



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，不用抄題。

1. 請將下列文章翻譯成中文，並從設計的觀點提出您的看法。(25%)

Culture just as products cannot exist in isolation from the structure that manufactures and sells them; neither can they flourish in a cultural vacuum. Easy to analysis in retrospect, harder to spot in the present tense, all products bear the signs of their times. Today, in our increasingly visually-oriented society, it is quite common for product designers to make self-conscious references to the past, and sometimes, more unwisely, to the future, catering for simple nostalgia, technological optimism or simply a sense of playfulness in the more sophisticated consumer.

2. Please explain the “Culture and Economic” and what they are related between the design ? (25%)
3. In order for a design to be successful, it must meet people’s needs; please explain what people needs from basic to higher levels. (25%)
4. Please explain what “Gestalt principles of perception” is and give two examples to explain the idea. (25%)



說明：以下兩個題目，請任選一題作答。

- 一、文化識別 (cultural identity) 是當今設計重要的考量因素之一。現在有一家台灣廠商請你幫忙開發設計三款分別銷往『日本』、『美國』及『義大利』之數位照相機，其價位皆為 US\$1000。請清楚說明你的企劃概念(concept)，並表達你的設計構想(ideas)。(100%)

- 二、在數位化時代，組織的網站首頁被視為重要的資料來源，以及溝通的入口平台。如何有效的面對國際化的潮流以及作為設計學術領域的指標，為國際文化設計研究所的努力目標。請針對國際文化設計研究所之網站提出新版設計企畫構想案；即請提出網站架構圖、媒體效果、使用時間、人力及預算提出合理之數據與說明，並針對企畫目標及預期成果做詳細說明(50%)；並針對網站首頁視覺規劃設計提出草圖設計與版型規劃，並以文字說明其各部位之網站功能 (50%)。