

## 102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	世界文化暨創意產業導論	Serial No. / ID	2538 / CCF1001
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	程智惠	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(五)567 / J423	Language	English

Introduction
<p>‘ Creative industries ’ is a quite recent category in academic, policy and industry discourse. It can claim to capture significant ‘ new economy ’ enterprise dynamics that such terms as ‘ the arts, ’ ‘ media ’ and ‘ cultural industries ’ do not. An early recognition of the distinct contribution of the c r e a t i v e industries came in the Creative Industries Task Force Mapping Document (CITF (1998) 2001) in the UK. This course defined c r e a t i v e industries as ‘ activities which have their origin in individual c r e a t e i v i t y, skill and talent and which have the potential for wealth and job c r e a t e i o n through generation and exploitation of intellectual property. ’</p>

Outline
<p>The course include topics on Advertising, Architecture, Arts and Antique Markets, Crafts, Design, Designer Fashion, Film, Interactive Leisure Software, Music, Television and Radio, Performing Arts, Publishing and Software. This eclectic list includes the resolutely analogue (arts, crafts, antiques, architecture), established commercial business sectors (TV, radio, film) as well as all-digital new economy sectors (software, interactive leisure software).</p>

Prerequisite
Intermediate English Skills