

## 開南大學 96 年度第 2 學期資訊傳播學系教學計劃表

課程編號	> 0 3 0 > 0 6 9 0		授課教師：吳岳錚 老師
班次	01	<input type="checkbox"/> 必修	老師 e-mail: wuyuecheng@hotmail.com
開課系所：	資訊傳播學系	<input checked="" type="checkbox"/> 選修	老師分機：
年級班別：	三年 班		
課程名稱(中文)		學分數	課程名稱(英文)
網路多媒體企劃製作		3	Multimedia Website Design Project
教學目標 與內容	<p><b>Aim:</b> The aim is to undertake the whole learning and design processes for multimedia website design.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. Carry out the basic disciplines of website design</li> <li>2. Carry out website design learning processes</li> <li>3. Carry out design outcomes and evaluations</li> </ol> <p><b>Teaching Structure:</b></p> <ol style="list-style-type: none"> <li>1. Introduction of website design</li> <li>2. Introduction of platforms</li> <li>3. User's behaviours and experiences</li> <li>4. Design conventions for website (web content, information presentation, usability, readability, digital colour, interface, navigation, links, loading time, animation, video, sound, and updating information)</li> <li>5. Future developments for website design</li> <li>6. Case studies</li> <li>7. Evaluation methods for website design outcomes (usability testing and RITE)</li> <li>8. Implementation of website design outcomes</li> <li>9. Conclusions and recommendations</li> </ol>		
實施方法	<input type="checkbox"/> 講解法 <input type="checkbox"/> 實作法 <input type="checkbox"/> 討論法 <input type="checkbox"/> 演習法 <input type="checkbox"/> 問答法 <input type="checkbox"/> 其他_____		
評量方式	<p>期中測驗 20 % 期末測驗 80 % 平時成績 <input type="checkbox"/> <input type="checkbox"/> %</p> <p>其他_____ 成績 <input type="checkbox"/> <input type="checkbox"/> %</p> <ol style="list-style-type: none"> <li>1. Paper test (individual) 20% (middle test)</li> <li>2. Presentation of case study (group) 20% (final test)</li> <li>3. Report (group) 20% (final test)</li> <li>4. Negotiated website design project (group) 40% (final test)</li> </ol>		
授課使用及	(請按作者、書名、版別、出版商、發行地、出版年份、起訖頁數順序填寫)。		

課務組  
97.5.9  
收文章



課務組 郭惠珊

<p>參考書籍</p>	<p>Hackel, Cliff, Squyres, Tim, and Westphalen, Gary (2000), <i>CYBERSPACE</i>, Discovery Communications, Inc. 2000</p> <p>Horton, Sarah (2000), <i>Web Teaching Guide</i>, Yale University</p> <p>Lynch, Patrick J. and Horton, Sarah, <i>Web Style Guide 2<sup>nd</sup> edition</i>, Yale University Press 2001</p> <p>Nielsen, Jakob (1995), <i>Top Ten Mistakes in Web Design</i>, useit.com the Internet article 1995  <a href="http://www.useit.com/alertbox/9605.html">http://www.useit.com/alertbox/9605.html</a></p> <p>Nielsen, Jakob (2000), <i>Designing Web Usability</i>, New Riders Publishing 2000</p> <p>Norman, Donald A. (1998), <i>The Design of Everyday Things</i>, New York Basic Books</p> <p>Norman, Donald A. (2004), <i>Emotional Design (Why we love or hate everyday things?)</i>, Basic Books</p> <p>Wean, Thu-Chune (2005), <i>From Website Usability To Develop Rules for Website Design</i>, HaBook Information Technology Inc. 2005</p> <p>Winograd, Terry (1996), <i>Bring Design to Software</i>, Stanford University and Interval Research Corporation  <a href="http://hci.stanford.edu/bds/">http://hci.stanford.edu/bds/</a></p> <p>Winograd, Terry (2003), <i>Lecture: Where Do HCI Theory and Practice Meet?</i>, Stanford University, 7.Feb.2003  <a href="http://hci.stanford.edu/cs547/abstracts/02-03/030207-winograd.html">http://hci.stanford.edu/cs547/abstracts/02-03/030207-winograd.html</a></p>
<p>科目簡介(含課程大綱及教學進度)：</p>	



圖書館郭惠嫻

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**Syllabi:**

**Week 1/**Introduction of website design

**Week 2/**Introduction of platforms (vibrations of hardware and software)

**Week 3/**User's behaviours and experiences

**Week 4/**Design conventions for website design (web content, information presentation, usability, readability, digital colour, interface, navigation, links, and loading time)

**Week 5/**Design conventions for website design (web content, information presentation, usability, readability, digital colour, interface, navigation, links, and loading time)

**Week 6/**Design conventions for website design (animation, video, sound, and updating information)

**Week 7/**Design conventions for website design (animation, video, sound, and updating information)

**Week 8/**Future developments for website design

Set individual topics for negotiated website design project

**Week 9/**Paper test (individual) 20% (middle test)

**Week 10/**Case studies and negotiated website design project, discussion

**Week 11/**Case studies and negotiated website design project, discussion

**Week 12/**Case studies and negotiated website design project, discussion

**Week 13/**Case studies and negotiated website design project, discussion

**Week 14/**Case studies and negotiated website design project, discussion

**Week 15/**Presentation of case studies (group) 20% (final test)

**Week 16/**Implementation of website design outcomes, presentation of case studies (group) 20% (final test)

**Week 17/**Report (group) 20% (final test), evaluations of negotiated website design project 40% (final test)

**Week 18/**Conclusions and recommendations, evaluations of negotiated website design project 40% (final test)

**說明：**

1. 授課教師於學期前填寫本表，經課程委員會審核後，影印分送給教師所屬課程委員會召集人，授課班級所屬系、所及教務處課務組；並於開始上課時，將本內容向學生說明。
2. 本表於 91.4.23 第四次校課程委員會討論通過。

課程委員會召集人：

資訊系 張世儔  
主任

授課教師：吳岳錚

