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

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課程類型	課程名稱	學分數	備註(開課院系)
Type of	Name of Course	Credits	Notes (Department
Course			offering the course)
必修	文化創意產業		商設系
Required	Cultural and Creative Industries	2	Commercial Design
Course			Department
必修	視覺傳達(一)	_	商設系
Required	Visual Communication I	2	Commercial Design
Course			Department
必修	廣告與行銷	_	商設系
Required	Advertising and Marketing	2	Commercial Design
Course			Department
選修	數位出版		商設系
Elective	Digital Publishing Design	2	Commercial Design
Course	Digital Fubilishing Design		Department
選修	設計繪畫		商設系
Elective	,	2	Commercial Design
Course	Design Painting		Department
選修	包裝設計(一))		商設系
Elective		2	Commercial Design
Course	Packaging Design I		Department
選修	亚元丰田县斗		商設系
Elective	平面表現技法	2	Commercial Design
Course	Graphic Rendering		Department
選修	小业 11日/		商設系
Elective	商業攝影	3	Commercial Design
Course	Commercial Photography		Department
選修			商設系、品設系
Elective	電繪影像處理		Commercial Design
Course	Digital Image Creation	2	Department and Product
			Design Department
選修			商設系、品設系
Elective	消費者行為		Commercial Design
Course	Consumer Behavior	2	Department and Product
			Design Department
選修	A1 车 市 口 - 11 - 11		商設系
Elective	創意商品設計	2	Commercial Design
Course	Creative Product Design		Department
選修	B - 14 1		商設系
Elective	展示設計	2	Commercial Design
Course	Exhibition Design		Department
選修			商設系
Elective	設計相關法規	2	Commercial Design
Course	Design Regulations		Department
選修			商設系
Elective	品牌識別設計(一)	2	Commercial Design
Course	Brand Identity(—)	_	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	- 京寧改		品設系
Elective	工廠實務	2	Product Design
Course	Workshop Practice		Department
選修	N. D. M. C.		品設系
Elective	飾品設計	2	Product Design
Course	Accessory Design		Department
選修	19 11 6- th pl dr ldr		品設系
Elective	設計智慧財產權	2	Product Design
Course	Design Intellectual Property Rights	_	Department
選修	7 14 14 1- Ali		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	- P-2 hil 3 laber 14		資管系
Elective	巨量資料分析概論	3	Information Management
Course	Introduction to Big Data Analysis		Department
選修	To the selection of the		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	gradus in the second se		
選修	觀光資源調查評估與規劃	3	觀光系
Elective	Investigation, Evaluation and Planning of Tourism		Tourism Department
Course	Resources		
選修	文創與休閒	3	休憩系
Elective	Cultural Creative and Tourism Leisure		Leisure and Recreation
Course			Management Department
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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.