國立勤益科技大學日間部四年制 110 學年度文化創意事業系學分計畫表
National Chin-Yi University of Technology
Curriculum Planning of 2021 Four-Year Degree in Department of Cultural and Creative Industries

110.04.07 系課程會議通過
110.05.10.院課程會議審議通過
110.05.25.校課程委員會議及 110.06.15.教務會議審議通過
110.10.27 系課程會議修訂通過
110.11.23.院課程會議審議通過
110.12.9.校課程委員會議及 110.12.16.教務會議審議通過

科目	Courses	上學期 First Semester			下學期 Second Semester		
		學分 Credits	正課 Lecture	實習 Internship	學分 Credits	正課 Lecture	實習 Internship
共同必修科目(30 學分)General Required Courses (30credits hours)							
第一學年 First Year							
國文(一)	Chinese（Ⅰ）	3	3	0			
大一英文(一)	Freshman English（Ⅰ）	2	2	0			
英文聽講(一)	Listening and Speaking（Ⅰ）	1	1	0			
歷史與文化(一)	History and Culture（Ⅰ）	2	2	0			
藝術鑑賞	Art Appreciation	1	1	0			
體育(一)	Physical Education（Ⅰ）	0	2	0			
全民國防教育軍事訓練(一)	All-Out Defense Education Military Training（Ⅰ）	0	2	0			
勞作與社會服務教育(一)	Labor and Social services Education（Ⅰ）	0	0	1			
國文(二)	Chinese（Ⅱ）				3	3	0
大一英文(二)	Freshman English（Ⅱ）				2	2	0
英文聽講(二)	Listening and Speaking（Ⅱ）				1	1	0
歷史與文化(二)	History and Culture（Ⅱ）				2	2	0
音樂鑑賞	Music Appreciation				1	1	0
體育(二)	Physical Education（Ⅱ）				0	2	0
全民國防教育軍事訓練(二)	All-Out Defense Education Military Training（Ⅱ）				0	2	0
勞作與社會服務教育(二)	Labor and Social services Education（Ⅱ）				0	0	1
第二學年Second Year							
憲法與民主	Constitution and Democracy	2	2	0			
博雅通識課程	Liberal Education	2	2	0			
體育(三)	Physical Education（Ⅲ）	0	2	0			
博雅通識課程	Liberal Education				2	2	0
體育(四)	Physical Education（Ⅳ）				0	2	0
第三學年Third Year							
博雅通識課程	Liberal Education	2	2	0			
博雅通識課程	Liberal Education	2	2	0			
博雅通識課程	Liberal Education				2	2	0
第四學年Fourth Year (無必修課程No General Required Courses)							
專業必修科目(51 學分)Department Required Courses (51credits hours)							
第一學年First Year							
音樂導論	Music Fundamental	2	2	0			
普通心理學	General Psychology	2	2	0			
色彩學	Application of Chromatics	2	2	0			
設計概論	Introduction to Design	2	2	0			
影像與歷史	Image and History				2	2	0
文創旅遊概論	Introduction of Creative Tourism				2	2	0
藝術概論	Introduction to Art				2	2	0
流行音樂與創意美學	Pop Aesthetics and Creativity				2	2	0
文創行銷概論	Cultural and Creative Industry Marketing				2	2	0
△●AI 互動藝術程式設計	Creative Coding	2	2	0			
第二學年Second Year							
文化創意產業概論	Introduction in Cultural and Creative Industries	2	2	0			
中國文化史	History of Chinese Culture	2	2	0			
展演概論	An Introduction to Exhibition	2	2	0			
文創設計方法	Methods of Cultural Industries Design				2	2	0
中國文化史專題實務	History of Chinese Culture - Specific Case Studies				2	2	0
市場調查與分析	Market Survey and Data Snalysis				2	2	0
文創政策與公部門資源	Cultural Policy and Public Sector Resources				2	2	0
校外實習(暑期)	Off-Campus Internship (Summer)				3	0	3
第三學年Third Year							
文化創意產業經營與行銷	Operations Administration of Culture Creativity Products	2	2	0			
世界文明史	The Grands Civilisations of the World	2	2	0			
世界文明史專題實務	The Subject Practice of World's History				2	2	0
實務專題(一)	Project Study（Ⅰ）				2	0	6
第四學年Fourth Year							
實務專題(二)	Project Study（Ⅱ）	2	0	6			
畢業策展	Graduate Exhibition	2	2	0			
文化創意整合運用	Application of Cultural and Creative Integration	2	2	0			

科目	Courses	上學期 First Semester			下學期 Second Semester		
		學分 Credits	正課 Lecture	實習 Internship	學分 Credits	正課 Lecture	實習 Internship
校共同選修科目 General Elective Courses							
第一學年First Year (無排定共同選修課程No General Elective Courses)							
第二學年Second Year							
全民國防教育軍事訓練(三)	All-Out Defense Education Military Training(Ⅲ)	1	2	0			
全民國防教育軍事訓練(四)	All-Out Defense Education Military Training(IV)				1	2	0
第三學年Third Year							
體育選修	Physical Elective Course	1	2	0	1	2	0
全民國防教育軍事訓練(五)	All-Out Defense Education Military Training(Ⅴ)	1	2	0			
第四學年Fourth Year							
體育選修	Physical Elective Course	1	2	0	1	2	0
系選修科目 Department elective subjects							
第一學年First Year							
系共同選修Department joint electives							
基礎法語	Basic French	2	2	0			
生涯規劃與發展	Career Planning and Development	2	2	0			
人際關係	Interpersonal Relationship				2	2	0
觀光法語	Tourism Franch				2	2	0
文創設計選修Electives for Cultural and Creative Marketing							
●2D 電繪	2D Computer Drawing	2	2	0			
●音樂風格與數位編輯	Arrangement of Musical Composition and Software Application	2	2	0			
△●AI 微學分(運算思維與程式設計)	Micro Credits(Computational Thinking and Programming)	1	1	0			
基礎素描	Practical Sketch				2	2	0
●圖文編排設計	Layout Design				2	2	0
●數位影像成音製作	Digital Video and Audio Production				2	2	0
●數位剪輯入門(MV)	Introduction to Digital Film Montage				2	2	0
△●AI 微學分(人工智慧與運算思維)	Micro Credits(Artificial Intelligence and Computational Thinking)				1	1	0
電子報編採(一)	Online Journalism Reporting and Editing（Ⅰ）				2	2	0
文創行銷選修 Electives for Cultural and Creative Marketing							
文化資產與提案	Cultural Assets and Proposals	2	2	0			
●攝錄影實務	The Technique of Film and Video Recording	2	2	0			
消費心理學	Consumer Psychology				2	2	0
●微學分(用影像說故事)	Micro Credits(Animation Design)				1	1	0
第二學年Second Year							
系共同選修Department joint electives							
台灣美術史	Taiwanese Art History	2	2	0			
性別議題文本分析	Text Analysis on Gender Issues	2	2	0			
中國音樂概論	Introduction to Chinese Music	2	2	0			
台灣閩南語文化	Taiwan Language and Culture	2	2	0			
台灣地方文史導覽	Guide of Local History in Taiwan	2	2	0			
飲食文化	Culture of Gastronome and Wine	2	2	0			
性別符碼	Gender Subject and Literature analysis				2	2	0
團體領導實務	Group Guidence and Practice				2	2	0
創意劇本寫作	Creative Script Writing				2	2	0
領隊導遊實務	Practice of Tour Manager and Tour Guide				2	2	0
文創設計選修Electives for Cultural and Creative Marketing							
●平面設計	Graphic Design	2	2	0			
文本改編與繪本製作	Classics Rewriting and Picture-book writing	2	2	0			
文創多媒材繪畫	Images and Text Layout Design Cultural & Creative Multi-media Art Cultural & Creative Multi-media Art	2	2	0			
創意開發	Creativity and Development	2	2	0			
△●AI 文創遊戲程式設計	Cultural and Creative Game Programming	2	2	0			
電子報編採(二)	Online Journalism Reporting and Editing（Ⅱ）	2	2	0			
●數位音樂創作與軟體運用(一)	Music Making and Software Application（Ⅰ）	2	2	0			
●微學分(動畫製作)	Micro Credits(Animation Design)	1	1	0			
●數位音樂創作與軟體運用(二)	Music Making and Software Application（Ⅱ）				2	2	0
台灣閩南語流行歌曲與影音製作	Cultural and Creative use of Chinese Characters				2	2	0
●廣告企劃設計	Advertising Design				2	2	0
●跨領域影音操作	Interdisciplinary Operation of A/V				2	2	0
●廣告製作與傳播	Commercial Film Making and Communication				2	2	0
●微學分(3D 環景攝影)	Micro Credits(3D Surrounding Photography Production)				1	1	0
文創行銷選修 Electives for Cultural and Creative Marketing							
文創產業與公共關係	Cultural Industries and Public Relations	2	2	0			
文創案例分析	Cultural Creativity Case Studies	2	2	0			
台灣民俗節慶行銷	Folk Festivals and Marketing	2	2	0			
活動企畫與周邊設計	Event Planning Design	2	2	0			
●進階影音操作	Advanced A/V Operation	2	2	0			

●微學分(社群媒體之行銷實務操作)	Micro Credits (How to Run Social Media)	1	1	0			
危機管理實務	Crisis Management				2	2	0
公務文書製作	Official Document Manufacture				2	2	0
科目	**Courses**	**上學期 First Semester**			**下學期 Second Semester**		
		學分 Credits	**正課 Lecture**	**實習 Internship**	**學分 Credits**	**正課 Lecture**	**實習 Internship**
文創產品市場效益評估	Market Efficiency Evaluation of Cultural and Creative Products				2	2	0
慶典活動經營與行銷	Management and Marketing of Celebration Activities				2	2	0
第三學年 Third Year							
系共同選修 Department joint electives							
口語表達與提案	Oral Expression and Proposal	2	2	0			
文化議題與電影	Cultural Issues and Movies	2	2	0			
台灣閩南語歌謠與文化變遷	Taiwan Language and Cultural	2	2	0			
台灣文學概論	Introduction to Taiwan Literature				2	2	0
台灣民間信仰	Folk Beliefs in Taiwan				2	2	0
經典閱讀	Sutra Reading				2	2	0
文創設計選修 Electives for Cultural and Creative Marketing							
●企業識別設計	CIS Design（Corporate Identity System Design）	2	2	0			
●藝術巡禮創意設計	Creative Design of Art Visiting	2	2	0			
版畫藝術	The Art of Printmaking	2	2	0			
漢字藝術	Art of Chinese Character	2	2	0			
●播客平台與繪本有聲書製作	Podcasting Platform with Picture and Audio Book Production	2	2	0			
●錄音工程實務(一)	Recording Engineering Practice（I）	2	2	0			
△●AI 微學分(使用者介面設計)	Micro Credits(User Interface Design)	1	1	0			
●錄音工程實務(二)	Recording Engineering Practice（II）				2	2	0
●地方特色與產品設計	Local Characteristics of Art and Product Design Over The Island.				2	2	0
台灣閩南語歌詞實作	Practice Words of Taiwanese Song				2	2	0
台灣特色旅遊設計	Taiwan Tour Attractions and Design				2	2	0
文創包裝設計	Cultural and Creative Packaging Design				2	2	0
篆刻藝術	Art of Chinese Character				2	2	0
文創行銷選修 Electives for Cultural and Creative Marketing							
台灣閩南語文創產品企劃	Taiwanese Language Product Project	2	2	0			
日本動漫產業的經營與發展	The Management and Development of Japanese Animation Industry	2	2	0			
整合行銷傳播	Integrated Marketing and Communication	2	2	0			
△●AI 圖形思考資料化設計	Graphic Information Design	2	2	0			
行動載具與文創運用	Mobil Device Applications of C&C Industries	2	2	0			
文創旅遊實務	The Pragmatic Way of the Creative Tour				2	2	0
文創專案企劃	Culture Creative Industry Project Proposal				2	2	0
網路口碑傳播	Word of Mouth (marketing) on Web				2	2	0
第四學年 Fourth Year							
系共同選修Department joint electives							
校外實習(一)	Off-Campus Internship (I)				12	12	0
文創設計選修 Electives for Cultural and Creative Marketing							
作品集設計	Portfolio Design				2	2	0
文創行銷選修 Electives for Cultural and Creative Marketing							
社群電子商務	E-Commerce Application of Social Network	2	2	0			
△●AI 網頁流量與數據分析	Web Traffic and Analytics	2	2	0			

備註 Note:

一、畢業至少應修滿 129 學分【必修 81 學分，選修至少 48 學分(須含本系專業選修至少 41 學分)】
Students should complete at least 129 credits before graduation, includes 81 required credits, 48 elective credits (elective credits should have at least 41 credits from department elective courses).

二、本校訂有「國立勤益科技大學學生英文及資訊能力與服務學習畢業門檻辦法」，請依規定辦理。
Please follow the rule of English, Computer Ability and Service Learning Graduation Threshold in National Chin-Yi University of Technology.

三、通識教育學院所開設之「博雅通識課程」學分數（時）為 2 學分 2 學時或 3 學分 3 學時，經 101 學年度第二學期校課程委員會會議通過。
Liberal Arts General Study courses opened by College of General Education, are divided into 2 hours course with 2 credits or 3 hours course with 3 credits, ratified by Course Committee in 2012.

四、本系學生必修【校外實習(暑期)】，且實習時數至少 320 小時以上。
Students in this department are required to take [Off-campus Internship (Summer)] with at least 320 hours of internship.

五、第四學年選修「校外實習(一)」12 學分者，不得抵免本系的專業選修學分，但可採計為畢業學分。
Fourth year course Extracurricular Intern（Ⅰ）'s 12 credits are not eligible to be used as elective credits for the Department of Cultural and Creative Industries,
but can still be counted towards total credits needed for graduation.

六、本系畢業門檻規定：
1.學生畢業前須參加校內外文創領域相關競賽至少四次，其中至少一次為全國性以上(含)競賽，校內競賽以校級為準，參與一次國際競賽得抵三次校內外競賽。
2.學生於畢業前除須修完「畢業策展」必修課程之外，並須於畢業前完成畢業展出。
3.「校外實習(暑期)」與「校外實習(一)」成績考評方式，由實習輔導老師及實習單位考評，比例各佔 50%，並由輔導老師依學校規定登錄成績。
Requirements to graduate:
1.Prior to graduating, students must participate in cultural & creative related tournaments hosted for both audiences inside and outside school a minimum of 4 times, and at least one tournament must be competed on a national or international scale. Competitions held inside of the school must only be hosted by the school. Participation in 1 international competition can be counted as 3 in-school competitions.
2.Students must complete both the required course "Graduation Curation" and the Graduation Exhibition before graduation.
3.Off-Campus Internship (Summer) and Off-Campus Internship (I)'s achievement evaluation is assessed by internship teacher and practice unit, each takes

50%.

The internship teacher logs in the result according to the school regulations.

七、課程名稱前有標示「●」符號者，為「職能專業課程」。

Courses with a “●” refer to a professional competence course

八、課程名稱前有標示「△」符號者，為程式設計課程，屬必選課程。

Courses with a“△”refers to a compulsory application design course.

九、課程名稱前有標示「AI」符號者，為「人工智慧相關課程」。

Courses with an “AI”refer to an artificial intelligence related course.