

朝陽科技大學 092學年度第1學期教學大綱
Graphic Identity System 企業識別系統

當期課號	6181	Course Number	6181
授課教師	王桂沔	Instructor	WANG,KUEI TO
中文課名	企業識別系統	Course Name	Graphic Identity System
開課單位	視覺傳達設計系(二進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	培養學生執行企業形象稽核、識別系統製作應具備的規劃能力、提案溝通能力與設計評估的能力。	Objectives	Develop the planning, communicating and design evaluation skills for implementing image auditing and visual system design.
教材	每堂課前半段由老師提供理論介紹，後段分組實習，以一學期完成一個實際的識別規劃案。	Teaching Materials	Lecturing in first section of each class, works review, one on one, followed. A complete identity design project is conducted by each team in one semester.
成績評量方式	到課與課堂參與情形 30% 期中作業成績 30% 期末作業成績 40%	Grading	Class participation 30% Midterm presentation 30% Final presentation 40%
教師網頁	-		
教學內容	讓同學理解識別形象與系統設計的原理與實務技巧，藉由與實際業主的溝通和實務規劃，訓練同學獨立的研究、設計及應變能力。	Syllabus	Introduce the theory of identity design based on both marketing and semiotics perspectives. With practical training throughout the semester, students are requested to design a visual system of corporate identity for a real client.

尊重智慧財產權，請勿非法影印。