朝陽科技大學 096學年度第1學期教學大綱
Creative thinking for commerical marking 廣告創意思考

當期課號	3522	Course Number	3522
授課教師	湛明暉	Instructor	CHAN,MING HUI
中文課名	廣告創意思考	Course Name	Creative thinking for commerical marking
開課單位	傳播藝術系(二進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	教學目標： 1.了解創意本質(知識) 2.學習如何發想創意(技能) 3.鍛鍊嚴謹的思考過程(態度) 4.學習如何放鬆思考(其他)	Objectives	Practice creative thinking methods to enhamce one's creativity and strategic thinking in advertising copy writing.
教材	廣告創意	Teaching Materials	advertisement ideas
成績評量方式	出席率及上課表現：30% 作業成績：30% 考試成績：40%	Grading	Attend rate and have a class behave :30% Homework achievements: 30% Exam achievements: 40%
教師網頁			
教學內容	什麼是創意？ 好的創意有哪些特點？ 如何發展一個具有價值意義的廣告創意？ 創意如何與不同的行銷工具進行結合？ 如何讓自己成爲一位有創意的人？ 如何運用創意技巧，製作有效益的商業行銷工具？ 這些是很多學生的問題，當然也就是本課程的主要教學內容。透過系統性的知識彙整、實務案例的講解分析，創意不再是虛幻的名詞，而是可以經由後天的學習，成爲真實的工作技能。 在這一學期當中，將引導學習者學習創意思考的方式，以及進行不同廣告類別的創意思考時，應該注意的事項。當然、創意可不是妄想，針對商業行爲或企業發展，哪些的創意會對企業產生傷害，哪些創意是有價值的？這些也都是學習重點。	Syllabus	What is ideas ? Which feature does good ideas have? How to develop a possess value meaning's advertisement ideas? How to does ideas with different marketing tool proceed combine? How to let oneself become a have ideas person? How to exert ideas skill, does fabricate effective benefit commerce marketing tool? These is many pupillary problem, certainly exactly this course's teaching content chief too 。Permeate system sexual knowledge remit punish, reality tusk case's explanation analysis, ideas no longer be unreal noun, but can's study, become real job skill. A semester among is at this, will guide learner study ideas thinking's style, and proceed different advertisement kind other ideas think time, should item which pay attention to 。Sure, ideas not hope vainly, direct to commerce behaviour or enterprise development, which ideas can bring forth hurt to enterprise, which originality has value's ？ These is all study emphases too.

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