

112-2 Full Curriculum of Da-Yeh University

Information			
Title	Typography Design (2)	Serial No./ID	0455 / MDI1014
Required/Credit	Optinal /2	Time/Place	(Mon)56 / H615
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 1, Grade 2		
Office Hour / Place	(Tue) 12:00~13:20, (Wed) 12:00~13:20, (Wed) 13:20~14:10, (Wed) 14:20~15:10, (Fri) 12:00~13:20 / PX301		
Lecturer	n.a.		

Introduction
none

Outline
none

Prerequisite
none

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	10	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 Practical Operation (Experiment, Machine Operation	Peer Assessment: 10% Homework Assignment: 10% Final Exam: 40% Midterm Exam: 30% Experiment Operation: 10%	Total: 100	10
Acquire the technologies, skills and the capability of using modern tools for practicing multimedia digital content design	10	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。 Cultivate the capability of using modern multimedia software and hardware tools。	Lecturing Practical Operation (Experiment, Machine Operation	Midterm Exam: 30% Final Exam: 40% Homework Assignment: 10% Peer Assessment: 10% Experiment Operation: 10%	Total: 100	10

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 Practical Operation (Experiment, Machine Operation	Peer Assessment: 10% Homework Assignment: 10% Final Exam: 40% Midterm Exam: 30% Experiment Operation: 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 Practical Operation (Experiment, Machine Operation	Final Exam: 40% Midterm Exam: 30% Homework Assignment: 10% Peer Assessment: 10% Experiment Operation: 10%	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 Practical Operation (Experiment, Machine Operation	Final Exam: 40% Midterm Exam: 30% Homework Assignment: 10% Experiment Operation: 10% Peer Assessment: 10%	Total: 100	20
Acquire the capability of collecting, interpreting and analyzing global multimedia industry trends, and participating in multimedia practical design.	20	Cultivate the capability of realizing the global industrial issues of multimedia digital content. Cultivate the capability of understanding the effects of multimedia design to industries, societies, and worldwide. Cultivate working proficiency in career of multimedia digital content. Cultivate the capability of great foresight and international view.	Lecturing Practical Operation (Experiment, Machine Operation	Midterm Exam: 30% Final Exam: 40% Peer Assessment: 10% Homework Assignment: 10% Experiment Operation: 10%	Total: 100	20

Grade Auditing

Final Exam: 40%

Midterm Exam: 30%

Experiment Operation: 10%

Peer Assessment: 10%

Homework Assignment: 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

版面設計學

FLAIR

Lesson Plan

Weeks	Content	Teaching Methods
1	Curriculum planning and Teaching Description & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda	Lecturing
2	Center point Design Exercise	Lecturing、 Practical Operation (Experiment, Machine Operation
3	Hierarchy Design Exercise	Lecturing、 Practical Operation (Experiment, Machine Operation
4	Guide line Design Exercise	Lecturing、 Practical Operation (Experiment, Machine Operation
5	Zoom Element Design Exercise	Lecturing、 Practical Operation (Experiment, Machine Operation
6	Visual balance Design Exercise	Lecturing、 Practical Operation (Experiment, Machine Operation
7	Consistent Design Exercise	Lecturing、 Practical Operation (Experiment, Machine Operation
8	Element Repetition Design Exercise	Lecturing、 Practical Operation (Experiment, Machine Operation
9	Works Share	Lecturing

10	White space Design Exercise	Lecturing、 Practical Operation (Experiment, Machine Operation
11	Grid Design Exercise	Lecturing、 Practical Operation (Experiment, Machine Operation
12	Golden Spiral Design Exercise	Lecturing、 Practical Operation (Experiment, Machine Operation
13	UI Design Exercises (1)	Lecturing、 Practical Operation (Experiment, Machine Operation
14	UI Design Exercises (2)	Lecturing、 Practical Operation (Experiment, Machine Operation
15	UI Design Exercises (3)	Lecturing、 Practical Operation (Experiment, Machine Operation
16	UI Design Exercises (4)	Lecturing、 Practical Operation (Experiment, Machine Operation
17	Self-Learning Day	Self-Learning Day
18	Works Share	Lecturing