

國立臺北商業大學【二專日間部】商業設計管理系（文化創意IP品牌設計專班）課程科目表（115學年度入學新生適用）

Course List for Associate of Design (A.D.)- 2Years Junior College Program, Department of Commercial Design and Management,
School of Innovative Design and Management, National Taipei University of Business

(Applicable to Students Admitted in Fall, 2026)

科目類別 Category	科目名稱 Course Title			學分數 Credit	時數 Hour	授課時數 Contact Hour								備註
						第一學年 Yr 1				第二學年 Yr 2				
						上Fall		下Spring		上Fall		下Spring		
						授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	
通識科目 (一般科目) Liberal Arts (Compulsory)	基礎必修 (語文思辯) Basic Required Courses (Languages)	國文領域 Chinese	國文(一) Chinese(1)	2	2	2							依年級規定修課，惟屬學期課程，學期開設時間依通識中心實際排課為準。 Each course must be taken in the designated semester, which is subject to the actual arrangement of the General Education Center.	
			國文(二) Chinese(2)	2	2		2							
		英文領域 English	英文(一) English(I)	2	2	2								
			英文(二) English(II)	2	2			2						
	核心必修(公民涵養) Core Required Courses (Civic Literacy)	公民意識 領域 Citizenship	依通識公告及實際開課為準 Courses offerings are subject to change due to further approval by the General Education Center. Please refer to "Course Schedule" announced at the General Education Center.	2	2					2				依年級規定修課，惟學期課程，依通識中心實際排課為準。且每一領域至少需修習2學分。 Each field/domain must be taken in the designated semester, which is subject to the actual arrangement of the General Education Center. At least two credits are required for each field/domain.
		永續發展 領域 Sustainable Development		2	2				2					
生活美學 領域 Aesthetics			2	2						2				
	全民國防教育軍事訓練(選修) National Defense Education Military Training (Elective)			(8)	(8)	(2)		(2)		(2)		選修(不計入畢業最低總學分數) Elective courses (Not included in the minimum graduation requirement.) 實際開課學期，依軍訓室實際排課為準。 The semester of courses is subject to the actual arrangement of the Military Education Office.		
	合計// Subtotal			14	14	4	0	4	0	4	0	2	0	
專業必修 Core Course (Compulsory)	服務學習 SERVICE LEARNING			(2)	(2)	(2)	(2)						備註 1 Remark 1	
	基本設計 FUNDAMENTALS OF DESIGN			3	3	3								
	電腦繪圖 COMPUTER GRAPHICS			3	3	3								
	基礎素描 BASIC SKETCH			3	3	3								
	設計概論 INTRODUCTION TO DESIGN			2	2	2								
	動漫概論 INTRODUCTION TO ANIMATION AND MANGA			2	2	2								
	文創分析與設計 CULTURAL AND CREATIVE INDUSTRY: ANALYSIS AND DESIGN			2	2			2						
	色彩計畫 COLOR PLANNING			3	3			3						
	設計思考 DESIGN THINKING			3	3			3						
	應用透視 APPLIED PERSPECTIVE DRAWING			3	3			3						
	基礎攝影 BASIC PHOTOGRAPHY			3	3				3					
	品牌定位與行銷 BRAND POSITIONING AND MARKETING			3	3				3					
	基礎程式設計 INTRODUCTION TO PROGRAMMING			3	3				3					
	職場倫理 CAREER ETHICS			2	2						2			
	專題製作 SPECIAL TOPIC			3	3						3			
		合計// Subtotal			38	38	13	0	11	0	9	0		5
必修合計 Subtotal, Compulsory (至少應修 Minimum of Electives Required)				52	52	17	0	15	0	13	0	7	0	

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				第一學年Yr 1				第二學年Yr 2					
				上Fall		下Spring		上Fall		下Spring			
				授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice		
專業選修 Elective	人體動態速寫 FIGURE GESTURE DRAWING	2	2	2									
	平面動畫 2D ANIMATION	2	2	2									
	概念美術設計 CONCEPT ART DESIGN	3	3	3									
	角色造形設計 CHARACTER DESING	3	3			3							
	進階平面動畫 ADVANCED 2D ANIMATION	3	3			3							
	視覺心理學 VISUAL PSYCHOLOGY	3	3			3							
	腳本繪製 STORYBOARDING	3	3			3							
	立體造型設計 THREE-DIMENSIONAL SHAPE DESIGN	3	3					3					
	插畫與繪本設計 PICTURE BOOK ILLUSTRATIONG AND DESIGN	3	3					3					
	AI圖像生成及應用 AI IMAGE GENERATION AND APPLICATIONS	3	3					3					
	行銷策略規劃 STRATEGIC MARKETING PLANNING	3	3					3					
	資訊視覺化設計 INFOGRAPHIC DESIGN	3	3							3			
	品牌識別系統設計 BRAND IDENTITY SYSTEM DESIGN	3	3							3			
	獨立工作室劃與設計 POANNING AND MANAGEMENT	3	3							3			
	IP開發與管理 INTELLECTUAL PROPERTY DEVELOPMENT AND MANAGEMENT	3	3							3			
	合計// Subtotal		43	43	7	0	12	0	12	0	12	0	
選修合計 Subtotal, Elective (至少應修 Minimum of Electives Required)		28	28										
畢業最低總學分數80 (專業選修至少應修28學分) Total Number of Required Credits : 80 (Minimum of Electives Reqruid: 28 Credits)													

備註1:依「本校服務學習課程實施要點」規定：自99學年度起入學之日間部學生，應於畢業前至少修習一門「服務學習課程」始得畢業，相關規定請詳閱該要點。

Remark1: Students are required to take service learning before graduation and obtain the graduation qualification. Please refer to the requirement of the university.

備註2:依本校「學術倫理教育課程實施要點」規定：自107學年度起入學之大學部、專科部學生須完成「臺灣學術倫理教育資源中心」之「學術倫理教育」全部核心單元並通過總測驗，或修習其他管道之學術倫理教育課程6小時以上且持有修課證明者始得畢業。

Remark2: Students are required to take a course of academic ethics before graduation. Please refer to the requirement of the university.

備註3:113學年度起入學之學生須依本校「學生資訊能力檢核辦法」規定，應於畢業前達成辦法內擇一資訊能力檢核認定項目，始得畢業。

Remark3: Students must comply with the provisions of the school's "Student Information Ability Assessment Measures" and must complete one of the information competency assessment and certification items in the regulations before graduation in order to graduate.

備註4：技高預修課程或選修課程，最高可採計或抵免二專4學分。

Remark4: Vocational senior high school pre-college courses or elective courses may be counted toward, or used to waive, up to 4 credits in the two-year college program.