

亞洲大學

九十五學年度轉學招生考試試題紙

學 系 別	考試科目	考試日期	時 間
資訊與設計學系二年級	視覺設計(含色彩學)	95.7.29	10:20-12:00

字跡請工整，請勿錯別字。回答時請註明題號，不需重抄題目。

【解釋名詞『30%』】請簡單回答下列英文名詞之中文意思，以及名詞的意義。

1. Typography : (回答請謄寫於答案卷)
2. Logotype : (回答請謄寫於答案卷)
3. Universal Design : (回答請謄寫於答案卷)
4. ISOTYPE : (回答請謄寫於答案卷)
5. Diagram : (回答請謄寫於答案卷)
6. Color Saturation : (回答請謄寫於答案卷)

【申論題 70%】

1. 請深述色彩與「**量化變數 (Quantitative Variables)**」、「**質性變數 (Qualitative Variables)**」的關係？『10%』，並說明生活中的實例與體驗『10%』？
2. 我們假設「**色彩**」與「**形狀**」隱含著對應的關係。請分別就圓形、三角形、正方形三者，分別說明您認為對應的**唯一色彩**為何？並深入解釋對應的理由，以及所隱含的心理因素『10%』（註：色彩可以重複）。另外，請將您所解釋的理由，嘗試分析便利商店的飲料櫃中，消費者在購買琳瑯滿目的飲料時，包裝外型與色彩設計的關係？請說明您的看法。『15%』
3. 「**情感**」、「**語言**」與「**行為**」三者**在視覺設計的過程中**一直是採取的方法、傳達媒介與所企盼的目的，下列分別為三者的定義，請詳細閱讀後，嘗試回答後面的問題，所回答的答案請確實依據您對底下定義的瞭解，切勿雞同鴨講。

[1] Emotion and Feeling

Emotions are an intrinsic part of who we are as human beings. If it looks a particular way or presents a particular image, it can evoke emotions or feelings based on past, present or desired experiences.

A receptive state is required for maximum attention to and acceptance of information. Emotions can help us:

- ✓ make faster and better quality decisions
- ✓ enhance meaning and
- ✓ help us believe it

Strong emotions can contribute to or detract from the information.

[2] Language and Interpretation

The prevailing factor of language and interpretation is divided into four groups:

- ✓ Level of Detail: The level of detail we provide in our information should be "just right". Too little detail tends to people may guess about what is missing and fill in their own details. Too much tends to people get bored and stop paying attention or the real message gets lost in the bulk.

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- ✓ Language: Much of our communication today involves the use of words, either written or spoken.
- ✓ People: The individual involved further complicate creating effective communication. Every individual is unique with a unique set of experiences and contexts. No two are exactly alike. The more complex or new the information you are trying to convey, the more potential for varied interpretations.
- ✓ Meaning: Words are abstracts that represent objects and ideas. We see, we think, then our brain translates.

[3] Behavior

Our behaviors influence our associations with others, as well as our approach toward and interpretation of information. Most behavior patterns are well established habits and we are usually unaware that they exist. Much of our lives are spent in our "habit zone". This is part of the brain's strategy for running our bodies and keeping us functional. When we have repeated a thing long enough, it moves to habit and we don't have to engage conscious thought to perform. By committing these activities to the unconscious, the brain can engage in other conscious activities.

問題 1：

請說明在平面海報設計中，「情感」、「語言」與「行為」這三者設計過程中所扮演的角色？『10%』

問題 2：

我們知道欣賞電影是件愉快的事情，電影在上映前有「動態電影預告」以及「平面電影海報」兩種型式提供愛好者一些電影的基本資訊，若摒除傳達效果不談，請分別說明「動態電影預告」以及「平面電影海報」裡，其「情感」、「語言」與「行為」三者的差異。『15%』