朝陽科技大學 094學年度第1學期教學大綱
Creativity Media Arts 創意媒體藝術

當期課號	0127	Course Number	0127
授課教師	王藍瑩	Instructor	WANG,LAN YING
中文課名	創意媒體藝術	Course Name	Creativity Media Arts
開課單位	統整類(日)	Department	
修習別	選擇必修	Required/Elective	Integrated Curriculum
學分數	2	Credits	2
課程目標	「創意媒體藝術」是一門結合藝術、傳媒與科技的文化創意課程，旨在引導學生認識「新媒體藝術」所表現的創意形式，包括出版、影音及網路媒體創意，多面向探討流行文化產業所反映的價值觀。	Objectives	"Creativity Media Arts" is a culture curriculum of the creativity that combine arts, media and technology creativity curriculums. The main is to hope could guiding student knowing " New Media Arts" expressional form, include to publish, images and sounds media, network media creativity, face with variety to study the concept of popular culture industry value reflected.
教材	書面講義及影音多媒體輔助教材 Curriculum handout and images and sounds multi-media teaching material	Teaching Materials	
成績評量方式	平時成績 40% 期中報告 30% 期末報告 30%	Grading	Mid-term 30% Final term report 30% Participation 40%
教師網頁	_		
教學內容	1. 漫談文化創意產業的價值 2. 流行音樂的創意行銷 3. 線上遊戲引爆創意 4. 顛覆網站 5. 影音多媒體的創意表現 6. 電視廣告的創意運用 7. 創意影像觀點 8. 出版的創意美學 9. 戶外媒體宣傳創意 10. 跨媒體產業的創意經營 	Syllabus	1.Discussion the value of the culture creativity industry 2.The creativity marketing of the pop music 3.The new creativity of the on-line game 4.Overturn the traditional website 5.The creativity performance of the multi-media images and sounds 6.Television advertisement how to make use of the creativity 7.Creativity image standpoint 8.Creativity esthetics of publishing 9.Outdoor media publicity creativity 10.The creativity management of various media industries

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