

國立成功大學

113學年度碩士班招生考試試題

編 號：211

系 所：創意產業設計研究所

科 目：創意產業概論

日 期：0202

節 次：第 2 節

備 註：不可使用計算機

※ 考生請注意：本試題不可使用計算機。請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

1. The Communications and Digital Committee is launching an inquiry into the future of the UK's creative industries.

Please read the following report and select two questions to provide answers which reveal your thoughts. The answers should be written in English. (50% for each question, 50% \times 2=100%)

There are major changes on the horizon for the UK's creative industries. These are shaped by a range of national and global trends. This inquiry will focus on the effects of new technologies on the UK's creative industries over the next 5-10 years, and the changes required to ensure the skills and talent pipeline can deliver what is needed for the sector to thrive in this fast-changing world. It will also consider the role of innovation and organisational adaptation.

Technological development is just one of many forces driving change in the sector, but its impacts are likely to be particularly significant. Creative content production is likely to be affected by new technologies such as machine learning and artificial intelligence. Audience engagement will increasingly make use of digital tools, while advances in immersive experiences such as augmented or virtual reality look set to offer new ways of developing and delivering cultural content, from performances to paintings. Some business models are likely to change as new forms of consumer engagement and content distribution emerge.

As new trends develop there will be positives and negatives, opportunities and risks. They are likely to affect large institutions, small and medium sized organisations, as well as the freelancers that constitute a major part of the creative industries workforce. They will put further pressure on the need for a system that delivers the right skillsets and talent pipeline for the jobs of the future.

As the creative industries face new challenges over the next 5-10 years, policymakers and industry will need to ensure the right frameworks are in place for education, innovation and organisational adaptation to take advantage of the changes ahead.

*Please choose "two" from the four questions listed below providing your opinions to each of them. Please copy the chosen questions on the answer sheet and provide your answers under the question.

1. Which areas of the creative industries face the greatest potential for disruption and change in the next 5-10 years, and what impact could this have?

a) What changes are expected in the way creative/cultural content is produced; the way audiences are engaged (for example through digital or immersive experiences); and the way business models operate?

2. What skills will be required to meet these emerging opportunities and challenges?

3. What actions are needed from industry to support the talent pipeline development?

a) What actions are needed from organisations in the creative industries to prepare for and accommodate the requirements of the future workforce?

4. What role do innovation and research & development play in addressing the challenges facing the creative industries?

a) What actions are needed from the Government, funding bodies and sector organisations to support innovation, and research & development?