

Tamkang University Academic Year 112, 2nd Semester Course Syllabus

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| Course Title | CREATIVE DESIGN AND COMMUNICATION | Instructor | LEE, CHANG CHIEH |
| Course Class | TAMXB2A DEPARTMENT OF MASS COMMUNICATION, 2A | Details | <ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester |
| Relevance to SDGs | SDG4 Quality education SDG11 Sustainable cities and communities SDG12 Responsible consumption and production SDG13 Climate action | | |
| 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:10.00) 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:20.00) 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:20.00) E. Good execution skills: to demonstrate the capacity to integrate communication theories with media practices to implement and accomplish tasks in communication projects. (ratio:30.00) | | | |
| Subject Schoolwide essential virtues | | | |
| 1. A global perspective. (ratio:5.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:10.00) | | | |

6. A cheerful attitude and healthy lifestyle. (ratio:10.00)

7. A spirit of teamwork and dedication. (ratio:20.00)

8. A sense of aesthetic appreciation. (ratio:20.00)

**Course
Introduction**

This course will guide students to delve deep into the field of cultural creativity. The course will further delve into topics such as cultural industry resource investigation, strategies and models, cultural industrial theory, and the links within the cultural industry. Through case analysis and practical design, students will gain an in-depth understanding of the operations and challenges within various cultural industries.

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 | Understanding and implementing a cultural creative project. | 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 | Lecture, Discussion, Practicum | Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation |

Course Schedule

| Week | Date | Course Contents | Note |
|------|-------------------------|--|------|
| 1 | 113/02/19~ 113/02/25 | What is Cultural Creativity? 什麼是文化創意 ? | |
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| 2 | 113/02/26 ~ 113/03/03 | "Creativity" and Cultural Creativity, "Aesthetics" and Cultural Creativity 「創意」與文化創意、「美學」與文化創意 | |
| 3 | 113/03/04 ~ 113/03/10 | Field Trip Visit to the Biennial Exhibition 校外活動 參觀雙年展 | (Weekend Activity) |
| 4 | 113/03/11 ~ 113/03/17 | Cultural Industry Resource Investigation 文化產業資源調查 | |
| 5 | 113/03/18 ~ 113/03/24 | Strategies and Models in the Cultural Creative Industry 文化創意產業的策略與模式 | |
| 6 | 113/03/25 ~ 113/03/31 | Cultural Industry Theory and Links in the Cultural Industry 文化工業理論與文化產業鏈結 | |
| 7 | 113/04/01 ~ 113/04/07 | Discussion on Cultural Industry Case Analysis 1 文化產業個案分析討論 1 | |
| 8 | 113/04/08 ~ 113/04/14 | Literature as an Industry / Lecture by the Director of the Lyricism Library 文學作為一種產業 / 櫛花文庫館長講座 | |
| 9 | 113/04/15 ~ 113/04/21 | Midterm Exam Week | |
| 10 | 113/04/22 ~ 113/04/28 | Universal Studios Park and Its Narrative Translation 環球影城樂園及其敘事轉譯 | |
| 11 | 113/04/29 ~ 113/05/05 | Urban Marketing / The Historicity of Space and Kyoto's Magical World 城市行銷 / 空間的歷史性與京都魔界 | |
| 12 | 113/05/06 ~ 113/05/12 | Discussion on Cultural Industry Case Design 2 文化產業個案設計討論 2 | |
| 13 | 113/05/13 ~ 113/05/19 | Museums and Curatorship / Case Study of Big Data Marketing at the National Palace Museum 博物館與策展 / 以故宮的大數據行銷為例 | |
| 14 | 113/05/20 ~ 113/05/26 | New Media Technology and the Cultural Creative Industry / Lecture by the Editor-in-Chief of Azure Publishing 新媒體科技與文化創意產業 / 蔚藍出版社總編輯可樂講座 | |
| 15 | 113/05/27 ~ 113/06/02 | Genealogy of Video Game Industry / Focusing on Horror Games 電玩遊戲產業的系譜 / 以恐怖遊戲為核心 | |
| 16 | 113/06/03 ~ 113/06/09 | Final Presentation Cultural Industry Case Design 期末報告 文化產業個案設計 | |
| 17 | 113/06/10 ~ 113/06/16 | Final Exam Week (Date:113/6/11-113/6/17) | |
| 18 | 113/06/17 ~ 113/06/23 | Final Presentation Cultural Industry Case Design 期末報告 文化產業個案設計 | |

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| Key capabilities | self-directed learning Social Participation |
| Interdisciplinary | In addition to teaching content of the teacher's professional field, integrate other subjects or invite experts and scholars in other fields to share knowledge or teaching |
| Distinctive teaching | Collaborative teaching (multiple teachers and business teachers in the school) course |
| Course Content | Sustainability issue |
| Requirement | |
| Textbooks and Teaching Materials | Self-made teaching materials:Textbooks, Presentations, Handouts |
| References | 徐中孟、李季(2012)。世界文化創意產業園區研究。台北: 秀威。 賴玉釵. (2019). 閱聽人詮釋《哈利波特》故事網絡之跨媒介地景歷程初探: 以虛構文本, 文學地景及周邊為例. Journal of Communication & Culture, (18). 李長潔. (2013). 逾越的愉悅-《零》系列電玩遊戲的空間閱讀. 傳播研究與實踐, 3(1), 167-203. |
| Grading Policy | ◆ Attendance : 10.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 10.0 % ◆ Final Exam : 60.0 % ◆ Other () : % |
| Note | 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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications. |