

111-1 Full Curriculum of Da-Yeh University

Information			
Title	Color	Serial No./ID	0571 / MDI2002
Required/Credit	Required /2	Time/Place	(Mon)56 / H718
Language	Chinese	Grade Type	Number
Lecturer /Full- or Part-time	Melanie, Hou-Yi TING	Graduate Class	Non-graduating Class
School System /Dept /Class, Grade	Bachelor Program for Multimedia Digital Content /Class 2, Grade 1		
Office Hour / Place	(Tue) 13:20~14:10, (Tue) 14:20~15:10, (Tue) 15:20~16:10, (Fri) 09:10~10:00, (Fri) 10:10~11:00, (Fri) 11:10~12:00 / A513		
Lecturer	n.a.		

Introduction
1.Cultivate professional talents in multimedia digital content domain 2.Cultivate integration and innovation talents in multimedia digital content domain 3.Cultivate outstanding talents in career of multimedia digital content

Outline
1 Principles of Color: The color of the origin of color science scientific basis for the construction of basic color color psychology 2 multimedia digital technology and color: HTML structure of web design color color digital image color 3 reconcile theory and color: color harmony theory applied to practice 4 color scheme: color survey plane and digital applications to practice 5 multimedia digital color applications and management

Prerequisite
Basic drawing concepts.

The Relationship Between Courses and Departmental Core Competencies and Basic Skills
 Acquire professional knowledge of multimedia digital content design  Acquire the technologies, skills and the capability of using modern tools for practicing multimedia digital content design  Acquire the capability of integrating multimedia digital content knowledge and technologies Acquire the capability of finding out, analyzing and solving complex interdisciplinary multimedia design problems Acquire the capability of managing project, communicating each other, respecting different viewpoints and cooperating within the team  Acquire the capability of lifetime learning.

Acquire the capability of collecting, interpreting and analyzing global multimedia industry trends, and participating in multimedia practical design.

Acquire professional working ethics and society responsibility



Acquire the humanities and arts accomplishment, and the capability of creative thinking and innovative design.

Teaching Plan

Core Capability	Weight(%) 【A】	Ability index(Performance Indicators)	Teaching Methods	Assessment and Weight	Core Competency Learning Outcomes 【B】	Final Exam Grades 【C=B*A】
Acquire professional knowledge of multimedia digital content design	20	Cultivate the capability of being familiar with multimedia digital content knowledge。 Cultivate the capability of realizing multimedia digital content theory。 Cultivate the capability of being possessed of multimedia digital content professional knowledge, including animation, comic, game design, and so on。 Cultivate the capability of being possessed of multimedia digital content design quality and accomplishment, including cultural creativity, art, esthetics, and so on。	Lecturing Group Work Special Report	Group Report: 50% Class Discussion: 50%	Total: 100	20
Acquire the technologies, skills and the capability of using modern tools for practicing multimedia digital content design	20	Cultivate the capability of using modern multimedia software and hardware tools。 Cultivate the capability of being possessed of and applying multimedia digital content professional design technologies and skills。 Cultivate the capability of implementing multimedia digital content system。	Practical Operation (Experiment, Machine Operation Group Work Talk/Speech	Homework Assignment: 50% Experiment Operation: 50%	Total: 100	20

Acquire the capability of integrating multimedia digital content knowledge and technologies	10	Cultivate the capability of integrating theoretical knowledge and practical technology. Cultivate the capability of integrating visual communication, information technology and content management knowledge.	Group Work Talk/Speech Special Report	Group Report: 50% Assessment on Teamwork: 50%	Total: 100	10
Acquire the humanities and arts accomplishment, and the capability of creative thinking and innovative design	30	Cultivate the humanities and arts accomplishment 。 Cultivate the capability of creative thinking。 Cultivate the capability of innovative design。	Case Study Practical Operation (Experiment, Machine Operation	Class Discussion: 50% Product Manufacturing: 50%	Total: 100	30
Acquire the capability of lifetime learning 。	20	Cultivate the capability of lifetime learning by different ways。	Case Study Group Work	Class Discussion: 50% Number of Logging Online/ Message Online/ Class Pa: 50%	Total: 100	20

Grade Auditing

Class Discussion: 35%

Group Report: 15%

Product Manufacturing: 15%

Number of Logging Online/ Message Online/ Class Pa: 10%

Homework Assignment: 10%

Experiment Operation: 10%

Assessment on Teamwork: 5%

Book Type (Respect intellectual property rights. Please use official textbooks and do not illegally photocopy others' works.)

Book Type	Book name	Author
Reference Books	色彩計劃與實作	賴瓊琦
Reference Books	世界的色彩配色手帖	櫻井輝子

Lesson Plan

Weeks	Content	Teaching Methods
1	Preparation & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda	Lecturing
2	An introduction to Colour in design (I)	Lecturing、 Practical Operation (Experiment, Machine Operation、 Group Work
3	An introduction to Colour in design (II)- Online learning	Lecturing、 Practical Operation (Experiment, Machine Operation、 Group Work
4	An introduction to Colour in design (III)	Lecturing、 Group Work
5	Holiday	Lecturing
6	An introduction to Colour in design (IV) -	Lecturing、 Practical Operation (Experiment, Machine Operation、 Group Work
7	An introduction to Colour in design (V)	Lecturing、 Practical Operation (Experiment, Machine Operation、 Group Work
8	A theory of colour matching (I) - Online learning	Lecturing、 Practical Operation (Experiment, Machine Operation
9	A theory of colour matching (II) - Online learning	Lecturing、 Case Study、 Practical Operation (Experiment, Machine Operation
10	An introduction to Colour in printing (I)	Case Study、 Practical Operation (Experiment, Machine Operation、 Talk/Speech
11	An introduction to Colour in printing (II)	Case Study、 Practical Operation (Experiment, Machine Operation、 Talk/Speech
12	CIS colour plan	Talk/Speech
13	Group project: CIS colour plan (I)	Practical Operation (Experiment, Machine Operation、 Group Work
14	Group project: CIS colour plan (II)	Practical Operation (Experiment, Machine Operation、 Group Work
15	Group report (I)	Special Report
16	Group report (II)	Special Report

17	Holiday	Lecturing
18	Reflection and Feedback	Lecturing、 Group Work