

世新大學九十九學年度碩士班招生考試試題卷

第 1 頁共計 / 頁

系所組別	考試科目
圖文傳播暨數位出版學系	英文

※本考題 ☐ 可使用 ☒ 禁止使用 簡易型電子計算機

※考生請於答案卷內作答

1. If you are invited to deliver a speech to the digital content providers in a conference. The topic will cover the trend of hardware of reading device and the software of the digital content. What will say in this conference? (30%)
2. Translation: English to Chinese (50%)
 - (A) The printed RFID tag is one of the most economical, efficient, and effective ways to manufacturing for the logistics industry. The major cost in manufacturing the RFID tag in printing method, will be the conductive ink. The ink contains the silver which it is very expensive. For saving the expense of the conductive ink, there is a way by doing the halftone printing to save the ink usage. The line-art of the antenna will be transform into halftone dots. The dots must connect with each other that keep the antenna's line connected together. We will use the screen printing method to do the experimental research since we do have the experience of printing the RFID tag. The research results will be analyzed and performed. We will also measure the ink thickness and reading distance to evaluate the correlations among those experimental variables.
 - (B) The e-readers (from the e-paper technology) become one of the most popular consumer products. There are many kinds of e-readers in the market that impact the publishing and printing industry. The hardware of the e-books will become very competitive 3C product. As different features and specifications of the e-readers, we would like to understand the perspectives of the college students to the e-readers. The survey questionnaire will be generated first by using the close and open questions to get the information from college students, such as the e-readers' weight, price, size, resolution, functions, and so on. After gathering the information, the statistical analysis will be performed. The results will show that how is the general public interested to the e-readers and the digital content. We can predict that when the cost is cheap enough, the sales revenue of the e-readers will be dramatically amazing.
3. Translation: Chinese to English (20%)
 - (A) 世新大學賴校長與圖文傳播暨數位出版學系王所長，一同出席今天電子書平台上市記者會。
 - (B) 一年一度的台北國際書展於今日正式開展，而數位閱讀時代的崛起，會帶給老百姓不同的閱讀經驗。