

國立臺北科技大學 106 學年度碩士班招生考試

系所組別：5200 工業設計系創新設計碩士班

第一節 設計實務 試題

第一頁 共一頁

注意事項：

1. 本試題共 2 題，共 100 分。
2. 請標明大題、子題編號作答，不必抄題。
3. 全部答案均須在答案卷之答案欄內作答，否則不予計分。

一、共享經濟 (Sharing economy)(40%)

1. 請根據本文描述何謂共享經濟，說明此趨勢對設計界可能帶來的機會與限制。(10分)
2. 請提出三個具“共享經濟”思維的服務設計提案，須輔以圖面說明設計特點。(每小題10分，共30分)

Sharing economy is an umbrella term with a range of meanings, often used to describe economic and social activity involving online transactions. Originally growing out of the open-source community to refer to peer-to-peer based sharing of access to goods and services, the term is now sometimes used in a broader sense to describe any sales transactions that are done via online market places. Also known as shareconomy, collaborative consumption or peer economy, a common academic definition of the term refers to a hybrid market model (in between owning and gift giving) of peer-to-peer exchange. Such transactions are often facilitated via community-based online services. The sharing economy may take a variety of forms, including using information technology to provide individuals with information that enables the optimization of resources through the mutualization of excess capacity in goods and services. A common premise is that when information about goods is shared (typically via an online marketplace), the value of those goods may increase for the business, for individuals, for the community and for society in general. (資料來源：維基百科)

二、社會設計 (Social Design)(60%)

社會設計(Social Design)一詞，最早出自 Victor Papanek 在 1971 年出版的著作《Design For The Real World: Human Ecology And Social Change》。他提到設計師應該從以「物件」為出發點的思考模式，轉向「人」和「生活型態」，讓設計的觸角延伸到環保、教育、人文關懷等議題。近年設計界開始反思設計的意義，如何把透過設計思維，解決人民、社會或城市必須面對的問題，例如在中東有數百萬人為了逃離戰爭和貧困而離開家園、未來估計將有三十億人會從農村遷移到城市，因此如何改善共同生活的方式、如何減少社會衝突和增進相互理解將是設計的重要課題。

請提出三個以社會設計觀點出發的提案，必須輔以圖面說明設計特點。

(每小題20分，包含問題定義5分、解決方案5分、設計表達10分，三題共60分)

