

朝陽科技大學 099學年度第1學期教學大綱
Product Planning Case Study and Practice 產品企畫案例與實踐

當期課號	7716	Course Number	7716
授課教師	陳建男	Instructor	CHEN,JAN NAN
中文課名	產品企畫案例與實踐	Course Name	Product Planning Case Study and Practice
開課單位	工業設計系碩士在職專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	產品企畫是企業凝聚內部資源共識，以對抗企業外部競爭的產品開發腳本，產品開發的展開乃至後續產品設計的整合，與工業設計創意發想的評估都須依循產品企畫書的規範，具創意並兼顧完整面向考量的產品企畫是企業必備的競爭利器。本課程藉由產品企畫案例介紹說明，並依實務導向之理論與技術要求，建立修課同學在產品企畫實務操作所須具備之知見與方法。	Objectives	Product planning is the product development script which needs to solidify corporate inner resources and to enhance corporate competence. Base on the guideline of product planning, product development can follow, then product design can integrate, and industrial design can evaluate. Creative product planning should also consider all factors which will involve into the product developing processes to become effective implement for corporate. This class will offer students in-depth introduction of case study showcase and field operation knowledge and technique.
教材	由授課老師親自編撰	Teaching Materials	Offered by instructor for this class only
成績評量方式	設計評估之完整與合理性、設計流程之掌控，設計作品呈現及成果報告書(以PPT或PDF檔案型式) (1). 設計作業一佔全學期成績90% (2). 上課出席與參與討論積極度佔全學期成績10% 評分標準:創意展開與整合能力佔40%、設計程序與內容佔40%、設計呈現與發表佔20%	Grading	(1) Design proposal presentation 90% (2) Learning attitude 10%
教師網頁	-		
教學內容	產品企畫是企業凝聚內部資源共識，以對抗企業外部競爭的產品開發腳本，產品開發的展開乃至後續產品設計的整合，與工業設計創意發想的評估都須依循產品企畫書的規範，具創意並兼顧完整面向考量的產品企畫是企業必備的競爭利器。本課程藉由產品企畫案例介紹說明，並依實務導向之理論與技術要求，建立修課同學在產品企畫實務操作所須具備之知見與方法。	Syllabus	Product planning is the product development script which needs to solidify corporate inner resources and to enhance corporate competence. Base on the guideline of product planning, product development can follow, then product design can integrate, and industrial design can evaluate. Creative product planning should also consider all factors which will involve into the product developing processes to become effective implement for corporate. This class will offer students in-depth introduction of case study showcase and field operation knowledge and technique.

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