

2023 Master's Program, Graduate School of Design (General Entrance Examination) Achievement Test
Question and Answer Sheets

Examination subject
Strategic design

Examinee's number

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

<Compulsory Question 1>

Select 6 keywords from among the following 24 keywords, write down the numbers (1 to 24) of the selected 6 words in the number box below, and briefly explain the meaning of each word in the word explanation box below. <10 points x 6 = 60 points>

- (1) Universal Design
- (2) User-centered Design
- (3) eSports
- (4) Parallel Import
- (5) Strategic Design
- (6) User Experience Design
- (7) Serious Game
- (8) Novelty
- (9) Design Thinking
- (10) Speculative Design
- (11) Metaverse
- (12) Derivative Work
- (13) SDGs
- (14) Metaphor
- (15) Internet of Things
- (16) Employee Invention
- (17) Bauhaus
- (18) Highlight Line/Character Line
- (19) Augmented Reality (AR)
- (20) Secret Design System
- (21) Barrier Free
- (22) MaaS/CASE
- (23) SIGGRAPH
- (24) Applied Art

Numbers: Explanation:

1	
2	
3	
4	
5	
6	

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<Compulsory Question 2>

Towards the realization of a sustainable society, assume some social issues and target users in that society, and then choose and answer ONE of the SEVEN sub-questions that follows. <70 points>

Sub-question 1

From the perspective of inclusive design, assume two types of socially excluded users, and clearly state their social characteristics that should be considered. Then explain a concrete issue and its solution using a specific example such as a product, interior, or service design.

Sub-question 2

Consider a service or social mechanism to solve the issue you have focused on and a product that will be needed at the time of solving, and explain using a storyboard to clearly show how it will be used along with the value of the user experience.

Sub-question 3

Media has been used as a medium of communication connecting people to people in accordance with the times, from printed format to the web format. Discuss the expected role and potential of the media in realizing a sustainable society in the future, giving specific examples.

Sub-question 4

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

Sub-question 5

Concisely describe a design that might be created or proposed for a sustainable society. Then, explain the problematic points from the perspective of intellectual property law, including whether intellectual property rights may be acquired.

Sub-question 6

Explain the process of designing a service for any customer from the perspective of service design with a specific example.

Sub-question 7

Identify issues that should be prioritized by any public transportation operators, and explain the solutions to these issues using illustrations and in explanatory texts.

Answer the questions on the next page.

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<Compulsory Question 2 (continued)>

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

Assume "pasta" as the designated object, develop 10 ideas for products and services using the object, and explain each idea in sentences. You may use as many objects as you like, but you are not allowed to use objects other than the designated object. < 70 points>

1	
2	

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<Compulsory Question 3>

3	
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5	

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<Compulsory Question 3>

[illegible]

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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)>

[illegible]