

國立臺北科技大學
九十九學年度研究所碩士在職專班入學考試
創新設計研究所
設計理論試題

填准考證號碼

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第一頁 共一頁

注意事項：

1. 本試題共四大題，配分共 100 分。
2. 請按順序標明題號作答，不必抄題。
3. 全部答案均須答在試卷答案欄內，否則不予計分。

1. 英譯中(20%)：請從下列 A、B、C、D 四段任選一段翻譯。(作答多題者依題序擇一評分)
 - A. The work of an interior designer draws upon many disciplines including environmental psychology, architecture, product design, and traditional decoration. Today, interior designers must be familiar with architectural detailing including floor plans, home renovations, and construction codes.
 - B. Industrial designers do not design the gears or motors that make machines move, but they can affect technical aspects through usability design and form relationships. And usually, they partner with engineers and marketers, to identify and fulfill needs, wants and expectations.
 - C. A graphic designer is a professional within the graphic design and graphic arts industry who assembles together images, typography or motion graphics to create a piece of design. A graphic designer creates the graphics primarily for published, printed or electronic media, such as brochures and advertising.
 - D. Creative industries refer to those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property. In contrast, cultural industries include industries that focus on cultural tourism and heritage, museums and libraries, sports and outdoor activities.
2. 造形原理(20%)：The elements of design, such as line, shape, direction, size, texture, color (or hue), and value (or tone), can be thought of as the things that make up a design. The principles of design, such as balance, gradation, repetition with variation, contrast, harmony, dominance, and unity, can be thought of as what we do to the elements of design. Please duplicate the **Matrix of Elements and Principles of Design** below on your answer sheet, and fill it in thumbnail sketches.

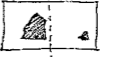

Matrix of Elements and Principles of Design

	Gradation	Repetition with Variation	Contrast
Shape			
Direction			
Size			

Note: For example, given a blank cell of Balance and Shape, you may draw the sketches on right-hand side to indicate that a large shape close to the center can be balanced by a small shape

close to the edge, and the other one to show that the darker the shape the heavier it appears to be.

An example

	Balance	
Shape		

3. 創意文稿 (10%)：「好的設計是將目標消費者變成自己的客戶之先決條件。任何產品或服務只要運作起來對味、看起來對味、感覺也對味，它就能激發情感的聯結。大家會愛上它，忠於它，接著購買它、愛用它、推薦它。這種「設計力量」(power of design) 不難在企業界找到例證。假設你正領導一個團隊或一家公司，請提出促進你的組織充分發揮設計力量的一段企業標語 (slogan)」。

4. 企劃書撰寫 (50%)：(頁數須在 4 頁以內 (含)。離題者或超出頁數部份不予以記分。)

內容提示如下：

「1950 年成立之中華餐具公司營業內容為設計及製造餐具 (不含廚房內所使用的烹調器皿)。其製造的餐具所用之材質共有成陶瓷類 (含強化瓷器類)、玻璃類、塑膠類 (PP、PEN、ABS、Melamine) 等三大類。

董事會認為公司的產品在未來必須是多元化、多樣化、國際化，且董事會一致認為『生活所在、無處不見』為產品銷售的終極目標。為提升公司的形象與競爭力，決議將原本設立在工廠內部的營運總部 (會計部、業務部、設計部，預計新增門市管理部、門市部) 遷移至台北市市區，並擬定了三大計畫；一、新增直營門市 (旗艦店)，二、提升加強設計部，三、新產品開發提案。針對此三大計畫，公司的董事會有了初步的想法與決議如下。

人事部份：《會計部》4 人；《業務部》10 人；《設計部門》公司預計將設計師增聘至 10 位，設計助理增聘至 5 位，此外另加聘 6 位外籍設計師 (英籍、日籍、奧地利籍)。《門市管理部》3 人。《門市部》應需求另行提議名額。

關於空間硬體部份：新購約 200 坪的商業用地，該基地東臨敦化南路、南面忠孝東路，土地面積為東西向面寬 20m、南北向面寬 30m。建蔽率：75%、容積率：800%。」

就上述的內容請自行分析並整理出條件，根據您自己的專業為該公司提出一份「企劃書」，例如該企劃書可以是「整體或局部的空間規劃提案企劃書」，或是「產品企劃書」，或「行銷策略企劃書」等，惟所提之企劃重點須與上述的三大計畫 (擇一即可) 相關。注意：可自行虛擬企劃書中所需要的條件或調查分析，但不可與所提示之內容相互抵觸。