

Tamkang University Academic Year 114, 2nd Semester Course Syllabus

Course Title	MESSAGE DESIGN	Instructor	TSAN, CHEN-PANG
Course Class	TAIXB2A DEPARTMENT OF INFORMATION AND COMMUNICATION, 2A	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education SDG8 Decent work and economic growth SDG16 Peace, justice and strong institutions		
D e p a r t m e n t a l A i m o f E d u c a t i o n			
I . Strengthening professional knowledge and ethics. II . Refining practical experience and skills. III . Developing creative thinking potentials.			
Subject Departmental core competences			
A. Basic concepts of information and communication.(ratio:5.00) B. Data analysis and Information interpretation.(ratio:5.00) C. Skills and technology applications.(ratio:5.00) D. Aesthetics and creative expression.(ratio:50.00) E. Trend insights of information and communication.(ratio:5.00) F. Abilities of proposal planning and writing and project execution.(ratio:30.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:5.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:30.00) 8. A sense of aesthetic appreciation. (ratio:30.00)			

Course Introduction	<p>This course equips students to design clear and effective information graphics. They will learn data analysis, visual hierarchy, and design principles to communicate complex ideas.</p> <p>Students will apply skills in practical projects and explore ethical data presentation. Participation in design competitions is encouraged to build portfolios and gain experience.</p>
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The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

- I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.
- II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.
- III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	Teach students to understand the design methods of infographics and the design process of visualizing information.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDEF	12345678	Discussion, Publication, Experience	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	115/02/23 ~ 115/03/01	Course Introduction and Theme Direction	
2	115/03/02 ~ 115/03/08	The Grand Adventure of Graphic Symbols	
3	115/03/09 ~ 115/03/15	History of Graphic Symbols	
4	115/03/16 ~ 115/03/22	Design Styles and Applications of Graphic Symbols	

5	115/03/23 ~ 115/03/29	Definition of Information	
6	115/03/30 ~ 115/04/05	Categories of Information Design	
7	115/04/06 ~ 115/04/12	Analysis and Discussion of Theme-Related Data	
8	115/04/13 ~ 115/04/19	Data Organization and Analysis	
9	115/04/20 ~ 115/04/26	Midterm Exam/Midterm Assessment Week (Draft Creation for Final Project)	
10	115/04/27 ~ 115/05/03	Theme Interpretation and Proposal Direction	
11	115/05/04 ~ 115/05/10	Sketch Proposals and Color Planning	
12	115/05/11 ~ 115/05/17	Layout Design, Symbol Coordination, and Aesthetic Discussion of Graphic Symbol Design	
13	115/05/18 ~ 115/05/24	Final Project Production 1	
14	115/05/25 ~ 115/05/31	Final Project Production 2	
15	115/06/01 ~ 115/06/07	Discussion on Final Project Progress	
16	115/06/08 ~ 115/06/14	Final Week of Diverse Assessments	
17	115/06/15 ~ 115/06/21	Final Week of Diverse Assessments/Flexible Teaching Week for Teachers	
18	115/06/22 ~ 115/06/28	Flexible Teaching Week for Teachers	
Key capabilities		Information Technology Social Participation Problem solving	
Interdisciplinary			
Distinctive teaching			
Course Content		AI application	

Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts, Videos
References	
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 40.0 %</p> <p>◆ Other () : %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at https://web2.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php.</p> <p>※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>