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Author Chin-Wei Wang
Author's Email Address No Public.
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Abstract
Because the developments of digital content industry, digital archives provided value-added application for the future. The research subjects are digital archives of art appreciation and education learning. The study is about “3D Virtual Exhibition of National Palace Museum (NPM)” and “Studio Classroom”. The main structures of the research include “the elements of interface design” and “the contents of interactive experience”, which examined students of College of Digital Design in Southern Taiwan University, and analyzed the influence of the user’s “learning interests”, “pleasure” and “satisfaction”.

The study has the following conclusions: (1) 3D virtual exhibition of NPM gives aesthetic imagination of historical relic, and hopes to receive novel, unique and immerse the feeling in the environment; Studio Classroom has the effect on education learning, with interactive story. (2) Time spending on Internet and multimedia CD wouldn’t affect the user’s learning interests on 3D virtual exhibition of NPM and Studio Classroom. However, the user’s education background and interests would influence his (her) learning interests. (3) The elements of interface design give positive influence on the user’s learning interests, pleasure, and satisfaction of the exhibition of NPM and Studio Classroom. Interface design of NPM, which presents more “graphics” and “animation” would bring the best effect in learning interests, pleasure, and satisfaction. Studio Classroom presents more Chinese description in “word” and “layout” would bring the best effect in the user’s learning interests, pleasure, and satisfaction. (4) The interactive experience on both design give positive influence on the user’s learning interests, pleasure, and satisfaction. There were more experience of “ participation” and “immersion” would bring the best effect in the user’s learning interests, pleasure, and satisfaction while Studio Classroom presents more “participation” would bring the best effect in learning interests, pleasure, and satisfaction.
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