



## 課 綱 Course Outline

### 藝術創意產業學系碩士在職專班

|  |  |                  |                         |   |     |  |  |  |  |  |
|--|--|------------------|-------------------------|---|-----|--|--|--|--|--|
| 中文課程名稱<br>Course Name in Chinese   | 藝術創意產業專題   |                  |                         |   |     |  |  |  |  |  |
| 英文課程名稱<br>Course Name in English   | Seminar on Arts and Creative Industries  |                  |                         |   |     |  |  |  |  |  |
| 科目代碼<br>Course Code  | ACI_5180Z  | 班 別<br>Degree    | 碩專班<br>Master's program |   |     |  |  |  |  |  |
| 修別<br>Type   | 必修<br>Required   | 學分數<br>Credit(s) | 3.0                     | 時 數<br>Hour(s)  | 3.0 |  |  |  |  |  |
| 先修課程<br>Prerequisite   |  |                  |                         |   |     |  |  |  |  |  |
| 課程目標<br>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。<br>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<br>Dept.'s Education Objectives  |  |                  |                         |   |     |  |  |  |  |  |
| 1  | 培育藝術中介與管理實務人才。<br>Cultivate talent in arts mediation and management practices.   |                  |                         |   |     |  |  |  |  |  |
| 2  | 研究藝術創意產業與市場<br>Research the creative arts industry and its market.   |                  |                         |   |     |  |  |  |  |  |
| 3  | 創新與發展藝術創意產業。<br>Innovate and develop the creative arts industry.   |                  |                         |   |     |  |  |  |  |  |
| 系專業能力<br>Basic Learning Outcomes   |  |                  |                         | 課程目標與系專業能力相關性<br>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。<br>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。<br>Understand the value and diversity of local art and the art market.                                 |                  |                         | ●   |     |  |  |  |  |  |
| C  | 分析全球藝術市場現況。<br>Analyze the current status of the global art market.  |                  |                         | ●   |     |  |  |  |  |  |

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| D   | 研發藝術創新管理模式<br>Research and develop innovative management models for the art industry. | ● |
| E   | 強化藝術創作與產業實踐能力。<br>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<br>Course Outline  |   |   |
| 1. 藝術創意概念的生成邏輯 The logic of generating art and creative concepts<br>2. 藝術創意工作的執行策略 Execution strategies for art and creative work<br>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<br>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)<br>Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)  |   |   |
| 課程要求和教學方式之建議<br>Course Requirements and Suggested Teaching Methods  |   |   |
| 其他<br>Miscellaneous   |   |   |