

## 102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	廣告影片製作	Serial No. / ID	2920 / VDD4007
Dept.	視覺傳達設計學系	School System / Class	大學日間部3年2班
Lecturer	林志昌	Full or Part-time	兼任
Required / Credit	Optinal / 2	Graduate Class	No
Time / Place	(三)56 / G508	Language	Chinese

### Introduction

So that students can understand the making of the movie and started video c r e a t e ion, but also closer to understanding the ad film industry.Establish student diversity appreciation of the film ' s point of view and attitude produced.

### Outline

Discuss the analysis of television advertising movie film production courses.From advertising video marketing strategy, to enable students to participate in classroom discussions do this lesson of focus and understanding of the process and mode of operation of the industry practice, most of the time we will discuss the film works and analysis of film production shooting skills, compare the similarities and differences of the film and increase students ' visual concept.

### Prerequisite

Need to have the operation of the camcorder, shooting ability and the ability of post-production editing.