

111-1 Full Curriculum of Da-Yeh University

Information			
Title	Creative Thinking And Design Method	Serial No./ID	0588 / MDI3017
Required/Credit	Required /2	Time/Place	(Mon)56 / H443
Language	Chinese	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) 11:10~12:00, (Mon) 12:00~13:20, (Tue) 12:00~13:20, (Wed) 12:00~13:20, (Thu) 12:00~13:20 / 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 managing project, communicating each other, respecting different viewpoints and cooperating within the team
-  Acquire the capability of lifetime learning.
- Acquire the capability of collecting, interpreting and analyzing global multimedia industry trends, and participating in multimedia practical design.
- Acquire professional working ethics and society responsibility



Acquire the humanities and arts accomplishment, and the capability of creative thinking and innovative design.

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	25	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 Film Appreciation Special Report Lecturing	Final Exam: 40% Homework Assignment: 20% Course Participation: 10% Product Manufacturing: 30%	Total: 100	25
Acquire the technologies, skills and the capability of using modern tools for practicing multimedia digital content design	25	Cultivate the capability of being possessed of and applying multimedia digital content professional design technologies and skills。Cultivate the capability of implementing multimedia digital content system。Cultivate the capability of using modern multimedia software and hardware tools。	Case Study Group Discussion Lecturing Practical Operation (Experiment, Machine Operation Film Appreciation	Final Exam: 40% Homework Assignment: 20% Product Manufacturing: 30% Course Participation: 10%	Total: 100	25

Acquire the capability of integrating multimedia digital content knowledge and technologies	20	Cultivate the capability of integrating theoretical knowledge and practical technology. Cultivate the capability of integrating visual communication, information technology and content management knowledge.	Lecturing Group Discussion Case Study Practical Operation (Experiment, Machine Operation Film Appreciation Special Report	Final Exam: 40% Course Participation: 10% Homework Assignment: 20% Product Manufacturing: 30%	Total: 100	20
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 solving and practicing complex multimedia design systems. Cultivate the capability of analyzing and organizing complex multimedia design problems.	Practical Operation (Experiment, Machine Operation Case Study Group Discussion Lecturing Film Appreciation	Final Exam: 40% Homework Assignment: 20% Product Manufacturing: 30% Course Participation: 10%	Total: 100	10
Acquire the capability of managing project, communicating each other, respecting different viewpoints and cooperating within the team	5	Cultivate the capability of project planning, execution and management. Cultivate the capability of communication, coordination, and team cooperation. Cultivate the capability of respecting different viewpoints.	Group Discussion Lecturing Field Trips/Visits Case Study Group Work Film Appreciation Special Report	Final Exam: 40% Homework Assignment: 20% Course Participation: 10% Product Manufacturing: 30%	Total: 100	5
Acquire the humanities and arts accomplishment, and the capability of creative thinking and innovative design .	10	Cultivate the humanities and arts accomplishment . Cultivate the capability of innovative design. Cultivate the capability of creative thinking.	Group Discussion Lecturing Case Study Special Report Film Appreciation Practical Operation (Experiment, Machine	Final Exam: 40% Homework Assignment: 20% Product Manufacturing: 30% Course Participation: 10%	Total: 100	10

Acquire the capability of lifetime learning	5	Cultivate the capability of lifetime learning by different ways.	Lecturing Group Discussion Film Appreciation Practical Operation (Experiment, Machine Operation Case Study Special Report	Final Exam: 40% Homework Assignment: 20% Course Participation: 10% Product Manufacturing: 30%	Total: 100	5
---	---	--	---	--	------------	---

Grade Auditing

Final Exam: 40%

Product Manufacturing: 30%

Homework Assignment: 20%

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	自編教材	李中魁

Lesson Plan

Weeks	Content	Teaching Methods
1	What is creativity & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda	Lecturing、 Group Discussion、 Practical Operation (Experiment, Machine Operation 、 Film Appreciation
2	Creative thinking and problem solving	Lecturing、 Group Discussion、 Case Study 、 Practical Operation (Experiment, Machine Operation、 Group Work、 Film Appreciation
3	Thinking and Exploration of Creativity	Lecturing、 Practical Operation (Experiment, Machine Operation、 Group Work、 Film Appreciation

4	Observation skills and training	Lecturing、 Group Discussion、 Group Work、 Film Appreciation
5	Creative Approaches to Screenwriting-1	Lecturing、 Case Study、 Group Work、 Film Appreciation
6	Creative Approaches to Screenwriting-2	Lecturing、 Group Discussion、 Group Work、 Film Appreciation
7	Creative Approaches to storyboard-1	Lecturing、 Group Discussion、 Group Work、 Film Appreciation
8	Creative Approaches to storyboard-2	Lecturing、 Group Discussion、 Group Work、 Film Appreciation
9	Mid-term assignment	Group Discussion、 Group Work、 Film Appreciation
10	Creative Video Production-1	Lecturing、 Group Discussion、 Group Work、 Film Appreciation
11	Creative Video Production-2	Lecturing、 Group Discussion、 Group Work
12	Creative Video Production-3	Lecturing、 Group Discussion、 Group Work、 Film Appreciation
13	Creative Video Production-4	Lecturing、 Group Discussion、 Group Work、 Film Appreciation
14	Creative Video Production-5	Lecturing、 Group Discussion、 Group Work、 Film Appreciation
15	Group observation and discussion	Lecturing、 Group Discussion、 Group Work
16	Video editing-1	Lecturing、 Group Discussion、 Practical Operation (Experiment, Machine Operation 、 Film Appreciation
17	Video editing-2	Lecturing、 Case Study、 Practical Operation (Experiment, Machine Operation 、 Film Appreciation
18	Final homework submission	Group Work、 Special Report