

系所組別： 創意產業設計研究所乙組

考試科目： 數位媒體與互動設計

考試日期：0220，節次：3

※ 考生請注意：本試題 可 不可 使用計算機

(可用中文或英文回答)

1. Digital Media (40%)

Please identify **3 different types of digital media**; describe, compare and contrast their characteristics and illustrate how they are used in existing design products.

2. Interaction Design (60%)

Dan Saffer in the book “Designing for Interaction” summarizes the following seven characteristics of good interaction design.

- Trustworthy: Before we’ll use a tool, we have to trust that it can do the job. If we trust something, we are more likely to deeply engage with it and perhaps even take measured risks with it.
 - Appropriate: The solutions that interactive designers come up with need to be appropriate to the culture, situation, and context that users live in.
 - Smart: The products and services we use need to be smarter than we are. They have to prevent us from making mistakes. They need to do for us humans the things we have trouble doing.
 - Responsive: We need to know that the product “heard” what we told it to do and that it is working on the task. Responsiveness makes people feel appreciated and understood.
 - Clever: This implies intelligence without smugness or condescension. It suggests humor and slyness without obnoxious. And it also implies delight. Clever products and services predict the needs of their users and then fulfill those needs in unexpectedly pleasing ways.
 - Ludic: This means playful. It is hard to play when you are uncomfortable, so users need to be made to feel relaxed enough so they can engage in play. Designing products or services that allow play means providing the environment and means for users to play with a product or service.
 - Pleasurable: In design terms, products and services can be pleasing in two ways: aesthetically and functionally. We need to feel that time spent using the product or service is time well spent, that it is effective in accomplishing what we want it to do.
- a. Please identify a commercially available **hand-held device** that is a good interaction design product. Describe and analyze the product in detail according to the characteristics listed above.
 - b. Please identify a commercially available **home appliance** that is a good interaction design product. Describe and analyze the product in detail according to the characteristics listed above.
 - c. Please identify a publicly accessible **website** that is a good interaction design. Describe and analyze the website in detail according to the characteristics listed above.