朝陽科技大學 099學年度第1學期教學大綱
Culture Creative Industry 文化創意產業

當期課號	1761	Course Number	1761
授課教師	楊敏芝	Instructor	YANG,MIN CHIH
中文課名	文化創意產業	Course Name	Culture Creative Industry
開課單位	設計學院(四日)	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	以擴展學生視野並掌握文化創意產業脈動、技術及政策，讓學生在畢業後能馬上進入文化創意產業的就業市場，爲主要教學目標。	Objectives	The objective of this course is to have tend in hand, enrich the technique and understand the policy of the “Cultural Creative Industry”, in order to obtain the advantageous employment in cultural creative field.
教材	講義、電腦PP 教科書	Teaching Materials	Handouts, computer PP Textbook
成績評量方式	期中考35%，期末報告45%，上課表現20%	Grading	Mid-term 35% , Final report 45% Class 20%
教師網頁			
教學內容	1.業界專家演講(文化創意產業概念) 2.文化創意產業理論與類別架構及文創商品 案例介紹 3.文化創意產業聚落群聚 4.業界專家演講(文化創意產業創意設計與案 例簡介) 5.創意產業品牌化設計政策 6.創意設計元素導入及創意加值 7.業界專家演講(文化創意產業整合行銷策 略) 8.期中考 9.文化創意產業發展政策 10.文化創意產業與創意行銷 11.業界專家演講(文化創意展示空間規劃) 12.文化創意產業空間類型、規劃設計 13.文化創意產業展示空間設計、案例分析 14.業界專家演講(視覺藝術產業與品牌設計) 15.文化思維、社區營造、文創產業的因果脈 絡 16.社區設計與街道家具、文化商品 17.業界專家演講(文化創意木作工坊與創意 產品) 18.綜合評論與檢討	Syllabus	1.Presentations from industry experts (The concept of cultural creative industry). 2.Theory & Type of cltural creative industry and the case studies. 3.Cultural creative industry & Industrial cluster. 4.Presentations from industry experts (Creative design & csae syudies) 5.Creative design branding policy 6.Creative design element to import and creative value added (EVA) 7.Presentations from industry experts (Culture creative industries in integrated marketing strategy) 8.Mid-term 9.The development policy of cultural creative industry 10.Cultural creative & Creative Marketing 11.Presentations from industry experts (Cultural Creative Showcase space planning) 12. Cultural and creative space types, planning & design strategy 13. Exhibition design & case syudies on cultural creative industry 14.Presentations from industry experts (Visual Arts Industry & design) 15.Culture of thinking, community revitalization, arts to create industry's causal sequence 16.Community design and street furniture, cultural goods 17.Presentations from industry experts (Cultural creative carpentry handicraft and creative products) 18.Comprehensive discussion

尊重智慧財產權，請勿非法影印。