

Tamkang University Academic Year 112, 1st Semester Course Syllabus

Course Title	PRODUCTION OF AUDIO VISUAL PROJECT	Instructor	TSAI, MING-YI
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		
Departmental Aim of Education			
<p>I. To cultivate communication professionals highly skilled in storytelling and marketing in cultural and creative industries.</p> <p>II. To train communication professionals highly effective in cross-media information processing and integration.</p>			
Subject Departmental core competences			
<p>A. Good communication skills: to have the capacity for communication, collaboration, and teamwork to accomplish "content production" and "cultural marketing" projects. (ratio:20.00)</p> <p>B. Good ethical values: to demonstrate fundamental ethics and morality in "content production" and "cultural marketing".(ratio:20.00)</p> <p>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)</p> <p>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)</p> <p>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)</p>			
Subject Schoolwide essential virtues			
<ol style="list-style-type: none"> 1. A global perspective. (ratio:5.00) 2. Information literacy. (ratio:25.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:15.00) 5. Independent thinking. (ratio:5.00) 			

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

7. A spirit of teamwork and dedication. (ratio:15.00)

8. A sense of aesthetic appreciation. (ratio:25.00)

Course Introduction

This course teaches students characteristics of TV program, TV production, procedures, models, pre-production planning and strategy, videotaping, live-coverage, post-production, editing, sound-effect, special effects, TV program and viewers.

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	Cultivate communication talents in storytelling and cultural marketing.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12345678	Discussion, Practicum, Experience	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	112/09/11~ 112/09/17	Course introduction, Scoring criteria, Class rules	
2	112/09/18~ 112/09/24	Filmmaking Process (Documentary)	

3	112/09/25 ~ 112/10/01	Understanding the plan book (Documentary)	
4	112/10/02 ~ 112/10/08	Team grouping, Documentary theme discussion	
5	112/10/09 ~ 112/10/15	Holiday	
6	112/10/16 ~ 112/10/22	Topic discussion and fieldwork	
7	112/10/23 ~ 112/10/29	Documentary Proposal Writing	
8	112/10/30 ~ 112/11/05	Documentary Proposal Revision	
9	112/11/06 ~ 112/11/12	Midterm Exam Week	
10	112/11/13 ~ 112/11/19	Photographic equipment knowledge	
11	112/11/20 ~ 112/11/26	Photography lens	
12	112/11/27 ~ 112/12/03	Lighting, Radio	
13	112/12/04 ~ 112/12/10	Editing and special effects 1	
14	112/12/11 ~ 112/12/17	Editing and special effects 2	
15	112/12/18 ~ 112/12/24	Editing and review of works	
16	112/12/25 ~ 112/12/31	Editing and review of works	
17	113/01/01 ~ 113/01/07	Final Exam Week	
18	113/01/08 ~ 113/01/14	Flex week, learning activities should be arranged.	
Key capabilities	Social Participation Humanistic Caring		
Interdisciplinary	STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist) Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)		
Distinctive teaching	Industry-university collaboration courses Translation Teaching Course		
Course Content	Logical Thinking Sustainability issue		

Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts, Videos Using teaching materials from other writers:Videos
References	
Grading Policy	<p>◆ Attendance : 40.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other < > : %</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>