朝陽科技大學 095學年度第2學期教學大綱
Typography & Editorial Design 編輯設計

當期課號	3458	Course Number	3458
授課教師	王桂沍	Instructor	WANG,KUEI TO
中文課名	編輯設計	Course Name	Typography & Editorial Design
開課單位	視覺傳達設計系(二進)三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 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	1.自編教材 2.參考書目: The Alphabetic Labyrinth/The letters in History and imagination, Johanna Drucker, London: Thames & Hudson, 1995 Typology/Type Design from the Victorian Era to the Digital Age, Steven Heller and Louise Fili, San Francisco: Chronicle Books. 1999 Typographic Design: Form & Communication /Rob Carter, Ben Day, Philip Meggs, New York:Van Nostrand Reinhold, 1985 平面設計的泉源/王桂沍譯,台北:六合出版社,2001 編排設計的構成與形式/呂靜修譯,台北:六合出版社,1994 設計的表現形式/呂靜修譯,台北:六合出版社,1995	Teaching Materials	The Alphabetic Labyrinth/The letters in History and imagination, Johanna Drucker, London: Thames & Hudson, 1995 Typology/Type Design from the Victorian Era to the Digital Age, Steven Heller and Louise Fili, San Francisco: Chronicle Books. 1999 Typographic Design: Form & Communication /Rob Carter, Ben Day, Philip Meggs, New York:Van Nostrand Reinhold, 1985
成績評量方式	到課與課堂參與情形 30% 平時作業成績 10% 四次主要作業成績 60%	Grading	Class participation 30% Reguler assignment10% Four major project 60%
教師網頁			
教學內容	本學期課程進入數位媒體的編輯設計研究，以時下最常被使用的幾種電腦簡報媒體所衍生出的特有形式與功能，思考其不同於平面媒體的特質，以動態的觀點開發適應的形式，其中包含軟體使用的個人學習，與電腦螢幕文字與圖像呈現的功能性、美學性思索、嘗試，期望同學們面對的是現在與未來傳播趨勢下的編輯走向。	Syllabus	The major design exploration of this semester would focus on the layout design of digital media since they are the most popular communication tool of mankind in the near future. It's not the computer software be taught in the class, but the concept of text in motion and the different space concept where the visuals positioned are discussed.

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