

# 應用美的形式原理融入成語之視覺意象的創作

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## 摘要

本研究旨在以立意取樣的方式，選取建國科技大學商業設計系九十五學年度入學之進修部二專一年級學生為研究對象，透過基本設計課程之教學過程，探討美的形式原理，融入成語之視覺意象的創意設計。研究首先針對美的形式原理之意涵進行了解，再選出八個成語做為視覺意象創作的主题，並以分組討論之合作學習的方式進行討論與創作。教師則根據各組學生的作品進行輔導，提出需要改進的建議，做為學生作品修正的參考。此乃希望藉由討論過程，訓練學生對點線面之構成的了解，並促進師生互動的關係。最後，以分組口頭報告的方式，針對各個主题進行設計創作的發表，以訓練學生口語表達能力，並做為後續創意設計教學與相關研究的參考。

關鍵詞：美的形式原理、視覺意象、設計創作。

# Infusing Idiomatically Visual Imagery Creation with The application of Aesthetically Formal Principle

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## Abstract

That the main purpose of this research was in the form of random sampling extracted freshmen in advanced section who were admitted to Commercial design Department of Chienkuo Technology University in 2006 academic year as researching subject and target. Reliance on teaching process of fundamentally designing program probed into aesthetically formal principle with which to infuse idiomatically visual imagery creation. This research, in the beginning was directly aimed at implication and connotation of aesthetically formal principle to carry on comprehension and understanding, selected eight idioms which were used as subject for visually imaging creation and once again proceeded discussion and origination by collaborative learning style of fractionalization into group discussions. On the basis of designing origination created by the students in each group, the teacher undertook guidance and assistance and offered required amelioration and amendment for this designing origination, which will be referred to by the students. Therefore hopefully in the process of discussion, the students would be trained to fully apprehend construction of dot/line/dimension so that furtherance of mutually intimate communication and interrelationship would be established hereafter. Eventually, in the form of oral report and compartmentalization into group discussions, being aimed at each subject had proceeded announcement of designing creation to train the students' orally expressive capability, which will be used as valuable reference for both the designing teaching of subsequently origination conception and the related research accordingly.

Keywords: The aesthetically formal principle, The visual imagery, The designing origination.

