

Question and Answer Sheets

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Media Arts and Design

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

Notes on Answers

- (1) **Compulsory Questions** : Answer all questions (I -III).
- (2) **Elective Questions** : Answer two of the three 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)

Question IV	Question V	Question VI

※This form must be submitted with the answer sheets.

Question and Answer Sheets

Compulsory Questions

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

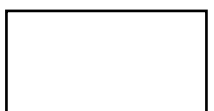
【Compulsory Question I】

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Terada Torajiro, "Scientists and Artists", 1916

(Q1) With reference to the underlined section (a), what constitutes 'something new' in the context of your creative practice or research?
Please articulate your perspective within 500 words. (10 points)

(Q2) With reference to the underlined section (b), what meanings or attitudes do you think are implied by the phrase 'two halves of the same truth'?
Please articulate your perspective within 500 words, while addressing the differing roles of science and art. (10 points)



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

【Compulsory Question II】

II-1. Select the words that fit into [A] to [J] in the following sentences from the list below and write the numbers ① to ⑩ in the answer column.

There are four classifications of printing methods: [A], [B], [C], and [D]. A component engraved with characters or symbols, similar to a stamp, is called [E], and the method of applying ink to a plate composed of these components and transferring it to paper is called [A], also known as [F]. The method where ink is transferred to paper by filling grooves etched into a metal plate, similar to etching, is [B]. The method [C], which utilizes the repulsion between water and oil on a flat plate surface rather than raised or recessed areas, includes [G], which incorporates this principle into rotary printing and is currently the most widely used method in commercial printing. [H], which appeared in the early 20th century, differs from the three methods mentioned above in that it does not transfer ink applied to the plate surface, but instead prints ink that passes through holes in the plate onto paper, and is classified as [D]. The American pop artist [I] left behind many works using this [H] method.

[Words]

- ① woodblock printing
- ② intaglio printing
- ③ relief printing
- ④ letterpress printing
- ⑤ stencil printing
- ⑥ lithography
- ⑦ on-demand printing
- ⑧ silk screen printing
- ⑨ offset printing
- ⑩ UV printing
- ⑪ type
- ⑫ mold
- ⑬ drum
- ⑭ Keith Haring
- ⑮ Andy Warhol
- ⑯ Banksy

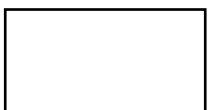
Answer column

A		B		C		D		E	
F		G		H		I			

II-2. Choose one of the following six keywords and explain it in as much detail as possible.

- (1) Readability
- (2) "Emergency Exit" Pictogram
- (3) The Relationship between Human Visual Field and Signs
- (4) Design Thinking Process
- (5) Interface
- (6) CSS

Selected word



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

【Compulsory Question III】

III-1. Explain the agenda-setting function of the media. (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)

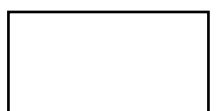
- In the year of a in the United States, b and his assistant Dixon collaborated to develop the world's first motion picture viewing device, the c. This was a device that could be viewed by a single person through a peephole. In France, the d invented the e in the year of f , which had both filming and projection functions. In the same year, the first public screening of a film was held at the Grand Café in Paris, where the film was projected onto a screen for multiple viewers.
- In early cinema history, films without sound, so-called g, are called h films. h films were made until the late 1920s. After that, i, films appeared, in which the image and sound were synchronized.
- Stereoscopic images artificially create a three-dimensional effect by reproducing j, which is a clue to a sense of depth, in the image.

【Answer group】

- (1) binocular parallax (2) montage (3) Griffith (4) Edison (5) 1895 (6) soundtrack (7) Cinématographe (8) Kuleshov
 (9) silent (10) Lumière brothers (11) Méliès (12) 1881 (13) Kinetoscope (14) 1891 (15) 1885 (16) Eisenstein (17) talkie
 (18) cardboard cut-out effect (19) dolly zoom (20) timelapse

【Answer section】

a	b	c	d	e
f	g	h	i	j



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~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: "**Socially Engaged Art**", "**Relational Aesthetics**", or "**Site-specific Art**". (20 points)

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

Group C: Select and describe one of the following terms: "**Postcolonialism**", "**Subcultures**", or "**Art and Gender**". (20 points)

IV-2. Check (✓) Salvador Dalí's "The Virgin of Port Lligat". (10 points)

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【Elective Question V】 (V-1~V-3)

V-1. There are four common requirements for Pictogram design

Understandability, Visibility, Distinguishability, and Consistency

- 1) Explain each requirement.
- 2) Give specific examples from graphic design for each of the four conditions and provide a more detailed explanation.

(20 points)

Requirements	① Explanation of Terms
Understandability	
Visibility	
Distinguishability	
Consistency	

Requirements	② Give specific examples from graphic design for each of the four conditions and provide a more detailed explanation
Understandability	
Visibility	
Distinguishability	
Consistency	

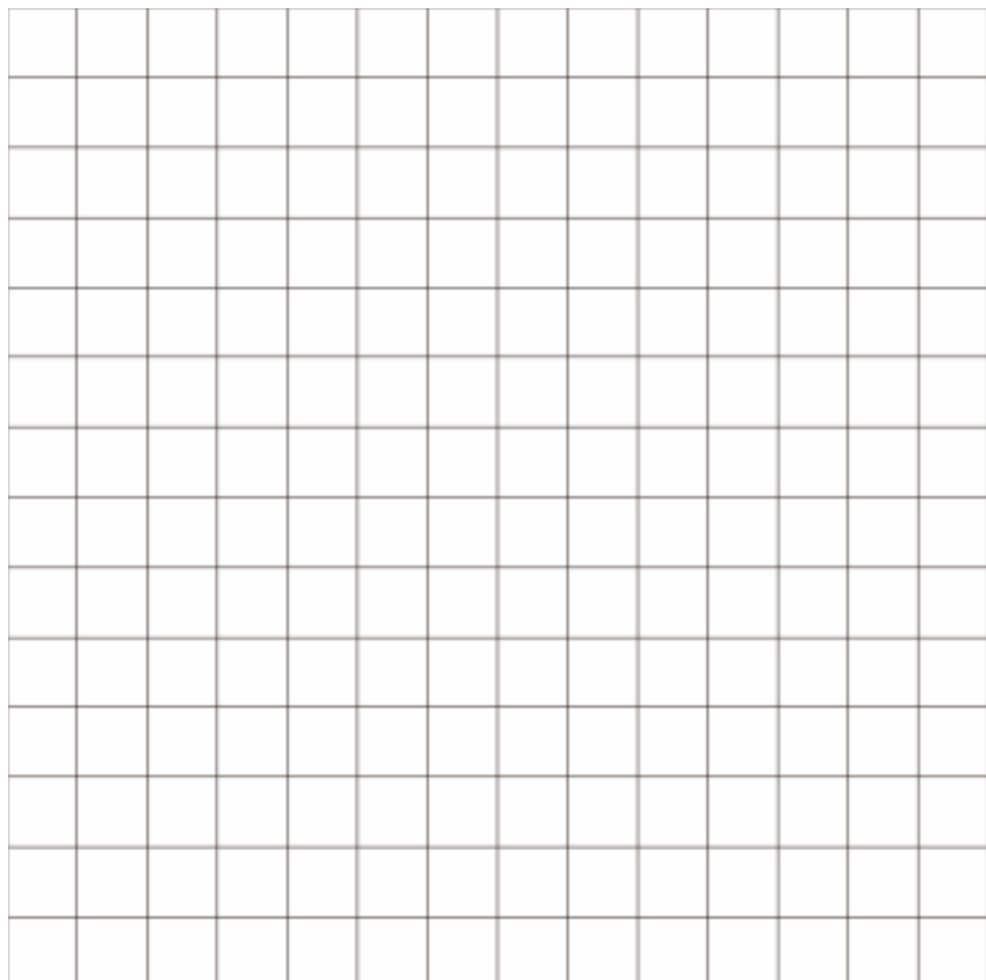
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V-2. Explain UX and its types by period (or stage). (20points)

V-3. Design a pictogram on a grid that represents an "information center" so that its meaning can be understood by as many people as possible, including children, people with disabilities, etc. Also, in the explanation column, explain what you paid attention to in the design to make the pictograms easy to understand. (30points)



explanation column

Empty box for marking or grading.

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【Elective Question VI】(VI-1~VI-3)

VI-1. Explain shutter speed and ISO sensitivity while referring to examples of shooting scenarios. (35 points)

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. (20 points)

VI-3. Explain "previsualization" in film and video production. (15 points)

