朝陽科技大學 097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	2181	Course Number	2181
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(四日)三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	selected readings and televsion commercial clips, visits to studios and post-production houses	Teaching Materials	
成績評量方式	課堂討論30% 書面報告20% 期末作品50%	Grading	Class participation 30%, paper 20%, final work 50%
教師網頁			
教學內容	本課程將引導學生製作商業廣告影片, 並透過國內外廣告案例的分析討論，幫助學生思考更精確有效的製作方針，並在實際操作的同時，增進廣告影視製作技巧。	Syllabus	This course teaches students how to make creative TV commercials at an advanced level. Students will learn advanced sound and image strategies while producing their own work. Students will also learn to analyze and critique international TV commercials.

尊重智慧財產權，請勿非法影印。