

# 102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	文創產業數位媒體導論	Serial No. / ID	2537 / CCF1002
Dept.	文創產業國際人才學士學位學	School System / Class	大學日間部1年1班
Lecturer	程淑芳	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(二)7 / J415-1(四)56 / J415-1	Language	Chinese

Introduction
Digital media are ubiquitous. They are the tools with which we communicate, the sources from which we derive information, the instruments that uphold so much of our culture. As such, they elude definition. By observing the history, technology, economy, politics and metaphysics of digital media, this course will attempt to provide a theoretical framework from within which to address the subject critically, drawing from inspiration on a wide variety of sources, from the ancient Greeks to the modern geeks. To introduce students to some of the fundamental practice-led research and creative design principles, processes, skills and media production techniques required for use within and across a variety of digital media formats.

Outline
Students begin to research social issues and develop the skills to employ the communicative and creative possibilities of graphics, still images, and the Web. The course will introduce you to some of the key conceptual, technical and craft issues related to digital media production, and give you the opportunity to create a media production based on the research that you undertake about your chosen social issue.

Prerequisite
Intermediate English Skills