朝陽科技大學 096學年度第2學期教學大綱
Display Design (2) 展示設計(二)

當期課號	3414	Course Number	3414
授課教師	陳文亮	Instructor	CHEN,WEN LIANG
中文課名	展示設計(二)	Course Name	Display Design (2)
開課單位	視覺傳達設計系(二進)五A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	1、認識展示的基本理論 2、了解視覺、媒體、空間等要素的展示策略與設計技巧 3、熟悉展示設計的溝通方法	Objectives	Display and Exhibit Design is visual presentation. It is color and form arranged in space. Take a dress hanging on a rack, a blender in a box, or a CD in a bin. Now find ways to make these objects grab attention, communicate ideas, and sell an image. This is the challenging and creative work of display and exhibit designers who work in store windows, exhibition halls, and design houses presenting merchandise while creating visual excitement.
教材	展示設計 黃世輝/吳瑞楓著 三民書局出版 展示規劃-理論與實務 漢寶德著 田園城市文化出版	Teaching Materials	Display&Interior Design Show Design 出版社／ DAAB GMBH
成績評量方式	期中作業30% 期末作業50% 課堂報告討論及出席20%	Grading	Midterm assignment 30% final assignment 50% Class participation and presentation 20%
教師網頁			
教學內容	1.展示理論架構之解說 2.展示之媒體與空間要素 3.展示之策略與限制要素 4.展示與媒體及建築之互相關係 5.展場構成要素與使用行爲模式討論 6.展場設計意象與空間特質之掌握 7.展場案例分析及實質設計操作練習	Syllabus	Display and Exhibit Design is visual presentation. It is color and form arranged in space. Now find ways to make these objects grab attention, communicate ideas, and sell an image. This is the challenging and creative work of display and exhibit designers who work in store windows, exhibition halls, and design houses presenting merchandise while creating visual excitement.

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