

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

Examination Subject
Strategic Design

Examinee’s number

intent of a question

The purpose of the strategic design exam is to evaluate the specialized knowledge necessary for education and research in strategic design, which is the fusion of design and business. The questions consist of three main questions that test comprehension, application, and broad imagination skills based on knowledge of various fields related to strategic design.

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 32 terms, write down the numbers (1 to 32) 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) Design Thinking (2) Co-Design (3) Transformation (4) Strategic Design (5) Market Segmentation (6) Serious Game
- (7) Public Transport and Design (8) Marc Newson (9) Double Diamond (10) Nudge (11) Abduction (12) Inclusive Design
- (13) Ansoff Matrix (14) eSports (15) Transportation Disadvantaged/ Mobility Inequality (16) Golden Ratio, Silver Ratio
- (17) User Experience Design (18) Narrative Design (19) Impact Framework (20) CMF (21) Product Life Cycle
- (22) AR (Augmented Reality) (23) Industrial Revolution and Design (24) Digital Twin (25) Service Design
- (26) Backcasting (27) Professional Designer (28) Journey Map (29) The 4Ps of Marketing Mix (30) Future Simulations
- (31) Conceptual Design (32) Rinpa

Number:	Term explanation:
¹ 1	A human-centered approach aimed at realizing innovation, which applies the sensibilities and methods of designers and integrates the technology and business required to realize the needs of people.
² 5	A method of dividing a market into several groups based on common characteristics such as age, gender, values, and purchasing behavior. This allows companies to efficiently develop products, services, and marketing strategies tailored to each segment, leading to improved customer satisfaction and enhanced competitiveness.
³ 9	The Double Diamond is a design framework proposed by the Design Council in the UK. The two diamonds represent the divergent thinking process of exploring a problem more widely and deeply, and the convergent thinking process of taking focused action, and is made up of four steps: Discover, Define, Develop, Deliver.
⁴ 10	“Nudge” is a method of subtly guiding people to make desirable choices through small prompts or environmental adjustments. Instead of enforcing behavior, it encourages action with a gentle push. For example, placing a sign on stairs that says, "Only a few more steps to burn ○ kcal!" can motivate people to exercise.
⁵ 11	Abduction, or abductive reasoning, begins with a set of observations and aims to arrive at explanations about a phenomenon by finding the most plausible explanation or hypothesis that best accounts for those observations. Abductive reasoning doesn't guarantee a true conclusion, as the explanation is based on the available evidence and is, therefore, a best guess or hypothetical in its nature.
⁶ 16	The Golden Ratio is approximately 1:1.618 and has long been used, especially in the West, and is seen in familiar items such as credit cards. The Silver Ratio is approximately 1:1.414, and has been used in Japan since ancient times, and is most commonly found in copy paper, such as A-size sheets. Both of these ratios are considered beautiful by humans.

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(Page 2 of 7)

<Compulsory Question 2>

In today's society, generative AI is developing rapidly. First, consider issues faced by society and relevant target users, then choose and answer one of the eight following sub-questions.

<70 points>

Sub-question 1

From the perspective of inclusive design, consider two types of socially diverse users, and specify their physical and social characteristics. Use concrete examples of product, interior, and service design as solutions that address the issues of the diverse users.

Sub-question 2

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

Sub-question 3

Present: (1) specific issues, (2) user, and explain (3) research targets, (4) research methods, (5) methods of analysis, and (6) utilisation of results when designing 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 media design in a society in which generative AI is developing rapidly, giving specific examples.

Sub-question 5

Think of a service or social mechanism and design a product to solve the identified issue, and explain how to use of the product will add value to the user experience with the help of a storyboard, etc.

Sub-question 6

From the perspective of mobility of people and cargo, define social issues, create schemes and service proposals as solutions to the issues, and design proposals for products central to the service. Use drawings and descriptions to clarify your answer.

Sub-question 7

Societal Design is a powerful approach to changing society for the better. Make a proposals to a government which is derived from the deep needs of citizens with AI technology.

Sub-question 8

Through the perspective of transformation design, and with your selected issue in mind, select no more than four SDGs and explain how their application can be used in design as targets for driving impactful change. You may use maps and diagrams in your answer.

<Compulsory Question 2 – Continued from the previous page>

Number of the selected sub-question	
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intent of a question

This question assesses students' interest in the long-term visions of society and culture, and their have the ability to think creatively based on an understanding of people and the environment, through the proposal of solutions to social issues that apply knowledge in the specialized fields covered by the Strategic Design Course.

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

<Compulsory Question 3>

Develop 10 ideas for products and services with "Water" as the design target. Explain each idea.

<70 points>

Sequential numbering for English 90 words in 10 lines

1	<div><div>intent of a question</div><div>This question will test the student's ability to raise complex social issues and provide practical directions for solving them, while comprehensively utilizing advanced and specialized knowledge and expertise in design practice from concept, planning, production, intellectual property, distribution, and selling, which are the academic goals of the Strategic Design course. This question will examine the type of ideas without duplication and the degree of scarcity of ideas.</div></div>
2	

<Compulsory Question 3 – Continued from the previous page>

Sequential numbering for English 90 words in 10 lines

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<Compulsory Question 3 – Continued from the previous page>

Sequential numbering for English 90 words in 10 lines

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<Compulsory Question 3 – Continued from the previous page>

Sequential numbering for English 90 words in 10 lines

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10	