

# 南華大學九十八學年度 碩士班 招生考試試題卷

所別： 應用藝術與設計學系碩士班	科目編號： E61-2
目： 設計理論	試題紙第 <u>1</u> 頁共 <u>1</u> 頁

請回答下列問題，不必抄題，但務必標明題號。

1. 解釋名詞 (30%)

(1) Semantic Differential Technique	(2) Brainstorming
(3) Color Image Scaling	(4) Le Corbusier
(5) Golden Section	(6) Art and Crafts Movement

2. 試問色彩意象之定義？並以一件產品之色彩配色為例說明之？(10%)
3. 試說明Ostwald色彩體系之內容與表色方式。(10%)
4. 何謂Form Follows Function？試應用其內涵與原則，簡要設計一個具有Personal Digital Assistant(PDA)功能之行動電話輪廓外形。(10%)
5. 何謂Form Follows Emotion？試設計一件流行產品來說明之。(10%)
6. 請說明「文化創意」之涵意？試說明以一產品設計案例解釋之。(10%)
7. 請將下述之英文內容逐句翻譯成中文。(20%)

Product design can be defined as the idea generation, concept development, testing and manufacturing or implementation of a product (physical object or service). Product designers conceptualize and evaluate ideas, making them tangible through products in a more systematic approach. The role of a product designer encompasses many characteristics of the marketing manager, product manager, industrial designer and design engineer. The term is sometimes equated with industrial design.