

# 102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	廣告視覺整合設計	Serial No. / ID	3023 / VDD3092
Dept.	視覺傳達設計學系	School System / Class	大學日間部3年2班
Lecturer	鄧婉玲	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(二)12 / G402 (二)34 / G402	Language	Chinese

## Introduction

Knows the advertisement. And study that how to to makes the effective advertisement from an idea

## Outline

Customer demand - - The c r e a t e i v i t y sends thought - - Advertisement business planning -  
- Advertisement strategy - - Advertisement execution

## Prerequisite

Basic video production