

111-2 Full Curriculum of Da-Yeh University

Information			
Title	Animation And Game Planning	Serial No./ID	0550 / MDI4094
Required/Credit	Optinal /2	Time/Place	(Fri)34 / H543
Language	Chinese	Grade Type	Number
Lecturer /Full- or Part-time	/Part-time	Graduate Class	Graduating Class
School System /Dept /Class, Grade	Bachelor /Bachelor Program for Multimedia Digital Content /Class 1, Grade 4		
Office Hour / Place	n.a.		
Lecturer	n.a.		

Introduction
本課程講授動畫遊戲專案設計如何企劃與提案，課程中將舉實際業界企劃提案範例供學生參考，並讓學生嘗試提出動畫遊戲之企劃案。

Outline
1. 動畫專案企劃與提案。 2. 遊戲專案企劃與提案。 3. 學生提案設計與說明。

Prerequisite
基礎動畫及遊戲相關課程。

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 professional knowledge of multimedia digital content design	20	Cultivate the capability of being familiar with multimedia digital content knowledge。 Cultivate the capability of realizing multimedia digital content theory。 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。	Lecturing Group Work Student Presentation	Group Report: 15% Midterm Exam: 30% Final Exam: 30% Product Manufacturing: 10% Assessment on Teamwork: 15%	Total: 100	20
Acquire the technologies, skills and the capability of using modern tools for practicing multimedia digital content design	20	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。	Lecturing Group Work Student Presentation	Midterm Exam: 30% Group Report: 15% Final Exam: 30% Assessment on Teamwork: 15% Product Manufacturing: 10%	Total: 100	20

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 Work Student Presentation	Group Report: 15% Midterm Exam: 30% Product Manufacturing: 10% Final Exam: 30% Assessment on Teamwork: 15%	Total: 100	20
Acquire the capability of finding out, analyzing and solving complex interdisciplinary multimedia design problems	10	Cultivate the capability of analyzing and organizing complex multimedia design problems. Cultivate the capability of exploring complex multimedia design problems. Cultivate the capability of solving and practicing complex multimedia design systems.	Lecturing Group Work Student Presentation	Midterm Exam: 30% Group Report: 15% Final Exam: 30% Assessment on Teamwork: 15% Product Manufacturing: 10%	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 Work Student Presentation	Midterm Exam: 30% Group Report: 15% Final Exam: 30% Product Manufacturing: 10% Assessment on Teamwork: 15%	Total: 100	10
Acquire the humanities and arts accomplishment, and the capability of creative thinking and innovative design .	10	Cultivate the capability of creative thinking. Cultivate the humanities and arts accomplishment . Cultivate the capability of innovative design.	Lecturing Group Work Student Presentation	Midterm Exam: 30% Group Report: 15% Final Exam: 30% Assessment on Teamwork: 15% Product Manufacturing: 10%	Total: 100	10

Acquire the capability of collecting, interpreting and analyzing global multimedia industry trends, and participating in multimedia practical design.	10	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 the capability of great foresight and international view. Cultivate working proficiency in career of multimedia digital content. Cultivate the capability of solving industry actual problem.	Lecturing Group Work Student Presentation	Group Report: 15% Midterm Exam: 30% Final Exam: 30% Product Manufacturing: 10% Assessment on Teamwork: 15%	Total: 100	10
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Grade Auditing

Midterm Exam: 30%

Final Exam: 30%

Assessment on Teamwork: 15%

Group Report: 15%

Product Manufacturing: 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	「體驗設計」創意思考術	玉樹真一郎

Lesson Plan

Weeks	Content	Teaching Methods
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1	Game market and user analysis (1) & intellectual property rights publicity (including informing students that they should use genuine textbooks) & traffic safety publicity and narration method & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda	Lecturing
2	Game Market and User Analysis (2)	Group Work、 Student Presentation
3	Game Ethics and Influence (1)	Group Work、 Student Presentation
4	Game Ethics and Influence (2)	Lecturing、 Group Work、 Student Presentation
5	Case analysis (1)	Lecturing
6	Case analysis (2)	Lecturing
7	Gameplay mechanism and krypton gold system (1)	Lecturing、 Group Work、 Student Presentation
8	Gameplay mechanism and krypton gold system (2)	Lecturing、 Group Work、 Student Presentation
9	midterm exams	Group Work、 Student Presentation
10	Cases and Analysis of Japanese Animation Directors (1)	Lecturing、 Group Work、 Student Presentation
11	Cases and Analysis of Japanese Animation Directors (2)	Lecturing、 Group Work、 Student Presentation
12	Cases and Analysis of Japanese Animation Directors (3)	Lecturing、 Group Work、 Student Presentation
13	Cases and Analysis of European and American Animation Directors (1)	Lecturing、 Group Work、 Student Presentation
14	European and American animation director cases and analysis (2)	Lecturing、 Group Work、 Student Presentation
15	European and American animation director cases and analysis (3)	Lecturing、 Group Work、 Student Presentation
16	Taiwan Animation Development and Planning (1)	Lecturing、 Group Work、 Student Presentation
17	Taiwan Animation Development and Planning (2)	Lecturing、 Group Work、 Student Presentation
18	final exam	Group Work、 Student Presentation