



課 綱 Course Outline
藝術創意產業學系學士班

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| 中文課程名稱 Course Name in Chinese | 設計實務管理 | | | | |
| 英文課程名稱 Course Name in English | Management and Administration of Design Practice | | | | |
| 科目代碼 Course Code | ACI_30900 | 班 別 Degree | 學士班 Bachelor' s | | |
| 修別 Type | 學程 Program | 學分數 Credit(s) | 3.0 | 時 數 Hour(s) | 3.0 |
| 先修課程 Prerequisite | | | | | |
| 課程目標 Course Objectives | | | | | |
| <p>本課程為專題研究設計的先修課程。 學生將之前所學之各種設計思考方法、概念與製作技法，針對特定主題或是領域，完成專案開發構想，並結合企劃運作方式，組織規劃所需資源，進一步使專案開發轉成完整設計之實務演練。兼顧理論與實作，以達成完整設計概念的發展與企畫能力的訓練，同時學習團體合作過程中之協調與溝通，培養具有分析、創新與整合之能力。</p> | | | | | |
| 系教育目標 Dept.' s Education Objectives | | | | | |
| 1 | 培育藝術創意產業專業人才。 Foster the abilities and skills to develop professionals for arts and creative industries | | | | |
| 2 | 進行藝術創意產業研究。 Conduct research that contributes to arts and creative industries. | | | | |
| 3 | 發展東台灣創意文化產業。 Develop the cultural and creative industries in East Taiwan. | | | | |
| 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 | 具備創意產業發展潮流的國際視野。 A global vision of developing entrepreneurship for the creative industries. | | | ● | |
| B | 瞭解在地藝術資源及文化創意產業特色。 An understanding of the local art heritage and the characteristics of cultural and creative industries. | | | ● | |

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| C | 具有創新概念，能進行文創產品的研發。 The ability to take innovative research ideas in creating creative products. | ● |
| D | 能結合在地資源，參與藝術創意產業實務。 The ability to link with local resources through co-operation and participation in arts and creative industries. | ● |
| E | 具備企劃、領導、溝通、合作及問題解決能力。 The appropriate skills and knowledge of project planning, leadership, communication, collaboration and problem solving. | ● |
| F | 對於藝術創意產業及發展潮流有分析管理知能。 A competence of analytic management in identifying trends to develop arts and creative industries | ● |

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

課程大綱
Course Outline

1. 發展專案開發構想
2. 評估並修正專案開發構想
3. 進行細部設計與企畫
4. 規劃產製流程與所需資源
5. 尋求並整合所需資源
6. 執行設計實務

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

期末成果發表

其他
Miscellaneous