朝陽科技大學 098學年度第2學期教學大綱
Visual Communication Design 視覺傳達設計

當期課號	3444	Course Number	3444
授課教師	廖家翎	Instructor	Liao,Chia Ling
中文課名	視覺傳達設計	Course Name	Visual Communication Design
開課單位	工業設計系(四進)一A	Department	
修習別	必修	Required/Elective	Required
學分數	2	Credits	2
課程目標	了解視覺文化的歷史，視覺認識的基礎架構，以及個體如何進行視覺知覺的處理，訓練使用視覺代替語言來溝通，利用人們週遭環境的資料來構成影響人類視覺，進而影響心裡狀態，便愈能以設計專業來促進視覺傳達。	Objectives	In order to promote the vision to transmit by designing the specialty, it is important to understand the history of vision culture, to infrastructure the vision development, how the individual carries on the treatment of the vision consciousness, and to train the uses the vision to replace languages to communicate. Because they influence human visions to make use of materials of people's surrounding area environment to form, and then influence the state in the heart.
教材	ILLUSTRATOR GRAPHIC DESIGN UNIVERSAL PRINCIPLES OF DESIGN	Teaching Materials	ILLUSTRATOR GRAPHIC DESIGN UNIVERSAL PRINCIPLES OF DESIGN
成績評量方式	期中30% 期末30% 平常40%	Grading	MID-TERM EXAMINATION 30% FINAL EXAMINATION 30% PERFORMANCE AND ATTITUDE 40%
教師網頁	http://www.wretch.cc/blog/SA690		
教學內容	了解視覺文化的歷史，視覺認識的基礎架構，以及個體如何進行視覺知覺的處理，訓練使用視覺代替語言來溝通，利用人們週遭環境的資料來構成影響人類視覺，進而影響心裡狀態，便愈能以設計專業來促進視覺傳達。	Syllabus	In order to promote the vision to transmit by designing the specialty, it is important to understand the history of vision culture, to infrastructure the vision development, how the individual carries on the treatment of the vision consciousness, and to train the uses the vision to replace languages to communicate. Because they influence human visions to make use of materials of people's surrounding area environment to form, and then influence the state in the heart.

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