

## 97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	視覺傳達設計(一)	Serial No. / ID	2485 / VDD3003
Dept.	視覺傳達設計學系	School System / Class	大學日間部3年1班
Lecturer	廖偉民	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	NO
Time / Place	(二)1234 / 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