



國立雲林科技大學  
99 學年度博士班招生考試試題

所別：設計學研究所

科目：設計研究方法

說明：本試題共有四大題，請依序並標明題號，詳答於答案卷上，可以不用抄題。

- 一、請說明設計研究方法中蒐集資料的量與質之技術特徵？同時各自試舉二種類型方法並加以說明。(25%)
- 二、請列舉 5 種基本抽樣方法，並說明其各自優缺點。(25%)
- 三、請敘述觀察法 (observation) 的重要性，並說明有哪幾種類型的觀察法。(25%)
- 四、請說明「實驗法」的優缺點。(25%)



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科目：設計理論與文獻

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- 一、請說明甚麼是「design paradigm」？影響 design paradigm shifting 的因素有那些？其在「設計」的意涵為何？ (25%)
- 二、請說明甚麼是「cultural identity」？其在設計之意涵為何？請提出三個設計「Taiwan cultural identity」之策略。(25%)
- 三、請就以下的內容與圖，說明Creativity, Design and Business間之關係，並舉例說明之。(25%)

Creativity is vital for every part of the economy. The ability to generate a diverse set of business options through new ideas is a central feature of innovation in all firms and, as such, is central to sustained economic growth. Design, as a structured creative process, is an important competitive tool for firms in many sectors, although design activities can take many forms across those different sectors.

**Creativity is defined as the production of new ideas that are fit for a particular business purpose.** This sees creativity as the first stage in innovation. Creativity has a role in enhancing all aspects of business performance – from the design of new products and services to their production, marketing and distribution. It is not unusual to link creativity to certain industries such as film, music or design. But the challenge, as noted by the Chancellor, is *'not just to encourage creative industries, our priority is to encourage all industries to be creative'*

**Design is a structured creative process.** Design is readily associated with industrial product design for manufactured products – specifically the 'look' of a product. However, the application of design is much broader, for example designing for function; for aesthetic appeal; for ease of manufacture; for sustainability; and designing for reliability or quality and business processes themselves. Service design affects how customers will experience the delivery of a service, such as a bank or a fast food restaurant. Elements of design, particularly graphic design, will form part of product, service and company branding and advertising strategy.

**There are clear links between creativity, design and research and development (R&D).** Design and R&D are both ways of channeling creativity for commercial advantage, and aspects of design form part of R&D. However, design is also an important form of innovation in industries that tend to invest less in R&D such as furniture and clothing. Creativity and design may be particularly important for innovation in the UK's growing services firms.

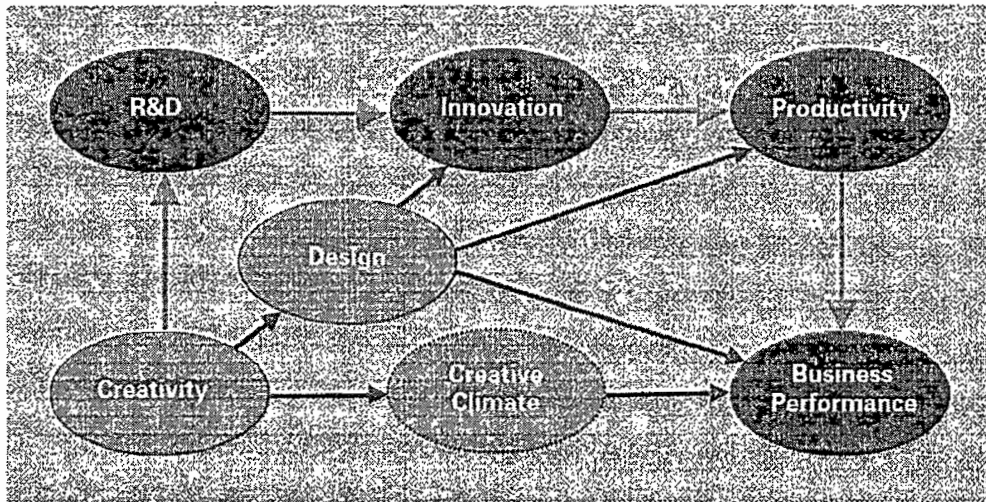


Fig. 1 Linking creativity and design to business performance

(Source : Peter Swann & Daniel Birke, DTI Think Piece, 2005)

四、請就最近違反著作權法之新聞事件，就設計領域所著重之「原創」、「創新」與「設計過程」，提出看法並提出解決之道。(25%)

蔣家第4代蔣友柏所經營的橙果設計公司，今天被台北地檢署依違反著作權法起訴。蔣友柏下午批檢方文化流氓，台北地檢署表示，檢察官依法起訴，若有意見就到法院說。

檢方起訴書指出，丹比食品公司於民國97年推出一款名為「琉金一捻紅」的喜餅，喜餅外盒、紙袋及宣傳手冊上，是橙果公司所設計的金魚圖案。從事美術創作的陳珮呈看到後，認為金魚圖案與他所創作美術著作雷同，向檢方提出告訴。 --中時電子報