

Examination Subject
Strategic Design

Examinee’s number

Note: The total number of points allocated for each question is 60 points for "Compulsory Question 1" and 70 points for each of "Compulsory Question 2" and "Compulsory Question 3", for a total of 200 points.

<Compulsory Question 1>

Select 6 terms from the following 30 terms, write down the numbers (1 to 30) for the selected 6 words in the “Number” box below, and briefly explain the meaning of each term in the “Term explanation” box below. <10 points x 6 = 60 points>

- (1) Speculative Design
- (2) Strategic Design
- (3) Prototyping
- (4) Gamification
- (5) PDCA Cycle
- (6) Persona
- (7) Design Administration
- (8) Bauhaus
- (9) Public Transport and Design
- (10) eSports
- (11) Ansoff Matrix
- (12) Journey Map
- (13) Universal Design
- (14)Transportation Disadvantaged/ Mobility Inequality
- (15)Serious Game
- (16)Product Life Cycle
- (17) Service Blueprint
- (18)UI/UX
- (19)SDGs
- (20) MaaS/CASE
- (21) Generative AI
- (22) Tacit Knowledge and Explicit Knowledge
- (23) Human Centered Design
- (24) Branding
- (25) Co-design
- (26) Modern Design
- (27) Metaverse
- (28) Planned Obsolescence Strategy
- (29) Service Design
- (30) Inhouse Designer, Freelance Designer

Number:	Term explanation:
1	
2	
3	
4	
5	
6	

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<Compulsory Question 2>

In today's society, extreme heat, heavy rain, and landslides occur frequently due to abnormal weather. First, assume issues faced by such a society and relevant target users, then choose and answer one of the six sub-questions that follows.
<70 points>

Sub-question 1

From the perspective of inclusive design, assume two types of socially diverse users, and specify physical and social characteristics to be considered. Then, explain specific issues and their solutions using concrete examples such as product, interior, and service design.

Sub-question 2

Explain the process of designing a service for a particular actor from the perspective of system design using a specific example.

Sub-question 3

Present your assumed "(1) specific issues" and "(2) users" respectively, and also explain "(3) research targets" and "(4) research methods", as well as "(5) analysis methods" and "(6) ways to utilize" the analysis results, when considering designs to solve the issues. You may use figures, tables, etc. in your explanation.

Sub-question 4

Media has been used as a medium of communication connecting people to people in accordance with the times of printing. Discuss the expected role and potential of the media in a society in an age of abnormal weather, giving specific examples.

Sub-question 5

Think of a service or social mechanism to solve the issues you have focused on, a product that will be needed when solving the issues, and explain how to use the product and the value of the user experience using a storyboard, etc.

Sub-question 6

From the perspective of mobility of people and cargo, define social issues, create schemes and service proposals to solve them, design proposals for products that play a central role, and explain specifically with drawings and descriptions.

Answer the questions on the next page.

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<Compulsory Question 2 – Continued from the previous page>

Number of the selected sub-question	
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<Compulsory Question 3>

Develop 10 ideas for products and services with "PET bottles" as the design target and explain each idea in sentences. <70 points>

Sequential numbering for English 90 words in 10 lines

1	
2	

Continued on the next page

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

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<Compulsory Question 3 – Continued from the previous page>

Sequential numbering for English 90 words in 10 lines

3	
4	
5	

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<Compulsory Question 3 – Continued from the previous page>

Sequential numbering for English 90 words in 10 lines

6	
7	
8	

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<Compulsory Question 3 – Continued from the previous page>

Sequential numbering for English 90 words in 10 lines

9	
10	