

114-1 Full Curriculum of Da-Yeh University

Information			
Title	AI-Assisted Business Visual Design	Serial No./ID	1301 /CDD1002
Required/Credit	Optinal /2	Time/Place	(Thu)56 /PX304
Language	Chinese/English	Grade Type	Number
Lecturer /Full- or Part-time	Cherng Jong Sheng /Full-time	Graduate Class	Non-graduating Class
School System /Dept /Class, Grade	Bachelor /College of Design and Arts /Class 2, Grade 2		
Office Hour / Place	(Tue) 10:10~11:00, (Tue) 11:10~12:00, (Tue) 13:20~14:10, (Tue) 14:20~15:10, (Tue) 15:20~16:10 / H318		
Lecturer	n.a.		

Introduction
As technology continues to advance, AI has increasingly become integrated into various industries, and visual design is no exception. This course will explore the use of design platforms like Canva, along with generative AI tools such as Leonardo AI, to create professional and captivating visual content. Students will work on projects that range from social media graphics, web design elements, and logos to presentations, posters, documents, and other forms of visual media. The course will not only cover AI-assisted techniques for commercial visual design but also include project-based work, such as designing presentation visuals, printed materials, and marketing advertisements. By the end of the course, students will have developed a polished and impressive portfolio of commercial visual designs.

Outline
1. Teach students how to design presentation visuals using AI-assisted tools. 2. Instruct students on creating commercial print designs with AI assistance. 3. Guide students in developing marketing and advertising visuals using AI tools.

Prerequisite
none

The Relationship Between Courses and Departmental Core Competencies and Basic Skills
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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 】
.	20	1. 2. 3. 4. 5. 6.	Lecturing Practical Operation (Experiment, Machine Operation	Course Participation: 20% Homework Assignment: 30% Midterm Exam: 25% Product Manufacturing: 25%	Total: 100	20
.	40	1. 2. 3. 4. 5. 6.	Lecturing Practical Operation (Experiment, Machine Operation	Course Participation: 20% Homework Assignment: 30% Midterm Exam: 25% Product Manufacturing: 25%	Total: 100	40
.	10	1. 2.affective 3.conscientiousness 4.	Lecturing Practical Operation (Experiment, Machine Operation	Midterm Exam: 25% Homework Assignment: 30% Course Participation: 20% Product Manufacturing: 25%	Total: 100	10
.	30	1. 2. 3. 4. 5. 6.	Lecturing Practical Operation (Experiment, Machine Operation	Midterm Exam: 25% Homework Assignment: 30% Course Participation: 20% Product Manufacturing: 25%	Total: 100	30

Grade Auditing

Homework Assignment: 30%

Midterm Exam: 25%

Product Manufacturing: 25%

Course Participation: 20%

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	略

Lesson Plan

Weeks	Content	Teaching Methods
1	Course Introduction & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda & Gender equality education promotion	Lecturing、 Practical Operation (Experiment, Machine Operation
2	AI-assisted presentation visual document design (1)	Lecturing、 Practical Operation (Experiment, Machine Operation
3	AI-assisted presentation visual document design (2)	Lecturing、 Practical Operation (Experiment, Machine Operation
4	AI-assisted presentation visual document design (3)	Lecturing、 Practical Operation (Experiment, Machine Operation
5	AI-assisted presentation visual document design (4)	Lecturing、 Practical Operation (Experiment, Machine Operation
6	AI-assisted presentation visual document design (5)	Lecturing、 Practical Operation (Experiment, Machine Operation
7	AI-assisted print commercial visual design (1)	Lecturing、 Practical Operation (Experiment, Machine Operation
8	AI-assisted print commercial visual design (2)	Lecturing、 Practical Operation (Experiment, Machine Operation
9	Midterm	Practical Operation (Experiment, Machine Operation
10	AI-assisted print commercial visual design (3)	Lecturing、 Practical Operation (Experiment, Machine Operation

11	AI-assisted print commercial visual design (4)	Lecturing、 Practical Operation (Experiment, Machine Operation
12	AI-assisted print commercial visual design (5)	Lecturing、 Practical Operation (Experiment, Machine Operation
13	AI-assisted marketing advertising commercial visual design (1)	Lecturing、 Practical Operation (Experiment, Machine Operation
14	AI-assisted marketing advertising commercial visual design (2)	Lecturing、 Practical Operation (Experiment, Machine Operation
15	AI-assisted marketing advertising commercial visual design (3)	Lecturing、 Practical Operation (Experiment, Machine Operation
16	AI-assisted marketing advertising commercial visual design (4)	Lecturing、 Practical Operation (Experiment, Machine Operation
17	AI-assisted marketing advertising commercial visual design (5) & Flexible Teaching/Learning	Flexible Teaching - Independent Action
18	Final product production and display & Flexible Teaching/Learning	Flexible Teaching - Independent Action