佛光大學 課程大綱 Course Outline

課程名稱 Course Name in Chinese	文化創意設計			
英文課程名稱 Course Name in English	Creative Cultural Design			
科目代碼 Course Code	PM 331		班別 Degree	■學士班 Undergraduate Program □碩士班 Masters Program □博士班 PhD Program
學 分 數 Credit	3	時數 Hour　3	修別 Type	□必修 Required ■選修 Elective
學程別 Program	□通識教育 General Education　　□院基礎 Foundation　　　□跨領域 Interdisciplinary □系核心 Core　　　　　　　■學系專業選修 Specialized Elective			
先修課程 prerequisite				

Course Description

Through observation and experience, the course includes the exchange of cultural characteristics of regions in different races by group sharing; by creative thinking, it adds creative ideas in traditional culture. Modern youth culture is transformed into information and it develops the fashionable creative output by design thinking from the perspective of new generation

Course Objectives

1. Learn the local environmental characteristics and the history and culture
2. To observe local residents' living style and propose the perspective of young generation
3. To execute creative thinking and produce design concept based on local culture

Education Objectives

1	Cultivation of professional capability of products and media.
2	Cultivation of design capability of cultural and creative industry.
3	Cultivation of professional ethics and social concern.
4	Aesthetic practice in life, live and career education.

	Learning Outcomes（Basic Learning Outcomes）	Correlation between Course Objectives and learning Outcomes
A	Professional knowledge	★
B	Design Technology	◎
C	Humanities	★
D	Creative Thinking	★
E	Information Technology	◎
F	Communication and expression	★

lllustration：	★Highly correlated　　　◎Moderately correlated

	Course Outline		
Week	Course content	Remark	
1	Introduction		
2	Culture of design Case		
3	Traditions and culture - design practice		
4	Local sub-culture - design practice		
5	Creative ways to share design cases		
6	Observation, correlation method - Design Exercise		
7	Scamper and brainstorming - Design Exercise		
8	Design planning and manufacturing of design model		
9	Midterm	Publication	
10	Study of design and introduction of cultural and creative industry		
11	Taiwan's cultural and creative industries		
12	International cultural and creative industries		
13	Design with local characteristics		
14	Tourism Factory		
15	Universal and international religious culture		
16	Design planning and manufacturing of design model		
17	Final report and assessment	Achievements Exhibition	
18	Final Exam		

Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

PC, digital textbook presentations, the school digital teaching platform, design case.

The unit learning single other supplementary information will be described in the classroom.

Course Requirements and Suggested Teaching Methods

In order to cultivate professional design literacy, students should submit the assignments according to the regulated deadline and measure. Delayed assignments will be counted as 0.

Irregular calls in classes; for cutting classes without specific reasons for at least four times, students will not obtain the credits from the course.

Miscellaneous