編號: 240

國立成功大學 104 學年度碩士班招生考試試題

系所組別:創意產業設計研究所丙組 考試科目:企劃實務

第1頁,共2頁

考試日期:0212,節次:3

※考生請注意:本試題不可使用計算機。請於答案卷(卡)作答,於本試題紙上作答者,不予計分。 Please answer the first question in English and the second in 中文.

1. My city, my home, my wedding: (80%)

Please arrange and design a "wedding" for yourself. The unforgettable wedding will be held in June 2016, in a favourable city of yours or your partner's (in Taiwan). Please explain why you pick this city. You also need to set a wedding theme and if needed, you may design this wedding ceremonyto be a portable one, move from place to place in this selected city. Apart from your families and friends, there are 5 very distinctive guests will be invited by you. They will contribute in your wedding by any form of your wish. This wedding will be the most memorable wedding with their participation.

They are: (please indicate their name)

- A singer who you like the most;
- A writer who you adore the most;
- A film director who you admire the most;
- An illustrator who you have a long-term friendship with;
- An architect who you trust the most.

Please complete the following tasks and you may as well use illustrations to supplement with texts.

- (a) Wedding theme; (15%)
- (b) Design and arrange this wedding with detailed preparation works in the "pre" and "during" wedding stage; (10 %)
- (c) Design for the wedding dresses for you and your partner, don't forget about the accessorises; (10%)
- (d) Planning and design for the wedding venue(s) by using visual drawings; you should also address the number of guests in total, so the venue(s) will be capable of allocating these guests. (10,%)
- (e) Design and plan for the highlight wedding events or activities; (10χ)
- (f) Design and plan for small gifts to be given away to greet your guests; (10 %)
- (g) Plan for any activities or performance that your invited 5 guests will contribute. (15%)



* The provided image of a wedding is <u>only for your reference</u>.

(Please see next page for question 2)

編號: 240

系所組別:創意產業設計研究所丙組

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第2頁,共2頁

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 請寫一封<u>中文邀請信</u>給任意一位前述的賓客,敘述你有多麼希望他(她)能夠在婚禮過程中,為你們 人生最重要的時刻展現他們的長才,請於邀請信中告知,你需要他們以你最愛的台灣此一城市作為 靈感來進行創作,請告知他屬於這個城市的優勢與相關重要資源或素材,也記得並告知婚禮相關細 節,以供你的賓客進行發揮。(20%)