

# 115學年度碩士在職專班視覺傳達設計學系科目學分表

Department of Visual Communication Design

## 一、教育目標：

本系之教育目標注重創意文化能力的培養與開發，知能與技能均衡發展，以建立完善與健全之設計教育體制，配合文化與社會產業需求，培養具宏觀視野之專業視覺傳達設計人才為目標。

共可分為以下四大方向：

- (一) 強化研究創作思考、傳達媒體設計，結合溝通傳達學習的養成，提升更高層次之專業能力。
- (二) 與社會文化、產業文化需求接軌，培養人文藝術涵養，具創造力與美感素養，從事視覺傳達設計創作與學術研究之能力。
- (三) 運用藝術、設計與科技資源，推廣視覺文化生活，開發文化創意產業；發揚本土特色，提升視覺設計之品味。
- (四) 推展國際設計文化交流，提升國際競爭力。

Education objectives:

The educational objectives of this department focus on the cultivation and development of creative cultural abilities, with a balanced development of knowledge and skills, to establish a perfect and sound design education system. In line with cultural and social needs, the goal is to cultivate professionals in visual communication design with a macro perspective. This can be divided into the following four main directions:

1. Enhance research, creative thinking, and media design for communication, combining the cultivation of communication skills to enhance higher-level professional capabilities.
2. Align with the needs of social and industrial cultures, cultivate humanistic and artistic accomplishments, possess creativity and aesthetic literacy, and engage in visual communication design and academic research.
3. Using artistic, design, and technological resources to promote visual cultural life, develop cultural and creative industries, promote local characteristics, and enhance the taste of visual design.
4. Promoting international design cultural exchanges to enhance international competitiveness.

## 二、專業核心能力綱目：

1. 充實設計知能與美學涵養
2. 強化傳達設計與數位應用

Specialized core competencies:

1. Enriching design knowledge and aesthetic cultivation.
2. Strengthen communication design and digital applications.

## 三、修業年限：3年至 6 年

畢業學分數：45 學分(含碩士論文6學分)

授予學位：藝術碩士 (M. F. A.)。

Length of Study: 3 to 6 years

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Graduation Credits: 45 credits (including 6 credits for the master's thesis)

Degree Conferred: Master of Fine Arts (M.F.A.)

| 修習領域類別 course classification |                  |                                 |              |                   |
|------------------------------|------------------|---------------------------------|--------------|-------------------|
| 分組<br>section                | 領域<br>discipline | 類別<br>category                  | 學分<br>credit | 說明<br>instruction |
|                              | 碩士班課程            | 碩必修                             | 3            |                   |
|                              | Graduate course  | Master Required                 |              |                   |
|                              | 碩士班課程            | 碩跨所選修                           | 3            |                   |
|                              | Graduate course  | Interdepartment Master Optional |              |                   |
|                              | 碩士班課程            | 碩選修                             | 27           |                   |
|                              | Graduate course  | Master Optional                 |              |                   |
|                              | 碩士班課程            | 碩論文                             | 6            |                   |
|                              | Graduate course  | Master Thesis                   |              |                   |
|                              | 碩士班課程            | 碩院選修                            | 3            |                   |
|                              | Graduate course  | Master College Optional         |              |                   |

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## 四、其他規範

(一) 外語檢定：申請碩士學位考試前須通過相當於英檢中級複試程度以上之外語鑑定考試（有效期限內），或修習本校開設之「研究生英語專班」課程2學分（不列入畢業學分數）及格，始得畢業。

(二) 補修課程：研究生非屬相關科系之學士學位者，應至大學部補修本系專業課程至8學分；補修課程由指導教授指定兩門課程，補修學分不計入畢業學分。若以入學大學同等學力認定標準第七條就專業領域具卓越成就表現者，需補修大學部本系專業課程至少15學分，相關補修課程與需補修學分數由指導教授指定。

1. Foreign Language Proficiency: Before applying for the master's degree examination, students must pass an equivalent to the intermediate level or above in a foreign language proficiency test, such as the English proficiency test, or pass the "Graduate English Special Class" course offered by our university (2 credits, not included in the graduation credits).

2. Remedial Courses: For graduate students who do not have a bachelor's degree in a related field, they must take up to 8 credits of professional courses in our department at the undergraduate level. The remedial courses consist of two courses designated by the advisor, and the credits for remedial courses are not counted towards graduation credits. If the student is recognized as having outstanding achievements in the professional field according to the seventh article of the admission university's equivalent academic qualification standard, they must take at least 15 credits of undergraduate professional courses in our department. The related remedial courses and the number of credits to be remedied will be designated by the advisor.

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| 專業必修課程 specialized compulsory course |                 |                         |   |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
|--------------------------------------|-----------------|-------------------------|---|--------------|------------|----------------|--------|----------------|--------|----------------|--------|----------------|--------|-------------|---------------------|--------------|---------------|
| 組別<br>section                        | 類別<br>category  | 課程分級編碼<br>course number | 科目<br>course title                            | 學分<br>credit | 時數<br>hour | 第一學年<br>Year 1 |        | 第二學年<br>Year 2 |        | 第三學年<br>Year 3 |        | 第四學年<br>Year 4 |        | 輔系<br>Minor | 雙主修<br>double-major | 補修<br>retake | 備註<br>remarks |
|                                      |                 |                         |   |              |            | 上              | 下      | 上              | 下      | 上              | 下      | 上              | 下      |             |                     |              |               |
|                                      |                 |                         |   |              |            | fall           | spring | fall           | spring | fall           | spring | fall           | spring |             |                     |              |               |
| 不分組                                  | 碩必修             | VCD647                  | 研究方法  | 3            | 3          | 3              |        |                |        |                |        |                |        |             |                     |              |               |
| NO section                           | Master Required |                         | Research Methods                              |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
| 專業選修課程 specialized elective course   |                 |                         |   |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
| 組別<br>section                        | 類別<br>category  | 課程分級編碼<br>course number | 科目<br>course title                            | 學分<br>credit | 時數<br>hour | 第一學年<br>Year 1 |        | 第二學年<br>Year 2 |        | 第三學年<br>Year 3 |        | 第四學年<br>Year 4 |        | 輔系<br>Minor | 雙主修<br>double-major | 補修<br>retake | 備註<br>remarks |
|                                      |                 |                         |   |              |            | 上              | 下      | 上              | 下      | 上              | 下      | 上              | 下      |             |                     |              |               |
|                                      |                 |                         |   |              |            | fall           | spring | fall           | spring | fall           | spring | fall           | spring |             |                     |              |               |
| 不分組                                  | 碩選修             | VCD649                  | 視覺傳達設計特論                                      | 3            | 3          | 3              |        |                |        |                |        |                |        |             |                     |              |               |
| NO section                           | Master Optional |                         | Special Topics in Visual Communication Design |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
| 不分組                                  | 碩選修             | VCD653                  | 數位內容設計研究                                      | 3            | 3          | 3              |        |                |        |                |        |                |        |             |                     |              |               |
| NO section                           | Master Optional |                         | Research in Digital Content Design            |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
| 不分組                                  | 碩選修             | VCD655                  | 攝影創作研究  | 3            | 3          | 3              |        |                |        |                |        |                |        |             |                     |              |               |
| NO section                           | Master Optional |                         | Research in Photography Creation              |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |

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| 專業選修課程 specialized elective course |                 |                         |  |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
|------------------------------------|-----------------|-------------------------|--|--------------|------------|----------------|--------|----------------|--------|----------------|--------|----------------|--------|-------------|---------------------|--------------|---------------|
| 組別<br>section                      | 類別<br>category  | 課程分級編碼<br>course number | 科目<br>course title                         | 學分<br>credit | 時數<br>hour | 第一學年<br>Year 1 |        | 第二學年<br>Year 2 |        | 第三學年<br>Year 3 |        | 第四學年<br>Year 4 |        | 輔系<br>Minor | 雙主修<br>double-major | 補修<br>retake | 備註<br>remarks |
|                                    |                 |                         |  |              |            | 上              | 下      | 上              | 下      | 上              | 下      | 上              | 下      |             |                     |              |               |
|                                    |                 |                         |  |              |            | fall           | spring | fall           | spring | fall           | spring | fall           | spring |             |                     |              |               |
| 不分組                                | 碩選修             | VCD657                  | 包裝設計美學研究                                   | 3            | 3          |                | 3      |                |        |                |        |                |        |             |                     |              |               |
| NO section                         | Master Optional |                         | Research in Aesthetics of Packaging Design |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
| 不分組                                | 碩選修             | VCD659                  | 品牌形象研究                                     | 3            | 3          |                | 3      |                |        |                |        |                |        |             |                     |              |               |
| NO section                         | Master Optional |                         | Research in Brand Image                    |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
| 不分組                                | 碩選修             | VCD701                  | 海報設計趨勢研究                                   | 3            | 3          |                | 3      |                |        |                |        |                |        |             |                     |              |               |
| NO section                         | Master Optional |                         | Research in Poster Design Trend            |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
| 不分組                                | 碩選修             | VCD653                  | 動態影像研究                                     | 3            | 3          |                | 3      |                |        |                |        |                |        |             |                     |              |               |
| NO section                         | Master Optional |                         | Research in Motion Image                   |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
| 不分組                                | 碩選修             | VCD661                  | 策展實務研究                                     | 3            | 3          |                | 3      |                |        |                |        |                |        |             |                     |              |               |
| NO section                         | Master Optional |                         | Research in Practices of Curating          |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |

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| 專業選修課程 specialized elective course |                 |                                |   |              |            |                    |        |                    |        |                    |        |                    |        |             |                             |                  |               |  |
|------------------------------------|-----------------|--------------------------------|---|--------------|------------|--------------------|--------|--------------------|--------|--------------------|--------|--------------------|--------|-------------|-----------------------------|------------------|---------------|--|
| 組別<br>section                      | 類別<br>category  | 課程分<br>級編碼<br>course<br>number | 科目<br>course<br>title                   | 學分<br>credit | 時數<br>hour | 第一<br>學年<br>Year 1 |        | 第二<br>學年<br>Year 2 |        | 第三<br>學年<br>Year 3 |        | 第四<br>學年<br>Year 4 |        | 輔系<br>Minor | 雙<br>主<br>修<br>double-major | 補<br>修<br>retake | 備註<br>remarks |  |
|                                    |                 |                                |   |              |            | 上                  | 下      | 上                  | 下      | 上                  | 下      | 上                  | 下      |             |                             |                  |               |  |
|                                    |                 |                                |   |              |            | fall               | spring | fall               | spring | fall               | spring | fall               | spring |             |                             |                  |               |  |
| 不分組                                | 碩選修             | VCD663                         | 視覺設計專題研究                                | 3            | 3          |                    | 3      |                    |        |                    |        |                    |        |             |                             |                  |               |  |
| NO section                         | Master Optional |                                | Seminar in Visual Design                |              |            |                    |        |                    |        |                    |        |                    |        |             |                             |                  |               |  |
| 不分組                                | 碩選修             | VCD699                         | 視覺實驗設計研究                                | 3            | 3          |                    | 3      |                    |        |                    |        |                    |        |             |                             |                  |               |  |
| NO section                         | Master Optional |                                | Research in Visual Experimental Design  |              |            |                    |        |                    |        |                    |        |                    |        |             |                             |                  |               |  |
| 不分組                                | 碩選修             | VCD675                         | 傳達與設計研究                                 | 3            | 3          |                    | 3      |                    |        |                    |        |                    |        |             |                             |                  |               |  |
| NO section                         | Master Optional |                                | Researchs in Communication and Design   |              |            |                    |        |                    |        |                    |        |                    |        |             |                             |                  |               |  |
| 不分組                                | 碩選修             | VCD665                         | 裝飾設計與紋飾研究                               | 3            | 3          |                    | 3      |                    |        |                    |        |                    |        |             |                             |                  |               |  |
| NO section                         | Master Optional |                                | Research in Pattern & Decorative Design |              |            |                    |        |                    |        |                    |        |                    |        |             |                             |                  |               |  |
| 不分組                                | 碩選修             | VCD687                         | 資訊圖像設計研究                                | 3            | 3          |                    | 3      |                    |        |                    |        |                    |        |             |                             |                  |               |  |
| NO section                         | Master Optional |                                | Research in Information Graphics Design |              |            |                    |        |                    |        |                    |        |                    |        |             |                             |                  |               |  |

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|------------------------------------|-----------------|--------------------------------|--|--------------|------------|--------------------|--------|--------------------|--------|--------------------|--------|--------------------|--------|-------------|-----------------------------|------------------|---------------|
| 組別<br>section                      | 類別<br>category  | 課程分<br>級編碼<br>course<br>number | 科目<br>course title                                     | 學分<br>credit | 時數<br>hour | 第一<br>學年<br>Year 1 |        | 第二<br>學年<br>Year 2 |        | 第三<br>學年<br>Year 3 |        | 第四<br>學年<br>Year 4 |        | 輔系<br>Minor | 雙<br>主<br>修<br>double-major | 補<br>修<br>retake | 備註<br>remarks |
|                                    |                 |                                |  |              |            | 上                  | 下      | 上                  | 下      | 上                  | 下      | 上                  | 下      |             |                             |                  |               |
|                                    |                 |                                |  |              |            | fall               | spring | fall               | spring | fall               | spring | fall               | spring |             |                             |                  |               |
| 不分組                                | 碩選修             | VCD667                         | 構成設計研究   | 3            | 3          |                    | 3      |                    |        |                    |        |                    |        |             |                             |                  |               |
| NO section                         | Master Optional |                                | Research in Construction Design                        |              |            |                    |        |                    |        |                    |        |                    |        |             |                             |                  |               |
| 不分組                                | 碩選修             | VCD671                         | 文化創意產業開發研究   | 3            | 3          |                    |        | 3                  |        |                    |        |                    |        |             |                             |                  |               |
| NO section                         | Master Optional |                                | Research in Cultural and Creative Industry Development |              |            |                    |        |                    |        |                    |        |                    |        |             |                             |                  |               |
| 不分組                                | 碩選修             | VCD669                         | 比較藝術學  | 3            | 3          |                    |        | 3                  |        |                    |        |                    |        |             |                             |                  |               |
| NO section                         | Master Optional |                                | Comparative Art  |              |            |                    |        |                    |        |                    |        |                    |        |             |                             |                  |               |
| 不分組                                | 碩選修             | VCD691                         | 符號學  | 3            | 3          |                    |        | 3                  |        |                    |        |                    |        |             |                             |                  |               |
| NO section                         | Master Optional |                                | Semiotics  |              |            |                    |        |                    |        |                    |        |                    |        |             |                             |                  |               |
| 不分組                                | 碩選修             | VCD673                         | 設計教育理論   | 3            | 3          |                    |        | 3                  |        |                    |        |                    |        |             |                             |                  |               |
| NO section                         | Master Optional |                                | Design Education Theory                                |              |            |                    |        |                    |        |                    |        |                    |        |             |                             |                  |               |

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|------------------------------------|-----------------|-------------------------|----------------------------------|--------------|------------|---------------|--------|---------------|--------|---------------|--------|---------------|--------|-------------|---------------------|--------------|---------------|--|
| 組別<br>section                      | 類別<br>category  | 課程分級編碼<br>course number | 科目<br>course title               | 學分<br>credit | 時數<br>hour | 第一年<br>Year 1 |        | 第二年<br>Year 2 |        | 第三年<br>Year 3 |        | 第四年<br>Year 4 |        | 輔系<br>Minor | 雙主修<br>double-major | 補修<br>retake | 備註<br>remarks |  |
|                                    |                 |                         |                                  |              |            | 上             | 下      | 上             | 下      | 上             | 下      | 上             | 下      |             |                     |              |               |  |
|                                    |                 |                         |                                  |              |            | fall          | spring | fall          | spring | fall          | spring | fall          | spring |             |                     |              |               |  |
| 不分組                                | 碩選修             | VCD651                  | 設計理論                             | 3            | 3          |               |        | 3             |        |               |        |               |        |             |                     |              |               |  |
| NO section                         | Master Optional |                         | Design Theory                    |              |            |               |        |               |        |               |        |               |        |             |                     |              |               |  |
| 不分組                                | 碩選修             | VCD653                  | 視覺系統設計研究                         | 3            | 3          |               |        | 3             |        |               |        |               |        |             |                     |              |               |  |
| NO section                         | Master Optional |                         | Research in Visual System Design |              |            |               |        |               |        |               |        |               |        |             |                     |              |               |  |
| 不分組                                | 碩選修             | VCD677                  | 廣告設計研究                           | 3            | 3          |               |        | 3             |        |               |        |               |        |             |                     |              |               |  |
| NO section                         | Master Optional |                         | Research in Advertising Design   |              |            |               |        |               |        |               |        |               |        |             |                     |              |               |  |
| 不分組                                | 碩選修             | VCD679                  | 社會設計研究                           | 3            | 3          |               |        | 3             |        |               |        |               |        |             |                     |              |               |  |
| NO section                         | Master Optional |                         | Research in Social Design        |              |            |               |        |               |        |               |        |               |        |             |                     |              |               |  |
| 不分組                                | 碩選修             | VCD723                  | 符號設計專題研究                         | 3            | 3          |               |        | 3             |        |               |        |               |        |             |                     |              |               |  |
| NO section                         | Master Optional |                         | Seminar in Semiotic Design       |              |            |               |        |               |        |               |        |               |        |             |                     |              |               |  |

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| 專業選修課程 specialized elective course |                 |                                |                                    |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
|------------------------------------|-----------------|--------------------------------|------------------------------------|--------------|------------|----------------|--------|----------------|--------|----------------|--------|----------------|--------|-------------|---------------------|--------------|---------------|
| 組別<br>section                      | 類別<br>category  | 課程分<br>級編碼<br>course<br>number | 科目<br>course title                 | 學分<br>credit | 時數<br>hour | 第一學年<br>Year 1 |        | 第二學年<br>Year 2 |        | 第三學年<br>Year 3 |        | 第四學年<br>Year 4 |        | 輔系<br>Minor | 雙主修<br>double-major | 補修<br>retake | 備註<br>remarks |
|                                    |                 |                                |                                    |              |            | 上              | 下      | 上              | 下      | 上              | 下      | 上              | 下      |             |                     |              |               |
|                                    |                 |                                |                                    |              |            | fall           | spring | fall           | spring | fall           | spring | fall           | spring |             |                     |              |               |
| 不分組                                | 碩選修             | VCD679                         | 設計史專題研究                            | 3            | 3          |                |        |                | 3      |                |        |                |        |             |                     |              |               |
| NO section                         | Master Optional |                                | Seminar in Design History          |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
| 不分組                                | 碩選修             | VCD681                         | 設計專案                               | 3            | 3          |                |        |                | 3      |                |        |                |        |             |                     |              |               |
| NO section                         | Master Optional |                                | Design Project                     |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
| 不分組                                | 碩選修             | VCD683                         | 設計論文導讀                             | 3            | 3          |                |        |                | 3      |                |        |                |        |             |                     |              |               |
| NO section                         | Master Optional |                                | Guided Reading on Papers of Design |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
| 不分組                                | 碩選修             | VCD685                         | 造形認知研究                             | 3            | 3          |                |        |                | 3      |                |        |                |        |             |                     |              |               |
| NO section                         | Master Optional |                                | Research in Formation Recognition  |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
| 不分組                                | 碩選修             | VCD689                         | 影像設計研究                             | 3            | 3          |                |        |                | 3      |                |        |                |        |             |                     |              |               |
| NO section                         | Master Optional |                                | Research in Image Design           |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |

115學年度碩士在職專班視覺傳達設計學系科目學分表  
Department of Visual Communication Design

| 專業選修課程 specialized elective course |                 |                                |   |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
|------------------------------------|-----------------|--------------------------------|---|--------------|------------|----------------|--------|----------------|--------|----------------|--------|----------------|--------|-------------|---------------------|--------------|---------------|
| 組別<br>section                      | 類別<br>category  | 課程分<br>級編碼<br>course<br>number | 科目<br>course title                                | 學分<br>credit | 時數<br>hour | 第一學年<br>Year 1 |        | 第二學年<br>Year 2 |        | 第三學年<br>Year 3 |        | 第四學年<br>Year 4 |        | 輔系<br>Minor | 雙主修<br>double-major | 補修<br>retake | 備註<br>remarks |
|                                    |                 |                                |   |              |            | 上              | 下      | 上              | 下      | 上              | 下      | 上              | 下      |             |                     |              |               |
|                                    |                 |                                |   |              |            | fall           | spring | fall           | spring | fall           | spring | fall           | spring |             |                     |              |               |
| 不分組                                | 碩選修             | VCD693                         | 設計策略思考研究  | 3            | 3          |                |        |                |        | 3              |        |                |        |             |                     |              |               |
| NO section                         | Master Optional |                                | Research in Design Strategy and Thinking          |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
| 不分組                                | 碩選修             | VCD695                         | 設計管理研究  | 3            | 3          |                |        |                |        | 3              |        |                |        |             |                     |              |               |
| NO section                         | Master Optional |                                | Research in Design Management                     |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |
| 不分組                                | 碩選修             | VCD697                         | 數位資訊傳達研究  | 3            | 3          |                |        |                |        | 3              |        |                |        |             |                     |              |               |
| NO section                         | Master Optional |                                | Research in Digital Information and Communication |              |            |                |        |                |        |                |        |                |        |             |                     |              |               |