

實踐大學 100 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

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→ 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、請將英文「翻譯」為中文，並提出您的「解讀感想」。(50%)

Design is a form of expression and products are a currency for exchange. Products as a currency generate revenue. Perceptions of design within business have evolved and are now key in the corporate arena as companies find that investment in design gives returns on investment. A carefully designed and marketed product can bring iconic status to a company or designer. It can also offer a unique stance in a highly competitive world.

Product design is a generic term for the creation of an object that originates from design ideas – in the form of drawings, sketches, prototypes, or models – through a process of design that can extend into the object's production, logistics, and marketing. Products are designed with particular considerations valued by the designer, client, or end user that are then communicated through the products' purchase and use. Product life cycles shorten as fashion and technological improvements affect our product selection criteria. How can we create in more innovative and challenging ways to embrace new social trends? Products help us to interpret our positioning the world.

~摘自 Slack, Laura (2006). What is Product Design?. UK: RotoVision SA. P.6.

二、請運用您的想像力，將右方全圖或局部，

做為「產品意象」以構思一件「新產品設計」。針對您的設計案，使用「圖繪和文字」，說明您的創意特色。表達要點包括：創意概念、思考過程、草圖構想、完成立體圖，以及其功能、材料、技術及美感...等說明。(50%)

