

在數位時代的雜音中—美國大學平面設計教育的觀察與建議

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摘要

Beginning in the late 1980s, digital technology revolutionized graphic design. To take the observation about digital technology one step further, it has transformed much more than applied arts. It has actually transformed, and continues to transform, the world as we know it. It is a tool, a new media, and to many, a whole new way of life. Given the all-encompassing nature of digital technology, the stakes are extremely high for young digital natives who will, in effect, be responsible for shaping our “digital culture” and perhaps our future in many other respects. The current conceptual “disconnect” between technology and “art” in graphic design education seems to be predicated on the idea that those who specialize in technology cannot be creative and that truly creative artists cannot and need not extend their creativity to the technological arena. In order for the new generation of designers to gain a complete understanding of the characteristics and principles of the technology they are using, and to thus become capable of applying creativity to the technological arena, we must begin to take concrete steps to integrate art and technology in the graphic design curriculum. This paper discusses the challenges of teaching graphic design in the age of social media,

introduces examples of successful integration of art and technology in college graphic design courses, and presents ideas for future possibilities

關鍵字：technology, design education, social media, digital native, college education, graphic design, digital design, web design, motion graphics