

2025 Master’s Program, Graduate School of Design (General Entrance Examination) Achievement Test

Question and Answer Sheets

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Media Arts and Design

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

Things to note when answering

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

Choice Question and Answer Sheet

(Check the two question boxes of your choice below)

QuestionIV	QuestionV	QuestionVI

※This form must be submitted with the answer sheets.

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Question and Answer Sheets

Compulsory Questions

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Compulsory Questions

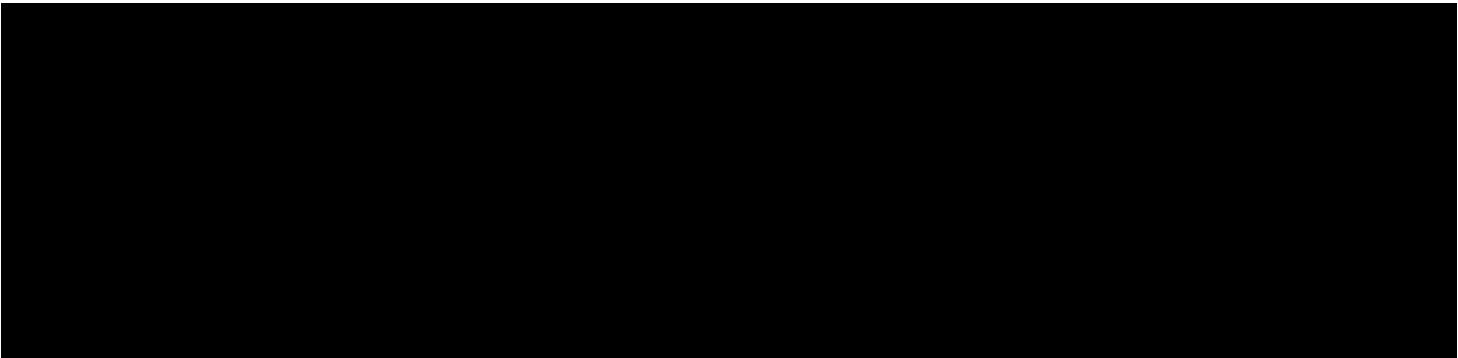
 Answer all three questions (I -Ⅲ). (60 /200 points)

【Compulsory Question I 】

Read the text from John Maeda’s “Artists and Scientists: More Alike Than Different” and answer the following questions.

John Maeda "Artists and Scientists: More Alike Than Different" 2013

(Q1) Regarding the underlined section (a), connect the following three artworks with their related words using lines. (10 points)



- ●

Bioart
- ●

Bauhaus
- ●

Renaissance

(Q2) Regarding the underlined section (b), write your thoughts on the new creativity that arises from the collaboration between artists and scientists. (10 points)

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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 Printing Method
- (2) Four principles of layout: proximity, alignment, repetition, and contrast
- (3) Golden Division
- (4) Pictograms of ICAO (International Civil Aviation Organization)
- (5) Sign Planning
- (6) UI (User Interface) Design
- (7) IA (Information Architecture)
- (8) Model of Purchasing Behavior on the Internet

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

【Required Question Ⅲ】

Ⅲ-1. Explain the use of "cross media" in commercial production, using examples of collaboration with the web. (10 points)

Ⅲ-2. Explain the effective expression of projection mapping, incorporating the necessary knowledge, skills, and techniques. Use all of the following keywords in your explanation: **shape**, **three-dimensionality**, **shading**, **viewpoint**, and **perspective**. (10 points)

Elective Questions

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

【Elective Question IV】 (IV-1 and IV-2)

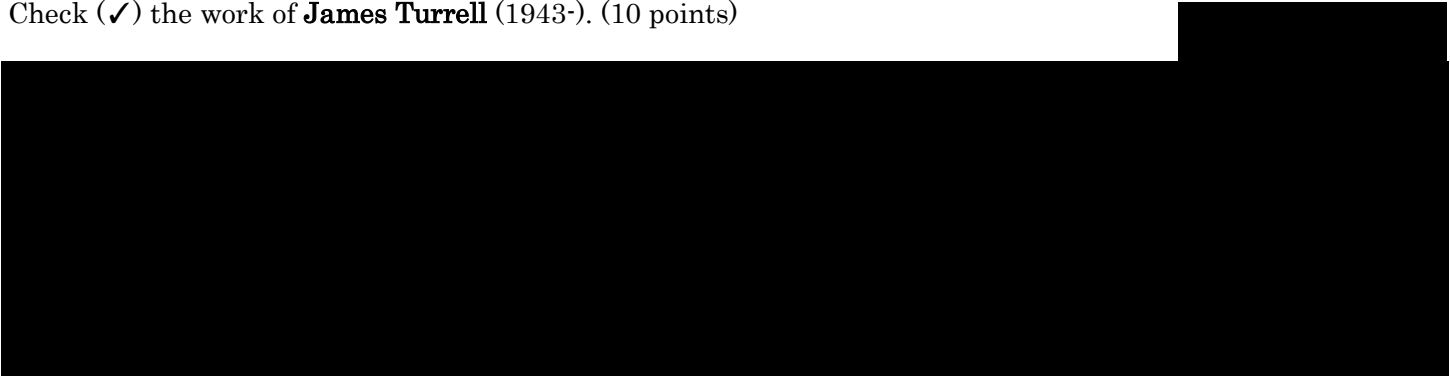
IV-1. Choose one term from each of the following groups (Group A, Group B, and Group C) and explain each of them. Write down the term of your choice in the box, and then discuss it.

Group A: Select and describe one of the following terms: "**Installation**", "**Relational Aesthetics**", or "**site-specific**". (20 points)

Group B: Select and describe one of the following terms: "**Sound Art** ", " **NFT Art** ", or " **Interactive Art** ". (20 points)

Group C: Select and describe one of the following terms:" **Graffiti**", " **Subcultures**," or " **The Anthropocene** ". (20 points)

IV-2. Check (✓) the work of **James Turrell** (1943-). (10 points)



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Elective Questions

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【Elective Question V】 (V-1～V-3)

V-1. Pictogram A below means "for all persons with disabilities" and is the international symbol pictogram and was developed by the Rehabilitation International in the 1960s.; the pictogram B was created in the United States in the 2010s as a critical response to the pictogram A and was implemented in some areas of the United States. Compare the two pictograms and write down the positive and negative aspects of each pictogram from the perspective of the signifier. Also, based on the two designs, write your thoughts on how pictograms representing “disabled” and “Accessible” should be designed. (20 points)



A



B

Pictogram types	Positive aspects	Negative aspects
A		
B		

How should pictograms representing “Disabled” and “Accessible” be designed?

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V-2. Discuss the affinity between web design and grid systems. (20points)

V-3. Create three different types of logos using the word DESIGN (both capital and small letters are acceptable) and explain each of the three types. One design should be carefully drawn in each frame, and a description of each of the three types should be provided in the space below the frame. (30points)

[Explanation of three types]



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【Elective Question VI】(VI-1～VI-4)

VI-1. In their book *The Illusion of Life*, Disney animators Frank Thomas and Ollie Johnston referred to 12 basic principles used for giving life to their characters. Of those principles, explain the following: (20 points)

(1) Anticipation

(2) Exaggeration

VI-2. Explain objective and subjective filmmaking techniques. (15 points)

Elective Questions

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VI-3. Explain the technique known as **Cinemagraph**, which is used for effective expression in web advertising, in terms of its [Visual expression characteristics] and [production methods]. (20 points)

[Visual expression characteristics]

[Production techniques]

VI-4. The image below was created using the **light painting** technique. Explain the possible photography techniques and production procedures that could be used to create this image. (15 points)

