

嶺東科技大學114學年度入學新生課程標準

Ling Tung University Curriculum Standards in effect since 2025

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

College(學院):College of Design(設計學院)

Academic Year of Entrance(入學年):2025

Program:M.D. for Day Division(日間學制碩士班)

| 第一學年第一學期 | | | | |
|--------------------------|---|-----|---------|-------|
| 1st Semester First Year | | | | |
| 科目名稱 | Course Title | R/E | Credits | Hours |
| 研究方法論 | Research Methodology | R | 3 | 3 |
| 設計實務與個案研究 | Design Practice & Case Study | R | 3 | 3 |
| 影像構成與創作實務 | Photography Composition and Design | E | 3 | 3 |
| 設計符號學研究 | Design Semiotics Research | E | 3 | 3 |
| 當代設計與藝術專題 | Contemporary Design and Artistic Phenomenon Research | E | 3 | 3 |
| 包裝策略專題研究 | Packaging strategy | E | 3 | 3 |
| AI輔助學術研究與論文寫作實務 | Practical Applications of AI in Academic Research and Writing | E | 3 | 3 |
| 第一學年第二學期 | | | | |
| 2nd Semester First Year | | | | |
| 科目名稱 | Course Title | R/E | Credits | Hours |
| 設計論文導讀 | Guidance Reading of Design Thesis | R | 3 | 3 |
| 整合設計 | Integrated Design | R | 3 | 3 |
| 產學合作實務 | Industry-University Cooperative Case Research | E | 3 | 3 |
| 視覺心理學 | Visual Psychology | E | 3 | 3 |
| 影像美學 | Image Aesthetics | E | 3 | 3 |
| 品牌規劃研究 | Brand Planning Research | E | 3 | 3 |
| 商業空間展示研究 | The Research of Commercial Display | E | 3 | 3 |
| 第二學年第一學期 | | | | |
| 1st Semester Second Year | | | | |
| 科目名稱 | Course Title | R/E | Credits | Hours |
| 碩士論文(一) | Master Thesis I | R | 3 | 3 |
| 文化創意專題研討 | Seminar on Cultural Creative Industries | E | 3 | 3 |
| 廣告策略專題研究 | Special Topics on Advertising Strategy | E | 3 | 3 |
| 展示策略專題研究 | Exhibit Strategy Project Research | E | 3 | 3 |
| 設計色彩理論與研究實務 | Practice of Color Design Theory & Research | E | 3 | 3 |
| 第二學年第二學期 | | | | |
| 2nd Semester Second Year | | | | |
| 科目名稱 | Course Title | R/E | Credits | Hours |
| 碩士論文(二) | Master Thesis II | R | 3 | 3 |
| 數位媒體創作研究 | Creation and Research of Digital Media | E | 3 | 3 |
| 視覺設計實務 | The Practicum of Visual Design | E | 3 | 3 |
| 商業攝影創作實務 | Commercial photography Creative Practice | E | 3 | 3 |
| 海報設計研究與創作 | Poster Design | E | 3 | 3 |

備註:R=Required;E=Elective

Regulations

1. The total credits required for graduation are 32 credits (comprising 12 required credits, 14 elective credits, and 6 thesis credits).
2. Credits per semester: First-year students may register for 6–16 credits in their first semester; all other semesters allow 3–16 credits.
3. Other elective courses shall be those approved for offering by the Department Curriculum Committee and the Department Affairs Meeting
4. Students must either complete the academic ethics course offered by the Taiwan Academic Ethics Education Resources Center and obtain a certificate of completion, or attend at least 6 hours of academic ethics-related workshops and obtain a certificate of participation. When applying for the master's thesis oral examination, students must submit one of the aforementioned certificates; only upon review and approval may the application for the oral examination proceed.
5. Students may take courses relevant to their research needs from master's programs of other departments within the University. Upon approval by the Department, up to 3 credits earned from such courses may be counted toward the elective graduation credits required for the Department's master's program. Students may also take courses not offered by the Department's master's program at graduate institutes of other universities; however, only one course, up to a maximum of 3 credits, may be taken, and the credits earned shall be included in the calculation of elective credits taken from master's programs of other departments.
6. Students admitted to the University's master's program pursuant to Article 7 of the "Standards for Recognition of Equivalent Educational Levels for University Admission" shall be provided with course consultation and academic advising by professional faculty members arranged by the Department. Such coursework or advising shall not be counted toward graduation credits