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授課計畫表第一部分

學系 (所、班)	傳播產製全英學士學位學程	適用學制	<input checked="" type="checkbox"/> 日間學士班 <input type="checkbox"/> 碩士班 <input type="checkbox"/> 博士班	<input type="checkbox"/> 進修學士班 <input type="checkbox"/> 碩士在職專班 <input type="checkbox"/> 二年制在職專班	適用學年	107 學年入學生
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學科代碼	課程名稱	必選 修	學 分	年 級	課程描述(中文)	課程描述(英文)	修課條件 (中文)	修課條件 (英文)
A93A10	服務教育 (一)	必	0	1				
A93A11	服務教育 (二)	必	0	1				
A16064	華語文學	必	3	1	該課程使學生有一個基本的文學概念，更好地理解中文的基本要素和特點，以及各種文學體裁，從而提高學生的欣賞和表達能力。	The course enables students to have a basic concept of literature, and a better understanding of the essential elements and features of Chinese literature, and various literary genres, thereby enhancing students' ability of appreciation and expression.		

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A16065	英語閱讀	必	3	1	<p>涵蓋一系列主題和流派的文章來用作開發學術學習，管理相關職業所需的進階閱讀技巧以及通過例如 GEPT 等各種英語水平測試（符合畢業要求）的基礎。包括使用上下文理解不熟悉的詞彙，理解隱含的含義，區分事實和觀點，以及闡明個人對文本的回應。課程還為學生提供了提高他們的接受詞彙和句子解析技巧的機會。</p>	<p>Texts covering a range of topics and genres are used as a basis for developing the higher order reading skills necessary for academic study, careers in management as well as for passing the various English proficiency tests such as GEPT that are stipulated as graduation requirements. Skills include using context to understand unfamiliar vocabulary, comprehending implied meanings, distinguishing facts and opinions, and articulating a personal response to a text. The course also provides opportunities for students to improve their receptive vocabulary and sentence parsing skills.</p>		
A16066	英文寫作	必	3	1	<p>本課程旨在幫助學生成功完成 BULATS 和 TOEIC 等英語水平考試的寫作部分。因此，它著重於起草</p>	<p>This course aims to prepare students to successfully complete the writing component of English proficiency tests such as BULATS and TOEIC. As such, it focuses on the process of drafting, and editing short texts such as those</p>		

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					和編輯短文本的過程，例如日常工作場所通信中常用的短文本。它還著重於這種寫作的組織，詞彙，凝聚力和語法方面。	typically used in everyday workplace communications. It also focuses on the organizational, lexical, cohesive and grammatical aspects of such writing.		
A16067	電腦與資訊概論	必	2	1	提供包括電腦概念和硬件，Microsoft Windows 7/8，Microsoft Office 2010/2013（包括 Microsoft Word，Microsoft Excel，Microsoft PowerPoint，Microsoft Outlook 和應用程序集成）在內的微型電腦應用程序概述。	Provides an overview of microcomputer applications including computer concepts and hardware, Microsoft Windows 7/8, Microsoft Office 2010/2013 including Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Outlook, and integration of the applications.		
A16068	現代文明	必	3	1	本課程旨在為學生提供：反思和分	The course aims to provide students: The ability to reflect on and analyze		

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	史				<p>析自我和其他文化特徵的能力，及增強對英語聽說能力的信心的跨文化概念的知識，能有效參與全球社區的溝通技巧，及了解語言的某些功能和分析多元文化交流的能力，該課程也將向學生介紹媒體在文化建設中的作用。</p>	<p>self and other cultural identities;- Knowledge of cross-cultural concepts that enhance confidence in English listening and speaking;</p> <ul style="list-style-type: none"> - communicative skills for effective participation in the global community; - Knowledge of some functions of language and ability to analyze multicultural communication; The course will also introduce students to the of role of media in cultural construction. 		
A16069	世界文化	必	3	1	<p>本課程將通過對主要文化地區的介紹，以不同主題的方式介紹當代世界文化的核心問題，讓學生能提供各種不同種族的基本知識，以文明為導向理解地球村，人文關懷，尊</p>	<p>This course will be the core issues of the contemporary world culture, through an introduction to the major cultural regions, and in a way, by different topics, taught students to provide basic knowledge on a variety of different races, civilization oriented construct understanding global village, humane care, respect for cultural differences and so very modern citizen should have an international</p>		

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					重文化差異等現代公民應具有國際視野和人情。了解全球文化規範的廣度和深度，培養他們對多元文化心態的接納，尊重和欣賞。	perspective and human feelings. More to expand the breadth and depth of global cultural norm for the student of history, and to cultivate their acceptance, respect and appreciation of multicultural mind.		
A16070	第二外國語	必	3	1	本課程介紹初級第二語言。在學習過程中，學生會學習發音規則，以便他們說出簡單的句子。此外，他們將與同學進行基本對話。他們還會在每節課中學習基礎語法，以便他們能夠理解短文本。他們可以用簡單的句子來問候他人，介紹自己，談論他們的愛好或者向某人提	This course is an introduction of elementary second language. In the course will the students learn the rules of pronunciation, so that they can speak the simple sentences. Besides, they will practice basic conversation with their partner. They also learn in each lesson basic grammar, so that they can understand a short text. And they can use simple sentences to greet someone, introduce themselves, talk about their hobby or ask somebody for something they need. They can also answer the simple questions of someone. An elementary knowledge of the second language is assumed in this course.		

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					出他們需要的東西。他們也可以回答他人的簡單問題。本課程假設第二語言的基本知識。			
A16001	傳播理論	必	3	2	介紹傳播與設計的基本概念及課程架構，並進行基礎體驗。本課程涵蓋了媒介文本、媒體機構以及閱聽人等三項主題。用媒體識讀的角度來探索大眾傳播領域的相關問題，提供學生對不同研究途徑以及不同觀點間的論辯能有基本的認識。	Provide basic understanding of broadcasting communication and design as well as exploratory experiences of practice work. The course aims at basic understandings in mass communication that includes the complex relationship among production, text and consumption. It offers students critical perspectives toward current issues in communication studies.	無	none
A16002	動態攝影 概論	必	3	2	本課程設計教學內容以實務為取向，讓同學如何了解拍攝的原理與技術，課程並安排同學分組拍攝，	The course is designed to practice-oriented teaching content, so that students know how to take the theory and technology, curriculum and student grouping arrangements for shooting, and then to review the analysis	無	None

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					再共同檢討分析所拍攝的畫面。	footage.		
A16003	靜態攝影 概論	必	3	1	為培養新科技時代的影像工作者，承繼所學之攝影知識，傳授教導學生提供學生對攝影學深入認知與了解。教授技能為介紹影像創作之應用等知識，以激發學生的想像力及對事物的包容度。學生得以運用所學驗證攝影創作在傳播與媒體中之實務運作模式，提升個人影像思考層次，培養學生欣賞攝影藝術在傳播之獨特性及時代性。	This course is to design to introduce students to the technics and art of photographic images and to appreciate the beauty on the images. Students will learn to see and appreciate light in a new way, learn to see and design shapes in the frame, to make beautiful exhibition quality black and white prints. The most important thing that one can bring away from this course is a new sense of seeing. To be able to have a finer appreciation of light in its myriad manifestations, to discover meaning in images rather than words, or most importantly, how to understand the important and powerful in their own right, rather than merely "take pictures" is the main goal of this course.	無	None
A16008	動態影像 剪輯	必	3	2	藉由課程的講解，讓同學了解動態影像剪輯的原理，同時也在多媒體	Students understand the principles of video editing, but also practice in non-linear editing room of multimedia center, learning the dynamic image	無	None

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					中心的非線性剪輯室實際操作，學習動態影像的剪接。	editing.		
A16004	廣電概論	必	3	2	從廣電科技發展沿革做為脈絡，以了解電子媒體的基本屬性和發展趨勢，做為日後媒體內容產製(包含企劃、撰稿、錄製、後製、行銷等)的基礎；同時也介紹當代資訊傳播科技的概況與應用，強調資訊時代裡媒體影響力與應用層面，建立對媒體產業界的認知藍圖。	Help students understand basic attributes and development of broadcasting media based on its historical evolvement, which can build up the basic foundation for media content production (including planning, scripting, recording, editing, and marketing) in future learning. In addition, it also provides new development and application of information communication technology in the contemporary time, which emphasizes the impacts and application of ICT in the current society, as well as provides the cognitive blueprint of the media industry to students.	無	none
A16009	靜態影像處理	必	3	2	利用電腦處理數位影之實作操練，教導學生基本技法知識，進而培養新科技時代的影像傳播工作者。結	An introduction to Adobe PhotoshopCS5, a powerful editing software used in print and web publishing fields. After completion of this course, the following knowledge are must: Basic Photoshop terminology, Advanced Photoshop	靜態攝影	Basic Photography and Practice

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					<p>合大眾傳播理論與近代資訊傳播科技，加強基礎教育訓練，重視科技整合。對於語言、文字、外語等基礎訓練特別加強，而且對於不同傳播領域之整合亦同樣重視。本課程施於理論與實務並重，使學生具有新穎的知識外，亦對實務有全新的認知。</p>	<p>techniques; Digital cameras and Images scanning; Preparing images for web publishing press- Converting images to CMYK and Gray Scale; Printing to get the best result using inkjet printers.</p>		
A16013	數位繪圖	選	3	2	<p>為因應數位內容產業的產製需求，本課程的教學內容包括數位繪圖相關軟體的操作以及應用，如整合 Adobe Creative Suits 的 Photoshop、Illustrator 繪製插圖、製作海報與書</p>	<p>In order to meet the needs of the production system of the digital content industry, contents of this course include digital drawing operations as well as related software applications, such as the integration of Adobe Creative Suits, producing posters and book covers, etc. Share on teaching methods and practices focused on the job through the case,</p>	無	none

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					<p>籍封面等。期能透過著重案例分享及實務作業的教學方法，幫助學生盡早做好進入數位內容產業就業前的準備。至於教學目標，則以符合本系理論與實務並重，加強基礎教育訓練，重視科技整合，強調基礎訓練以及著重整合不同傳播領域等教學目標為準。使學生具有新穎的知識外，亦對實務有全新的認知。</p>	<p>helping to prepare students for entering the industry employment as soon as possible before the digital content. As for teaching objectives, in line with the department places equal emphasis on theory and practice, strengthen basic education and training, attention to science and technology integration, emphasizing basic training as well as focusing on the integration of different communication and other areas of teaching objectives prevail. Enable students to have new knowledge, but also have a new awareness of practice.</p>		
A16012	視覺藝術 傳播	必	3	2	<p>色彩歷史文化、設計上色彩應用的原理、色彩工學理論與現代色彩技術，希望學生能在修習之後，獲得色彩應用於工程與設計上之基礎知識，提高鑑賞色</p>	<p>Colorimetry, or Color theory, is designed to help students understand color production and theory as it applies to traditional and digital visual communication. It also presents a comprehensive procedure for control of color in image capture to final output. The topics are related but distinct concepts</p>	無	none

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					<p>彩之美的能力，並能活用所學在生活與工作上。主要學習認識與了解色彩學的理論，能評述電影(影視)藝術創作的色彩運用並能於未來適當的將色彩應用於創作與設計中。</p>	<p>referring to the perceived intensity of a specific color.</p>		
A16063	管理學與管理實務	必	3	1	<p>本課概括的從營利與非營利團體之組織機構出發，著眼於單位建立的目的與目標，探究在人力、物力與財力等資源方面之有關行政、業務及技術的計劃、組織、引導、協調、監管、訓練、預算及報告的進行方式與評估。討論內容包含基本概念界定、哲學觀、重要理論、組</p>	<p>General lesson from the for-profit and non-profit group of organizations starting to focus on building up the goals and objectives, to explore the human, material and financial and other resources of the administrative, business and technology planning, organization, guidance, coordination, supervision, training, budgeting and reporting is conducted and evaluated. Discussion includes the basic concept definition, philosophy, an important theoretical, organizational type, marketing strategy, market research, brand and performance management, the success of the case and the</p>	無	none

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					<p>織類型、行銷策略、市場調查、品牌與績效管理、成敗案例與啟示、經理人職能要件與準備、社會變遷與文化影響、職場倫理與道德等。</p> <p>學習者可將之應用於管理傳播產製與展演實踐的過程中，發揮低資源高收穫的事半功倍表現。</p>	<p>revelation, the functions of the elements and prepare managers, social change and cultural impact, workplace ethics and morality, etc. . Learners can be applied to production management system and communication performances during practice and play more efficiently harvest low-resource high performance.</p>		
A93A15	體育(一)	必	0	必				
A93A16	體育(二)	必	0	必				
A16011	廣播節目製作	必	3	2	<p>在其備廣播基礎能力後，此課程旨在訓練學生對錄音設備的操作技能，以及對廣播節目的設計理念。透過課程作業與活動的演練，使學生能實際</p>	<p>After having the basic competences, this class focuses on the operation of recording equipment and radio program design. Students can practically produce quality work via the relevant assignments and instructional activities.</p>	廣播節目製作	Radio Program Production

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					製作出有品質的廣播作品			
A16014	數位編輯 排版	選	3	2	<p>本課程的教學內容包括教授不同類型數位平面媒體編輯方法以及 Adobe Creative Suites 操作的方法與技巧外，會特別強調鼓勵學生參與各項競賽及專案製作，並透過著重案例分享及模擬提案等實務作業的教學方法，期能幫助學生盡早做好進入數位內容產業就業前的準備。至於教學目標，則以符合本系理論與實務並重，加強基礎教育訓練，重視科技整合，強調基礎訓練以及著重整合不同傳播領域等教學目標為</p>	<p>In response to the digital content industry's production system needs, as well as digital print media editor. the course and the curriculum includes in addition to continuing teach different types of digital print media editing method as well as Adobe Creative Suits operating methods and techniques addition, special emphasis will be to encourage students to participate in contests and special project, and by sharing cases and simulations focus on proposals for practical work of teaching methods such as, well as soon as possible a view to help students enter the digital content industry pre-employment preparation. The objectives, places the interests of the Department of theory and practice, to strengthen basic education and training, attention to technology integration, emphasizing the integration of basic training and the field of communication and other</p>	無	none

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					準。使學生具有新穎的知識外，亦對實務有全新的認知。	teaching objectives in different subject.		
A16010	電視媒體 實務	必	3	2	透過教學與作業上實際的操作，讓學生學習用鏡頭說故事。本課程重點包括攝影機與剪接機的正确使用、電視節目策劃的基本原則、編劇的基本原理、單機作業流程等。以分組的方式讓學生學習團隊的工作模式，帶領學生於學期末每組完成一個十二分鐘劇情片和二個廣告片。	Through teaching and work on the actual operation, so that students learn to tell a story with the camera. This course focuses on cameras and editing machines, including the proper use of the basic principles of television programmers, writers of the basic principles, stand-alone processes and so on. Way of grouping students to learn team work model, led the students in each end of the semester to complete a twelve-minute movie and two commercials.	無	None
A16050	政治學	選	3	2	「政治」與日常生活關係密切，與傳播媒體的關係更是分不開。本課	Politics are relative to our common life and especially close to mass communication. This course mainly introduces fundamental concepts and	1.必修課程。2.無	1. Required Course. 2. No Limitations

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					程主要介紹政治學的基本概念與常用的分析架構，同時，因應傳播科系的屬性，以及我國的國情，本課程也將選舉制度與行為、國家與政府組織等議題列為課程的重點，讓學生瞭解「政治學」的基本內涵，並能對政治具備觀察與獨立思考的能力。	usual analytic structures of political science and states some issues of regimes, electoral systems, and governmental organizations according on the features of mass communication subject. The major purpose of this course is to let students understand the basic contents of political science and be able to observe and think over political issues independently.	擋修規定。	for Course Registration.
A16037	媒體批評與賞析	選	3	2	從不同的理論取向來解讀媒體廣告、電視與電影之流行文本。透過諸如符號學、敘事理論、類型、意識型態、心理分析與女性主義的觀點，提供學生多元的論述資源以進	The course offers multiple theoretical approaches in interpreting media popular texts, including semiotics, narrative theory, genre studies, ideological analysis, psychoanalysis and feminist analysis.	無	none

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					行批判性的詮釋。			
A16025	主播學	選	3	2	以訓練學生在電子媒體上的新聞播報與採訪技巧為主要目的。透過課程的安排，讓學生能瞭解電子媒體的新聞與談話性節目之企製過程，並培養其口播與編採能力，以強化未來的就業力。	Training students to have the skills of anchoring and interviewing for electronic media is the primary purpose of this class. The course design helps students to realize the process of TV talk shows or news programs. In addition, this class also fosters the competences of oral skills and interviewing to enhance their future competitive advantages.	主播學	Introduction to Anchorology
A16038	傳播美學	選	3	2	本課異於藝術概論關懷如何創作完善作品，而是從審美的辯證視角出發，反覆咀嚼與思辯不同藝作間的審美合理與差異性，進而洞識多元審美觀與普同美學之間的差異事實與緊張關係；最終盼望培養學生對	This course is different from the course of Introduction to Art, which is a care how creative works, repeatedly chewing and logic of aesthetic rationality and differences between the different works of art from the aesthetic of dialectical perspective, and thus insight diverse aesthetic and universal aesthetic differences between the facts and tensions; finally look forward to cultivate students' aesthetic independent viewpoints and diversity	無，但最好具有傳播實務經驗。	No, but it would be better if there are experiences of production.

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					審美的獨立觀點與多元的自在創作風格。	of creative style.		
A16048	心理學	選	3	2	本課以微觀為出發點，廣泛描述人的基本心理概念、組成要素、運作過程、功能機制與異常心理等，透由感覺、知覺、意識、記憶、動機、情緒、人格、異常之肇因與治療，完成個人自我認識，並藉由知己知彼而有助專業實作在傳媒產製的表現，以及達成傳播的目標效果。	This lesson as a starting point to micro, extensive description of the basic psychological concepts, elements, operations, functions and mechanism of abnormal psychology, through the feeling, perception, consciousness, memory, motivation, emotion, personality, abnormal causes and treatment of complete personal self-awareness, and to know ourselves and help through professional media production system implemented in the performance, and to achieve the target spread effect.	無	none
A16056	傳播科技與新媒體	選	3	3	為因應科技時代的轉變，本課程教學內容以實務為取向，著重時下傳	In response to changes in the technological age, the teaching content to practice-oriented, focusing on the media industry nowadays use new	無	None

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					播媒體行業使用新科技等實務研究作業，讓同學盡早做好進入新媒體或跨平台傳播產業的準備，達到協助學生於了解不同類型傳播媒體後，能認識新媒體運作模式之教學目標。	technology and other practical research work, as soon as possible for students to do cross-platform new media or communication industries prepared to assist students in understand the different types of media, the media can understand the mode of operation of the new teaching goals.		
A16054	暗房技術	選	3	2	本課程為培養新科技時代的影像工作者，教導學生正確使用攝影相機器材及黑白暗房沖印設備。技能之訓練為使學生了解相機與鏡頭操作說明、黑白軟片顯影沖洗、黑白相片印樣格放等實技知識。期望學生之學習態度為可利用暗房實作操	Basic Darkroom Techniques is a beginning course designed to teach the nature of the traditional black-and-white photography for the artists. The purpose of the course is to introduce basic photographic materials, to gain competence in the use of the camera as a creative tool, to enhance art of photographic images, technical presentations in darkroom, reading assigned and assignment/class critiques, and to present photographic images in a semi-professional manner.	靜態攝影、靜態影像處理	Basic Photography and Practice, Digital Photography and Practice.

表 M03

					練，加強學生基本技法知識，並另一方面訓練學生作品講評能力，提升個人影像思考層次。			
A16055	微電影製作	選	3	3	為因應數位內容產業的產製需求，本課程的教學內容包括微電影的基本概念如企劃、編劇、攝影、剪輯的操作技巧等，並透過人文故事傳達正確人生態度的教學方法，期能幫助學生建立製作微電影之能力，盡早做好進入內容產業就業前的準備。至於教學目標，則以符合本系理論與實務並重，加強基礎教育訓練，重視科技整合，強調基礎訓練以及著重整合不同傳播領域等教學目標為	In response to the digital content industry's production system needs, the curriculum includes the basic concepts of micro movie, such as process script writing, cinema photography, editing, and focus on the case through the sharing of correction philosophy of living, a view to help students develop the ability to create micro movie, as soon as possible into the digital content industry to do pre-employment preparation. The teaching objectives, places the interests of the Department of theory and practice, to strengthen basic education and training, attention to technology integration, emphasizing the integration of basic training. So that students with new knowledge, but also have a new understanding of the practice.	無	none

表 M03

					準。使學生具有新穎的知識外，亦對實務有全新的認知。			
A16039	電子雜誌製作	選	3	3	學習製作可以呈現出豐富的多媒體影音互動效果的電子雜誌，以因應數位出版趨勢需求	To study the skills of making electronic magazine showing a rich multimedia and interactive effect to cope with demand of digital publishing trends	無	none
A16047	社會學	選	3	1	本課以宏觀為出發點，廣泛探討人群社會的相關概念，包括社會學的界定、起源、範疇、功能、應用、理論、研究方法、文化、社會化、團體、組織機構、角色、階層、族群、齡族、性別、家庭、人口、城鄉、集體行為、社會運動與社會變遷等，期能藉此培養豐富的脈絡想	This lesson as a starting point to Macro, a wide range of people related to the concept of society, including the sociological definition, origin, scope, functions, applications, theory, research methods, cultural, social, group, organization, role, class, ethnic group, age race, sex, family, population, urban and rural areas, collective action, social movements and social change, etc., view to the context of a rich imagination to develop the ability to lay the context of social phenomena to explore the reach and deeper thinking about things like the foundation of society, both in	無	none

表 M03

					像能力，奠下探究社會現象脈絡的觸角與深廣思考社會事象的基礎，不論在影像產製或傳播描述上都能有效提升傳播內容的質性與厚度。	description of the image production or dissemination of the contents on the can effectively enhance the quality of transmission and thickness.		
A16018	畢業專題 (一)	必	2	3	學生根據選擇的專題屬性(論文、影視製作、廣播製作、平面或電子編輯、等傳播相關領域)，依照畢業專題流程，邀請各相關專業教師擔任指導老師，並與指導老師進行討論及製作專題作品。本課程分二學期進行，畢業專題(一)結束時，必須完成指導老師指定的進度。	According to the properties of graduation projects, students comply with standard process and request professors as advisors to discuss production of the projects. For succession to “Graduation Projects II”, students have to complete the advisors’ specified job at the end of the first phase.	無擋修規定。	No Limitations for Course Registration.
A16040	行銷原理	選	3	3	本課主要回顧、講解、反省與批判	This lesson review, explain, reflect and critique the current beliefs and	無	none

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	與研究				<p>現行主流行銷信念與理論於當代的可行性及未來。亦即，針對「為創造可滿足消費者及企業組織目標的交易，對創意內容、商品定位、服務概念、價格決定、促銷與流通等一連串之規劃與行動」的理論試驗與重估，企圖透由集體多元的視角與討論，觀照出更具時代韌性的推廣策略、市場分析、消費心理、整合流通與價格思考，此將有助傳播內容及商品的普遍滲透程度。</p>	<p>mainstream marketing theory in contemporary and future viability. That is, for "the creation of consumer and business organizations to meet the objectives of the transaction, the creative content, product positioning, service concepts, pricing decisions, promotion and distribution, a series of planning and action," the theory test and revaluation, an attempt through by the collective multi-perspective and discussion, contemplation of a more modern toughness of promotional strategies, market analysis, consumer psychology, integrated flow and price to think this will help spread the universal content and product penetration.</p>		
A16021	廣告原理與應用	選	3	3	<p>本課主要是批判與反省一般廣告的傳統理念與信條、理論與實踐，以</p>	<p>This lesson is critical and general advertising to reflect the traditional ideas and beliefs, theory and practice, and ethical considerations and</p>	無	None

表 M03

					及倫理考量與評估，藉由從中外成敗案例的經驗反饋與解析，自我嘗試實作中驗證新的可能創作成功機會與空間，俾能重建更具彈性與穩適的當代廣告學理論，以應用於諸類實際。	evaluation of the success of the case by the experience from abroad feedback and analysis, attempts to implement self-verify the possible creation of new opportunities and success space, more flexibility and stability Bineng reconstruction of contemporary advertising theories appropriate to apply to various practical classes.		
A16023	公關企畫與實務	選	3	3	培養學生撰寫公關新聞及策劃能力，瞭解企業與媒體溝通模式，瞭解媒體生態	This course introduces student how to practice and plan public relations jobs, and understand communication culture and skills between media and industry.	此為選修課程，曾修習過大眾傳播理論相關之課程學生尤佳。	Elective, students who completed theories-related courses will be better for the advanced one.

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A16028	電視新聞 製作	選	3	3	本課程嘗試以全台灣各家電視新聞之實務比較，並加上電視新聞之相關理論，加強學生對於智慧財產權的認識，課程從理論的了解到實務操作，增加學生對於傳播領域的視野。	This course attempts to Taiwan's practices compare various TV news and TV news with related theory, enhance the students understanding of intellectual property rights, curriculum theory learned from the practical operation, to increase students' vision for the field of communication.	需曾修習 過動態攝 影與動態 影像剪輯 兩門課程	Students have been required to attend two courses - the video shooting and video editing.
A16041	廣告與日 本文化	選	3	3	廣告藉由言簡意賅的用詞，不僅突顯商品的特色，也表現深遠的含意。日本文化是時下流行的趨勢，而日本語的表現方法與日本人的思維方式卻與我國不同。本課程希望藉由二者的結合，透過日本的廣告（以平面廣告為主）與文化內涵，	Advertisements can use concise terms to highlight the characteristics of goods and deliver reach implications. Japanese culture is one of the modern popular trends, however the language performance and thinking mode of Japanese ways are very different from Taiwan. By combination of advertisement and Japanese culture, the course will analyze Japanese advertisements and their cultural implications to provide students creativity.	無	None

表 M03

					提供另類的思考方法，刺激學生們的創意。			
A16043	數位專案製作	選	3	3	瞭解互動多媒體的理論與實務，並應用於視訊特效與動畫、互動多媒體、音效之整合能力。培育具動畫短片或互動多媒體專案獨立完整企劃與執行能力。	Understand the characteristics of online learning platform to design network courses. Applying the online learning activities to guide. Conducting Internet classroom learning atmosphere of the business class.	無	none
A16033	視覺特效處理	選	3	4	本課程以教授影像特效處理為主要目標，期能透過理論與實作，讓學生學會視覺特效的設計與處理。	The main goal of this course is to teach video effects processing, hoping through theory and practice, the students could get the knowledge of processing visual effects.	無	none
A16052	危機傳播	選	3	3	期望學生瞭解與探討危機與議題管理的基本概念，並且培養相關個案分析與應用的能力	Wang students to understand and explore the crisis and issues management of the basic concepts and capacity-related case studies and application.	無	none

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A16017	策展活動	選	3	4	透過平面設計轉換，運用於展示設計上，包括材質選擇、輸出與印前作業、氛圍營造、展示空間、動線規劃等，因應四年級畢業製作展出。	The most important goal of this course is to teach exhibition design, including materials selection, and prepress output, exhibition space, line planning, etc.	熟練 Adobe Illustrator ; Photoshop ; InDesign 軟體之運用	Adobe InDesign, Illustrator, Photoshop
A16019	畢業專題 (二)	必	2	4	本課程屬於總結性課程。每組學生必需於學期中與指導老師進行討論，並完成指導老師給予的進度。每組學生於學期結束時，實際完成專題製作，同時於期末進行成果報告，成績及格者始獲得畢業專題學分。	This is capstone course. “ Students of each group must discuss with advisors at midterm and reach completion. At the end of the semester, students of each group need to propose a graduation project and report on results.	1.總結性課程。2. 必須通過「畢業專題一」。	1. capstone course. 2. Passed “Graduation Projects I” in Advance.
A16020	畢業專題 (三)	必	2	4	學生根據選擇的專題屬性（論文、影視製作、廣播製作、平面或電子	Students according to thematic attributes (paper, film and television production, radio production, graphic or electronic editing, and other	無	none

表 M03

					編輯、等傳播相關領域), 依照畢業專題流程, 邀請各相關專業教師擔任指導老師, 並與指導老師進行討論及製作專題作品。本課程分三學期進行, 畢業專題結束時, 必須完成指導老師指定的進度。	communication related fields) selected in accordance with the graduation project process, invite the relevant professional teacher as a mentor, and discussions with the instructor and produce special works . The course is divided into three semesters, at the end of the graduation project, the instructor must complete the specified schedule.		
A16071	英語能力	必	0	4				
A16053	媒體素養	選	3	4	本課首先從去普遍性的多元觀點出發, 引導學生將日常視野從同質面向轉向異質面向, 發現和諧之共相表層下所隱藏的衝突與差異, 將此視為對社會的真實還原; 並進而啟發學生如何善用媒介與建構微媒體	This course helps the learners to transfer their vision from conceptual universal to insight on the differential of daily life, to find out the possible conflicts embedded in the harmonious appearance of the facts in order to restore the reality of events, thereby to enlightens the learners make full use of media to construct the alternative voices of the disadvantaged minority so as to balance the benefits between the mass media and the audiences.	無	none

表 M03

					來為弱勢群體發聲，以平衡大眾媒介的普同勢力。			
A16034	導播學	選	3	4	課程安排將以電視攝影棚棚內作業的基礎課程為主。課程內容是將同學過去所學的攝影與電視節目製作的基本原理，將修課同學分組操作攝影棚內的 EFP 三機作業，以團隊的工作方式執行所學的課程內容。	TV studio curriculum will be the basis for curriculum-based operations. Course content is learned photography students in the past and the basic principles of television production, students will be taught within the group operating the studio EFP three-machine operation, team-work approach to the implementation of the school curriculum.	需曾修習 過動態攝 影與動態 影像剪輯 兩門課程	Students have been required to attend two courses - the video shooting and video editing.
A16044	流行媒體 文化研究	選	3	4	透過流行媒體文化去瞭解文化產業的特色及當代社會及文化諸現象。	The class introduces students to these popular cultural forms and industry throughout the society and world and especially to ways of studying them comparatively.	此為選修 課程，曾 修習過大 眾傳播理 論相關之	Elective, students who completed theories-related courses will be better for the

表 M03

							課程學生 尤佳。	advanced one.
A16045	媒體消費 文化	選	3	4	透過課程瞭解媒體與消費文化產業的關係與特色，並深入探析當代社會及文化諸現象。	The class introduces students to these various cultural and societal forms of media consumptions through the media and especially to ways of studying various issues comparatively.	此為選修課程，曾修習過大眾傳播理論相關之課程學生尤佳。	Elective, students who completed theories-related courses will be better for the advanced one.
A16057	電視廣告 製作	選	3	4	本課程主要教導學生以發揮創意的精神，獨立完成電視廣告的拍攝與製作。	This course teaches students to play a creative spirit, independently of the filming and production of TV commercials.	無	none
A16032	紀錄片製	選	3	4	由於攝影器材的普遍化，使用影像	As the generalization of photographic equipment, the use of images will	無	none

表 M03

	作				說話成為個人表達意志，並可充分展現影像言論自由中的平民觀點。 本課程鼓勵學生學習基本的影音/影像記錄與製作，並透過觀影經驗，學習、分析影像所傳達「看的觀點」，以增廣視野，進一步應用於地方文史紀錄片的製作與表達中。	speak as personal expression, freedom of speech and full of images of civilian point of view. This course encourages students to learn basic audio / video recording and production, and through the viewing experience, study, analysis of the image conveyed by "see the point of view" in order to broaden their horizons, into — step used in the production of a documentary by local citizens and expression in .		
A16046	市場與民意調查	選	3	4	本課程的授課目的主要在帶領學生以相關的傳播理論為基礎檢視現代社會與民意形成間的關係。此課程將使學生瞭解民意在民主社會所扮演的角色及其重要性及執行民意調查的相關技巧及步驟，修課完成	This course examines the nature, theories and effects of the mass media in contemporary society and the relationships with public opinion. The course assists students to a broader understanding of mass communication and provide them with a solid understanding of the importance of public opinion, the knowledge on how to conduct public opinion research, and prepare them for a career in the mass media, publicity	無	none

表 M03

					後，對學生未來在公關及民調機構任職有很大的幫助。	professions and public opinion research.		
A16061	媒體網站製作	選	3	4	如何藉由動態網站設計將視訊、文字、音效和圖像整合成引人注目的多樣化互動多媒體，並自動符合各類行動裝置平台的響應式網站，是現今網頁設計師的課題。從個人作品集網站的方向切入課程，訓練多媒體網站的整合應用、電子書製作與 Web2.0 開放原始碼快速建置及管理個人網站的能力。	Students are trained with the professional skills from website planning, design, execution to publication. The webpage editing tool will be adopted as practical training. By case demonstration and practice, students are familiar with the method to integrate the knowledge learned to website design.		
A16027	商業攝影	選	3	3	教導學生使用商業攝影相機器材及強化攝影操作實務。介紹影像運用技巧，連結商業產品行銷模式之應	Advanced course in the theory and practice of studio photography. Student work is centered on the basic principles and application of light in the creation of photographs. Course investigating the application of digital	靜態攝影	Basic Photography and Practice

表 M03

					用等實技知識。啟始學生了解攝影實務在商業傳播與媒體設計中之運作模式。提升學生個人影像思考層次，熟悉商業行銷之應用。	technology in contemporary photography. Student work is centered on the acquisition of specific technical skills.		
A16005	創意思考 與創新	必	3	2	課程設計主要是基於創造力教學理論，了解何為企劃與計畫書，如何發想與撰寫，並依學生特質，以實務為主，理論為輔進行設計。	Through observation and experiencing, the course includes the exchange of cultural characteristics in different cultures. Modern youth culture is transformed into information and it develops the fashionable creative output by design thinking from the perspective of new generation		
A16006	行銷學	必	3	2	本課程規劃理論與實務並重，認識設計企劃的基本架構與流程，輔以介紹整合行銷設計的觀念與手法，討論行銷管理理論及其應用，強調重要觀念的解析，培養同學分	The course emphasizes both theory and practice. It introduces the basic framework and process of design planning as well as concept and technique of integrated marketing design. Through case study by simple language, it simulates the proposal and presentation of design plans in business circle to find the principle of design planning and the trend of		

表 M03

					析與解決行銷問題的能力，最終瞭解設計企劃之原則技巧與設計行銷之趨勢。	design marketing.		
A16007	消費者行為	必	3	2	本課程透過觀察體驗，交流各消費者行為的文化特徵；透過創意思考方式研究消費者行為，了解消費者如何將金錢、時間和精力花費在與消費有關的產品上。	The course aims to cultivate designers' spatial thinking from consumers. New designers can gradually be familiar with the principle and method of design expression versus consumer's behavior. It emphasizes the behavioral-based instruction by observation through thinking, practice by hands, listening by ears and feeling by heart.		
A16015	簡報與溝通技巧	必	3	1	將簡報技巧的理論與實務結合，學習如何專案管理與執行力，企劃如何透過簡報技巧演示，並運用適當的言語及行動來表達，藉此達到目標。	Learning in the curriculum planning and implementation plans from the presentation skills. The aim set to be able to present in the future workplace, creativity, both in the workplace literacy, professional and executive power to promote the plan implementation.		

表 M03

A16024	色彩學	選	3	1	<p>色彩歷史文化、設計上色彩應用的原理、色彩工學理論與現代色彩技術，希望學生能在修習之後，獲得色彩應用於工程與設計上之基礎知識，提高鑑賞色彩之美的能力，並能活用所學在生活與工作上。主要學習認識與了解色彩學的理論，能評述電影(影視)藝術創作的色彩運用並能於未來適當的將色彩應用於創作與設計中。</p>	<p>Colorimetry, or Color theory, is designed to help students understand color production and theory as it applies to traditional and digital visual communication. It also presents a comprehensive procedure for control of color in image capture to final output. The topics are related but distinct concepts referring to the perceived intensity of a specific color.</p>		
A16026	基礎動畫製作	選	3	2	<p>為因應數位內容產業的產製需求，本課程的教學內容包括 2D 動畫的基本概念如流程企劃、角色繪製、</p>	<p>In response to the digital content industry's production system needs, the curriculum includes the basic concepts of 2D animation, such as process planning, the role of drawing, Flash software operating skills, and focus on</p>		

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					Flash 軟體的操作技巧等，並透過著重案例分享及實務作業的教學方法，期能幫助學生建立製作 2D 動畫之能力，盡早做好進入數位內容產業就業前的準備。至於教學目標，則以符合本系理論與實務並重，加強基礎教育訓練，重視科技整合，強調基礎訓練以及著重整合不同傳播領域等教學目標為準。使學生具有新穎的知識外，亦對實務有全新的認知。	the case through the sharing and practical work of teaching methods, a view to help students develop the ability to create 2D animation, as soon as possible into the digital content industry to do pre-employment preparation.		
A16029	2D 影像效果及動	選	3	3	為因應數位內容產業的產製需求，本課程的教學內容包括 2D 動畫的基	In response to the digital content industry's production system needs, the curriculum includes the basic concepts of 2D animation, such as process		

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	畫				<p>本概念如流程企劃、角色繪製、Flash 軟體的操作技巧等，並透過著重案例分享及實務作業的教學方法，期能幫助學生建立製作 2D 動畫之能力，盡早做好進入數位內容產業就業前的準備。至於教學目標，則以符合本系理論與實務並重，加強基礎教育訓練，重視科技整合，強調基礎訓練以及著重整合不同傳播領域等教學目標為準。使學生具有新穎的知識外，亦對實務有全新的認知。</p>	<p>planning, the role of drawing, Flash software operating skills, and focus on the case through the sharing and practical work of teaching methods, a view to help students develop the ability to create 2D animation, as soon as possible into the digital content industry to do pre-employment preparation.</p>		
A16030	3D 影像	選	3	3	<p>為因應數位內容產業的產製需求，</p>	<p>In response to the digital content industry's production system needs, the</p>		

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<p>效果及動 畫</p>				<p>本課程的教學內容包括 3D 動畫的基本概念如流程企劃、角色繪製、3Ds Max 與 Maya 軟體的操作技巧等，並透過著重案例分享及實務作業的教學方法，期能幫助學生建立製作 3D 動畫之能力，盡早做好進入數位內容產業就業前的準備。至於教學目標，則以符合本系理論與實務並重，加強基礎教育訓練，重視科技整合，強調基礎訓練以及著重整合不同傳播領域等教學目標為準。使學生具有新穎的知識外，亦對實務有全新的認知。</p>	<p>curriculum includes the basic concepts of 3D animation, such as process planning, the role of draw, 3Ds Max and Maya software operating skills, and focus on the case through the sharing and practical work of teaching methods, a view to help students develop the ability to create 3D animations, as soon as possible into the digital content industry to do pre-employment preparation.</p>		
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A16031	攝影棚節目企畫與製作	選	3	4	課程安排將延續導播學的課程，以電視攝影棚棚內節目作業為主。課程內容是將同學過去所學，將修課同學分組企劃棚內節目，操作攝影棚內的 EFP 三機作業，以團隊的工作方式執行比較具時效性的節目內容。	Curriculum will continue directed learning courses to the main TV studio program operations. Course content is the students have learned in the past, the group planning the studio program taught the students to operate the studio's EFP three-machine operation, team-work approach to the implementation of more time-sensitive content.	需曾修習 過動態攝影與動態影像剪輯 兩門課程	Students have been required to attend two courses - the video shooting and video editing.
A16035	互動式介面設計	選	3	4	從電腦到手持裝置進而朝向 VR 體感發展，進行用戶研究相關領域，以及潛在用戶，設計人造物的行為來評估設計質量。	Programming is the soul of the interactive game because the input and output devices continue to extend from the computer to the no-keyboard input devices toward the rapid development of Virtual Reality (VR), whilst the game program also plays a bridge connecting the software and hardware. Therefore, this course aims to provide professional game design case studies in the industry and to understand the current development of the game and		

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						VR industry.		
A16036	文化商品 導論	選	3	2	以人文價值為主要導向，透過人文歷史發展、大自然法則的觀察、創作思想三方面的相互關係，討論視覺藝術產業、工藝設計產業，及電視製作產業，並且教導文創學生如何務實創業。	Mainly driven by human values, through the development of human history, observe the laws of nature, creative thinking in three areas of the relationship between the content of the curriculum planning, design work to enhance the students in the future thinking more depth. Designed to enhance professionalism, enhance cultural and creative level.		
A16049	經濟學	選	3	2	講授媒體經濟行為、決策之基本原理及經濟問題之分析方法。教學內容包括消費者行為、生產者行為、市場結構、與政府干預、公共選擇、總合需求行為、貨幣政策、財政政策、供給面經濟學。對產品和	This course includes the introduction of basic economic concept, covers economic behaviors, principles of decision-making, and methods of economic analysis. The course includes consumer choice theory, producer's behaviors, market structures, factor markets, income distribution, market failure and government intervention, and public choice theory.		

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					服務的生產、分配以及消費進行研究。			
A16051	電子商務 與企劃	選	3	3	本課程強調最新個案的探討，由課堂的互動了解如何應用 E-Commerce 的思維，如何使用各種電子工具從事商務或活動，且能實際產出可行性的媒體企劃內容之教學目標。	The goal for this course is to provide a foundation for understanding how and why the internet is changing business in general, and marketing. Specific instructions or chapters develop the skills, strategies, and tactics that experience, and research demonstrate to be important. This course emphasizes a broad scope of Internet Marketing, which includes e-Commerce as a subset of it.		
A16058	廣告製作	選	3	4	本課程主要教導學生以發揮創意的精神，獨立完成廣告的拍攝與製作，為各類型電視媒體廣告的創作實務課程，課程內容以廣告市場策略分析、企劃製作、創意發想、文案撰寫	By introducing the structure of an advertising agency and the functions of its departments, students will be able to bring their talents in creative thinking and aesthetic sense, based on practical reasons, in their advertising designs. This course teaches students to play a creative spirit, independently of the filming and production.		

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					影片製作、及廣告法規等廣告製作流程為核心，並由同學創作合於市場需求或合於廣告影片競賽的廣告影片。		
A16059	網頁廣告製作	選	3	4	本課程主要教導學生以發揮創意的精神，獨立完成網頁廣告的拍攝與製作。本課程為電子媒體廣告的創作實務課程，課程內容以網路廣告企劃製作、創意發想、文案撰寫、影片製作、及廣告法規等廣告製作流程為核心，並由同學創作合於市場需求或合於廣告影片競賽的廣告影片。	The course provides the understanding of the internet-based commercial campaign. Equipping the students with the knowledge of advertising skills and therefore laying a solid foundation for future use relating to this field. This course teaches students to play a creative spirit, independently of the filming and production of Internet.	
A16060	3D 遊戲設計	選	3	4	本課程內容奠基於 3D 遊戲美術設計，結合美學創作出 3D 遊戲角色與	With examples and exercises to guide the way for the physical production, scene production, animation production and integration of	

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					<p>場景，專題導入 VR 應用技術，以遊戲引擎整合專題內容。以實例練習及引導的方式針對實物製作、場景製作、動畫製作及整合應用等，並包含各種成型技巧，以利用材質、燈光的輔助，達到擬真的效率。</p>	<p>applications, and includes a variety of molding techniques, to the use of materials, lighting, auxiliary, achieve realistic efficiency.</p>		
A16062	校外實習	選	3	4	<p>主要針對各實務操演與實務實習進階整合學習為目標，透過課程中的業界學習與操作，學習制度的操作模式，讓修習的學生在畢業前能有最佳的學習整合成效。</p>	<p>This course is aimed at the practice drills and practical training. Advanced integrated learning goal, learning the trade system through group learning in the curriculum and operation mode of operation, the attendance of the students before graduation can have the best integration of learning results.</p>		
A16045	媒體消費文化	選	3	4	<p>透過課程瞭解媒體與消費文化產業的關係與特色，並深入探析當代社</p>	<p>The class introduces students to these various cultural and societal forms of media consumptions through the media and especially to ways of</p>		

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					會及文化諸現象。	studying various issues comparatively.		
A16042	創意媒體 與企劃實 務	選	3	3	為因應不同媒體型態的企劃需求， 本課程由三位具有不同媒體內容製 作專長的教師共同教授，教學內容 以實務為取向，著重案例分享及模 擬提案等實務作業，讓同學盡早做 好進入新媒體或跨平台傳播產業的 準備，達到協助學生於了解不同類 型媒體企劃方法後，能實際產出具 創意又有可行性的媒體企劃內容之 教學目標。	To meet the planning needs of different media types, this course consists of three different media content production expertise of teachers to teach, practice-oriented teaching content, the proposal focuses on cases such as sharing and practical work simulation, so that students do as soon as possible into the new cross-platform media or communication industries to prepare, to help students to understand the different types of media planning methods, and be able to have the feasibility of production with creative content of the teaching of media planning goals.		
A16016	專案管理	必	3	2	以學習製作專業媒體企劃書為授課 內容，本課程透過觀察體驗，課程	The course is based on the manufacturing of professional media plan. It introduces the basic framework and process of design planning as well		

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					針對企劃發想之前期製作為主，透過故事發想、分鏡分析與互動規劃，設計出可執行性與具市場性之企劃案。透過創意思考方式，為既有文化增添創新思想，打造符合時代的創意產出。	as concept and technique of integrated marketing design. The course also emphasizes the early manufacturing of planning ideas. Through story planning, storyboard analysis and interactive planning, students design feasible plan suitable for the market.		
A16022	進階影視 媒體實務 製作	選	3	3	本課程在於培養學生了解視覺傳達，與影視媒體的進階實務與方法並加強資訊影音視之圖文整合設計的能力，透過影視媒體實務個案的討論與演練，體驗各種視覺傳達的可能性。	The course is based on learning the advanced techniques of video and audio production and it introduces the manufacturing of film special effect and film editing. Work process of retouching is learned by actual operation is mandatory. Throughout the production, storyboard analysis and interactive planning, students produce project suitable for the market.		
A16072	傳播與設計概論	必	3	1	介紹傳播與設計的基本內涵及發展趨勢，使學生理解學院所屬各系的	Introduce basic concepts and development of media communication and design to students. In the process	107 學年度入學之	the students whom

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					特性，確立自身的興趣。	students can understand the attributes and features of the departments, as well as identify their study interests.	傳設學院 學生優先 選課	registered in year 107semester r get the priority to select the course
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* 請依 98~99、101 學年度入學學生之各學制適用課程以不同表格區分，分別存檔，檔名：系名_學年度_學制_授課計畫表。例如：企管系_101_

日間學士班_授課計畫表。

* 各學年度/各學制表格如以複製方式製作，請檢查各學年度及各學制之不同課程、課程代碼、新增異動、延修生課程等資料是否正確。