

實踐大學 111 學年度碩士班考試入學招生考試試題

所 別：工業產品設計學系碩士班

150 分鐘

科 目：設計評賞與創意思考

共 2 頁第 1 頁

→ 備註：請在答案卷上作答，於本試題紙上作答者一律不予計分。

一、請您以中文概述下段英文之內容，並提出您的評論。(40%)

Designing for the Metaverse

If the transition from human-computer design to UX marked the change from computers as separate from the “real world” to computers becoming an intrinsic part of our world, the metaverse describes the next stage in this evolutionary journey: computers as portals to new worlds entirely. And as technology shifts, so will the terminology we use to describe the person who interacts with said technology. So rather than design being focused on the user, design will instead reorient itself around the player — the person who occupies this virtual world.

This will force a reimagining of good design. Today, good design is intuitive, easy-to-use, and aesthetically pleasing. But in the metaverse, good design is something else entirely — it’s wholly immersive. “When a player and character merge to become a persona, that’s immersion,” wrote Richard Bartle in *Designing Virtual Worlds*. “That’s what people get from virtual worlds that they can’t get from anywhere else. That’s when they stop playing the world and start living it.”

In the metaverse, design is not as concerned with how quickly someone accomplishes their goal — it’s more concerned with whether a player is immersed enough to pursue a goal in the first place. That could mean traveling to meet friends, rather than instantly meeting them in a Zoom room; or going to a marketplace, rather than having access to online storefronts where anything can be purchased at any time.

.....

Because designing for the metaverse means designing for an entirely new, immersive world, designers will have to broaden their skills to include a host of new disciplines. As Bartle points out, designers will need to study subjects from economics to urban planning to anthropology.

The reason is because virtual world designers are ultimately designing human societies. As Raph Koster, a leading virtual worlds designer, said in a 2017 talk, “When you pick up those tools — connectivity, persistence, identity — you are either going to design that society on purpose, or by accident.”

To create a healthy society in a virtual world, designers will not only need to understand how societies work in the real world, they will also need to understand what threatens them.

Goldman, B. Bertram, July 13, 2021, *The Metaverse Will Give Designers the Chance to Create a Better World*

資料來源：節錄自 <https://builtin.com/design-ux/virtual-world-design-ethics>

實踐大學 111 學年度碩士班考試入學招生考試試題

所 別：工業產品設計學系碩士班

150 分鐘

科 目：設計評賞與創意思考

共 2 頁第 2 頁

→ 備註：請在答案卷上作答，於本試題紙上作答者一律不予計分。

- 二、基於您對上文及下圖的解讀評論和創意思考，請您描述一個 Metaverse 的情境（例如：遊戲、旅行、太空、教學、醫療、工業、照護.....），並發想設計一款應用於此場景的物件。設計案，請以「圖繪和文字」說明其創意特色和情境劇本。設計的表達要點包括：創意概念、設計構想、概念草圖、完成立體圖，及其相關的功能、形式、材料、使用對象和呈現品質...等。（50%）



圖 1. AR battle in Pokemon Go (圖片來源：Niantic)

圖 2. Google glass (圖片來源：https://zh.wikipedia.org/wiki/Google_眼鏡)

圖 3. RTFKT studio and Seattle artist FEWOCIOUS 聯合創作 621 雙虛擬球鞋並真實銷售，消費者於 6 周後取貨(圖片來源：<https://www.scmp.com/lifestyle/fashion-beauty/article/3163424/fashion-industry-looks-online-metaverse-test-lab>)

圖 4. VR Remote Surgery Concept (圖片來源：<https://www.designpartners.com/vr-remote-surgery-concept-logitech-collaboration/>)

- 三、請簡述您的專業背景與優勢專長是什麼，其如何在設計領域中發揮。（10%）