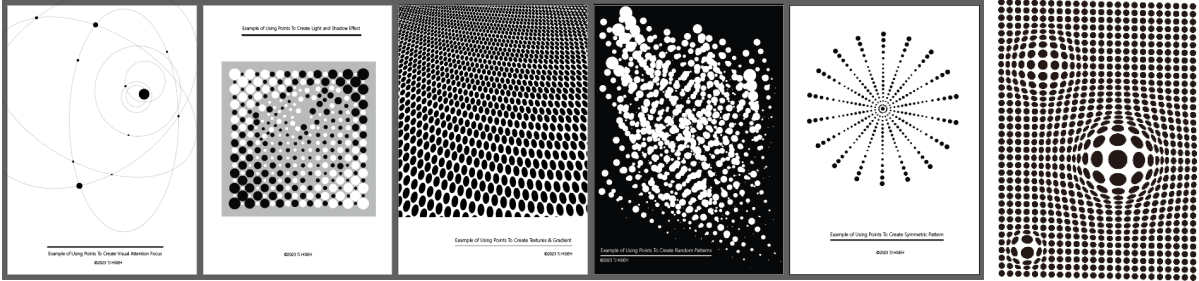
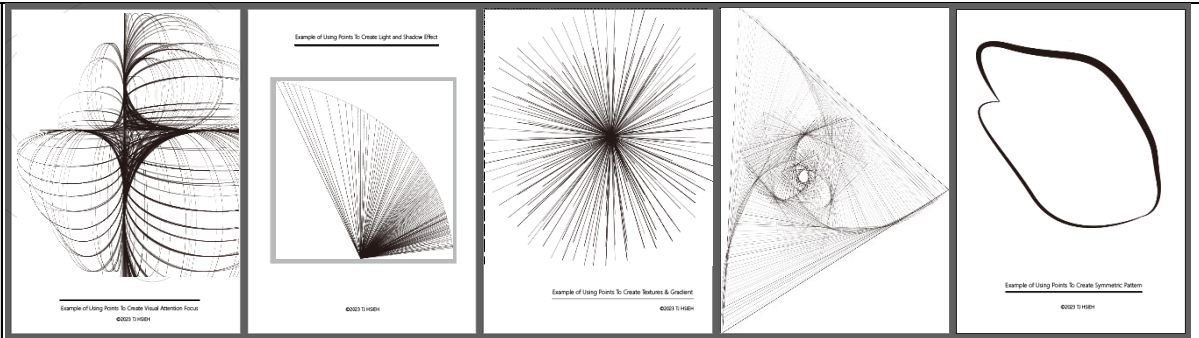
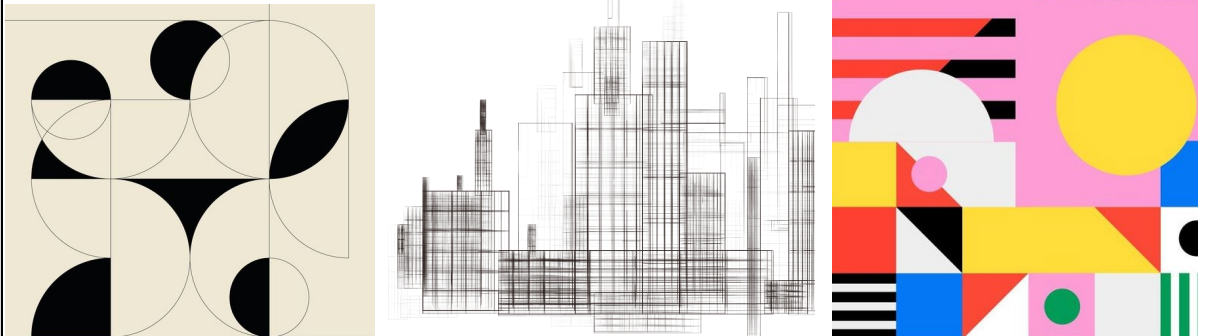


課程代碼：JAD130101		科目代碼：	
課程名稱	中文：基本設計一(B)	必/選修	必修 Required
	英文：Basic Design I (B)	課程類別	設計組 Design Group
開課單位	藝術與設計學系 Department of Arts and Design	學分數 credit	3
課程概述	<p>本課程引導設計組學生習得認識基本視覺元素、圖形設計實作，並由基本設計專案培養對視覺形式與美感原則的理解。本課程使用業界主流設計軟體做為教學示範，學生自備電腦、軟體、簡易手工具與耗材。本課程以專案導向學習(Project-Based Learning)進行，本學期有三個專案(1)海報設計(2)個人視覺識別設計(3)作品集排版設計，專案教學的流程：(1)介紹專案所需要認識的設計原理、設計元素(2)作品觀摩、說明設計目標 (3)軟體技術示範 (4)學生實作練習 (5)個別討論與建議。學生期末應將習作和專案製作成果進行排版設計、印刷、裝訂為實體作品集於本系共評展示。期末最後一周將作品 pdf 檔上傳至 eeclass 作業區(50%)，課堂筆記、作品發想、手繪草圖、嘗試與練習等整理為學習歷程報告，於期末繳交 pdf 至 eeclass 作業區(50%)。</p> <p>This course aims to equip design students with fundamental skills in design elements composition and production techniques. Students are required to bring their own computer and use leading industry design software. Each session includes understanding key design principles, reviewing and applying these principles through hands-on tasks, and revisions. Students' work will culminate in a portfolio (contributing 50% to the final grade), showcasing their progress. Additionally, a comprehensive learning journal (accounting for the remaining 50% of the grade), including class notes, idea development, sketches, and design insights, is to be submitted at the end of the term.</p>		
教學方式	<p>設計原理說明、示範與案例觀摩、設計實作、作品討論</p> <p>Explanation of design principles, demonstrations and case study reviews, hands-on design practice, and work discussions.</p>		
教學進度	<p>第 01 週：課程介紹-授課方式、設計工具、學習目標</p> <p>Week 01: Introduction - Teaching Methods, Materials and Tools, Learning Goals</p> <p>第 02 週：設計元素-點的練習</p> <p>Week 02: Design Elements - Practice on Points</p>  <p>第 03 週：設計元素-線的練習</p> <p>Week 03: Design Elements - Practice on Lines</p>		



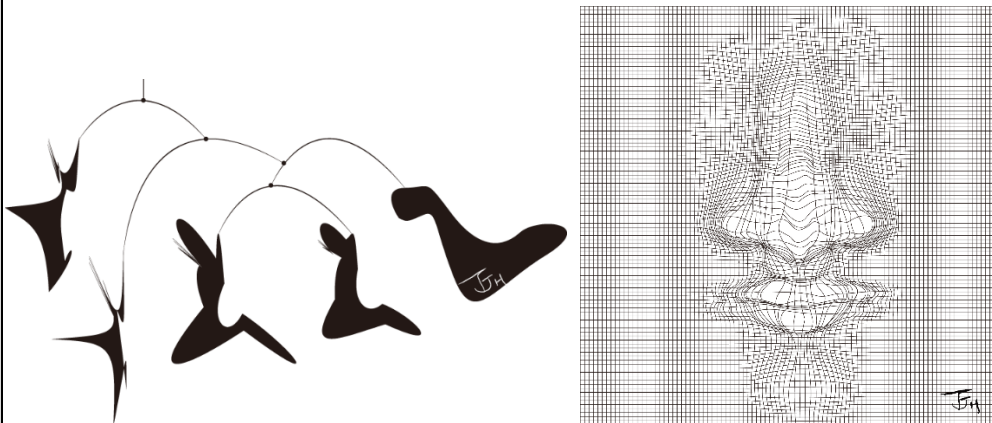
第 04 週：設計元素-幾何形狀的練習

Week 04: Design Elements - Practice on Geometric Shapes



第 05 週：設計元素-有機形狀的練習

Week 05: Design Elements - Practice on Organic Forms



第 06 週：作品 1-運用點、線、形狀的海報設計(城市或地方主題)

Week 06: Design Work 1 - Modernist Style Poster Design (City or Region Theme)



第 07 週：設計元素-認識字體與字型

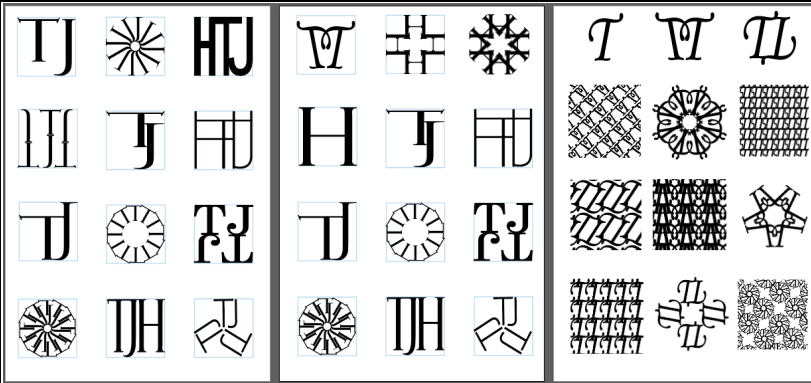
Week 07: Design Elements - Introducing Font and Typeface

第 08 週：設計元素-運用字體的圖案構成

Week 08: Design Elements - Practice on Font and Composition

第 09 週：設計元素-應用文字作為構成元素

Week 09: Design Elements- Using Text in composition



第 10 週：設計元素-認識圖像符號、圖示、標誌

Week 10: Design Elements- Introducing pictogram, icon, logo

第 11 週：設計元素-圖像符號、圖示、標誌

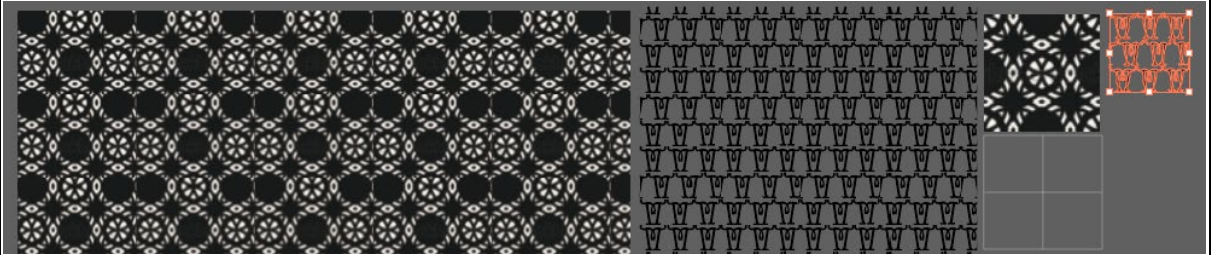
Week 11: Design Elements- Practice on pictogram, icon, logo

第 12 週：作品 2-個人視覺識別符號(logo design)

Week 12: Design Work 2-Logo Design

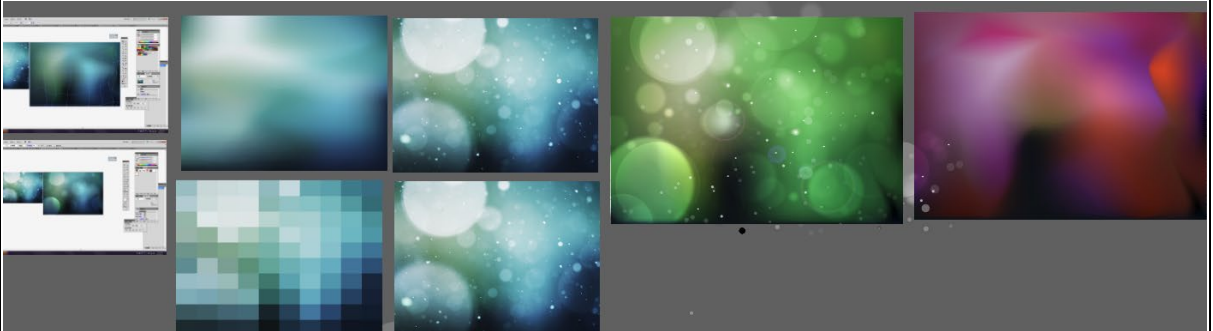
第 13 週：設計元素-認識色彩與圖樣

Week 13: Design Elements- color and patterns



第 14 週：設計元素-練習階調與漸層網格設計

Week 14: Design Elements- practice on coloring and mesh gradient



第 15 週：現代平面設計風格與排版設計

Week 15: Modern Graphic Design Styles and Layout Design

第 16 週：認識平面設計的輸出方法：印刷、雷射與雷射

Week 16: Introducing Printing and Laser Cutting

第 17 週：作品 3-成果作品集排版設計

Week 17: Design Work 3 - Portfolio Layout Design

第 18 週：作品集展示與討論

Week 18: Portfolio Exhibition, Discussion

成績考核

一、期末共評及作品集 50% Portfolio: 50%

二、學習歷程報告 50% Learning Progress Report: 50%