



<b>Course Category</b>	Creative Studies			
<b>Course Title</b>	IP Character Design and Application			
<b>Course Code</b>	DA186			
<b>Medium of Instruction</b>	Chinese			
<b>Duration</b>	21.0 hour(s)			
<b>Pre-requisites</b>	Possess basic design and illustration skills (applicants are required to submit or upload one personally designed digital illustration upon application)			
<b>Course Fee</b>	Macao Resident: MOP1,550 Non-Macao Resident: MOP1,550			
<b>Certificate</b>	Students who have obtained a passing grade of the course and attended no less than 70% of the class sessions will be issued a course certificate by UTM. The passing grade of the course is 50.			
	<b>Course Code</b>	<b>Sub Code</b>	<b>Course Start Date</b>	<b>Course End Date</b>
	DA186	2301	2023/11/01	2023/12/13
<b>Outline</b>	<ul style="list-style-type: none"><li>• Character image and IP (Intellectual Property)</li><li>• Creation process</li><li>• Management and assurance</li><li>• Character image and branding</li><li>• Character image and commerce</li><li>• Character image and society</li><li>• The future of character image</li></ul>			
<b>Teacher</b>	Please refer to the schedule			