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

當期課號	3450	**Course Number**	3450
授課教師	胡美芳	**Instructor**	HU,MEI FANG
中文課名	創意思考	**Course Name**	Creative Thinking
開課單位	傳播藝術系(四進)一A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	2	**Credits**	2
課程目標	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)	**Objectives**	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)
教材	1.101 Activities For Teaching 1.Creativity And Problem Solving-- by Arthur Van Gundy 2.Techniques for Creative Thinking-- by Robert Harris	**Teaching Materials**	1.101 Activities For Teaching 1.Creativity And Problem Solving-- by Arthur Van Gundy 2.Techniques for Creative Thinking-- by Robert Harris
成績評量方式	每週課堂作業 40% 期中報告 20% 期末成果 40%	**Grading**	Class assignment 40¢H midterm presentation 20¢H Final work 40¢H
教師網頁			
教學內容	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。	**Syllabus**	Practice creative thinking methods to enhamce one's creativity and strategic thinking in advertising and marketing planning.

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