

# 國立成功大學

## 114學年度碩士班招生考試試題

編 號： 157

系 所： 創意產業設計研究所

科 目： 企劃實務

日 期： 0211

節 次： 第 3 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。

**Short Essay Questions:** Please answer the following three essay questions in English, with a maximum of 500 words for each response.

1. **Collaborative Planning in Multidisciplinary Teams:** In creative industries, projects often involve teams from multiple disciplines. How do you plan for effective collaboration across different teams (e.g., designers, marketers, and technologists)? Discuss the importance of communication and coordination in such multidisciplinary environments. (30%)
  
2. **Sustainability in Creative Project Planning:** With growing attention on sustainability in the creative industries, how do you incorporate sustainable practices into the planning of a creative project? Discuss the environmental, social, and economic factors that must be considered. (30%)
  
3. **Design an Audiovisual Project Utilizing Cultural and AI Technologies.**  
Propose a concept for an audiovisual project that integrates cultural elements and AI technologies. Define the topic or theme of the content and explain how these technologies will be used to enhance the project. In your response, also discuss the importance of cultural sensitivity and how you will ensure that cultural elements are thoughtfully incorporated to avoid misrepresentation. Additionally, identify the key resources required for the project, including subject matter, human resources, time, budget, and platforms. Explain how these resources will contribute to the successful execution of the project while considering potential challenges and the ethical implications of using AI in a culturally relevant context. (40%)