

2024 Master’s Program, Graduate School of Design (General Entrance Examination) Achievement Test
Question and Answer Sheets

Examinee’s number

Media Arts and Design

Notes : **Compulsory Questions** : Answer all three questions. **Elective Questions** : Answer two of the three questions

Notes on Answers

- (1) **Compulsory Questions** : Answer all three questions (I -III).
- (2) **Elective Questions** : Answer two of the three questions(IV-VI).
- (3) Answers to each question should be written directly on the Question and Answer Sheets.

Elective Question and Answer Sheet

(Check the two question boxes of your choice below)

Question IV	Question V	Question VI

※This form must be submitted with the answer sheet.

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Question and Answer Sheets

Compulsory Questions

Media Arts and Design

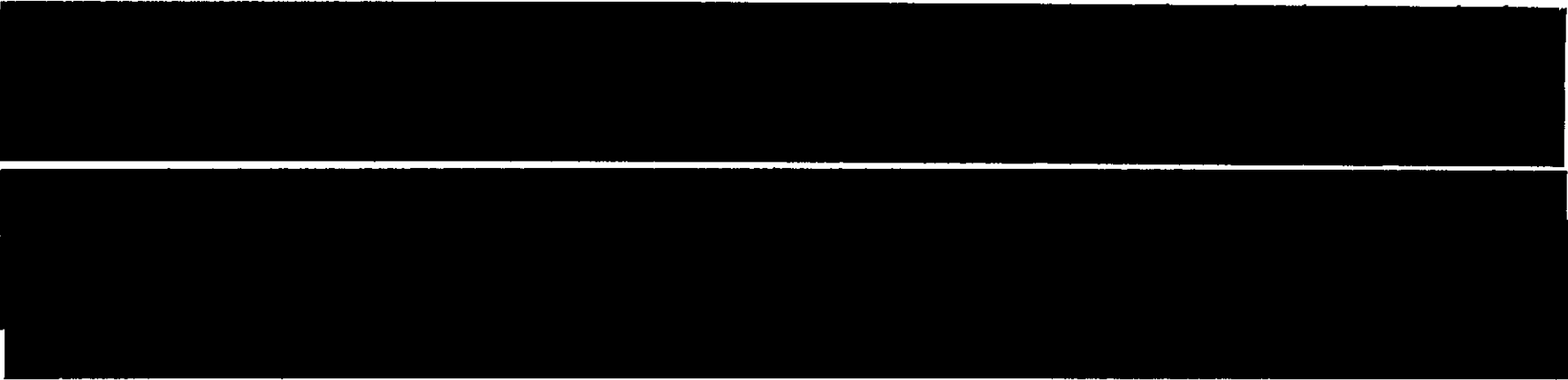
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Compulsory Questions Answer all three questions (I -III). (60 / 200 points)

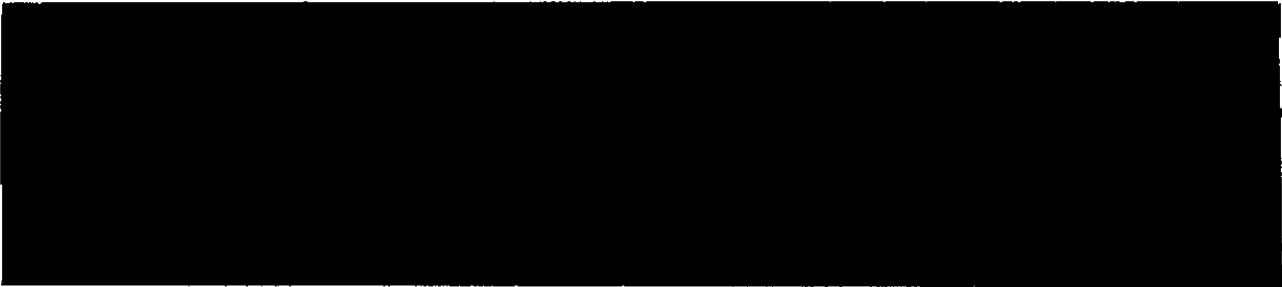
【Compulsory Question I 】

Read the text about Joseph Beuys' (1921-1986) art project "7000 Oaks" (1982-1987), which promotes tree planting, and answer the following questions.



Yukiko Shikata "Social Sculpture, Spiritual Sculpture, Ecosophy | 100th Anniversary of Joseph Beuys, Laurin Weyers, and Our Future 2021

(Q1) For the underlined part (a), connect the following three artworks and artists' names related to "ecological awareness" with a line. (10 points)



《Ice Watch》 2018

《Drawing on the Water Surface Created by
the Dance of Koi and Boats》 2015

《Pollen from Hazelnut》 2013



teamLab

Wolfgang Laib

Olafur Eliasson

(Q2) Regarding the underlined part (b), why did Beuys state that "the idea [of Social Sculpture] will finally come to fruition in the 21st century, when the environment is more important"? Write your thoughts. (10 points)

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Compulsory Questions

Answer all three questions (I -Ⅲ). (60 / 200 points)

【Compulsory Question II】

Select two of the following 8 terms, and explain each as much detail as possible. (10 points each)

- (1) Classification of European Typefaces
- (2) Classification of Japanese Typefaces
- (3) Grid Systems
- (4) Pictograms of TOKYO Olympic1964
- (5) Universal Design of Sign
- (6) Basic 3 Programing Languages for Web Design
- (7) Information Accessibility
- (8) UX elements of WEB design

Compulsory Questions

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Compulsory Questions

Answer all three questions (I -Ⅲ). (60 / 200 points)

【Compulsory Question Ⅲ】

Ⅲ-1. Explain the meaning of the following terms that are used in advertising. (10 points)

(1) AISAS model

(2) Product placement

Ⅲ-2. In the space “” provided in the following sentences, select appropriate words or phrases from the answer group and write their numbers in the answer section. (10 points)

- In the 1920s, demonstrated through experimentation that a single shot can give different meanings to the viewer by connecting it with shots edited before and after it (the " effect"). This became the basis for the later theory, and used this theory practically in his 1925 film *The Battleship Potemkin*, including the "Odessa Steps" scene.
- In the U.S.A. in the year , and his assistant Dixon collaborated to develop the world's first moving image viewing device, . This device was designed to be viewed by a single person through a peephole. This was a device that could be viewed by a single person through a peephole. In France, in the year , invented the , which had both filming and projection functions. The first public showing of a film was in Paris in the year , when it was projected on a screen in Le Salon Indien du Grand Café for an audience of several people.

【Answer group】

- (1) puppet theater effect (2) montage (3) Griffith (4) Edison (5) binocular parallax (6) zooming in (7) dolly zoom
(8) Kuleshov (9) Psycho (10) panning (11) Méliès (12) 1881 (13) 1895 (14) 1920 (15) 720 (16) tilt
(17) Eisenstein (18) Riefenstahl (19) Kinetoscope (20) Lumière brothers (21) Vertigo (22) 1885 (23) 1894
(24) 1891 (25) cinématographe

【Answer section】

a	b	c	d	e
f	g	h	i	j



Compulsory Questions	Media Arts and Design	Examinee’s number

【Elective Questions】 Select and answer two questions from among the three questions (IV-VI). (140 / 200 points)

【Elective Question IV】

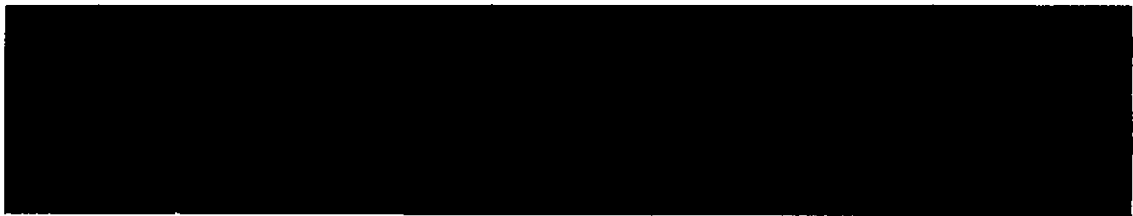
IV-1. Choose one term from each of the following groups (Group A, Group B, and Group C) and explain them. Write down the term of your choice in the box, and then discuss it.

Group A: Select and describe one of the following: "subculture," "embodiment", or "site-specific". (20 points)

Group B: Select and describe one of the following: "BioArt", "Art Animation", or "Graffiti". (20 points)

Group C: Select and describe one of the following: "Installation," "Postcolonialism," or "Gender Art". (20 points)

IV-2. Check the work of KAWS (1974-). (10 points)



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【Elective Questions】 Select and answer two questions from among the three questions (IV-VI). (140 / 200 points)

【Elective Question V】

Answer the following three questions.

V-1. Describe common and different points between the layouts in paper and web media in terms of Information design. (20 points)

V-2. Describe each of the four conditions common to pictogram design: comprehensibility, visibility, identification, and coherence . (20points)

V-3. Symbols and logotypes are designed to symbolize an organization or event. Describe the differences in the characteristics between the two as graphic signs. Select one example (symbol or logotype) that you think is outstanding and explain the reason why you consider it outstanding. In addition, illustrate the example in the below box. (30points)

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【Elective Questions】 Select and answer two questions from among the three questions (IV-VI). (140 / 200 points)

【Elective Question VI】

VI-1. Explain the psychological effects produced by camera height and angle in relation to the person who is the subject of the photograph. (35 points)

VI-2. One of the techniques for shooting and editing is the 180 degree rule. In relation to this rule, (1) Answer the term for the virtual red line set between the two subjects (e.g., two interlocutors) shown in the figure below. (2) Explain the term with examples. You may add your explanation by using the figure below or drawing an illustration. (35 points)

figure

Answer (1)

Answer (2)

