Commercial Design Department of Ming Chuan University Curriculum Framework for all students entering in 2023-2024
113學年度銘傳大學商業設計學系大學部課程架構表

1st year

Core Required Courses 校定必修課程

Course	Fall Credits/Hours	Spring Credits/Hours
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）01108 Practical English I	0/2	
應用英文（二）01109 Practical English II		0/2
人工智慧概論00991 Introduction of Artificial Intelligence	2/3	
程式設計13285 Programming Design		2/3
體育（壹）00121 Physical Education I	0/2	
體育（貳）00122 Physical Education II		0/2
通識課程 General Education	2/2	2/2

Professional Required Courses 專業必修課程

Course	Fall Credits/Hours	Spring Credits/Hours
設計概論 21109 Introduction to Design	2/2	
設計史 21141 History of Design		2/2
基礎設計素描21125 Basic design drawing I	2/3	
創意設計素描21126 Creative design drawing		2/3
基本設計21127 Basic Design	3/3	
構成設計21128 Composition Design		3/3
色彩學 21117 Color Theory	2/2	
字體設計21156 Font Design	2/2	

2nd year

Core Required Courses 校定必修課程

Course	Fall Credits/Hours	Spring Credits/Hours
應用英文 (三) 01208 Practical English III	0/2	
應用英文 (四) 01209 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		

Professional Required Courses 專業必修課程

Course	Fall Credits/Hours	Spring Credits/Hours
數位出版21275 Digital Publishing Design	2/2	
介面設計21276 Interface Design		2/2
設計繪畫21277 Design Painting	2/2	
多媒材繪畫21278 Multimedia painting		2/2
印刷學與設計21279 Printing Design	2/2	
印刷工藝21280 Printing craft and design		2/2
編排設計（一）21226 Layout Design I	2/2	
編排設計（二）21227 Layout Design II		2/2
視覺傳達（一）21228 Visual Communication I	2/2	

3rd year

Core Required Courses 校定必修課程

Course	Fall Credits/Hours	Spring Credits/Hours
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
通識課程 General Education	2/2	2/2

Professional Required Courses 專業必修課程

Course	Fall Credits/Hours	Spring Credits/Hours
整合行銷設計21324 Integrated Marketing Design	2/3	
數位廣告設計21325 Digital Advertising Design		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
廣告企劃21326 Advertising Plan	2/2	
廣告創意21327 Advertising Creativity		2/2

4th year

Core Required Courses 校定必修課程

Course	Fall Credits/Hours	Spring Credits/Hours
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

Professional Required Courses 專業必修課程

Course	Fall Credits/Hours	Spring Credits/Hours
畢業專題設計（一）21422 Graduation Project Design	4/4	
畢業專題設計（二）21423 Graduation Project Design		4/4
個案研究C 21433 Case Studies C	2/2	
個案研究D 21434 Case Studies D		2/2

Course		
標誌設計21157 Logo Design		2/2
電繪影像處理21158 Digital Image Creation	2/2	
二維電腦繪圖21159 2D Computer Graphics		2/2

Elective Courses 選修課程

Course		
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
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	

Course		
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		
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

Course		
個案研究A 21346 Case Studies A	2/2	
個案研究B 21347 Case Studies B		2/2
品牌識別設計(一)21328 Brand Identity(一)	2/2	
品牌識別設計(二)21329 Brand Identity(二)		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

Elective Courses 選修課程

Course		
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	
AI美學與創作21732 AI Aesthetics and Creativity	2/2	
永續設計21733 Sustainable Design		2/2

Course		
展示設計21462 Exhibition Design	2/2	
策展規劃21463 Curatorial Planning		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21436 Introduction to Design Management	3/3	
專題講座二	3/3	

Elective Courses 選修課程

Course		
流行設計專題 21461 Seminar of Fashion	2/2	
作品集設計 21441 Portfolio Design	2/2	
動態媒體與設計21464 Motion Media 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66學分、選修34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. 未列於畢業課程架構的跨領域學分學程之學分，可認列為外系學分。

8. 本必選修科目表之選修課程，可追溯113學年度(含)以前入學學生適用。

9. 應屆畢業生及延修生若因體育必修課程未通過得以綜合體育一、綜合體育二對抵，至多對抵兩門體育必修課程，該課程對抵可追溯至109學年度以前入學學生適用。

10. 外國生、僑生、港澳生若中文能力不佳，經檢測後可選修「基礎華語(一)、(二)」或「國文(一)、國文(二)」，以列抵中國文學鑑賞與創作(一)、(二)」；並追溯至112學年度以前入學學生適用。

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), 66 department-required course credits and 34 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.The credits of interdisciplinary focused course program are not included in course structure diagram that can be regarded as the other department credits. 8.The elective courses listed in this curriculum framework are applicable to students enrolled prior to the 2024-25 academic year. 9.Graduating students and students in the extended study period who did not pass required courses of Physical Education can waive a maximum of two (2) required Physical Education courses by passing Comprehensive Physical Education I, Comprehensive Physical Education II. This regulation is applicable for those admitted in and prior to 2020-21 academic year. 10.Foreign students, overseas Chinese students, Hong Kong students and Macao students may select the following courses to waive "Chinese Literature: Appreciation and Creative Writing I and II" once the related test confirms that they have insufficient Chinese ability: "Basic Mandarin I and II" or "Chinese Literature I and II". This may also be retroactively applied to students who entered the university prior to the 2023-24 academic year.