朝陽科技大學 099學年度第2學期教學大綱
文化創意設計

當期課號	1942	**Course Number**	1942
授課教師	郭品妤	**Instructor**	KUO,PING YU
中文課名	文化創意設計	**Course Name**	
開課單位	室內設計學位學程(四日)二A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	2	**Credits**	2
課程目標	1.提升國內文化創意產業發展趨勢之認知。 2.開發室內空間設計之創新構思能力。 3.提昇學生之美感經驗及人文素養。 4.設計實務參與及職場業前準備。	**Objectives**	1. enhance the cultural and creative industry development trend of domestic cognition. 2. development of innovative ideas interior design capabilities. 3. to enhance the aesthetic experience of students and the humanities. 4. design practice in industry and workplace preparation.
教材	1.辜振豐，2004，時尚考—流行知識的歷史祕密，城邦文化 2.文建會，2005，台灣文化系列，文建會智庫 3.文建會，2005，公民美學系列，文建會智庫 4.John Sorrell，2004，Creative Island – Inspired Design From Great Britain，五觀藝術管理 5.陳郁秀，2004，揭開英國創意產業的秘密，文建會 6.Ruth Rentschler等作，羅秀芝譯，2003，文化新形象：藝術與娛樂管理，五觀藝術管理 7.吳翰中&吳琍璇，2010，美學CEO—用設計思考，用美學管理，繆思出版	**Teaching Materials**	1. Ku, 2004, fashion dynasty - a secret history of popular knowledge, Cite 2. Council for Cultural Affairs, 2005, Taiwan Culture Series, the Council for think tank 3. Council for Cultural Affairs, 2005, Citizen's Aesthetic Series, the Council for think tank 4.John Sorrell, 2004, Creative Island - Inspired Design From Great Britain, five concept art management 5. Tchen, 2004, reveal the secrets of the British creative industries, the Council for 6.Ruth Rentschler such as, Luo Xiuzhi translation, 2003, a new image of culture: art and entertainment management, arts management concept five 7. Wu & Wu Han Li Xuan in 2010, aesthetics CEO-use design thinking, with the aesthetic management of Muses Publishing
成績評量方式	1.期中 30% 2.期末 30% 3.小組作品20% 4.平時20%	**Grading**	1. Midterm 30% 2. Final 30% 3. Group Work 20% 4. usually 20%
教師網頁			
教學內容	1.創意發想、文化元素應用模式之指導。 2.產品設計語彙、空間情感體驗等設計思維 訓練。 3.設計概念商品化及行銷化之模式訓練。 4.個人創作及小組作品彙編。	**Syllabus**	1. creative thinking, cultural elements of applied models and guidance. 2. product design vocabulary, spatial design thinking and other training in emotional experience. 3. the design concept of the mode of commercialization and marketing training. 4. compilation of personal creation and group work.

尊重智慧財產權，請勿非法影印。