

朝陽科技大學 093學年度第1學期教學大綱
TV Commercial Production 廣告片製作

當期課號	6267	Course Number	6267
授課教師	胡美芳	Instructor	HU,MEI FANG
中文課名	廣告片製作	Course Name	TV Commercial Production
開課單位	傳播藝術系(二進)五A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	以優質廣告製作水準 (production value) 為目標，訓練學生熟習專業廣告製作流程	Objectives	This class will offer a chance for students to taste the high production value of TV commercial production. Also making students to realize the process of professional TV commercial production process.
教材		Teaching Materials	
成績評量方式	課堂討論20% 期中作品30% 期末作品50%	Grading	Class participation 20%, mid-term work 30%, final work 50%
教師網頁	-		
教學內容	本課程教導同學一部廣告片是如何被製造出來, 課程中將引導同學逐步了解廣告片的生產流程, 並教導同學影視製作的技巧	Syllabus	This class will show student how to make a TV commerical film. Student will learn each step of the process of commerical filmmaking. This course also focus on the influence that new technology made on film.

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