

111-1 Full Curriculum of Da-Yeh University

Information			
Title	Typography Design (1)	Serial No./ID	0578 / MDI1005
Required/Credit	Optinal /2	Time/Place	(Mon)56 /PX304
Language	Chinese	Grade Type	Number
Lecturer /Full- or Part-time	/Part-time	Graduate Class	Non-graduating Class
School System /Dept /Class, Grade	Bachelor /Bachelor Program for Multimedia Digital Content /Class 2, Grade 2		
Office Hour / Place	n.a.		
Lecturer	n.a.		

Introduction

- 1.Layout-based Cognitive Training
- 2.Training Adobe Illustrator software basic proficiency
- 3.Training Adobe InDesign software basic proficiency
- 4.Learn practical design products Printing

Outline

1. Familiar with the software operation.
- 2.Use software to design all kinds of plane illustrator version compiled.
- 3.Books produced using Adobe InDesign Software.

Prerequisite

Without basic skills or Advanced Placement but enthusiastic.

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 realizing multimedia digital content theory。 Cultivate the capability of being familiar with multimedia digital content knowledge。 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 Case Study Practical Operation (Experiment, Machine Operation Film Appreciation	Final Exam: 20% Midterm Exam: 20% Homework Assignment: 20% Course Participation: 20% Product Manufacturing: 10% Peer Assessment: 10%	Total: 100	20
Acquire the capability of integrating multimedia digital content knowledge and technologies	20	Cultivate the capability of integrating theoretical knowledge and practical technology。 Cultivate the capability of integrating visual communication, information technology and content management knowledge。	Lecturing Group Discussion Practical Operation (Experiment, Machine Operation Film Appreciation	Midterm Exam: 20% Final Exam: 20% Homework Assignment: 20% Course Participation: 20% Product Manufacturing: 10% Peer Assessment: 10%	Total: 100	20

Acquire the capability of managing project, communicating each other, respecting different viewpoints and cooperating within the team	20	Cultivate the capability of project planning, execution and management. Cultivate the capability of respecting different viewpoints. Cultivate the capability of communication, coordination, and team cooperation.	Lecturing Group Discussion Film Appreciation Practical Operation (Experiment, Machine Operation	Final Exam: 20% Midterm Exam: 20% Homework Assignment: 20% Peer Assessment: 10% Product Manufacturing: 10% Course Participation: 20%	Total: 100	20
Acquire professional working ethics and society responsibility	20	Cultivate the accomplishment of being possessed of well human relationship and career ethics. Cultivate the accomplishment of being possessed of society responsibility in professional field.	Lecturing Group Discussion Practical Operation (Experiment, Machine Operation Film Appreciation	Midterm Exam: 20% Final Exam: 20% Homework Assignment: 20% Course Participation: 20% Product Manufacturing: 10% Peer Assessment: 10%	Total: 100	20
Acquire the humanities and arts accomplishment, and the capability of creative thinking and innovative design.	20	Cultivate the capability of creative thinking. Cultivate the humanities and arts accomplishment. Cultivate the capability of innovative design.	Lecturing Practical Operation (Experiment, Machine Operation Group Discussion Film Appreciation	Midterm Exam: 20% Final Exam: 20% Product Manufacturing: 10% Course Participation: 20% Homework Assignment: 20% Peer Assessment: 10%	Total: 100	20

Grade Auditing

Homework Assignment: 20%

Midterm Exam: 20%

Course Participation: 20%

Final Exam: 20%

Product Manufacturing: 10%

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

Book Type	Book name	Author
Reference Books	設計職人必修 Photoshop + Illustrator 圖案與背景設計快速攻略	下田和政

Lesson Plan

Weeks	Content	Teaching Methods
1	Curriculum planning and Teaching Description & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda	Lecturing、 Film Appreciation
2	What is Graphic Design	Lecturing、 Group Discussion、 Film Appreciation
3	Common graphic design software	Lecturing、 Group Discussion、 Film Appreciation
4	How to get the software	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
5	Self-Learning Day	Group Discussion
6	Illustratorru interface introduction	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
7	Selection tools and layer concepts	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
8	Line segment and rectangle drawing	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
9	Works Share	Lecturing、 Case Study
10	Pen tool practice	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
11	Transform and Rotate Tools	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation

12	material mask	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
13	Symbol making	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
14	Text tool application	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
15	Archive and export	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
16	Project production	Lecturing、 Group Discussion、 Practical Operation (Experiment, Machine Operation
17	Self-Learning Day	Group Discussion
18	Works Share	Lecturing、 Case Study