



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					
<ol style="list-style-type: none"> <li>1. 培養學生負責任貫徹全展的態度</li> <li>2. 重視團隊的合作精神</li> <li>3. 學習展覽策劃的流程與執行</li> <li>4. 瞭解展示設計在傳達和行銷中的重要性</li> <li>5. 培養學生對空間的美感與設計</li> <li>6. 將藝術知識落實於展覽實務</li> </ol>					
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