

# 111-2 Full Curriculum of Da-Yeh University

| Information                       |                                                                             |                |                      |
|-----------------------------------|-----------------------------------------------------------------------------|----------------|----------------------|
| Title                             | Package Design of Creative and Cultural Products                            | Serial No./ID  | 0541 /MDI3029        |
| Required/Credit                   | Optinal /2                                                                  | Time/Place     | (Thu)78 /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 2, 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(%)<br>【A】 | Ability<br>index(Performance<br>Indicators)                                                                                                                                                                                                                    | Teaching<br>Methods                                                          | Assessment and<br>Weight                                                                                           | Core<br>Competency Learning<br>Outcomes<br>【B】 | Final<br>Exam<br>Grades<br>【C=B*A<br>】 |
| Acquire the capability of integrating multimedia digital content knowledge and technologies                       | 20               | Cultivate the capability of integrating theoretical knowledge and practical technology。<br>Cultivate the capability of integrating visual communication, information technology and content management knowledge。                                              | Case Study<br>Practical<br>Operation<br>(Experiment,<br>Machine<br>Operation | Midterm Exam: 30%<br>Homework<br>Assignment: 20%<br>Assessment on<br>Teamwork: 40%<br>Experiment<br>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。<br>Cultivate the capability of analyzing and organizing complex multimedia design problems。<br>Cultivate the capability of solving and practicing complex multimedia design systems。 | Case Study<br>Group Work                                                     | Midterm Exam: 30%<br>Homework<br>Assignment: 20%<br>Assessment on<br>Teamwork: 40%<br>Experiment<br>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。<br>Cultivate the accomplishment of being possessed of society responsibility in professional field。                                                              | Case Study                                                                   | Midterm Exam: 30%<br>Homework<br>Assignment: 20%<br>Experiment<br>Operation: 10%<br>Assessment on<br>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。<br>Cultivate the capability of innovative design。<br>Cultivate the capability of creative thinking。                                                                                                                                                                                                                                                                                     | Case Study<br>Practical<br>Operation<br>(Experiment,<br>Machine<br>Operation | Midterm Exam: 30%<br>Homework<br>Assignment: 20%<br>Assessment on<br>Teamwork: 40%<br>Experiment<br>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。<br>Cultivate the capability of understanding the effects of multimedia design to industries, societies, and worldwide。<br>Cultivate working proficiency in career of multimedia digital content。<br>Cultivate the capability of great foresight and international view。<br>Cultivate the capability of solving industry actual problem。 | Group<br>Discussion<br>Case Study<br>Special<br>Report                       | Midterm Exam: 30%<br>Assessment on<br>Teamwork: 40%<br>Homework<br>Assignment: 20%<br>Experiment<br>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<br>(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<br>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<br>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                                        |