

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	文化創意產業經營與管理	Serial No. / ID	3061 / VDD4036
Dept.	視覺傳達設計學系	School System / Class	大學日間部4年1班
Lecturer	陳朝興	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)ABC / G509	Language	Chinese

Introduction
<p>The propose of this course, Cultural Creative-Industry and Its Management, is to review and critically discuss the management and practice on cultural industry and their related theories as they apply to understanding and c r e a t e i n g good skill. We will examine both acrual practices and literaure reviezs. We will also examine paticular theories and general classes of theories. This course is about management skill of cultural industry and related theories. It includes the content and development history of cultural c r e a t e i v e - i n d u s t r y .</p>

Outline
<ol style="list-style-type: none"> 1.Introduce 2.What is the Cultural Creative-Industry? What is the difference from Design-Industry? 3.Cultural Creative-Industry and Aesthetics of relating 4.Re-production of culture 5.Globalization and localization in the Cultural Industry 6.Aesthetics of relating and c r e a t e i v e city 7.Asia crative and nation 8.Japaness Cultural Industry ' s strategies and new Tokyo aesthetic economy 9.Cultural Creative-Industry visiting (1) 10.Work shop(1) 11.Spanish culture policy 12.Made in Germay 13.Cultural Creative-Industry visiting (2) 14.Culture power in the globalization 15.Globalization and localization in Taiwan ' s contemporary culture 16.Conservation and c r e a t e i v e city 17.Cultural patrimony and c r e a t e i v e re-production 18.Work shop(2)

Prerequisite
Non.