

# 102-1 Preliminary Syllabus, Da-Yeh Univ

| Information       |              |                       |                |
|-------------------|--------------|-----------------------|----------------|
| Title             | 圖文溝通與應用      | Serial No. / ID       | 2162 / IDD2073 |
| Dept.             | 工業設計學系       | School System / Class | 大學日間部2年1班      |
| Lecturer          | 莊文福          | Full or Part-time     | 專任             |
| Required / Credit | Optinal / 2  | Graduate Class        | No             |
| Time / Place      | (四)78 / P501 | Language              | Chinese        |

| Introduction  |
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| <ol style="list-style-type: none"><li>1. training students to design communication and presentation skills</li><li>2. strengthen the skills of students to use images of text</li><li>3. develop students appreciation of graphic art</li></ol> |

| Outline   |
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| <ol style="list-style-type: none"><li>1. Course Summary</li><li>2. Principles and techniques of communication</li><li>3. Word Art</li><li>4. Graphic Arts</li><li>5. Photo Creative Aesthetics</li><li>6. pop lyrics the art of communication</li><li>7. the film art of communication</li><li>8. c r e a t e e an instance of Appreciation - text articles</li><li>9. c r e a t e e an instance of Appreciation - Picture Posts</li><li>10. Application and discussion - group reports</li></ol> |

| Prerequisite |
|--------------|
| no           |