

文藻外語大學數位媒體製作管理要點

民國115年1月6日行政會議通過

民國115年01月21日校長核定

- 一、本校為協助所屬單位或教師製作數位媒體內容，由教務處教學發展中心（以下簡稱本中心）負責協助數位媒體製作事宜，並訂定「文藻外語大學數位媒體製作管理要點」（以下簡稱本要點）。
- 二、數位媒體製作申請流程
 - （一）正式課程數位教材製作：經各教學單位課程委員會通過，並確定開課的課程，由本校專任/專案教師填寫「媒體製作申請表」或「課程教材優化申請表」。
 - （二）遠距課程製作：經由遠距推動委員會通過的遠距課程，由本校專任/專案教師於開課前一年度填寫「遠距課程教材製作及修正申請表」。
 - （三）教師個別案件申請數位媒體製作（含產學、計畫案等），應由申請者依照「媒體製作及場地項目收費表」，填寫「媒體製作申請表」後辦理。
 - （四）各單位委請媒體製作：本校各單位委請本中心製作視覺設計、平面海報、影片等多媒體素材，填寫「媒體製作申請表」後辦理。
- 三、審核方式
 - （一）經本中心會議評估服務人力、專案內容與製作時程，並由教務長審查同意後進行製作。
 - （二）教材製作依申請表審核通過順位依序製作為原則。
 - （三）審核後依申請表內所填聯絡資訊告知結果。
- 四、數位媒體製作項目
 - （一）教材拍攝：攝影棚內錄影與外景拍攝（敬請提供腳本）。
 - （二）教材錄音：錄音室借用錄製教材。
 - （三）影音後製：影片剪輯、字幕製作、精修音檔。
 - （四）媒體設計：多媒體素材製作，例如電腦繪圖、2D平面動畫製作（普通精細程度）。
 - （五）平面設計：宣傳海報、Banner設計、簡報/PPT、排版編輯。各製作項目所需時程與適用情境於本中心網站公告之。
- 五、申請本中心製作數位教材，請一律附上「文藻外語大學數位教材著作權切結書」。
- 六、成品版面、設計調整次數以兩次為限。作業中將提供初稿(第一版)、以及至多二次修正版(第二版、第三版)。若修改原因為原稿或腳本有誤，則需另行協商討論，並視情況酌收費用。
- 七、僅提供成品，不提供工作檔，成品保管期限以交付後一年為限。
- 八、媒體製作及場地借用之收費標準依附表辦理。申請案經本中心審查，並報請主管核定同意後（校內單位借用場地者除外），申請者應於開始製作或借用日前一週，至出納組完成繳費手續。附表如有修正，得依簽呈程序，陳請校長核示後發布。
- 九、本要點經行政會議通過，陳請校長核定後公告實施，修正時亦同。

Wenzao Ursuline University of Languages

Guidelines for the Management of Digital Media Production

Adopted by the Administrative Council on January 6, 2026

Ratified by the President on January 21, 2026

- I. To assist all the units and faculty members at Wenzao Ursuline University of Languages (hereinafter referred to as “the University”) in producing digital media content, the Center of Teaching and Learning Development under the Office of Academic Affairs (hereinafter “the Center”) shall be responsible for coordinating and supporting matters related to digital media production. These Guidelines for the Management of Digital Media Production (hereinafter “the Guidelines”) are hereby established.
- II. **Application Procedures for Digital Media Production**
 1. **Production of Digital Teaching Materials for Official Courses:**

For courses approved by the curriculum committee of each teaching unit and confirmed for offering, full-time or project-based faculty members of the University shall complete and submit the “Application for Media Production” form or the “Application for Teaching Material Enhancement” form.
 2. **Production of Distance Learning Courses:**

For distance learning courses approved by the Distance Learning Promotion Committee, faculty members (full-time or project-based) of the University shall complete and submit the “Application for the Production and Revision of Distance Learning Course Materials” form during the academic year preceding the year in which the course is offered.
 3. **Individual Applications by Faculty Members for Digital Media Production** (including industry-academia collaboration and other funded projects):

Applicants shall complete the “Application from for Media Production” form in accordance with the “Fee Schedule for Media Production and Venue Usage” and proceed accordingly.
 4. **General Media Production Commissioned by University Units:**

University units commissioning the Center in any production of multimedia materials such as visual designs, posters, or videos shall complete and the “Application for Media Production” form and proceed accordingly.
- III. **Review Procedures**
 1. The Center shall evaluate its service manpower, project content proposed, and the production schedule at a Center meeting. Productions shall proceed upon

review and approval by the Dean of Academic Affairs.

2. In principle, teaching materials shall be produced in accordance with the order of approval on the application forms.
3. Applicants will be notified of the review results using the contact information provided in the application form.

IV. Scope of Digital Media Production Services

1. **Instructional material filming:** may include studio recording and on-site filming (a script must be provided).
2. **Instructional material audio recording:** use of the recording studio at the Center for the production of educational content.
3. **Audiovisual post-production:** may include video editing, subtitle production, and audio enhancement.
4. **Media Design:** may include multimedia material production, such as digital illustrations and 2D animation (for the standard level of refinement).
5. **Graphic Design:** inclusive of promotional posters, banners, presentation slides (PPT), and layout editing.

The required production timeline and applicable circumstances for each service shall be announced on the Center's website.

- V. All applications submitted to the Center for the production of digital teaching materials must be accompanied by the "Wenzao Ursuline University of Languages Copyright Declaration for Digital Teaching Materials."
- VI. The number of revisions to the layout or the design adjustment shall be limited to two. During the production process, an initial draft (Version 1) and up to two revised versions (Version 2 and Version 3) shall be provided. If revisions are required due to errors in the original manuscript or script, further discussion shall be conducted separately, and additional fees may be charged depending on the circumstances.
- VII. Only the final product will be provided; working files shall not be released. The final product will be retained for one year after delivery.
- VIII. The fee standards for media production and venue usage shall be handled in accordance with the attached appendix. After review by the Center and approved by the relevant authority (except for the venue usage by internal University units), applicants shall complete the payment procedure at the Cashier Section of the Office of General Affairs prior to the commencement of the production or venue usage, and no later than one week before the scheduled start date. In case of any amendment to the appended form, it shall be promulgated upon approval by the University President in accordance with official administrative procedure.

- IX. These Guidelines shall be approved by the Administrative Council and shall be implemented upon ratification by the President. The same procedure applies to any amendments.