# 朝陽科技大學 094學年度第1學期教學大綱
# Lettering & Typography 文字造形

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| 當期課號 | 1863 | Course Number | 1863 |
| 授課教師 | 曾培育 | Instructor | TSENG,PEI YU |
| 中文課名 | 文字造形 | Course Name | Lettering & Typography |
| 開課單位 | 視覺傳達設計系(四日)一A | Department | |
| 修習別 | 必修 | Required/Elective | Required |
| 學分數 | 2 | Credits | 2 |
| 課程目標 | 本課程分爲兩部份：<br>1、漢字體造形：(1)認識中國傳統與現代書法演進；(2)認識傳統之漢字造形設計-民間美術字；(3) 了解漢字結構與各類字體特徵；(4)認識漢字印刷字體之特徵及其設計上應注意之要項；(5)漢 字之創意設計及應用。<br>2、西洋字體造形：(1)西洋字形概論—了解拉丁字母造形的發展背景、種類及使用觀念；(2)熟悉 印刷字體造形結構格式及印刷字體設計；(3)建立字體排版與編輯的基礎概念；(4)結合字體造 形創意與字義傳達設計。 | Objectives | (一)1. Understanding the evolution of Chinese traditional and Modern Chinese calligraphy；2. Understanding Chinese folk decorative word； 3. Understanding the character of Chinese word；4. Understanding and designing Chinese typography； 5. Using Chinese typography in creative design。<br>(二)It's an instruction of basic construction and historical development of Western alphabet. Students will understand the use of type in printing design through studying and practicing typographic works. Then, they will try calligraphic creating of alphabet, typeface design as well as logotype design. The most important purpose of the course is that they have to enhance their ability of lettering, for preparing the next advanced program - typography and editing design. |
| 教材 | 教學資源<br>專業設計教室、幻燈片視聽設備、投影片<br>參考書目：<br>視覺傳達-平面設計，劉錫權譯，六合出版社<br>Visual Design - 2, Type, 林盤聲審定，龍溪圖書翻譯出版<br>Lettering for Reproduction, by David Gates<br>Design with Type, by James Craig（Text book）<br>A Typographic Workbook, by Kate Clair<br>The Elements of Typographic Style, by Robert Bringhurst<br>Lettering Art, by Joanne Fink; Judy Kastin<br>使用工具：<br>製圖用具、方格紙、描圖紙、卡紙、扁形平圖筆、素描扁形鉛筆、沾水筆、顏料<br>麥金塔電腦、QuarkXpress專業文字編輯軟體 | Teaching Materials | |
| 成績評量方式 | 作　業<br>1, 小組期末書面調查報告。<br>2, 印刷字體設計。<br>3, 手寫字母造型作品。<br>4, 字形的圖地空間構成。<br>5, 以西方字體造型爲元素的視覺作品。<br><br>期中考<br>西方字體概論（課本、講義） | Grading | 30%- midterm test<br>20%- final paper and presentation<br>10%- study attitude and learning effect<br>40%- level of works |

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| | 成績評量<br>期中考30%、分組報告20%、作品水準40%、課堂表現及學習成效10%<br>課堂採不定時點名，缺席三次以上或評圖未到者，依規定該科目須重修 | | |
| **教師網頁** | _ | | |
| **教學內容** | 1, 西洋字形概論：了解拉丁字母造形的發展背景、種類及使用機能。<br>2, 熟悉印刷字體造型結構及嘗試字體的設計創作。<br>3, 字體造型創意及視覺機能實驗。 | **Syllabus** | It is an instruction of basic construction and historical development of Western alphabet. Students will understand the use of type in printing design through studying and practicing typographic works. Then, they will try calligraphic creating of alphabet, typeface design as well as logotype design. The most important purpose of the course is that they have to enhance their ability of lettering, for preparing the next advanced program - typography and editing design. |

尊重智慧財產權，請勿非法影印。