朝陽科技大學 098學年度第2學期教學大綱
Lettering & Typography 文字造形

當期課號	3496	Course Number	3496
授課教師	劉棠思	Instructor	LIU,TANG SZU
中文課名	文字造形	Course Name	Lettering & Typography
開課單位	視覺傳達設計系(四進)一A	Department	
修習別	必修	Required/Elective	Required
學分數	2	Credits	2
課程目標	本課程分爲兩部份： 1、漢字體造形：(1)認識中國傳統與現代書法演進；(2)認識傳統之漢字造形設計-民間美術字；(3) 了解漢字結構與各類字體特徵；(4)認識漢字印刷字體之特徵及其設計上應注意之要項；(5)漢 字之創意設計及應用。 2、西洋字體造形：(1)西洋字形概論ㄧ了解拉丁字母造形的發展背景、種類及使用觀念；(2)熟悉 印刷字體造形結構格式及印刷字體設計；(3)建立字體排版與編輯的基礎概念；(4)結合字體造 形創意與字義傳達設計。	Objectives	(一)1. Understanding the evolution of Chinese traditional and Modern Chinese calligraphy；2. Understanding Chinese folk decorative word； 3. Understanding the character of Chinese word；4. Understanding and designing Chinese typography； 5. Using Chinese typography in creative design。 (二)It's an instruction of basic construction and historical development of Western alphabet. Students will understand the use of type in printing design through studying and practicing typographic works. Then, they will try calligraphic creating of alphabet, typeface design as well as logotype design. The most important purpose of the course is that they have to enhance their ability of lettering, for preparing the next advanced program - typography and editing design.
教材	參考書目： 字的設計有道理，艾琳.路佩登，天下文化 什麼是文字設計，戴維.朱里，中國青年出版社 西方字體設計一百年，路易斯.布萊克威爾，上海人民美術出版社 Visual Design - 2, Type, 林盤聲審定，龍溪圖書翻譯出版Lettering for Reproduction, by David GatesDesign with Type, by James Craig（Text book）A Typographic Workbook, by Kate ClairThe Elements of Typographic Style, by Robert BringhurstLettering Art, by Joanne Fink; Judy Kastin	Teaching Materials	參考書目： 字的設計有道理，艾琳.路佩登，天下文化 什麼是文字設計，戴維.朱里，中國青年出版社 西方字體設計一百年，路易斯.布萊克威爾，上海人民美術出版社 Visual Design - 2, Type, 林盤聲審定，龍溪圖書翻譯出版Lettering for Reproduction, by David GatesDesign with Type, by James Craig（Text book）A Typographic Workbook, by Kate ClairThe Elements of Typographic Style, by Robert BringhurstLettering Art, by Joanne Fink; Judy Kastin
成績評量方式	1.各主題作業及學期報告之成績平均: 60%。 2.學期測驗: 20% 3.上課表現與平時成績: 20% (視狀況再行調整)	Grading	Subject homework & reports 60% Test 20% Attendance and participation 20% (May be adjusted depending on real situations)
教師網頁			
教學內容	1.西洋文字造形概論：了解拉丁字母造形的發展背景、種類及使用機能。 2.熟悉印刷字體造形結構及嘗試字體的設計創作。 3.字體造形創意及視覺機能實驗。	Syllabus	It is an instruction of basic construction and historical development of Western typography. Students will understand the use of type in printing design through studying and practicing typographic works. Then, they will try calligraphic creating of alphabet, typeface design as well as logotype design. The most important purpose of the course is that they have to enhance their ability of lettering, for preparing the next

			advanced program - typography and editing design.

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