

※ 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。

1. The concept of creative industries is relatively new and remains in flux. Leading organisations such as UNESCO defines them as “those industries that combine the creation, production and commercialization of products which are intangible and cultural in nature. These contents are typically protected by copyright and they can take the form of goods or services”. ‘Creative industries’ and ‘cultural industries’ are terms that tend to be used interchangeably. Some have argued that it is important to focus on creativity rather than culture. The UK government, for instance defines the creative industries as “those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property”.

(1). However their meanings and uses are in fact very different. Please clarify each of the emphasis from your point of view. (20%)

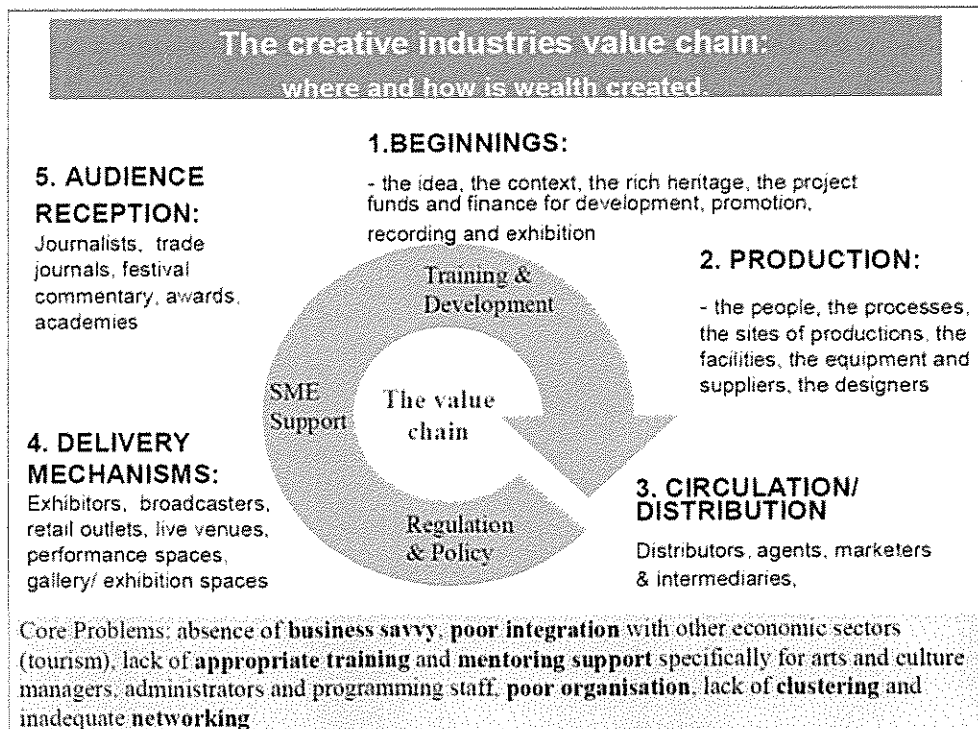
2. Two definition mentioned above have in commons is the emphasis on cultural property or copyright aspect of creative industries, the creative or cultural origin of the products or services and the commercialisation or wealth and job creation of the creative industries. Please finish up the contents of *Table of Creative Industries Model and Associated Sectors* below by adopting creative industries appointed by Ministry of Culture in Taiwan. Please fill in the blanks on your answers sheet **in numerical order**. (30%)

Taiwan Model (sectors)	Contents	Skills and talents
(1). Visual arts Industries	(1)-1	(1)-2
(2). (2)-1	Work on creation, production and training of music, theatre, and dance. Work for infrastructure and software of performance, including stage, lighting, acoustic, museum, gallery, styling...etc.), as well as their services and management.	(2)-2
(3). Application of Cultural heritage and performance facilities industries	(3)-1	(3)-2

(4).	Creation of Craft works, crafts design, making of materials, production of crafts, distribution and exhibition of products, evaluation of crafts...	(4)-2	
(4)-1			
(5).		Film producer, distributors, screenwriting, pre and post production...	
(5)-1	(5)-2		
(6). Broadcasting and Television industries	(6)-1	(6)-2	
(7).		Writers, publishers, editors, journalists...	
(7)-1	(7)-2		
(8). Advertising industries	(8)-1	(8)-2	
(9).	Work on investigation and design of products, for their appearance, inner function, human interfaces, making of prototypes and models, packaging design, design consultation.	(9)-2	
(9)-1			
(10).		Visual communication designers, commercial packaging designers,...	
(10)-1	(10)-2		
(11).		Fashion designer, retailing, fashion brand marketing...	
(11)-1	(11)-2		

(12). (12)-1	Work on design of buildings, interior design or decorations.	(12)-2
(13). Digital contents industries	(13)-1	(13)-2
(14). (14)-1	Work on the core knowledge of life style industries through integration of creative design. For instance: gastronomy experiences, life education experiences, cultural experiences...	(14)-2
(15). (15)-1	(15)-2	Pop music artists (performers), sound writer,

3. The following model shows the 'value chain' of creative industries, please take this as a framework to examine the concepts of creative value chain in wedding industries shown in Figure1. (50%)



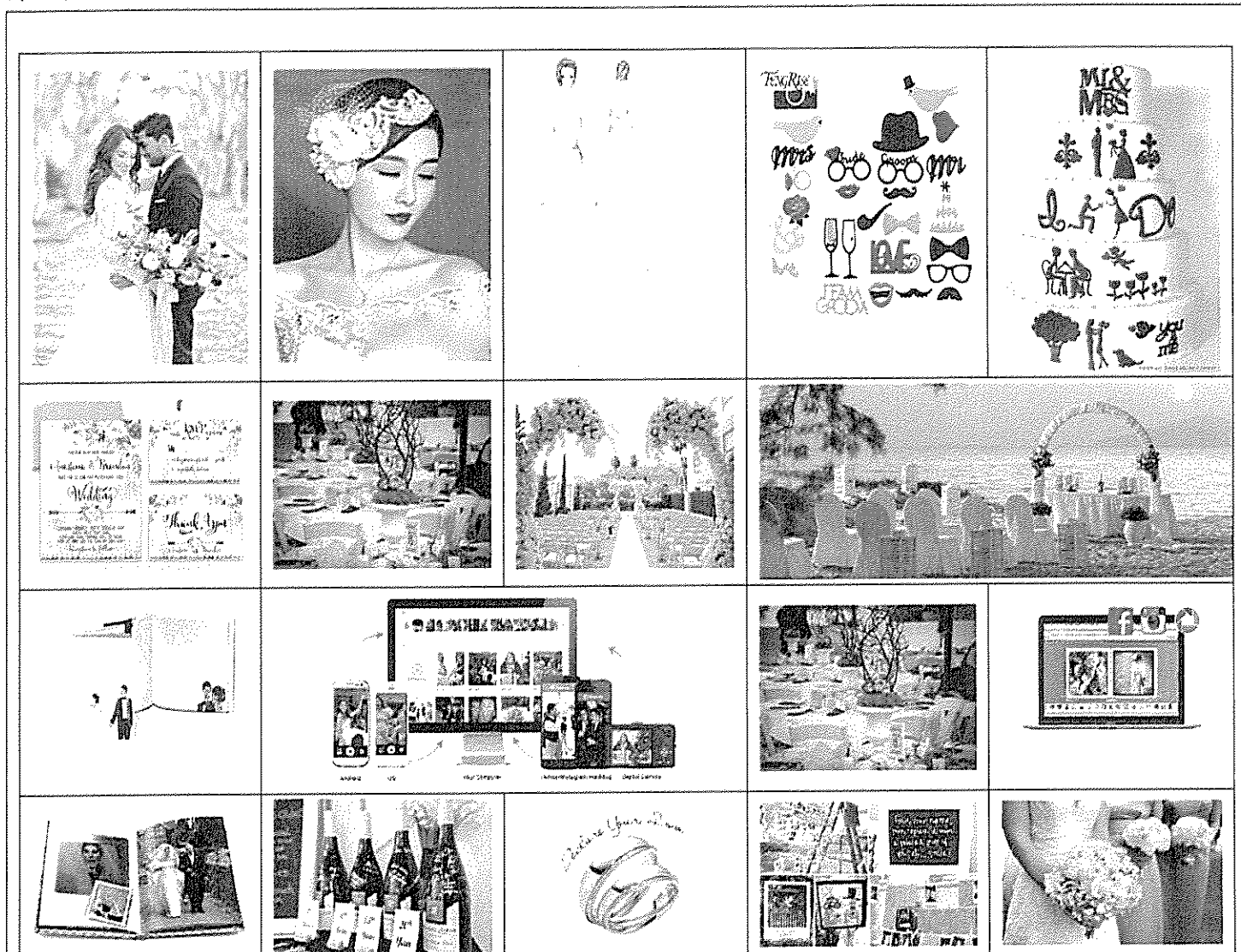


Fig.1 Related sectors in wedding industry