



一、若撰寫一篇學術期刊論文的内容，包括「緒論、文獻探討、研究方法、研究結果、討論、結論」等章節，請說明各章節的寫作重點為何? (25%)

二、近年，在我國「設計學」相關的研究正蓬勃發展，請說明在設計研究的領域裡，如何判斷一篇論文是好的研究? (25%)

三、簡答題 (共計 6 題，每題 5 分，需抄題目作答) (30%)

每小題作答時需先將題目翻譯成設計研究領域之中文用語，每小題作答可以採用圖表與文字並呈方式陳述，惟文字不得少於 30 個字說明。

(1) Kawakita Jiro method

(2) Case Study

(3) Content validity

(4) Factor Analysis

(5) Action research

(6) Delphi Method

四、創新壁貼公司擬在新年度推出「原生種花卉」創意壁貼商品，擬由開發部設計人員執行，請您針對創意壁貼商品在構想發展過程，提出您認為較佳之一種設計方法，並說明此種設計方法特性及其運(操)作程序。(20%)



- 一、以下二段 quotes 引自阿道夫·魯斯 (Adolf Loos) 的論文「裝飾與罪惡」 (*Ornament and Crime*)，請說明此二段 quotes 的意涵，並說明 Loos 所提出的觀點對後世設計理論發展的影響。(25%)

"I will not subscribe to the argument that ornament increases the pleasure of the life of a cultivated person, or the argument which covers itself with the words: "But if the ornament is beautiful! ..." To me, and to all the cultivated people, ornament does not increase the pleasures of life. If I want to eat a piece of gingerbread I will choose one that is completely plain and not a piece which represents a baby in arms of a horserider, a piece which is covered over and over with decoration. The man of the fifteenth century would not understand me. But modern people will. The supporter of ornament believes that the urge for simplicity is equivalent to self-denial. No, dear professor from the College of Applied Arts, I am not denying myself! To me, it tastes better this way."

"Every period had its style: why was it that our period was the only one to be denied a style? By "style" was meant ornament. I said, "weep not. Behold! What makes our period so important is that it is incapable of producing new ornament. We have out-grown ornament, we have struggled through to a state without ornament. Behold, the time is at hand, fulfillment awaits us. Soon the streets of the cities will glow like white walls! Like Zion, the Holy City, the capital of heaven. It is then that fulfillment will have come."

- 二、何謂「文化多樣性」 (Cultural Diversity)？其具體的內涵與對近代設計發展的影響為何？(25%)

- 三、近年來服務設計相關的研究逐漸增多，請詳細解釋以下名詞的意涵：(25%)

- (1) 服務設計 (Service Design)
- (2) 整體顧客經驗 (Total Customer Experience)
- (3) 服務藍圖 (Service Blueprint)
- (4) 品質機能展開 (Quality Function Deployment)
- (5) 產品服務系統 (Product Service System)

- 四、Charles Landry 認為創意城市的進展、創意與城市發展的關連性可以分成十個階段，從毫無意識到有意識，從不重視創新議題到重視，從私部門的創新到公部門的共同創新，從沒有注意創意產業到成為創意產業中心，從冷漠無視於城市發展到自我批判求進步。請試評述 Charles Landry 的創意城市理論。(25%)