



課 綱 Course Outline
藝術創意產業學系碩士在職專班

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| 中文課程名稱 Course Name in Chinese | 多元文化與創意開發 | | | | |
| 英文課程名稱 Course Name in English | Development of Multicultural and Creative Art | | | | |
| 科目代碼 Course Code | ACI_5190Z | 班 別 Degree | 碩專班 Master's program | | |
| 修別 Type | 選修 Elective | 學分數 Credit(s) | 3.0 | 時 數 Hour(s) | 3.0 |
| 先修課程 Prerequisite | | | | | |
| 課程目標 Course Objectives | | | | | |
| <ul style="list-style-type: none"> • 培養學生對不同文化的敏感度。 • 進一步提升學生多元文化交流的能力。 • 了解文化差異對創意開發的影響。 • 學習運用跨文化的思考和溝通技巧進行創意產品和服務的開發和設計。 • Cultivate students' sensitivity to different cultures. • Further enhance students' ability to engage in cross-cultural communication. • Understand the impact of cultural differences on creative development. • Learn to apply cross-cultural thinking and communication skills to develop and design creative products and services. | | | | | |
| 系教育目標 Dept.'s Education Objectives | | | | | |
| 1 | 培育藝術經紀與管理實務人才 | | | | |
| 2 | 研究藝術市場與工藝產業 | | | | |
| 3 | 發展台灣藝術與工藝產業 | | | | |
| 系專業能力 Basic Learning Outcomes | | | | 課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives | |
| A | 具備國際視野，並與世界藝術市場發展潮流接軌。 | | | | |
| B | 瞭解在地藝術與工藝文化的價值與多元性。 | | | | |

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| C | 分析全球藝術與工藝產業現況。 | |
| D | 研發藝術與工藝產業創新管理模式。 | |
| E | 強化工藝藝術的創作實踐與賞析能力。 | |

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱
Course Outline

1. 多元文化概論

- 探討多元文化的概念、歷史和現代狀況。
- 分析文化差異對創意產業的影響。

2. 跨文化交流

- 學習跨文化交流的基本理論和實踐技巧。
- 探討跨文化交流在創意開發過程中的應用。

3. 文化意識與敏感度

- 強化學生的文化意識和敏感度。
- 培養尊重和包容不同文化的態度。

4. 創意開發與跨文化設計

- 探討跨文化設計的基本原則和方法。
- 學習如何將跨文化思考和設計應用於創意產品和服務的開發和設計中。

1. Introduction to Multiculturalism

- Discuss the concepts, history, and contemporary state of multiculturalism.
- Analyze the impact of cultural differences on the creative industry.

2. Cross-Cultural Communication

- Learn the basic theories and practical skills of cross-cultural communication.
- Explore the application of cross-cultural communication in the process of creative development.

3. Cultural Awareness and Sensitivity

- Strengthen students' cultural awareness and sensitivity.
- Cultivate attitudes of respect and inclusiveness towards different cultures.

4. Creative Development and Cross-Cultural Design

- Explore the basic principles and methods of cross-cultural design.
- Learn how to apply cross-cultural thinking and design to the development and design of creative products and services.

資源需求評估（師資專長之聘任、儀器設備的配合．．．等）

Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

課程要求和教學方式之建議

Course Requirements and Suggested Teaching Methods

其他

Miscellaneous