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## ②國玄東華大學

### 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. a 進行藝術創意產業觀察與研究。

- 3 接軌藝術創意產業與市場。
  - Align with the creative arts industry and the art market.

Conduct observation and research in 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.	
В	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.	
С	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.	
Е	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
- 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