

國立臺灣藝術大學九十九學年度碩士在職專班招生考試試題

系所別：圖文傳播藝術學系碩士在職專班

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、請將下列一段與印刷專業有關之文章翻譯成中文。(25%)

In lithographic printing system, Computer-to-plate (CTP) is generally defined as exposing an offset printing plate directly from an electronic master. Indeed, a complete CTP system would include the following digital procedures:

1. using a software application to compose several single-page layouts,
2. utilizing an imposition software to accomplish the overall job layout based on the desired finish size and binding requirements,
3. employing a platesetter to output the plates by exposing dots directly onto the plates using a laser light source, and
4. the plates are developed chemically and ready for printing.

Compared with the conventional printing method, the CTP technology can save manpower, chemical pollution, and production time for printers. The adaptation and investment of CTP technologies become a major issue in the printing industry. The main considerations of CTP investment consist of its production time, cost and dot-reproduction quality. Therefore, the stability of the CTP plates and their quality of tone reproduction are the two major concerns.

This research was an experimental study in nature and intended to investigate the differences on the dot-reproduction quality among two major CTP plates and one conventional Presensitized (PS) plate in the market. The results do not only provide the printing industry with an evaluation of adapting CTP technologies, but also reveal the comparisons on the stability and quality of dot reproduction between CTP and conventional PS plates.

The CTP materials for the experiment included Silver Halide plate, Photopolymer plate, and PS plate. A standard digital test form and control bar was designed for the three CTP plates, and a film generalized from the standard digital test form was developed for burning the PS plate. Forty plates for each type of the CTP and PS plates were produced and their images were measured by a plate-reading densitometer and other optical image capture devices. The process capability based on

the dot area and solid ink density was determined statistically. The results exposed the differences in the process capability based on the tone reproduction for the four plates. The study also investigated the differences in tone reproduction between conventional PS lithographic plates and CTP plates.

二、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，請針對台灣數位出版產業現況做一 SWOT 分析 (25%)。

三、請詳細說明以下四種常見的檔案格式及其使用時機 (25%)。

1. CAMERA RAW
2. TIFF
3. EPS
4. PDF

四、請解釋以下印刷相關專有名詞。(25%)

1. Print Contrast
2. Slurring
3. Web to Print
4. Ink Tack
5. Ink Viscosity