朝陽科技大學 096學年度第1學期教學大綱
Typography & Editorial Design 編輯設計

當期課號	3447	Course Number	3447
授課教師	王桂汚	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	教師自訂教材與電腦輔助資料。	Teaching Materials	self-made materials
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 projects 60%
教師網頁	_		
教學內容	本課程由傳統平面編排GRID入手，以循序漸進的手法，讓同學逐步熟悉字、文的選擇與組織的形式功能和表現技巧。整門課強調傳統理論技巧的認識與創新實驗並進，讓同學在滿足市場的實務需求之外，另有發覺自我創作美學的機會。	Syllabus	Traditional layout tool, grid, will be introduced at first, students are guided, step by step, into the world of typography and understand the techniques of selection and composition of types and texts. Conventional practices and innovated experiments are both inspired in this class for students to discover their persnoal design aesthetics.

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