

朝陽科技大學 098學年度第1學期教學大綱
Visual Psychology 視覺心理學

當期課號	3457	Course Number	3457
授課教師	呂南湖	Instructor	LU,NAN HU
中文課名	視覺心理學	Course Name	Visual Psychology
開課單位	傳播藝術系(四進)二A	Department	
修習別	必修	Required/Elective	Required
學分數	2	Credits	2
課程目標	<p>教學目標：</p> <ol style="list-style-type: none"> 1. 了解影像的多元涵義及其暗喻功能(知識) 2. 對三度空間的視覺再造及營造虛幻情境或假想空間(技能) 3. 具備對影像的解讀能力(態度) 4. 具備視覺敏感度(其他) 	Objectives	<ol style="list-style-type: none"> 1. Understand the multiple meanings, metaphors, and functions of images (knowledge) 2. Create imaginary spaces and reconstruct three-dimensional spaces (skills) 3. Interpret images (development) 4. Develop visual sensitivity (other)
教材	<ol style="list-style-type: none"> 1. 自行編寫講義, 同學可於LMS系統下載. 2. 視覺藝術認知(全華) 3. 藝術心理學(學林) 	Teaching Materials	<ol style="list-style-type: none"> 1. I will write relative teaching material and students can download from LMS system. 2. Cognition and the Visual Arts(全華) 3. Visual Psychology(學林)
成績評量方式	<ol style="list-style-type: none"> 1. 平常成績-30%, 包括出席率, 小組討論, 上課表現. 2. 期中考-30% 3. 期末報告- 40% 包括書面報告及上台演說 	Grading	<ol style="list-style-type: none"> 1. Regular-30%, including attendance, team work and discussion. 2. mitem-30% 3. final- 40% including project prosal and presentation
教師網頁	-		
教學內容	<p>這門課包括幾個範圍, 1. 大腦與眼睛的視覺功能與感受, 2. 視覺認知與格式塔心理學. 3. 視覺透視研究. 4. 主體與客體(背景)的關係. 5. 不同形式視覺藝術之感受. 6. 當代數位藝術之視覺探討. 同學在了解相關理論後, 以分組(3人)的方式, 試創作出一個視覺作品和相關報告.</p>	Syllabus	<p>This course includes sevreal important parts:1. The visual function and experience of human brain and eyes, 2. Gestalt Psychology, 3.The concept of visual perspective, 4.The relationship between subject and object(background) , 5. The visual feeling for different artisc forms. 6. The visual research for modern digital art. Students will have a team work(3 people) and try to creative a visual work and proposal.</p>

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