# 朝陽科技大學 092學年度第2學期教學大綱
# Typography & Editorial Design 編輯設計

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| 當期課號 | 1528 | Course Number | 1528 |
| 授課教師 | 劉錫權 | Instructor | LIU,HSI CHUAN |
| 中文課名 | 編輯設計 | Course Name | Typography & Editorial Design |
| 開課單位 | 視覺傳達設計系(四日)二A | Department | |
| 修習別 | 必修 | Required/Elective | Required |
| 學分數 | 2 | Credits | 2 |
| 課程目標 | 1、傳統圖文編排理論─技巧的認知與實作演練<br>2、圖文編輯風格、材料的分析與創新實驗 | Objectives | This course is an emphasizing the study of letterforms and their appropriate and effective use in visual communications. Topics include type classification and terminology, typeface identification, font design, book structures, the use of grids, type history and theory. The primary focus will be the use of typographic grids . style and information structures in multiple page projects with innovation experiments. |
| 教材 | 課堂授課與實作講評 | Teaching Materials | Lectures and seminar on practice. |
| 成績評量方式 | 平時成績：40% 期中、期末各佔30%。(除以作業成績來核定外，個別之創作發展積極者亦酌量給分) | Grading | Grading proportion: workshop production 40%, mid-term exam 30% and the final exam 30%. Any performance would be considered in the final grading. |
| 教師網頁 | | | |
| 教學內容 | 1.字型設計原則。<br>2.版面編排設計原則與創意表現。 | Syllabus | 1.Principles of typographical design.<br>2.Editorial design principlesand creativity. |

尊重智慧財產權，請勿非法影印。