問卷調查法、實驗法、比較研究法…等質化與量化研究的方法，體會其應用價值，並透過研究計畫的寫作，增進實務經驗。	This course is designed to guide students to make academic research on the fields of arts, social science and related knowledge. Through case study on a special topic about research method such as observation, analysis, historical review, comparison, survey, interview, experimentation, quantification, qualitative research, quantitative research, etc., students will be able to comprehend the research methods and use them for writing thesis or other purposes.

105	1	日間學士班	品牌企劃	Branding Planning	品牌行銷的重要應用元素對許多日常消費知名品牌而言，是消費族群不可或缺的生活元素，市場需求龐大。課程目標在發揮品牌行銷價值，並應用包裝設計創造強勢品牌行銷元素。課程內容包含一、品牌價值，二、品牌設計企劃，三、品牌行銷案例，四、品牌設計企劃，五、品牌設計習作。	This course provides a general understanding of the relationship between demand and supply of brand design and the design elements closely associated with our daily life. Through analysis of brand value, brand planning, case study on product sales, packaging design, as well as actual practice, this course gives training in the expertise for making brand marketing.
105	1	二年制在職專班	基本設計	Fundamental Design	本課程透過造形理論講授與實習操作的方式，使同學學習造形元素一點、線、面、立體與空間的構成。 1.思考如何將造形元素應用於各種視覺設計上。 2.如何運用造形元素呈現各種視覺效果。	This course provides the basic concepts of design elements such as point, line, plane, three dimensions, and space, as well as their application to various fields of design. Students will be trained to use these design elements to create various visual effects on their design works.
105	1	日間學士班	基礎攝影	Fundamental Photography	攝影日益重要，成為當代人進行影像設計、電腦繪圖、廣告創意……等視覺訴求的重要表現工具及插圖來源。身為視覺傳達設計學系學生，如何瞭解攝影，從攝影影像去傳達訊息及符號，乃是非常重要的學習。本課程從基礎攝影學講授、輔以攝影經典的鑑賞，到照相機具體操作及表現，理論實務並重。	Photography is increasingly important as a tool for image design, computer graphics design, advertising creation, and other such visually demanding work. As a student of visual communication design, it's very important to learn how to understand photography, and how to convey messages and symbols through a photographic image. This course teaches photography from the foundation level, supplemented with appreciation of photographic classics and special camera operations, both theoretical and practical.

105	1	碩士在職專班	設計理論	Design Theories	本課程由介紹設計認知的理論開始，透過理論的研讀、分析與探討，來驗證所學的設計理論。讓學生知道設計者是如何進行設計，了解設計行為本身有什麼特點，進而去檢視自己的設計思考模式有何優缺點。課程內容將同時透過文章的閱讀，深入瞭解各種設計的理論特質，以培養設計相關的研究能力。	This course starts with basic design theories. Through study, analysis, and discussion, students are trained to proceed a design project and discover their characteristics, and then consider the advantages and disadvantages of their design model. This course also cultivates students' ability for making further research in the field of design.
105	1	進修學士班	創意表現	Creative Rendering	認識各樣技法、材料應用與表達, 創意思考聯想與構圖的認識和表達, 並在作業上的實際練習, 透過創意表達,構思與完稿, 建立信心與個人風格與成長. 課程開設在於提供專業的基礎訓練, 透過個別的指導與討論, 達到專業訓練的目標.	Students will become familiar with various techniques, material application and expression, creative thinking, and skills of composition. Through practical training of assignments, students are trained to express creativity, conceptions and final drafts, and therefore establish confidence and individual styles. The course provides professional training through individual guidance and discussion
105	1	進修學士班	動畫設計應用	3D Animation	動畫設計應用以電腦動畫軟體操作使用的為主。透過理論講解和操作示範介紹電腦動畫的原理和方法。除了功能的訓練之外同時也著重動畫的美感、創造性、表演性等等運用面的需求。	This course introduces 3D computer animation software, demonstrating its application in layout, rendering, project planning, modeling, etc. Students are trained to improve their computer skills, aesthetic temperament, creativity, and other related capabilities.
105	1	進修學士班	基礎攝影	Fundamental Photography	攝影日益重要，成為當代人進行影像設計、電腦繪圖、廣告創意……等視覺訴求的重要表現工具及插圖來源。身為視覺傳達設計學系學生，如何瞭解攝影，從攝影影像去傳達訊息及符號，乃是非常重要的學習。本課程從基礎攝影學講授、輔以攝影經典的鑑賞，到照相機具體操作及表現，理論實務並重。	Photography is increasingly important as a tool for image design, computer graphics design, advertising creation, and other such visually demanding work. As a student of visual communication design, it's very important to learn how to understand photography, and how to convey messages and symbols through a photographic image. This course teaches photography from the foundation level, supplemented with appreciation of photographic classics and special camera operations, both theoretical and practical.

105	1	日間學士班	服務學習 A	Service Learning A	為強化學生生涯規劃及職場實務經驗,提升就業競爭力,利用班級活動或課餘時間,在校內相關場館或單位從事與本科專業相關之實務操作、專業見習、展演服務或應用練習等活動。	(不用填寫)
105	1	碩士在職專班	研究方法	Research Methods	本課程旨在引導學生探索社會科學研究的方法及其相關知識,建立科學研究的正確觀念,厚植學術研究之基礎能力;透過學習領域之專題研究案例,熟悉觀察法、分析法、歷史法、訪談法、問卷調查法、實驗法、比較研究法…等質化與量化研究的方法,體會其應用價值,並透過研究計畫的寫作,增進實務經驗。	This course is designed to guide students to make academic research on the fields of arts, social science and related knowledge. Through case study on a special topic about research method such as observation, analysis, historical review, comparison, survey, interview, experimentation, quantification, qualitative research, quantitative research, etc., students will be able to comprehend the research methods and use them for writing thesis or other purposes.
105	1	二年制在職專班	展示設計	Display Design	針對各種展示型式的設計需求與設計方法進行課程教學,例如 POP 陳列與展示設計店面陳列、櫥窗佈置的案例介紹、商業空間與展示樣式、燈光設計的樣式與設計手法、平面設計與動線規劃、 動線設計的規劃與案例, 使學生透過展示空間的欣賞與設計知識的建構,理解展示的設計形式,並具備空間美學欣賞的涵養。	This course provides the knowledge of design theory, design methods, and various types of display design such as the design of P.O.P. display, store arrangement, display window, lighting system, exhibition area, procedural movement plan, construction, etc. Students will be trained to understand and appreciate the aesthetics of display design.

105	1	二年制在職專班	設計素描	Design Drawing	認識形狀,光線,質感,空間的觀察與表達, 並在材料, 技法上的實際練習, 透過觀察,描寫與表達,建立信心與成長. 課程開設在於提供專業課程的訓練,透過個別的指導與討論, 達到課程訓練的目標.	Students will come to understand how to observe and express shape, light, texture, and space, and carry out practical exercises in materials and techniques. Through observation, description and expression, students will establish confidence and pursue growth. The course provides professional training through individual guidance and discussion.
105	1	日間學士班	廣告企劃	Advertising Planning	教導廣告學、廣告設計、企劃分析技巧等知識,再輔以市場行銷實務講解,讓學生得以快速地掌握廣告企劃的思維模式,製作具有銷售力的廣告企劃案。	This course introduces advertising theories, advertisement design, project planning, marketing strategies, etc., enabling students to grasp the techniques and capability for making advertisements.
105	1	日間學士班	美術史(上)	History of Arts(A)	本課程為東、西方藝術史的講授,課程內容分為上、下學期。上學期講授中國歷代美術的特色與發展;下學期講授西方各時期美術的發展。本課程藉由東、西方藝術的介紹,使學生能夠明瞭東、西方藝術的表現特質與差異,培養學生的審美觀念與人文素養,進而將其應用於設計的表現上面。	This course introduces the history of arts of the East and the West, analyzing the characteristics of the art in different periods of time. Students are trained to tell the differences in basic characteristics of the East and West culture, understand the features of the arts as well as present their aesthetic cultivation on design.
105	1	日間學士班	視覺心理學	Visual Psychology	本課程透過文獻閱讀、討論或實證等方式,了解視覺的知覺與其在心理學上的運用功能,培養學生對藝術或美的客觀理解與評論能力。主要內容:1.視覺情報的處理:認知、視覺表示、圖及其群化、錯視;2.美的理解:感情及其測定、好惡與流行、作品的評價;3.美的反應與人格:作品的好惡與個性、美的判斷力及其測定等。	This course is designed to introduce psychology of visual arts. Through literature review, group discussion and demonstration, students will be able to comprehend the functions of psychology on visual presentation, interpretation of visualization, visual illusion, image grouping, critique and aesthetics of design.

105	1	進修學士班	廣告企劃	Advertising Planning	教導廣告學、廣告設計、企劃分析技巧等知識，再輔以市場行銷實務講解，讓學生得以快速地掌握廣告企劃的思維模式，製作具有銷售力的廣告企劃案。	This course introduces advertising theories, advertisement design, project planning, marketing strategies, etc., enabling students to grasp the techniques and capability for making advertisements.
105	1	進修學士班	美術史(上)	History of Arts(A)	本課程為東、西方藝術史的講授，課程內容分為上、下學期。上學期講授中國歷代美術的特色與發展；下學期講授西方各時期美術的發展。本課程藉由東、西方藝術的介紹，使學生能夠明瞭東、西方藝術的表現特質與差異，培養學生的審美觀念與人文素養，進而將其應用於設計的表現上面。	This course introduces the history of arts of the East and the West, analyzing the characteristics of the art in different periods of time. Students are trained to tell the differences in basic characteristics of the East and West culture, understand the features of the arts as well as present their aesthetic cultivation on design.
105	1	進修學士班	視覺心理學	Visual Psychology	本課程透過文獻閱讀、討論或實證等方式，了解視覺的知覺與其在心理學上的運用功能，培養學生對藝術或美的客觀理解與評論能力。主要內容：1.視覺情報的處理：認知、視覺表示、圖及其群化、錯視；2.美的理解：感情及其測定、好惡與流行、作品的評價；3.美的反應與人格：作品的好惡與個性、美的判斷力及其測定等。	This course is designed to introduce psychology of visual arts. Through literature review, group discussion and demonstration, students will be able to comprehend the functions of psychology on visual presentation, interpretation of visualization, visual illusion, image grouping, critique and aesthetics of design.

105	1	二年制在職專班	色彩計畫	Chromatics	日常生活中的食、衣、住、行各領域，隨著物質文明的發展，科技的進步。對於色彩的使用愈顯廣泛與重視，色彩理論也越來愈傾向實用與專業化，是設計者必備的專業知識之一。其教學目標包括： 1.了解色彩心理、色彩聯想等問題。 2.熟悉配色原則，培養色彩應用的能力及營造美好色彩的視覺經驗。 3. 將色彩的理論和研究，融入視覺設計中-活用色彩計劃原理。 4.將色彩學相關理論結合人文藝術與數位科技，開發文化創意產業，發揚本土特色。	With the development of material civilization, technology has progressed. The use of color is more widely valued and color theory becomes increasingly practical and professional. Objectives of this course: 1. To understand color psychology, color association and other such issues. 2. To become familiar with the principles of color matching, cultivate color application ability and create visual experience of beautiful colors. 3. To integrate color theory and research into visual design-flexible - flexible use of color scheme principles. 4. To combine chromatics theories and humanities, art, and digital technology, to develop cultural and creative industries and to promote local characteristics.
105	1	日間學士班	基本設計一	Fundamental Design 1	本課程透過造形理論講授與實習操作的方式，使同學學習造形元素—點、線、面、立體與空間的構成。 1.思考如何將造形元素應用於各種視覺設計上。 2.如何運用造形元素呈現各種視覺效果。	This course provides the basic concepts of design elements such as point, line, plane, three dimensions, and space, as well as their application to various fields of design. Students will be trained to understand how to use these design elements to create various visual effects on their design works.

105	1	日間學士班	色彩應用一	Color Application 1	介紹色彩三屬性──色相、明度、彩度的概念，透過色彩的心理、感覺與視覺機能的瞭解，練習配色與調和原理，學習各種配色的原則（如均衡、漸層、強調、律動、支配），了解配色實務的要領，並將這些能力導入應用領域（如企業、廣告、包裝...)的實際需要，藉色彩計畫使獨立作業的配色，提升至市場行銷、經營策略、產品設計等領域。	This course analyzes the major attributes of color: hue, value, chrome, color composition, psychological feeling and their application. Through hands-on explorations of specific topics such as balance, rhythm, layered and dominating color, etc., students will be able to apply these color concepts to present various visual effects in various fields of design such as advertising, packaging, products, and illustration, etc.
105	1	日間學士班	設計概論	Introduction to Design	1.本課程旨在透過理論與實務互證，建立學生對平面、立體、空間三種設計領域的本質有基本認知。 2.經由閱讀或討論等方式，引導學生了解設計對藝術、科技、人文、環境之影響及發展趨勢。 3. 訓練學生具備設計思考能力，並培養以設計實踐創意、服務社會、關懷環境的宏觀視野。	1. This course helps students understand the nature of the planar, three-dimensional, and space through mutual substantiation of theory and practice. 2. Students are guided to understand the effects and the developmental trends of design on art, technology, human culture, and the environment. 3. Students are trained to have independent thinking, a broad vision, and the ability to use design to carry out creativity, social services, and environment care.
105	1	進修學士班	設計概論	Introduction to Design	1.本課程旨在透過理論與實務互證，建立學生對平面、立體、空間三種設計領域的本質的基本認知。 2.經由閱讀或討論等方式，引導學生了解設計對藝術、科技、人文、環境之影響及發展趨勢。 3. 訓練學生具備設計思考能力，並培養以設計實踐創意、服務社會、關懷環境的宏觀視野。	1. This course helps students understand the nature of the planar, three-dimensional, and space through mutual substantiation of theory and practice. 2. Students are guided to understand the effects and the developmental trends of design on art, technology, human culture, and the environment. 3. Students are trained to have independent thinking, a broad vision, and the ability to use design to carry out creativity, social services, and environment care.

105	1	日間學士班	網站企劃與設計	Website Design	讓學生了解目前製作網站應熟悉的基本程式語法及軟體，包含：HTML 語法、基礎 JavaScript 語法、兩種以上版面設計繪圖軟體、網頁上傳軟體(FTP)、如何申請個人網址(付費或免費)、上傳網頁所應注意事項、網路相關智慧財產權探討等。 並介紹網站具備項目，包含：安全政策、隱私保護服務宣告、聯絡方式、Site Map 設計、Credit 設計、最近更新時間標示、提供兩種以上語文版等。 課中並將介紹國內外設計實用、酷炫及流量較高的網站，並且選擇數個作為期中範例考試及期末範例作業發表，讓學生實際完成一個網站作品，強化實務操作能力。	This course is designed to introduce website design language and software such as HTML, JavaScript, FTP, with emphasis on application to website address, copyrights, privacy laws, accessibility, contact, site map, credit, and language versions (English, Chinese, and Japanese), etc. Through case study, students are trained to understand and execute relevant skills to make website design of their own.
105	1	進修學士班	紙材結構	Paper Structural Design	1.透過紙材的認識，讓同學了解紙材於設計上的應用。 2.藉由紙材的各種練習，了解紙材的特性。 3.利用紙材的各種加工技術，完成紙材結構的練習與創作。 4.最後融合各種紙材結構完成「立體畫」的創作。	This course introduces various paper materials and their applications, processing techniques, paper qualities and the integration of paper as media of design. Students will be able to apply it to various fields of design such as pop-up book or stereograph making.
105	1	日間學士班	平面媒體設計	Print Media Design	先探討平面廣告與媒體特性，掌握設計相關概念，接著引導學生以科學方法分析，系統化步驟執行設計，激發學生邏輯性思考能力，同時發揮流暢、變通、獨創的創意能力。課程著重由整體性的視野切入問題、掌握重點，追求具備實際傳達效果的設計。	This course first discusses the basic concepts and major characteristics and major concepts of print media and print advertisement, with an emphasis on viewing the situation as a whole to catch the point and to execute design practice. Students are trained to analyze design process, inspired to become creative designers with independent thinking.

105	1	日間學士班	造形原理(上)	Formative Studies(A)	本課程旨在透過文獻閱讀或討論等方式，引導學生了解造形的意義、內容與構成的本質等，以建立造形(設計)創作與賞析的理論基礎；學習運用歸納法，推究造形表現的原則，或以實證方式體驗造形認知的現象。主要內容包括：1.造形的意義與內涵；2.造形的形成與發展；3.造形的本質與要素；4.造形的知覺與心理；5.造形的形式與美感等。	This course is designed to introduce the principles of formation through literature review and group discussion Learning formation from various aspects such as its definition, development, characters, essential elements, psychology, and aesthetics, etc., students will be able to comprehend the theoretical orientations and do empirical studies through the inductive or deductive approaches, and then apply it to design.
105	1	進修學士班	生活空間設計	Living Space Design	透過課程指導與案例教學，培養學生對於生活空間美學的認知與涵養，將內部與外部空間的規劃作案例的介紹與分析，針對空間的規劃與相關美學的知識，於實例教學中建立相關的空間知識與技能，藉此培養學生對空間美學的感知能力。	This course gives guidance and assigns case study on living space design, with emphasis on the interrelationships among interior space, exterior space, forms of space, lighting, material, and human factors in design, etc. Through case study, students will be trained to make application of what they have learned to living space design.
105	1	進修學士班	造形原理(上)	Formative Studies(A)	本課程旨在透過文獻閱讀或討論等方式，引導學生了解造形的意義、內容與構成的本質等，以建立造形（設計）創作與賞析的理論基礎；學習運用歸納法，推究造形表現的原則，或以實證方式體驗造形認知的現象。主要內容包括：1.造形的意義與內涵；2.造形的形成與發展；3.造形的本質與要素；4.造形的知覺與心理；5.造形的形式與美感等。	This course is designed to introduce the principles of formation through literature review and group discussion Learning formation from various aspects such as its definition, development, characters, essential elements, psychology, and aesthetics, etc., students will be able to comprehend the theoretical orientations and do empirical studies through the inductive or deductive approaches, and then apply it to design.

105	1	二年制在職專班	多媒體設計	Multimedia Design	讓學生了解 Flash 動畫製作，從最初階的元件製作、音樂的選擇、版權的設計及網路相關智慧財產權探討等。課中並將介紹國內外實用、酷炫的 Flash 作品，最後將請學生實際完成 1 件 Flash 動畫，並集合全班期末作品對外公開展出 1 週，以利學習如何呈現完整動畫作品。	This course is designed to introduce the fundamental concepts of animation design as well as Flash software and its application skills. Through hands on training of storyboard making, object observation, soundtrack setting, etc., students are trained to understand the process of animation production, concepts of copyrights, and website design.
105	1	二年制在職專班	美術史(上)	History of Arts(A)	本課程為東、西方藝術史的講授，課程內容分為上、下學期。上學期講授中國歷代美術的特色與發展；下學期講授西方各時期美術的發展。本課程藉由東、西方藝術的介紹，使學生能夠明瞭東、西方藝術的表現特質與差異，培養學生的審美觀念與人文素養，進而將其應用於設計的表現上面。	This course introduces the history of arts of the East and the West, analyzing the characteristics of the art in different periods of time. Students are trained to tell the differences in basic characteristics of the East and West culture, understand the features of the arts as well as present their aesthetic cultivation on design.
105	1	日間學士班	數位剪輯	Digital Film Editing	本課程強調培養同學對影音藝術的鑑賞能力，與獨立創作影音作品的技能。課程內容包含影音製作概論、創意思考、劇本、攝影、燈光、收音、剪輯、混音、特效合成等。期培育同學影音製作之專業觀念及能力，創作個人數位影音作品，並奠定未來研習相關課程、進修專業系所之基礎。	This course focuses on developing students' ability to appreciate cinematography, and the skills in creating audio-visual works. It gives training in creative thinking, script writing, lighting, editing, recording, soundtrack, special effects, etc., helping students build the foundation for pursuing further study on related fields.
105	1	進修學士班	包裝設計(一)	Packaging Design(Ⅰ)	本課程透過包裝設計概論講授、名家作品賞析與包裝設計實務的操作，訓練同學對於包裝設計由最基本的認識，到可以獨當一面完成包裝設計作品的能力。	Through introduction to packaging design theories and appreciation of masterpieces of well-known designers, students learn how to apply what they have learned to packaging design, and complete the works on their own.

105	1	進修學士班	數位剪輯	Digital Film Editing	本課程強調培養同學對影音藝術的鑑賞能力，與獨立創作影音作品的技能。課程內容包含影音製作概論、創意思考、劇本、攝影、燈光、收音、剪輯、混音、特效合成等。期培育同學影音製作之專業觀念及能力，創作個人數位影音作品，並奠定未來研習相關課程、進修專業系所之基礎。	This course focuses on developing students' ability to appreciate cinematography, and the skills in creating audio-visual works. It gives training in creative thinking, script writing, lighting, editing, recording, soundtrack, special effects, etc., helping students build the foundation for pursuing further study on related fields.
105	1	二年制在職專班	商業攝影	Commercial Photography	在相機普及的年代，攝影的重要性與日俱增，影像成為各種平面設計、網頁、電腦繪圖、廣告表現等重要之視覺元素。商業攝影課程旨在培養學生了解完美的商業攝影作品與視覺傳達設計之緊密關聯，並透過攝影棚實務操作拍攝，熟悉完整之商業攝影工作流程，同時能活用各類型光線與燈光，表現出各種商品的不同質感，以及人物性恪的描寫。	This course is designed to offer the knowledge of lighting, texture expression, figure expression, human character, advertising, and product photograph, as well as the concepts and important relationships among visual communication designs such as computer graphics, website design, advertising design, etc. Through actual practice, students are trained to understand the process of making commercial photography.
105	1	二年制在職專班	設計概論	Introduction to Design	1.本課程旨在透過理論與實務互證，建立學生對平面、立體、空間三種設計領域的本質的基本認知。 2.經由閱讀或討論等方式，引導學生了解設計對藝術、科技、人文、環境之影響及發展趨勢。 3. 訓練學生具備設計思考能力，並培養以設計實踐創意、服務社會、關懷環境的宏觀視野。	1. This course helps students understand the nature of the planar, three-dimensional, and space through mutual substantiation of theory and practice. 2. Students are guided to understand the effects and the developmental trends of design on art, technology, human culture, and the environment. 3. Students are trained to have independent thinking, a broad vision, and the ability to use design to carry out creativity, social services, and environment care.

105	1	二年制在職專班	網站企劃與設計	Website Design	讓學生了解目前製作網站應熟悉的基本程式語法及軟體，包含：HTML 語法、基礎 JavaScript 語法、兩種以上版面設計繪圖軟體、網頁上傳軟體(FTP)、如何申請個人網址(付費或免費)、上傳網頁所應注意事項、網路相關智慧財產權探討等。 並介紹網站具備項目，包含：安全政策、隱私保護服務宣告、聯絡方式、Site Map 設計、Credit 設計、最近更新時間標示、提供兩種以上語文版等。 課中並將介紹國內外設計實用、酷炫及流量較高的網站，並且選擇數個作為期中範例考試及期末範例作業發表，讓學生實際完成一個網站作品，強化實務操作能力。	This course is designed to introduce website design language and software such as HTML, JavaScript, FTP, with emphasis on application to website address, copyrights, privacy laws, accessibility, contact, site map, credit, and language versions (English, Chinese, and Japanese), etc. Through case study, students are trained to understand and execute relevant skills to make website design of their own.
105	1	二年制在職專班	繪畫表現與媒材	Drawing & Media	課程以提升學生的造形、體積、空間和色彩等能力，和對繪畫材質的認識與應用為主，進而和設計結合以增加其美學涵養。教學內容包括素描速寫、壓克力、油畫和複合媒材等應用。	This course provides a general understanding of various drawing media, as well as colors, forms, shapes, space relationship and its applications. Through practice with pencil, acrylic, oil paint, and mix media, etc., student will be able understand the forms of space, structure, color, value, and rendering expression as well as the application to the fields of design.

| 105 | 1 | 日間學士班 | 畢業專題製作（一） | Senior Project(Ⅰ) | 本課程主旨在於藉由專題製作的型態，落實本系教育目標，提升學生畢業前的專業素質。目標在於讓學生藉由專題製作實作的過程，將四年學習的設計專業、理論與技能應用於實務操作，從過程的發展中獲取實務學習經驗。在內容上應結合描繪、設計、數位、製作與印前等視覺傳達設計項目，輔以產學合作等實例運用，期此專題能成為畢業前進入設計職場的實習專案，使畢業生能更具職場競爭力。 | This course is designed to carry out the educational goals of the department as well as to strengthen students' expertise. Through the process of project planning and implementation, students will gain experience and confidence on making design, helping them turn school training into professional careers. |
| 105 | 1 | 日間碩士班 | 影像設計研究 | Research on Image Design | 本科目為跨領域之課程，其開設之目的乃為加強補足臺灣在攝影史、攝影教育、影像發展史所形成的缺塊。在攝影、影像日趨變成當代藝術家，設計家主要的媒材，並成為主流之後，作為藝術大學研究生，更應加強此一領域裡專業的探索，並多從視覺的文本深入議題探索與研究。除了攝影視覺文本之導讀外，本課程會適時加入立體、動態影像，如廣告影片、電影、動畫……等影像類型，以探索影像發生之時代美學風格。務期使學生有更寬廣的認知與表現思維。 | It's a cross-discipline course in the historical development and education of photography in Taiwan. Through studies of articles and literatures on photography, as well as practical training in making 3-D or dynamic images such as those used in advertising films, motion pictures, animations, etc., students will be able to understand the aesthetic styles of contemporary photography, and strengthen their creativity. |

105	1	進修學士班	畢業專題製作（一）	Senior Project(Ⅰ)	本課程主旨在於藉由專題製作的型態，落實本系教育目標，提升學生畢業前的專業素質。目標在於讓學生藉由專題製作實作的過程，將四年學習的設計專業、理論與技能應用於實務操作，從過程的發展中獲取實務學習經驗。在內容上應結合描繪、設計、數位、製作與印前等視覺傳達設計項目，輔以產學合作等實例運用，期此專題能成為畢業前進入設計職場的實習專案，使畢業生能更具職場競爭力。	This course is designed to carry out the educational goals of the department as well as to strengthen students' expertise. Through the process of project planning and implementation, students will　gain experience and confidence on making design, helping them turn school training into professional careers.
105	1	日間學士班	數位影像設計一	Digital Image Design 1	本課程旨在建立學生對於數位影像與色彩配置的概念，培養數位影像設計之能力與創意。藉由數位影像設計之專案作品實做，熟悉數位工具之運用並累積個人作品，同時瞭解影像設計業界作業流程，並奠定未來研習相關課程之基礎。	This course provides the foundational concepts of digital images, color arrangements, and application of digital tools. Through　hand-on training, students will become familiar with digital tools and professional working processes. This course is designed to help students transform their school training into a professional life in the field of design
105	1	日間學士班	書籍編輯設計	Book & Publication Design	提供學生一個普遍性了解書籍設計(book design)原理原則與編輯設計(editing design)實務操作的學程。透過中西書籍的歷史發展介紹及傳統與現代版型樣式的分析比較，引導學生從吸收傳統書冊製作養份轉化到現代編輯設計表現的過程中，培養書籍編輯設計應有的線性閱讀特性視覺鋪陳的詮釋與表現能力。上學期著重傳統書籍設計強調字形彰顯文義的基本功能角色；下學期集中在現代編輯設計發揮圖文互動的整合表現。	This course provides students with a general understanding of book design and editing processes. Students are guided to absorb the merits of traditional book production and transform them to the processes of modern editing design, and strengthen their ability to express linear reading characteristics of visual narrative books. The first semester focuses on the basic functional role in traditional book design, emphasizing character type and shape to highlight literary content; the second semester focuses on the interactive expression of graphics and text brought into play in modern editorial design.

105	1	日間學士班	電腦模型建構	Computer Graphic Modeling	電腦模型建構以 3D 繪圖軟體的模型建構為主軸。透過理論講解和操作示範介紹模型建構的原理和方法。除了功能的訓練之外同時也著重模型的美感、創造性、精準度等等運用面的需求。	This course introduces basic elements of three-dimensional computer visualization, including 3D computer animation software, rendering skills, project construction and modeling. Students will be guided to understand the operational skills, strengthen the aesthetic creative, and accurate expression of 3D modeling.
105	1	進修學士班	書籍編輯設計	Book & Publication Design	提供學生一個普遍性了解書籍設計(book design)原理原則與編輯設計(editing design)實務操作的學程。透過中西書籍的歷史發展介紹及傳統與現代版型樣式的分析比較，引導學生從吸收傳統書冊製作養份轉化到現代編輯設計表現的過程中，培養書籍編輯設計應有的線性閱讀特性視覺鋪陳的詮釋與表現能力。上學期著重傳統書籍設計強調字形彰顯文義的基本功能角色；下學期集中在現代編輯設計發揮圖文互動的整合表現。	This course provides students with a general understanding of book design and editing processes. Students are guided to absorb the merits of traditional book production and transform them to the processes of modern editing design, and strengthen their ability to express linear reading characteristics of visual narrative books. The first semester focuses on the basic functional role in traditional book design, emphasizing character type and shape to highlight literary content; the second semester focuses on the interactive expression of graphics and text brought into play in modern editorial design.
105	1	進修學士班	電腦模型建構	Computer Graphic Modeling	電腦模型建構以 3D 繪圖軟體的模型建構為主軸。透過理論講解和操作示範介紹模型建構的原理和方法。除了功能的訓練之外同時也著重模型的美感、創造性、精準度等等運用面的需求。	This course introduces basic elements of three-dimensional computer visualization, including 3D computer animation software, rendering skills, project construction and modeling. Students will be guided to understand the operational skills, strengthen the aesthetic creative, and accurate expression of 3D modeling.

105	1	二年制在職專班	包裝設計(一)	Packaging Design(Ⅰ)	本課程透過包裝設計概論講授、名家作品賞析與包裝設計實務的操作，訓練同學對於包裝設計由最基本的認識，到可以獨當一面完成包裝設計作品的能力。	This course provides a general understanding of packaging design theories and master pieces of well-known designers. Students are trained to apply what they have learned into practice and complete packaging design on their own.
105	1	二年制在職專班	電腦影像設計	Digital Image Design	本課程旨在建立學生對於數位影像與色彩配置的概念 ，培養數位影像設計之能力與創意。藉由數位影像設計之專案作品實做，熟悉數位工具之運用並累積個人作品，同時瞭解影像設計業界作業流程，並奠定未來研習相關課程之基礎。	This course provides foundational concepts of digital images, color arrangements, and digital tools. Through the hand-on training at class, students will become familiar with digital tools and professional working processes. It's offered as a transitional course to help students turn school training into professional careers.
105	1	二年制在職專班	近代設計史	History of Modern Design	本課程旨在透過文獻閱讀或討論，引導學生了解近代(19世紀以降)設計(平面為主)的內容與發展；充實設計史知識、擴大視野並建立正確史觀。主要內容包括：1.近代設計運動：美術工藝運動、新藝術、裝飾藝術、德國設計聯盟、包浩斯、日本造形運動等；2.當代設計風格：現代風格、國際主義、極簡主義、高科技風格、後現代主義等。	This course aims to guide students through literature reading or discussion to understand the content and development of modern (19th century) design (mainly planar). The main contents includes: 1. Modern design movements: the Art and Crafts movement, new art, decorative arts, Deutscher Werkbund (German Association of Craftsmen), Bauhaus, the Japanese form movement, and so on; 2. Contemporary design style: modern styles, internationalism, minimalism, high tech styles, postmodernism, and so on.

105	1	日間學士班	印刷理論與設計	Printing Theory & Design	透過課程教學、案例介紹與實地參觀，使學生習得平面印刷的基本知識，例如基本印刷型式 、加工與裝訂 、特殊印刷 、估價與計算、印刷廠與印刷實務流程，以及印前所需的理論和設計知識，並以設計方法訓練學生創意啟發及發想的潛能，進而具備平面設計的能力。	Through class lectures, case introductions and on-site visits, students will be able to acquire a basic knowledge of 2D printing, such as the basic printing types, processing and binding, special printing, giving quotations and making calculations, printing houses and actual printing processes, as well as the theory and knowledge of design necessary before going to print. The course also uses design methods to train creative inspiration and help students explore their potential to carry out print design.
105	1	日間學士班	電腦繪圖	Introduction to Computer Graphics	本課程是藉由電腦繪圖軟體的實際操作來介紹電腦繪圖的概念與技巧。分別訓練以向量(Illustrator)和像素(Photoshop)兩大類為主繪圖軟體運用。透過理論講授與實習操作使同學習到電腦繪圖的觀念及基本操作技術。同時著重訓練同學的美感表現、設計創意傳達表現能力和描繪技巧。	This course introduces the concepts and skills of computer graphics. Students are trained to use of the two major categories of graphics software; vector (Illustrator) and bitmap (Photoshop). Through theory study and practical operations, students learn the concepts and the basic operational skills of computer graphics. This course also gives training in aesthetic expression, creative thinking, and portrayal skills.
105	1	進修學士班	電腦繪圖	Introduction to Computer Graphics	本課程是藉由電腦繪圖軟體的實際操作來介紹電腦繪圖的概念與技巧。分別訓練以向量(Illustrator)和像素(Photoshop)兩大類為主繪圖軟體運用。透過理論講授與實習操作使同學習到電腦繪圖的觀念及基本操作技術。同時著重訓練同學的美感表現、設計創意傳達表現能力和描繪技巧。	This course introduces the concepts and skills of computer graphics. Students are trained to use of the two major categories of graphics software; vector (Illustrator) and bitmap (Photoshop). Through theory study and practical operations, students learn the concepts and the basic operational skills of computer graphics. This course also gives training in aesthetic expression, creative thinking, and portrayal skills.

| 105 | 1 | 日間學士班 | 影像鑑賞分析 | Image Analysis and Criticism | 以平面攝影影像，及動態影像之電影或動畫作鑑賞及分析，讓學生瞭解 1.影像的成因、遞變 2. 影像與平面設計發展之關係 3. 影像鑑賞之要項與通則 4. 影像的本質——時間性 5. 影像超現實表現、拼貼……等手法 6. 影像的審美性 7. 影像與其它美術領域風格的關係 ，並能將學習所得融入視覺設計的傳達，增進創意表現。 | Appreciation and analysis of planar imagery of photography, and the dynamic images of film or animation will allow students to understand: 1. Reasons behind images and their evolution; 2. Developmental relationship between photographic imagery and graphic design; 3. Essentials and general rules of image appreciation; 4. Nature of imagery—temporality; 5. Skills such as surreal expression and collage in images, and so on; 6. Image aesthetics appreciation 7. Relationship between photographic images and other areas or styles of art, and being able to take all one has learned and convey it through integration with visual design, to enhance creative expression. |
| 105 | 1 | 進修學士班 | 平面媒體設計（一） | Print Media Design(Ⅰ) | 先探討平面廣告與媒體特性，掌握設計相關概念，接著引導學生以科學方法分析，系統化步驟執行設計，激發學生邏輯性思考能力，同時發揮流暢、變通、獨創的創意能力。課程著重由整體性的視野切入問題、掌握重點，追求具備實際傳達效果的設計。 | This course discusses the characteristics of print media and advertisements, with emphasis on viewing the situation as a whole to catch the point for design implementation. Students are trained to understand the analysis and process of design, inspired to be creative designers with independent thinking. . |

105	1	進修學士班	影像鑑賞分析	Image Analysis and Criticism	以平面攝影影像，及動態影像之電影或動畫作鑑賞及分析，讓學生瞭解 1.影像的成因、遞變 2. 影像與平面設計發展之關係 3. 影像鑑賞之要項與通則 4. 影像的本質──時間性 5. 影像超現實表現、拼貼……等手法 6. 影像的審美性 7. 影像與其它美術領域風格的關係 ，並能將學習所得融入視覺設計的傳達，增進創意表現。	Appreciation and analysis of planar imagery of photography, and the dynamic images of film or animation will allow students to understand: 1. Reasons behind images and their evolution; 2. Developmental relationship between photographic imagery and graphic design; 3. Essentials and general rules of image appreciation; 4. Nature of imagery—temporality; 5. Skills such as surreal expression and collage in images, and so on; 6. Image aesthetics appreciation 7. Relationship between photographic images and other areas or styles of art, and being able to take all one has learned and convey it through integration with visual design, to enhance creative expression.
105	1	進修學士班	環境視覺規劃設計	Environmental Graphics	本課程旨在透過認知及分析等方式，引導學生了解設計者、使用對象與符碼造形之間認知之關係。以訓練運用邏輯推演，歸納造形、元素的應用規範，及實作方式研習符碼傳達認知的現象。	This course analyzes the relationship among designers and users in terms of their conception of symbols and signs. Students are trained to comprehend the design elements, forms of space, and logical thinking. It's a course to help students transform school training into professional careers.

105	1	進修學士班	當代設計理論	Contemporary Design Theories	當代設計受到現代藝術的衝擊、資訊科技的不斷地革新、文化創意產業的需要等因素，正呈現多元面貌與跨領域設計的實際需求，在重視電腦科技外，務實的設計理論更形重要。 「當代設計理論」教學必須掌握三個目標：(一) 建構適於近代設計理論 (二) 介紹當代設計實例與趨勢 (三) 了解現代視覺設計趨勢與風格 當代設計理論研究分析內容： (一)設計理論的分析與應用 (二) 跨領域的設計方法	This course analyzes the ongoing revolution of information technology as well as the significance of the cultural creative industry, impact of modern art, computer technology, and practical design theories. Through lectures, analysis and case studies, students are trained to comprehend design theories, trends, styles of contemporary design, modern visual art designs, theories, cross-discipline design applications and methodology.
105	1	二年制在職專班	畢業專題製作（一）	Senior Project（Ⅰ）	本課程主旨在於藉由專題製作的形態，落實本系教育目標，提升學生畢業前的專業素質。目標在於讓學生藉由專題製作實作的過程，將四年學習的設計專業、理論與技能應用於實務操作，從過程的發展中獲取實務學習經驗。在內容上應結合描繪、設計、數位、製作與印前等視覺傳達設計項目，輔以產學合作等實例運用，期此專題能成為畢業前進入設計職場的實習專案，使畢業生能更具職場競爭力。	This course is designed to carry out the educational goals of the department as well as to strengthen students' expertise. Through the process of senior project planning and implementation, students will be able to gain confidence and experience in various fields of design. It's a transitional course to help students transform school training to professional careers.
105	1	日間學士班	材質與造形設計	Formative Design & Material	本課程以教授造形知識為主，除講授專業概念之外，重視基本造形開發的練習與操作技巧。本課程中以材質與造形並重外，演練塑形與翻模技法訓練為主要內容。	This course is focused on modeling theories. In addition to theoretical concepts, it stresses actual practice through which students will have better understanding on the environment, materials. shaping and the application of forming skills.

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105	1	日間學士班	文字與編輯設計	Typography and Editing Design	文字設計得宜與否影響視覺傳達（形象）甚巨，認知並能設計文字、編排運用為本課程最重要目的。透過包含（中）中文及（西）英文字形結構認知與漸進式實作訓練，使同學具備單純文字造形設計能力，以及少量或大量文字運用於各種設計媒介物時，有結合其他相關元素（影像、色彩、圖形…等）編輯之能力。	This course introduces word fonts and text editing, with emphasis on recognition, construction, and representation of Chinese and English typographic systems. Through using computer as a tool, students will be able to apply design fundamentals to the modification, combination, and composition of typographic forms.
105	1	進修學士班	文字與編輯設計	Typography and Editing Design	文字設計得宜與否影響視覺傳達（形象）甚巨，認知並能設計文字、編排運用為本課程最重要目的。透過包含（中）中文及（西）英文字形結構認知與漸進式實作訓練，使同學具備單純文字造形設計能力，以及少量或大量文字運用於各種設計媒介物時，有結合其他相關元素（影像、色彩、圖形…等）編輯之能力。	This course introduces word fonts and text editing, with emphasis on recognition, construction, and representation of Chinese and English typographic systems. Through using computer as a tool, students will be able to apply design fundamentals to the modification, combination, and composition of typographic forms.
105	1	進修學士班	多媒體廣告設計	Multi-Media Advertising Design	讓學生了解目前運用的各類網路及電腦媒體，包含網路社群的凝聚力、關鍵字廣告的操作、網路影音廣告的情境設計；電腦 2D、3D 動畫、影片合成及剪輯為廣告素材的技巧、聲音的編輯、光碟、網站的製作等。並透過國內外成功案例講解有趣味、富創意的廣告應該如何設計與行銷。	This course enables students to understand the current use of various types of Internet and computer media, including the cohesive force of online communities, the operation of keyword advertising, scenario design for web video advertising; 2D and 3D computer animation, video synthesis and clip editing as skills of advertising source materials, sound editing, optical discs, website production, and so forth.

105	1	日間碩士班	包裝設計美學研究	Aesthetics of Package Design	由了解包裝的範圍、定位與發展過程為出發點,建立現代商業包裝新觀念。(包含包裝造形、機能性、生產、管理與環保等多方面的探討並了解未來商業包裝設計發展的趨勢)	This course introduces the definition, theories, and development of packaging design, enabling students to build up new concepts of packaging design, concerning external shape, function, production process, environment protection, etc.
105	1	碩士在職專班	攝影創作研究	Research on Creative Photography	攝影創作研究,乃為探討攝影作為平面設計或大眾傳播、美術創作中造形要素呈現的媒介之一,乃融合了機具之運用、程式之操作,但是重要的是如何經由此一載體將思維、創意、情感、作適切賦型,並藉由閱讀攝影經典文本增進視野,刺激思考及創意的發生。除此,並從多個主題的實務操作演練,體驗創作之精義。	Photographic creative research involves exploring photography acting as a kind of graphic design or mass communication, as one of the media form elements found in artistic creation. It integrates machine use, and program operation. But the important thing is how to use this vector, to make a suitable endowment form for thinking, creativity, and feelings. Classic texts will also be read to broaden the student's field of vision, and to stimulate thought and the occurrence of creativity.
105	1	碩士在職專班	設計策略思考研究	Studies of Design Strategy	本課程旨在透過文獻閱讀、案例調查和討論等方式,引導學生了解設計思考的企劃方式、專案分析、步驟設計與策略發展等設計研究方法。 目的在於培養學生建立設計思考與策略發展的理論基礎;並能學習運用設計思考溝通並解決問題,或以實證方式體驗設計專案的企劃和管理。主要內容包括:1.設計思考的意義與內涵;2.設計策略的發展;3.設計溝通的要素;4.設計專案管理;5.個案研究等。	Through literature study, case study, and discussion, students are guided to understand the processes of project planning, case analysis, as well as other research methods. Major contents of this course: 1. Significance of design thinking; 2. Design strategies; 3. Communication elements of design; 4. Special design project management; 5. Case study.

105	1	日間學士班	專業實習 A	Professional Project Practical Training A	為強化學生生涯規劃及職場實務經驗，提升就業競爭力，利用班級活動或課餘時間，在校內相關場館或單位從事與本科專業相關之實務操作、專業見習、展演服務或應用練習等活動。	（不用填寫）
105	1	二年制在職專班	電腦繪圖(一)	Computer Graphics in Design(Ⅰ)	本課程是藉由電腦繪圖軟體的實際操作來介紹電腦繪圖的概念與技巧。分別訓練以向量(Illustrator)和像素(Photoshop)兩大類為主繪圖軟體運用。透過理論講授與實習操作學習到電腦繪圖的觀念及基本操作技術。同時著重訓練同學的美感表現、設計創意傳達表現能力和描繪技巧。	This course introduces the concepts and skills of computer graphics. Students are trained to use of the two major categories of graphics software; vector (Illustrator) and bitmap (Photoshop). Through theory study and practical operations, students learn the concepts and the basic operational skills of computer graphics. This course also gives training in aesthetic expression, creative thinking, and portrayal skills.
105	1	日間碩士班	廣告設計研究	Advertising Design and Case Studies	研究所課程,以未來在設計職場接觸的工作性質與職務位階及專業技能的養成為教學課程內容依據。（在 S.D 資深設計與 ASSD 助理藝術指導間的需求）也就是除了視覺表現包括相關的平面、立體、包裝、POP 等電腦操作應用外，學生必須有 concept 的觀念養成，且訓練可以獨立承擔個案的創意視覺表現。	The graduate program is focused on the training in the expertise and skills to be applied in professional careers. Regarding the requirements of SD senior design and ASSD assistant art instruction, it's involved with visual expression skills such as computer operating applications to 2D, 3D, POP, and other forms of packaging. Students are trained to possess the basic concepts and to think independently to express creativity in their design.

105	1	日間碩士班	視覺設計專題研究	Case Studies of Visual Communication Design	1.探索—中國五行五色奧秘 2.擷取—台灣意象再創契機 3.體現—民族圖騰質樸率真 4.仿生—學習自然繽紛洋溢 5.轉化—圖象符號品牌意象 6.適切—友善生活綠色環保	1. Exploring - the mystery of China's five elements and five primary colors 2. Capturing - the opportunities for re-creating Taiwan's image 3. Giving expression - the simplicity and sincerity of ethnic totems 4. Biomimetics - learning the riotous profusion of color in nature 5. Transforming - image symbols and brand images 6. Appropriateness - life-friendly green environmental protection
105	1	日間學士班	企業識別系統設計一	Corporate Identification System 1	先探討企業識別系統設計（CIS）的相關架構與程序，掌握設計方法與步驟後，再以專案設計的實務操作方式，分組進行實例設計，培養學生專案的企劃力與執行力。著重引導學生由整體性的視野切入問題、思考問題，強化解決相關設計問題的能力。	This course discusses the CIS (Corporate Identification System) design, including its processes and related theoretical concepts. Through theory study and actual practices, students are trained to develop the ability for proposing a design project and implementation, with emphasis on viewing the situation as a whole, catching the point, and executing the project effectively.
105	1	日間碩士班	視覺傳達設計特論	Visual Communication Design Theories	探討視覺傳達設計之相關理論，並使學生掌握相關研究現況，培育其設計評論的能力，幫助學生展開獨立思考的研究能力。 1.由視覺傳達設計的基礎理論與概念研究探討視覺傳達的問題。 2.進行專題研究與檢討。 3.設計作品發表與討論。	This course introduces the fundamental design theories of visual communication design. Through the case studies, seminars, and discussion, students will be able to comprehend project planning, problem-solving, critique and management issues, etc. Major contents include: 1. Fundamental design theories; 2. Project research and review; 3. Presentation of design works and discussion.

105	1	二年制在職專班	環境視覺規劃設計(一)	Environmental Graphics(Ⅰ)	本課程旨在透過認知及分析等方式，引導學生了解設計者、使用對象與符碼造型之間認知之關係。以訓練運用邏輯推演，歸納造型、元素的應用規範，及實作方式研習符碼傳達認知的現象。	This course analyzes the relationship among designers and users in terms of their conception of symbols and signs. Students are trained to comprehend the design elements, forms of space, and logical thinking. It's a course to help students transform school training into professional careers.
105	1	碩士在職專班	廣告設計研究	Advertising Art Communication Case Study	研究所課程,以未來在設計職場接觸的工作性質與職務位階及專業技能的養成為教學課程內容依據。（在 S.D 資深設計與 ASSD 助理藝術指導間的需求）也就是除了視覺表現包括相關的平面、立體、包裝、POP 等電腦操作應用外，學生必須有 concept 的觀念養成,且訓練可以獨立承擔個案的創意視覺表現。	The graduate program is focused on the training in the expertise and skills to be applied in professional careers. Regarding the requirements of SD senior design and ASSD assistant art instruction, it's involved with visual expression skills such as computer operating applications to 2D, 3D, POP, and other forms of packaging. Students are trained to possess the basic concepts and to think independently to express creativity in their design.
105	1	碩士在職專班	視覺傳達設計特論	Visual Communication Design Theories	探討視覺傳達設計之相關理論，並使學生掌握相關研究現況，培育其設計評論的能力，幫助學生展開獨立思考的研究能力。 1.由視覺傳達設計的基礎理論與概念研究探討視覺傳達的問題。 2.進行專題研究與檢討。 3.設計作品發表與討論。	This course introduces the fundamental design theories of visual communication design. Through the case studies, seminars, and discussion, students will be able to comprehend project planning, problem-solving, critique and management issues, etc. Major contents include: Fundamental design theories; 2. Project research and review; 3. Presentation of design works and discussion.

105	1	進修學士班	企業識別系統設計(一)	Corporate Identification Design(Ⅰ)	先探討企業識別系統設計（CIS）的相關架構與程序，掌握設計方法與步驟後，再以專案設計的實務操作方式，分組進行實例設計，培養學生專案的企劃力與執行力。著重引導學生由整體性的視野切入問題、思考問題，強化解決相關設計問題的能力。	This course discusses the CIS (Corporate Identification System) design, including its processes and related theoretical concepts. Through theory study and actual practices, students are trained to develop the ability for proposing a design project and implementation, with emphasis on viewing the situation as a whole, catching the point, and executing the project effectively.
105	1	日間碩士班	裝飾設計與紋飾研究	Research in Pattern & Decorative Design	一、本課程分為兩大部分，一為有關東方紋飾之研究，一為藉由東方的紋飾與符號元素來創作。 二、關於東方的紋飾之研究，所講授之內容包含東方的設計思想、裝飾的素材、表現、形式、題材、以及重要的母題、紋飾內涵、設計美學等。	1. This course is divided into two parts. One part is for the study of matters related to Oriental decoration, and the other part uses Oriental decoration and symbolic elements in creative work. 2. With respect to the study of Oriental decoration, the contents of the teachings include concepts of Oriental design, decorative materials, expression, form, and subject matter, as well as important motifs, connotative meaning of decorative, design aesthetics and so on.
105	1	日間學士班	紋飾與設計美學(上)	Aesthetics in Motif & Decorative Design(A)	本課程主要講授東方器物裝飾設計與紋飾的內容。裝飾藝術是設計的源頭，也是最具自己民族文化特色的藝術表現。本課程的教學目標是要讓學生了解各種裝飾的素材、裝飾的表現、紋飾的內容與紋樣的造型風格。學生經由學習各種裝飾的表現，認識真正的東方設計精神，進而能夠創作出具有東方特色的創意作品。	This course introduces the decorative design of Oriental objects and its connotative meaning. Decorative art is the origin of design, presenting the cultural characteristics. This course introduces the materials of decorative arts as well as their styles and implications, enabling students to grasp the essence of Oriental culture and create the design of Oriental style.
105	1	日間學士班	造形設計(三)包裝設計	Formative Design (Ⅲ) Packaging Design	本課程透過包裝設計概論講授、名家作品賞析與包裝設計實務的操作，訓練同學對於包裝設計由最基本的認識，到可以獨當一面完成包裝設計作品的能力。	This course introduces packaging design theory and master pieces of well-known designers. Students are trained to comprehend the basic concepts of packaging design and develop the abilities to complete packaging design projects by their own.

105	1	進修學士班	紋飾與設計美學(上)	Aesthetics in Motif & Decorative Design(A)	本課程主要講授東方器物裝飾設計與紋飾的內容。裝飾藝術是設計的源頭，也是最具自己民族文化特色的藝術表現。本課程的教學目標是要讓學生了解各種裝飾的素材、裝飾的表現、紋飾的內容與紋樣的造型風格。學生經由學習各種裝飾的表現，認識真正的東方設計精神，進而能夠創作出具有東方特色的創意作品。	This course introduces the decorative design of Oriental objects and its connotative meaning. Decorative art is the origin of design, presenting the cultural characteristics. This course introduces the materials of decorative arts as well as their styles and implications, enabling students to grasp the essence of Oriental culture and create the design of Oriental style.
105	1	二年制在職專班	視覺識別系統設計(一)	Corporate Identification Design(I)	先探討企業識別系統設計（CIS）的相關架構與程序，掌握設計方法與步驟後，再以專案設計的實務操作方式，分組進行實例設計，培養學生專案的企劃力與執行力。著重引導學生由整體性的視野切入問題、思考問題，強化解決相關設計問題的能力。	This course discusses the CIS (Corporate Identification System) design, including its processes and related theoretical concepts. Through theory study and actual practices, students are trained to develop the ability for proposing a design project and implementation, with emphasis on viewing the situation as a whole, catching the point, and executing the project effectively.
105	1	日間學士班	文化創意產業與行銷	Cultural Creativity Business and Marketing	1.分析各種文化創意產業案例。 2.將各種文化元素運用設計手法融入平面設計與立體設計中，使傳統精華更平易近人，藉以推廣各項文化精隨。	1. Analysis on cases of the creative cultural industries. 2. Incorporating cultural elements into print and 3D design, to make traditional culture even more close to people's daily life and at the same time promote the essence of traditional culture.
105	1	二年制在職專班	紋飾與設計美學(上)	Aesthetics in Motif & Decorative Design(A)	本課程主要講授東方器物裝飾設計與紋飾的內容。裝飾藝術是設計的源頭，也是最具自己民族文化特色的藝術表現。本課程的教學目標是要讓學生了解各種裝飾的素材、裝飾的表現、紋飾的內容與紋樣的造型風格。學生經由學習各種裝飾的表現，認識真正的東方設計精神，進而能夠創作出具有東方特色的創意作品。	This course introduces the decorative design of Oriental objects and its connotative meaning. Decorative art is the origin of design, presenting the cultural characteristics. This course introduces the materials of decorative arts as well as their styles and implications, enabling students to grasp the essence of Oriental culture and create the design of Oriental style.

| 105 | 1 | 日間學士班 | 文化創意與視覺設計 | Cultural Creative & Property & Visual Communication Design | 1. 基礎理論：中英文「文化產業」與「 創意經濟」文獻探討。國內外「文化創意與視覺設計」案例賞析。
2. 先探演練：透過實地觀察，進行發現之旅，做文化理論與設計實情的比較印證。視覺提昇文化價值的可能性及設計貢獻文化創意的機會點之索探與實驗。
3. 個案試作：
計劃提報：個案主題、設計目標、表現策略。
設計製作：創意發想、草圖發展、完稿製作。
展示評比：作品展示、創作說明、同學詰論、師長評析。 | 1. Theoretical basis: to study the documents on cultural industries and creative economics, as well as the exemplary cases of visual communication design.
2. Exercises: through on-site practice and observation, students are trained to compare the cultural theories and design arts, exploring the opportunities to present the cultural value through visual communication design.
3. Practice: project proposal (theme, goals, expression strategies); design production (ideas, draft, finalized script); display and comments (works display and discussion). |
| 105 | 1 | 進修學士班 | 文化創意與視覺設計 | Cultural Creative Property & Visual Communication Design | 1. 基礎理論：
中英文「文化產業」與「 創意經濟 」文獻探討。
國內外「 文化創意與視覺設計 」案例賞析。
2. 先探演練：
透過實地觀察，進行發現之旅，做文化理論與設計實情的比較印證。
視覺提昇文化價值的可能性及設計貢獻文化創意的機會點之索探與實驗。
3. 個案試作：
計劃提報：個案主題、設計目標、表現策略。
設計製作：創意發想、草圖發展、完稿製作。
展示評比：作品展示、創作說明、同學詰論、師長評析。 | 1. Theoretical basis: to study the documents on cultural industries and creative economics, as well as the exemplary cases of visual communication design.
2. Exercises: through on-site practice and observation, students are trained to compare the cultural theories and design arts, exploring the opportunities to present the cultural value through visual communication design.
3. Practice: project proposal (theme, goals, expression strategies); design production (ideas, draft, finalized script); display and comments (works display and discussion). |

105	1	日間學士班	傳達設計(四) 環境視覺規劃 設計	Communication Design (IV) Environmental Graphics		
105	1	日間學士班	數位輔助設計 (三) 多媒體 廣告設計	Digital Design (Ⅲ) Multi-Media Advertising Design		
105	2	日間學士班	廣告文案	Copywriting	廣告是文化的一環，社會的縮影，文案，既是策略的守門人更是創意路線的領航者，須具備敏銳的社會觀察與消費者分析的能力。本課程旨在建構由行銷理論到實務創作的整體能力，經由觀察不同階段的生命角色的需求，尋求不同品類建構其品牌價值的最佳路徑，以滿足消費者需求。 內容： 1 行銷策略：創意路線／創意概念／點子。 2.情感行銷／故事行銷／體驗行銷。 3.由旁白和口號解構各產品之品牌價值。 4.國際得獎作品賞析。 5 電視／平面廣告創作要點。	One. This course is divided into two parts. One part is for the study of matters related to Oriental decoration, and the other part uses Oriental decoration and symbolic elements in creative work. Two. With respect to the study of Oriental decoration, the contents of the teachings include concepts of Oriental design, decorative materials, expression, form, and subject matter, as well as important motifs, connotative meaning of decorative, design aesthetics and so on.
105	2	進修學士班	廣告文案	Copywriting	廣告是文化的一環，社會的縮影，文案，既是策略的守門人更是創意路線的領航者，須具備敏銳的社會觀察與消費者分析的能力。本課程旨在建構由行銷理論到實務創作的整體能力，經由觀察不同階段的生命角色的需求，尋求不同品類建構其品牌價值的最佳路徑，以滿足消費者需求。 內容：	One. This course is divided into two parts. One part is for the study of matters related to Oriental decoration, and the other part uses Oriental decoration and symbolic elements in creative work. Two. With respect to the study of Oriental decoration, the contents of the teachings include concepts of Oriental design,

					1 行銷策略：創意路線／創意概念／點子。 2.情感行銷／故事行銷／體驗行銷。 3.由旁白和口號解構各產品之品牌價值。 4.國際得獎作品賞析。 5 電視／平面廣告創作要點。 6 提案訓練營：TVC 5 週／平面 5 週／廣播新聞稿 2 週。	decorative materials, expression, form, and subject matter, as well as important motifs, connotative meaning of decorative, design aesthetics and so on.
105	2	進修學士班	插畫設計	Illustration	認識插畫的廣泛應用，創意思考的培養，激發個人的創作潛能，並在材料，技法上的實際練習，透過創意表達，構思與完稿，建立信心與個人風格與成長。課程開設在於提供專業的基礎訓練，透過個別的指導與討論，達到專業訓練的目標。	This course provides the understanding of various styles of illustration, allows students to make actual practice, and helps each student create physical pieces that will become the core items of their working portfolio. It's offered as a transition course to turn school training into a professional career.
105	2	日間學士班	編輯設計	Editing Design	本課程是藉由電腦繪圖軟體的實際操作來介紹電腦繪圖的概念與技巧。分別訓練以向量(Illustrator)和像素(Photoshop)兩大類為主繪圖軟體運用。透過理論講授與實習操作使同學習到電腦繪圖的觀念及基本操作技術。同時著重訓練同學的美感表現、設計創意傳達表現能力和描繪技巧。	This course introduces the concepts and skills of computer graphics. Students are trained to use of the two major categories of graphics software; vector (Illustrator) and bitmap (Photoshop). Through theory study and practical operations, students learn the concepts and the basic operational skills of computer graphics. This course also gives training in aesthetic expression, creative thinking, and portrayal skills.
105	2	日間學士班	綜合設計	Integrated Design	本課程主旨在於藉由專題製作的型態，落實本系教育目標，提升學生在因應畢業專題製作前的實習與準備。目標在於讓學生藉由專題製作實作的過程，將設計知識與技能整合應用，從設計展開的過程中獲得學習經驗。在內容上應整合設計企劃、造形、數位輔助、與設計製作等視覺傳達設計項目，期能提升同學在進入大四畢業製作前的完整概念架構。	This course is designed to carry out the educational goals of the department as well as to strengthen students' expertise. Through the process of senior project planning and implementation, students will be able to gain confidence and experience in various fields of design. It's a transitional course to help students transform school training to professional careers

105	2	進修學士班	色彩計畫	Chromatics	日常生活中的食、衣、住、行各領域，隨著物質文明的發展，科技的進步。對於色彩的使用愈顯廣泛與重視，色彩理論也越來愈傾向實用與專業化，是設計者必備的專業知識之一。其教學目標包括： 1.了解色彩心理、色彩聯想等問題。 2.熟悉配色原則，培養色彩應用的能力及營造美好色彩的視覺經驗。 3. 將色彩的理論和研究，融入視覺設計中-活用色彩計劃原理 4.將色彩學相關理論結合人文藝術與數位科技，開發文化創意產業，發揚本土特色。	This course is designed to offer color-related knowledge such as hue, value, color composition, psychological feeling, and color application on the fields of advertising, packaging, CIS, website design, multi-media design, etc. Through theory comprehension and practice, students will be able to understand color application to various fields of design, as well as to apply the color concepts into the daily life. It's offered as a transition course to turn class training to a professional career.
105	2	日間學士班	當代藝術	Contemporary Arts	在不分媒材且跨界的當代藝術範疇中，作品的觀念、構成與形式趨向多元與具挑戰性，透過國外當代藝術發展與作品分析，了解背後之創作理念、發展脈絡與評論分析，促進創意思維與表現能力。	In the realm of cross-discipline contemporary art, creation concepts, compositions, and styles become even more diverse and challenging. Through analysis of international artworks, students are trained to explore the concept behind, inspired to improved their creative thinking and expression ability.
105	2	二年制在職專班	插畫設計	Illustration	認識插畫的廣泛應用，創意思考的培養，激發個人的創作潛能，並在材料，技法上的實際練習，透過創意表達，構思與完稿，建立信心與個人風格與成長。課程開設在於提供專業的基礎訓練，透過個別的指導與討論，達到專業訓練的目標。	This course provides the understanding of various styles of illustration, allows students to make actual practice, and helps each student create physical pieces that will become the core items of their working portfolio. It's offered as a transition course to turn school training into a professional career.

105	2	日間學士班	創意表現	Creative Rendering	認識各樣技法、材料應用與表達, 創意思考聯想與構圖的認識和表達, 並在作業上的實際練習, 透過創意表達,構思與完稿, 建立信心與個人風格與成長. 課程開設在於提供專業的基礎訓練, 透過個別的指導與討論, 達到專業訓練的目標.	Students will become familiar with various techniques, material usage and expression, creative thinking, and skills of composition. Through practical training of assignments, students are trained to express creativity, conceptions and final drafts, and therefore establish confidence and individual styles. The course provides professional training through individual guidance and discussion.
105	2	日間學士班	設計行銷	Design & Marketing	教導學生行銷學基礎知識，品牌、產品、廣告等設計應用於市場行銷之理論與實務，並輔導學生製作以設計創意為主之行銷企劃案。	This course provides the basic knowledge of marketing theories and design of brands, products, advertisements, among others. Students are guided to make the marketing proposal where creative design plays a key role.
105	2	碩士在職專班	設計專案	Special Project Design	了解如何運用色彩心理，有效規畫相關品牌設計之專案研究，詳細闡述不同企業品牌之故事背景及設定色彩管理之要領。專案內容在於精選當今成功品牌如何藉由本身之企業色彩達成有口皆碑之案例，觀摩借鏡，見賢思齊，有效規劃設計專案之模擬，運用理論與實務，了解設計專案的企劃、提案、溝通與設計執行等要訣。	This course provides the knowledge of effective planning of special project design. Through learning the principles of presentation, communication skills, design processes, budget planning, time and quality control, etc., students will be able to propose special projects, backed with the theories and concepts they have learned at class.
105	2	進修學士班	設計行銷	Design & Marketing	教導學生行銷學基礎知識，品牌、產品、廣告等設計應用於市場行銷之理論與實務，並輔導學生製作以設計創意為主之行銷企劃案。	This course provides the basic knowledge of marketing theories and design of brands, products, advertisements, among others. Students are guided to make the marketing proposal where creative design plays a key role.

105	2	二年制在職專班	設計方法	Design Method	本課程為學習將設計概念實踐之方法,透過各種設計領域實作的調查記錄,開發其設計方法與步驟,提升設計實作能力,並學習對設計主題的分析、理解、評論與反省等論述能力,達成透過設計活動建構設計方法之目的。	This course helps students search for the proper methods and processes to realize their design ideas, as a means to strengthen their design capability as well as the abilities to make analysis, comprehension, comments, and self-examination. Students are trained to construct the means of design to realize the goal of design.
105	2	日間學士班	作品集設計	Portfolio Design	本課程之目標為整合編輯學生個人設計專長及作品,做為未來職場或深造應試之專業能力呈現。透過系統性的歸納與整理,將大學所學之成果集結成冊,或以數位履歷的形式,展現個人成就與能力。課程內容包含有作品蒐集方法、作品資料整備及企劃、個人設計風格擬定、作品集企畫提案、作品集設計製作與討論、作品集後製輸出實驗、研究所應考、職場認識與準備方向。	This course provides the opportunity for students to collect, and to edit all their personal projects during their college years, further to make professional portfolio design as preparation for future usage. Through the understanding of material gathering, styles sorting, resume writing, portfolio planning, editing, printing, and interview preparation, etc., students will be well prepared to become professional designers in the future.
105	2	日間學士班	服務學習 B	Service Learning B	為強化學生生涯規劃及職場實務經驗,提升就業競爭力,利用班級活動或課餘時間,在校內相關場館或單位從事與本科專業相關之實務操作、專業見習、展演服務或應用練習等活動。	This course provides the opportunity for students to make actual practice in design and accumulate practical training experience, making themselves well prepared to become professional designers in the future.

105	2	進修學士班	作品集設計	Portfolio Design	本課程之目標為整合編輯學生個人設計專長及作品，做為未來職場或深造應試之專業能力呈現。透過系統性的歸納與整理，將大學所學之成果集結成冊，或以數位履歷的形式，展現個人成就與能力。課程內容包含有作品蒐集方法、作品資料整備及企劃、個人設計風格擬定、作品集企畫提案、作品集設計製作與討論、作品集後製輸出實驗、研究所應考、職場認識與準備方向。	This course provides the opportunity for students to collect, and to edit all their personal projects during their college years, further to make professional portfolio design as preparation for future usage. Through the understanding of material gathering, styles sorting, resume writing, portfolio planning, editing, printing, and interview preparation, etc., students will be well prepared to become professional designers in the future.
105	2	日間學士班	美術史(下)	History of Arts(B)	本課程為東、西方藝術史的講授，課程內容分為上、下學期。上學期講授中國歷代美術的特色與發展；下學期講授西方各時期美術的發展。本課程藉由東、西方藝術的介紹，使學生能夠明瞭東、西方藝術的表現特質與差異，培養學生的審美觀念與人文素養，進而將其應用於設計的表現上面。	This course introduces the history of arts of the East and the West, analyzing the characteristics of the art in different periods of time. Students are trained to tell the differences in basic characteristics of the East and West culture, understand the features of the arts as well as present their aesthetic cultivation on design.
105	2	進修學士班	美術史(下)	History of Arts(B)	本課程為東、西方藝術史的講授，課程內容分為上、下學期。上學期講授中國歷代美術的特色與發展；下學期講授西方各時期美術的發展。本課程藉由東、西方藝術的介紹，使學生能夠明瞭東、西方藝術的表現特質與差異，培養學生的審美觀念與人文素養，進而將其應用於設計的表現上面。	This course introduces the history of arts of the East and the West, analyzing the characteristics of the art in different periods of time. Students are trained to tell the differences in basic characteristics of the East and West culture, understand the features of the arts as well as present their aesthetic cultivation on design.

105	2	日間學士班	基本設計二	Foundation Design 2	本課程透過造形理論講授與實習操作的方式，使同學學習造形元素——點、線、面、立體與空間的構成。 1.思考如何將造形元素應用於各種視覺設計上。 2.如何運用造形元素呈現各種視覺效果。	This course provides basic concepts of design elements such as point, line, plane, three dimensions, space and their application to various fields of design. Students will be able to understand how to use these elements and their application, as well as to create various visual effects on their design works.
105	2	日間學士班	色彩應用二	Color Application 2	介紹色彩三屬性——色相、明度、彩度的概念，透過色彩的心理、感覺與視覺機能的瞭解，練習配色與調和原理，學習各種配色的原則（如均衡、漸層、強調、律動、支配），了解配色實務的要領 ,並將這些能力導入應用領域（如企業、廣告、包裝...）的實際需要，藉色彩計畫使獨立作業的配色，提升至市場行銷、經營策略、產品設計等領域。	This course analyzes the major attributes of color: hue, value, chrome, color composition, psychological feeling and their application. Through hands-on explorations of specific topics such as balance, rhythm, layered and dominating color, etc., students will be able to apply these color concepts to present various visual effects in various fields of design such as advertising, packaging, products, and illustration, etc.
105	2	日間學士班	廣告攝影	Advertising Photography	攝影是設計家進行影像設計、平面設計、插畫、電腦繪圖、廣告行銷……等視覺訴求的重要表現工具及插圖來源。廣告攝影中的廣告創意、產品呈現的完美，都是視覺傳達成功的必要條件。廣告攝影之重要性於此可見。本課程透過實物拍攝與案例欣賞，達到熟悉採光、質感之表現，人物動態、個性描寫及產品表現、廣告攝影之流程與應用。	Photography is increasingly important as a tool for image design, computer graphics design, advertising creation, and other such visually demanding work. As a student of visual communication design, it's very important to learn how to understand photography, and how to convey messages and symbols through a photographic image. This course teaches photography from the foundation level, supplemented with appreciation of photographic classics and special camera operations, both theoretical and practical.

105	2	進修學士班	廣告攝影	Advertising Photography	攝影是設計家進行影像設計、平面設計、插畫、電腦繪圖、廣告行銷……等視覺訴求的重要表現工具及插圖來源。廣告攝影中的廣告創意、產品呈現的完美，都是視覺傳達成功的必要條件。廣告攝影之重要性於此可見。本課程透過實物拍攝與案例欣賞，達到熟悉採光、質感之表現，人物動態、個性描寫及產品表現、廣告攝影之流程與應用。	Photography is an important tool for image design, computer graphics design, advertising creation, and other such visually demanding work, and also a source of illustration. It's important to learn how to understand photography, and how to convey messages and symbols through a photographic image. Through appreciation of photographic classics, students will learn how to improve the lighting control and quality presentation skills.
105	2	日間學士班	媒體理論	Theories of Media Design	教導學生傳播與媒體基礎理論，媒體與閱聽人、媒體生態與操作方式，透過理論的探討與案例解析，讓學生得以分辨各媒體的傳播方法與操作方式，做為日後從事設計工作之必備專業知識。	This course introduces basic concepts of communication and mass media, analyzing the relations among mass media and the public. Through theory study and actual practice,. Students will be able to understand different communication process and operations among mass media, an essential reference to them when they are engaged on design works in the future.
105	2	日間學士班	繪畫表現與媒材	Drawing & Media	本課程已對各種基本繪畫媒材之認識和實踐為主。透過單一或複合材料的混和訓練，讓學生能更好的掌握造形、空間、色彩和表達意念。課程中輔以不同藝術家的影片或作品介紹，進一步認識不同形式的創作手法。	This course introduces various drawing media, providing mixed training methods to allow students to better control the concepts of shape, space, and color. Presentation of various art films, art works and styles will impress students of different means of creativity expression.
105	2	進修學士班	繪畫表現與媒材	Drawing & Media	本課程已對各種基本繪畫媒材之認識和實踐為主。透過單一或複合材料的混和訓練，讓學生能更好的掌握造形、空間、色彩和表達意念。課程中輔以不同藝術家的影片或作品介紹，進一步認識不同形式的創作手法。	This course introduces various drawing media, providing mixed training methods to allow students to better control the concepts of shape, space, and color. Presentation of various art films, art works and styles will impress students of different means of creativity expression.

105	2	日間學士班	造形原理(下)	Formative Studies(B)	本課程旨在透過文獻閱讀或討論等方式，引導學生了解造形的意義、內容與構成的本質等，以建立造形（設計）創作與賞析的理論基礎；學習運用歸納法，推究造形表現的原則，或以實證方式體驗造形認知的現象。主要內容包括：1.造形的意義與內涵；2.造形的形成與發展；3.造形的本質與要素；4.造形的知覺與心理；5.造形的形式與美感等。	This course is designed to introduce the principles of formation through literature review and group discussion Learning formation from various aspects such as its definition, development, characters, essential elements, psychology, and aesthetics, etc., students will be able to comprehend the theoretical orientations and do empirical studies through the inductive or deductive approaches, and then apply it to design.
105	2	進修學士班	造形原理(下)	Formative Studies(B)	本課程旨在透過文獻閱讀或討論等方式，引導學生了解造形的意義、內容與構成的本質等，以建立造形（設計）創作與賞析的理論基礎；學習運用歸納法，推究造形表現的原則，或以實證方式體驗造形認知的現象。主要內容包括：1.造形的意義與內涵；2.造形的形成與發展；3.造形的本質與要素；4.造形的知覺與心理；5.造形的形式與美感等。	This course is designed to introduce the principles of formation through literature review and group discussion Learning formation from various aspects such as its definition, development, characters, essential elements, psychology, and aesthetics, etc., students will be able to comprehend the theoretical orientations and do empirical studies through the inductive or deductive approaches, and then apply it to design.
105	2	二年制在職專班	美術史(下)	History of Arts(B)	本課程為東、西方藝術史的講授，課程內容分為上、下學期。上學期講授中國歷代美術的特色與發展；下學期講授西方各時期美術的發展。本課程藉由東、西方藝術的介紹，使學生能夠明瞭東、西方藝術的表現特質與差異，培養學生的審美觀念與人文素養，進而將其應用於設計的表現上面。	This course introduces the history of arts of the East and the West, analyzing the characteristics of the art in different periods of time. Students are trained to tell the differences in basic characteristics of the East and West culture, understand the features of the arts as well as present their aesthetic cultivation on design.

105	2	進修學士班	包裝設計(二)	Packaging Design(Ⅱ)	一、包裝設計流程 二、包裝設計企畫 三、包裝設計策略 四、包裝設計實務	1. Packaging design process; 2. Planning of packaging project; 3. Strategies of packaging design; 4. Practice in packaging design
105	2	二年制在職專班	造形設計原理	Formative Study	本課程旨在透過文獻閱讀或討論等方式，引導學生了解造形的意義、內容與構成的本質等，以建立造形(設計)創作與賞析的理論基礎；學習運用歸納法，推究造形表現的原則，或以實證方式體驗造形認知的現象。主要內容包括：1.造形的意義與內涵；2.造形的形成與發展；3.造形的本質與要素；4.造形的知覺與心理；5.造形的形式與美感等。	This course is designed to introduce the principles of formation through literature review and group discussion Learning formation from various aspects such as its definition, development, characters, essential elements, psychology, and aesthetics, etc., students will be able to comprehend the theoretical orientations and do empirical studies through the inductive or deductive approaches, and then apply it to design.
105	2	日間學士班	近代設計史	History of Modern Design	本課程旨在透過文獻閱讀或討論，引導學生了解近代(19世紀以降)設計(平面為主)的內容與發展；充實設計史知識、擴大視野並建立正確史觀。主要內容包括：1.近代設計運動：美術工藝運動、新藝術、裝飾藝術、德國設計聯盟、包浩斯、日本造形運動等；2.當代設計風格：現代風格、國際主義、極簡主義、高科技風格、後現代主義等。	This course aims to guide students through literature reading or discussion to understand the content and development of modern (19th century) design (mainly planar). The main contents includes: 1. Modern design movements: the Art and Crafts movement, new art, decorative arts, Deutscher Werkbund (German Association of Craftsmen), Bauhaus, the Japanese form movement, and so on; 2. Contemporary design style: modern styles, internationalism, minimalism, high tech styles, postmodernism, and so on.

105	2	進修學士班	近代設計史	History of Modern Design	本課程旨在透過文獻閱讀或討論，引導學生了解近代(19世紀以降)設計(平面為主)的內容與發展；充實設計史知識、擴大視野並建立正確史觀。主要內容包括：1.近代設計運動：美術工藝運動、新藝術、裝飾藝術、德國設計聯盟、包浩斯、日本造形運動等；2.當代設計風格：現代風格、國際主義、極簡主義、高科技風格、後現代主義等。	This course aims to guide students through literature reading or discussion to understand the content and development of modern (19th century) design (mainly planar). The main contents includes: 1. Modern design movements: the Art and Crafts movement, new art, decorative arts, Deutscher Werkbund (German Association of Craftsmen), Bauhaus, the Japanese form movement, and so on; 2. Contemporary design style: modern styles, internationalism, minimalism, high tech styles, postmodernism, and so on.
105	2	進修學士班	設計美學	Aesthetic Theories in Design	提供學生一個普遍性了解設計美學(design aesthetics)本質意涵及知識內容的學程。透過普遍性美學哲學(philosophy of aesthetics)的認識到專業設計美學原理的建構，導引學生進行生活美感的體驗，並經由設計美學與藝術美學之間的跨領域比對，學習有效運用設計美學原理於設計作品的實務創作。主要課程內容依美學原理綜論、應用美學特論、美感體驗報告、設計美學實驗四大進程逐步實施。	This course introduces the concepts and skills of computer graphics. Students are trained to use of the two major categories of graphics software; vector (Illustrator) and bitmap (Photoshop). Through theory study and practical operations, students learn the concepts and the basic operational skills of computer graphics. This course also gives training in aesthetic expression, creative thinking, and portrayal skills.
105	2	日間碩士班	品牌形象研究	Strategy of Brand Image	本課程首先建構出完整的整合行銷傳播(IMC)模式如何影響品牌行銷的觀念性架構,從以顧客導向為中心,價值導向,品牌化之關鍵步驟的執行流程,到全球化等面向之探討,幫助設計者學習如何執行品牌行銷傳播計畫。此外，本課程佐以業界著名案例的討論和分組研習來探討各成功案例品牌形象的意涵。	This course introduces the background, perspective, and essence of integrated marketing communications (IMC), and its applications to contemporary branding business. Besides analysis on branding-related issues such as customer-oriented design, pricing-oriented production, management, globalization, and so forth, this course also gives prominent examples for group discussion.

105	2	日間學士班	畢業專題製作 (二)	Senior Project(Ⅱ)	本課程主旨在於藉由專題製作的型態，落實本系教育目標，提升學生畢業前的專業素質。目標在於讓學生藉由專題製作實作的過程，將四年學習的設計專業、理論與技能應用於實務操作，從過程的發展中獲取實務學習經驗。在內容上應結合描繪、設計、數位、製作與印前等視覺傳達設計項目，輔以產學合作等實例運用，期此專題能成為畢業前進入設計職場的實習專案，使畢業生能更具職場競爭力。	This course is designed to carry out the educational goals of the department as well as to strengthen students' expertise. Through the process of project planning and implementation, students will　gain experience and confidence on making design, helping them turn school training into professional careers.
105	2	進修學士班	畢業專題製作 (二)	Senior Project(Ⅱ)	本課程主旨在於藉由專題製作的型態，落實本系教育目標，提升學生畢業前的專業素質。目標在於讓學生藉由專題製作實作的過程，將四年學習的設計專業、理論與技能應用於實務操作，從過程的發展中獲取實務學習經驗。在內容上應結合描繪、設計、數位、製作與印前等視覺傳達設計項目，輔以產學合作等實例運用，期此專題能成為畢業前進入設計職場的實習專案，使畢業生能更具職場競爭力。	This course is designed to carry out the educational goals of the department as well as to strengthen students' expertise. Through the process of project planning and implementation, students will　gain experience and confidence on making design, helping them turn school training into professional careers.
105	2	日間學士班	數位影像設計二	Digital Image Design 2	本課程旨在建立學生對於數位影像與色彩配置的概念，培養數位影像設計之能力與創意。藉由數位影像設計之專案作品實做，熟悉數位工具之運用並累積個人作品，同時瞭解影像設計業界作業流程，並奠定未來研習相關課程之基礎。	This course provides foundational concepts of digital images, color arrangements, and digital tools. Through the hand-on training at class,　students will become familiar with digital tools and professional working processes. It's offered as a transitional course to help students turn school training into professional careers.

105	2	二年制在職專班	包裝設計(二)	Packaging Design(Ⅱ)	本課程透過包裝設計概論講授、名家作品賞析與包裝設計實務的操作，訓練同學對於包裝設計由最基本的認識，到可以獨當一面完成包裝設計作品的能力。	. This course introduces packaging design theories and masterpieces of well-known designers. Through practice, students learn how to apply what they have learned to packaging design, and complete the works on their own.
105	2	二年制在職專班	數位剪輯	Digital Film Editing	本課程強調培養同學對影音藝術的鑑賞能力，與獨立創作影音作品的技能。課程內容包含影音製作概論、創意思考、劇本、攝影、燈光、收音、剪輯、混音、特效合成等。期培育同學影音製作之專業觀念及能力，創作個人數位影音作品，並奠定未來研習相關課程、進修專業系所之基礎。	This course focuses on developing students' ability to appreciate cinematography, and the skills in creating audio-visual works. It gives training in creative thinking, script writing, lighting, editing, recording, soundtrack, special effects, etc., helping students build the foundation for pursuing further study on related fields.
105	2	日間學士班	進階電腦模型建構	Advanced 3D Modeling	電腦模型建構以 3D 繪圖軟體的模型建構為主軸。透過理論講解和操作示範介紹模型建構的原理和方法。除了功能的訓練之外同時也著重模型的美感、創造性、精準度等等運用面的需求。	This course introduces basic elements of three-dimensional computer visualization, including 3D computer animation software, rendering skills, project construction and modeling. Students will be guided to understand the operational skills, strengthen the aesthetic creative, and accurate expression of 3D modeling.
105	2	日間學士班	進階電腦繪圖	Advanced Computer Graphics	本課程是藉由電腦繪圖軟體的實際操作來介紹電腦繪圖的概念與技巧。分別訓練以向量(Illustrator)和像素(Photoshop)兩大類為主繪圖軟體運用。透過理論講授與實習操作使同學習到電腦繪圖的觀念及基本操作技術。同時著重訓練同學的美感表現、設計創意傳達表現能力和描繪技巧。	This course introduces the concepts and skills of computer graphics. Students are trained to use of the two major categories of graphics software; vector (Illustrator) and bitmap (Photoshop). Through theory study and practical operations, students learn the concepts and the basic operational skills of computer graphics. This course also gives training in aesthetic expression, creative thinking, and portrayal skills.

105	2	進修學士班	進階展示設計	Advanced Display Design	以展示設計之理論課程為基礎，對實際展示設計前期的平面與立面之配置圖等等設計規劃進行教學與繪製，並將設計中期的實務工程與材料作介紹與認識，使學生獲得展示空間施工技術的知識與技能。針對展示空間與展示物品的關聯性，從設計者、參觀者、管理者三方面的面向，對展示設計之實際運作與規劃，作一完整性的教學與訓練，期能培養學生在基礎上具備畢業製作展示規劃的能力及技術，在進階上則擁有就業的實作能力。	This course, based on display design theories and concepts, gives training in making the 2D and 3D blueprints of the exhibition place, as well as introduce the materials and construction engineering plan. Meanwhile, it discusses the relation between the exhibition place and the displayed products from the view points of designers, visitors, and managers, giving students a comprehensive concept and training in exhibition place arrangement.
105	2	進修學士班	進階電腦模型建構	Advanced 3D Modeling	進階電腦模型建構以 3D 繪圖軟體的模型建構為主軸。透過理論講解和操作示範介紹模型建構的方法。除了功能的訓練之外同時也著重模型的美感、創造性、精準度等等運用面的需求。	This course introduces basic elements of three-dimensional computer visualization, including 3D computer animation software, rendering skills, project construction and modeling. Students will be guided to understand the operational skills, strengthen the aesthetic creative, and accurate expression of 3D modeling.
105	2	日間學士班	進階插畫應用設計	Advanced Illustration	認識插畫的廣泛應用，創意思考的培養，激發個人的創作潛能，並在材料，技法上的實際練習，透過創意表達,構思與完稿，建立信心與個人風格與成長. 課程開設在於提供專業的基礎訓練，透過個別的指導與討論, 達到專業訓練的目標.	This illustration course provides the understanding of various styles of illustration, allows students to make actual practice, and helps each student create physical pieces that will become the core items of their working portfolio. It's offered as a transition course to turn school training into a professional career.

105	2	碩士在職專班	影像設計研究	Research in Image Design	本科目為跨領域之課程，其開設之目的乃為加強補足臺灣在攝影史、攝影教育、影像發展史所形成的缺塊。在攝影、影像日趨變成當代藝術家，設計家主要的媒材，並成為主流之後，作為藝術大學研究生，更應加強此一領域裡專業的探索，並多從視覺的文本深入議題探索與研究。除了攝影視覺文本之導讀外，本課程會適時加入立體、動態影像，如廣告影片、電影、動畫……等影像類型，以探索影像發生之時代美學風格。務期使學生有更寬廣的認知與表現思維。	It's a cross-discipline course in the historical development and education of photography in Taiwan. Through studies of articles and literatures on photography, as well as practical training in making 3-D or dynamic images such as those used in advertising films, motion pictures, animations, etc., students will be able to understand the aesthetic styles of contemporary photography, and strengthen their creativity.
105	2	進修學士班	印刷理論與設計	Printing Theory & Design	透過課程教學、案例介紹與實地參觀，使學生習得平面印刷的基本知識，例如基本印刷型式 、加工與裝訂、特殊印刷 、估價與計算、印刷廠與印刷實務流程，以及印前所需的理論和設計知識，並以設計方法訓練學生創意啟發及發想的潛能，進而具備平面設計的能力。	Through class lectures, case introductions and on-site visits, students will be able to acquire a basic knowledge of 2D printing, such as the basic printing types, processing and binding, special printing, giving quotations and making calculations, printing houses and actual printing processes, as well as the theory and knowledge of design necessary before going to print. The course also uses design methods to train creative inspiration and help students explore their potential to carry out print design.
105	2	進修學士班	進階動畫設計應用	Advanced 3D Animation	動畫設計應用以電腦動畫軟體操作使用的為主。透過理論講解和操作示範介紹電腦動畫的原理和方法。除了功能的訓練之外同時也著重動畫的美感、創造性、表演性等等運用面的需求。	This course introduces 3D computer animation software, demonstrating its application in layout, rendering, project planning, modeling, etc. Students are trained to improve their computer skills, aesthetic temperament, creativity, and other related capabilities.

105	2	進修學士班	進階插畫應用設計	Advanced Illustration	認識插畫的廣泛應用,創意思考的培養, 激發個人的創作潛能,並在材料、技法上的實際練習,透過創意表達,構思與完稿,建立信心與個人風格與成長。課程開設在於提供專業的基礎訓練,透過個別的指導與討論,達到專業訓練的目標。	This course provides the understanding of various styles of illustration, allows students to make actual practice, and helps each student create physical pieces that will become the core items of their working portfolio. It's offered as a transition course to turn school training into a professional career.
105	2	進修學士班	平面媒體設計(二)	Print Media Design(Ⅱ)	先探討平面廣告與媒體特性,掌握設計相關概念,接著引導學生以科學方法分析,系統化步驟執行設計,激發學生邏輯性思考能力,同時發揮流暢、變通、獨創的創意能力。課程著重由整體性的視野切入問題、掌握重點,追求具備實際傳達效果的設計。	This course first discusses the basic concepts and major characteristics and major concepts of print media and print advertisement, with an emphasis on viewing the situation as a whole to catch the point and to execute design practice. Students are trained to analyze design process, inspired to become creative designers with independent thinking.
105	2	二年制在職專班	畢業專題製作(二)	Senior Project(Ⅱ)	本課程主旨在於藉由專題製作的形態,落實本系教育目標,提升學生畢業前的專業素質。目標在於讓學生藉由專題製作實作的過程,將四年學習的設計專業、理論與技能應用於實務操作,從過程的發展中獲取實務學習經驗。在內容上應結合描繪、設計、數位、製作與印前等視覺傳達設計項目,輔以產學合作等實例運用,期此專題能成為畢業前進入設計職場的實習專案,使畢業生能更具職場競爭力。	This course is designed to carry out the educational goals of the department as well as to strengthen students' expertise. Through the process of project planning and implementation, students will gain experience and confidence on making design, helping them turn school training into professional careers.

105	2	日間學士班	消費空間設計	Consumer Oriented Space Design	透過課程教學引導學生了解、認識以及欣賞消費空間的情境設計，以案例分析餐廳、書局、精品店、服飾空間、休閒娛樂空間等等消費性空間的美學意涵和設計意象，培養學生具備空間設計的創意與表現能力。針對各種消費空間進行案例的設計分析，從而教導學生理解消費空間所具有的設計情境， 進一步教育學生擁有空間設計的技術與專業涵養。	This course guides students to understand and appreciate the ambiance design for a space, giving examples of restaurant, bookstore, gift shop, fashion center, and amusement place designs, etc. Students will be able to appreciate the expression of consumer-oriented space design and to prepare themselves for making creative design.
105	2	日間碩士班	視覺系統設計研究	Visual System for Design	本課程由系統設計的概念探討視覺傳達設計的問題。首先掌握系統設計相關概念，再以科學方法分析，系統化步驟執行設計，激發學生邏輯性思考能力，並進行系統的視覺化表現能力之訓練，以提昇研究思考的歸納與整合能力。 探討設計問題的著眼點由「面」 (整體性)為出發點思考，再考慮到每一條「線」(每一個獨立的問題)，進而推敲，提出每一個「點」(單獨作品)的設計原則。	This course is design to introduce the important functions of systematic design, emphasizing scientific analysis and process execution of visual system design. Through case study, brain storming, and concept rendering as a starting point, students are trained to consider the principles of design and process of execution as a whole situation, and paying attention to details such as each line and each point.
105	2	進修學士班	消費空間設計	Consumer Oriented Space Design	透過課程教學引導學生了解、認識以及欣賞消費空間的情境設計，以案例分析餐廳、書局、精品店、服飾空間、休閒娛樂空間等等消費性空間的美學意涵和設計意象，培養學生具備空間設計的創意與表現能力。針對各種消費空間進行案例的設計分析，從而教導學生理解消費空間所具有的設計情境， 進一步教育學生擁有空間設計的技術與專業涵養。	This course guides students to understand and appreciate the ambiance design for a space, giving examples of restaurant, bookstore, gift shop, fashion center, and amusement place designs, etc. Students will be able to appreciate the expression of consumer-oriented space design and to prepare themselves for making creative design.

105	2	二年制在職專班	書籍編輯設計	Book & Publication Design	提供學生一個普遍性了解書籍設計(book design)原理原則與編輯設計(editing design)實務操作的學程。透過中西書籍的歷史發展介紹及傳統與現代版型樣式的分析比較,引導學生從吸收傳統書冊製作養份轉化到現代編輯設計表現的過程中,培養書籍編輯設計應有的線性閱讀特性視覺鋪陳的詮釋與表現能力。上學期著重傳統書籍設計強調字形彰顯文義的基本功能角色;下學期集中在現代編輯設計發揮圖文互動的整合表現。	This course provides students with a general understanding of book design and editing processes. Students are guided to absorb the merits of traditional book production and transform them to the processes of modern editing design, and strengthen their ability to express linear reading characteristics of visual narrative books. The first semester focuses on the basic functional role in traditional book design, emphasizing character type and shape to highlight literary content; the second semester focuses on the interactive expression of graphics and text brought into play in modern editorial design.
105	2	二年制在職專班	構成設計	Plastic Arts and Abstract Forms	構成設計課程包括構成理論與應用兩大部份。構成理論配合近年來全球化發展需要,包括文化創意產業、環境生態學、符號構成等跨領域設計。將領域設計理論應用設計練習,包括立體構成設計等運用,並介紹構成概念實際運用在設計表現例證。	Plastic art design course includes two parts of plastic art theory and application. Amid the development of globalization, plastic art design covers an broadening range, including the cultural creative industries, environmental ecology, and semiotics etc.. Through case study and practice in making 2D or 3D plastic art design, students are trained to improve their skills of making plastic art design.
105	2	日間碩士班	攝影創作研究	Research in Creative Photography	攝影創作研究,乃為探討攝影作為平面設計或大眾傳播、美術創作中造形要素呈現的媒介之一,乃融合了機具之運用、程式之操作,但是重要的是如何經由此一載體將思維、創意、情感、作適切賦型,並藉由閱讀攝影經典文本增進視野,刺激思考及創意的發生。除此,並從多個主題的實務操作演練,體驗創作之精義。	This course explores the role of photography in print design, mass media, and art creation. Through using photography as design elements, combining with concepts, creative thinking, inspiration, emotional expression on the subject matters to create art forms, and practice in different topics, students will be able to comprehend the essence of creative photography.

105	2	日間碩士班	策展實務研究	Practices of Exhibition Planning	本課程旨在透過標竿學習、個案研究和討論等方式，引導學生了解展覽的企劃方式、專案需求分析、步驟設計與設計展開等設計研究方法。 目的在於培養學生設計思考與展覽策劃的能力；並能學習運用設計思考溝通並解決問題，或以實證方式執行展覽專案的設計、企劃和管理。主要內容包括：1.策展思考的意義與內涵；2.展覽策略的發展；3.策劃溝通的要素；4.策展專案企劃與管理；5.個案研究等。	Through benchmark learning, case study, and discussion, students learn how to arrange an exhibition and make analysis on special projects. It's aimed at cultivating students' abilities in design thinking and exhibition planning. Major contents include: 1. considering the significance and connotative meaning of the exhibition; 2. strategies for holding exhibitions; 3. key elements of strategic communication; 4. management of special exhibition project; 5. case study.
105	2	進修學士班	進階紙材結構	Advanced Paper Structural Design	本課程教學內容讓同學更進一步了解該課程的完整授課內容如下： 1.紙材的各種加工技術發揮與成效驗證 2.主題造型的結構推演、展開與成型 3.應用紙材結構在設計的領域與藝術的創作	This course introduces 1. various paper processing techniques and effectiveness verification; 2. theme-based forming design; 3. application of paper materials in art creation.
105	2	二年制在職專班	進階多媒體設計	Advanced Multimedia Design	以行銷手法包裝 1 家真實存在的公司，讓學生親自去了解這家公司的需求，包含網站製作、30 秒宣傳影片製作等。期末作業應製作出此家公司滿意之網站及宣傳影片，並透過國內外成功案例講解有趣味、富創意的網站及廣告案例及應該如何設計與行銷策略。	This course picks one enterprises as the target for students' practice where students are required to understand its need and propose marketing strategies for this enterprise, including its website design and a 30-second promotional video which will be arranged for display at the end of the semester. Besides, this course introduces several successful examples for students to learn how to improve design skills and marketing strategies.

105	2	碩士在職專班	策展實務研究	Practices of Exhibition Planning	本課程旨在透過標竿學習、個案研究和討論等方式，引導學生了解展覽的企劃方式、專案需求分析、步驟設計與設計展開等設計研究方法。 目的在於培養學生設計思考與展覽策劃的能力；並能學習運用設計思考溝通並解決問題，或以實證方式執行展覽專案的設計、企劃和管理。主要內容包括：1.策展思考的意義與內涵；2.展覽策略的發展；3.策劃溝通的要素；4.策展專案企劃與管理；5.個案研究等。	Through benchmark learning, case study, and discussion, students learn how to arrange an exhibition and make analysis on special projects. It's aimed at cultivating students' abilities in design thinking and exhibition planning. Major contents include: 1. considering the significance and connotative meaning of the exhibition; 2. strategies for holding exhibitions; 3. key elements of strategic communication; 4. management of special exhibition project; 5. case study.
105	2	日間學士班	專業實習 B	Professional Project & Practical Training B	為強化學生生涯規劃及職場實務經驗，提升就業競爭力，利用班級活動或課餘時間，在校內相關場館或單位從事與本科專業相關之實務操作、專業見習、展演服務或應用練習等活動。	This course provides the opportunities for students to make actual practice in design either on campus or outside institutions. Students are trained to accumulate their experience through the activities of practice, on-site observation, internship, exhibition services, and so on.
105	2	二年制在職專班	進階商業攝影	Advanced Commercial Photography	進階商業攝影延續商業攝影之授課方向，目的在提昇學生商業攝影作品之氛圍效果、產品特性表現、與創意發想的具體呈現。同時著重於動態人像、透明商品、反光商品、吸光物體等進階燈光應用，並培養專業攝影之工作態度。	This course is focused on advanced commercial photography, emphasizing creative thinking and expression on photography. Through the studio projects on special lighting, transparency, reflective objects, and dynamic figure expression etc., students will be able to understand the special effects on commercial photography, as well as the application for lighting systems to express the features of human figures and product photography.

105	2	二年制在職專班	電腦繪圖(二)	Computer Graphics in Design(Ⅱ)	本課程是藉由電腦繪圖軟體的實際操作來介紹電腦繪圖的概念與技巧。分別訓練以向量(Illustrator)和像素(Photoshop)兩大類為主繪圖軟體運用。透過理論講授與實習操作學習到電腦繪圖的觀念及基本操作技術。同時著重訓練同學的美感表現、設計創意傳達表現能力和描繪技巧。	his course introduces the concepts and skills of computer graphics. Students are trained to use of the two major categories of graphics software; vector (Illustrator) and bitmap (Photoshop). Through theory study and practical operations, students learn the concepts and the basic operational skills of computer graphics. This course also gives training in aesthetic expression, creative thinking, and portrayal skills.
105	2	碩士在職專班	包裝設計美學研究	Aesthetics of Package Design	由了解包裝的範圍、定位與發展過程為出發點,建立現代商業包裝新觀念。(包含包裝造形、機能性、生產、管理與環保等多方面的探討並了解未來商業包裝設計發展的趨勢)	From an understanding of the range and definition of packaging design, students learn to build up new concepts of modern packaging design, covering various aspects such as package shape, mechanism, production procedure, environment protection, as well as the development trend of this industry.
105	2	二年制在職專班	廣告媒體設計(二)	Design of Advertising Media	本課程藉瞭解各類別廣告媒體間本質的差異,探討並整合包含傳統、現下行銷與數位互動等主流媒體的獨特創意方法;也著重仿真提案演練,規劃媒體廣告策略至執行設計表現的一貫流程。教學設計上除可擴張設計鏈的知覺價值,強化視覺溝通的經濟性,也提早了與設計產學事業交相接軌的機會。	This course discusses the differences among advertizing media, and integrates the characteristics of traditional and modern digital media to pursue creativity in advertisement. Students are trained to understand the advertising planning and presentation skills through case study, project planning, and design presentation.
105	2	二年制在職專班	文字與編輯設計	Typography and Editing Design	文字設計得宜與否影響視覺傳達(形象)甚巨,認知並能設計文字、編排運用為本課程最重要目的。透過包含(中)中文及(西)英文字形結構認知與漸進式實作訓練,使同學具備單純文字造形設計能力,以及少量或大量文字運用於各種設計媒介物時,有結合其他相關元素(影像、色彩、圖形…等)編輯之能力。	This course provides foundational concepts of digital images, color arrangements, and digital tools. Through the hand-on training at class, students will become familiar with digital tools and professional working processes. It's offered as a transitional course to help students turn school training into professional careers.

105	2	二年制在職專班	進階繪畫表現與媒材	Advanced Drawing & Media	課程以提升學生的造形、體積、空間和色彩等能力,和對繪畫材質的認識與應用為主,進而和設計結合以增加其美學涵養。教學內容包括素描速寫、壓克力和複合媒材等應用,藉此提高學生的手繪能力,並使其能力可落實在設計領域的觀念中。	This course strengthens' students conception of various drawing media, as well as colors, forms, shapes, and space, as well as their application in design. Through practice with pencils, acrylic, oil paint, and mix media, students are trained to improve their hand-drawing capabilities and strengthen their capability in design.
105	2	日間學士班	立體造形與媒材表現	Formative Design & Environment	本課程以教授造形知識為主,除講授環境、材質與造形設計的相互關係外,重視基本造形開發的練習與操作技巧,演練塑形與成形技法訓練為主要內容。	This course provides an understanding of the formative design, as well as the relationship among environment, materials, and formative design, with an emphasis on the theoretical concept and practical application of materials and techniques.
105	2	進修學士班	產學合作專案	Industry-University Cooperative Project	本課程為促進設計實務能量,提升造形研發技術,瞭解如何規畫產學合作專案,以專案實務方式,學習解決所需的問題及掌握管理專案計畫的要領。課程內容包含有效規畫設計專案、運用實際操作過程瞭解設計實務、設計專案的企劃、提案、溝通、設計執行等問題解決、投入職場前的實戰累積等。	This course, in order to boost the momentum of actual practice, provides internship opportunities through industry-university cooperation, to help students gain the abilities to address problems and seek solutions, as well as the professional expertise of executing a design project, from raising proposals, coordination, to implementation, and accumulate working experiences.
105	2	進修學士班	立體造形與媒材表現	3D Design & Media	本課程以教授造形知識為主,除講授環境、材質與造形設計的相互關係外,重視基本造形開發的練習與操作技巧,演練塑形與成形技法訓練為主要內容。	This course provides an understanding of the formative design, as well as the relationship among environment, materials, and formative design, with an emphasis on the theoretical concept and practical application of materials and techniques.

105	2	日間學士班	進階書籍編輯設計	Advanced Book & Publication Design	本學期課程集中在現代編輯設計發揮圖文互動的整合表現，著重同學對於書籍設計在企畫及編輯設計雙重能力之培養，尤其欲以本課程加強同學在文字認知、設計、編排等能力。課程內容挖掘與台灣相關素材為範圍，經資料蒐尋、整理，幫助同學進一步認知各類前所未知或不熟悉的題材，經過企劃訂定主題、整合文案，最後進入編輯設計階段。在版型、網格設定訓練下，嚴格要求對字形、字級、字間、行間、段間、欄間、空間等設計能力，另外必須搭配插畫，表現攝影及電腦應用等能力，呈現全書視覺獨特性、美感、閱讀之邏輯、韻律節奏等。	This course gives training in publication planning and editing. Through the comprehension of information collection, title setting, space arrangement, typography, editing, illustration and photography using, etc., students will be familiar with digital tools and increase their beauty appreciation ability, to present uniqueness in aesthetics, reading logics, illustration arrangement, and overall page layout.
105	2	進修學士班	進階書籍編輯設計	Advanced Book & Publication Design	本學期課程集中在現代編輯設計發揮圖文互動的整合表現，著重同學對於書籍設計在企畫及編輯設計雙重能力之培養，尤其欲以本課程加強同學在文字認知、設計、編排等能力。課程內容挖掘與台灣相關素材為範圍，經資料蒐尋、整理，幫助同學進一步認知各類前所未知或不熟悉的題材，經過企劃訂定主題、整合文案，最後進入編輯設計階段。在版型、網格設定訓練下，嚴格要求對字形、字級、字間、行間、段間、欄間、空間等設計能力，另外必須搭配插畫，表現攝影及電腦應用等能力，呈現全書視覺獨特性、美感、閱讀之邏輯、韻律節奏等。	This course gives training in publication planning and editing. Through the comprehension of information collection, title setting, space arrangement, typography, editing, illustration and photography using, etc., students will be familiar with digital tools and increase their beauty appreciation ability, to present uniqueness in aesthetics, reading logics, illustration arrangement, and overall page layout.

105	2	日間碩士班	構成設計研究	Research in Plastic Arts & Abstract Forms	本課程旨在探討構成設計之原理並作相關之專題研究。內容包括：1.闡述構成之基本概念，了解構成教育的意義、目標與發展簡史；2.透過構成材料與技法之體驗，拓展構成創作的空間；3.鑽研構成設計的形式原理，厚植造形美學的理論基礎；4.推展構成創作實務與名家（名作）之專題研究，提昇構成設計的經驗與研究能力。	This course introduces the theories of plastic arts design and their application. An understanding of basic concepts, history, target, media, performing techniques, education and introduction to plastic artists will enable students to comprehend the processes of making design of plastic art and abstract forms.
105	2	日間學士班	企業識別系統設計二	Corporate Identification System 2	先探討企業識別系統設計（CIS）的相關架構與程序，掌握設計方法與步驟後，再以專案設計的實務操作方式，分組進行實例設計，培養學生專案的企劃力與執行力。著重引導學生由整體性的視野切入問題、思考問題，強化解決相關設計問題的能力。	This course discusses the CIS (Corporate Identification System) design, including its processes and related theoretical concepts. Through theory study and actual practices, students are trained to develop the ability for proposing a design project and implementation, with emphasis on viewing the situation as a whole, catching the point, and executing the project effectively.
105	2	碩士在職專班	數位資訊傳達研究	Research in Digital Communication	本課程旨在透過文獻閱讀、案例調查和討論等方式，引導學生了解數位資訊的設計方法、專案分析、媒體設計與策略發展等資訊設計研究方法。 目的在於培養學生建立數位資訊設計與數位媒體發展的理論基礎；並能學習運用設計思考溝通並解決問題，並以實證方式體驗數位設計專案的企劃和設計。主要內容包括：1.數位資訊傳達的意義與內涵；2.數位資訊設計的發展；3.數位資訊設計溝通的媒體；4.數位資訊設計的專案管理；5.個案研究等。	Through literature study, case study, and discussion, students are guided to understand the processes of project planning for doing digital design, case analysis, as well as other research methods. Major contents of this course: 1. Significance of digital communication means; 2. Development of design; 3. Digital communication media; 4. Management of special digital design projects; 5. Case study.

105	2	二年制在職專班	環境視覺規劃設計(二)	Environmental Graphics(Ⅱ)	本課程旨在透過認知及分析等方式，引導學生了解設計者、使用對象與符碼造型之間認知之關係。以訓練運用邏輯推演，歸納造型、元素的應用規範，及實作方式研習符碼傳達認知的現象。	This course analyzes the relationship among designers and users in terms of their conception of symbols and signs. Students are trained to comprehend the design elements, forms of space, and logical thinking. It's a course to help students transform school training into professional careers.
105	2	碩士在職專班	構成設計研究	Research in Plastic Arts & Abstract Forms	本課程旨在探討構成設計之原理並作相關之專題研究。內容包括：1.闡述構成之基本概念，了解構成教育的意義、目標與發展簡史；2.透過構成材料與技法之體驗，拓展構成創作的空間；3.鑽研構成設計的形式原理，厚植造形美學的理論基礎；4.推展構成創作實務與名家（名作）之專題研究，提昇構成設計的經驗與研究能力。	This course introduces the theories of plastic art and their application. Through study of its basic concepts, history, target, media, and performing techniques, education and introduction to plastic artists, students are guided to make special project research on masters' works to improve their abilities for doing advanced research and accumulate experiences from actual practices.
105	2	進修學士班	企業識別系統設計(二)	Corporate Identification Design(Ⅱ)	先探討企業識別系統設計（CIS）的相關架構與程序，掌握設計方法與步驟後，再以專案設計的實務操作方式，分組進行實例設計，培養學生專案的企劃力與執行力。著重引導學生由整體性的視野切入問題、思考問題，強化解決相關設計問題的能力。	This course discusses the CIS (Corporate Identification System) design, including its processes and related theoretical concepts. Through theory study and actual practices, students are trained to develop the ability for proposing a design project and implementation, with emphasis on viewing the situation as a whole, catching the point, and executing the project effectively.
105	2	進修學士班	進階多媒體廣告設計	Advanced Multi-Media Advertising Design	以行銷手法包裝 1 家真實存在的公司，讓學生親自去了解這家公司的需求，製作 30 秒宣傳影片。期末作業應製作出此家公司滿意之宣傳影片，並透過國內外成功案例講解有趣味、富創意的網站及廣告案例及應該如何設計與行銷策略。	T This course picks one enterprises as the target for students' practice where students are required to understand its need and propose marketing strategies for this enterprise, including its website design and a 30-second promotional video which will be arranged for display at the end of the semester. Besides, this course introduces several successful examples for students to

							learn how to improve design skills and marketing strategies.
105	2	日間學士班	紋飾與設計美學(下)	Aesthetics in Motif & Decorative Design(B)	本課程主要講授東方器物裝飾設計與紋飾的內容。裝飾藝術是設計的源頭，也是最具自己民族文化特色的藝術表現。本課程的教學目標是要讓學生了解各種裝飾的素材、裝飾的表現、紋飾的內容與紋樣的造形風格。學生經由學習各種裝飾的表現，認識真正的東方設計精神，進而能夠創作出具有東方特色的創意作品。	This course introduces the decorative design of Oriental objects and its connotative meaning. Decorative art is the origin of design, presenting the cultural characteristics. This course introduces the materials of decorative arts as well as their styles and implications, enabling students to grasp the essence of Oriental culture and create the design of Oriental style.	
105	2	日間學士班	造形設計(三)包裝設計	Formative Design (Ⅲ)--Packaging Design	本課程透過包裝設計概論講授、名家作品賞析與包裝設計實務的操作，訓練同學對於包裝設計由最基本的認識，到可以獨當一面完成包裝設計作品的能力。	This course introduces packaging design theories and master pieces of well-known designers. Through lecture study and actual practices, students are trained to comprehend the basic concepts of design and acquire the ability to complete the whole design projects by their own.	
105	2	進修學士班	紋飾與設計美學(下)	Aesthetics in Motif & Decorative Design(B)	本課程主要講授東方器物裝飾設計與紋飾的內容。裝飾藝術是設計的源頭，也是最具自己民族文化特色的藝術表現。本課程的教學目標是要讓學生了解各種裝飾的素材、裝飾的表現、紋飾的內容與紋樣的造形風格。學生經由學習各種裝飾的表現，認識真正的東方設計精神，進而能夠創作出具有東方特色的創意作品。	This course introduces the decorative design of Oriental objects and its connotative meaning. Decorative art is the origin of design, presenting the cultural characteristics. This course introduces the materials of decorative arts as well as their styles and implications, enabling students to grasp the essence of Oriental culture and create the design of Oriental style.	
105	2	進修學士班	文化創意產業與行銷	Cultural Creative Business and Marketing	1.分析各種文化創意產業案例。 2.將各種文化元素運用設計手法融入平面設計與立體設計中，使傳統精華更平易近人，藉以推廣各項文化精隨。	1. Analysis on cases of the creative cultural industries. 2. Incorporating cultural elements into print and 3D design, to make traditional culture even more close to people's daily life and at the same time promote the essence of traditional culture.	

105	2	二年制在職專班	紋飾與設計美學(下)	Aesthetics in Motif & Decorative Design(B)	本課程主要講授東方器物裝飾設計與紋飾的內容。裝飾藝術是設計的源頭，也是最具自己民族文化特色的藝術表現。本課程的教學目標是要讓學生了解各種裝飾的素材、裝飾的表現、紋飾的內容與紋樣的造形風格。學生經由學習各種裝飾的表現，認識真正的東方設計精神，進而能夠創作出具有東方特色的創意作品。	This course introduces the decorative design of Oriental objects and its connotative meaning. Decorative art is the origin of design, presenting the cultural characteristics. This course introduces the materials of decorative arts as well as their styles and implications, enabling students to grasp the essence of Oriental culture and create the design of Oriental style.
105	2	日間學士班	文化創意與視覺整合	Cultural Creative Property & Visual Communication Design	1. 基礎理論： 中英文「文化產業」與「創意經濟」文獻探討。 國內外「文化創意與視覺設計」案例賞析。 2. 先探演練： 透過實地觀察，進行發現之旅，做文化理論與設計實情的比較印證。 視覺提昇文化價值的可能性及設計貢獻文化創意的機會點之索探與實驗。 3. 個案試作： 計劃提報：個案主題、設計目標、表現策略。 設計製作：創意發想、草圖發展、完稿製作。 展示評比：作品展示、創作說明、同學詰論、師長評析。	1. Theoretical basis: to study the documents on cultural industries and creative economics, as well as the exemplary cases of visual communication design. 2. Exercises: through on-site practice and observation, students are trained to compare the cultural theories and design arts, exploring the opportunities to present the cultural value through visual communication design. 3. Practice: project proposal (theme, goals, expression strategies); design production (ideas, draft, finalized script); display and comments (works display and discussion).
105	2	日間學士班	傳達設計(五)產學合作與設計競賽	Communication Design (V) Academic-Business Cooperation & Design Competition		