

※ 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. 請參考附件 (一) 之英文報導，並回答以下問題。該報導係一學生團隊所開發之桌遊產品，桌遊設計結合台南廟宇文化、數位科技、與桌遊競賽規則，以期望藉由此桌遊之展覽、推廣與銷售，提升年輕世代對傳統廟宇文化與周邊居住場域之認識。
 - A. 請提出你理想中可傳遞發揚傳統文化的桌遊設計？(10%)
 - B. 針對此類桌遊設計產品，試完成其推廣宣傳之行銷企劃，並列出時程與財務規劃 (例如目標顧客、行銷策略、文化特色、活動設計、所需資源、獲利模式等)。(30%)
 - C. 請以英文 100-200 字簡述前述企劃內容之大綱。(10%)

2. 某校預計運用 20 萬元之預算，舉辦一共計七日的工作坊，並邀請國內各大學學生報名參加，工作坊主題訂為「以設計思考達成社會創新」(Design Thinking for Social Innovation)，預計邀請四家社會企業共同參與。請依前述假設，回答以下問題。
 - A. 請列出本工作坊七日的規畫內容，並詳列如何運用此 20 萬元之財務規劃 (20%)
 - B. 請思考如何以三個月的時程推廣行銷此一工作坊，並列出詳細之宣傳企劃 (推廣對象為各大學之學生)。(20%)
 - C. 請以英文 100-200 字草擬此工作坊開幕第一日發布之新聞稿。(10%)

附件 (一)

The China Post News

NCKU students create 'Oh!MyGod?' game based on temple culture

January 12, 2016

Integrating aspects of Taiwanese culture into its design, three students from the National Cheng Kung University (NCKU), Tainan, have created an interactive table game that they introduced at a recent digital art exhibition, according to a press release by the NCKU on Monday.

Oh!MyGod? is an interactive table game created by three first-year graduate students from the Institute of Creative Industries Design (ICID), NCKU. One of students said, "The idea of the game Oh!MyGod? began from our field trip to West Central District in Tainan City, where there are numerous temples and shrines, all of great historical and cultural significance."

"In Taiwan, folk religion combines aspects of art, history and culture and honoring this becomes not only our commitment to the spirit of Taiwan, but also an homage to the wisdom of our ancestors," she added. However, it's a pity that nowadays so few of the young generation value this kind of traditional culture.

A hand-made prototype of the table game is currently showcasing at the exhibition at NCKU Art Center. One other student introduced the game and explained, "We made a table game based on the mythology, history and aesthetic aspects of the gods and temples of Tainan to attract young people to become more familiarized with their culture."

He further explained that it takes four people to play the game and that to start each player has to pick one god card from nine and download an app. The player will then have one piece of her or his god's puzzle. Based on the card they've picked, the player will play the game as a believer of a specific god.

A total of nine gods are involved in the game, including: the Jade Emperor (玉皇大帝), Guan Sheng Di jun (關聖帝君), Mazu (媽祖), Zhenwu Emperor (真武大帝), Cheng Huang Ye (城隍爺), Confucius, Yen Ping Chun Wang (延平郡王), Seven Star Empresses (七娘媽), and Tu Di Gong (土地公).

The student also noted, "From project conception to field investigation and interviews, what we gained from our work was not only the creation of a table game, but also cultural knowledge relevant to (understanding) Taiwanese identity. Also we hope that more and more people will understand and appreciate the beauty of our own culture".