

國立臺灣藝術大學九十九學年度研究所碩士班招生考試試題

系所別：圖文傳播藝術學系

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、請翻譯下列一段文章（15%），並請從產業觀點出發，提出您個人對 UV Wide-format Inkjet Printing 之看法。（10%）

UV Wide-format Inkjet Printing has been heralded as an undeniably important trend of great hidden potential in future printing technologies around the globe, because it not only enjoys a tremendously broad scope of potential applications, besides traditional paper printing, but can also easily handle a wide variety of printing substrates, at costs competitive with paper based printing options, while achieving the high added-value of customization resulting in better prices for output, so there has been a steady growth of 3-4% in the burgeoning field of UV wide-format inkjet printers internationally, but domestically in Taiwan we are still in the infancy of this untapped market potential, thus, this research study takes as its objectives: 1. Establishing a rigorous quality standard for UV wide-format inkjet printing, and 2. Determining the market potential for UV Wide format inkjet printing in Taiwan among the printing industry and their procurement intentions. This research study is conducted in two phases, with the first stage involving a quantitative experimental study, by printing samples, with twenty different kinds of printing substrates using eight different makers' UV wide format inkjet printer models, to establish a quantitative measurement techniques and standard for print quality. The second stage of the study will rely on qualitative research methods including questionnaires and expert surveys, taking the data established during the first stage for print quality standards to undertake an assessment of the industry, to better appreciate the printing industry's conceptions of the wide format inkjet printer, their investment intentions and problems they anticipate might be encountered during new project development. The experimental process involved delivery of digital test target for printing by participating firms, with 100 products printed by each participant using different printing substrates with UV wide format inkjet printing, for a total of 2000 samples, of which 50 samples were randomly selected for quality examination. Each selected sample was measured by using the GretagMacbeth Eye-One iO reflective Spectrophotometer and the QEA PIAS II image analysis system for determining and assessing the printing quality attributes of the item.

(背面仍有試題)

二、經濟部工業局為整合內容、平台及閱讀器產業鏈資源，特別於2009/12/22成立「電子閱讀(e-Reading)產業推動聯盟」。請您針對電子閱讀硬體(含規格)、內容與平台三方面，分析台灣電子閱讀產業之現況與發展策略，以期化被動為主動，藉由原有資訊硬體產業的實力，建立新的商業模式，掌握市場契機，成為世界電子閱讀的領導先驅。(25%)

三、行政院於去年(98)核定通過「數位出版產業發展策略與行動計畫」，預計未來5年將投入新台幣21.34億元，亦推動多項創新補助機制，包括於「數位內容產業發展補助計畫」項下，增列推動「數位出版產業整合服務先期研究項目」，鼓勵廠商投入單一或多重場域之創新應用服務；於「行動台灣應用推動計畫」增列推動電子書創新應用服務，鼓勵數位出版、資訊軟、硬體、WiMAX執照之營運商等業者共同提案甄選，發展創新營運模式；此外，將於「數位典藏與數位學習國家型科技計畫-數位典藏與學習之產業發展與推動計畫」推動電子書與數位典藏結合等產業化應用；將以提升產業全球競爭力、技術深耕打造產業生態、擴大華文數位出版利基、促進優質數位閱讀社會等4大策略推動電子書產業發(作者：周伶繁『國際商情網 2009/12/22』)

根據以上報導，請您試針對台灣數位出版產業現況做一SWOT分析(25%)

四、請回答下列有關印刷產業常用之專有名詞及問題

1. 何謂「Flexible (Adjustable) Hybrid Screening Technology」?(5%)
2. 何謂「GRACoL[®]7」?(5%)
3. 何謂「Preflight」?(5%)
4. 何謂「Web to Print」?(5%)
5. 請列舉三個歐美地區印刷相關之學會、協會、公會等聯盟或組織。(5%)