

國立勤益科技大學 109 學年度文化創意事業系碩士班學分計畫表  
National Chin-Yi University of Technology  
Curriculum Planning of 2020 Master's Degree in Department of Cultural and Creative Industries

109.4.15 文化創意事業系 108 學年度第 2 學期第 2 次系課程會議通過  
108 年學年度第 2 學期第 1 次院課程會議審議通過  
109.5.28. 校課程委員會議及 109.6.11. 教務會議審議通過

科目	Subjects	上學期 First Semester		下學期 Second Semester	
		學分 Credits	學時 Hour	學分 Credits	學時 Hour
<b>必修科目(9 學分) Required Courses (9credits hours)</b>					
<b>第一學年 First Year</b>					
研究方法	Research Methods	3	3		
<b>第二學年 Second Year</b>					
論文	Papers	3	3		
論文	Papers			3	3
<b>專業選修科目 Department Required Courses</b>					
<b>文創設計領域選修 Electives for Cultural and Creative Design</b>					
鄉土語言與文創產品開發	Local Language and Products Development of Cultural Creativity	3	3		
文創商品設計方法研究	Studies of Creative Industrial Designing Methods	3	3		
傳統與時尚文化比較研究	Comparative Traditional and Contemporary Culture Studies	3	3		
設計研究導論	Introduction to Design Research	3	3		
台灣美術專題研究	Researching of Taiwan Fine Arts	3	3		
設計思潮研究	Design Trend	3	3		
原創影音應用	Original Audio & Video Application			3	3
經典文化與文創產品開發	Classical Culture and Cultural Creative Product Development			3	3
文創產品商展規劃研究	Commercial Exhibition Study			3	3
文創產品開發實務研究	The Reasearch of Creative Industries Product Innovate Practice			3	3
視覺認知心理研究	Visual Cognitive Psychology			3	3
設計實務研究	Design Case Analysis			3	3
中國美術史專題研究	Researching of Chinese Fine Arts			3	3
<b>文創行銷領域選修 Electives for Cultural and Creative Marketing</b>					
文創生產與消費心理分析研究	Cultural and Creative Production, and Psychological Analysis of Consumer	3	3		
文化品牌研究	Cultural Brand Research	3	3		
文創產品經營管理實務研究	Operations Administration of Culture Creativity Products	3	3		
文創資源整合研究	Cultural and Creative Resource Integrate Studies	3	3		
繪本與動漫產業研究	Picture Book and Animation Industry Research	3	3		
文創產品行銷研究	Marketing Research of Cultural and Creative Products			3	3
文創案例分析研究	The Researching and Analyzing of Cultural and Creative Cases			3	3
動態文創企劃實務研究	Dynamical Creative Activities Planning and Researching			3	3
文創產業發展與經營	The Development and Management of Creative and Cultural Industry			3	3
民間信仰與文創產業	Folk belief and Cultural Creative Industries			3	3
文創事業電子商務研究	E-Commerce Studies of Creative and Cultural Industry			3	3

備註 Note :

一、畢業至少應修 33 學分：必修 9 學分(含論文 6 學分、研究方法 3 學分)，選修 24 學分(專業選修至少 24 學分)。(選修課不分年級修課)。

Before graduation, each student should complete at least 33 credits, includes 9 required credits (Thesis 6 credits and Research Methods 3 credits) and 24 elective credits (at least 24 credits should be completed in department elective courses). (Elective courses are available for students of all years.)

二、學生於畢業前須修過「學術研究倫理教育課程」必修 0 學分(6 小時)課程。

Before graduation, each student should complete Academic Research Ethics Education Course, which is 6 hours required course with 0 credit.

三、研究生於畢業前應以第一作者名義於論文學位口試前在具審查機制之國內或國外期刊刊登 1 篇學術論文、或獲得全國性競賽佳作以上一次、或以第一作者名義於具審查機制之研討會公開發表 1 篇論文或在校內或校外公開個人展演一次。

Before graduation, graduates are required to fulfill one of the below academic achievements:

1. Before the degree thesis oral examination, an academic paper should be published in the name of the first author in a domestic or foreign journal with a review mechanism.

2. Place 3<sup>rd</sup> or better in a national competition at least once.

3. Publish a paper in the name of the first author at a seminar with a review mechanism.
4. Hold a public personal exhibition or performance once on or off campus.