

102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	藝術與設計導論	Serial No. / ID	2536 / CCF1003
Dept.	文創產業國際人才學士學位學	School System / Class	大學日間部1年1班
Lecturer	繆翰蓋格	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(一)567 / J308	Language	Chinese

Introduction
<p>Art and design training can lead to a very wide range of work. There is work for designers and artists in industry, advertising and the media, as well as in being a fine artist or an art historian. You can start a course straight after your GCSEs and the range of courses available includes many degrees in art and design. In this article we take a look at the kind of work open to artists and designers. In addition, you will find sections on careers where you work with works of art or careers where you are just trying to make the world a slightly more attractive place.</p> <p>Artists and designers need similar skills, but there are also important differences in the way they work. Whether a painting is good or not, is a matter for discussion. A design has a function; if it looks good but doesn't work, it is bad design. Artists and designers are both creating something that is new. They may both be influenced by what went before, but the good painting will convey some vision, some idea that no one thought of before. A good designer will think about a problem, design a chair, a car or a dress and come up with a solution that is new and, at the same time, practical.</p>

Outline
<p>Artists are involved with the world of imagination, and the greatest of them can give us ideas which change the way we look at the world. Fine artists usually work on their own. They produce work which they hope to sell through art dealers, galleries and exhibitions. The more successful may get commissions to produce work for particular situations. Artists who make their living in this way are comparatively few; talent, persistence and luck are important. Most supplement their income by teaching. A few, like Picasso and Henry Moore, become legends in their lifetime, rich and famous. Many others have died in poverty and obscurity, like Van Gogh and Paul Gauguin, and only after their death have their paintings soared in price.</p> <p>Designers are imaginative, but practical as well, designing the environment in which we live. Almost everything we use in our daily life has been designed by someone. Designers may work for a firm of manufacturers, or for a group of design consultants, and some are freelance, working on their own. Design is often a team activity. Having good ideas is important, but so is being analytical, practical and able to communicate ideas to other people. Designers must often make compromises in the way that an artist does not need to do. Price, cost, materials, demand and time are all factors which a designer or design team must take into account.</p> <p>Designers work in four main areas:</p> <ol style="list-style-type: none"> 1. Clothing and textiles - includes clothing, handbags and footwear; textile design; carpets and wall coverings. 2. Graphics - includes packaging and publicity materials; design for television, radio and film; advertisements in books, magazines and on posters; illustrations; photography. 3. Interior design - includes building interiors; displays and exhibitions; set design for television and the theatre.

4. Product design - includes silverware, jewellery, ceramics, glassware and furniture; industrial design for household products.

Prerequisite

Intermediate English Skills