

朝陽科技大學 091學年度第2學期教學大綱  
Display Design (2) 展示設計(二)

當期課號	6386	Course Number	6386
授課教師	王桂沄	Instructor	WANG,KUEI TO
中文課名	展示設計(二)	Course Name	Display Design (2)
開課單位	視覺傳達設計系(二進)五A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	1、認識展示的基本理論 2、了解視覺、媒體、空間等要素的展示策略與設計技巧 3、熟悉展示設計的溝通方法	Objectives	Display and Exhibit Design is visual presentation. It is color and form arranged in space. Take a dress hanging on a rack, a blender in a box, or a CD in a bin. Now find ways to make these objects grab attention, communicate ideas, and sell an image. This is the challenging and creative work of display and exhibit designers who work in store windows, exhibition halls, and design houses presenting merchandise while creating visual excitement.
教材	針對不同單元，由教師展示設計的基礎知識與經驗講授，並隨課堂進度由教師與畢業專題小組做一對一檢討，提供不同面向的建議。	Teaching Materials	lectures in the first section, followed by works review one on one.
成績評量方式	到課與課堂參與情形 50% 期末作業成績 50%	Grading	class discussion 50% final presentation 50%
教師網頁	-		
教學內容	本課程由建築系.工設系及視傳系三位教師共同主持，分別就空間.家具與視覺面向提供展示設計的基礎知識與經驗講授；並針對同學們畢業展的展場設計進行一對一的檢討與建議。	Syllabus	This class will be held by instructors from three design areas-architecture, industrial and visual communication design, to help students build a best graduate exhibition show.

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