

114-1 Full Curriculum of Da-Yeh University

Information			
Title	Presentation Aesthetics: Designing for Visual Persuasion	Serial No./ID	1202 / CDC8255
Required/Credit	Optinal /1	Time/Place	(Mon)3 / B003-2
Language	Chinese/English	Grade Type	Text
Lecturer /Full- or Part-time	Melanie, Hou-Yi TING	Graduate Class	Non-graduating Class
School System /Dept /Class, Grade	Baccalaureate / Liberal Arts Center / Class 1, Grade 6		
Office Hour / Place	(Mon) 09:10~10:00, (Mon) 17:10~18:00, (Tue) 09:10~10:00, (Tue) 15:20~16:10, (Wed) 11:10~12:00, (Thu) 09:10~10:00 / A513		
Lecturer	n.a.		

Introduction
一、課程簡介 好的簡報需要簡報內容製作上的能力，清晰邏輯、言之有物；具美感的簡報更是讓訴求更聚焦且更具說服力，也強化演講者在台上的風采。本計畫有鑑於一般的簡報教學課程多偏重軟體操作技術的傳授與練習，卻忽略在博雅涵養過程，美學思維與習慣的建構更需要強化引導積累；故期待透過傳授簡報新美學思維與邏輯，引導學習者將「美學」的態度應用於簡報的製作上，強調透過視覺溝通的方式，瞭解美感設計邏輯、創意呈現方式，進而探索個人風格與定位，以成功達到簡報目的，同時亦藉由課程中學習氛圍的營造，培養學習者成為有行動力、自主性及美感力，並能主動接納欣賞文化多樣性，甚至具有即批判性思考與問題解決(critical thinking and problem solving)、有效溝通(effective communication)、團隊共創(collaboration and building)、創造與創新 (creativity and innovation)等4C能力的現代公民。 二、學習目標： 修讀完本課程後，學生能夠： 1.描述簡報設計美感的重要性，並列舉評斷標準。 2.透過實作熟練簡報工具及快捷鍵，練習運用幾何圖形、照片、排版技巧與配色原則。 3.透過專題 建立簡報設計的核心原則，包含邏輯結構、對需觀眾需求及資訊設計原則。 4.學習如何正確且合乎智財規範地使用數位媒介。 5.運用生成式AI簡報系列工具。 6.反思AI在簡報製作中的角色及影響。

Outline
114-1 上課時間表 第1次：09/15 (一) 同步1.5H (10:30-12:00) + 非同步0.5H，共2H 第2次：09/22 (一) 同步1.5H (10:30-12:00) + 非同步0.5H，共2H 第3次：09/29 (一) 同步1.5H (10:30-12:00) + 非同步0.5H，共2H 第4次：10/05 (日) 同步3H (09:00-12:00) + 非同步0.3H，共3.3H 第5次：10/13 (一) 同步1.5H (10:30-12:00) + 非同步0.5H，共2H 第6次：10/20 (一) 同步1.5H (10:30-12:00) + 非同步0.5H，共2H

第7次：10/27 (一) 同步1.5H (10:30-12:00) + 非同步0.5H，共2H

第8次：11/01 (六) 同步3H (09:00-12:00) + 非同步0.3H，共3.3H

-
1. 【簡報美感起手式】：工欲善其事必先利其器
 2. 【簡報美感第一式】：資訊處理的美感鑑賞
 3. 【簡報美感第二式】：運用照片與幾何圖形打造吸睛模板
 4. 【簡報美感第三式】：多文字簡報的資訊視覺化
 5. 【與簡報達人有約】：簡報邏輯工作坊(與業師雙師共授)
 6. 【簡報美感第四式】：讓資訊一目了然的設計原則
 7. 【簡報美感第五式】：向設計師學習圖文排版之美
 8. 【簡報美感第六式】：配色與圖像應用之美
 9. 【與簡報達人有約】：AI+簡報設計實戰工作坊(與業師雙師共授)

Prerequisite

1. 願意接受線上學習挑戰且願意積極參與課堂討論者
2. 能接受每週皆有實作練習的學習者

The Relationship Between Courses and Departmental Core Competencies and Basic Skills

Fundamental Ability

Professional Ability

 Practical Ability

 Teamwork Spirit

 Active Learning

 Creativity and Innovation

Global Vision

Professional Ethics

Leadership and Management

Confidence and Perseverance

 Humanistic Qualities

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 】
Practical Ability	30	Consists in helping students develop practical skills through active participation in a variety of learning activities.	Group Discussion Practical Operation (Experiment, Machine Operation	Group Report: 10% Homework Assignment: 50% Course Participation: 10% Assessment on Teamwork: 10% Achievement Presentation: 20%	Total: 100	30
Teamwork Spirit	20	Consists in helping students display positive attitude in situations involving interpersonal communication, cultivating their ability to align themselves with others's opinions and needs, and to work together with others for the successful completion	Group Discussion Group Work	Group Report: 40% Class Discussion: 20% Number of Logging Online/ Message Online/ Class Pa: 40%	Total: 100	20
Active Learning	10	Consists in helping students actively partake in a variety of learning processes with the aim to achieve self-promotion and self-realization.	Case Study Practical Operation (Experiment, Machine Operation	Homework Assignment: 50% Number of Logging Online/ Message Online/ Class Pa: 50%	Total: 100	10
Creativity and Innovation	20	Consists in fostering students's creative and critical thinking skills together with their ability to identify and solve problems in an effective way.	Group Discussion Practical Operation (Experiment, Machine Operation	Group Report: 10% Class Discussion: 30% Number of Logging Online/ Message Online/ Class Pa: 30% Achievement Presentation: 30%	Total: 100	20

Humanistic Qualities	20	Consists in enriching students' cultural and social knowledge, helping them acquire the right values systems, and increasing their positive attitude towards society and others. It also involves the nurturing of other skills, especially in terms of i	Group Discussion Case Study Practical Operation (Experiment, Machine Operation	Quiz: 50% Course Participation: 30% Thoughts on Topics: 20%	Total: 100	20
----------------------	----	---	--	---	------------	----

Grade Auditing

Homework Assignment: 20%
Number of Logging Online/ Message Online/ Class Pa: 19%
Group Report: 13%
Achievement Presentation: 12%
Quiz: 10%
Class Discussion: 10%
Course Participation: 9%
Thoughts on Topics: 4%
Assessment on Teamwork: 3%

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

Book Type	Book name	Author
Instructor-compiled	自編教材	丁后儀

Lesson Plan

Weeks	Content	Teaching Methods
1	NONE & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda & Gender equality education promotion	Practical Operation (Experiment, Machine Operation
2	Presentation Aesthetics – Opening Move: A Workman Must First Sharpen His Tools (10:30 – 12:00, Synchronous Teaching)	Group Discussion、 Group Work

3	Presentation Aesthetics – Form I: Aesthetic Appreciation of Information Processing (10:30 – 12:00, Synchronous Teaching)	Group Discussion、 Group Work
4	National holiday	Practical Operation (Experiment, Machine Operation
5	Presentation Aesthetics – Form II: Visualising Information in Text-Heavy Presentations (09:00 – 12:00, Industry Expert Synchronous Teaching)	Case Study、 Practical Operation (Experiment, Machine Operation
6	Presentation Aesthetics – Form III: Using Photos and Geometric Shapes to Create Eye-Catching Templates (10:30 – 12:00, Synchronous Teaching)	Group Discussion、 Case Study、 Practical Operation (Experiment, Machine Operation 、 Group Work
7	Presentation Aesthetics – Form IV: Design Principles for Making Information Instantly Clear (10:30 – 12:00, Synchronous Teaching)	Group Discussion、 Case Study、 Practical Operation (Experiment, Machine Operation 、 Group Work
8	Presentation Aesthetics – Form V: Learning the Beauty of Layout from Designers (10:30 – 12:00, Synchronous Teaching)	Case Study、 Practical Operation (Experiment, Machine Operation
9	Presentation Aesthetics – Form VI: AI + Presentation: Three Key Steps from Generation to Optimisation (09:00 – 12:00, Industry Expert Synchronous Teaching)	Case Study、 Practical Operation (Experiment, Machine Operation
10	Presentation Aesthetics – Form VII: The Beauty of Colour Matching and Image Application (10:30 – 12:00, Synchronous Teaching)	Group Discussion、 Case Study、 Practical Operation (Experiment, Machine Operation
11	NONE	Practical Operation (Experiment, Machine Operation
12	NONE	Practical Operation (Experiment, Machine Operation
13	NONE	Practical Operation (Experiment, Machine Operation
14	NONE	Practical Operation (Experiment, Machine Operation
15	NONE	Practical Operation (Experiment, Machine Operation

16	NONE	Practical Operation (Experiment, Machine Operation)
17	NONE & Flexible Teaching/Learning	Flexible Teaching - Independent Action
18	NONE & Flexible Teaching/Learning	Flexible Teaching - Independent Action