

朝陽科技大學 093學年度第2學期教學大綱
TV Commercial Production 廣告片製作

當期課號	6189	Course Number	6189
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)四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	selected readings and television commercial clips	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	本課程將引導同學了解廣告片的製作流程, 以及廣告片的視聽製作技巧, 並在實際製作影片的同時加強其專業的視野	Syllabus	This course will show students the step-by-step process of producing TV commercials. Students will learn sound/image strategies and practical techniques to prepare themselves for work in the professional field.

尊重智慧財產權，請勿非法影印。