

99-1 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 廣告視覺整合設計 | Serial No. / ID | 2467 / VDD3092 |
| Dept. | 視覺傳達設計學系 | School System / Class | 大學日間部3年1班 |
| Lecturer | 黃銘正 | 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