

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) |
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| 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 Commercial Design Department |
| 選修 Elective Course | 消費者行為 Consumer Behavior | 2 | 商設系 Commercial 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 | 電腦繪圖(一) Computer Graphics I | 2 | 品設系 Product Design Department |
| 選修 Elective Course | 品牌識別設計(一) Brand Identity(一) | 2 | 商設系 |

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| Course | | | Commercial Design Department |
| 選修 Elective Course | 文創產業概論 Introduction to Cultural and Creative Industries | 2 | 商設系 Commercial Design 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 |
| 選修 Elective Course | 作品集設計 Portfolio Design | 2 | 商設系 Commercial Design Department |
| 選修 Elective Course | 人因工程 Human Factors Engineering | 2 | 品設系 Product Design Department |
| 選修 Elective Course | 設計方法論 Design Methodology | 2 | 品設系 Product Design Department |
| 選修 Elective Course | 數位自造(一) Digital Making I | 2 | 品設系 Product Design Department |
| 選修 Elective Course | 基礎動畫(一) Basic Animation(1) | 2 | 數媒系 Digital Media Design Department |
| 選修 Elective Course | 創意思考 Creative Thinking | 2 | 數媒系 Digital Media Design Department |
| 選修 Elective Course | 中外奇幻文學 Fantasy literature | 2 | 數媒系 Digital Media Design Department |
| 選修 | 角色造形設計 | 3 | 數媒系 |

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| Elective Course | Character Design | | Digital Media Design Department |
| 選修 Elective Course | 影像藝術設計 Video Art Design | 2 | 數媒系 Digital Media Design Department |
| 選修 Elective Course | 視覺形象設計 Visual Image Design | 3 | 數媒系 Digital Media Design Department |
| 備註： | | | |
| 修讀本學程之學生應修讀完成至少 15 學分課程，其中必修 6 學分、選修 9 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 15 credits which includes 6 required course credits, 9 elective course credits, and at least 6 credits shall come from the outside of the departments of the student's major and minor. | | | |

1140916、院 1141029、校 1141120