# 朝陽科技大學 095學年度第1學期教學大綱
# History of Graphic Design 平面設計史

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| 當期課號 | 1824 | Course Number | 1824 |
| 授課教師 | 劉棠思 | Instructor | LIU,TANG SZU |
| 中文課名 | 平面設計史 | Course Name | History of Graphic 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、從歷史觀點認知西方平面設計形式的脈絡演變<br>2、思考當代設計與過去社會政經文化之間的因果關係<br>3、由前人設計動機與風格發展，思考設計作品之分析與解讀方法，以作爲個人之設計資源 | Objectives | It is a seminar and theoretical program of design concept, to help students building a basic and common sense of design, whatever architecture, industrial design, or graphic design. In the class, we discuss about the design culture, thought, criticism, trend, and aesthetics. Through the historical views, they will figure out the relationships between design and society or politics. It will be helpful for students to develop their personal style adapting to the social market. |
| 教材 | 使用教材：<br>王受之著,世界現代平面設計,藝術家出版社<br><br>參考書目：<br>理查荷里斯著,平面設計發展史,龍溪圖書<br>李硯祖主編,蘆影編著,視覺傳達設計欣賞(原書名: 視覺傳達設計的歷史與美學),五南圖書<br>王受之著,世界現代設計,藝術家出版社<br>李新富審訂,設計史,藝風堂<br>Hodges等著,李玉龍、張建成譯,新設計史,六合出版社<br>Ann Ferebee著,吳玉成譯,現代設計史,胡氏圖書<br>Peter Dormer著,1945年後的設計運動,龍溪圖書<br>Philip B. Meggs, A History of Graphic Design<br>Heller, Steven & Seymour Chwast,Graphic style : from Victorian to digital | Teaching Materials | |
| 成績評量方式 | 上課表現(40%)：上課出席(25%)、上課參與個案討論(15%)<br>報告成績(30%)：期中報告(30%)<br>考試成績(30%)：期末測驗(30%) | Grading | Attendance 25%<br>Participation 15%<br>Report 30% (midterm 30%)<br>Final test 30%<br>(May be adjusted depending on real situations) |
| 教師網頁 | | | |
| | 主要內容爲:<br>一、初始的平面設計：由史前至中世紀的視覺化訊息<br>文字與字母的發明、亞洲地區國家的貢獻、中世紀手工書<br>二、平面設計的文藝復興：歐洲印刷術版面設計的開端<br>歐洲的印刷術的發展、德國插畫書籍、文藝復興時期的平面設計、版面設計天才的時代<br>三、進入20世紀的橋樑：工業革命-工業技術對視覺傳達造成的衝擊<br>工業革命與平面設計、美術工藝運動 | | Major content:<br>Part I. The Prologue to Graphic Design : The visual message from prehistory through the medieval era.<br>1. The Invention of Writing.<br>2. Alphabets.<br>3. The Asian Contribution.<br>4. Illuminated Manuscripts.<br>Part II. A Graphic Renaissance : The origins of European typography and design for printing.<br>5. Printing Comes to Europe.<br>6. The German Illustrated Book. |

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| **教學內容** | 及其遺產、新藝術運動、20世紀的設計天才<br>四、現代主義時期：20世紀前半業的平面設計之發展<br>現代藝術對平面設計的影響、圖畫現代主義、新造形語彙的產生、包浩斯與新版面風格、美國的現代主義設計運動<br>五、資訊時代的平面設計：地球村中的平面設計<br>國際版面設計風格、紐約平面設計學派、企業識別與視覺系統、觀念形象、全球對話中之國際視野、後現代設計、數位革命及其後之設計發展 | **Syllabus** | 7. Renaissance Graphic Design.<br>8. An Epoch of Typographic Genius.<br>Part III. The Bridge to the Twentieth Century. : The Industrial Revolution: The impact of industrial technology upon visual communications.<br>9. Graphic Design and the Industrial Revolution.<br>10. The Arts and Crafts Movement and its Heritage.<br>11. Art Nouveau.<br>12. The Genesis of Twentieth-Century Design.<br>Part IV. The Modernist Era : Graphic design in the first half of the twentieth century.<br>13. The Influence of Modern Art.<br>14. Pictorial Modernism.<br>15. A New Language of Form.<br>16. The Bauhaus and the New Typography.<br>17. The Modern Movement in America.<br>Part V. The Age of Information : Graphic design in the global village.<br>18. The International Typographic Style.<br>19. The New York School.<br>20. Corporate Identity and Visual Systems.<br>21. The Conceptual Image.<br>22. National Visions within a Global Dialogue.<br>23. Postmodern Design.<br>24. The Digital Revolution and Beyond. |

尊重智慧財產權，請勿非法影印。