

# 應用藝術研究所碩士班

112 學年度(112.12 修訂)

最低修業年限	一年
應修學分數	28 學分
應修（應選）課程及符合畢業資格之修課相關規定	<p>本所分為設計、藝術跨域兩組，應修課程：</p> <ol style="list-style-type: none"> <li>1. 「藝術與設計專題研討」（每學期 1 學分），必修滿 3 學分。至多以 3 學分為限。</li> <li>2. 「設計個別研究」必修 3 學分。至多以 6 學分為限。</li> <li>3. 至少應修滿本所六門課程(不含「藝術與設計專題研討」、「設計個別研究」)。</li> <li>4. 至少應修滿各組學生所屬組別開設之課程五門。</li> <li>5. 至少需要跨組修一門課。</li> <li>6. <u>以論文寫作為畢業要件者</u>，至少<u>必修</u>研究方法相關課程一門。</li> <li>7. 以藝術創作為畢業要件者，至少必修設計與藝術創作實務相關之課程二門。</li> </ol> <p>上述規定均需與指導教授確認；惟尚未選定指導教授時，得暫由所長輔導選課。</p>

## Institute of Applied Arts, Masters Degree

2023 Academic Year

Mini.Period of Study	One Year
Total required credits	28 credits
Regulations	<p>Our Institute has two groups including Design, Transdisciplinary Art. Compulsory courses are as follows:</p> <ol style="list-style-type: none"> <li>1. Course “Seminar on Arts and Design” provides 1 credit each semester. Students should take a minimum of 3 credits. <u>Maximum of 3 credits.</u></li> <li>2. The “Independent Study on Design” course provides 3 credits. Maximum 6 credits during your study.</li> <li>3. Students should take at least 6 courses from the Institute of Applied Arts during their study. The compulsory “Seminar on Arts and Design”, “Independent Study on Design” courses are not included within the 6 required courses.</li> <li>4. Each student has to take at least one course offered by the other two groups.</li> <li>5. Students should take a minimum of 5 courses from each pathway.</li> <li>6. <u>Students who take thesis writing as graduation requirement must take at least one course related to research methods.</u></li> <li>7. Students who take art creation <u>as</u> graduation requirement must take at least two courses related to design and art creation practice.</li> </ol> <p>The above requirements must be confirmed with the thesis advisor. If the thesis advisor has not yet been selected, the director guides to selecting the courses temporarily.</p>

# 應用藝術研究所博士班

112 學年度

最低修業年限	三年
應修學分數	24 學分(含 4 學分藝術與設計專題研討) 傳播科技組：33 學分(含 4 學分藝術與設計專題研討)，傳播所課程至少 21 學分(不含藝術與設計專題研討)
逕博應修學分數	50 學分(含碩士班所修課程學分)，本所課程至少 30 學分，傳播科技組為傳播所課程至少 21 學分，均不含藝術與設計專題研討
應修(應選)課程及符合畢業資格之修課相關規定	<p>必修課程：藝術與設計專題研討(1 學分，須修滿 4 學分)。</p> <p>傳播科技組</p> <ol style="list-style-type: none"> <li>1. 必修課程(3 門，共計 10 學分)             <ol style="list-style-type: none"> <li>1.1 傳播理論</li> <li>1.2 藝術與設計專題研討(1 學分，須修滿 4 學分)</li> <li>1.3 傳播研究方法: 量化取向、傳播研究方法: 質化取向(二擇一)</li> </ol> </li> <li>2. 選修課程(以下課程選 4 門，共計 12 學分)             <ol style="list-style-type: none"> <li>A. 新媒體與行銷傳播領域：                 <ol style="list-style-type: none"> <li>a. 傳播媒體、品牌與行銷</li> <li>b. 公共關係與危機傳播</li> <li>c. 環境與健康傳播</li> <li>d. 網路與新媒體行銷</li> <li>e. 娛樂媒介與故事行銷</li> <li>f. 其它經本所課程委員會決議為本領域之課程</li> </ol> </li> <li>B. 新媒體與使用者經驗領域：                 <ol style="list-style-type: none"> <li>a. 多媒體人機互動概論</li> <li>b. 使用者經驗設計研究</li> <li>c. 網路空間與社群</li> <li>d. 媒體文化專題</li> <li>e. 傳播與認知心理學</li> <li>f. 虛擬實境暨擴增實境傳播研究</li> <li>g. 其它經本所課程委員會決議為本領域之課程</li> </ol> </li> </ol> </li> <li>3. 博士班研究生須在以上選修課程中選修四門，並於資格考第二科以前於以上兩領域中擇一領域為主修領域，且須修滿該領域三門課程。</li> <li>4. 其它選修課程(合計 11 學分)</li> </ol> <p>附註：碩士班逕行修讀博士學位學生，先修課程可列入畢業學分之計算。</p>
備註	研究生可抵免學分之總數，以應修畢業學分三分之一為限。

# MA Program of the Institute of Communication Studies

Academic Year 2023

Minimum Period of Study	3 years
Total required credits	24 Credits (4 credits of “Seminar on Arts and Design”) Communication and Technology Major 33 credits (including 4 credits of “Seminar on Arts and Design”). Students must fulfill a minimum of 21 course credits from the Institute of Communication Studies during their study.
Continuing PhD Students	50 credits, including credits taken during Master’s Degree study. In addition, students must fulfil a minimum of 30 course credits from the Institute of Applied Arts, during their study. Students of the Communication and Technology Major must fulfill a minimum of 21 course credits from the Institute of Communication Studies during their study.
Regulations of compulsory and elective courses	<p>Course “Seminar on Arts and Design” provides 1 credit each semester. Students should take a minimum of 4 credits.</p> <p>Students of the Communication and Technology Major :</p> <ol style="list-style-type: none"> <li>1. Compulsory Courses ( 3 courses, 10 credits in total) <ol style="list-style-type: none"> <li>1.1 Communication Theories</li> <li>1.2 Seminar on Arts and Design</li> <li>1.3 Comm Research Methods: Quantitative Approach / Comm Research Methods: Qualitative Approach (either one)</li> </ol> </li> <li>2. Elective Courses (4 courses, 12 credits in total) <ol style="list-style-type: none"> <li>A. New Media and Marketing Communication : <ol style="list-style-type: none"> <li>a. Communication Media, Branding &amp; Marketing</li> <li>b. Public Relations &amp; Crisis Communication</li> <li>c. Environmental &amp; Health Communication</li> <li>d. Internet and New Media Marketing</li> <li>e. Entertainment Media and Storytelling Marketing</li> <li>f. Courses that are approved by the curriculum committee</li> </ol> </li> <li>B. New Media and User Experience : <ol style="list-style-type: none"> <li>a. Introduction to Human-computer Interaction Design</li> <li>b. User Experience <u>Design Research</u></li> <li>c. Community in Cyberspace</li> <li>d. Special Topics in Media Culture</li> <li>e. Communication and Cognitive Psychology</li> <li>f. Virtual/Augmented Reality Communication Research</li> <li>g. Courses that are approved by the curriculum committee</li> </ol> </li> </ol> </li> <li>3. Ph.D. students are required to select one track (A or B) as the subject for comprehensive examination. Before taking this exam, they are required to take at least three courses from this selected program.</li> <li>4. Other Elective Courses ( 11 credits)</li> </ol> <p>Note: Compulsory Courses taken by continuing PhD students can transfer these credits to course requirements.</p>
Notes	The maximum credits that can be transferred from Masters’ degree courses is 1/3 of total Ph.D. required credits.