朝陽科技大學 093學年度第1學期教學大綱
Culture and Visual Creation 文化采風與視覺創意

當期課號	1504	Course Number	1504
授課教師	黃圻文	Instructor	HUANG,CHYI WEN
中文課名	文化采風與視覺創意	Course Name	Culture and Visual Creation
開課單位	視覺傳達設計系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	1.霧峰文化踏察與人文資源調查 2. 結合以上內容進行視覺創意實務之學習	Objectives	1.Adding student"s understanding of the essence,phenomena,and principles of coloues 2.Cultivate students" active learning attitude 3.improving students" abilities of time managemant 4.providing oppotunities for students" cooperation ability in group work
教材		Teaching Materials	
成績評量方式	課堂講授及參訪活動爲主	Grading	
教師網頁			
教學內容	教學目標：由理論瞭解與實際案例，激發學員潛能，展現視覺美感創意。 科目內涵：以文化人類學與視覺心理角度，帶入設計意象、在第產業推廣互爲表裡關係之策略，和後現代人文休閒精緻品味，視覺表現之開發統整探討，使感性、知識與技巧相輔相成，帶動生活設計上之突破，邁向新的觀念視野。 第一週：概說 第二週：視覺與歷史之關係 第三週：視覺與文化之關係 第四週：視覺與政治之關係 第五週：視覺與社會之關係 第六週：視覺與生活之關係 第七週：視覺與商業之關係 第八週：視覺與產業之關係 第九週：傳統社會的視覺觀點 第十週：現代主義的視覺觀點 第十一週：後現代主義的視覺觀點 第十二週：在地人文元素的蒐集(一) 第十三週：在地人文元素的蒐集(二) 第十四週：在地人文元素的分析(一) 第十五週：在地人文元素的分析(二) 第十六週：在地人文元素的視覺化及利用(一) 第十七週：在地人文元素的視覺化及利用(二) 第十八週：在地人文元素的視覺化及利用(三) ◎教學方法及活動：課堂講授即校外勘查介紹爲主	Syllabus	Teaching Purpose: To explore students' potentiality and develop their visual creativenesses, through theory understand and cases practice. Contents: From cultural anthropology and visual psychology point of view, to increase students' design image, local industrial strategy, post-modern culture fast and visual expression, so that students' sensibility knowledge and technology can work Land-in-Land. Programs: 1st week: General ideas 2nd week: Relationship between vision and history 3rd week: Relationship between vision and culture 4th week: Relationship between vision and politics 5th week: Relationship between vision and society 6th week: Relationship between vision and living 7th week: Relationship between vision and business 8th week: Relationship between vision and industry 9th week: Visual viewpoint of Traditional society 10th week: Visual viewpoint of Modernism 11th week: Visual viewpoint of Post-Modernism 12th week: Collecting of local culture elements (1) 13th week: Collecting of local culture elements (2) 14th week: Analysis of local cultural elements (1) 15th week: Analysis of local cultural elements (2) 16th week: Visualization and utility of

			local cultural elements (1) 17th week: Visualization and utility of local cultural elements (2) 18th week: Visualization and utility of local cultural elements (3) Methods: Lectures and visits

尊重智慧財產權，請勿非法影印。