

銘傳大學傳播學院「新媒體創意內容學分學程實施細則」

Ming Chuan University School of Communication Enforcement Rules for New Media Creative Content Focused Course Program

103 年 5 月 15 日教務會議通過

103 年 4 月 21 日院務會議通過

103 年 4 月 10 日系務會議通過

105 年 3 月 7 日系務會議修正通過

105 年 3 月 28 日院務會議修正通過

105 年 5 月 12 日教務會議修正通過

Passed at Department Affairs Committee Meeting on April 10, 2014

Passed at School affairs Committee Meeting on April 21, 2014

Passed at Academic Affairs Committee Meeting on May 15, 2014

Revised and Passed at Department Affairs Committee Meeting on March 7, 2016

Revised and Passed at School affairs Committee Meeting on March 28, 2016

Revised and Passed at Academic Affairs Committee Meeting on May 12, 2016

- 一、本院為培養具有新媒體內容創新應用增值能力之人才，依據「銘傳大學跨院系所學分學程設置辦法」訂定「新媒體創意內容學分學程」實施細則(以下簡稱本細則)。

In accordance with Ming Chuan University Procedures for Establishing Inter-school and Inter-department Focused Course Programs, the Enforcement Rules for New Media Creative Content Focused Course Program (hereinafter called this program) were established to cultivate talents equipped with new media creative and application abilities.

- 二、本學程由本院相關學系教師 3 至 5 人組成學程委員會，由委員互推一人擔任召集人，學程委員會負責學程課程規劃。

The program committee of this program consists of 3 to 5 members from among faculty members of relevant departments under the School of Communication. One member shall be elected as the convener by and from the entire membership of the committee. Program committee conducts the planning of program courses.

三、本學程業務承辦單位為本院新媒體暨傳播管理學系。

The responsible unit for this program is Department of New Media and Communication Administration of the School of Communication.

四、本學程應修科目學分表應經各級課程委員會及教務會議審核通過，校長核定後實施。

The required credit list should be reviewed and passed by curriculum committees of all levels and the Academic Affairs Committee, and implemented after being approved by the president.

五、本校大學部學生應透過本校網路學生事務系統申請，經核可後成為本學程學員。

All undergraduate students of Ming Chuan University can apply for this program through MCU Student Information System and be admitted upon approval.

六、修讀本學程之學生應修讀完成至少 20 學分課程，其中至少應有 6 學分不屬於原學系、組、學位學程及輔系之科目。完成前述學分者，經審核無誤並報請校長核准後，由學校發給學分學程證明書。

Students must complete 20 credit hours. Among them, at least 6 credits shall come from the outside of the departments of the student's major and minor. After the completed credits are reviewed, then approved by the president, the certificate will be issued by the university.

七、修讀本學程學生，已符合原學系畢業資格但尚未修滿學程規定之科目與學分者，除修習教育學程得依「大學設立師資培育中心辦法」規定申請延長修業年限外，修習其他學分學程者仍依大學法等規定，不得延長其修業年限。

With the exception of students in the Teacher Education Program who are eligible to extend their study period in accordance with regulations outlined in Procedures for Establishing Teacher Education Centers, if students taking the program related to these Rules meet the requirements for graduation in their

original department or graduate program but have not completed the credits required for the program, they are limited by regulations outlined in University Law and may not extend the number of years required for graduation.

- 八、本院依本校相關法規定期評估本學程實施結果，其評估標準包含學生申請數、取得證書數及學生滿意度等；並得依其評估結果修正或終止本學程。

The Program will be reviewed periodically by School of Communication, including the number of applicants, certificates obtained, and students' satisfaction levels. Revision or termination of programs should be made according to the assessment results.

- 九、本細則未規定事宜，悉依本校學則及有關法令規定辦理。

Matters not covered in these Rules will be dealt with in accordance with the General Provisions for Study which have been established at this institution, and other relevant regulations.

- 十、本細則經系、院務會議及教務會議通過，報請校長核定後公告實施，修正時亦同。

Upon being passed at Department Affairs Committee Meeting, School Affairs Committee Meeting and Academic Affairs Committee Meeting and approved by the president, these enforcement rules were announced and implemented. Any revision must follow the same procedures.

****In the event of any inconsistency or discrepancy between the Chinese and other language versions of this document, the Chinese version shall prevail.****

銘傳大學新媒體暨傳播管理學系『新媒體創意內容學程』課程架構表

Ming Chuan University Department of New Media and
Communication Administration

New Media Creative Content Focused Course Program Curriculum

課程類型 Course Type	課程名稱 Course Name	學分數 Credits	備註 Remarks
必修 Required	多媒體基本應用 Basic Multimedia Technology Application	2	新傳系 New Media and Communication Management、新聞系 Journalism、廣銷系 Advertising and Strategic Marketing、廣電系 Radio and TV
必修 Required	多媒體進階應用 Advanced Multimedia Technology Application	2	新傳系 New Media and Communication Management、新聞系 Journalism、廣銷系 Advertising and Strategic Marketing、廣電系 Radio and TV
必修 Required	視覺傳播 Visual Communication	2	新傳系 New Media and Communication Management、新聞系 Journalism、廣銷系 Advertising and Strategic Marketing、廣電系 Radio and TV
必修 Required	數位特效製作 Digital Production	2	新傳系 New Media and Communication Management、新聞系 Journalism、廣銷

			系 Advertising and Strategic Marketing、 廣電系 Radio and TV
選修 Elective	資訊科技:辦公室應用 Applied Information Technology: Office Software	2	新傳系 New Media and Communication Management、新聞系 Journalism、廣銷 系 Advertising and Strategic marketing、 廣電系 Radio and TV
選修 Elective	資訊科技:資料處理 Applied Information Technology: Data Processing	2	新傳系 New Media and Communication Management、新聞系 Journalism、廣銷 系 Advertising and Strategic Marketing、 廣電系 Radio and TV
選修 Elective	電腦繪圖 Computer Graphics	2	新傳系 New Media and Communication Management 廣銷系 Advertising and Strategic Marketing
選修 Elective	2D 動畫 2D Animation	2	新傳系 New Media and Communication Management、廣電系 Radio and TV
選修 Elective	3D 繪圖 3D Object Design	2	新傳系 New Media and Communication Management、廣電系 Radio and TV
選修 Elective	3D 動畫設計 3D Animation Design	2	新傳系 New Media and Communication Management、廣電系 Radio and TV

選修 Elective	網頁設計 Webpage Design	2	新傳系 New Media and Communication Management、廣銷系 Advertising and Strategic marketing
選修 Elective	造型角色設計 Animation Modeling Design	2	新傳系 New Media and Communication Management
選修 Elective	互動程式設計 Interactive Programming	2	新傳系 New Media and Communication Management
選修 Elective	新媒體頻道策展 New Media Program Curation	2	新傳系 New Media and Communication Management
選修 Elective	電視剪接 Video Editing Techniques	2	廣電系 Radio and TV
選修 Elective	電視攝影 Video Filming Techniques	2	廣電系 Radio and TV
選修 Elective	場景與燈光 Scene and Lighting	2	廣電系 Radio and TV
選修 Elective	網路媒體企劃與製作 Internet Media Design and Production	2	新聞系 Journalism
選修 Elective	廣告影片企劃與製作 Advertising Design and Production	2	廣銷系 Advertising and Strategic Marketing

選修 Elective	數位設計概論 Introduction to Digital Media Design	2	數位媒體設計學系 Digital Media Design
選修 Elective	色彩學 Color Theory	3	數位媒體設計學系 Digital Media Design
選修 Elective	遊戲創作概論 Introduction to Game Design	2	數位媒體設計學系 Digital Media Design
選修 Elective	數位美學 Digital Aesthetics	2	數位媒體設計學系 Digital Media Design
<p>備註：修讀本學程之學生應修讀完成至少 20 學分課程，其中必修 8 學分、選修 12 學分，且至少應有 6 學分不屬於學生原學系、組、學位學程及輔系之科目。</p> <p>Note: Students must complete 20 credit hours, among which, 8 are required courses and 12 are elective credits; at least 6 credits shall come from the outside of the departments of the student's major and minor.</p>			