

國立台灣藝術大學 107 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：設計理論與研究方法

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。
- 二、本試題紙應與試卷一併繳回。

1. *Taiwan economic development is a fusion of Dechnology (Design-Technology) and Humart (Humanity-Art) which could be represented as a smile curve, from OEM (Original Equipment Manufacture), ODM (Original Design Manufacture), to OBM (Original Brand Manufacture). The three stages also reflect the tendency of Taiwan design development, from “use” to “user”, from “function” to “feeling”, and from “hi-tech” to “hi-touch”. Based on the Taiwan experience,*

(Lin, R., Kreifeldt, J., Hung, P. H., & Chen, J. L. (2015, August). From dechnology to humart—a case study of Taiwan design development. In *International Conference on Cross-Cultural Design* (pp. 263-273). Springer, Cham.)

- 請根據上述的論述，就您熟知的「設計理論」回答下列問題：

1-1 何謂「創意產業設計」？ (15%)

1-2 請舉例說明「OEM」、「ODM」、「OBM」，與「創意產業設計」發展有何關係？(15%)

1-3 請舉例說明「設計科技 (Dechnology)」與「人文藝術 (Humart)」對「創意產業設計」發展有何影響？ (20%)

〈背面仍有試題〉

2. From Data to Wisdom / Russell Ackoff*

An ounce of information is worth a pound of data.
An ounce of knowledge is worth a pound of information.
An ounce of understanding is worth a pound of knowledge.

Most of the time spent in school is devoted to the transmission of information and ways of obtaining it. Less time is devoted to the transmission of knowledge and ways of obtaining it (*analytic thinking*). Virtually no time is spent in transmitting understanding or ways of obtaining it (*synthetic thinking*). Furthermore, the distinction between data, information, and so on up to wisdom are seldom made in the educational process, leaving students unaware of their ignorance. They not only don't know, they don't know what they don't know. ...

(*Ackoff, R. L. (1999). *Ackoff's Best*. New York: John Wiley & Sons, pp 170 – 172.)

- 根據上述的論述，請就您所熟知的「研究方法」，回答下列問題。

2-1 何謂「研究方法」？請就您的領域作論述。 (20%)

以下問題請擇一回答:

2-2 假如您同意上述的論述:

- 請舉例說明從「Data」到「Information」到「Knowledge」，以致形成「Wisdom」的過程？ (15%)
- 請問如何把您過去的專業經驗，經由上述的過程轉化為「智慧」？ (15%)

2-3 假如您不同意上述的論述:

- 請問在您熟知的研究方法中，智慧是如何形成的？ (15%)
- 請問如何把您過去的專業經驗，經由知識形成的過程轉化為「智慧」？ (15%)