

國立成功大學
110學年度碩士班招生考試試題

編 號： 224

系 所： 創意產業設計研究所

科 目： 創意產業概論

日 期： 0203

節 次： 第 2 節

備 註： 不可使用計算機

※ 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. Along with the tourism sector, cultural and creative sectors (CCS) are among the most affected by the current crisis. The sector has innovated rapidly, notably with accelerated digitalization and cross-overs between culture and education or health sectors can drive future innovation. Please introduce 4 sub-sectors under Cultural Creative Industries as example to demonstrate how these industries can take advantage of the creative potential of culture in the post-COVID recovery. (60%)
2. The pandemic has had negative economic impact to travel and tourism as well as on creative industries practitioners. The following information provides three practitioners who work from three different CC sectors in Kenya delivering their responses to crisis. Knowing their revenue model as basic understanding to current situation, please provide your own opinions on how innovations and resilience could be carried out as coping strategies. Choose any two from below and number your answers accordingly. (40%)

*All answers must be written in English.

Sub-sector	Revenue model	Innovations and Resilience
Fashion industries (response from a fashion designer)	Her specialty is wedding gowns and wedding-related garments. Due to measures taken to enhance social distancing, most weddings have had to be postponed. This has brought to a halt business for the gown fitters. Loss of business has led to layoffs of some staff, and salary cuts for others of up to 40%.	2-1
Performance industries (response from a live music co-founder)	This company has managed to be resilient because of its diverse skillsets which allow staff to move across to other projects offering alternative revenues. They prioritize their relationships with suppliers, because good faith is a valuable currency during difficult times when trust is hard to come by.	2-2
Music industries (response from a musician and co-founder)	It operates as a recording company and music label. Their business model is built around signing music recording and performing artists on an exclusive contract for a minimum of 3 years. They currently have 4 artists signed to the label.	2-3