

國立成功大學

112學年度碩士班招生考試試題

編 號：218

系 所：創意產業設計研究所

科 目：企劃實務

日 期：0207

節 次：第 3 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。

Short Essay Questions:

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

1. What's your own understanding of 'Creative Thinking', 'Design Thinking' and 'Critical 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 or failure'? (30%)
3. By employing different types of Culture and Technologies to create a piece of audiovisual content, WHAT subject, manpower, time, money and platforms you will be using to accomplish it? (40%)