

Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	PRE-PRODUCTION OF AUDIO VISUAL PROJECT	Instructor	YU-YIN CHEN
Course Class	TAMXB3A DEPARTMENT OF MASS COMMUNICATION, 3A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ 1st Semester
Relevance to SDGs	SDG4 Quality education SDG17 Partnerships for the goals		
Departmental Aim of Education			
I. To cultivate communication professionals highly skilled in storytelling and marketing in cultural and creative industries. II. To train communication professionals highly effective in cross-media information processing and integration.			
Subject Departmental core competences			
A. Good communication skills: to have the capacity for communication, collaboration, and teamwork to accomplish "content production" and "cultural marketing" projects. (ratio:20.00) B. Good ethical values: to demonstrate fundamental ethics and morality in "content production" and "cultural marketing".(ratio:20.00) C. Good analytical skills: to demonstrate the capacity to comprehend and to critically analyze media trends and the current conditions of cultural and creative industries.(ratio:5.00) D. Good creativity: to demonstrate the capacity for logical reasoning and creative thinking in identifying, analyzing, and solving problems in "content production" and "cultural marketing".(ratio:30.00) E. Good execution skills: to demonstrate the capacity to integrate communication theories with media practices to implement and accomplish tasks in communication projects. (ratio:25.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:5.00) 2. Information literacy. (ratio:30.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:5.00)			

6. A cheerful attitude and healthy lifestyle. (ratio:5.00)

7. A spirit of teamwork and dedication. (ratio:10.00)

8. A sense of aesthetic appreciation. (ratio:30.00)

Course Introduction

This course is required to be taken in conjunction with the Film and Television Project Production course.

Based on the core concepts of the USR program, this course implements social responsibilities, combines service learning, and encourages students to serve the community with professional skills. The content will be executed and produced, the reality program will be produced and the number of episodes will be compiled to open a youtube channel and upload it at a fixed time. The production scale is expected to become the online program of this department.

The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	To Appreciate a film and TV program through understanding its theory and technique.	Cognitive
2	Cultivate students' attention and application of humanistic quality and aesthetics, and integrate multiculturalism into the program for analysis and interpretation.	Affective
3	Provide students the planning method of various types of film and TV programs.	Psychomotor

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	12478	Lecture, Discussion, Practicum	Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

2	ACD	24678	Discussion, Publication, Practicum	Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
3	ACDE	1234578	Discussion, Publication, Practicum	Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	111/09/05 ~ 111/09/11	課程介紹/USR/服務學習課程/分組	五人一組 (選出組長級本課程小老師)
2	111/09/12 ~ 111/09/18	企劃流程/Idea形成發展/製作方向 /放映:實境節目尹stay	
3	111/09/19 ~ 111/09/25	觀摩與討論 (與上週節目內容比較與討論) 放映:實境節目來吧! 營業中	
4	111/09/26 ~ 111/10/02	小組討論節目調性與類型走向 放映:盼望的大海	
5	111/10/03 ~ 111/10/09	小組討論節目調性與類型走向 觀摩與討論 (與上週節目內容比較與討論) 放映: 極島森林	下週小組報告順序抽籤
6	111/10/10 ~ 111/10/16	小組1,2,3尋找欲製作的實境節目影片分析其內容, 並提出小組的節目製作大綱	老師點評與建議
7	111/10/17 ~ 111/10/23	極島森林團隊專題演講: 專案企劃與製作	填寫問卷及回饋表單
8	111/10/24 ~ 111/10/30	小組4,5,6尋找欲製作的實境節目影片分析其內容, 並提出小組的節目製作大綱	老師點評與建議
9	111/10/31 ~ 111/11/06	壹電視參訪	戶外教學
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	腳本定案, 分組拍攝實際教學指導 (組別1,2,3) (教室之室內拍攝教學)	demo拍攝
12	111/11/21 ~ 111/11/27	腳本定案, 分組拍攝實際教學指導 (組別4,5,6) (校內之戶外拍攝教學)	demo拍攝 (校內)
13	111/11/28 ~ 111/12/04	腳本定案, 不分組拍攝實際教學指導 (USR大淡水地區校外教學)	校外教學節目實拍
14	111/12/05 ~ 111/12/11	腳本定案, 不分組拍攝實際教學指導 (USR大淡水地區校外教學)	校外教學節目實拍

15	111/12/12~ 111/12/18	節目播放與評比大會：小組1,2,3·經老師建議·修改後給老師確認	上傳youtube頻道
16	111/12/19~ 111/12/25	節目播放與評比大會：小組4,5,6·經老師建議·修改後給老師確認	上傳youtube頻道
17	111/12/26~ 112/01/01	完整版報告·確認上傳與排程	上傳youtube頻道
18	112/01/02~ 112/01/08	Final Exam Week	
Requirement	<p>1.本課程內容將會牽涉到他人之著作、肖像權、音樂版權等與智慧財產權有關之素材使用方法的教導。本課程學生使用音樂、影像等素材的授權，音樂部分請務必使用教育部CC授權，影像使用部分必須取得授權同意書。2.平時成績為田調、籌備、討論之成績。3.期中評量以製作規劃及分析為成績佔20% 4.期末成績30%為拍攝製作成績。5.出席率佔比高提醒同學勿缺席，若不可抗力因素須請假，請在前一週上課時提出。</p> <p>6.作業遲繳者一律不予計分。</p> <p>7.大傳系上課公約： A.每堂課上課遲到超過15分鐘即視同「缺課」。B.「無故缺席」累計3次，或請假日數超過(含)全學期上課日1/3者，學期成績即計為「不及格」。C.上課時間不得使用手機、電腦等通訊設備，除非經教師同意或做指定用途。8.有任何問題可追蹤老師實驗室IG帳號:yinslab2022。</p>		
Teaching Facility	Computer, Projector, Other (攝影機、收音器材、燈光器材)		
Textbooks and Teaching Materials	<p>創意力:你的問題·用創意來解決·作者:盧建彰 Kurt Lu·出版社:天下文化</p> <p>創意思考的日常練習:活用右腦直覺,重視感受與觀察,成為生活上的新工作力! 作者:內田和成·出版社:經濟新潮社</p> <p>木曜4超玩:臺灣TOP1網路實境綜藝節目幕後創作秘辛 作者:木曜4超玩 出版社:時報出版</p> <p>這世界是留給膽子大的人 作者:洪雪珍 出版社:商周</p>		
References	<p>微電影-怎麼拍(五南出版社)</p> <p>台灣當代影像-從紀實到實驗 1930-2003 (同喜文化出版)</p>		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other〈學習態度〉: 20.0 %</p>		
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>		