

**朝陽科技大學 099學年度第1學期教學大綱**  
**Creative Thinking 創意思考**

<b>當期課號</b>	3450	<b>Course Number</b>	3450
<b>授課教師</b>	胡美芳	<b>Instructor</b>	HU,MEI FANG
<b>中文課名</b>	創意思考	<b>Course Name</b>	Creative Thinking
<b>開課單位</b>	傳播藝術系(四進)–A	<b>Department</b>	
<b>修習別</b>	選修	<b>Required/Elective</b>	Elective
<b>學分數</b>	2	<b>Credits</b>	2
<b>課程目標</b>	教學目標： 1.了解創意本質(知識) 2.學習如何發想創意(技能) 3.鍛鍊嚴謹的思考過程(態度) 4.學習如何放鬆思考(其他)	<b>Objectives</b>	1. Understand the nature of creativity (knowledge) 2. Learn skills to develop creativity (skills) 3. Reflect on thought processes by rigorous training (development) 4. Learn how to relax and focus (other)
<b>教材</b>	1.101 Activities For Teaching 1.Creativity And Problem Solving-- by Arthur Van Gundy 2.Techniques for Creative Thinking-- by Robert Harris	<b>Teaching Materials</b>	1.101 Activities For Teaching 1.Creativity And Problem Solving-- by Arthur Van Gundy 2.Techniques for Creative Thinking-- by Robert Harris
<b>成績評量方式</b>	每週課堂作業 40% 期中報告 20% 期末成果 40%	<b>Grading</b>	Class assignment 40%H midterm presentation 20%H Final work 40%H
<b>教師網頁</b>	-		
<b>教學內容</b>	操練多種思考訓練方法，培養創意的思考與生活習慣，學習如何將之運用在生活與廣告企劃上的發想，改造自己成爲一個具有創意思考與企劃的人。	<b>Syllabus</b>	Practice creative thinking methods to enhance one's creativity and strategic thinking in advertising and marketing planning.

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