

## 8. Creative and Cultural Industry

---

**Dates:** Jul. 6 – 15, 2021

**Credits:** 3

**Language:** English

**Delivery:** Blended online – synchronous and asynchronous

**Total Hours:** 54

**Tuition Fees:** USD 300 (Online)

**\*Tuition waiver for AU partner universities**

Welcome to Asia University (AU) in Taichung city, Taiwan. AU is one of the world's premier institutions. This Creative and Cultural Industry summer program provides you with a superb opportunity to grow as a scholar and an individual. If you are an international student who is currently enrolled in either an accredited college or university, you are then eligible to enroll in this summer program, which is designed to challenge you academically and to increase your cultural and social abilities. By attending this summer program, you are guaranteed to have a truly rewarding learning experience.

### About the Program

Summer is the time to know new places, make new friends, tackle new challenges, and discover something new about yourself. Asia University provides just what you need and we offer ways to reinvent yourself as a designer. This two-week intensive online course is made up of online instruction and project-based activity in one of the most popular subjects in Taiwan-- "Creative and Cultural Industry". The course covers Digital Media Design, Taiwanese Culture and Creative and Contemporary Art and Design, etc. This online study program will surely become a once in-a-life-time experience for you. So, why not just give it a try, as it is designed to transform your life.



## The Program Features

In this program, you will attend classes for six hours a day. Our curriculum is planned for learning creative and cultural industry knowledge by experience. You can work on your own creative and cultural industry product or project individually or in group with classmates. The product or project subject could be food, tea or other cultural stories from each attendee's hometown. Teaching assistants are assigned to each class to help students solve learning and technical problems to ensure they will have maximum learning outcome. After you have completed this program, you will be able to think critically, build self-confidence and develop better communication skills that will help you to achieve a successful life in the future.



Design Drawing



Design Thinking and Talk



Creative and Cultural Industry Base Investigation-Logis silver



Asia University Museum of Modern Art (Asia Modern)



## Curriculum for Creative and Cultural Industry

Course Title	Hours	Module Components
Opening Ceremony & Introduction to the Course	2	Online Meeting
Introduction to Design and Design Forum	4	Hands-on Tutorial
Design Drawing	6	Hands-on Tutorial
Design Thinking and Talk	6	Online Meeting
Idea Development, Project subject: Food, Tea	6	Hands-on Tutorial
Challenge Define, Project subject: Food, Tea	6	Hands-on Tutorial
Idea Visualization, Project subject: Food, Tea	6	Hands-on Tutorial
Creative and Cultural Industry Base Investigation Taichung Cultural and Creative Industries Park	4	Lecture
Creative and Cultural Industry Base Investigation Museums 、Opera 、City Hall	4	Lecture
Animation Storyboard	4	Hands-on Tutorial
Final Project Representation	2	Online Meeting
Panel Discussion	2	Online Meeting
Summary & Closing Ceremony	2	Online Meeting
<b>Total</b>	<b>54</b>	

Module Components	Contact hours per week	Remarks
Lecture	8	-
Hands-on tutorial	32	-
Online Meeting	14	-
Assignment Method	Percentage (in %)	Remarks
Assignments	40	-
Final Project	40	-
Others	20	Participation

**\*\*For Creative and Cultural Industry program, please visit the College webpage at**

<https://ccd.asia.edu.tw/bin/home.php?Lang=en>

**\*\*For all AU Summer Programs, please visit the International College webpage at**

<https://ci.asia.edu.tw/files/11-1014-6758.php?Lang=en>

