

國立臺灣藝術大學九十八學年度碩士班招生考試試題

系所別：圖文傳播藝術學系碩士班

科目：圖文傳播媒體

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。

- 一、以下兩段英文分別敘述了對「印刷」及「圖文傳播」之定義，請分別翻譯成中文後，另外再敘述一段您個人對此兩段定義之批判。(25%)

Printing. The art and technology of reproducing words and pictures on paper, cloth, or other surfaces. Although there is considerable variation in printing methods, printing typically involves a printing press that transfer s an image from a printing plate or similar image-bearing surface to the material being printed. Generally, 4-color printing presses are used for high-speed, high-volume, and high-quality color jobs.

Graphic Communications. The processes and industries that create, develop, produce, and disseminate products utilizing or incorporating words or pictorial images to convey information, ideas, and feelings. Graphic Communications products facilitate leaning, enjoyment, motivation, and commerce. Graphic Communications includes the family of market segments embracing the technologies of printing, publishing, packaging, electronic imaging, and their allied industries; they are often referred to as the graphic arts, print, or imaging industries.

- 二、試分別描述以下三個單位之典藏文物的數位化流程、注意事項及所需設備：(1) 鶯歌陶瓷博物館之陶瓷文物（立體類）、(2) 國立臺灣美術館前輩畫家之油畫作品（平面美術類）、(3) 臺灣歷史博物館之日據時代古文書（平面古文書類）。(25%)
- 三、何謂「Web to Print」？在後 Web2.0，甚至是 Web3.0 時代，一個您心目中理想的 Web to Print 平台應具備之功能特色及營運管理模式為何？(25%)
- 四、何謂「Hybrid Screening Technology」？請分析它與傳統 AM 及 FM 過網技術之不同及優缺點。(25%)