

國立成功大學

115學年度碩士班招生考試試題

編 號： 147

系 所： 創意產業設計研究所

科 目： 企劃實務

日 期： 0204

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'. Each response should not exceed 500 words.

1. Compassion: Designing Creative Projects for Communities with AI (30%)

In creative industries, compassion is often expressed through design that responds to the needs, experiences, and voices of specific communities. When AI technologies are involved, designers must carefully consider how empathy and responsibility are translated into design actions.

How would you plan a creative project that applies compassion to a community through design?

Your response should include:

- Project Title and Community-Based Compassion Theme
- Design strategies that demonstrate empathy toward the community's needs or challenges
- Reflection on how AI supports or challenges compassionate engagement with the community

2. Creativity: Planning Creative Processes in the Age of AI (30%)

Creativity today emerges through interactions between people, design processes, and AI tools. Designers are expected to plan and manage creative processes that balance originality, intention, and responsible use of technology. How would you plan and manage a creative process that integrates human creativity and AI? You may use a real or well-known creative, cultural, or business case to illustrate your planning approach. Your response should include:

- Project Title and Creative Theme
- Key strategies for fostering and guiding creativity, illustrated through a real case if relevant
- Reflection on the opportunities and limits of AI in the creative process

3. Content: Designing Creative Content and Storytelling with AI on Social Platforms (40%)

Creative content and storytelling are central to the creative industries, and social platforms shape how stories reach and engage audiences. Propose a creative project that develops meaningful content and storytelling through design and AI technologies.

Your response should include:

- Project Title and Content / Story Theme
- Storytelling approach and selected social platform(s)
- Use of AI in content creation and reflection on audience impact or ethical considerations