

朝陽科技大學 095學年度第2學期教學大綱
Commercial Production for Television 商業廣告片製作

當期課號	3543	Course Number	3543
授課教師	胡美芳	Instructor	HU,MEI FANG
中文課名	商業廣告片製作	Course Name	Commercial Production for Television
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	教學目標： 1. 使學生了解商業廣告的運作與掌握相關議題(知識) 2. 具有製作商業廣告片的專業能力(技能) 3. 能具備廣告片製作從業人員之專業態度(態度) 4. 能了解商業廣告之發展現況(其他)	Objectives	1. Understand television commercial production and related issues (knowledge) 2. Learn professional commercial production techniques (skills) 3. Develop a professional approach to commercial production (development) 4. Understand the development and current climate of television commercial production (other)
教材	自編教材	Teaching Materials	selected readings and television commercial clips
成績評量方式	課堂討論30% 期中作品30% 期末作品40%	Grading	Class participation 30%, mid-term work 30%, final work 40%
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.

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