銘傳大學設計學院

「文化創意產業學分學程」課程架構表

Ming Chuan University School of Design

Curriculum for the Focused Course Program in

Cultural and Creative Industries

執行單位:商業設計學系

Responsible Unit: Commercial Design Department

细知籽刑	課程名稱	學分數	lai Design Department 備註(開課院系)
課程類型 Type of	本在 右柄 Name of Course	字分数 Credits	イン
Course	Name of Course	Credits	offering the course)
必修			商設系
Required	文化創意產業	2	Commercial Design
Course	Cultural and Creative Industries	2	Department
·····································			商設系
Required	視覺傳達(一)	2	Commercial Design
Course	Visual Communication I	_	Department
必修			商設系
Required	廣告與行銷	2	Commercial Design
Course	Advertising and Marketing	_	Department
選修			商設系
Elective	電腦輔助商業設計(一)	2	Commercial Design
Course	Computer-Aided Commercial Design I	_	Department
選修			商設系
Elective	設計繪畫(一)	2	Commercial Design
Course	Design Painting I	_	Department
選修			商設系
Elective	包裝設計(一))	2	Commercial Design
Course	Packaging Design I	_	Department
選修			商設系
Elective	平面表現技法	2	Commercial Design
Course	Graphic Rendering		Department
選修	handle let me		商設系
Elective	商業攝影	3	Commercial Design
Course	Commercial Photography		Department
選修			商設系、品設系
Elective	電腦繪圖(一)		Commercial Design
Course	Computer Graphics I	2	Department and Product
			Design Department
選修			商設系、品設系
Elective	消費者行為	2	Commercial Design
Course	Consumer Behavior	2	Department and Product
			Design Department
選修	創意商品設計		商設系
Elective	हा है वि वि वेर हैं। Creative Product Design	2	Commercial Design
Course	Greative i roduct Design		Department
選修	展示設計(一)		商設系
Elective	Exhibition Design I	2	Commercial Design
Course			Department
選修	設計相關法規		商設系
Elective	Design Regulations	2	Commercial Design
Course			Department
選修	企業識別體系(一)		商設系
Elective	Corporate Identity Systems I	2	Commercial Design
Course			Department

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選修	文創產業概論		應中系
Elective	Introduction to Cultural and Creative Industries	2	Applied Chinese
Course	introduction to cultural and creative industries		Department
選修	文創專題企劃習作		應中系
Elective	Special Topics in Planning Practices of Cultural and	2	Applied Chinese
Course	Creative Industries		Department
選修	- 広 寧 20		品設系
Elective	工廠實務	2	Product Design
Course	Workshop Practice		Department
選修	<i>bl.</i> 12 20 11		品設系
Elective	飾品設計	2	Product Design
Course	Accessory Design		Department
選修			品設系
Elective	設計智慧財產權	2	Product Design
Course	Design Intellectual Property Rights		Department
選修	h and a discount		數媒系
Elective	多媒體行銷	2	Digital Media Design
Course	Multimedia Marketing	_	Department
選修			資管系
Elective	APP 應用系統設計	3	Information Management
Course	Application Design		Department
選修			資管系
Elective	巨量資料分析概論	3	Information Management
Course	Introduction to Big Data Analysis		Department
選修			資管系
Elective	電子商務	3	Information Management
Course	Electronic Commerce		Department
選修	節慶活動規劃設計	3	觀光系
Elective	Festival Planning and Activity Design		Tourism Department
Course	Testival Flaming and Activity Design		Tourism Department
選修	觀光資源調查評估與規劃	3	
選修 Elective		3	
	Investigation, Evaluation and Planning of Tourism		Tourism Department
Course [、] 配 /ケ	Resources	2	11 xá %
選修	文創與休閒	3	休憩系
Elective	Cultural Creative and Tourism Leisure		Leisure and Recreation
Course			Management Department

備註:

修讀本學程之學生應修讀完成至少 20 學分課程,其中必修 6 學分、選修 14 分,且至少應有 6 學分不屬於學生原學系、組、學位學程及輔系之科目。

Note

Students have to complete at least 20 credits which includes 6 required course credits, 14 elective course credits, and at least 6 credits shall come from the outside of the departments of the student's major and minor.