

國立勤益科技大學 115 學年度文化創意事業系碩士班學分計畫表  
National Chin-Yi University of Technology Curriculum Planning of 2026 Master's Degree in  
Department of Cultural and Creative Industries

114.11.5 系課程會議審議通過

114.11.13 院課程會議審議通過

114.12.4 校課程委員會議及 114.12.23 臨時教務會議審議通過

科目	Subjects	上學期 First Semester		下學期 Second	
		學分 Credits	學時 Hour	學分 Credits	學時 Hour
必修科目(9 學分) Required Courses (9credits hours)					
第一學年 First Year					
研究方法	Research Methods	3	3		
第二學年Second Year					
論文	Papers	3	3		
論文	Papers			3	3
專業選修科目 Department Required Courses					
文創設計領域選修 Electives for Cultural and Creative Design					
鄉土語言與文創產品開發	Dialects and Creative Culture Products Development	3	3		
文創商品設計方法研究	Cultural And Creative Industries Product Design Methods Research	3	3		
傳統與時尚文化比較研究	Comparative Traditional and Contemporary Culture Studies	3	3		
設計研究實務	Design Research Practice	3	3		
台灣美術專題研究	Researching of Taiwan Fine Arts	3	3		
設計思潮研究	Design Trend	3	3		
視覺藝術產業的理論與實務	Theory and Practice of Visual Arts Industry	3	3		
原創影音運用	Original Audio and Video Application			3	3
經典文化與文創產品開發	Classical Culture and Cultural Creative Product Development			3	3
文創產品商展規劃研究	Commercial Exhibition Study			3	3
文創產品開發實務研究	Practice Research on Cultural and Creative Product Development			3	3
視覺認知心理研究	Visual Cognitive Psychology			3	3
設計實務研究	Design Case Analysis			3	3
中國美術史專題研究	Researching of Chinese History of Art			3	3
文創藝術市場經營	Understanding and Managing Operations In An Everchanging Market			3	3
文創行銷領域選修 Electives for Cultural and Creative Marketing					
文創生產與消費心理分析研究	Cultural and Creative Production, and Psychological Analysis of Consumer	3	3		
文化品牌研究	Cultural An Educational Management And Cost Analysis	3	3		
文創產品經營管理實務研究	Operation Administration of Culture Creative Products	3	3		
文創資源整合研究	Cultural and Creative Resource Integrate Studies	3	3		
繪本與動漫產業研究	Picture Book and Animation Industry Research	3	3		
民間信仰與文創產業	Folk Belief and Cultural Creative Industry	3	3		
文化內容與數位典藏	Culture Content and Digital Archives			3	3
台灣流行音樂史	History of Pop Music in Taiwan			3	3
文創產品行銷研究	Marketing Research of Cultural and Creative Products			3	3
文創案例分析研究	Researching and Analyzing of Cultural and Creative Cases			3	3
動態文創企劃實務研究	Plan and Research of Dynamic Creative Activities			3	3
文創產業發展與經營	Development and Management of Creative and Cultural Industry			3	3
文創事業電子商務研究	E-Commerce Studies of Creative and Culture Industry			3	3
標案規劃與實務研究	Researching of Bid Plan and Practice			3	3

備註 Note：

- 一、畢業至少應修 33 學分：必修 9 學分(含論文 6 學分、研究方法 3 學分)，選修 24 學分(專業選修至少 24 學分)。(選修課不分年級修課)。

Before graduation, each student should complete at least 33 credits, includes 9 required credits (Thesis 6 credits and Research Methods 3 credits) and 24 elective credits (at least 24 credits should be completed in department elective courses). (Elective courses are available for students of all years.)

- 二、學生應於申請學位考試前至「教育部臺灣學術倫理教育資源中心」網路平臺完成學術研究倫理教育課程，至少 6 小時課程。

Students need to complete the academic research ethics education course for at least 6 hours before the final defence application.

- 三、研究生於畢業前應以第一作者名義於論文學位口試前在具審查機制之國內或國外期刊刊登 1 篇學術論文、或獲得全國性競賽佳作以上一次、或以第一作者名義於具審查機制之研討會公開發表 1 篇論文或在校內或校外公開個人展演一次。

Before graduation, graduates are required to fulfill one of the below academic achievements:

1. Before the degree thesis oral examination, an academic paper should be published in the name of the first author in a domestic or foreign journal with a review mechanism.
2. Place 3<sup>rd</sup> or better in a national competition at least once.
3. Publish a paper in the name of the first author at a seminar with a review mechanism.
4. Hold a public personal exhibition or performance once on or off campus.

- 四、為因應法規變更、評鑑建議或政府計畫規定等外在因素，本系保有調整學分計畫之權利。若有修訂，將於學期開始前公告，並明確說明修訂內容、影響範圍及相關配套措施，以保障學生權益。

The department reserves the right to adjust the curriculum in response to external factors such as changes in regulations, suggestions of evaluation and accreditation, or government program regulations. If there are any revisions, will be announced before the start of the semester, and the revised content, scope of impact, and related supporting measures will be clearly stated to protect the rights and interests of students.