

Tamkang University Academic Year 112, 2nd 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 ◆ 2nd Semester
Relevance to SDGs	SDG4 Quality education SDG5 Gender equality SDG10 Reducing inequalities		
D e p a r t m e n t a l A i m o f E d u c a t i o n			
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.			
S u b j e c t D e p a r t m e n t a l c o r e c o m p e t e n c e s			
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)			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
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 film production, planning, scripting, pre-production planning and strategy, photography, actors, music, sound effects, lighting, editing, production and final production.

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	Provides students with the concepts of service learning to help community design and produce visual creations.	Cognitive
2	To improve the ability on reading visual works.	Affective
3	Adopt both theoretical and practical learning methods.	Psychomotor

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ADE	2578	Lecture, Discussion, Experience, Imitation	Study Assignments, Discussion(including classroom and online), Report(including oral and written)
2	ABC	3467	Lecture, Discussion, Experience, Imitation	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

3	BCD	1247	Lecture, Discussion, Experience, Imitation	Study Assignments, Discussion(including classroom and online), Report(including oral and written)
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Course Schedule

Week	Date	Course Contents	Note
1	113/02/19 ~ 113/02/25	Course introduction, Scoring criteria, Class rules	
2	113/02/26 ~ 113/03/03	Film production process and planning document understanding	
3	113/03/04 ~ 113/03/10	Script Outline, Script Writing	
4	113/03/11 ~ 113/03/17	Grouping, Discussion and writing of script outline	
5	113/03/18 ~ 113/03/24	Discussion and writing of segmented outline of script	
6	113/03/25 ~ 113/03/31	Script writing completed and plan written	
7	113/04/01 ~ 113/04/07	Script completion discussion and plan revision	
8	113/04/08 ~ 113/04/14	Plan report	
9	113/04/15 ~ 113/04/21	Midterm Exam Week	
10	113/04/22 ~ 113/04/28	Photography and lens movement	
11	113/04/29 ~ 113/05/05	Lighting arrangement, Art design	
12	113/05/06 ~ 113/05/12	Radio, Music, Sound Effects	
13	113/05/13 ~ 113/05/19	Actor, Makeup	
14	113/05/20 ~ 113/05/26	Editing, Special Effects	
15	113/05/27 ~ 113/06/02	Work review	
16	113/06/03 ~ 113/06/09	Work published	
17	113/06/10 ~ 113/06/16	Final Exam Week (Date:113/6/11-113/6/17)	
18	113/06/17 ~ 113/06/23	Flex week, learning activities should be arranged.	

Key capabilities	self-directed learning Information Technology Humanistic Caring

Interdisciplinary	<p>STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)</p> <p>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</p>
Distinctive teaching	<p>Project implementation course</p> <p>Collaborative teaching (multiple teachers and business teachers in the school) course</p>
Course Content	<p>Computer programming or Computer language (students have hands-on experience in related projects)</p> <p>Gender Equality Education</p> <p>Sustainability issue</p>
Requirement	
Textbooks and Teaching Materials	<p>Self-made teaching materials:Textbooks, Handouts, Videos</p>
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>