Commercial Design Department of Ming Chuan University Curriculum Framework for all students entering in 2019-2020
108學年度銘傳大學商業設計學系大學部課程架構表

1st year

	Course	Fall Credits/Hours	Spring Credits/Hours
Core Required Courses 校定必修課程	中國文學鑑賞與創作(一) Chinese Literature: Appreciation and Creative	2/2	
	中國文學鑑賞與創作(二) Chinese Literature: Appreciation and Creative		2/2
	應用英文（一）01106 Practical English I	0/2	
	應用英文（二）01107 Practical English II		0/2
	資訊科技:辦公室應用 36134 Applied Information Technology：Office	2/3	
	資訊科技:資料處理36135 Applied Information Technology：Data		2/3
	體育（壹）00121 Physical Education I	0/2	
	體育（貳）00122 Physical Education II		0/2
	通識課程	2/2	2/2

	Course	Fall Credits/Hours	Spring Credits/Hours
Professional Required Courses 專業必修課程	設計概論 21109 Introduction to Design	2/2	
	設計史 21141 History of Design		2/2
	設計素描（一）21121 Design Drawing I	2/3	
	設計素描（二）21122 Design Drawing II		2/3
	基本設計（一）21104 Basic Design I	3/3	
	基本設計（二）21112 Basic Design II		3/3
	色彩學 21117 Color Theory	2/2	

2nd year

	Course	Fall Credits/Hours	Spring Credits/Hours
Core Required Courses 校定必修課程	應用英文 (三) 01206 Practical English III	0/2	
	應用英文 (四) 01207 Practical English IV		0/2
	體育（參）00221 Physical Education III	0/2	
	體育（肆）00222 Physical Education IV		0/2
	通識課程 General Education	2/2	2/2
	服務學習02101 Service-Learning		

	Course	Fall Credits/Hours	Spring Credits/Hours
Professional Required Courses 專業必修課程	電腦輔助商業設計(一) 21219 Computer Aided Commercial Design I	2/2	
	電腦輔助商業設計(二) 21221 Computer Aided Commercial Design II		2/2
	設計繪畫（一）21222 Design Painting I	2/2	
	設計繪畫（二）21223 Design Painting II		2/2
	印刷學與設計（一）21224 Printing Design I	2/2	
	印刷學與設計（二）21225 Printing Design II		2/2
	編排設計（一）21226 Layout Design I	2/2	
	編排設計（二）21227 Layout Design II		2/2

3rd year

	Course	Fall Credits/Hours	Spring Credits/Hours
Core Required Courses 校定必修課程	商務溝通英文(一) 01306 English for Business Communication I	2/3	
	商務溝通英文(二) 01307 English for Business Communication II		2/3
	體育（伍）00321 Physical Education V	0/2	
	體育（陸）00322 Physical Education VI		0/2
	通識課程 General Education	2/2	2/2

	Course	Fall Credits/Hours	Spring Credits/Hours
Professional Required Courses 專業必修課程	廣告設計（一）21319 Advertising Design I	2/3	
	廣告設計（二）21321 Advertising Design II		2/3
	包裝設計（一）21322 Packaging Design I	2/3	
	包裝設計（二）21323 Packaging Design II		2/3
	網站規劃與設計(一) 21310 Website Planning and Design	2/2	
	網站規劃與設計(二) 21320 Website Planning and Design		2/2
	廣告創意（一）21340 Advertising Creativity I	2/2	

4th year

	Course	Fall Credits/Hours	Spring Credits/Hours
Core Required Courses 校定必修課程	職場應用英文(一) 01406 Practical English for Professionals I	2/3	
	職場應用英文(二) 01407 Practical English for Professionals II		2/3

	Course	Fall Credits/Hours	Spring Credits/Hours
Professional Required Courses 專業必修課程	畢業專題設計（一）21422 Graduation Project Design	4/4	
	畢業專題設計（二）21423 Graduation Project Design II		4/4
	個案研究C 21433 Case Studies C	2/2	

字體與標誌設計 / 視覺傳達 (Elective Courses 選修課程)

Course	Col1	Col2
字體與標誌設計（一）21123 Logo and Typograph I	2/2	
字體與標誌設計（二）21124 Logo and Typegraph		2/2
電腦繪圖（一）21151 Computer Graphics I	2/2	
電腦繪圖（二）21152 Computer Graphics I		2/2

Elective Courses 選修課程

Course	Col1	Col2
哲學概論 21132 Introduction to Philosophy	2/2	
藝術概論 21134 Introduction to Art	2/2	
美術史 21139 History of Art		2/2
藝術欣賞 21135 Arts Appreciation		2/2
經濟學（一）	2/2	
經濟學（二）		2/2
平面表現技法 21143 Graphic Rendering	2/2	
基礎攝影 21153 Basic Photography	3/3	
商業攝影 21154 Commercial Photography		3/3
圖學 21145 Graphics	2/2	
水彩畫 21155 Watercolor	3/3	

視覺傳達

Course	Col1	Col2
視覺傳達（一）21228 Visual Communication I	2/2	
視覺傳達（二）21220 Visual Communication II		2/2
廣告與行銷21229 Advertising and Marketing	2/2	

Elective Courses 選修課程

Course	Col1	Col2
消費者行為 21254 Consumer Behavior		2/2
水墨畫 21272 Chinese Ink		3/3
美學 21133 Aesthetics		2/2
攝影藝術 21262 Art Photography		2/2
雕塑 23243 Sculpture	2/2	
當代藝術 21265 Contemporary Art	2/2	
數位繪畫 21266 Digital Painting	2/2	
電腦動畫製作 21267 Computer Animation		2/2
影片製作基礎 21341 Fundamentals of Film		2/2
創意思考 21271 Creative Thinking		2/2
包裝材料與結構(一)21273 Packaging	2/2	
包裝材料與結構(二)21274 Packaging		2/2

Elective Courses 選修課程

Course	Col1	Col2
廣告創意（二）21350 Advertising Creativity II		2/2
個案研究A 21346 Case Studies A	2/2	
個案研究B 21347 Case Studies B		2/2
企業識別體系（一）21360 Corporate Identity Systems I	2/2	
企業識別體系（二）21370 Corporate Identity Systems II		2/2
商業影片設計 21377 Commercial Film Design	2/2	
電腦多媒體（一）21390 Computer Multimedia I	2/2	
電腦多媒體（二）21330 Computer Multimedia II		2/2
油畫 21380 Oil Painting	3/3	
文化創意產業 21388 Cultural and Creative		2/2
專題講座一	3/3	
裝飾藝術設計 21264 Decoration Art Design		2/2
數位美學 21396 Digital Aesthetics	2/2	
互動設計專題(一) 21397 Interaction Design Seminar I	3/3	
互動設計專題(二) 21398 Interaction Design Seminar II		3/3
創意商品設計 21391 Creative Product Design		2/2
專業實習 21399 Industry Practice		2/2
插畫 21731 Illustration	2/2	

Elective Courses 選修課程

Course	Col1	Col2
個案研究D 21434 Case Studies D		2/2
展示設計（一）21496 Exhibition Design I	2/2	
展示設計（二）21497 Exhibition Design II		2/2
設計相關法規 21444 Design Regulations	2/2	
著作權法 21439 Copyright Act		2/2
印刷科技	3/3	
設計管理	3/3	
專題講座二	3/3	
流行設計專題 21461 Seminar of Fashion	2/2	
作品集設計 21441 Portfolio Design	2/2	

備註說明：

1. 依本校學則規定，大學部學生需通過「服務學習」、「英語能力」、「資訊能力」、「中文能力」、「運動能力」及「專業基本能力」檢定，始得畢業。

2. 本系大學部學生應於在學期間「通過畢業專題設計報告書審核，並公開創作作品發表及通過審查」，並於「畢業前至少參加國內外重大設計競賽乙次 (作品須經指導老師同意)」，始得畢業。

3. 通識教育課程在畢業前至少必須修完12學分，課程分「人文」、「社會」、「自然」三個領域，每個領域再分「核心」、「延伸」二類，每個學生在每一領域的每一類至少必須修一門課2學分方得畢業。

4. 最低畢業學分為128學分，其中包括校定必修28學分(包含通識12學分)，系必修62學分、選修38學分(本系專業選修至少20學分)。100學年度以後入學學生適用。

5. 選修體育總學分數，以不超過4學分為上限。修習教育學程、通識課程(必修12學分以外)均不列入本系畢業學分。

6. 重補修必修課程得經系主任同意修習他系同名課程。

7. 本系學生通過免修校訂共同英文課程，得承認其選修「進階應用英文學分學程」課程之學分為畢業學分，唯其學分數以8學分為限。

8. 本必選修科目表之選修課程，可追溯至107學年度以前入學學生適用。

系108.3.5 院108.4.10 校108.5.2

Graduation Requirements:

1. In accordance with the General Provisions for Study, undergraduate students need to satisfactorily complete Service Learning, meet the university-wide basic competencies for English, Information Technology, Chinese, and Sports, and pass the core competencies of their department to be eligible for graduation.

2. To be eligible for graduation, undergraduate students need to pass the Graduation Project Design report evaluation, as well as to publicly exhibit and pass the review of their innovative works during their study. In addition, they must participate in at least one major design competition – upon approval of their advisor – domestically or abroad before graduation.

3. Students need to complete at least 12 General Education course credits. General Education courses are divided into three areas: Humanities, Social Science, and Natural Science. Each area is divided into two subcategories: core and extended. Students need to take at least 1 two-credit course in both of the subcategories within each area to be eligible for graduation.

4. Students need to complete 128 course credits to be eligible for graduation, which includes 28 university-required course credits (including 12 General Education course credits), 62 department-required course credits and 38 elective course credits (at least 20 professional elective course credits within the department), which is also applicable to students enrolled after the 2011-12 academic year.

5. A maximum of 4 credits of Physical Education courses is accepted by the department. Credits for Teacher Education and General Education (except for the required 12 credits) are not counted toward graduation.

6. In the case of retaking required courses of the same course name but in a different department, students must have approval of the department chair.

7. Students of the department who have been approved to waive the required English courses may be enrolled in Advanced Applied English Program courses. Credits earned in the Advanced Applied English Program may be counted toward fulfilling the credit completion of the graduation requirement up to a maximum of 8 credits only.