

**朝陽科技大學 096學年度第2學期教學大綱**  
**TV Commercial Production 廣告片製作**

<b>當期課號</b>	3451	<b>Course Number</b>	3451
<b>授課教師</b>	胡美芳	<b>Instructor</b>	HU,MEI FANG
<b>中文課名</b>	廣告片製作	<b>Course Name</b>	TV Commercial Production
<b>開課單位</b>	傳播藝術系(二進)四A	<b>Department</b>	
<b>修習別</b>	選修	<b>Required/Elective</b>	Elective
<b>學分數</b>	3	<b>Credits</b>	3
<b>課程目標</b>	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	<b>Objectives</b>	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.
<b>教材</b>	自編教材	<b>Teaching Materials</b>	selected readings and television commercial clips
<b>成績評量方式</b>	課堂討論30% 期中作品30% 期末作品40%	<b>Grading</b>	Class participation 30%, mid-term work 30%, final work 40%
<b>教師網頁</b>	-		
<b>教學內容</b>	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	<b>Syllabus</b>	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。