

**亞洲大學**  
**101 學年度碩士班入學招生考試試題紙**

| 學系別   | 考試科目      | 考試日期      | 時 間         |
|---|-----------|-----------|-------------|
| 資訊傳播學系碩士班 B 組   | 多媒體導論 (A) | 101.04.14 | 10:40-12:20 |
| <p>Please answer the following questions. You may answer in Chinese or English.</p> <ol style="list-style-type: none"><li>1. What are Web 1.0, Web 2.0 and Web 3.0? Please describe them. (15%)</li><li>2. What is virtual reality (VR)? Please describe it. (10%)</li><li>3. What is augmented reality (AR)? Please describe it. (10%)</li><li>4. How do you design a Web site which is seen as high quality and can be well indexed by Google? (20%)</li><li>5. Which Web sites do you like most? Please describe the reasons. (15%)</li><li>6. What is the Webby Awards? (10%)</li><li>7. Which Google's services (or products) do you like most? Please describe the reasons. (10%)</li><li>8. Please describe a multimedia project which you have ever been involved in. What do you think are the most difficult in doing a multimedia project? (10%)</li></ol> |           |           |             |