

111-2 Full Curriculum of Da-Yeh University

Information			
Title	Introduction to Art and Design	Serial No./ID	0508 /MDI1023
Required/Credit	Optinal /2	Time/Place	(Tue)78 /B003-2
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) 12:00~13:20, (Tue) 13:20~14:10, (Tue) 14:20~15:10, (Thu) 09:10~10:00, (Thu) 10:10~11:00, (Thu) 11:10~12:00, (Thu) 12:00~13:20, (Fri) 12:00~13:20 / A513		
Lecturer	n.a.		

Introduction

中西方藝術與設計的演化歷史，以及藝術與設計運用在生活上與創作導覽概念。

在現今繁多種類的設計美術相關科系，佔有非常重要的一環。

由此課程讓學生更能將藝術與設計的思維，運用在作品上，發揮得更完美。

Outline

上課教材-藝術導論-中西藝術思潮與導覽之教材

讓學生了解藝術史後、分組進行報告分析，最後每組學生將收集而來的資料、媒材

運用在自己的創作上。

Prerequisite

無

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	25	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 Group Discussion Student Presentation	Course Participation: 20% Group Report: 30% Product Manufacturing: 30% Assessment on Teamwork: 20%	Total: 100	25
Acquire the technologies, skills and the capability of using modern tools for practicing multimedia digital content design	25	Cultivate the capability of being possessed of and applying multimedia digital content professional design technologies and skills。Cultivate the capability of using modern multimedia software and hardware tools。Cultivate the capability of implementing multimedia digital content system。	Practical Operation (Experiment, Machine Operation	Course Participation: 20% Group Report: 30% Product Manufacturing: 30% Experiment Operation: 20%	Total: 100	25

Acquire the humanities and arts accomplishment, and the capability of creative thinking and innovative design 。	25	Cultivate the humanities and arts accomplishment 。Cultivate the capability of creative thinking。 Cultivate the capability of innovative design。	Group Discussion Practical Operation (Experiment, Machine Operation Group Work	Group Report: 30% Course Participation: 20% Product Manufacturing: 30% Experiment Operation: 20%	Total: 100	25
Acquire the capability of lifetime learning 。	25	Cultivate the capability of lifetime learning by different ways。	Practical Operation (Experiment, Machine Operation	Written Report: 80% Class Notes: 20%	Total: 100	25

Grade Auditing

Product Manufacturing: 22.5%

Group Report: 22.5%

Written Report: 20%

Course Participation: 15%

Experiment Operation: 10%

Assessment on Teamwork: 5%

Class Notes: 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	藝術的故事	E. H. Gombrich
Reference Books	生態藝術：人類世與造型的創作	Paul Ardenne

Lesson Plan

Weeks	Content	Teaching Methods
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1	2/21 Introduction: Art = Design? & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda	Lecturing、 Group Discussion
2	2/28 week off/ 228	Holiday
3	3/7 Aesthetics of Art and Design in Life	Lecturing、 Group Discussion
4	3/14 Practical Workshop -3/19 Lesson (6H)	Lecturing、 Practical Operation (Experiment, Machine Operation、 Group Work
5	3/21 Design Thinking and Methods	Group Discussion、 Practical Operation (Experiment, Machine Operation、 Group Work、 Student Presentation
6	3/28 Design Thinking and Methods	Group Discussion、 Practical Operation (Experiment, Machine Operation、 Group Work、 Student Presentation
7	4/4 week off	Holiday
8	4/11 Cultural Context and Art Design	Group Discussion、 Group Work
9	4/18 Workshop (6H) - week off	Lecturing、 Practical Operation (Experiment, Machine Operation、 Group Work
10	4/25 Information visualization	Lecturing、 Practical Operation (Experiment, Machine Operation
11	5/2 Information visualization	Lecturing、 Practical Operation (Experiment, Machine Operation
12	5/9 The Principles and Art Forms of Beauty	Lecturing、 Group Discussion
13	5/16 The art of expression	Lecturing、 Group Discussion、 Student Presentation
14	5/23 Popular Culture and Art Design (I)	Practical Operation (Experiment, Machine Operation、 Student Presentation
15	5/30 Popular Culture and Art Design (II)	Practical Operation (Experiment, Machine Operation、 Student Presentation
16	6/6 Popular Culture and Art Design (III)	Practical Operation (Experiment, Machine Operation、 Student Presentation

17	6/13 Reflection and Feedback	Lecturing、 Group Discussion
18	6/20 Reflection and Feedback - Practice Workshop (6H) weekoff	Group Discussion、 Practical Operation (Experiment, Machine Operation、 Group Work