國立成功大學
115學年度碩士班招生考試試題

編　號：148

系　所：創意產業設計研究所

科　目：創意設計

日　期：0204

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。

1. Please explain your own understanding of "creative design" in the contemporary context. How do you think creative design today responds to complex social, cultural, or technological systems, rather than isolated problems? **(30%)**
2. In recent years, emerging technologies such as generative AI, metaverse, or data-driven platforms have reshaped how designers think and work. Please explain how these technologies change the role of designers or the design process, and provide one or two real-world examples to support your argument. **(30%)**
3. Please propose one creative design concept (product design, digital design, service design, or system design). Using a design thinking or similar design process, explain your design from: (1) users, (2) stakeholder, (3) key insight, (4) design concept, (5) prototype or scenario. Please draw sketches or diagrams to help explain your idea. **(40%)**.