

嶺東科技大學112學年度入學新生課程標準

Ling Tung University Curriculum Standards in effect since 2023

Department(系所別): Visual Communication Design(視覺傳達設計系)

College(學院): College of Design(設計學院)

Academic Year of Entrance(入學年): 2023

Program: Four-year B.D. for Day Division(日間學制四年制)

第一學年第一學期				
科目名稱	Course Title	R/E	Credits	Hours
基本勞作教育(一)	Labor Education I	R	0	2
中文閱讀與思考	Chinese Reading and Thinking	R	2	2
職涯與職能發展	Career and functional development	R	2	2
體育(一)	Physical Education I	R	2	2
英文(一)	English I	R	2	2
繪畫	Painting	R	3	3
影像與設計	Image & Design	R	2	2
數位內容設計(一)	Digital Content DesignI	R	2	2
視覺傳達設計(一)	Visual Coounication DesignI	R	3	3
色彩計畫與應用	Color Scheme and Application	E	2	2
證照輔導(一)	Certificate guidance I	E	2	2
東西方設計概論	Introduction of the East & West Design	E	2	2
第一學年第二學期				
科目名稱	Course Title	R/E	Credits	Hours
基本勞作教育(二)	Labor Education II	R	0	2
英文(二)	English II	R	2	2
中文應用書寫表達	Application of Chinese	R	2	2
體育(二)	Physical Education II	R	2	2
專業講座	Topics Lectures	R	2	2
文字造形設計	Typographic Design	R	2	2
進階繪畫	Advanced Painting	R	2	2
數位內容設計(二)	Digital Content DesignII	R	2	2
視覺傳達設計(二)	Visual Coounication DesignII	R	3	3
設計與新媒體科技應用	Design and Applications of New Media Technology	E	1	1
當代設計思潮	Contemporary Design Thinking	E	2	2
影像創作	Image Creation	E	2	2
證照輔導(二)	Certificate guidance II	E	2	2
第二學年第一學期				
科目名稱	Course Title	R/E	Credits	Hours
數位應用	Digital Application	R	2	2
群己倫理與生命關懷	Ethnics and Interpersonal Relationships	R	2	2
博雅通識(一)	General Education I	R	2	2
文化創意產業概論	The Overview of Cultural Creative Industry	R	2	2
專案設計(一)	Design Project I	R	2	2
編輯設計	Editorial Design	R	3	3
視覺識別設計	Corporate Identity System Design	R	3	3
商業攝影(一)	Commercial Photography I	E	2	2
網版印刷	Silk Screen Printing	E	2	2
創意繪畫	Creative Drawing	E	2	2
故事與腳本創作	Script and Storyboard	E	2	2
插畫與繪本創作(一)	Drawings of Illustration and Picture Book I	E	2	2
進階數位繪圖	Advanced Digital Drawing	E	2	2
品牌行銷與策略	Brand Marketing and Strategy	E	2	2
商業插畫	commercial illustration	E	2	2
全民國防教育(一)	National Defense Education I	E	2	2
第二學年第二學期				
科目名稱	Course Title	R/E	Credits	Hours
職場英文	Workplace English	R	2	2
博雅通識(二)	General Education II	R	2	2

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專案設計(二)	Design Project II	R	2	2
文化創意設計	Cultural Creativity Design	R	2	2
廣告視覺表現	Advertisement Visual Design	R	2	2
印刷實務與書籍裝幀	Printing Practice and Book Binding	R	3	3
商業攝影(二)	Commercial Photography II	E	2	2
版印與複製	Printmaking and Copy	E	2	2
應用繪畫	Applied Drawing	E	2	2
廣告影片	Advertising Video Production	E	2	2
插畫與繪本創作(二)	Drawings of Illustration and Picture Book II	E	2	2
數位繪圖與應用	Digital Graphics and Application	E	2	2
包裝結構與材質應用	Packaging Structure and Material Application	E	2	2
品牌創意文案	Brand Creative Copywriting	E	2	2
全民國防教育(二)	National Defense Education II	E	2	2
第三學年第一學期				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(三)	General Education III	R	2	2
問題導向式學習-創意思考與企畫	Problem Based Learning - Creative Thinkin	R	2	2
品牌整合設計(一)	Integrated Branding I	R	3	3
包裝設計	Package Design	R	3	3
展示規劃與設計	Exhibition Planning and Design	E	2	2
海報設計	Poster Design	E	2	2
數位出版設計	Integrated Design of Digital Publishing	E	2	2
網頁設計	Web Design	E	2	2
動態視覺設計(一)	Dynamic Visual Design I	E	2	2
複合媒材與創作	Composite Material Design	E	2	2
國際見習	Overseas Visiting & Learning	E	2	2
資訊視覺化設計	Information Visualization	E	2	2
互動多媒體設計(一)	Interactive Multimedia Design I	E	2	2
社會設計概論	Introduction of Social Deisgn	E	2	2
UI圖像設計概論	Introduction to UI Image Design	E	2	2
電商品牌定位建構實務	Customer Communication Practice	E	2	2
電商品牌素養與策略應用	E-commercebrand literacy and strategy application	E	2	2
整合行銷與簡報實務	Integrated Marketing and Presentation Strategies	E	2	2
溝通表達與創新應用	Communication and Innovation in Practice	E	3	3
第三學年第二學期				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(四)	General Education IV	R	2	2
專業英文	English for Specific Purposes	R	2	2
專題設計(一)	Graduation Design Project I	R	2	2
包裝設計實務	Package Design and Practice	R	3	3
品牌整合設計(二)	Integrated Branding II	R	3	3
展示設計與實務	Exhibition Design and Practice	E	2	2
創意思考與設計方法	Creative Thinking and Design Method	E	2	2
數位出版實務	Digital Publishing Practices	E	2	2
行動媒體視覺設計	Visual Design of Portable Media	E	2	2
動態視覺設計(二)	Dynamic Visual Design II	E	2	2
網站規劃與製作	Website Planning and Design	E	2	2
複合媒材與設計應用	Multi-material and Design Application	E	2	2
互動多媒體設計(二)	Interactive Multimedia Design II	E	2	2
社會設計實務	Social Design Practice	E	2	2
實習	Practical Training	E	2	2

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電商行銷企劃與模式設計	E-commerce marketing planning and model design	E	2	2
UX設計實務	UX Design Practice	E	2	2
第四學年第一學期	1st Semester Fourth Year			
科目名稱	Course Title	R/E	Credits	Hours
專題行政管理(一)	Design Project Administration I	R	1	1
專題設計(二)	Graduation Design Project II	R	3	3
作品集	Portfolio	E	2	2
環境視覺設計(一)	Environment Visual Design I	E	2	2
展演規劃	Exhibition Plan	E	2	2
3D立體造型設計	The Basic of 3D Model Design	E	2	2
第四學年第二學期	2nd Semester Fourth Year			
科目名稱	Course Title	R/E	Credits	Hours
專題行政管理(二)	Design Project Administration II	R	1	1
專題設計(三)	Graduation Design Project III	R	3	3
環境視覺設計(二)	Environment Visual Design II	E	2	2
電腦音樂製作	Computer Music	E	2	2
智慧財產權	Intellectual Property Rights	E	2	2

備註:R=Required;E=Elective

Regulations

1. The total number of credits required for graduation is 128, including 28 university-required credits, 9 college-required credits, 57 department-required credits, and 34 professional elective credits.
2. Students in their first to third years may take 16–25 credits per semester, while fourth-year students may take 9–25 credits. Detailed regulations are governed by the University Academic Regulations.
3. In accordance with the University's "Implementation Guidelines for the Assessment of Students' Chinese Proficiency," "Implementation Guidelines for the Assessment of Students' English Proficiency," "Implementation Guidelines for the Assessment of Students' Information Literacy," "Implementation Guidelines for the Assessment of Students' Health-Related Physical Fitness," and "Implementation Guidelines for Service Learning," students must pass the basic competency assessments in Chinese proficiency, English proficiency, information literacy, health-related physical fitness, and service learning in order to be eligible for graduation.
4. Students must meet the assessment standards stipulated in the Department's "Implementation Guidelines for Professional Competency Evaluation" in order to graduate. Students who pass the University's "Implementation Guidelines for Student Information Competency Evaluation" and obtain the relevant certification shall have it recognized by the Department as a foundational workplace information application certification.
5. Students may take courses offered by other departments that are not available in this department. Upon departmental approval, up to 20 credits (including interdisciplinary program credits) may be counted toward professional elective credits. Students may also take courses at other universities, limited to one course. Credits earned will be included in the calculation of external elective credits. Inter-institutional enrollment shall follow the University's "Implementation Guidelines for Inter-Institutional Course Selection."
6. For elective courses offered by the Department that are designated with "(I)" and "(II)" as sequential courses, students who have not completed the prerequisite course "(I)" may not enroll in the subsequent course "(II)".
7. Students participating in the Ministry of National Defense Reserve Officers' Training Corps (ROTC) who have completed required training and obtained certification may apply for exemption from internship courses. Students applying for a full-semester internship exemption must complete registration and enroll in additional courses totaling at least 3 credits during that semester..
8. For internship courses, each credit shall correspond to a maximum of 80 internship hours.