



課 綱 Course Outline  
藝術創意產業學系學士班

中文課程名稱 Course Name in Chinese	展覽策劃與實務				
英文課程名稱 Course Name in English	Exhibit Planning and Practice				
科目代碼 Course Code	ACI_20170	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					
1. 培養學生負責任貫徹全展的態度 2. 重視團隊的合作精神 3. 學習展覽策劃的流程與執行 4. 瞭解展示設計在傳達和行銷中的重要性 5. 培養學生對空間的美感與設計 6. 將藝術知識落實於展覽實務					
系教育目標 Dept.' s Education Objectives					
1	培育藝術創意產業專業人才。 Cultivate professional talent in the creative arts industry.				
2	進行藝術創意產業觀察與研究。 Conduct observation and research in the creative arts industry.				
3	接軌藝術創意產業與市場。 Align with the creative arts industry and the art market.				
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	具備藝術創意產業發展潮流的國際視野。 Possess an international perspective on the development trends of the creative arts industry.			○	
B	瞭解在地文化資源及藝術創意產業特色。 Understand local cultural resources and the characteristics of the creative arts industry.			●	

C	具有創新概念，能進行藝創產品的研發。 Have innovative concepts and the ability to conduct research and development of artistic products.	○
D	能結合在地資源，參與藝術創意產業實務。 Ability to integrate local resources and participate in practical aspects of the creative arts industry.	●
E	具備企劃、領導、溝通、合作及問題解決能力。 Possess skills in 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。 Analytical and managerial competence in the creative arts industry and its development trends.	●

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

### 課程大綱 Course Outline

1. 當代策展的理論與歷史脈絡
2. 展示的意義、行為、機能與要素
3. 從實際案例與實踐中，學習展演策劃的基礎
4. 訪問藝術家與藝術機構或藝術空間
5. 實際執行展覽策劃

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