朝陽科技大學 096學年度第1學期教學大綱
image study 形象研究

當期課號	7293	Course Number	7293
授課教師	王桂沽	Instructor	WANG,KUEI TO
中文課名	形象研究	Course Name	image study
開課單位	設計研究所碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程在探討有關形象的相關研究議題，包括識別價值的演譯方法、形象的稽核方法、形象的定位、視覺識別設計、形象傳播的策略、形象管理方法、形象設計的發展歷史研究等。	Objectives	Introduction to the research subjects of image design, including the identification of value system, methodology of image auditing, image positioning, visual identity design, image communication strategy, image management, and identity design history is explored as well.
教材	1.王桂沽，2005，企業・品牌。識別・形象─符號思維與設計方法，台北：全華科技圖書 2.The Expressive Organization, Majken Schultz edited, Oxford University Press, 2000. 3.Prologo, Michel Chevallier and Gerald Mazzalovo, London: Palgrave Macmillan, 2004. 4.Creating Corporate Reputations, Grahame Dowling, Oxford University Press, 2002. 5. Corporate Identity-Making Business Strategy Visible through Design/Wally Olins, US: Harvard Business School Press, 1989	Teaching Materials	1.Wang, Kuei-to, 2005, Corporate, Brand, Identity, Image: Semiotic Thinking and Design Methology, Taipei: ChuanWa. 2.The Expressive Organization, Majken Schultz edited, Oxford University Press, 2000. 3.Prologo, Michel Chevallier and Gerald Mazzalovo, London: Palgrave Macmillan, 2004. 4.Creating Corporate Reputations, Grahame Dowling, Oxford University Press, 2002. 5. Corporate Identity-Making Business Strategy Visible through Design/Wally Olins, US: Harvard Business School Press, 1989
成績評量方式	到課與課堂參與情形 30% 主持研討成績 30% 期末作業成績 40%	Grading	Class participation 30% Seminar hosting 30% Final presentation 40%
教師網頁	_		
教學內容	本課程在探討有關形象的相關研究議題，包括識別價值的演譯方法、形象的稽核方法、形象的定位、視覺識別設計、形象傳播的策略、形象管理方法、形象設計的發展歷史研究等。	Syllabus	Introduction to the research subjects of image design, including the identification of value system, methodology of image auditing, image positioning, visual identity design, image communication strategy, image management, and identity design history is explored as well.

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