

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

課程類型 Type of Course	課程名稱 Name of Course	學分數 Credits	備註(開課院系) Notes (Department offering the course)
必修 Required Course	文化創意產業 Cultural and Creative Industries	2	商設系 Commercial Design Department
必修 Required Course	視覺傳達(一) Visual Communication I	2	商設系 Commercial Design Department
必修 Required Course	廣告與行銷 Advertising and Marketing	2	商設系 Commercial Design Department
選修 Elective Course	數位出版 Digital Publishing Design	2	商設系 Commercial Design Department
選修 Elective Course	設計繪畫 Design Painting	2	商設系 Commercial Design Department
選修 Elective Course	包裝設計(一)) Packaging Design I	2	商設系 Commercial Design Department
選修 Elective Course	平面表現技法 Graphic Rendering	2	商設系 Commercial Design Department
選修 Elective Course	商業攝影 Commercial Photography	3	商設系 Commercial Design Department
選修 Elective Course	電繪影像處理 Digital Image Creation	2	商設系、品設系 Commercial Design Department and Product Design Department
選修 Elective Course	消費者行為 Consumer Behavior	2	商設系、品設系 Commercial Design Department and Product Design Department
選修 Elective Course	創意商品設計 Creative Product Design	2	商設系 Commercial Design Department
選修 Elective Course	展示設計 Exhibition Design	2	商設系 Commercial Design Department
選修 Elective Course	設計相關法規 Design Regulations	2	商設系 Commercial Design Department
選修 Elective Course	品牌識別設計(一) Brand Identity(一)	2	商設系 Commercial Design Department

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