

南華大學九十五學年度 碩士班 招生考試試題卷

系所別：應用藝術與設計學系碩士班

科目編號：A1-17-13

科目：設計理論

試題紙第 1 頁共 1 頁

請回答下列問題，不必抄題，但務必標明題號。

1. 色料三原色與色光三原色各為何？並據以說明色料混色現象與色光混色現象之差異性？(10%)
2. 試說明 Munsell 色彩體系之內容與表色方式。(10%)
3. 何謂「黃金分割」(Golden section)？試應用黃金分割的比例關係，簡要設計一行動電話之輪廓外形。(15%)
4. 何謂「完形」(Gestalt)？試舉出一個運用完形心理概念的設計案例。(15%)
5. 何謂「腦力激盪法」(Brainstorming)？試說明腦力激盪法的原則與進行方式。(15%)
6. 請分別說明「美術工藝運動」(Art and Crafts Movement)與「新藝術運動」(Art Nouveau)，其歷史背景、代表人物與闡釋理念。(15%)
7. 請將下述之英文內容逐句翻譯成中文。(20%)

Universal Design is an approach to the design of all products and environments to be as usable as possible by as many people as possible regardless of age, ability or situation. Universal design is not a fad or a trend but an enduring design approach that originates from the belief that the broad range of human ability is ordinary, not special. Universal design accommodates people with disabilities, older people, children, and others who are non-average in a way that is not stigmatizing and benefits all users.