朝陽科技大學 098學年度第2學期教學大綱
Creative Strategy and Symbol Application of Advertising 廣告創意與符號

當期課號	7309	Course Number	7309
授課教師	邱順應	Instructor	
中文課名	廣告創意與符號	Course Name	Creative Strategy and Symbol Application of Advertising
開課單位	工業設計系碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	此課程主在引介廣告創製流程及創意元素相關的訴求策略、敘事結構與符號應用。透過理論與實務作品的觀摩與討論，引領同學透過敘事與符號的視角，養成與探尋廣告創意實作與研究分析的另一有效取徑。每節課的講授內容，都同時含括局部策略、理論與對應的廣告作品，方便每位同學同時汲取理論與實用兼備的廣告新知。	Objectives	The theories and techniques learned in this class will provide students an overview and understanding of symbol as it applied to the creative strategy and performance of advertising. This course brings to light the creative process as it lives in the advertising agency, especially in the creative department. This class covers various aspects of advertising, including the selection of appeal strategy, the narrative structure of ad message, and the application of symbol. Moreover, we will together analyze successful CF and print-ads and determine the useful principles operating in these ads.
教材	自編教材爲主	Teaching Materials	
成績評量方式	出席與討論 40% 作品與提案 60%	Grading	Attendance and participation 40% Presentation 60%
教師網頁			
教學內容	1.廣告產業概論 2.廣告創製流程 3.廣告研究側寫 4.敘事相關理論 5.符號相關理論 6.廣告符號應用	Syllabus	1. Advertising Industry Introduction 2. Advertising Production Process 3. Advertising Research Profile 4. Narrative Theory And Practice 5. Symbolic Theory And Practice 6. Symbol Application in Adverising

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