朝陽科技大學 099學年度第2學期教學大綱
Lettering & Typography 文字造形

當期課號	3360	**Course Number**	3360
授課教師	沈信宏	**Instructor**	Shen,Hsin Hung
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	本課程分為兩部份： 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)西洋字形概論一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	1.字體的編排設計與應用：羅伯˙卡特/著，龍溪，2000-10 2.字文設計:形式與傳播：羅伯˙卡特/著，王桂沰/譯，六合，2009-08 3.字學：林品章 編著，星狐，1989-7初版 4.創意字體設計：張惠如編，藝風堂，2002-12初版 5.文字的準則：伊達千代、内藤タカヒコ著，悅知文化，2008-11 6.設計VS文字應用，李天來編著，紅蕃薯文化，2005-5	**Teaching Materials**	1.字體的編排設計與應用：羅伯˙卡特/著，龍溪，2000-10 2.字文設計:形式與傳播：羅伯˙卡特/著，王桂沰/譯，六合，2009-08 3.字學：林品章 編著，星狐，1989-7初版 4.創意字體設計：張惠如編，藝風堂，2002-12初版 5.文字的準則：伊達千代、内藤タカヒコ著，悅知文化，2008-11 6.設計VS文字應用，李天來編著，紅蕃薯文化，2005-5
成績評量方式	到課與課堂參與情形 30% 平時作業成績 10% 六次主要作業成績 60%	**Grading**	Class participation 30% Reguler assignment10% Six major projects 60%
教師網頁	http://lms.ctl.cyut.edu.tw/2009033		
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.