

國立成功大學
110學年度碩士班招生考試試題

編 號： 225

系 所： 創意產業設計研究所

科 目： 企劃實務

日 期： 0203

節 次： 第 3 節

備 註： 不可使用計算機

Please answer the following questions in English with 300 words maximum each.

1. What's your OWN understanding of 'Creative Thinking' and 'Design Thinking', and how do they relate to planning? (30%)
2. Draw and Show the 'Process' of a Project/Plan that you recently participated and finished, and share WHY you think it's a success! (30%)
3. If you are given a budget of NT\$ 500,000. How and What will you do with it to gather a group of creatives to do something to contribute to the Sustainable Development Goals? (40%)

