



課 綱 Course Outline
藝術創意產業學系碩士在職專班

中文課程名稱 Course Name in Chinese	藝術創意產業專題				
英文課程名稱 Course Name in English	Seminar on Arts and Creative Industries				
科目代碼 Course Code	ACI_5180Z	班 別 Degree	碩專班 Master' s program		
修別 Type	必修 Required	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
本課程目標在建立碩士在職專班學生對藝術創意產業發展的理論面、技術面與執行面的跨域整合連結能力。 The goal of this course is to establish a cross-disciplinary integration and linkage ability among master' s in-service program students in the theoretical, technical, and execution aspects of the development of the art and creative industries.					
系教育目標 Dept.' s Education Objectives					
1	培育藝術中介與管理實務人才。 Cultivate talent in arts mediation and management practices.				
2	研究藝術創意產業與市場 Research the creative arts industry and its market.				
3	創新與發展藝術創意產業。 Innovate and develop the creative arts industry.				
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。 Possess an international perspective and align with global trends in the art market development.			●	
B	瞭解在地藝術與藝術市場的價值與多元性。 Understand the value and diversity of local art and the art market.			●	
C	分析全球藝術市場現況。 Analyze the current status of the global art market.			●	

D	研發藝術創新管理模式 Research and develop innovative management models for the art industry.	●
E	強化藝術創作與產業實踐能力。 Enhance abilities in artistic creation and industry practice.	
圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated		
課程大綱 Course Outline		
1. 藝術創意概念的生成邏輯 The logic of generating art and creative concepts 2. 藝術創意工作的執行策略 Execution strategies for art and creative work 3. 藝術創意產業的社會及政策環境 The social and policy environment of the art and creative industries 4. 藝術創意產業的體系整合 System integration of the art and creative industries		
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		