

國立台灣科技大學九十七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

Total Grade : 100%

Subject : Commercial Product Packaging Design

You are required to design a paper box for a cake concerning of its "carry-ability". The size of cake is 10 centimeters diameter and 7 centimeters for its height. The presentation of your design includes following items:

- a) 3D drawing and development layout of a box design : (grade 50%)
- b) Visual representation of your packaging design. The visual elements of cake packaging should involve brand naming, logo typography and illustration. The visual design of cake packaging should be presented in the 3D drawing and development layout produced by the item (a). (grade 50%)

The scale of each design item required above, (a) or (b), must be larger than the size of A4. Any drawing technique or tool that you are going to apply is allowed.

