

「校際傑出學術論文授權暨發表會」

論文摘要表

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論文名稱	機造影片製作管理之理論與系統實作
英文論文名稱	A Research on Machinima Production Management and the System Implementation
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校院名稱	南台科技大學
系所名稱	多媒體與電腦娛樂科學系所
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中文關鍵詞	機造影片、專案管理、文化創意產業、動畫短片製作
外文關鍵詞	Machinima, Project Management, Cultural and Creative Industry, Animation and Film Production

中文摘要

文化產業意指諸如結合創作、生產和商業的產業，其作品本質上為無形文化與內容，這些作品內容可能是產品或是服務。文化產業具有創意產製與消費

交易等行爲，因而提升創意的商業價值成爲了文創產業的發展重點與方向。許多學者指出：無論是任何產業都需要管理，文化創意產業亦是如此。機造影片具有產業性與商業性，必然要注意時間、品質與成本的管理問題，一個講求創意的產業中，若無適當的管理，則容易爲了充分展現創意，而不斷進行創意發想，甚至演變成創意發散，失去主體，最後造成了工期不斷增加、資源不斷損耗，資金永遠不夠用，終使成果難產，以失敗收場。本研究依據當代管理知識與技術，嘗試建置一個以 WEB 爲基礎之製作機造影片的專案管理平台，藉由系統化、流程化的專案時間與品質的管理，企圖改善製作機造影片流程時間、品質與成本的管理問題，讓機造影片製作專案的管理者能夠透過 Web 化的專案管理平台，協調並管理整個甚至於多個機造影片製作團隊的專案進度，在確保品質合乎標準之前提下，讓機造影片製片專案可於預估的時程內完成。

英文摘要

The cultural and creative industry (CCI) is an industry combined with creativity, production and commerce. The essence of those factors is the invisible form consisting of culture and its variant representations in products and/or services. There are business behaviors like those occurrences of creative activity/producing and consumption/commerce in the CCI. Therefore, to increase the core value the commerce carries out has become a point and the extent of development in the CCI. Many studies addressed that management is necessary to any business, so is it in the CCI. In the CCI, the machinima, producing animation and/or film product by playing games according to some specific scenario, surely needs to manage the time, quality and cost when building projects. If there was no project management appropriate for the content production in machinima, the content produced is very possible to lose the value of commerce in the CCI when there is nothing but creativity only. The effect as the mentioned above would cause to increase the work time, run out of the resource and consume the money invested continuously and then result in a failed project. Based on the contemporary management knowledge and technology, this paper presents a systematic and procedural web-based management to improve the time consumption, to conserve film quality, and to reduce the cost required in machinima film production. Using the web-based project management platform, all of project members can do their projects cooperatively in terms of controlling, evaluating, and managing the progress of the whole project effectively as to ensure the quality of the machinima films to be produced in schedule.