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	3335	Course Number	3335
授課教師	蕭明瑜	Instructor	HSIAO,MING YU
中文課名	文化創意設計	Course Name	
開課單位	工業設計系(四進)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	文化產業已經成爲知識經濟中重要的關鍵產業，而文化如何從「人類生活的總集」轉型成爲具經濟價值、可消費的文化商品，成爲民間組織、文化館與紀念館思考的問題。對於社區、場域、文化館或是民間組織而言，社區再造不再只是環境整建與硬體供給，如何從當地能量發展出可長久經營的「商品」，使社區或是在地組織經營有永續生存的力量，是重要的。而「文化」，要如何成爲可被辨識的「文化商品」，則成爲現今設計師重要的課題。	Objectives	Cultural industry has become a key industry in the knowledge economy, and how the culture from "the total set of human life, " transformed into economic value, consumption of cultural goods can become non-governmental organizations, cultural centers and memorial to think about. The "culture " can be identified and how to become a "cultural goods ", the designer has become an important issue today.
教材	自編教材	Teaching Materials	Teaching materials
成績評量方式	報告（書面及口頭報告）平時作業課堂討論	Grading	Report (writing and oral report) Ordinary school assignments Classroom discuss
教師網頁			
教學內容	1.文化創意產業概況 2.文化創意產業理論背景 3.文化商品的定義與類型 4.文化符碼與創意設計 5.現代科技與文化商品設計 6.文化創意產業與創意城市 7.文化創意-社區產業案例說明 8.文化創意-設計產業案例說明 9.文化創意-創意生活產業案例說明 10.文化創意-工藝產業案例說明 11.文化創意-文化資產應用及展演設施案例說明 12.總結	Syllabus	1. Cultural and Creative Industry Overview 2. theoretical background of cultural and creative industries 3. The definition and types of cultural goods 4. cultural codes and Creative Design 5. modern technology and design of cultural goods 6. cultural and creative industries and creative city 7. cultural and creative - the community's economic case notes 8. Cultural Creative - Design Industry case illustrates 9. Cultural & Creative - Creative Living case notes 10. Cultural Creative - Craft Industry case illustrates 11. Cultural Arts - Cultural Heritage Application and Performance facilities in case notes 12. Summary

尊重智慧財產權，請勿非法影印。