



## 課 綱 Course Outline

## 藝術創意產業學系學士班

|                                  |   |                  |                   |                |     |
|----------------------------------|---|------------------|-------------------|----------------|-----|
| 中文課程名稱<br>Course Name in Chinese | 數位媒體整合應用                                |                  |                   |                |     |
| 英文課程名稱<br>Course Name in English | Integrated Application on Digital Media |                  |                   |                |     |
| 科目代碼<br>Course Code              | ACI_20340                               | 班 別<br>Degree    | 學士班<br>Bachelor's |                |     |
| 修別<br>Type                       | 學程<br>Program                           | 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  
Course Objectives

課程特色為提昇並培養學生對當代數位媒介、行動載體概念與載具內容特性之認知與理解，了解各載體的形式特性與基礎知識，同時訓練學生獨立思考與創作執行，著重於思考與藝術、設計、影音等領域之關注。

系教育目標  
Dept.'s Education Objectives

|   |   |
|---|---|
| 1 | 培育藝術創意產業專業人才。<br>Cultivate professional talent in the creative arts industry.     |
| 2 | 進行藝術創意產業觀察與研究。<br>Conduct observation and research in the creative arts industry. |
| 3 | 接軌藝術創意產業與市場。<br>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。<br>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。<br>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。<br>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。<br>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。<br>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。<br>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<br>Course Outline  |   |  |
| 課程特色為提昇並培養學生對當代數位媒介、行動載體概念與載具內容特性之認知與理解，了解各載體的形式特性與基礎知識，同時訓練學生獨立思考與創作執行，著重於思考與藝術、設計、影音等領域之關注，從發現自我出發，進而關懷外在環境，建構個人獨特觀點與思考脈絡。並運用各種素材與工具達到設定之議題的創作，強化影像與文字編排案例與原理分析，進而發展出具個人特質的創意、設計。 |   |  |
| 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   |   |  |