

國立臺灣藝術大學 104 學年度研究所博士班招生考試試題

系所別：創意產業設計研究所博士班

科目：設計原理與研究方法

說明：

- 一、本試題紙上請勿作答。
- 二、答案請依序寫在試卷上並標明題號。
- 三、本試題紙應與試卷一併繳回。

【答卷說明】

以下有兩個題目，請先閱讀其前導敘述文字，再依照後面所提示的問題作答。不必抄題目，但須註明題號。每題各 50 分。

- 一、美國IDEO設計顧問公司提供許多商業創新的諮詢服務與線上開放資訊，在其出版的 *HumanCentered Design Toolkit* 一書中，介紹解決設計問題的一些觀念與策略方法。針對新產品的市場開發，IDEO提出了以人為本的計畫決策模式，依照「使用者」和「產品」兩個類項，將座標軸區分為「既有」與「新開發」兩種取向，在四個象限中形成「增值型創新」、「演化型創新」以及「革命型創新」三種模式（如下圖）。

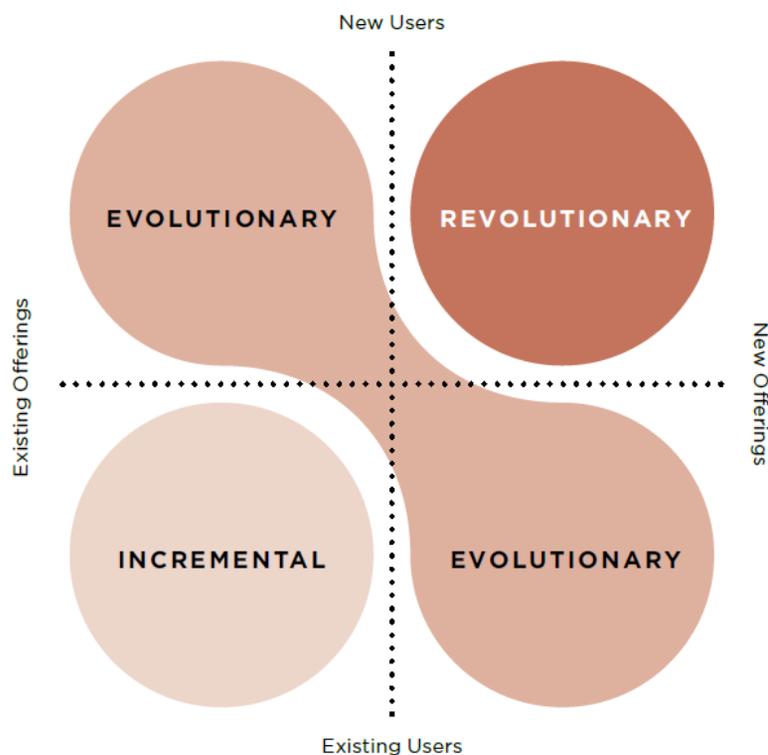


圖1. Matrix of Solutions (From IDEO, 2011, *Human-Centered Design Toolkit*)

針對上述模式，IDEO說明其要義，並提供一些提示如後：

The lower left quadrant represents Incremental innovation as these solutions build on existing offerings with familiar users. Evolutionary innovation is about extending into either new offerings or new users while holding the other constant. Revolutionary innovation

(背面仍有試題)

means tackling both new users and new offerings.

To understand how new solutions will move and grow your organization, map each solution to the matrix provided. As you are mapping solutions, ask whether each solution is targeted at your current customer group or whether it expands the group of customers you serve.

Determine whether the solutions extend or adapt an existing offer, or create a new offer. Analyze this information from the context of your investment strategy, mission, priorities and appetite for risk. Also identify which solutions fit naturally into programs already underway within your organization.



TIP
#1

Many organizations say they are only looking for Revolutionary ideas, but their capabilities are limited to Incremental or Evolutionary ideas. Furthermore, funders can steer grantees toward more incremental ideas or ones that have been proven to be best practices. Make sure you are honest with how far your organization can stretch its capabilities and how willing your funders are to take risks. Mapping a pipeline of solutions that includes Incremental, Evolutionary, and Revolutionary ideas helps ensure that your design effort will pay off.



TIP
#2

Remember, sometimes the ideas with the highest impact are the simple Incremental ideas.

【問題】

請論述以上有關新產品市場開發模式的概念，對於文化創意產業商品的開發設計有何啟示？並就您個人的專業領域，列舉適當的案例來支持印證您的論點。

- 二、文化部自民國97年訂定公布「補助直轄市及縣（市）政府推動文化創意產業發展作業要點」，每年挹注各縣市地方政府經費，推動文化創意產業發展。今年度你故鄉所在的地方縣市政府，獲得文化部補助，其中預備以100萬元預算進行地方文化創意產業調查，並將此工作項目上網公開招標委外執行。

【問題】

你將撰寫一份研究計畫來爭取這項地方文化創意產業調查的委託案，請提出其中下列四項重點內容：(1) 研究動機與目的、(2) 研究方法與步驟（請以流程圖輔助說明研究步驟）、(3) 經費預算表。