

111-2 Full Curriculum of Da-Yeh University

Information			
Title	Digital Storytelling: Data Visualization	Serial No./ID	2198 / CDC8908
Required/Credit	Optimal /1	Time/Place	(Sat)2 / 依公告
Language	Chinese	Grade Type	Text
Lecturer /Full- or Part-time	Melanie, Hou-Yi TING	Graduate Class	Non-graduating Class
School System /Dept /Class, Grade	Bachelors/ Liberal Arts Center /Class 2, Grade 6		
Office Hour / Place	(Tue) 12:00~13:20, (Tue) 13:20~14:10, (Tue) 14:20~15:10, (Thu) 09:10~10:00, (Thu) 10:10~11:00, (Thu) 11:10~12:00, (Thu) 12:00~13:20, (Fri) 12:00~13:20 / A513		
Lecturer	n.a.		

Introduction

課程簡介:

隨著人手一機的數位科技時代來臨，媒體與網路之間的不斷整合，自媒體儼然成為主流傳播趨勢，透過數位媒介來說故事，敘事者除了可以運用文字、照片、地圖、影像、資料圖表、動畫等多元方式，相互混搭、融合呈現，讓更多人可以輕鬆的閱讀，更享受報導所呈現的創意與設計，有別於過去我們對報導的認知大都以文字為主的報紙、雜誌，或是影像為主的電視。而在數位敘事的輔助下，每一則報導、故事有了不同的表達形式，展現出全新的風貌。然而雖然自媒體當道，創作者可以自由選擇自己擅長的方式說故事，但如何創作出有焦點、有主軸、既簡明又生動的數位敘事報導，如何清晰邏輯、言之有物，讓自己的訴求更聚焦且更具說服力，卻不違反社會風俗，卻是值得創作者需要深思熟慮的。同時身處數位時代，鍵盤下的複製手層出不窮，又該如何養成良好的媒體素養及正確的智財觀念，都是值得探討的。

本計畫期待透過傳授數位敘事思維與邏輯，鏈合聯合國的永續發展目標(Sustainable Development Goals, SDGs)議題，引導學習者將「美學」、「邏輯與批判思考」的態度應用於數位敘事上，強調透過視覺溝通的方式，瞭解美感設計邏輯、創意呈現方式，進而探索個人風格與定位，以成功且符合規範的達到傳遞訊息目的，同時亦藉由課程中學習氛圍的營造，培養學習者成為有行動力、自主性及美感力，並能主動接納欣賞文化多樣性，甚至具有即批判性思考與問題解決(critical thinking and problem solving)、有效溝通(effective communication)、創造與創新(creativity and innovation)等 3 C 能力的現代數位公民。

學習目標:

修讀完本課程，學生能：

- 1.透過SDGs議題了解數據化訊息傳遞的視覺化思考
- 2.透過實作強化數據化訊息傳遞的視覺化思考與邏輯串聯實作力。
- 3.學習如何正確且合乎智財規範地使用數位媒介。
- 4.透過專題練習學會圖像敘事力及影像敘事力。

Outline

第一次上課4/28 (五) 9:00-12:00 (W9-3H)

課程主題/內容

- 1.課程介紹
- 2.什麼是數位敘事？
- 3.數位敘事的案例分享

4.數位行銷與數位策展

第二次上課5/5(五) 9:00-12:00 (W10-3H)

課程主題/內容

- 1.數據資料視覺化的美感與適閱性
- 2.數據資料的呈現實作

第三次上課5/13(六) 9:00-12:00、13:00-16:00 (W11-6H)

課程主題/內容

【實作工作坊A】：單張懶人包製作
(與業師採雙師共授進行)

- 1.複雜資訊如何化繁為簡?
- 2.複雜資訊如何視覺化呈現?並做有效傳達?

第四次上課5/20 (六) 9:00-12:00、13:00-16:00 (W12-6H)

課程主題/內容

【實作工作坊B】：用手機寫日記：影像敘事工作坊
(與業師採雙師共授進行)

- 1.影像敘事的核心重點
- 2.手機影片

Prerequisite

具備簡報基本製作能力

具有手機拍攝影片及簡易剪輯影片經驗

認識永續發展目標(Sustainable Development Goals, SDGs)

The Relationship Between Courses and Departmental Core Competencies and Basic Skills

Fundamental Ability

Professional Ability

Practical Ability

 Teamwork Spirit

Active Learning

 Creativity and Innovation

Global Vision

Professional Ethics

Leadership and Management

Confidence and Perseverance

 Humanistic Qualities

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 】
Teamwork Spirit	40	Consists in helping students display positive attitude in situations involving interpersonal communication, cultivating their ability to align themselves with others's opinions and needs, and to work together with others for the successful completion	Group Discussion Practical Operation (Experiment, Machine Operation Group Work Student Presentation	Group Report: 40% Course Participation: 30% Assessment on Teamwork: 30%	Total: 100	40
Creativity and Innovation	30	Consists in fostering students's creative and critical thinking skills together with their ability to identify and solve problems in an effective way.	Practical Operation (Experiment, Machine Operation Special Report	Group Report: 30% Product Manufacturing: 50% Thoughts on Topics: 20%	Total: 100	30
Humanistic Qualities	30	Consists in enriching students's cultural and social knowledge, helping them acquire the right values systems, and increasing their positive attitude towards society and others. It also involves the nurturing of other skills, especially in terms of i	Group Discussion Special Report	Group Report: 25% Product Manufacturing: 25% Thoughts on Topics: 50%	Total: 100	30

Grade Auditing

Group Report: 32.5%

Product Manufacturing: 22.5%

Thoughts on Topics: 21%

Assessment on Teamwork: 12%

Course Participation: 12%

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

Book Type	Book name	Author
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Instructor-compiled 自編教材 丁后儀

Lesson Plan

Weeks	Content	Teaching Methods
1	NONE & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda	NONE
2	NONE	NONE
3	NONE	NONE
4	NONE	NONE
5	NONE	NONE
6	NONE	NONE
7	NONE	NONE
8	NONE	NONE
9	4/28 (五) 9:00-12:00 what is Digital storytelling? Digital marketing & Digital curation & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda	Group Discussion、 Group Work、 Student Presentation
10	5/5(五) 9:00-12:00 Data visualization	Group Discussion、 Practical Operation (Experiment, Machine Operation
11	5/13(六) 9:00-12:00、 13:00-16:00 Practical workshop A	Group Discussion、 Practical Operation (Experiment, Machine Operation、 Group Work、 Student Presentation
12	5/20 (六) 9:00-12:00、 13:00-16:00 Practical workshop B	Group Discussion、 Practical Operation (Experiment, Machine Operation、 Group Work、 Student Presentation
13	NONE	NONE
14	NONE	NONE
15	NONE	NONE
16	NONE	NONE
17	NONE	NONE

