

系所組別： 創意產業設計研究所乙組

考試科目： 數位媒體與互動設計

考試日期：0308，節次：3

※ 考生請注意：本試題 可 不可 使用計算機

(一) 將下列文章翻譯成中文。(40%)
(摘錄自"Thoughts on Interaction Design")

Interaction design is the creation of a dialogue between a person and a product, service or system. It isn't necessarily the creation of websites, multimedia design, or graphical-user interface design. Interaction designers—whether practicing as usability engineers, visual interface designers, or information architects—all attempt to understand and shape human behavior. This is the purpose of the profession: to change the way people behave.

As communication and computing technology has increased in speed, function and capability, and decreased in size and cost, more and more consumer products can be found to contain some form of digitalization. While this digital component frequently increases the overall utility of the product, it also serves to increase the complexity of the user experience.

Recently, there has been a great deal of attention and effort placed on the creation of smart device or ubiquitous computing. Academics and industry practitioners alike are investigating ways to embed computing in various locations around the home or even on the body. Many of these investigations are driven by engineering innovations, and while technically quite impressive, few engineers or product managers seem to be asking the difficult question of "why". Why produce a refrigerator that knows when it is out of milk? Why create lighting systems that turn themselves on or off when a person enters or leaves the room? Those engaged in human-computer interaction—interaction designers—exist to ask these difficult questions, and to create frameworks for compelling experiences rather than technical experiences. Interaction design has outgrown its computing roots, and is now a field responsible for humanizing technology.

(二) 國立科學工藝博物館正準備規劃設立新的「生活科學廳」，假設你是受委託設計的單位，請就「生活科學廳」的展示規劃設計，提出：

- (1) 「生活科學廳」的「規劃理念與展示特色」。
 - (2) 解釋如何利用「數位媒體與互動設計」，跳脫出傳統的靜態展示方式，增加探索(Exploration)、體驗(Experience)、情境(Situation)、寓教於樂(Edutainment)的效果。
 - (3) 以簡圖表示「生活科學廳」的展示架構。
- (可以中文或英文作答)(60%)