

國立台灣科技大學九十八學年度碩士班招生試題

系所組別：設計研究所碩士班乙組

科目：商業設計

(總分爲 100 分)

(Total Score: 100%)

Topic: Visual Design for Advertising an Adidas "Soles and Stripes" Event on the Web

Scenario: The creative team decided to raise an event for Adidas Co. in order to draw people's attention on Adidas' new design concept about "Soles and Stripes", and to celebrate its 60 anniversary. With this event, the team members hope to remind the general public of Adidas spirit (with its slogan)-- "Impossible is Nothing".

Design Items:

You are required to design, with your drawing tools, 1) a main web page of this event, and 2) two web banners which is related to the main page of your design.

1. a main web page for this event
 - ⇒ in 4wx3h (800x600 pixels or 1024x768 pixels) scale, you can decide the exact size to fit in your answer sheet.
2. two web banners which is related to the main page of your design
 - a. web banner in horizontal (e.g., 728x90 pixels)
 - b. web banner in vertical (e.g., 120x600 pixels)
 - ⇒ in related scales described above (728x90 pixels and 120x600 pixels), you can decide the exact size to fit in your answer sheet.

Please lay out your works on ONE single answer sheet. You are free to apply any drawing techniques and tools to complete your work. You can decide the size and the layout of your visual representation on the answer sheet as long as they are in the correct scale described above.



Adidas Logo

