

# 國立雲林科技大學視覺傳達設計系【碩士班】課程流程圖 (108 學年度起適用)

## Master's Program Course Flow Chart of 2019 Fall and 2020 Spring Semester

系(所)必修科目(含碩士論文 6 學分, 計 16 學分)

學分組合: 講授時數—實習時數—學分數

Department Required Courses(including 6 credits of Master's thesis.16 credits in total)      Credit Format : Lecture Hour-Internship Hour-Total Credit

第一學年 First academic year		第二學年 Second academic year	
第一學期 Fall Semester	第二學期 Spring Semester	第一學期 Fall Semester	第二學期 Spring Semester
研究方法論 Research Method 3-0-3	設計論文導論 Guide of Technical Writing 3-0-3	碩士論文 Master Thesis 3-0-3	碩士論文 Master Thesis 3-0-3
專題研討(一) Graduate Seminar ( I ) 0-2-1	專題研討(二) Seminar ( II ) 0-2-1	專題研討(三) Seminar ( III ) 0-2-1	專題研討(四) Seminar ( IV ) 0-2-1
3-2-4	3-2-4	3-2-4	3-2-4

選修科目(至少選修 20 學分)

Elective Courses(At least 31 elective credits)

◎設計教育研究 Design Education Research 3-0-3	視覺人因 Human Factors of Visual 3-0-3	設計美學專論 Thematic Study of Aesthetics Design 3-0-3	設計哲理 Design Philosophy 3-0-3
◎視覺記號論 Symbology 3-0-3	視覺心理研究 Study on Visual Psychology 3-0-3	設計評量研究 Design Evaluation Research 3-0-3	圖像學研究 Study of Iconology 3-0-3
◎色彩科學研究 Science of Color Research 3-0-3	生活與設計研究 Research of Life style and Design 3-0-3	◎裝幀設計 Creative Book Binding 3-0-3	綜合造形研究 Plastic Arts and Mixed Media 3-0-3
設計與行銷研究 Design marketing studies 3-0-3	◎資訊圖文研究 Research of Information Design 3-0-3	概念插畫創作研究 Conceptual Illustration Design 3-0-3	◇音像媒體創作 Audio & Video Medium Creation 3-0-3
◎◇圖形意象傳達研究 Study of Pictogram Design 3-0-3	◎色彩應用研究 Applied Color Research 3-0-3	複合媒體創作 Study on Compound Media 3-0-3	
◎創意產業研究 Study of Creative Industry 3-0-3	◎網頁使用性研究 Research of Web Usability 3-0-3		
影像創作 Creative Image Design 3-0-3	◎感性學 Perception Engineering 3-0-3		
視覺傳達設計研究 Visual Communication Design Research( I ) 3-0-3	視覺設計產業研究 Industry Research of Visual Communication Design 3-0-3		
動態媒體創作 Motion Media Workshop 3-0-3	環境視覺規劃 Environmental Graphicplan 3-0-3		

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◎品牌規劃與設計  
Brand Planning and Design  
3-0-3

◎品牌行銷與策略  
Brand marketing and strategy  
3-0-3

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繪本創作研究  
Theory and Practice of Graph  
Book  
3-0-3

影像故事與設計  
Moving Image Storytelling  
3-0-3

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插畫風格研究與應用  
Studies and Application on  
Illustration Style  
3-0-3

品牌實務思考  
Brand Practice Thinking  
2-0-2

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◎設計文化比較論  
Comparative Study of Design  
Caltuve  
3-0-3

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◎中國傳統色彩研究  
Research of Chinese Traditional  
Color  
3-0-3

■最低畢業學分 36 學分(含碩士論文 6 學分)

The minimum graduation credits require for undergraduate students are 36 credits.