

朝陽科技大學 092學年度第2學期教學大綱  
Product Semantics 產品語意

當期課號	3008	Course Number	3008
授課教師	梁明	Instructor	
中文課名	產品語意	Course Name	Product Semantics
開課單位	工業設計系(四進)一A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	<p>本課程以符號學的觀點解析產品設計造型，視產品造型為一承載訊息的符號，並探討主流文化與非主流文化符碼的形成以及對於產品造型的影響。透過思維的內在分析以及案件的比較，將設計思考作一個分析及歸納，並藉由分析二十世紀中社會、文化的演變過程及設計思考、創意發展之間的交互作用，檢視設計中訊息傳遞的操作結果，嘗試將設計的思維從黑箱作業轉變成為可探討的明箱過程。</p>	Objectives	<p>In designing form of product, we should build a form semiotic system that must contain meaningful construction messages and could be realized and interpreted, connected and organized. But while most of students are doing form design, they do not apply to</p>
教材	<p>The course will be in the form of a series of lectures, discussion and exercise. Students are expected to read handout materials at home, as well as gather their own materials selectively and systematically. These materials will be discussed in the class every time.</p>	Teaching Materials	<p>The course will be in the form of a series of lectures, discussion and exercise. Students are expected to read handout materials at home, as well as gather their own materials selectively and systematically. These materials will be discussed in the class every time.</p>
成績評量方式	<p>There will be no formal test at the end of the course. Assessment will be entirely made on the report the student produced. This report should compile of good quality information, and clear understanding and analysis reflecting the discussion during the whole course.</p>	Grading	<p>There will be no formal test at the end of the course. Assessment will be entirely made on the report the student produced. This report should compile of good quality information, and clear understanding and analysis reflecting the discussion during the whole course.</p>
教師網頁	-		
教學內容	<p>Design semantics is about 'language' or 'style'. However it is not like a true language that has rigid structure or grammar. It can only be understood by a combination of aesthetic understanding on one hand, and social, cultural and psychological values on the other.</p> <p>The course aims at empowering student to have a basic but very wide and thorough understanding of product semantics, as well as understanding and appreciate their relationship with the changing culture, industry and business.</p>	Syllabus	<p>Design semantics is about 'language' or 'style'. However it is not like a true language that has rigid structure or grammar. It can only be understood by a combination of aesthetic understanding on one hand, and social, cultural and psychological values on the other.</p> <p>The course aims at empowering student to have a basic but very wide and thorough understanding of product semantics, as well as understanding and appreciate their relationship with the changing culture, industry and business.</p>

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