

**朝陽科技大學 093學年度第2學期教學大綱**  
**Proposal Writing and Presentation for Media 企劃寫作**

<b>當期課號</b>	1526	<b>Course Number</b>	1526
<b>授課教師</b>	安碧芸	<b>Instructor</b>	AN,PI YUN
<b>中文課名</b>	企劃寫作	<b>Course Name</b>	Proposal Writing and Presentation for Media
<b>開課單位</b>	傳播藝術系(四日)一A	<b>Department</b>	
<b>修習別</b>	必修	<b>Required/Elective</b>	Required
<b>學分數</b>	2	<b>Credits</b>	2
<b>課程目標</b>	<p>教學目標：</p> <p>1. 使學生具備撰寫影視企劃案之能力(技能)</p> <p>2. 能具備影視企劃人員之專業涵養與態度(態度)</p> <p>3. 了解台灣地區影視節目發展現況及未來趨勢(其他)</p> <p>使學生了解影視節目製作所需之人力、設備、流程、創意等相關知識(知識)</p>	<b>Objectives</b>	<p>1. Learn how to write proposals (skills) 2. Develop the attitude of professional film and videomakers (development) 3. Understand the current status and future development trends in Tawainese film and television markets (other) 4. Understand the requirements of film and television production, including issues of casting, crew, manpower, equipment, creativity, programming and related knowledge (knowledge)</p>
<b>教材</b>	課堂講義及業界企劃書案例	<b>Teaching Materials</b>	
<b>成績評量方式</b>	平時課堂作業30% 期中考 20% 企劃案30% 口頭報告10% 課堂出席及討論10%	<b>Grading</b>	Assignment 30% Midterm 20% Project 30% Presentation 10% Participation 10%
<b>教師網頁</b>	-		
<b>教學內容</b>	<p>一個節目的成功與否,企劃案扮演了一個十分關鍵的角色.一個好的企劃案不只要具有創意並要能針對觀眾的收視需求來設計,因而才能產生預期的效果.本課程之目的除介紹節目企劃人員於節目製作流程中所扮演之角色並冀望培養學生不同類型節目之企劃書撰寫能力.</p>	<b>Syllabus</b>	A comprehensive study of the principles, procedures, design and skill processes in writing proposals for electronic media programming

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