

113-2 Full Curriculum of Da-Yeh University

Information			
Title	Package Design of Creative and Cultural Products	Serial No./ID	0375 /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	Final 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	Final 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	Final 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)	Final 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	Final Exam: 30% Assessment on Teamwork: 40% Homework Assignment: 20% Experiment Operation: 10%	Total: 100	15

Grade Auditing

Assessment on Teamwork: 40%

Final 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 & Gender equality education promotion	Case Study
2	canva操作 / 作品集建立	Practical Operation (Experiment, Machine Operation)
3	媒合練習 / 團隊建立	Group Discussion
4	角色IP介紹分享	Case Study
5	分組報告	Special Report
6	成本概念	Group Discussion、 Case Study
7	個案分享	Case Study
8	團隊業務簡報	Special Report
9	建立團隊作品集	Group Discussion、 Practical Operation (Experiment, Machine Operation)
10	如何委託 / 報價	Group Discussion、 Case Study
11	各組報告	Special Report
12	企劃撰寫	Group Discussion、 Case Study
13	分組報告	Special Report
14	行銷規劃	Group Discussion、 Case Study
15	團隊討論 1	Group Discussion、 Case Study
16	團隊討論 2	Group Discussion、 Case Study
17	團隊討論 3 & Flexible Teaching/Learning	Flexible Teaching - Communication and Interaction
18	期末報告 & Flexible Teaching/Learning	Flexible Teaching - Communication and Interaction