

實踐大學 101 學年度研究所碩士班入學招生考試試題
所 別：工業產品設計學系碩士班 200 分鐘
科 目：文獻解讀與創意思考 共一頁第一頁

→ 備註：請在答案卷上作答，於本試題紙上作答者一律不予計分。

一、請將下列英文「翻譯」成中文，並提您的解讀感想。(50%)

We are all designers. We manipulate the environment, the better to serve our needs. We select what items to own, which to have around us. We build, buy, arrange, and restructure: all this is a form of design. When consciously, deliberately rearranging objects on our desks, the furniture in our living rooms, and the things we keep in our cars, we are designing. Through these personal acts of design, we transform the otherwise anonymous, commonplace things and spaces of everyday life into our own things and places. Through our designs, we transform houses into homes, spaces into places, things into belongings. While we may not have any control over the design of the many objects we purchase, we do control which we select and how, where, and when they are to be used. Sit down and decide where to put your coffee cup, your pencil, the book you are reading, and the paper you wish to write on – you are designing.

~ 摘自 Norman, Donald A. 2004. *Emotional Design*. NY: Basic Books. pp. 224-225

二、基於上述文字，請運用想像力，為你自己，設想「二件新的桌上用品」，並以「圖繪和文字」說明其創意特色與存在意義。設計的表達要點包括：創意概念、思考過程、構想草圖、完成立體圖，以及其相關的功能、材料、技術及美感因素...等。