

國立成功大學

114學年度碩士班招生考試試題

編 號：156

系 所：創意產業設計研究所

科 目：創意產業概論

日 期：0211

節 次：第 2 節

注 意：1.不可使用計算機
2.請於答案卷(卡)作答，於
試題上作答，不予計分。

Q1. Please read the following texts from “*Digital Creative Industries Roadmap 2024–26*”.

“A broad view of the ‘Cultural and Creative Industries’ (often termed CCI, or CCS – Cultural and Creative Sectors) encompasses sectors from advertising and design, software and digital games, to the audiovisual and immersive sectors, publishing, architecture, through to music, the wider arts, libraries and cultural heritage. Creative industries grow from a thriving cultural sector – providing content and value creation, inspiring new business models and new growth opportunities. Sectors such as software and digital services, telecommunications services and hardware, tourism, consumer electronics, manufacturing and service industries all depend on creative input. More directly, the creative industries boost competitiveness, productivity, sustainable growth, employment and export potential. Recent research and analysis identify a value in more targeted definitions which draw distinction between core cultural sectors such as the arts, libraries, and museums; cultural industries such as audiovisual, craft, recorded music, and publishing; and creative sectors such as advertising, design and digital games. The call for more targeted definitions reflects a need to strengthen data gathering and analysis across these important drivers of growth and innovation. This refined nomenclature also recognises the emergence of new platforms and creative sub-sectors that are intertwined with the evolution and potential of digital technologies.”

(A Government of Ireland Initiative. Tionscnamh de chuid Rialtas na hÉireann, Digital Creative Industries Roadmap 2024–26, p11)

- (1). How do the core Cultural Industries sectors (e.g., arts, libraries, museums...), and Creative Industries sectors (advertising and design, software and digital games, visual arts, architecture...) interconnect to foster innovation and sustainable growth in the creative industries? **(30%)** (Select one sector each from CI AND CCI as example)
- (2). Based from the previous answers. Please choose one from the following questions to write a 300-word-mini-essay discussing: (You may also provide structured diagram to explain your concepts accompanied by your texts.) **(40%)**
 - A- How their collaboration creates new business models, boosts employment, and supports the evolution of digital technologies.
 - B- Their shared challenges, and their collective potential in driving growth and innovation within the broader context of cultural and creative industries.
 - C- What roles do industries such as marketing, digital contents, or service innovation play in integrating creative input from cultural and creative sectors, and how does this integration enhance global competitiveness and innovation?

Q2. Refer to the figure below and share your thoughts on how these areas should be prioritised to enhance the development of CCI in Taiwan. Rank these areas from 1 to 6 and provide your explanation. (30%)

(A Government of Ireland Initiative. Tionscnamh de chuid Rialtas na hÉireann, *Digital Creative Industries Roadmap 2024–26*, p29)

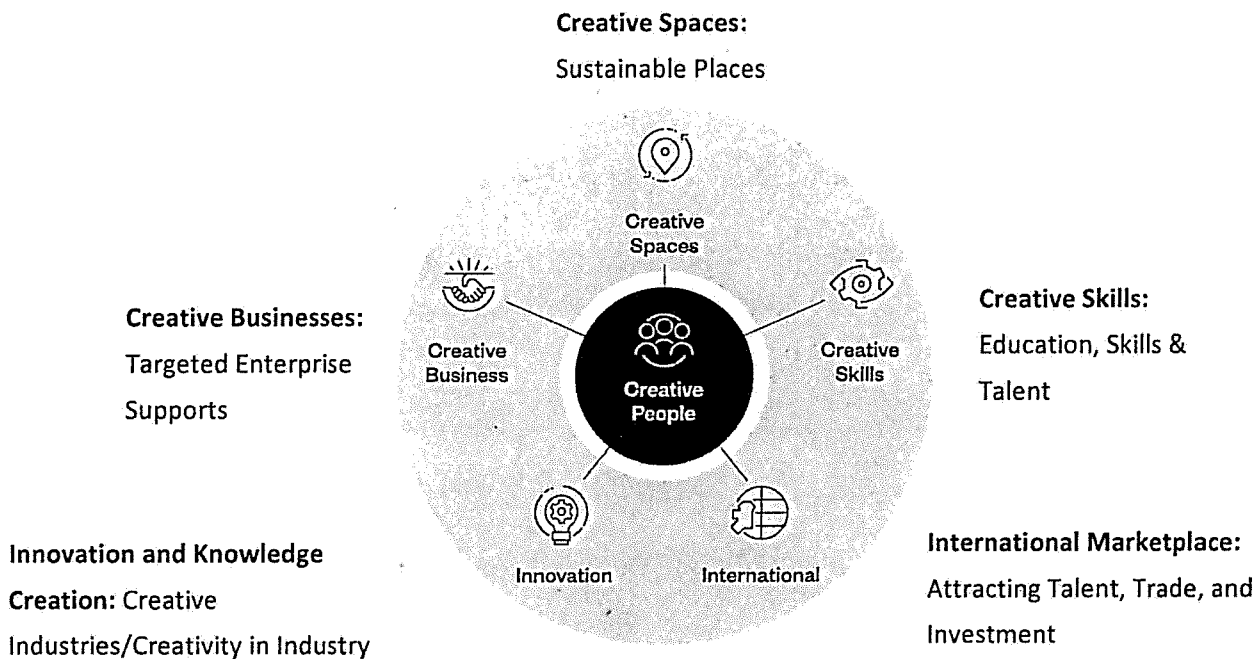


Figure 2 Six Priority Areas

All answers must be written in ENGLISH.