

朝陽科技大學 099學年度第2學期教學大綱  
TV Commercial Production Studies 廣告片研究

當期課號	3430	Course Number	3430
授課教師	胡美芳	Instructor	HU,MEI FANG
中文課名	廣告片研究	Course Name	TV Commercial Production Studies
開課單位	傳播藝術系(四進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	<p>教學目標：</p> <ol style="list-style-type: none"> <li>1. 了解廣告片的整體運作(知識)</li> <li>2. 實際練習廣告片提案方法(技能)</li> <li>3. 培養廣告影像與文字的美感素養(態度)</li> <li>4. 能了解廣告片在業界的發展情形(其他)</li> </ol>	Objectives	<ol style="list-style-type: none"> <li>1. To understand the workflow of TV commercial production</li> <li>2. To practice the skills of TV commercial presentation</li> <li>3. To foster aesthetic sense in image and text in TV commercials</li> <li>4. To understand how TV commercial production developed in the professional field</li> </ol>
教材	自編教材	Teaching Materials	selected readings and television commercial clips
成績評量方式	課堂討論30% 期中作業30% 期末報告40%	Grading	Class participation 30%, mid-term work 30%, final work 40%
教師網頁	-		
教學內容	本課程將使學生了解廣告片由策略、創意發想到製作的流程,探討什麼是有效的廣告,並在分析案例的同時加強同學的專業的視野。	Syllabus	This course will show students the step-by-step process of producing TV commercials. Students will learn sound/image strategies and practical techniques to prepare themselves for work in the professional field.

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