

111-2 Full Curriculum of Da-Yeh University

Information			
Title	Package Design of Creative and Cultural Products	Serial No./ID	0534 /MDI3029
Required/Credit	Optinal /2	Time/Place	(Thu)56 /PX304
Language	Chinese	Grade Type	Number
Lecturer /Full- or Part-time	林運辰 /Part-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	n.a.		
Lecturer	n.a.		

Introduction

學習更多樣化的包裝方式，從簡約到華麗複雜的結飾，另外包裝紙與其它素材運用、讓色彩搭配也呈現更多變化的設計感，讓學員在課程中能熟悉包裝方法與概念。

Outline

了解各類產品的品牌包裝的形式
設計策略與行銷與包裝之連動
包裝設計與實作。

Prerequisite


數位影像處理、版面編排、設計素描、色彩學。

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



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 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.	Case Study Practical Operation (Experiment, Machine Operation	Midterm Exam: 30% Homework Assignment: 20% Assessment on Teamwork: 40% Experiment Operation: 10%	Total: 100	20
Acquire the capability of finding out, analyzing and solving complex interdisciplinary multimedia design problems	20	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.	Case Study Group Work	Midterm Exam: 30% Homework Assignment: 20% Assessment on Teamwork: 40% Experiment Operation: 10%	Total: 100	20
Acquire professional working ethics and society responsibility	20	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.	Case Study	Midterm Exam: 30% Homework Assignment: 20% Experiment Operation: 10% Assessment on Teamwork: 40%	Total: 100	20

Acquire the humanities and arts accomplishment, and the capability of creative thinking and innovative design 。	25	Cultivate the humanities and arts accomplishment 。 Cultivate the capability of innovative design。 Cultivate the capability of creative thinking。	Case Study Practical Operation (Experiment, Machine Operation	Midterm Exam: 30% Homework Assignment: 20% Assessment on Teamwork: 40% Experiment Operation: 10%	Total: 100	25
Acquire the capability of collecting, interpreting and analyzing global multimedia industry trends, and participating in multimedia practical design。	15	Cultivate the capability of realizing the global industrial issues of multimedia digital content。 Cultivate the capability of understanding the effects of multimedia design to industries, societies, and worldwide。 Cultivate working proficiency in career of multimedia digital content。 Cultivate the capability of great foresight and international view。 Cultivate the capability of solving industry actual problem。	Group Discussion Case Study Special Report	Midterm Exam: 30% Assessment on Teamwork: 40% Homework Assignment: 20% Experiment Operation: 10%	Total: 100	15

Grade Auditing

Assessment on Teamwork: 40%

Midterm Exam: 30%

Homework Assignment: 20%

Experiment Operation: 10%

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

Book Type	Book name	Author
Reference Books	文創發展	文化部

Lesson Plan

Weeks	Content	Teaching Methods
1	課程介紹 / 專案分享 & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda	Case Study
2	作品分享	Case Study
3	如何建立粉絲專頁	Practical Operation (Experiment, Machine Operation)
4	商品介紹 / 分享	Case Study
5	商品故事 / 內容經營規劃	Case Study
6	內容製作-1	Group Work
7	內容製作-2	Group Work
8	內容製作-3	Group Work
9	期中成效報告	Special Report
10	市場調查 / 問卷製作	Case Study
11	廣告行銷	Case Study
12	問卷分析/調整	Group Work
13	商品模擬圖製作	Practical Operation (Experiment, Machine Operation)
14	作品分享	Special Report
15	產品打樣製作	Case Study
16	參展佈置介紹	Case Study
17	專案討論	Group Discussion
18	期末成果報告	Special Report