



課 綱 Course Outline  
藝術與設計學系學士班

中文課程名稱 Course Name in Chinese	圖像的力量				
英文課程名稱 Course Name in English	The power of image				
科目代碼 Course Code	AD_43200	班 別 Degree	學士班 Bachelor' s		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
1. 能了解傳播符號學 2. 能理解圖像如何傳達意義 3. 能應用理論分析圖像意義 4. 能應用理論設計圖像					
系教育目標 Dept.' s Education Objectives					
1	培養理論與實務兼備之藝術與設計人才。				
2	培養創新研發之藝術與設計人才				
3	培養具文化內涵與跨域整合能力之藝術與設計人才				
4	培養具在地化與國際觀並重之藝術與設計人才				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives	
A	具備藝術與設計理論的基礎知識。 Able to train the students to have the basic knowledge of arts & design			●	
B	具備獨立思考、創新研發與專業倫理的能力。 Able to train the students to have the capability of independent thinking, creative research & development, and the professional ethics.			●	

C	具備文化內涵與美學素養的創作能力。 Able to train the students to have the creative ability with cultural insights and aesthetics accomplishment.	○
D	具備溝通協調、學習分享與團隊合作的能力 Able to train the students to have the capability of communication, coordination, sharing and teamwork.	
E	具備跨域合作與在地實踐的能力。 Able to train the students to have the capability of across boundary cooperation and local practice.	○
F	具備國際視野及掌握藝術與設計發展的能力 Able to train the students to have global outlook and the knowledge of connecting trends of arts and design.	

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱

Course Outline

本課程介紹傳播符號學理論、圖像分析理論並以實作進行視覺傳達設計之分析應用。

資源需求評估（師資專長之聘任、儀器設備的配合．．．等）

Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

課程要求和教學方式之建議

Course Requirements and Suggested Teaching Methods

其他

Miscellaneous