

## 佛光大學 課程大綱 Course Outline

課程名稱 Course Name in Chinese	產品與媒體設計(四)				
英文課程名稱 Course Name in English	Product and Media Design (IV)				
科目代碼 Course Code	PM353			班別 Degree	<input checked="" type="checkbox"/> 學士班 Undergraduate Program <input type="checkbox"/> 碩士班 Masters Program <input type="checkbox"/> 博士班 PhD Program
學分數 Credit	3	時數 Hour	3	修別 Type	<input checked="" type="checkbox"/> 必修 Required <input type="checkbox"/> 選修 Elective
學程別 Program	<input type="checkbox"/> 通識教育 General Education <input type="checkbox"/> 院基礎 Foundation <input type="checkbox"/> 跨領域 Interdisciplinary <input checked="" type="checkbox"/> 系核心 Core <input type="checkbox"/> 學系專業選修 Specialized Elective				
先修課程 prerequisite	Product and Media Design (一)、Product and Media Design (二)、Product and Media Design (三)				
課程描述 Course Description					
<p>At the stage, the course emphasizes design evaluation on product and media design outcome. By design competition, question analysis in industry-academia cooperation, requirement of conditions, knowledge learned in the previous courses after participation, students gradually discover and solve design problems in order to develop and execute design. After the learning of design evaluation in this semester, students will be thoroughly trained with complete process of product and media design, data collection analysis, use of related theories and methods, practical operation and evaluation of outcome, etc.</p>					
課程目標 Course Objectives					
<ol style="list-style-type: none"> <li>1. Be familiar with problem discovery and analytical method</li> <li>2. Analysis and collection of precise data and use of methods</li> <li>3. Proper use of design ideas and convergent methods</li> <li>4. Be familiar with product design and film design process</li> <li>5. Be familiar with and precisely use of media array and retouching techniques</li> <li>6. Precisely fulfill design concepts and demonstrate design spirit •Description of course and</li> </ol>					

searching of design competition		
教育目標 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	
核心能力 (專業能力) Learning Outcomes (Basic Learning Outcomes)		課程目標與基本素養 與核心能力相關性 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	★
圖示說明: Illustration: ★高度相關 Highly correlated ◎中度相關 Moderately correlated		
課程綱要 Course Outline		

週別	課程內容： (含每週授課主題及進度)	備註
一	Description of course and searching of design competition	With industry-academia cooperation opportunities search
二	Topics and conditions require resolution	Planning and preparation of design concepts
三	Explore and resolve design issues	Creative thinking method to use
四	Design entry point for analysis	Creative thinking method to use
五	Design development and implementation	Concept development (design methods use)
六		Concept development (SKETCH Development)
七		3D model construction and render
八		Media array planning (scenario, script and role setting)
九		Media shooting
十		Media retouching (special effect, editing and dubbing)
十一	Planning and production of CD-ROM	DVD or digital files are based on the requirements of competitions or industry-academia cooperation units
十二	Image board design and manufacturing	Output or electronic files in accordance with the requirements of competition or industry-university cooperation units
十三	Submissions	The Internet Upload or mail
十四	Design Evaluation of Results	1. consumer requirements 2. Requirements of the operators 3. Requirement of environment and society
十五		Value analysis
十六		Competition result and selection outcome of industry-academia cooperation
十七		Comparison and validation of evaluation outcome
十八	Final exam	

資源需求評估 (師資專長之聘任、儀器設備配合...等)

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

- Teachers must have practical experience of product and media design
- Teachers must have good communication and negotiation capability
- Teachers must be able to control design trend and social movement
- DV camera
- Devices in computer classroom are required. Computers must be installed with

independent video card of at least 1G, memory of at least 4G and non-linear editing software

課程要求及教學方式之建議

Course Requirements and Suggested Teaching Methods

- Be familiar with characteristics and content of design analysis
- Be familiar with technique and content of design integration
- Be familiar with evaluation and analysis of product value and media technique
- In order to cultivate students' professional design literacy and sense of responsibility, students should submit the assignments before the deadline. The delayed submission is allowed within one week for the concern of emergency and sickness. Grades of the assignments will be 20% off. Without the submission of the assignments with proper reasons, the students will receive the grades as 0.
- Regular calls in classes; regarding students who cut classes without specific reasons for at least four times, the examination will be failed according to rules of schools.

其他

Miscellaneous