

[重新查詢](#)[友善列印](#)**0981學期 課程基本資料**

系所 / 年級	資傳系 4年級	課號 / 班別	63U00104 / A
學分數	3學分	選 / 必修	選修
科目中文名稱	數位娛樂設計	科目英文名稱	Digital Entertainment Design
主要授課老師	林寬裕	開課期間	一學年之上學期
人數上限	42 人	已選人數	20人

起始週 / 結束週 / 上課地點 / 上課時間

第1週 / 第18週 / H313 / 星期4第05節
第1週 / 第18週 / H313 / 星期4第06節
第1週 / 第18週 / H313 / 星期4第07節

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教學綱要

The purpose of this course is to introduce the students to the theory, purposes, and methods of digital content design and creation. Having successfully completed the course, students will have the following benefits. • This course provides students with an overall look at the digital content creation business, especially its importance in today's knowledge economy. Government incentives provided by such countries as Taiwan, Korea, United States, and the European Union will be introduced. • This course will equip students with fundamental knowledge to assess the quality of digital content. Students will be able to describe the benchmarks that are normally used in evaluating digital content. • Students will be able to differentiate the design difference between information-oriented and entertainment-oriented digital content. • Students will get hands-on experiences on applicable technologies to support specific goals of digital content. • Students will also be able to identify special users' needs and adopt appropriate design elements accordingly to address those needs. • Students will be able to make informed decisions pertaining to the selection and use of multimedia. • Students will learn project management skills that are necessary to manage digital assets. • Students will be able to identify different roles on a typical digital content team.

一、教學目標(Objective)**二、先修科目(Pre Course)**

None

三、教材內容(Outline)

We will begin with an overview on knowledge economy, emphasizing why digital content and its creation are vital in today's environment, and end with a team project to create an entertainment/learning package. Four major components will be included in this course: (1) audience identification, (2) essential technologies in creating digital content, (3) design principles, and (4) project management.

四、教學方式(Teaching Method)

Class discussions are essential if students want to achieve better-than-average grades. Students are encouraged to offer their thoughts, experiences, observations, and questions. The instructor firmly believe that students' learning outcomes will be enhanced through such classroom communications. In addition to discussion, legacy teaching methods are also employed including lectures, demonstrations, presentations, and project team work.

Kahney, L. (2009). Inside Steve's brain (Expanded ed.). New York: Portfolio.

Heckel, P. (1984). The elements of friendly software design. New York: Warner Books.

五、參考書
目(Reference)

United States. Dept. of Health and Human Services., & United States. General Services Administration. (2006). Research-based web design & usability guidelines (2 ed.). Washington, DC: U.S. Dept. of Health and Human Services: U.S. General Services Administration.

Jarvinen, A., Helio, S., & Mayra, F. (2002). Communication and community in digital entertainment services. University of Tampere.

六、教學進
度(Syllabi)

七、評量方
式(Evaluation)

A. Book Report, 15 points – Due Thursday October 22 (in class) B. Design Analysis, 20 points – Due Thursday December 3 (in class) C. Group Project, 40 points – Due either Thursdays on December 31 or on January 7 D. Final Exam, 15 points – Due Thursday January 14 E. Class Participation, 10 points

八、講義位
址(http://)

九、教育目標

重新查詢