朝陽科技大學 097學年度第2學期教學大綱
Typography & Editorial Design 編輯設計

當期課號	2001	Course Number	2001
授課教師	溫慧懿	Instructor	WEN,HUI I
中文課名	編輯設計	Course Name	Typography & Editorial Design
開課單位	視覺傳達設計系(四日)二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	版面構成: 整體架構+細膩之美/ Will Kunz著,台北:龍溪,2005 數位設計 Digital Design/ Pina lewandowsky, Francis Zeischegg, 台北:六和出版社,2001 InDesign @Work 專案實作 / Cate Brosseau Indiano著, 詹國廷譯,台北:上奇出版社,2006 Type and Image: The Language of Graphic Design/ Philip B Meggs, John Wiley & Sons Inc, 1989. Typographic Design: Form &Communication/ Rob Carter, Ben Day, Philip Meggs. New York: Van Nostrand Reinhold, 1985.	Teaching Materials	Digital Design/ Pina lewandowsky, Francis Zeischegg, 台北:六和出版社,2001 InDesign @Work 專案實作 / Cate Brosseau Indiano著, 詹國廷譯,台北:上奇出版社,2006 Type and Image: The Language of Graphic Design/ Philip B Meggs, John Wiley & Sons Inc, 1989. Typographic Design: Form &Communication/ Rob Carter, Ben Day, Philip Meggs. New York: Van Nostrand Reinhold, 1985.
成績評量方式	課堂參與20% 出席情形20% 作品表現60%	Grading	1.Principles of typographical design. 2.Editorial design principlesand creativity.
教師網頁	_		
教學內容	本課程透過數位設計之理論與瞭解編輯設計形式原理，思考不同媒體的性質,透過作品與設計實務相互間的應證與演練,以靜態與動態形式表出編設計的創意, 瞭解數位工具特性與運用; 並融合實驗性的設計方法，探試開發新形式的可能性。	Syllabus	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.

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