朝陽科技大學 091學年度第2學期教學大綱
Lettering & Typography 文字造形

當期課號	1748	Course Number	1748
授課教師	曾培育	Instructor	TSENG,PEI YU
中文課名	文字造形	Course Name	Lettering & Typography
開課單位	視覺傳達設計系(四日)一A	Department	
修習別	必修	Required/Elective	Required
學分數	2	Credits	2
課程目標	本課程分爲兩部份： 1、漢字體造形：(1)認識中國傳統與現代書法演進；(2)認識傳統之漢字造形設計-民間美術字；(3) 了解漢字結構與各類字體特徵；(4)認識漢字印刷字體之特徵及其設計上應注意之要項；(5)漢 字之創意設計及應用。 2、西洋字體造形：(1)西洋字形概論—了解拉丁字母造形的發展背景、種類及使用觀念；(2)熟悉 印刷字體造形結構格式及印刷字體設計；(3)建立字體排版與編輯的基礎概念；(4)結合字體造 形創意與字義傳達設計。	Objectives	(一)1. Understanding the evolution of Chinese traditional and Modern Chinese calligraphy；2. Understanding Chinese folk decorative word； 3. Understanding the character of Chinese word；4. Understanding and designing Chinese typography； 5. Using Chinese typography in creative design。 (二)It's an instruction of basic construction and historical development of Western alphabet. Students will understand the use of type in printing design through studying and practicing typographic works. Then, they will try calligraphic creating of alphabet, typeface design as well as logotype design. The most important purpose of the course is that they have to enhance their ability of lettering, for preparing the next advanced program - typography and editing design.
教材	課堂講授、作品觀摩、實作練習、作品個別分析討論、評圖	Teaching Materials	lecture, analyzing works, skill demo and practicing, criticizing and discussing
成績評量方式	作　業 1, 小組期末書面調查報告。 2, 印刷字體設計。 3, 手寫字母造型作品。 4, 字形的圖地空間構成。 5, 以西方字體造型爲元素的視覺作品。 期中考 西方字體概論（課本、講義） 成績評量 期中考30%、分組報告20%、作品水準40%、課堂表現及學習成效10% 課堂採不定時點名，缺席三次以上或評圖未到者，依規定該科目須重修	Grading	30%- midterm test 20%- final paper and presentation 10%- study attitude and learning effect 40%- level of works
教師網頁	_		
教學內容	1, 西洋字形概論：了解拉丁字母造形的發展背景、種類及使用機能。 2, 熟悉印刷字體造型結構及嘗試字體的設計創作。 3, 字體造型創意及視覺機能實驗。	Syllabus	It is an instruction of basic construction and historical development of Western alphabet. Students will understand the use of type in printing design through studying and practicing typographic works. Then, they will try calligraphic creating of alphabet, typeface design as well as logotype design. The most important purpose of the course is that they have to enhance their ability of lettering, for preparing the next advanced program - typography and editing design.

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