

## 佛光大學 課程大綱 Course Outline

課程名稱 Course Name in Chinese	多媒體企劃整合設計				
英文課程名稱 Course Name in English	Advanced Multimedia Design				
科目代碼 Course Code	PM343			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 type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective <input type="checkbox"/> 學程 Program
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 type="checkbox"/> 系核心 Core <input checked="" type="checkbox"/> 學系專業選修 Specialized Elective				
先修課程 prerequisite	數位影音製作(Digital Video Design) 或 網站企劃與設計(Website Planning & Design)				
課程描述 Course Description					
The course is based on the manufacturing of professional media plan. It emphasizes the early manufacturing of planning ideas. Through story planning, storyboard analysis and interactive planning, students design feasible plan suitable for the market.					
課程目標 Course Objectives					
1. To be familiar with media manufacturing process, integrate later manufacturing in early planning stage. 2. With the concern of market, students can manufacture the plan of later market marketing.					
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 student Outcomes
A	Professional knowledge.				★

B	Design Technology.	★
C	Humanities.	★
D	Creative Thinking.	★
E	Information Technology.	★
F	Communication and expression.	★

圖示說明：llustration：★高度相關 Highly correlated ◎中度相關 Moderately correlated

課程綱要

Course Outline

Week	Course content: (Including the theme and the progress of instruction per week)	Remark
1	Course descriptions.	Multimedia strategy and introduction of planning.
2	The constituent elements of the business case.	Naming, positioning of representative and strategy to match current market.
3	Introduce pre-production.	The story thoughts, interactive design, questions and discussion.
4	The screenplay planning (1).	Stories, role and component positioning.
5	The screenplay planning (2).	Scene, accessories and dynamic positioning.
6	Art design and production of (1)	Hand made production.
7	Art design and production of (2)	The coloration production.
8	Storyboard drawing.	Storyboard principle, camera language and interactive planning.
9	Mid-term	The storyboard production tests.
10	Manufacturing of story board (1).	Implementation and discussion.
11	Manufacturing of story board (2).	Implementation and discussion.
12	Manufacturing of story board (3).	Implementation and discussion.
13	The dubbing into sound.	Operation of microphone and sound recording.
14	Manufacturing of story reel (1).	Implementation and discussion.
15	Manufacturing of story reel (2).	Implementation and discussion.
16	Manufacturing and retouching process planning.	Implementation and discussion.
17	Proposal completed.	Art editing, typesetting, binding.
18	The Proposal book show.	The end of the sememater show a total review.

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 of primary media ideas and professional manufacturing must have the competence of live demonstration and instruction.
- Recording and radio equipment.

課程要求及教學方式之建議

Course Requirements and Suggested Teaching Methods

- In order to cultivate professional design literacy, students must submit the assignments before deadline. The delayed submission will be counted as 0.
- Irregular calls in class; for cutting classes without specific reasons for at least 4 times, students will be obtain the credits from the course.

其他

Miscellaneous