朝陽科技大學 095學年度第2學期教學大綱
History of Graphic Design 平面設計史

當期課號	3468	Course Number	3468
授課教師	曾培育	Instructor	TSENG,PEI YU
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(二進)四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 2、思考當代設計與過去社會政經文化之間的因果關係 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	Graphic Style - from Victorian to Post-Modern by Steven Heller and Seymour Chwast A History of Graphic Design by Philip B. Meggs Graphic Design - A Concise History by Richard Hollis 世界現代設計 王受之 著 藝術家出版社 世界現代平面設計 王受之 著 藝術家出版社 視覺傳達設計概論 陳俊宏、楊東民 著 全華出版社 視覺設計概論 高橋正人 著 藝風堂出版社 設計學術研究論文 曾培育（1998～2000） 視覺傳達-平面設計（上冊） Craig Denton 著 劉錫權・陳幸春 譯 六合出版社	Teaching Materials	
成績評量方式	期中考45%、期末考45%、課堂報告及學習態度10%	Grading	25%- midterm test 25%- final test 25%- class test 25%- presentation and study attitude
教師網頁			
教學內容	1, 認識設計在人類文化及社會中的定義及角色。 2, 思考設計和藝術創作的關係；視覺傳達設計和藝術創作的關係。 3, 了解視覺傳達設計的起源發展、原理模式和媒材界面。	Syllabus	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.

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