

107-1 Full Curriculum of Da-Yeh University

Information			
Title	Creative Thinking And Design Method	Serial No./ID	0779 / MDI3017
Required/Credit	Required /2	Time/Place	(Mon)56 / H340
Language	English	Grade Type	Number
Lecturer /Full- or Part-time	/Full-time	Graduate Class	Non-graduating Class
School System /Dept /Class, Grade	Bachelor /Bachelor Program for Multimedia Digital Content /Class 1, Grade 3		
Office Hour / Place	(Mon) 12:00~13:20, (Tue) 12:00~13:20, (Wed) 12:00~13:20, (Wed) 18:20~19:05, (Thu) 12:00~13:20, (Thu) 16:20~17:10 / px301		
Lecturer	n.a.		

Introduction
Through creative thinking and Thinking training to enable students to learn and practice making process on advertising

Outline
1. Creative Advertising analysis and presentation
2. brain surging hair like
3. Practice making creative advertising

Prerequisite
Basic multimedia skills
Shooting splicing animation capabilities

The Relationship Between Courses and Departmental Core Competencies and Basic Skills

-  Acquire professional knowledge of multimedia digital content design
-  Acquire the technologies, skills and the capability of using modern tools for practicing multimedia digital content design
-  Acquire the capability of integrating multimedia digital content knowledge and technologies
-  Acquire the capability of finding out, analyzing and solving complex interdisciplinary multimedia design problems
-  Acquire the capability of creative thinking and innovational design
-  Acquire the capability of managing project, communicating each other, respecting different viewpoints and cooperating within the team
-  Realize the industrial issues and understand the effects of multimedia design to industries, social ecology and economy, and worldwide
-  Acquire the capability of lifetime learning

Teaching Plan						
Core Capability	Weight(%) 【A】	Ability index(Performance Indicators)	Teaching Methods	Assessment and Weight	Core Competency Learning Outcomes 【B】	Final Exam Grades 【C=B*A】
Acquire professional knowledge of multimedia digital content design	20	Cultivate the capability of realizing multimedia digital content theory Cultivate the capability of being familiar with multimedia digital content knowledge Cultivate the capability of being possessed of multimedia digital content professional knowledge, including animation, comic, game design, and so on Cultivate the capability of being possessed of multimedia digital content design quality and accomplishment, including cultural creativity, art, esthetics, and so on	Practical Operation (Experiment, Machine Operation Lecturing Film Appreciation Group Work	Product Manufacturing: 30% Course Participation: 10% Final Exam: 30% Written Report: 30%	Total: 100	20
Acquire the technologies, skills and the capability of using modern tools for practicing multimedia digital content design	10	Cultivate the capability of being possessed of and applying multimedia digital content professional design technologies and skills Cultivate the capability of using modern multimedia software and hardware tools Cultivate the capability of implementing multimedia digital content system	Group Work Film Appreciation Practical Operation (Experiment, Machine Operation Case Study Group Discussion Lecturing Special Report	Product Manufacturing: 30% Course Participation: 10% Final Exam: 30% Written Report: 30%	Total: 100	10

Acquire the capability of integrating multimedia digital content knowledge and technologies	10	Cultivate the capability of integrating theoretical knowledge and practical technology Cultivate the capability of integrating visual communication, information technology and content management knowledge	Special Report Film Appreciation Practical Operation (Experiment, Machine Operation Case Study Lecturing	Final Exam: 30% Course Participation: 10% Product Manufacturing: 30% Written Report: 30%	Total: 100	10
Acquire the capability of finding out, analyzing and solving complex interdisciplinary multimedia design problems	10	Cultivate the capability of exploring complex multimedia design problems Cultivate the capability of analyzing and organizing complex multimedia design problems Cultivate the capability of solving and practicing complex multimedia design systems	Special Report Film Appreciation Practical Operation (Experiment, Machine Operation Case Study Talk/Speech Lecturing	Final Exam: 30% Course Participation: 10% Product Manufacturing: 30% Written Report: 30%	Total: 100	10
Acquire the capability of creative thinking and innovational design	10	Cultivate the capability of creative thinking Cultivate the capability of innovational design	Lecturing Special Report Film Appreciation Practical Operation (Experiment, Machine Operation Group Discussion	Final Exam: 30% Course Participation: 10% Written Report: 30% Product Manufacturing: 30%	Total: 100	10
Acquire the capability of managing project, communicating each other, respecting different viewpoints and cooperating within the team	10	Cultivate the capability of communication, coordination, and team cooperation Cultivate the capability of project planning, execution and management Cultivate the capability of respecting different viewpoints	Lecturing Group Discussion Practical Operation (Experiment, Machine Operation Film Appreciation Special Report	Product Manufacturing: 30% Course Participation: 10% Final Exam: 30% Written Report: 30%	Total: 100	10

Realize the industrial issues and understand the effects of multimedia design to industries, social ecology and economy, and worldwide	10	Cultivate the capability of understanding the effects of multimedia design to industries, societies, and worldwide Cultivate the capability of realizing the industrial issues of multimedia digital content Cultivate the capability of great foresight and international view Cultivate the capability of solving industry actual problem Cultivate working proficiency in career of multimedia digital content	Lecturing Practical Operation (Experiment, Machine Operation Film Appreciation Special Report	Product Manufacturing: 30% Course Participation: 10% Final Exam: 30% Written Report: 30%	Total: 100	10
Acquire the capability of lifetime learning	10	Cultivate the capability of lifetime learning by different ways	Lecturing Special Report Film Appreciation Practical Operation (Experiment, Machine Operation Group Discussion	Final Exam: 30% Course Participation: 10% Product Manufacturing: 30% Written Report: 30%	Total: 100	10
Acquire professional working ethics and society responsibility	10	Cultivate the accomplishment of being possessed of well human relationship and career ethics Cultivate the accomplishment of being possessed of society responsibility in professional field	Lecturing Group Discussion Practical Operation (Experiment, Machine Operation Film Appreciation Special Report	Final Exam: 30% Product Manufacturing: 30% Course Participation: 10% Written Report: 30%	Total: 100	10

Grade Auditing

Final Exam: 30%

Product Manufacturing: 30%

Written Report: 30%

Course Participation: 10%

Book Type (Respect intellectual property rights. Please use official textbooks and do not illegally photocopy others' works.)

Book Type	Book name	Author
Instructor-compiled	自編講義	本人

Lesson Plan

Weeks	Content	Teaching Methods
1	What is creativity? & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
2	Creative thinking and problem solving	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
3	Creativity thinking and exploration	Lecturing、 Case Study、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
4	Observation ability training and training	Lecturing、 Case Study、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
5	Creative thinking text script design_1	Lecturing、 Case Study、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
6	Creative thinking text script design_2	Lecturing、 Case Study、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
7	Creative thinking, split script design_1	Lecturing、 Case Study、 Practical Operation (Experiment, Machine Operation、 Film Appreciation

8	Creative thinking, split script design_2	Lecturing、 Case Study、 Practical Operation (Experiment, Machine Operation 、 Film Appreciation
9	Handing In Mid-term Assignments	Lecturing、 Case Study、 Practical Operation (Experiment, Machine Operation 、 Film Appreciation
10	Creative thinking film production_1	Lecturing、 Case Study、 Practical Operation (Experiment, Machine Operation 、 Group Work、 Film Appreciation
11	Creative thinking film production_2	Lecturing、 Case Study、 Practical Operation (Experiment, Machine Operation 、 Film Appreciation、 Special Report
12	Creative thinking film production_3	Lecturing、 Group Discussion、 Practical Operation (Experiment, Machine Operation 、 Group Work、 Film Appreciation、 Special Report
13	Creative thinking film production_4	Lecturing、 Group Discussion、 Practical Operation (Experiment, Machine Operation 、 Group Work、 Film Appreciation、 Special Report
14	Creative thinking film production_5	Lecturing、 Group Discussion、 Practical Operation (Experiment, Machine Operation 、 Group Work、 Film Appreciation、 Special Report
15	Group observation and discussion	Lecturing、 Group Discussion、 Group Work、 Film Appreciation、 Special Report
16	Creative thinking film production clip_1	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
17	Creative thinking film production clip_2	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
18	Handing In final exam assignments //-----	Group Discussion、 Group Work、 Special Report