

國立中興大學通識微型課程教學大綱

NCHU Mini General Education Course Syllabus

課程名稱 (Course Name)	(中) 繩編文創產品初探 (Eng.) Exploring Macramé Craft and Creative Product Design				
課程編號 (Course No.)	本欄由通識中心填寫	課程時數 (Hours)	6	學期 (Semester)	114-2
規劃教師 (Teacher)	蔡易珊	系所/單位 (Dept.)	生涯發展中心	職稱 (Position)	組員
課程目標 (Course Objectives)	1. 認識繩編工藝的歷史文化 介紹繩編（結繩技法）在世界與臺灣的發展，包括其在航海、民俗、生活器物中的應用，讓學生了解工藝背後的文化價值。 2. 培養學生的手作技能與美感設計能力 透過親手操作繩編技法，訓練學生的耐心、細心與創意思考，並能設計符合個人風格的手機腕帶作品。 3. 了解文創商品的發想流程與商業模式 介紹文創商品的概念及網路販售（如 Pinkoi、蝦皮）運作方式，建立學生基本的產品定位與行銷概念。 • Understanding the Historical and Cultural of Macramé This course introduces the global and Taiwan-based development of knotting techniques, including their applications in navigation, folk traditions, and daily-use objects. Students will gain an appreciation of the cultural significance embedded in the craft. • Developing Handcraft Techniques and Aesthetic Design Skills Through hands-on practice with macramé techniques, students will cultivate patience, attention to detail, and creative thinking. They will be able to design and produce a personalized phone strap that reflects individual aesthetic preferences. • Exploring the Development Process and Business Model of Creative Products Students will learn the fundamental concepts of Creative Products and understand how online sales platforms (such as Pinkoi and Shopee) operate. The course aims to build foundational knowledge of product positioning and basic marketing strategies.				
教學進度 (Course Content and Schedule)	1. 第1天(3小時) (1)講解與討論 • 世界與臺灣的繩編發展（航海、生活器物、民俗文化） • 現代繩編在文創商品（手機背帶、飾品、家飾）中的應用 • 文創品牌案例分享（市集、網路販售平台） • 網路資源搜尋技巧 (2)實作 • 繩編鑰匙圈				

2.第2天(3小時)

(1)講解與討論

- 作品設計（樣式、配色等）
- 成本估算（材料、工時等）
- 簡易網路上架方式（IG、蝦皮、Pinkoi）

(2)實作

- 手機腕帶設計與編織

1. Day 1 (3 hours)

(1) Lecture and Discussion

- Overview of the history of macramé in the world and Taiwan (navigation, daily-use objects, folk traditions)
- Applications of modern macramé in Creative Products (phone straps, accessories, home décor)
- Case studies of Creative Product brands (markets, online selling platforms)
- Techniques for searching and evaluating online resources

(2) Hands-on Practice

- Macramé keychain making

2. Day 2 (3 hours)

(1) Lecture and Discussion

- Design principles for the project (patterns, color coordination, and style)
- Cost estimation (materials, labor time, and pricing considerations)
- Basic online product listing methods (IG, Shopee, Pinkoi)

(2) Hands-on Practice

- Design and weaving of a macramé phone strap



圖1 繩編鑰匙圈

Figure 1. Macramé Keychain



圖2 手機腕帶

Figure 2. Macramé Phone Strap



圖3 不同型式手機腕帶

Figure 3. Macramé Phone Straps in various forms

教學方法 (Teaching Methods)

講授、討論、繩編實作

Lecture, discussion, and macramé hands-on practice

評量方法 (Assessment Methods)	出席、課堂參與度、繩編作品 Attendance, class participation, and macramé project	
課程與核心能力關聯配比(%) Relevance of Course Objectives and Core Learning Outcomes(%)	核心能力 (Competency Indicators)	配比(%) Ratio(%)
	1. 人文素養(Humanities Literacy)	50%
	2. 科學素養(Scientific Literacy)	
	3. 溝通能力(Communication Skills)	
	4. 創新能力(Innovative Ability)	50%
	5. 國際視野(International Perspective)	
	6. 社會關懷(Social Concern)	
聯合國全球永續發展目標 (Sustainable Development Goals, SDGs)	☐ 1.消除貧窮(SDG 1 / No Poverty) ☐ 2.消除飢餓(SDG 2 / Zero Hunger) ☐ 3.健康與福祉(SDG 3 / Good Health and Well- Being) ☐ 4.教育品質(SDG 4 / Quality Education) ☐ 5.性別平等(SDG 5 / Gender Equality) ☐ 6.淨水與衛生(SDG 6 / Clean Water and Sanitation) ☐ 7.可負擔能源(SDG 7 / Affordable and Clean Energy) V 8.就業與經濟成長(SDG 8 / Decent Work and Economic Growth) ☐ 9.工業、創新基礎建設(SDG 9 / Industry, Innovation and Infrastructure) ☐ 10.減少不平等(SDG 10 / Reduced Inequalities) ☐ 11.永續城市(SDG 11 / Sustainable Cities and Communities) ☐ 12.責任消費與生產(SDG 12 / Responsible Consumption) ☐ 13.氣候行動(SDG 13 / Climate Action) ☐ 14.海洋生態(SDG 14 / Life Below Water) ☐ 15.陸地生態(SDG 15 / Life On Land) ☐ 16.和平與正義制度(SDG 16 / Peace and Justice) ☐ 17.全球夥伴(SDG 17 / Partnerships for the Goals)	