

朝陽科技大學 097學年度第2學期教學大綱
Leisure esthetics appreciation 休閒美學賞析

當期課號	3217	Course Number	3217
授課教師	黃詩雯	Instructor	HUANG,SHIH WEN
中文課名	休閒美學賞析	Course Name	Leisure esthetics appreciation
開課單位	休閒事業管理系(二進)三A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	藉由課程單元主題的講授、個案研討，現地參訪，實境體驗有效幫助同學瞭解休閒美學的內涵及實務應用。	Objectives	Through the lecturing of the contents and applications of leisure esthetics, case discussion, field research and experience, this course intends to awaken students' sensibility of esthetics, and to builds up their capabilities of analyzing, appreciating, improving and creating esthetics experience in leisure business.
教材	主要教材： 1.自編講義 參考教材： 1.體驗經濟時代 2.大市場美學 3.收買感官，信仰品牌 4.旅行的藝術 5.旅遊美學 6.美的覺醒 7.天地有大美 8.當代設計演化論 9.城市磁場 10.北歐瑞典的幸福設計	Teaching Materials	The main teaching materials : handouts The other teaching materials : 1.The Experience Economy 2.Marketing Aesthetics 3.Brand Sense 4.The Art of Travel 5.Aesthetics of Travel 6.Awakening of Aesthetics 7.There are Beauties in the Universe. 8.Designs of the Times 9.Magnetic Fields of Cities 10.Sustainable Life Design in Sweden
成績評量方式	平時（出席率+學習態度+參與精神+平時作業）40%， 期中（專題口頭報告）30%， 期末（專題書面報告）30%，	Grading	participation :40% mid-term presentation:30% final report: 30%
教師網頁	-		
教學內容	1.美學內涵 2.休閒本質 3.體驗經濟時代美學的角色 4.美學生活 5.美學人生 6.美學賞析 7.美術館與休閒美學 8.繪畫欣賞與休閒美學（一） 9.繪畫欣賞與休閒美學（二） 10.設計風格與生活美學	Syllabus	1.the content of aesthetics 2.the nature of leisure 3.the role of aesthetics in regard to experience economics 4.aesthetics living 5.aesthetics life 6.aesthetics appreciation 7. museum and aesthetics in leisure 8. paintings appreciation and aesthetics in leisure (1) 9. paintings appreciation and aesthetics in leisure (2) 10. styles of design and aesthetics of life

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