### 992 Course Description (Spring Semester 2011)

| 課程名稱 | 創意產業英文  
<table>
<thead>
<tr>
<th>Course Title</th>
<th>English for Creative Industries</th>
</tr>
</thead>
</table>
| 授課教師  
Lecturer | 施偉銘 weimmingteaching@gmail.com (修齊大樓5F，26501室)  
Wei-Ming, SHIH |
| 開課班級 Class  
（科目碼-分班碼） | 以下各班「雙數週」皆在修齊大樓1F 26104 語言教室上課。  
A123700-36 週三 第7+8節（單數週：7302 唯農大樓）  
A123700-42 週四 第1+2節（單數週：7211 唯農大樓）  
A123700-55 週五 第5+6節（單數週：61103 工管系館） |
| 必 (選) 修  
Required/Elective | 必修 This is a required sophomore course. |
| 學分數 Credit | 一學分 1 credit |
| 先修科目  
Prerequisite Course(s) | 無 |
| 教學內容及進度  
Course Description | Visual Arts, Music & Performing Arts, Performance Facilities, Crafts, Television & Radio, Film, Architecture Design, Digital Content, etc. For in-depth immersion in the above realms, a maximum of 3 aspects of the vast creative industries will be selected for observation due to time limit. Through discussions and student’s first-hand experience input, this course aims to bring the students’ attention to various scopes of the creative industries. A group presentation is required to evaluate students’ speaking/organizational abilities, and course materials are not limited to textbooks. A fixed-syllabus is not provided as the industries are constantly evolving and churning out new materials.  
At least these two areas will be covered: Arts; Music. |
| 授課方式  
Teaching Approaches | Lecture, Discussion, Presentation, Field trip (when applicable) |
| 成績考核  
Grading Criteria | 1. Paper-based Midterm Exam 25%  
2. Presentation-based Final Exam 25%  
3. Quizzes 10%  
4. Self-study 5%  
5. Class Attendance 15%  
6. Activeness 5% (volunteer to answer questions, etc)  
7. Assignment 10%  
8. Class Materials Readiness 5% |
| 教材課本  
Textbooks | 1. Handouts developed by the NCKU ESP Project.  
2. Supplementary materials at [http://moodle.ncku.edu.tw](http://moodle.ncku.edu.tw) |
| 參考書目  
References | Please see Remarks below. |

Updated: February 18, 2011
### Remarks

Before each class, students are expected to download materials from Moodle e-learning system [http://moodle.ncku.edu.tw](http://moodle.ncku.edu.tw)

1. Students **MUST** set their Moodle email to their **primary address** after the first class. Announcements will be sent via Moodle.
2. **Attendance** and **punctuality** (15%) is highly valued. If the teacher can be on time, so can the students. One count of absence is -1%; coming 15min late to a class is -0.5%. Roll calls will be carried out.
3. Assignments (10%) should be handed in **on time**. A 10% deduction will be made for late submissions.
4. **Activeness** (5%) means volunteering to answer questions. Students can earn percentage points based on the number of times they do so in class. Calculation rules apply.
5. Students will be divided into groups of 4 for a final presentation (25%) for 12 minutes.

### Contact

光復校區 修齋大樓五樓 26501研究室・分機 52239。
Room 26501 (5F), Xiuqi Hall, Guangfu Campus. Ext # 52239

Email & Facebook: [weimingteaching@gmail.com](mailto:weimingteaching@gmail.com)

### Website


### Footnotes

1. 根據2008年7月21日第十六次成應計畫會議決議，大一、二英文任課教師應將學生參與自學活動情形，納入學期成績計算，以佔總分5%為準。

   學生自學項目如下：
   a. 成應影片欣賞、英語角、學界演講，電子報投稿，語言中心多媒體中心自學等，學生需參加以上活動，各活動點數計算依照英語學習護照之規定，達10分，即可獲得5%自學項目學期成績。
   b. 投稿成功刊登於電子報者給予自學積分2分

Updated: February 18, 2011