

實踐大學 108 學年度日間部碩士班招生考試試題

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、請您先將此段英文「翻譯」為中文，並提出您的解讀感想。(50%)

“Quality is not a thing, it is an event”.

Robert M. Pirsig
US philosopher and author
1928-2017

In his autobiographical novel “Zen and the Art of Motorcycle Maintenance” that came out in 1974, US philosopher and author Robert M. Pirsig examined the significance and the concept of “quality”. It is a book devoted entirely to the topic of quality and the definition of the term – embedded in the story of a father who takes a motorcycle trip through America with his eleven-year-old son and a couple they are friends with. The philosophical digressions are embedded in this journey, during which he repeatedly explores in his thoughts and discussions the effects of a Western world increasingly dominated by technology. His efforts to understand the world in general and quality in particular have driven the protagonist crazy once already. And on this journey, once again, he struggles to capture quality, to define it and to show its impact on life. This prompts him to repeatedly use comparisons from maintaining his motorcycle. At one point he writes : ”Normally screws are so cheap and small and simple you think of them as unimportant. But now, as your Quality awareness becomes stronger, you realize that this one, individual, particular screw is neither cheap nor small nor unimportant. Right now this screw is worth exactly the selling price of the whole motorcycle, because the motorcycle is actually valueless until you get the screw out. This quality awareness, i.e. the knowledge of the importance of each individual element in a product, is the basis for outstanding design. Every well-designed product tackles a problem that was previously unsolved or allows for a new quality experience that did not exist beforehand in the same way. So Pirsig comes to the following conclusion: “Quality is not a thing, it is an event.”

~摘自 Zec, Peter. 2018. *The Form of Success -- Design as a Corporate Strategy*. Essen: Red Dot Edition. p.60

二、基於您對上文的解讀感想和創意思考（關鍵詞意：零組件與整體產品的品質，同屬重要！），請您發想並設計一款「坐具或稱椅子、凳子之類的產品」。設計案，請以「圖繪和文字」說明其創意特色和存在意義。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，及其相關的功能、形式、材料、技術、使用訴求和呈現品質...等。(50%)