

COURSE DETAIL

VISUAL IDENTITY DESIGN

Country

Taiwan

Host Institution

National Taiwan University

Program(s)

National Taiwan University

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Art Studio

UCEAP Course Number

15

UCEAP Course Suffix**UCEAP Official Title**

VISUAL IDENTITY DESIGN

UCEAP Transcript Title

VISUAL DESIGN

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course examines the principles and examples of visual identity design (Communication design + Experience design + Branding). Visual Design is a process of innovating and examining different possibilities to communicate an observation of daily life, and convert these experiences into graphical designs. The course covers how to use software and methods to learn about visual design and the meaning behind each graphic.

Language(s) of Instruction

Chinese

Host Institution Course Number

Thea1115

Host Institution Course Title

VISUAL IDENTITY DESIGN

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Drama and Theater

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