朝陽科技大學 092學年度第1學期教學大綱
Advanced Typography 字文設計研究

當期課號	7334	**Course Number**	7334
授課教師	王桂沰	**Instructor**	WANG,KUEI TO
中文課名	字文設計研究	**Course Name**	Advanced Typography
開課單位	設計研究所碩士班一A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	3	**Credits**	3
課程目標	1.瞭解文字造型與編排設計的結構美學。 2.瞭解文字編排設計的數位特性。 3.透過文字造型與編排的專題研究，能進行主題性創作實驗。	**Objectives**	1. Understand the structural aesthetics of typographic design. 2. Understand the digital characteristics of typographic design. 3. Conduct the experimental design project through the exploration of typographic research in depth.
教材	以主題性創作實驗的方式，由同學於課後進行實驗，並於每次課堂上進行議題性的探討及心得的分享。	**Teaching Materials**	Students experiment with various themes after class and have a dialogue on the trace of experiment, exchange what one has learned in the classroom.
成績評量方式	到課與課堂參與情形 30% 三次主要作品 30% 期末作品 40%	**Grading**	Class participation 30% three term-works 30% final project 40%
教師網頁			
教學內容	本課程針對漢字的字文設計，進行實驗性形式的探討，課程以設計表現的實地實驗爲主，輔以課堂上之共同研討與經驗分享，藉以衝撞出次回更多采多姿的實驗成果。本課程將直接切入數位媒體的字文表現環境，探索漢字在現代主流動態媒體呈現的可能形式，期望同學能早先一步正視、投入此一方向的發展。	**Syllabus**	This course focuses on the experiment and exporation on Chinese typography. Students require to conduct their own experiment in private and present the works in the class, participate on class discussion in order to arouse more colorful consequences. The typographic experiment would concentrate on the digital environment to explore the new form of Chinese typography on time based media.