



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	美學與藝術行政				
英文課程名稱 Course Name in English	Aesthetics & Arts Administration				
科目代碼 Course Code	ACI_40500	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、理解美學理論與應用：探討美學概念與其在藝術、設計、文化產業中的實踐方式。 2、培養藝術行政與管理能力：了解藝術機構的運作、策展規劃、藝術行銷等核心知識。 3、藝術市場與政策分析：學習藝術產業的市場發展趨勢、文化政策與資源管理。 4、文化與創意產業發展：探討藝術與文化經濟、品牌策略、跨領域合作模式。 5、藝術專案管理與策展實務：學習如何策劃、執行、推廣藝術展覽與文化活動。 1、Understanding Aesthetic Theory and Application: Exploring aesthetic concepts and their practical implementation in art, design, and cultural industries. 2、Developing Arts Administration and Management Skills: Gaining knowledge of the operations of art institutions, curatorial planning, and art marketing strategies. 3、Art Market and Policy Analysis: Studying market trends, cultural policies, and resource management in the art industry. 4、Cultural and Creative Industry Development: Examining the intersection of art with cultural economics, branding strategies, and interdisciplinary collaborations. 5、Art Project Management and Curatorial Practices: Learning how to plan, execute, and promote art exhibitions and cultural events.					
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. 美學基礎與藝術理論
 - 美學概念
 - 藝術與美學的關係
 - 美學理論與其應用
 2. 藝術行政概論
 - 藝術行政的核心職能與發展
 - 藝術機構與文化組織的運作模式
 - 藝術政策與公共資源管理
 3. 藝術市場與文化經濟
 - 藝術市場概述
 - 文化創意產業的發展與挑戰
 - 藝術行銷與品牌經營策略
 4. 策展與展覽管理
 - 策展概念與展覽設計
 - 展覽空間規劃與作品展示
 - 觀眾體驗與展覽敘事策略
 5. 藝術專案管理與公眾參與
 - 藝術活動企劃與執行
 - 公共藝術與社區文化發展
 - 社群媒體與藝術推廣
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1. Foundations of Aesthetics and Art Theory
 - Concepts of Aesthetics
 - The Relationship Between Art and Aesthetics
 - Aesthetic Theories and Their Applications

2. Introduction to Arts Administration • Core Functions and Development of Arts Administration • Operations of Art Institutions and Cultural Organizations • Art Policies and Public Resource Management 3. Art Market and Cultural Economy • Overview of the Art Market • Development and Challenges in the Cultural and Creative Industries • Art Marketing and Branding Strategies 4. Curation and Exhibition Management • Curatorial Concepts and Exhibition Design • Exhibition Space Planning and Artwork Display • Audience Experience and Exhibition Narratives 5. Art Project Management and Public Engagement • Planning and Execution of Art Events • Public Art and Community Cultural Development • Social Media and Art Promotion
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