

臺中健康暨管理學院

九十四學年度碩士班暨碩士在職專班招生考試試題紙



系所別	組別	考試科目	考試日期	時間	備註
資訊與設計學系碩士班	--	視覺設計原理	94.4.24	10:30-12:10	共一頁

申論題：

- 芭比(Barbie)娃娃在許多小孩心中一直扮演特定形象與玩伴角色，芭比自 1959 年首次亮相以來，風靡了數十年，已經賣出了十億個，平均每兩秒鐘賣出一個；美國女孩平均每人擁有八個，姣好的三十八、十八、三十四的三圍身材成為女孩幻想未來長大後亮麗外型的標準，儼然是家喻戶曉的兒童玩具，當然她的影響力已不只商業價值這麼簡單。請深入思考下列問題：
 - 三圍出眾、衣飾亮麗的女人固然值得欣賞，但令人擔心的是若成了刻板印象，將使人無形中萎縮了欣賞事物的觀點與廣度，請您評論『芭比現象』與『女性主義』的關聯？(20%)
 - 在遊戲設計中，許多女性角色大多設計成魔鬼身材與天使臉孔的外型，此現象或許能迎合玩家的眾多期待，請從『Gameplay Gestalt』的觀點來分析優缺點與未來變化？(20%)
 - 2005 年日本萬國博覽會其中一項令人興奮的尖端科技：『Future-cast System』，請從 Future-cast 中的表現特點來思考芭比娃娃的可能發展，以及對於遊戲設計的啟示？(20%)

- Computer games are often marketed on their visual appeal. Many of the consumers are lead to buy a game on the basis of its looks. The actual gameplay is often less promoted. However, the functional aspects are the cores of a game.

Three-dimensional computer games need both visual and functional content.

Designers of the game have an idea how this content should look and function. In order to reach their goals and to share their views with each other, designers use different tools to visualize their ideas.

Script writers and different medium artists are hired to produce different visualizations : scripts, sketches,miniature models et cetera. (Tomi Kujanpää)

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- In the process of game design, what were the functionalities of script, sketches, and miniature models ? (10%)
- How the design of functionality aspects for 3D computer game models can benefit the final outcome? (10%)
- Deeply described your viewpoints about what were the relationships between complexity of visual presentations and gameplay of the game ? (20%)