

## Curriculum Planning of 2026 Four-Year Degree in Department of Cultural and Creative Industries

114.12.4校課程委員會議及114.12.23臨時教務會議審議通過

**第二學年Second Year**

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
外語選修課程	Foreign language elective courses	2	2	0	2	2	0
外語菁英課程	Foreign Language Elite Courses	6	6	0	6	6	0
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							
外語選修課程	Foreign language elective courses	2	2	0	2	2	0
外語菁英課程	Foreign Language Elite Courses	6	6	0	6	6	0
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							
外語選修課程	Foreign language elective courses	2	2	0	2	2	0
外語菁英課程	Foreign Language Elite Courses	6	6	0	6	6	0
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			
管理心理學	Management Psychology	2	2	0			
人際關係	Interpersonal Relationship				2	2	0
觀光法語	French of Tourism				2	2	0
文創設計選修Electives for Cultural and Creative Marketing							
●2D 電繪	2D Design Software	2	2	0			
●音樂風格與數位編輯	Music Style and Digital Editing	2	2	0			
音樂導論	Music Fundamental	2	2	0			
攝錄影實務	Technique of Film and Video Recording	2	2	0			
基礎素描	Foundations of Sketching				2	2	0
●圖文編排設計	Layout Design				2	2	0
●數位影像成音製作	Digital Audio and Video Production				2	2	0
△●AI 人工智慧與文創行銷	Artificial Intelligence and Cultural Creative Marketing				2	2	0
電子報編採(一)	E-Newsletter Editing (I)				2	2	0
流行音樂與創意美學	Pop Music and Creative Aesthetics				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			
消費心理學	Consumer Psychology				2	2	0
第二學年Second Year							
系共同選修Department joint electives							
性別議題文本分析	Gender Subject and Literature Analysis	2	2	0			
台灣閩南語文化	Taiwanese 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			
國際文創產業概況(一)(EMI)	Overview of International Cultural and Creative Industries (I)	2	2	0			
國際文創產業概況(二)(EMI)	Overview of International Cultural and Creative Industries (II)				2	2	0
性別符碼	Gender Subject and Literature Analysis				2	2	0
領隊導遊實務	Practice of Tour Manager and Tour Guide				2	2	0
校外實習(暑期)	Internship (Summer Session)				3	0	3
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	Cultural And Creative Industries Multimedia Design	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)	E-Newsletter Editing (II)	2	2	0			
服務設計與文創推廣	Service Design and Cultural and Creative Promotion	2	2	0			
●數位音樂創作與軟體運用(一)	Digital Music Making and Software Application (I)	2	2	0			
●數位音樂創作與軟體運用(二)	Digital Music Making and Software Application (II)				2	2	0
台灣閩南語流行歌曲與影音製作	MV Making of Taiwanese Pop Songs				2	2	0
●廣告企劃設計	Advertising Planning Design				2	2	0
消費文化與創意影像	Consumer Culture and Creative Imagery				2	2	0
●廣告製作與傳播媒體	Commercial Film Making and Communication				2	2	0
●3D 動畫設計	3D Animation Design				2	2	0
文創行銷選修 Electives for Cultural and Creative Marketing							
文創產業與公共關係	Cultural Creative Industries and Public Relationship	2	2	0			
台灣民俗節慶行銷	Taiwan Folk Festival Marketing	2	2	0			
活動企畫與周邊設計	Event Programing and Design	2	2	0			
創意劇本寫作	Creative Script Writing				2	2	0
危機管理實務	Crisis Management				2	2	0
公務文書製作	Official Document Writing				2	2	0

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台灣閩南語表達技巧	Taiwanese Expression Skills				2	2	0
文創商品企劃	Cultural and Creative Product Planning				2	2	0
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
<b>第三學年 Third Year</b>							
<b>系共同選修 Department joint electives</b>							
口語表達與提案	Oral Expression and Proposal	2	2	0			
文化議題與電影	Culture Topic And Movies	2	2	0			
台灣閩南語歌謠與文化變遷	Taiwanese Folk Songs and Culture Change	2	2	0			
台灣美術史	Taiwanese Art History	2	2	0			
經典閱讀	Sutra Reading	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
職場倫理	Workplace Ethics				2	2	0
<b>文創設計選修 Electives for Cultural and Creative Marketing</b>							
●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	Art of Printmaking				2	2	0
漢字藝術	Art of Chinese Character	2	2	0			
新媒體傳播應用	New media communication applications	2	2	0			
●錄音工程實務(一)	Recording Engineering Practice (I)	2	2	0			
△●AI 使用者介面與經驗設計	User Interface and Experience Design	2	2	0			
●3D 環景影像製作	3D Panoramic Photography				2	2	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	Taiwanese Lyrics Writing				2	2	0
台灣特色旅遊設計	Local Characteristics of Art and Product Design Over the Island				2	2	0
文創包裝設計	Cultural and Creative Packaging Design				2	2	0
篆刻藝術	Seal Cutting				2	2	0
△●AI 圖形思考資料化設計	Graphic Information Design				2	2	0
<b>文創行銷選修 Electives for Cultural and Creative Marketing</b>							
台灣閩南語文創產品企劃	Taiwanese Creative Culture Product Design	2	2	0			
日本動漫產業的經營與發展	Management and Development of Japanese Animation Industry	2	2	0			
整合行銷傳播	Integrated Marketing and Communication	2	2	0			
行動載具與文創運用	Mobil Device Applications of C&C Industries	2	2	0			
文創案例分析	Cultural Creativity Case Analysis	2	2	0			
文創行銷文案寫作	Cultural and Creative Marketing Copywriting	2	2	0			
行銷文案實務	Marketing Project Practice	2	2	0			
個人行銷與就業	Sales and Career development	2	2	0			
網路行銷實務	Internet Marketing : Theory and Practice				2	2	2
新媒體平台經營	New Media Platform Operations				2	2	0
文創旅遊實務	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
視覺藝術事業經營實務	Practical Management of Visual Arts Business				2	2	0
<b>第四學年 Fourth Year</b>							
<b>系共同選修 Department joint electives</b>							
校外實習(一)	Internship (I)				12	0	12
標案規劃與實作	Bid Plan and Practice	2	2	0			
文化創意整合應用	Application of Cultural and Creative Integration	2	2	0			
<b>文創設計選修 Electives for Cultural and Creative Marketing</b>							
社會設計與地方文化	Social Design and Local Culture	2	2	0			
作品集設計	Portfolio Design				2	2	0
<b>文創行銷選修 Electives for Cultural and Creative Marketing</b>							
社群電子商務	Social Commerce	2	2	0			
數位行銷	Digital Marketing	2	2	0			
●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 76 學分，選修至少 53 學分(須含本系專業選修至少 46 學分)】。

Students should complete at least 129 credits before graduation, includes 76 required credits, 53 elective credits (elective credits should have at least 46 credits from department elective courses).

二、本校訂有「國立勤益科技大學學生畢業門檻辦法」，畢業門檻條件：英文能力及自主學習，請依規定辦理。

Our school has established the "National Chin-yi University of Science and Technology Student Graduation Threshold Measures", Graduation threshold: English proficiency and independent study, please follow the regulations.

三、博雅通識課程三大領域中，每一領域至少各修習一門課程，學分總計至少 10 學分。每門課程學分數（時）為 2 學分 2 學時或 3 學分 3 學時。Among the 3 core areas of liberal education curriculum, students should take 10 or more credits in 3 different areas. The credit hours for each course are either 2 hours course with 2 credits or 3 hours course with 3 credits

四、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 Internship (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.

五、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(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。
4. 學生需修畢本系規劃之跨院系跨領域選修學程至少一項方能畢業。

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 (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.
4. Students must complete at least one of the interdepartmental and interdisciplinary elective programs planned by the department in order to graduate.

六、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

七、課程名稱前有標示「△」符號者，為程式設計課程。

Courses with a "△" refers to an application design course.

八、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.

九、學生須選讀至少一門本系所訂定之跨領域學程課程，並有成績登錄。

Students need to register for at least one the course of inter-disciplinary program set by this department and have a record of grades.

十、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.

## 115 學年度文化創意事業系跨領域學分學程規劃

學程名稱	文創設計 學分學程	文創行銷 學分學程
必修 1	【一下】數位剪輯入門(MV)	【一下】文創行銷概論
必修 2	【二下】文創設計方法	【二上】文化創意產業概論
系內選修 (任選 2 門)	【一上】攝錄影實務	【一下】消費心理學
	【一下】圖文編排設計	【二上】飲食文化
	【二上】進階影音操作	【二上】台灣民俗節慶行銷
	【二下】跨領域影音操作	【二下】團體領導實務
	【三上】錄音工程實務(一)	【二下】文創商品企劃
	【三上】企業識別設計	【三上】整合行銷傳播
	【三下】錄音工程實務(二)	【三下】網路口碑傳播
	【三下】文創專案企劃	
	【三下】台灣特色旅遊設計	
他系選修 (任選 2 門)	(應英系) 【二上】文學名著選讀(一)	(應英系) 【一下】商業概論
	(應英系) 【二上】會展規劃與行銷	(應英系) 【二上】電子商務
	(景觀系) 【二下】景觀生態學	(景觀系) 【一上】空間設計賞析與體驗
	(景觀系) 【二下】創意與設計方法	(應英系) 【二下】網頁設計
	(應英系) 【二下】小說選讀	(應英系) 【二下】創意設計英文
	(應英系) 【二下】創意設計英文	(應英系) 【三上】文化產業與觀光
	(資工系) 【三上】物聯網概論	(應英系) 【四上】觀光英文(一)
	(應英系) 【三下】兒童文學選讀	

	(景觀系) 【二上】景觀案例解析	