Examinee's number

Media Arts and Design

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

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Instructions for Answering Questions

(1) Compulsory Questions : Answer all questions (Question I -Question III).

(2) Elective Questions : Answer two of the three questions(Question IV - Question VI).

(3) Answers to each question must be written directly on the question and answer sheets.

Elective Question and Answer check boxes

(Circle the boxes for two questions of your choice)

questionIV	questionV	questionVI

※This sheet must be submitted with the answer sheets.

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

【Compulsory Question I 】

Read the text written by Hiroshi Senju (1958-), a Japanese-style painter, and answer the questions.

Hiroshi Senju, "*E wo kaku yorokobi* (The Pleasure of Drawing Pictures)" Kobunsha Shinsho, 2004, p.42, p.69.

1)   Regarding the underlined part (a), name one work or artist that you think expresses the "question" and explain why. (10points)

(Name of work or artist) _____

(Reason)

2)   In relation to the underlined part (b) "approach," connect the following three works with the closest category with a line. (10 points)

●   ●   ●

●   ●   ●
Conceptual Art   Interactive Art   Minimal Art

Do not write on the back side of the answer sheet, or your answers will not be marked.

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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) ISOTYPE   (2) sign design   (3) pictogram
(4) typography   (5) sans-serif typeface   (6) CIS
(7) UX   (8) usability

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

【Required Question Ⅲ】

Ⅲ-1. Explain the "montage theory" in filmmaking. (10 points)

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

· The technique of exaggerating the sense of distance while keeping the subject in the center of the screen at the same size is called ☐a. This image
is obtained by moving the camera body forward while ☐b, or by moving the camera backward while ☐c. It is also called a ☐d shot, since it was
used in Hitchcock's films.

· In early cinema history, films without sound, so-called ☐e , are called ☐f films. ☐f films were made until the late 1920s. After that, ☐g films
appeared, in which the image and sound were synchronized.

· The stereoscopic image artificially creates a three-dimensional impression by reproducing ☐h, a cue for depth perception, in the image. The
phenomenon in which a subject seems to have no thickness and appears to be flat is called ☐i . The phenomenon in which a subject in a
stereoscopic image appears small compared to the actual size of the subject is called ☐j.

【Answer group】
(1) puppet theater effect   (2) reverse rotation   (3) Griffith   (4) Kinetoscope   (5) binocular parallax   (6) Psycho   (7) dolly zoom
(8) Kuleshov   (9) timelapse   (10) panning   (11) zooming in   (12) talkie   (13) montage   (14) soundtrack   (15) Eisenstein   (16) tilt
(17) cardboard efffect   (18) zooming out   (19) silent   (20) Vertigo   (21) 1894   (22) keystone distortion

【Answer section】

a	b	c	d	e
f	g	h	i	j

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Elective Questions

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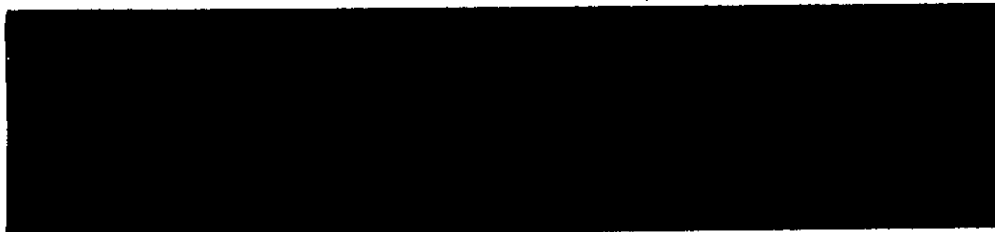
【Elective Question IV】

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: Choose one of the following to explain: "Action Painting," "Performance," and "Kinetic Art." (20 points)

Group B: Choose one of the following and explain it: "Subculture," "Art Animation," and "NFT Art." (20 points)

Group C: Choose and explain one of the following: "Cultural Pluralism," "Graffiti," and " Gender Art.."(20 points)

IV-2. Among the following three artworks, identify the one(S) by Olafur Eliasson (1967-) and circle within parentheses. (10 points)

(   )   (   )   (   )

Do not write on the back side of the answer sheet, or your answers will not be marked.

Elective Questions

Media Arts and Design

[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. Write down your answers correspondingly to the designated answer sheets.

V-1.   Explain information accessibility on websites, using some examples of the functions or the arrangements implemented from the viewpoint of Universal Design. (20 points).

V-2.   Name the four-steps basic process of wayfinding by environmental psychologist Romendi Passini. (20points)

V-3.   The standardization of pictograms for public information graphic symbols has been an important issue since the 1970s, but in the present day in which the standardization has been achieved to some extent, there are new issues arising from this standardization. Discuss the issues with specific examples, for example, gender. (30 points)

Elective 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 VI]

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 12 principles, explain the following.   (35 points)

① Squash and stretch

② Anticipation

VI-2. Explain the advantages and disadvantages of (or points requiring attention regarding) "digital cinema" in terms of technology (filming, production, and screening). List and explain 3 advantages and 2 disadvantages.   (15 points)

VI-3. Projection mapping is an image expression technique in which the wall surface of a building or other structure is projected as a screen using a projector to simulate the texture and shape of the building or structure. Explain the knowledge, techniques, and expression techniques required for effective projection mapping expression, using all of the following five key words.   (20 points)
Keywords: [shape], [three-dimensional], [shading], [viewpoint], [perspective]