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2010 台灣國際學生創意設計大賽
2010 Taiwan International Student Design Competition

指導單位 教育部
主辦單位 教育部高教司
執行單位 國立台灣師範大學文化創藝產學中心
Advisor Ministry of Education
Organizer Department of Higher Education, MOE
Executive Cultural & Creative Industries Center
National Taiwan Normal University

前言 Foreword

一. 計畫源起

教育部自 2003 年起以學校現有資源為基礎，整備大學校院藝術及設計相關系所人才養成環境，除推動「大學校院藝術與設計系所人才培育計畫」外，更自 2005 年起開始辦理「藝術與設計菁英海外培訓計畫」及「鼓勵學生參加藝術與設計類國際競賽」。

「大學校院藝術與設計系所人才培育計畫」，在北、中、南針對「傳統藝術創新」、「音像數位設計」及「生活流行用品設計」等主題領域，分由國立臺北藝術大學、國立雲林科技大學、國立臺南藝術大學、國立臺北科技大學及國立成功大學擔任主辦學校，成立 5 個教學資源中心，與各夥伴學校共同培育一支宏大且富有開拓創新能力的高素质文化人才，並已於 2007 年完成階段性任務，對於提升臺灣藝術與設計能量成果斐然。

「藝術與設計菁英海外培訓計畫」，陸續甄選國內大學校院藝術與設計領域的優秀學生，赴國際知名大學及專業公司進修或實習，進行為期一年的菁英培訓，對於接受國際設計新知、提升專業能力以及開拓國際視野有所助益；「鼓勵學生參加藝術與設計類國際競賽計畫」，則是積極推動國內學生參與國際競賽，規劃國內教育與國際比賽接軌，促使全國高級中等以上學校學生踴躍參加國際比賽，藉由參與競賽作品之

準備，提升學生創作國際水準，並透過參賽作品之觀摩學習，擴展學生視野及提昇相關人力素質，歷年來臺灣學生在國際競賽成績質量俱增，由此顯見教育部落實推動相關政策的豐碩成果。

2010 年舉辦的「臺灣國際學生創意設計大賽」則為教育部 2008 年開始推動的「臺灣國際創意設計大賽」-「學生組競賽」延伸而來，結合教育部現有藝術與設計人才培育計畫的豐碩成果與競爭優勢，藉由臺灣自主性地舉辦國際級的學生設計競賽，除了用以鼓勵全球藝術與設計院校學生參與競賽之外，更可透過設計競賽活動的舉辦期間，充分善用媒體與文宣推廣臺灣，並藉由國際專家學者來臺擔任評審，或是榮獲獎項的國外學生來臺領獎，進而認識臺灣與推廣臺灣設計教育的成果。

二. 計畫目的

教育部為激發全球學生創意設計能量，鼓勵國際間學生創意設計交流，發掘新生代創意設計人才，展現臺灣重視創意設計之國際形象，建立臺灣之國際設計地位，並強化臺灣設計人才與國際接軌，特舉辦此競賽。

文化創意產業 教育部 大學校院藝術與設計系所人才培育計畫								
年份	2003 年	2004 年	2005 年	2006 年	2007 年	2008 年	2009 年	2010 年
設置教學資源中心	五所大學 / 五個中心 國立臺北科技大學、國立臺北藝術大學、國立雲林科技大學、國立成功大學、國立台南藝術大學 National Taipei University of Technology, Taipei National University of the Arts, National Yunlin University of Science and Technology, National Cheng Kung University, Tainan National University of the Arts					本計畫完成階段性任務 停止辦理		
藝術與設計菁英海外培訓計畫	無	產品設計類 數位動畫類	產品設計類 數位動畫類	產品設計類 數位動畫類 視覺設計類	產品設計類 數位動畫類 視覺設計類	數位媒體組 平面設計組 創意設計組	數位媒體組 平面設計組 創意設計組	數位媒體組 平面設計組 產品設計組
鼓勵學生參加藝術與設計類國際競賽計畫	無	無	7 件作品 國際獲獎	22 件作品 國際獲獎 221 萬元獎金	45 件作品 國際獲獎 623 萬元獎金	64 件作品國際獲獎 765 萬元獎金	71 件作品國際獲獎 513 萬元獎金	61 件作品國際獲獎 789.5 萬元獎金
臺灣國際創意設計大賽	經濟部舉辦 專業組 產品設計類	經濟部舉辦 專業組 產品設計類	經濟部舉辦 專業組 產品設計類	經濟部舉辦 專業組 產品設計類	經濟部舉辦 專業組 產品設計類	「專業組」： 產品設計類金銀銅獎各 1 名， 佳作 15 名，總獎金 95 萬元 「第一屆學生組」： 產品設計類銀獎 2 名 銅獎 3 名 佳作 6 名 視覺設計類金銀銅獎各 1 名 佳作 10 名 數位動畫類 金銀銅獎各 1 名 佳作 4 名 總獎金 278 萬元	「專業組」： 產品設計類金銀銅獎各 1 名， 佳作 11 名，總獎金 91 萬元 「第二屆學生組」： 產品設計類金銀銅獎各 1 名 佳作 10 名 視覺設計類金銀銅獎各 1 名 佳作 10 名 數位動畫類銀獎銅獎各 1 名 佳作 6 名 總獎金 249 萬元	「學生組」： 更名為「臺灣國際學生創意設計大賽」；年度大獎一名 產品設計類金銀銅獎各 1 名 佳作 4 名 視覺設計類金銀銅獎各 1 名 佳作 11 名 數位動畫類金銀銅獎各 1 名 佳作 6 名 總獎金 271 萬元

三. 競賽辦法

報名截止

2010年5月22日(星期六)24:00(台北 GMT+08:00)

初選作品送件截止

2010年6月08日(星期二)17:00(台北 GMT+08:00),
以郵戳為憑

初選

2010年7月06日(星期二)

產品設計類入圍者模型送件截止

2010年9月15日(星期三)17:00(台北 GMT+08:00)

決選

2010年9月30日(星期四)

頒獎典禮

2010年12月17日(星期五)

公布得獎、頒獎典禮與展覽

2010年12月11日(星期六)至2010年12月19日(星期日)

參賽資格

限定在學學生(以網路報名時間為準,須為1984年5月22日
之後出生,年齡26歲以內)

參賽類別

分成產品設計類、視覺設計類、數位動畫設計3類

報名費用

免繳報名費

頒發獎項

產品設計類、視覺設計類、數位動畫設計3類

1. 年度大獎 1名:

獎金新臺幣四十萬元,獎狀一紙

2. 金獎(產品、視覺、動畫各1名):

獎金新臺幣二十五萬元,獎狀一紙。

3. 銀獎(產品、視覺、動畫各1名):

獎金新臺幣十五萬元,獎狀一紙。

4. 銅獎(產品、視覺、動畫各1名):

獎金新臺幣十萬元,獎狀一紙。

5. 佳作 若干名:

獎金新臺幣一萬元,獎狀一紙。

1st. 2008	主題: 出入 IN / OUT	參賽國家: 12 網路報名人數: 1126 人 實際收件數量: 662 件 臺灣: 559 件 (84.4%) 海外: 103 件 (16.6%)
2st. 2009	主題: 復甦 Restore	參賽國家: 18 網路報名人數: 4923 人 實際收件數量: 2459 件 臺灣: 2038 件 (82%) 海外: 421 件 (18%)
3rd. 2010	主題: 根 Fundamental	參賽國家: 24 網路報名人數: 6492 人 實際收件數量: 3498 件 臺灣: 2545 件 (73%) 海外: 953 件 (27%)



初選產品設計類評選狀況

Evaluation of product design category in preliminary selection



初選視覺設計類評選狀況

Evaluation of visual design category in preliminary selection

前言 Foreword

I. Plan History

Since 2003, the MOE has been utilizing its existing educational and school resources for the nurturing of talented young people, especially in the areas of art and design. Through the promotion of the “MOE’s Program in Human Resource Development for Colleges of Art and Design”, the “MOE Scholarship Programs for Overseas Study in Art and Design” and the “MOE Award Incentive Program for Encouraging University/College Students to Participate in International Art and Design Contests”, talented individuals have been given valuable opportunities to further develop their areas of exceptional interests and creativity.

The “MOE Programs in Human Resource Development for Colleges of Art and Design” focuses on the fields of “innovation in traditional art”, “digital animation”, and “product design.” Selected colleges have established 5 Educational Resources Centers located in northern, central, and southern Taiwan. These 5 Educational Resources Centers are:

- 1.The “Creative Resource Center for Traditional Arts” at the Taipei National University of the Arts.
- 2.The “Taiwan Culture Luxury Design Teaching and Learning Resource Center” at the National Taipei University of Technology.
- 3.The “Digital Media Design Educational Center” at the National Yunlin University of Science and Technology.

4.The “Educational Resource Center for Trendy Goods Product Design” at the National Cheng Kung University.

5.The “Educational Center for Digital Arts” at the Tainan National University of the Arts.

The 5 MOE Educational Resources Centers together with their partner schools have successfully created a vast pool of excellent and creative cultural talents. Consequently, in 2007 these Centers completed their first mission stage which was to increase the number of Taiwan’s arts and designs showcase successes.

Since 2005, the “MOE Scholarship Programs for Overseas Study in Art and Design” has annually selected the top students from art and design areas and provided them with a year’s training at an internationally well-known university, or an internship at a well-known company to learn new design information, while raising their professional capabilities and broadening their global views. The “MOE Award Incentive Program for Encouraging University/College Students to Participate in International Art and Design Contests” encourages students to participate in international competitions, and to raise their local education competition level to an internationally competitive level which has resulted in high school and university students, eager participation. These international competitions raise students’ creative

MOE Programs for Cultural and Creative Industries								
Year	2003	2004	2005	2006	2007	2008	2009	2010
MOE Educational Resource Centers	1. The “Creative Resource Center for Traditional Arts” at the Taipei National University of the Arts. 2. The “Taiwan Culture Luxury Design Teaching and Learning Resource Center” at the National Taipei University of Technology. 3. The “Digital Media Design Educational Center” at the National Yunlin University of Science and Technology. 4. The “Educational Resource Center for Life Trendy Goods Design” at the National Cheng Kung University. 5. The “Educational Center for Digital Arts” of Tainan National University of the Arts.					A stage mission of the plan was completed		
MOE Scholarship Programs for Overseas Study in Arts and Design	None	None	Product Design & Digital Animation	Product Design & Visual Design & Digital Animation	Product Design & Visual Design & Digital Animation	Product Design & Visual Design & Digital Animation	Product Design & Visual Design & Digital Animation	Product Design & Visual Design & Digital Animation
MOE Award Incentive Program for Encouraging University/ College Students to Participate in International Art and Design Contests	No	No	Award 0.77 million Taiwan dollars prize for 7 pieces of work	Award 2.21 million Taiwan dollars for 22 pieces of work	Award 6.21 million Taiwan dollars for 45 pieces of work	Award 7.65 million Taiwan dollars for 64 pieces of work	Award 5.13 million Taiwan dollars for 71 pieces of work	Award 7.895 million Taiwan dollars for 61 pieces of work
Taiwan International Design Competition	Professional section in category of product design Held by Ministry of Economic Affairs	Professional section in category of product design Held by Ministry of Economic Affairs	Professional section in category of product design Held by Ministry of Economic Affairs	Professional section in category of product design Held by Ministry of Economic Affairs	Professional section in category of product design Held by Ministry of Economic Affairs	Professional Section: Award 0.95 million Taiwan Dollars 1 Gold, Silver and Bronze Prize 15 Honorable Mentions for Product Design Category 1st Student Section: Award 2.78 million Taiwan dollars 2 Silver and 3 Bronze prizes 6 Honorable Mentions for Product Design category 1 Gold, Silver, Bronze Prize 10 Honorable Mentions for Visual Design category 1 Gold, Silver and Bronze prize 4 Honorable Mentions for Digital Animation category	General Section: Award 0.91 million Taiwan Dollars 1 Gold, Silver and Bronze Prize 11 Honorable Mentions for Product Design Category 2nd Student Section: Award 2.49 million Taiwan Dollars 1 Gold, Silver and Bronze Prize 10 Honorable Mentions for Product Design Category 1 Gold, Silver and Bronze Prize 10 Honorable Mentions for Visual Design Category 1 Silver and Bronze Prize 6 Honorable Mentions for Digital Animation Category	Student Section is renamed as “Taiwan International Student Design Competition” Award 2.71 million Taiwan Dollars: 1 Gold, Silver and Bronze Prize 4 Honorable Mentions for Product Design Category 1 Gold, Silver and Bronze Prize 11 Honorable Mentions for Visual Design Category 1 Gold, 1 Silver and Bronze Prize 6 Honorable Mentions for Digital Animation Category 1 for Grand Prix

standards, through competition cooperative learning experiences, thus, allowing students to broaden their perspectives and skills. Currently, Taiwanese students are doing quite well at international competitions, which testify to the success of the MOE's program to nurture Taiwan's talented students.

In 2010, the "Taiwan International Student Design Competition" is held after the "Taiwan International Design Competition - the Student Section" in 2008 & 2009. It integrates the competitive edges of MOE art and design talent fostering programs. By hosting international student design competitions, "Taiwan International Student Design Competition", additionally encourages art and design students world-wide to participate in contests, which can utilize media and advertisements to promote Taiwan; the program allows international judges or panelists and award winners to advertise the successes of Taiwan's art and design education programs.

II. Objectives of the Plan

Encourage international creative design exchange, develop creative design talents, express the international image of Taiwan attaching great importance to creative design, and establish the international design status of Taiwan.

III. Procedure

General Registration Deadline:

May 22 (Saturday), 2010, 24:00 (Taipei local time GMT +8:00)

Deadline for Preliminary Selection Works Submission:

June 8 (Tuesday), 2010, 17:00 (Taipei local time GMT +8:00), validated by postmark date

Preliminary Selection:

July 6 (Tuesday), 2010

Deadline for Mockup Submission:

September 15 (Wednesday), 2010, 17:00 (Taipei local time GMT +8:00)

Final Selection:

September 30 (Thursday), 2010

Award Ceremony:

December 17 (Friday), 2010

Award Exhibition:

December 11 (Saturday)-December 19 (Sunday), 2010

Participation

Students (Based on the internet registration deadline, and the participant must be born after May 22, 1984, and be younger than 26 years of age)

The Categories

Product Design, Visual Design and Digital Animation

Registration Fee

Free

Prizes

Grand Prix 1 winner

NT\$400,000 (approx. US\$12,000), and a certificate

Gold 1 winner (each category)

NT\$250,000 (approx. US\$8,000), and a certificate

Silver 1 winner (each category)

NT\$150,000 (approx. US\$5,000), and a certificate

Bronze 1 winner (each category)

NT\$100,000 (approx. US\$3,000), and a certificate

Honorable Mention winners

NT\$10,000 (approx. US\$300) and a certificate

1st. 2008	Theme IN/ OUT	Participating Countries/ Regions: 12 Number of Online Registration: 1126 Number of Project Received: 662 Taiwan: 559 (88.4%) Overseas: 103 (16.6%)
2st. 2009	Theme Restore	Participating Countries/ Regions: 18 Number of Online Registration: 4923 Number of Project Received: 2459 Taiwan: 2038 (82%) Overseas: 421 (18%)
3rd. 2010	Theme Fundamental	Participating Countries/ Regions: 24 Number of Online Registration: 6492 Number of Project Received: 3498 Taiwan: 2545 (73%) Overseas: 953 (27%)



決選評審團、教育部暨執行小組於決選會場合影
Picture of the final evaluation accreditation team, Ministry of Education and Executive's representatives in final selection

目錄 content

序 Preface

- 013 教育部吳清基部長
Wu Ching-ji, Minister, Ministry of Education
- 015 「2010 台灣國際學生創意設計大賽」計畫主持人 林磐聳
Apex, Lin Pang-Soong, Project Director, 2010 Taiwan International Student Design Competition

年度大獎 Grand Prix

	Designers	作品名稱	Title of work
017	趙紹綸 Shao-Lun Chao 林宏榮 Hung-Jung Lin 崔恩銓 En-Chuan Tsui	掘	After turn off

產品設計 Product Design

金獎 Gold Prize

	Designers	作品名稱	Title of work
022	陳彥廷 Yan-Ting Chen 葉鑫 Hsin Yeh	防卡水溝蓋	Smooth Cover

銀獎 Silver Prize

	Designers	作品名稱	Title of work
023	賴忠平 Chung-Ping Lai 黃品甄 Pin-Chen Huang 葉銘泓 Ming-Hong Yeh	Fundamental Information	Fundamental Information

銅獎 Bronze Prize

	Designers	作品名稱	Title of work
024	蔡佳君 Jia-Jun Cai 陳欣瑜 Hsin-Yu Chen 李婕伶 Jie-Ling Li 林雅惠 Ya-Hui Lin 丘妍妍 Yan-Yan Qiu	Air Impossible	Air Impossible

佳作 Honorable Mention

	Designers	作品名稱	Title of work
025	翁豪潛 Hao-Chun Weng	濾水砧板	Filter Plate
026	陳冠儒 Guan-Ru Chen	可替換式兒童工作桌	Replaceable Work Table for Kids
027	陳世昆 Shih-Kun Chen 陳佩琪 Pei-Chi Chen	盲人窗簾繩	The Drape Rope for Blind People
028	黃文煒 Wen-Wei Huang 劉煥榮 Huan-Rong Liu 彭啟璇 Qi-Xuan Peng 吳銀坤 Yin-Kun Wu 楊春媚 Chun-Mei Yang 游路欣 Lu-Xin You 張卓苗 ZHuo-Miao Zhang	"非"對稱	Asymmetric

入圍 Finalists				
	Designers	作品名稱	Title of work	
029	Kevin Cheng	Eco-Cartridge	Eco-Cartridge	
030	羅菁 Jing Luo	2/3 餐具	2/3 Tableware	
	劉奕 Yi Liu			
	蔣宇寧 Yu-Ning Jiang			
031	李滙子 Hui-Zi Li	貼心紙拖	Sweet Paper	
	趙桐 Tong Zhao			
032	Sara Hung	Volant	Volant	
033	李懿玟 I-Wen Lee	生長凳	The Growing Stool	
034	Farah Siman	Existence in A Parallel Universe	Existence in A Parallel Universe	
035	Chung Sui Fai	Zippy	Zippy	
036	林庭安 Ting-An Lin	熱板凳	Warm Up	
	林瑩 Ying Lin			
037	洪天彧 Tien-Yu Hung	物盡棋用	Re-Chess	
	李明信 Ming-Hsin Lee			
038	范承宗 Cheng-Tsung Feng	白日夢	Daydreamer	
	林楷庭 Kai-Ting Lin			
039	陳頌榮 Song-Jung Chen	箸根	Chopsticks Fundamental	
	柯宜芝 Yi-Chih Ko			
	羅立德 Li-Te Lo			
	李昭慶 Jhao-Cing Li			
040	張婉柔 Wan-Rou Jang	種包 - 廚餘垃圾帶	Seed Bag	
	張祐僑 You-Chiou Jang			
041	林柏宏 Po-Hung Lin	寶特瓶掃帚組	EcoBroom	
	黃鈺媛 Yu-Yuen Huang			
042	劉知潔 Jhih-Jie Liou	組	TreeHanger	
	王偉綸 Wei-Lun Wang			
043	陳沛旻 Pei-Min Chen	Pause 品牌設計	Pause- Brand Design	
	林宛姿 Wan-Tzu Lin			
044	陳世昆 Shih-Kun Chen	曲線雙面膠	Curve of double -sided adhesive	
	陳佩琪 Pei-Chi Chen			
045	曾銘宇 Ming-Yu Tseng	髮根	Hair Trap	
	蔡卉柔 Hui-Jou Tsai			
046	黃晟嘉 Cheng-Chia Huang	承諾	Amazing Candle	
	謝昇達 Sheng-Ta Hsieh			
047	王國傑 Kuo-Chieh Wang	開關椅	Switchair	
	白易平 Yi-Ping Pai			
048	黎子豪 Tzu-Hao Li	落葉歸根	Day Kepper	
	黃佩心 Pei-Hsin Huang			
049	蘇冠華 Quan-Hua Su	陽光 x 抹布	Sunshine x Dish Cloth	
	陳豐尚 Li-Shang Chen			
050	張珽鈞 Ting-Chun Chang	風牆	Wind Wall	
	黃比德 Bi-De Huang			
	蔡承育 Cheng-Yu Tsai			

視覺設計 Visual Design

金獎 Gold Prize

	Designers	作品名稱	Title of work
054	Orin Ivan Vrkas	What We Think, We Become	What We Think, We Become

銀獎 Silver Prize

	Designers	作品名稱	Title of work
055	山內丈弘 Takehiro Yamauchi	The Origin	The Origin

銅獎 Bronze Prize

	Designers	作品名稱	Title of work
056	佐竹美波 Satake Minami	Judge	Judge

佳作 Honorable Mention

	Designers	作品名稱	Title of work
057	虞躍群 Yue-Qun Yu	根	Fundamental
058	藤村茂登 Shigeto Fujimura	We are families	We are families
059	蔡詩蕙 Shih-Hui Tsai 劉家芸 Jia-Yun Liu 蔡怡婷 Yi-Ting Cal 張維凌 Wei-Ling Chang	致命陷阱！	Fatal trap!
060	近藤正己 Kondo Masami	Root out an atomic bomb	Root out an atomic bomb
061	崛山將成 Masanari Horiyama	Katachi	Katachi
062	陳彥廷 Yan-Ting Chen	回報	Return
063	李曉東 Xiao-Dong Li	同根生	Growing
064	李曉東 Xiao-Dong Li	拯救	SAVE ME
065	黃顯勛 Hsien-Hsun Huang	字殤	Imperceptible Died
066	陳彥廷 Yan-Ting Chen	異種入侵	Invasive Species
067	侯劍 Jian Hou	水是生命根本	Water is the fundamental of life

入圍 Finalists

	Designers	作品名稱	Title of work
068	Irina Yudina	Inspiration is everywhere	Inspiration is everywhere
069	Mattias Lindstrom	Fundamental	Fundamental
070	渡邊彩 Watanabe Aya	Green Man	Green Man
071	富田藍 Ai Tomita	The one that takes root in human race	The one that takes root in human race
072	川合祐未 Kawai Yumi	Water Decided to all things	Water Decided to all things
073	張語娜 Yu-No Chang 陳嘉政 Jia-Cheng Cheng 鄭雅文 Ya-Wen Cheng 黃鈺茹 Yu-Ru Huang 黃于珊 Yu-Shan Huang 李珮君 Pei-Chun Li 曾智群 Chih-Chun Tseng 王筱琪 Hsiao-Chi Wang	愛！自己	Love Own Liebe! dir
074	蔡詩蕙 Shih-Hui Tsai, 劉家芸 Jia-Yun Liu 蔡怡婷 Yi-Ting Cal 張維凌 Wei-Ling Chang	生命消逝！	Dissipates life!
075	鈴木祐實 Yumi Suzuki	Six of Sense	Six of Sense
076	浜田ひとみ Hitomi Hamada	Water is a life	Water is a life

入圍 Finalists

	Designers	作品名稱	Title of work
077	詹朝順 Chaur-Shuenn Jan	守護自然	Love Nature
078	閻柏柔 Pao-Jou Yen	根 - 無限延伸的力量	Root-An unlimited power
079	小野香菜子 Ono Kanako	Power of Life	Power of Life
080	黃顯勛 Hsien-Hsun Huang	植夢	Plant Dream
081	Olavo D'Aguiar	Not Enough	Not Enough
082	陳巧宜 Ciao-Yi Chen 楊世訓 Shih-Syun Yang 李明璇 Ming-Syuan Li 曹中璋 Jhong-Wei Cao	自然系列	Nature
083	王遠 Yuan Wang	根源于心	From Heart
084	賴建富 Chien-Fu Lai	拯救鮭魚	Save Tuna
085	黃顯勛 Hsien-Hsun Huang	殺手！	Empathy
086	吳晏慈 Yan-Cih Wu	燼化	Evanishment green space
087	魏彥平 Yen-Ping Wei	人之初	At the beginning of life

數位動畫 Digital Animation

金獎 Gold Prize

	Designers	作品名稱	Title of work
090	張徐展 Mores Zhan 陳彥璋 Yan-Wei Chen 羅時豪 Shih-Hao Lo	Renew/ The Future Not Future	Renew/ The Future Not Future

銀獎 Silver Prize

	Designers	作品名稱	Title of work
091	何橋 Qiao He	休止符	A rest

銅獎 Bronze Prize

	Designers	作品名稱	Title of work
092	鄭景豪 Ching-Hao Cheng 程怡婷 Yi-Ting Chen 陳柏翰 Po-Han Chen	鴨美	Yummy

佳作 Honorable Mention

	Designers	作品名稱	Title of work
093	吳玉潔 Yu -Jie Wu 劉若齡 Ruo Ling Liu 高維蓮 Wei-Lien Kao 郭珍言 Jen-Yan Guo 曾彥婷 Yen-Ting Tseng	CANS	CANS
094	高玉娟 Yu-Chuan Kao	撲流螢	Firely
095	陳晴玉 Ching-Yu Chen 張敏慧 Min-Hui Chang 賴易萱 I-Hsuan Lai 吳珮菁 Pei-Ching Wu 王惠穎 Hui-Ying Wang	機器人製造有限公司	Robots Inc
096	翁慈蔭 Tzu-Yin Weng 詹凱森 Kai-Sen Chan Sandhya Prabhat Jeremy Chia	我的時間我的空間	My Time My Space

數位動畫 Digital Animation

入圍 Finalists

	Designers	作品名稱	Title of work
097	劉佳昀 Jia-Yun Liu 謝欣樺 Shin-Hua Hsieh 洪采琳 Tsai-Lin Hung 劉孟琳 Meng-Lin Liu	海面下的旋律	The Melody
098	楊書府 Shu-Fu Yang 林彥妤 Yen-Yu Lin 鍾邵瑄 Shao-Hsuan Chung 林晏羽 Yen-Yu Lin 石艾玄 Ai-Hsuan Shih	之間	Between
099	任曉燕 Xiao-Yan Ren 姜盈 Rann Jiang 書釗平 Zhao-Ping Wei 高翔 Xiang Gao	性本善	The seeds of reincarnation
100	董瑋 Wei Dong 董彥婷 Yan-Ting Tong 許亞卓 Ya-Zhuo Xu 閻宗峰 Zong-Feng Yan 張文慶 Wen-Qing Zhang 張岩 Yan Zhang 張禹 Yu-Zhang	從有限到無限	From Limited to Infinite
101	王智培 Zhi-Pei Wang 劉淵 Yuan Liu	生活在別處	Life is Elsewhere
102	鄭利盈 Li-Ying Cheng 留珮綺 Pei-Chi Lien 林昕暉 Sin-Huei Lin 莊美芸 Mei-Yun Zhuang	曆年來	A tiny step makes a huge difference
103	李翊慎 Yi-Shen Lee	自我防衛機制 / 外皮系統	Self-defence Mechanism/ Integumentary System
104	林漢隴 Han-Lung Lin 曾逸瑄 Yi-Shiuan Tzeng 魏國論 Kuo-Yu Wei 曾凡睿 Fan-Ruei Tzeng 陳祐萱 Yo-Shiuan Chen	叢之生	Inception of Forest
105	林怡秀 Yi-Hsiu Lin 王仲豪 Shen-Hao Wang	舞平安	The Lion Dance
106	陳正元 Zheng-Yuan Chen	阿公的鐵馬	My Grandfather's Bike
107	張雅涵 Ya-Han Chang 蔡雅茵 Ya-Yin Tsai	蒂蒂的雪球屋	Didi's Snow World
108	王陳仲禹 Chung-Yu Wang Chen 吳貞誼 Chen-Yi Wu 林皖靜 Wan-Ching Lin 蔡俞葵 Yu-Chen Tsai 李坤津 Kun-Chin Li	低科技	Low Tech
109	李佳怡 Jia-Yi Li 劉婉清 Wan-Ching Liou 何筱柔 Shiau-Rou He 蘇宸瑩 Chen-Ying Su	玩皮	Be oneslef
110	曾冠鳳 Kuan-Feng Tseng	真理	Truth
111	呂祐樑 You-Liang Lu 陳信成 Hsin-Cheng Chen 鍾子期 Tzu-Chi Chung	酷獸隊 (3D) 眼鏡版本	Kuso Team
112	吳芷麟 Chih-Lin Wu	影人	The Inside Man

入圍 Finalists			
	Designers	作品名稱	Title of work
113	郭靜媛 陳孟詩 朱嘉誼 柯昶安 賴羿穎 林宛奇	勇氣	Courage
114	許雅蓮 吳亭儀 林艾妮 吳伊淨 邱美麟	芯	Pith
115	劉筱婷 李冠燁	Apple & Worm	Apple & Worm
116	徐子凡 蔡佩君	登記入房	Check in
117	曹詩婷 吳淑慧 王麗瑜	生命的滴答聲	Rhythm
118	賴易萱 葉傳耀 王銘慶 吳仲鎧 王亭葳 許少豪	一張樹	A Piece of Tree
119	李京玲 李婉新	復	Reset
120	謝昌錡 尤禹涵 劉藜毓 李旻修 蔡知昀	時空之絆	Cross
121	盧瑄盈	創造	Creation
122	吳旻芳 何寶文	對·話	Speaking-with-your-self
123	黃郁臻 陳仕庭 鍾劭君	點	Dot
124	廖浩至 江秉穆	旗津	CIJIN
125	Hugh Wyeth	Pagani Zonda R Promotion Video	Pagani Zonda R Promotion Video
126	謝璨羽	魔術手 2	Magic Hand 2
127	評審簡介 Jury Introduction		
138	初選紀實 Preliminary Selection		
142	決選紀實 Final Selection		
146	設計講座 Design Lectures		
150	頒獎典禮 Award Ceremony		
152	展覽紀實 Exhibition		
154	附錄 - 競賽簡章 Appendix-Competition Regulation		

根



序 Preface

F u n d a m e n t a l

序 preface

回歸設計根本 綻放創意聯想

2010「臺灣國際學生創意設計大賽」

教育部 部長序

創意是全球知識密集的環境下，最重要的核心關鍵；在全球化的今日，我國藉著科技與文化創意的優勢，在國際間保持競爭力。我國自 2003 年起開始推動「文化創意產業」政策，教育部為培育文化創意人才，規劃一系列的藝術與設計人才培育政策。2005 年開始執行「藝術與設計菁英海外培訓計畫」、「鼓勵學生參加藝術與設計類國際競賽計畫」，積極推動臺灣設計藝術院校學生與國際接軌，歷經 5 年的耕耘，臺灣在藝術與設計教育已累積出相當的基礎。2008 年起配合經濟部原有的「臺灣國際創意設計大賽」，增設學生組，並自 2010 年起整合現有藝術與設計人才培育計畫的成果優勢，由教育部獨立辦理並更名為「臺灣國際學生創意設計大賽」。

2010 年「臺灣學生國際創意設計大賽」收到來自全球 24 個國家共 3,498 件參賽作品，維持大幅躍進的成長。本次競賽分別於 7 月 6 日、9 月 30 日舉行初審及決賽作業，由國內外專家共 30 人組成評審團，除了藉國外專家來台期間推廣臺灣設計教育成果並舉辦設計講座外，另選出本年度最優秀的「產品設計」、「視覺設計」及「數位動畫」作品；並自三類別的金獎中選出年度大獎。本年度並配合「臺灣國際文化創意產業博覽會」、「臺灣設計博覽會」展覽年度獲獎作品，得獎作品未來亦將陸續在國外各大文創博覽會或設計週曝光，持續展現臺灣在全球創意設計的軟實力。

2010 年臺灣國際學生創意設計大賽圓滿落幕，感謝國內外設計系所及指導老師的通力合作，得以再一次凝聚了國內外設計教育，並藉由參與競賽作品之準備及國際參賽經驗觀摩，提升學生創作的水準。感謝所有共襄盛舉的評審委員，及本次競賽執行單位－國立臺灣師範大學文化創藝產學中心的同仁，辛勞打造國際設計競賽平台。最後感謝真正的主角－所有參與今年「臺灣國際學生創意設計大賽」的學生，期勉你們未來持續發光。爾後我們還要繼續努力，除擴大規模外，更要提升作品的質與量，希望本競賽能夠成為各國學生具體展現藝術設計原創概念的舞台。

教育部 部長



Return to the Design Fundamentality

The 2010 Taiwan International Student Design Competition

Remark by Minister of Education, Dr. Wu Ching-ji

Riding on a steady succession of innovations in all aspects of technology and cultural endeavors, Taiwan is keenly aware that its citizens must be adequately prepared to meet the competitive challenges of globalization. The Ministry of Education, in support of the Taiwan's vision for the promotion of "innovation within education", established educational policies that encourage and support innovation through creativity, particularly, in the fields of education, culture, technology, the sciences and industry.

An important outgrowth of this vision and the MOE's policies has been the establishment of creative action frameworks for Taiwan, especially in the areas of competition, innovation and visibility on an international scale. Consequently, the concept of "innovation" has been widely and actively promoted by the Ministry of Education throughout Taiwan's schools and creative industries, since 2003. Promotions have included such successful items as "The MOE Scholarship Program for Overseas Study in Arts and Design" and the project for "Encouraging University/college Students to Participate in International Arts and Design Contests" which have resulted in the establishment and growth of collaborative competitions for Taiwan, such as this year's "The 2010 Taiwan International Student Design Competition."

In 2008, the Ministry of Education collaborated with the Ministry of Economic Affairs, regarding the promotion of the "Taiwan International Design Competition's Student Section". This year's competition under its new name, "The Taiwan International Student Design Competition" will be sponsored solely by the Ministry of Education. The purpose of "The Taiwan International Student Design Competition" is to encourage international creative design exchange, develop creative design talents, while presenting Taiwan's student design talent to the global community. Since students and young people are the hope of our future societies, this year's competition theme, "Fundamental", reflects this view. "Fundamental" represents the basic elements of our society; its grassroots, its growth, ideas, innovation and strengths.

Currently, "The 2010 Taiwan International Student Design Competition" has received more than 3,498 student submissions from 24 countries. This is a significant rise from previous years. Therefore, we are very excited to be able to give so many Taiwan and international students, this opportunity to view and to collaborate with each other for the purpose of exploring new horizons and innovative practices, within the fields of product design, visual design and digital animation. Special acknowledgement and appreciation needs to be extended to the National Taiwan Normal University's Cultural and Creativity Industries Center and staff for its outstanding support in hosting this year's competition. I would also like to offer my encouragement to each young person that participated in this year's contest, to continue to explore and follow your interests creatively.

Minister of Education



序 preface

追本溯源 關懷周遭

2010「臺灣國際學生創意設計大賽」計畫主持人 序

教育部自 2005 年度起辦理「鼓勵學生參加國際藝術與設計競賽計畫」等文化創意產業藝術與設計人才培育政策，目的都是積極促進國際設計學術交流，建立檢視設計人才培育成果的機制。2008 年至 2009 年配合經濟部增設「臺灣國際創意設計大賽（學生組）」，藉由台灣自主性地規劃辦理國際創意設計競賽，將過去「外推」的單向人才培育策略，提升為一個「引進」國際設計視野的平台；本年度起則直接由教育部辦理並更名為「臺灣國際學生創意設計大賽」，向全球學生廣募全球「產品設計」、「視覺設計」及「數位動畫」等三項類別創意設計，期許成為臺灣與全球設計網絡加強互動的重要指標。

2010 年度「臺灣國際學生創意設計大賽」以「根 Fundamental」作為主題，期許學生回歸設計根本價值，追本溯源關懷周遭，以創意思考解決日常生活的問題。網路報名湧進了來自三十四國近五百校所，六千餘件作品報名，其數量已達到全球專業設計大賽規模；實際收件結果計有來自全球二十四個國家地區，總計近三千五百件的作品，相較去年再度成長了千餘件之多，顯見國內外學生對於揮灑創意參加設計競賽之熱忱。而臺灣再一次地藉由主動舉辦國際級的設計活動，扮演起交流互動的橋樑，進一步地凝聚了國內外的設計藝術院校。

每年「臺灣國際學生創意設計大賽」在初決選階段皆廣邀十五位國內外知名設計師擔任評選委員，除期許提供學生接近產業界的觀點，同時配合決選活動舉辦國際設計大師系列講座，本年度講題自工業設計、動畫製作涵蓋至企業形象識別等，為國內師生引介美、日、德、北歐等地設計概念並厚植臺灣學生設計競爭力。得獎作品除受邀參加「2010 臺灣國際文化創意產業博覽會」、「2010 臺灣設計博覽會」外，亦屢於其他國外包括米蘭、北京與上海等文化創意博覽會展出，並將得獎作品整理為專刊發送給國內外設計相關單位，或陳列於網站線上展示，系列性地為臺灣學生設計推廣宣傳。

綜觀本賽事除期許繼續成為臺灣於全球設計界發聲的利器，亦藉此凝聚臺灣整體設計教育外，亦以將來能持續將比賽拓展至全球更多地區為目標；並以提早公佈年度主題以增長參賽作品對主題的切題性等方式，更加提升參賽作品質量水準。最後恭喜今年「臺灣國際學生創意設計大賽」獲獎的學生，脫穎而出、榮獲佳績，期望日後充滿無限想像的創意能持續在舞台上發光發熱。

國立臺灣師範大學副校長兼
視覺設計系教授



Fundamentality, Invisible but Powerful **Director of Taiwan International Student Design Competition-Apex Lin**

In 2005, the Ministry of Education introduced the program “Encouraging University/College Students to Participate in International Arts and Design Contests” in the hopes of bridging Taiwanese students with the international community of arts and design, and establishing the mechanisms for examining design education. From 2008, the “Taiwan International Design Competition-Student Section” started to be cooperated by the Ministry of Education and the Ministry of Economic Affairs. We hope it not only “pushing Taiwanese talents outwards”, but also “pulling international talents inwards”, from organizing the competition voluntarily. The event is officially renamed as “Taiwan International Student Design Competition” in 2010 and fully authorized by the Ministry of Education. It targets at students worldwide for “Product Design”, “Visual Design”, and “Digital Animation” in expectation of making Taiwan in connection of global design network.

Featuring the theme “Fundamental”, the 2010 competition looks to inspire students back to the origin of design, which is to care about the our environment and surroundings, using imagination to solve daily problems. Nearly 6,000 entries from more than 500 institutions and 34 countries registered online, making the event a phenomenal international competition. The competition ended up having nearly 3,500 entries from 24 countries. This was an ostensible growth which is more than a thousand entries higher than last year, demonstrating the passion of students participating in international design competitions. Taiwan also takes the opportunity to unite the academic institutions of design in Taiwan and the globe again.

The competition invites fifteen well known design professionals as evaluation judges in both preliminary and final selections every year, which is intended to present more viewpoints applicable to the practical field. These featured professionals are also expected to take part in the design lecture series during the selection period; topics this year ranging from industrial design, production of animation, to Corporate Identity System (CIS), aimed to introduce the latest design perspectives for local students. Each year the winning entries are presented at “Taiwan Design Expo” as well as other notable design events in Milan, Beijing, and Shanghai etc. Collections of awarded works will also be edited as portfolios then distributed to design relative units, and displayed as online exhibition for promotion.

In summary, we would like to connect the global design networks and integrate the Taiwanese design education. In order to maintain the quality of entries, we are now considering the possibility of disclosing the theme of competition more in advance, so students could have more time of preparations and the designs would be more thematic. Finally, congratulations to all students who are awarded in the competition! We sincerely hope to see your limitless imagination and originality on the stage next year.

Apex Lin, Pang-Soong
Vice President of National Taiwan Normal University
Professor of Visual Design Department



根



年度大獎 Grand Prix

F u n d a m e n t a l

評審評語 Jury Comments

Robert L. Peters

本件作品獲得最高榮譽可說是實至名歸。它以實用且兼顧節能的呈現方式，細緻地抒發了人類喜好親近自然與動物的情感。產品的理念有鼓舞人心的效果，光影的呈現方式亦兼顧了美學標準，整體的呈現效果毫無疑問是最高等級的，恭喜！

This submission clearly deserved to win the top award in the competition. It expresses a sensitive, empathic worldview along with a practical expression of ecological awareness, delivered with surprise and delight. The product concept is inspiring, the graphic portrayal is aesthetically refined, and the overall presentation is of the highest caliber.

中西元男 Motoo Nakanishi

決選的作品很多都帶有學生才有的夢和挑戰，令我非常感動，但是在產品類的審查上，還是回歸到「實用性」來看。因此我認為應該是「After Turn Off」和「Smooth Cover」其中一件做為第一名，這兩件作品都有充分的實用性，具體實現的話對於社會和生活有很大的貢獻。但是，最後將「After Turn Off」推向第一位，最大的理由是「帶有學生那樣的夢想」，在上方投射出畫像的部分可以替換成各式各樣的圖形或文字是非常好的，例如當生日的時候換成「Happy Birthday」的字樣，十分有趣。

I was impressed that many works in the Final Selection have “chasing the dream” and challenging spirit normally from students, but back to the evaluation criteria, we still have to consider the “practicability”.

As a result, the first prize shall go to “After Turn Off” or “Smooth Cover” in my opinion, which these two works are fully practical and will be contributory for daily life and societies. Finally the first prize goes to “After Turn Off” because it is filled with student’s fantasy ideas. It is very nice that the projector could be changed into various patterns or words, for example words can be changed to “HAPPY BIRTHDAY” when someone’s birthday comes.

三宅一成 Kazushige Miyake

雖然設計跟細節還有未完成的部分，但可以為日常生活加上些許的樂趣，我認為是非常有趣的設計。除了可以解決在黑暗的房間中找到電燈開關的問題，也添加了一些風趣，因此產生很好的效果。

I think this is such an interesting device which brings fun to the daily life, although some details have not been completed yet. Not only it solves the problem that people can know where the light switch is when it is dark, it is also humorous.



決選產品設計類評選狀況
Evaluation of product design category in final selection

作品名稱 Title of work

掘
After Turn off

作者姓名 Name of Applicants

趙紹綸、林宏榮、崔恩銓
Shao-Lun Chao , Hung-Jung Lin ,
En-Chuan Tsui

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

張文智、梁容輝
Wen-Chih Chang , Rung-Huei Liang

學校名稱 Name of School/University

國立臺灣科技大學
National Taiwan University of
Science and Technology



作品說明 Concept of the work

生活中的點點滴滴，因人們習以為常而被視為理所當然的存在。小時候為彩虹出現而驚嘆，接觸動物而興奮。隨年歲增長，「發掘」的趣味漸漸消失在現實生活中。重新詮釋開關面板，讓它成為與已遺忘幻想世界的介面。電源關閉後，縫中竄出充滿想像的世界，簡單改變，帶來愉悅和趣味。以趣味的手法，提醒人們節能同時也能讓生活更美好。

People used to see things as deservedly exist in our everyday life. When we were children, we marveled at the rainbow appearance, and excite about touching the animals. As we growing up, the delights of discovery generally disappear in reality life. Redesign the panel to make it become the passage of the forgetting fantasy world. After turning off, an imaginary world escapes from the crack. Reminding people that life could be better and eco-friendly.



產品設計類 Product Design

F u n d a m e n t a l

評審評語 Jury Comments

金獎 Gold Prize

中西元男 Motoo Nakanishi

從商業化的考量上來說實現的可能性更高，設計的理念是為了女性高跟鞋的安全以及不要讓垃圾進入下水道，若是能夠實現這的提案，都市景觀將會更美麗，雖然我認為這是很好的，但有點可惜沒有得到全場大獎。

From the business angle, this design is even more practical to be realized that its idea is for the safety of women wearing high heels, and preventing the rubbish fall into the drainages. If it is realized, the urban landscape will be proved, but it is pitiful that it doesn't earn the first prize.

三宅一成 Kazushige Miyake

的確能解決現存問題的一項設計。如果能針對如何維護、保養水溝蓋縫隙等方面進一步的深入探討，會成為更好的作品。

It is a design which could indeed solve current problems. It will become even better if further issues such as the maintenance for the cracks of covers are considered.



初選產品設計類評選狀況
Evaluation of product design category in preliminary selection

銀獎 Silver Prize

三宅一成 Kazushige Miyake

為了在電影院中能辨認文字，利用既有的大螢幕要素，我認為這是聰明的想法。如果能將座椅側邊的號碼等、以及從買票到坐到座位的過程更加明確化，或許能使這個概念更生動。

I think this is a brilliant idea using the screen to identify the words in tickets. The whole concept will be more vivid if some details are clarified, such as the process from buying tickets to walking towards the seats.

銅獎 Bronze Prize

三宅一成 Kazushige Miyake

彷彿向現在所使用著、沒有奪目外表的傘投了一顆石頭般的大膽設計。如果在形狀和機能上能更加簡潔，應該會成為一個有潛在力的東西。

A courageous design which challenges the umbrellas without eye-dazzling appearances, as we are using now. If the shape or the function could be more concise, it shall be more commercially potential.



決選產品設計類評選狀況
Evaluation of product design category in final selection



作品名稱 Title of work

防卡水溝蓋
Smooth Cover

作者姓名 Name of Applicants

陳彥廷、葉鑫
Yan-Ting Chen, Hsin Yeh

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

鄭金典、陳建雄
Jin-Dean Cheng, Chien-Hsiung Chen

學校名稱 Name of School/University

國立臺灣科技大學
National Taiwan University of
Science and Technology



作品說明 Concept of the work

女性朋友常常不敢穿著高跟鞋走在水溝蓋上面，因此我們設計了一款防卡水溝蓋，此水溝蓋不僅不會卡住高跟鞋跟，還能避免大型垃圾掉入水溝造成阻塞，除此之外因為它特殊設計的傾斜細縫，如果鑰匙、手機、皮夾等重要物品掉落也可以馬上拾起。

This gutter cover let women walk on top it smoothly and do not worry about getting stuck. Besides, it can solve the flood problem. The unique slanted holes not only prevent trash fall into drain but also avoid some personal belongings fall down such as wallet, cell phone, keys.

作品名稱 Title of work

Fundamental Information

作者姓名 Name of Applicants

黃品甄、賴志平、葉銘泓
**Pin-Chen Huang, Chung-Ping Lai,
Ming-Hong Yeh**

學校所在地 Location of School

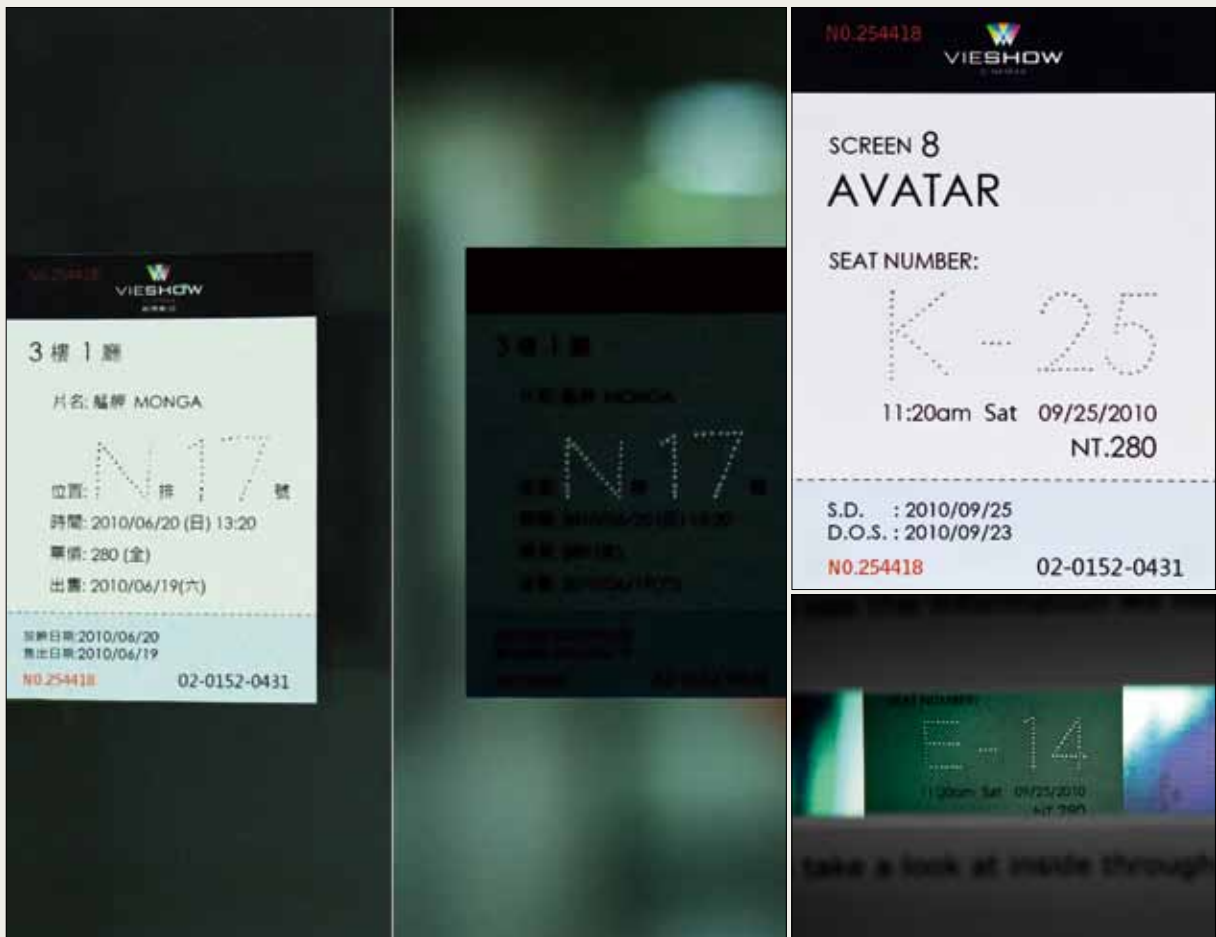
台灣 Taiwan

指導老師 Instructor

范振能
Jeng-Neng Fan

學校名稱 Name of School/University

國立臺灣科技大學
**National Taiwan University of
Science and Technology**



作品說明 Concept of the work

匆匆忙忙走進電影院，才想到不知座位在哪，在微弱的光線下，票根上的小黑字總是隱藏得很好，Fundamental Information 利用打孔的方式來呈現座位號碼，讓光線可以穿透紙面，即使在黑暗的座位區，也能透過前方螢幕的微光，看見票根上的訊息。

Rushing into the movie theater, you forgot to take a look at the seat number beforehand, under the faint light, the words on the ticket seems to hide from you. This is when Fundamental Information comes in handy. Punching seat numbers onto the tickets, the light beam goes through the paper and shows us the seat number. Even if we are sitting somewhere dark, with the help of the screen, we can still see the information we need on the ticket.



作品名稱 Title of work

Air Impossible

作者姓名 Name of Applicants

蔡佳君、陳欣瑜、李婕伶、林雅惠、
丘妍妍

**Jia-Jun Cai, Hsin-Yu Chen,
Jie-Ling Li, Ya-Hui Lin,
Yan-Yan Qiu**

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

陳昱丞、陳俊霖
Yu-Cheng Chen, Chun-Linn Chen

學校名稱 Name of School/University

環球科技大學
TransWorld University



作品說明 Concept of the work

台灣，曾經是製傘王國；傘也是台灣的世界之最，甚至是其根本。我們重新詮釋傳統雨傘給人的既定印象，本著安全來做為設計的出發點，讓空氣發揮其本質，實現空氣也能遮雨的神話。現在您只需拇指輕輕一壓，一隻不需複雜支架、輕盈又安全的充氣傘便可誕生；同時藉由 LED 燈的發光，更可讓您在夜間的雨中優雅且安全的漫步著！

"Taiwan", once the kingdom of umbrella; umbrella is also the top of the world of Taiwan and fundamental. The origin of our design is safety, reinterpreting the stereotype of traditional umbrella and bringing air into fulling playing which presents the fairy tale of impossibility. Nowadays, you just have to press softly, and a lithe and safe umbrella that without complicated holder will born. Moreover, it will let you ramble beautifully and safely in the dark raining night with generation of light!

作品名稱 Title of work

**濾水砧板
Filter plate**

作者姓名 Name of Applicants

**翁豪濬
Hao-Chun Weng**

學校所在地 Location of School

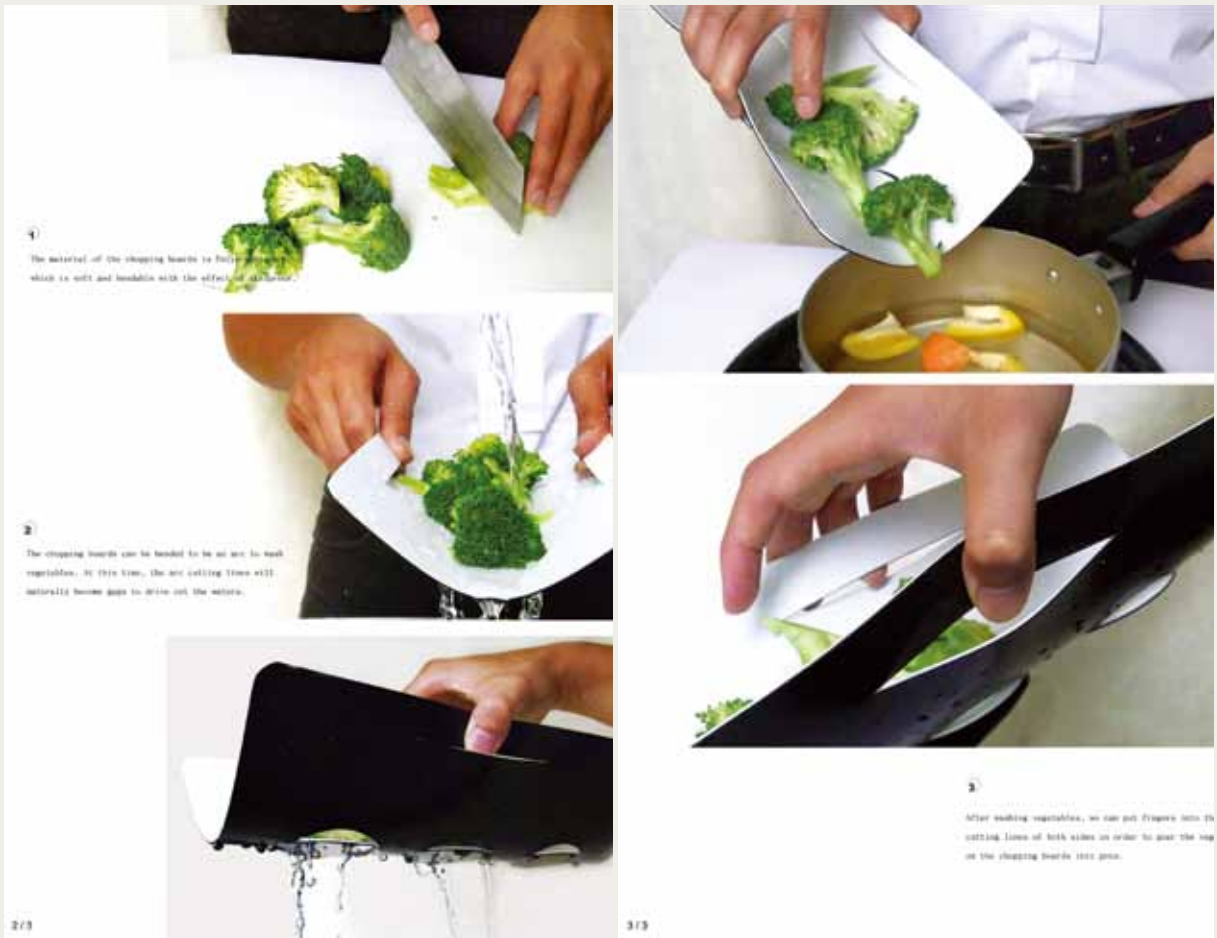
台灣 Taiwan

指導老師 Instructor

**梁榮進
Jung-Chin Liang**

學校名稱 Name of School/University

**大葉大學
Dayeh University**



作品說明 Concept of the work

使用砧板切完菜後，會再倒進濾水籃裡把水過濾掉，多一個步驟會造成使用上的麻煩，此設計解決傳統砧板的不方便，透過簡單的切割線，提昇砧版使用上的靈活性。

After cutting vegetables with the chopping board, we still need to put the vegetables into the filters to percolate water. It would cause troubles on using with one more step. In this design, we solve the inconvenience of the traditional chopping boards through simple cutting lines to promote the flexibility about the usage of chopping boards.



作品名稱 Title of work

可替換式兒童工作桌
Replaceable Work Table for Kids

作者姓名 Name of Applicants

陳冠儒
Guan-Ru Chen

學校所在地 Location of School

台灣 **Taiwan**

指導老師 Instructor

陳建雄
Chien-Hsiung Chen

學校名稱 Name of School/University

國立臺灣科技大學
**National Taiwan University of
Science and Technology**



作品說明 Concept of the work

學童們總是有強烈的慾望在桌面上塗鴉！且習慣在桌上寫下重要的事情或在桌面上寫下筆記。現在，「可替換式兒童工作桌」使他們可以於桌上自在書寫，讓無限的創意萌芽。「可替換式桌面」是以環保可回收的再生紙材料製成，對於地球環境無污染的負擔。紙製桌面上有打孔線，使用者可視需求沿線撕下紙張；不僅如此，尚有多種款式可供選擇，使用者可視需求選取。底座附有足夠的空間放置物品，且座位移動方式更加輕鬆。

Students always have the desire to scrawl on the desktop! Students may write down anything special or take notes if they don't have sheets at hand. Now, they can scrawl on the desktop freely with "Replaceable Work Table." The "Replaceable Paper Desktop" is made of recyclable material, which is very environmentally-friendly. There are perforated lines on the paper-made desktop, users can tear off the paper along the lines easily if necessary. Moreover, users can choose different styles to meet their need.

作品名稱 Title of work

盲人窗簾繩
The Drape Rope for Blind People

作者姓名 Name of Applicants

陳世昆、陳佩琪
Shih-Kun Chen , Pei-Chi Chen

學校所在地 Location of School

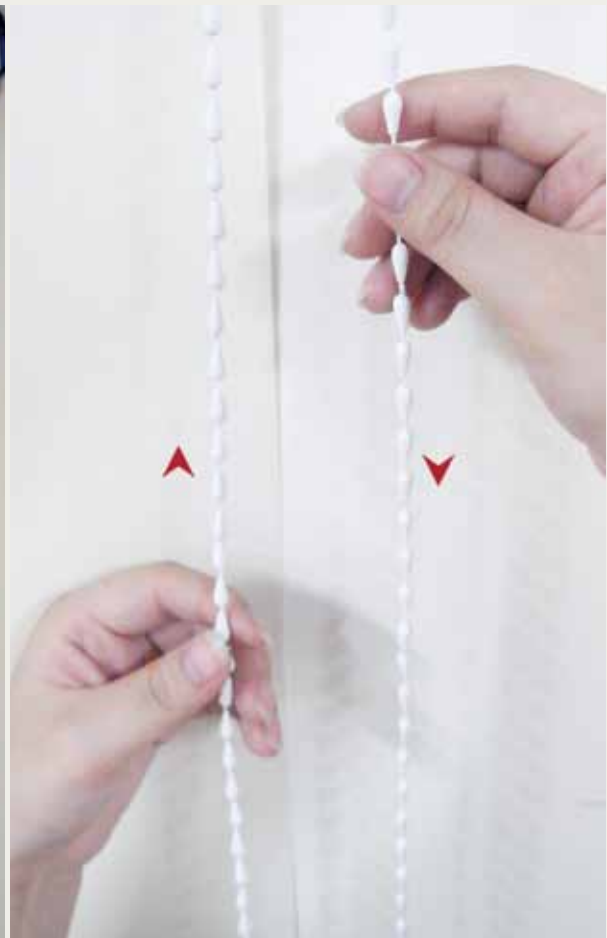
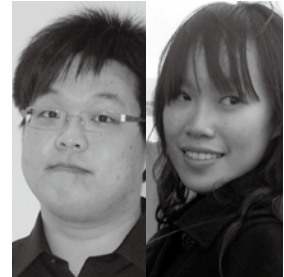
台灣 Taiwan

指導老師 Instructor

王文雄
Wen-Hsiung Wang

學校名稱 Name of School/University

南台科技大學
Southern Taiwan University



作品說明 Concept of the work

此設計的特點是在於窗簾繩上的水滴形的設計，可以藉由水滴形來判別窗簾是正在向上開或向下關，不會再發生拉錯條的窘境，此設計不但方便一般人使用，連視障者也可以很輕鬆的拉窗簾。

This design characteristic is the shape like a water drop on the drape rope. It can determine opening and closing of drapes by touching the shape when they pull the drape rope. It will not pull the rope to the wrong side again. This design concept is not only for the normal but also for the people who is blurred sight can pull the drape easily.

作品名稱 Title of work

「非」對稱
The Asymmetric Rule

作者姓名 Name of Applicants

黃文煒、劉煥榮、彭啟璇、吳銀坤、
楊春媚、游路欣、張卓苗
Wen-Wei Huang , Huan-Rong Liu,
Qi-Xuan Peng , Yin-Kun Wu,
Chun-Mei Yang , Lu-Xin You ,
Zhuo-Miao Zhang

學校所在地 Location of School

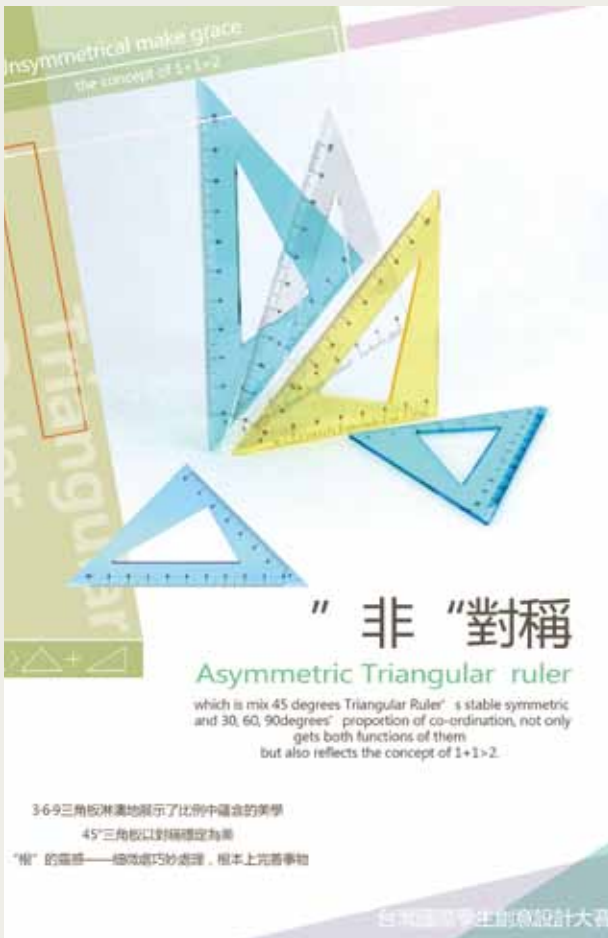
中國 China

指導老師 Instructor

無
None

學校名稱 Name of School/University

廣東工業大學
Guangdong University
of Technology



作品說明 Concept of the work

45 度角三角板以對稱穩定為美，3·6·9 三角板卻淋漓地展現了比例中蘊含的美學。“非”對稱三角尺，不僅將二者之妙糅合為一，更是體現了 1+1>2 的理念。“根”的靈感 ---- 細微處的巧妙處理，從根本上完善了事物。

Asymmetric Triangular Ruler, which is mix 45 degrees Triangular Ruler's stable symmetric and 30, 60, 90 degrees' proportion of co-ordination, not only gets both functions of them, but also reflects the concept of 1+1>2. Overall it may be the sense of the fundamental design: do it by detail, and perfect it by fundamental. In the design concept of asymmetric structure is also broken through the traditional concepts used in the central part of Symmetry, with some ornamental. Design of the set square ruler enriched functionality, mainly two 1, medial oblique triangle hypotenuse, the convenience provided to take; 2, you can draw angle all the multiples of 15° from 0 to 180 degrees.

作品名稱 Title of work

Eco-Cartridge

作者姓名 Name of Applicants

Kevin Cheng

學校所在地 Location of School

美國 U.S.A

指導老師 Instructor

Sue Redding

學校名稱 Name of School/University

California College of the Arts



作品說明 Concept of the work

每年約有 60,000-75,000 噸的墨水匣被消耗，但事實上每個墨水匣都需要 450 年的時間才會被土地消化。“Eco-Cartridges”以永續方式，利用可回收紙板與生物可分解的原料製造，且不會折損原有墨水匣的功能性，生產成本相對較低且不需額外的包裝，使用前僅需要移除保護封面並插入印表機即可。

Every year 60,000-75,000 tons of ink cartridges end up in landfills. With each cartridge taking up to 450 years to decompose, Eco-Cartridges are a big step towards a more sustainable printing system. By changing our methods of manufacturing to a more natural process without compromising its function, we help ensuring quality of life for generations to come. Created from a single sheet of recycled cardboard and biodegradable components, Eco-Cartridges are relatively inexpensive to manufacture and require no additional packaging to ship and sell. From store shelf to printer, just remove the protective covering and insert it into the printer as you would any other cartridge.



作品名稱 Title of work

2/3 餐具
2/3 Tableware

作者姓名 Name of Applicants

蔣宇寧、劉奕、羅菁
Yu-Ning Jiang , Yi Liu , Jing Luo

學校所在地 Location of School

中國 China

指導老師 Instructor

無
None

學校名稱 Name of School/University

華中科技大學
Huazhong University of Science And Technology



作品說明 Concept of the work

用三分之二的餐具，節約三分之一的食物，每一份珍惜都是為了延續美好的未來。在我們共同生活的地球，每一分鐘都有冰川在融化，每隔 5 秒鐘，就有一個兒童，死於饑餓，我們可以做的只是微乎其微的小事，我們改變的卻是無量的地球的未來，2/3 的餐具給我們節能減碳的意識，也讓我們行動，潛移默化的去改變，深耕最基本的力量向上成長，不忽略任何微小的力量，我能改善大大的世界。

Please use 2/3 tableware and save 1/3 food. Every kind of treasure is in order to continue future. We live in a world where the glacier melts every minute and a kid dies every 5 seconds. The thing we can do is easy. The thing we can change is the infinite future of the earth. 2/3 Tableware transforms our habits by change our point of view. Do not ignore every little thing. I believe I can change the big world.

作品名稱 Title of work

貼心紙拖
Sweet Paper

指導老師 Instructor

無
None

作者姓名 Name of Applicants

李滙子、趙桐
Hui-Zi Li, Tong Zhao

學校名稱

Name of School/University
江漢大學
Jiangnan University

學校所在地 Location of School

中國 China



作品說明 Concept of the work

當有客人來訪，在進入室內前只需要踩一下，鞋子便化身為不會弄髒地板的紙拖鞋，相當方便。

It is designed for our guests to the home of paper slippers. When the guest comes, just like in the paper on the mattress, they can enter a door, healthy and convenient. It can give a guest feeling at home; give a feeling with a warm family.



作品名稱 Title of work

Volant

作者姓名 Name of Applicants

Sara Hung

學校所在地 Location of School

加拿大 Canada

指導老師 Instructor

Louise St. Pierre, Eugenia Bertulis

學校名稱 Name of School/University

Emily Carr University of Art and Design



作品說明 Concept of the work

“Volant” 是一款不分性別，並針對經濟艙長途旅客而設計的飛行配件。利用羊毛與泡沫橡膠製成兩載充氣式的圍巾與頭巾（附口袋）。其充氣式襯墊提供 360 度頸部的舒適保護，有效率協助乘客維持良好的頸部姿勢，減少因為姿勢不正確而造成的負擔；而頭巾則提供了隱私、遮蔽燈光與保暖功能。

Volant is a unisex travel garment/accessory kit designed for long distance economy class air travel passengers. It is a two piece design made of fine wool and foam that consists of a padded scarf and a separate long hooded scarf with pockets. The padded scarf provides comfortable and 360-degree neck support while the hooded scarf offers privacy, darkness and warmth to the travelers. Volant is a design that effectively improves the comfort level of passengers by promoting the correct neutral position of the neck in sleeping and sitting postures, thus reducing potential physical body discomfort due to awkward postures.

作品名稱 Title of work

生·長·凳
The growing stool

作者姓名 Name of Applicants

李懿玟
I-Wen Lee

學校所在地 Location of School

英國 **United Kingdom**

指導老師 Instructor

Ralph Ball, Ben Hugues

學校名稱 Name of School/University

**Central Saint Martins College of
Art and Design**



作品說明 Concept of the work

「生長凳」好比鐘乳石落地生根般，經由有機樹脂一次次的澆注及一層層的累積堆疊而慢慢成長，當它被翻轉過來時，一圈圈的痕跡顯示著人曾參與的過程與記錄，也是對現今工業化大量生產的社會提出個質問。

The growing stool is like stalactites which rise from floor and form by dripping of deposit. Bio-resin is poured on the surface layer by layer in order to create the growth of stool. The trace on surface indicates the records and experiences made by human when it is reversed upside down. The industry is focus on performance and productivity nowadays. Things are produced and delivered fast. If the mass production can be slowing down, allows people involved in design process. The additional value of products will be raised. Emotional attachment and interest create gradually when people feel or touch it.



作品名稱 Title of work

Existence In A Parallel Universe

作者姓名 Name of Applicants

Farah Siman

學校所在地 Location of School

新加坡 Singapore

指導老師 Instructor

Nanci Takeyama

學校名稱 Name of School/University

Nanyang Technological University



作品說明 Concept of the work

這本書根據易經裡宇宙運行的系統，試圖實驗性地做出圖像設計，包括封面、裝訂、紙張的選擇，版面設計無不與道家所遵循的自然法則息息相關。我企圖藉由發掘生活與個體存在中最基本的層面探討圖像設計：順從自然的步調。

This book presents an experimental system of graphic design based on the spiritual working system of the universe according to the I Ching. Elements on the pages follow the Tao of stars as a grid, just like how elements in the universe are governed by Tao. The binding, cover, paper, structure and aesthetics reflect the quality and principles of Tao in nature. It forms a parallel and harmonious system with the universe. This explores an approach to graphic design that is based on one of the most fundamental aspects of life and existence: to go with the flow of nature.

作品名稱 Title of work

Zippy

作者姓名 Name of Applicants

Chung-Sui Fai

學校所在地 Location of School

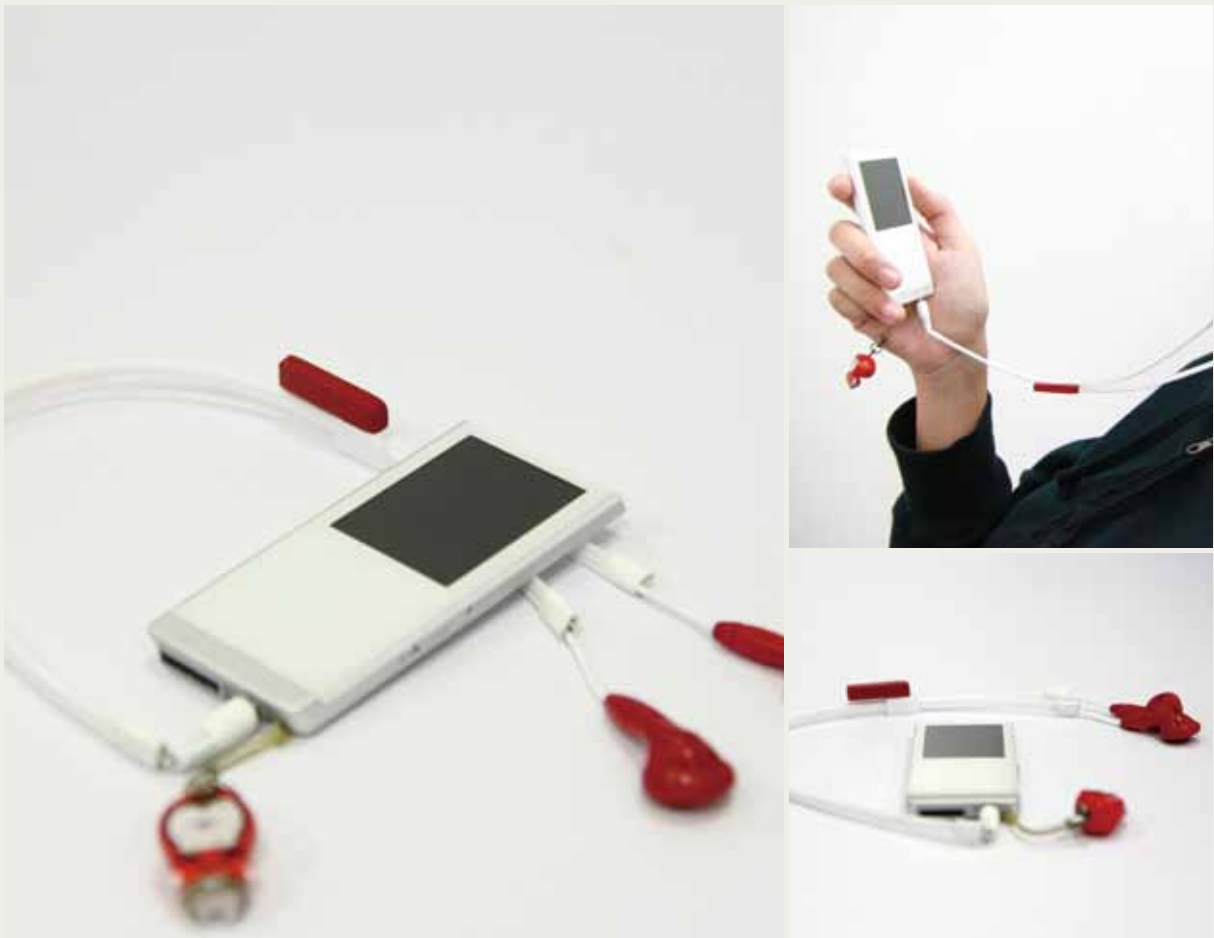
新加坡 Singapore

指導老師 Instructor

Dr. Christian Boucharenc

學校名稱 Name of School/University

National University of Singapore



作品說明 Concept of the work

糾纏不清的耳機線一直是使用者的頭痛問題，常有人嘗試解決卻多未成功，基本問題就在於線的延展性與長度。“Zippy”利用拉鍊來解決此一問題以減少打結的可能性，同時使用者也可依照需要去調整線的長度。

Entangling headphone wires has always been a headache to a lot of users. There are a lot of products designed to deal with this issue; however, it is often not well resolved. The fundamental problem lies with the flexibility and the length of the wires. Hence, Zippy is designed to have zip-lock like cross section to address this issue. With thicker cross section, the wires are much rigid and reduce the chances of being entangled. Zippy also allows user to adjust the length of wires according to their preference.



作品名稱 Title of work

**熱板凳
Warm Up**

作者姓名 Name of Applicants

**林庭安、林瑩
Ting-An Lin, Ying Lin**

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

**陸定邦
Ding-Bang Luh**

學校名稱 Name of School/University

**成功大學
National Cheng Kung University**



作品說明 Concept of the work

藉著設計貼心的運動輔具，降低現代女性去運動的阻礙，讓人簡易地多運動，享受運動帶來的美好生活。

Warm-up is a bench that can make you exercise. Put your feet on the slide blocks and move them back and forth, it's an effective leg exercise. Our body temperature will become higher after exercising, and this will make the bench change its color. You can use it while you are watching TV or doing other activities at home, makes you exercise without spending extra time. It can not only curve your legs, but also can improve the blood circulation and lead us to healthiness.

作品名稱 Title of work

物盡棋用
Re-chess

作者姓名 Name of Applicants

洪天彙、李明信
Tien-Yu Hung, Ming-Hsin Lee

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

鄧建國
Chen-Kuo Dung

學校名稱 Name of School/University

實踐大學
Shin Chien University



作品說明 Concept of the work

1. 低成本、工序、簡易明瞭的設計手法將家具製成廢料新生。
2. 切割後不需再作色彩及造型的加工，符合環保再利用的綠色概念。
3. 板材原花紋花色作為黑白方的辨識，高低的不同可直覺辨識出各棋子角色。
4. 相關企業可以此環保概念設計作為禮贈品，贈予偏遠的學校作為寓教於樂的教學工具。

1. Low cost, simple Design, recycling breaths new life into the materials
2. The scraps are laminated with different colors and the particle board has many colors as well in it, so there is no need for paint which makes it environmentally friendly.
3. Use the color of the laminate and the color of the wood to distinguish the design of the chess board. Use differences in height and angle to distinguish between the different figures.
4. The company can produce low-cost gift concepts focusing on environmental design. It can be sent to rural schools and communities as fun learning tools.



作品名稱 Title of work

白日夢
Daydreamer

作者姓名 Name of Applicants

范承宗、林楷庭
Cheng-Tsung Feng, Kai-Ting Lin

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

葉博雄
Bo-Xiong Ye

學校名稱 Name of School/University

國立雲林科技大學
**National Yunlin University of
Science and Technology**



作品說明 Concept of the work

「夢想飛上雲端，擁有一片雲朵，在上頭織起一個又一個白日夢。」這是一張創意室內休閒坐具，概念源自對雲的想像。運用兩種填充材間的密度差異，以及球體幾何構成的形式，讓使用者能夠自由變換理想的形式和最舒適的姿態，就像一朵屬於自己的雲。

“Dreaming for flying above a cloud and having one. Then, making one after other daydreams on it.” This is an indoor leisure chair (sofa), the concept is derived from the imagination of our childhood of the cloud. It uses material’s properties which can be free to change ideal form and the most comfortable posture. Just like a cloud. Take us back to the fantasy childhood and get back into source of dream.

作品名稱 Title of work

箸 · 根
Chopsticks · Foudamental

作者姓名 Name of Applicants

陳頌榮、柯宜芝、李昭慶、羅立德
Song-Jung Chen, Yi-Chih Ko,
Jhao-Cing Li, Li-Te Lo

學校所在地 Location of School

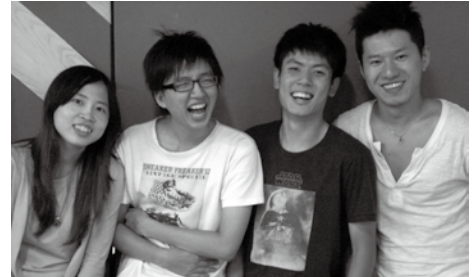
台灣 Taiwan

指導老師 Instructor

鄧建國
Chen-Kuo Dung

學校名稱 Name of School/University

實踐大學
Shin Chien University



作品說明 Concept of the work

此設計導入通用設計理念，改良東方民族主要食具－筷子，方便更多使用者使用。此設計可以以正常的使用方式使用，亦可組合成「筷夾」，節省手部施力，讓夾取食物更加簡單。

This design features universality. It reinvents the oriental chopsticks to make it easier to use for more people. These chopsticks can be used in a normal way, and can also combine to form a "chopsticks clip," which requires less effort to hold and makes fetching food easier.



作品名稱 Title of work

種包 - 廚餘垃圾帶
Seed-Bag

作者姓名 Name of Applicants

張婉柔、張祐僑
Wan-Rou Jang, You-Chiou Jang

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

簡祐宏、莊慶昌
You-Hung Jian, Ching-Chang Juang

學校名稱 Name of School/University

銘傳大學
Ming Chuan University

Using

Tearing down the 「Seed bag」 there had a print shaped as the land.

When the kitchen scraps put into the 「Seed bag」, tied the two sides. The 「Seed bag」 will shaped like a seed because of the cutting.

「Seed bag」 was made from easy decomposed natural materials. It can be decomposed easily in the soil and become fertilizers for our earth.

- 1.
- 2.
- 3.

Seed Bag
Everything were born on this earth

食物來自於大地，廚餘當然也是。種包是用易分解的自然材質製造，從大地生長出來，最後再回歸大地之母，就像孩子一樣落葉歸「根」。
The food comes from the earth and so as the kitchen scraps. Seed bag was made easy decomposed natural materials. Born and return to the earth as well. It is just like the children going back home and all things will return to their root eventually.

作品名稱 Title of work

**寶特瓶掃帚組
EcoBroom**

作者姓名 Name of Applicants

**黃鈺媛、林柏宏
Yu-Yuen Huang, Po-Hung Lin**

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

**林勝吉
Sheng-Ji Lin**

學校名稱 Name of School/University

**國立雲林科技大學
National Yunlin University of
Science and Technology**



作品說明 Concept of the work

寶特瓶是把手，也是搜集紙屑的小型垃圾桶。根是回歸本質並尋找自我價值。寶特瓶已成為日常生活的必需品，但往往只使用一次後便被回收或者丟棄，其實在利用比回收更加節省資源。寶特瓶掃帚組是一款桌上型使用的掃帚，它能套用在各種外型的寶特瓶上，透過只進不出的孔洞設計，能夠收集掃進來的紙屑，待結束清潔工作後，再一次倒出。

Plastic bottle is an economic mini trash can with a handle. The nature of root is returning to origin and searching for self-value. Plastic bottles have become the necessary of life. After used, they will be thrown away or recycled. However, it's more resource-saving if we can make good use of them. Eco Broom is designed to be used on the desk. It is suited with different shapes of plastic bottles. Through the opening design, we can sweep the wastepaper into the bottle. Then, throw them out at a time.



作品名稱 Title of work

組
TreeHanger

作者姓名 Name of Applicants

劉知潔、王偉倫
Jih-Jie Liou, Wei-Lun Wang

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

董芳武
Fang-Wu Tung

學校名稱 Name of School/University

國立臺北教育大學
**National Taipei University of
Education**



作品說明 Concept of the work

“組”是針對臺灣生活習慣和氣候所設計的衣架組。由於臺灣氣候潮濕，導致曬衣服不容易乾。而“組”底部的寬度，可像人體一樣撐住整件衣服，好讓空氣更容易流通晾乾。另外，也可搭配組件，額外組裝出一個空間，將容易鬆脫變型的衣服，鋪平放置在上面。“組”也針對收納特別設計，方便整齊堆疊並且站立在地面上。

Tree Hanger is a hanger set which especially design for Taiwanese life style and climate.Wet clothes are hard to dry in such a humid weather in Taiwan.Tree Hanger can expand the whole cloth by it's breadth of the bottom which can make air circulating easier.Moreover, it is capable of creating an extra space by other modules where you can put those fragile ones flat and nice.Tree Hanger is also designed that can be fold together tidily, and can also stand on the ground by themselves.

作品名稱 Title of work

**Pause 品牌設計
Pause- Brand Design**

作者姓名 Name of Applicants

**陳沛旻、林宛姿
Pei-Min Chen, Wan-Tzu Lin**

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

**陳世倫
Shih-Lun Chen**

學校名稱 Name of School/University

**中國科技大學
China University of Technology**



作品說明 Concept of the work

市面上的素描鉛筆組僅能表達書寫性與繪畫性，卻缺少設計性，所以我們用以基本的幾何圖形，在圖案及包裝結構上加以組合，並且捨去色彩，用最純粹的黑白漸層風貌，使每個符號本身所含的意義得能傳達出來。

Geometric figures were used to combine the pictures and the packaging. Furthermore, we didn't use colors except black and white. The gradation between will be able to express the meaning of each symbol. The common idea of this packaging is only to show the drawing pencils' basic functions-writing and drawing; however we really want to enhance this product's impression of design.



作品名稱 Title of work

曲線雙面膠
Curve of double - sided adhesive

作者姓名 Name of Applicants

陳世昆、陳佩琪
Shih-Kun Chen, Pei-Chi Chen

學校所在地 Location of School

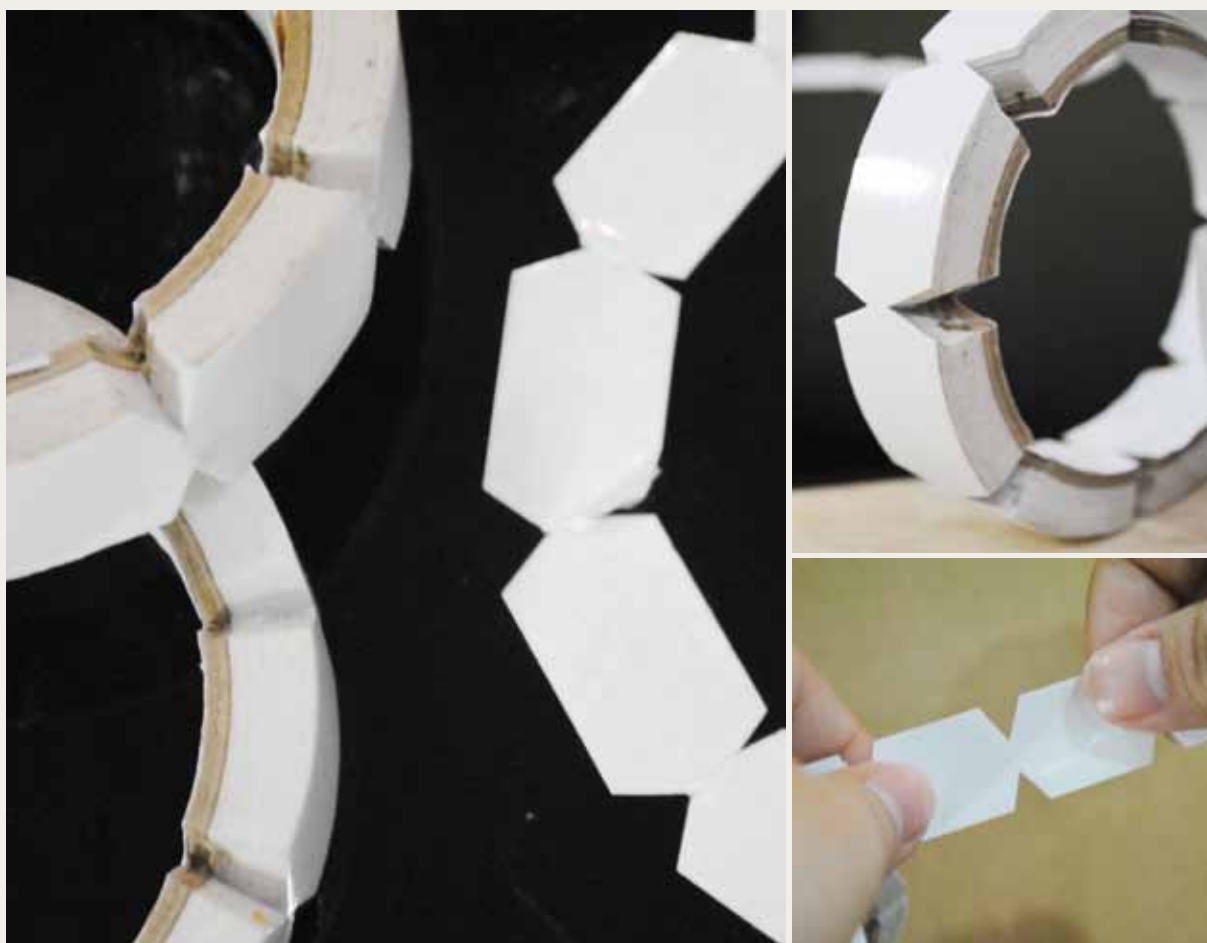
台灣 Taiwan

指導老師 Instructor

王文雄
Wen-Hsiung Wang

學校名稱 Name of School/University

南台科技大學
Southern Taiwan University



作品說明 Concept of the work

一般用雙面膠黏貼曲線時，常需剪一小段慢慢貼在曲線邊緣，但這樣費時又麻煩，我們將雙面膠的邊緣裁切一三角形，利用此三角形的空間讓雙面膠可以不用裁切即可黏出曲線，當要裁切時，也可以因為這個三角形而更好撕，切面也可以更平整。

Return every creation's essence and find the value. When we want to use the twin adhesive to plaster the curved line. It always needs to trim many sections and plaster on the rim of the curved line slowly. But it needs a lot of time in this way. So we trim a triangle on the rim of the twin adhesive. It can plaster the curved line by the triangle's space. Furthermore, you can use the triangle to trim the twin adhesive easily and make the section smoother.

作品名稱 Title of work

**髮根
Hair Trap**

作者姓名 Name of Applicants

**蔡卉柔、曾銘宇
Hui-Jou Tsai, Ming-Yu Tseng**

學校所在地 Location of School

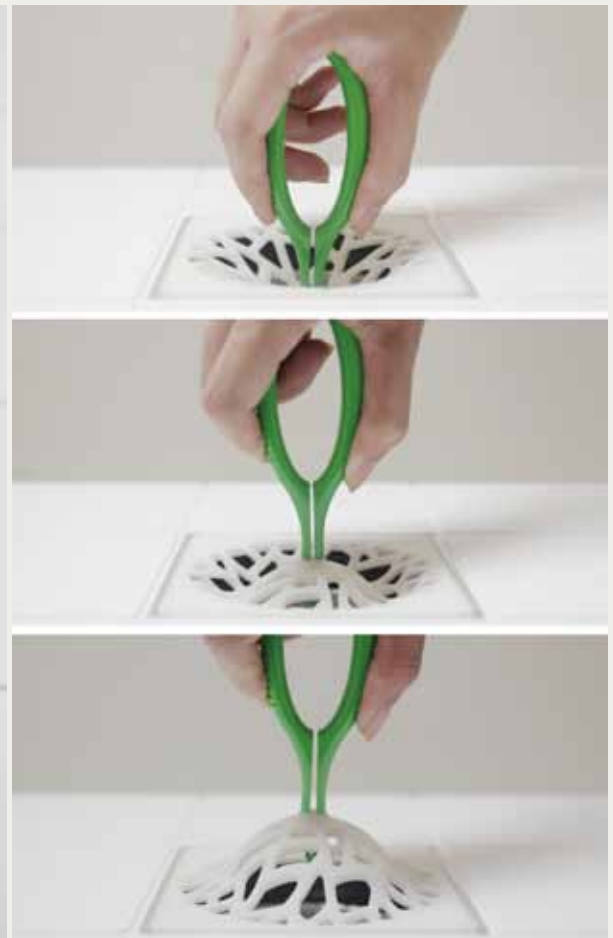
台灣 Taiwan

指導老師 Instructor

**張文智、鄭金典
Wen-Chih Chang, Jin-Dian Cheng**

學校名稱 Name of School/University

**國立臺灣科技大學
National Taiwan University of
Science and Technology**



作品說明 Concept of the work

每當洗完澡，浴室的排水蓋總是積滿毛髮，不僅容易造成排水堵塞，在清理頭髮的過程也時常讓人反感。整體造型以植物為意象，底部的網片猶如植物的根，產生的孔洞不僅能讓水通過，更能輕鬆得抓住掉落的毛髮。上半部的夾子恰似一株守衛排水孔的小樹木，讓使用者能藉由它來夾取毛髮。

After having a shower, we always find that some hair stucked on top of the drain cover. It causes not only the obstruction but also the uncomfortable feeling when we pick up the hair by hand. The shape is inspired by the plant images. The mesh in the bottom represents the root of the plant. It helps the water pass through, moreover, the mesh makes it easier to catch the falling hair. The clip in upper part is like a small plant which guards the drainage hole, and users can use it to fight with the hair.



作品名稱 Title of work

承諾
Amazing Candle

作者姓名 Name of Applicants

謝昇達、黃晟嘉
Sheng-Ta Hsieh, Cheng-Chia Huang

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

鄭金典
Jin-Dian Cheng

學校名稱 Name of School/University

國立臺灣科技大學
**National Taiwan University of
Science and Technology**



作品說明 Concept of the work

示愛是人最根本的天性。人們往往點燃蠟燭來增加浪漫的氣氛，製造生活中的情趣。AMAZING CRADLE 是一個與眾不同示愛的設計。等待中空的蠟燭以螺旋的方式燃燒完後，出現的是精心準備的求愛戒指，這絕對會是雙方記憶深刻的經驗與禮物！最後，包裝還能成為最特別的珠寶盒。

Pursuing love is the most natural instinct for human beings. Nowadays candles are often used to promote the romantic atmosphere in the situations of dinner, marriage proposal, and so on. AMAZING CRADLE is a special and unique candle. It would be a very impressive experience when the engagement ring appears from the hollow candle. At long last, the packing box can function as the most special jewel case.

作品名稱 Title of work

開關椅
Switchair

作者姓名 Name of Applicants

白易平、王國傑
Yi-Ping Pai, Kuo-Chieh Wang

學校所在地 Location of School

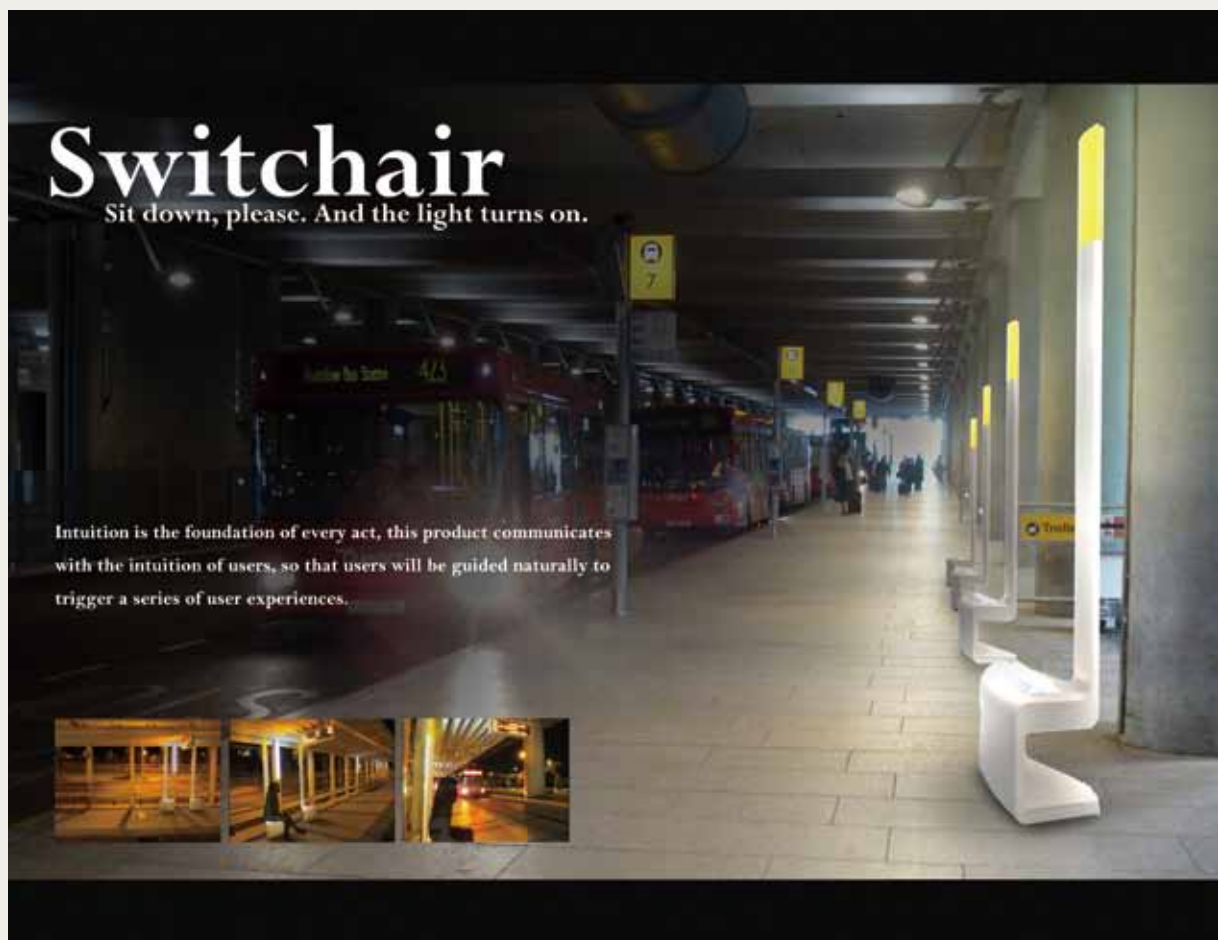
台灣 **Taiwan**

指導老師 Instructor

宋同正
Tung-Jung Sung

學校名稱 Name of School/University

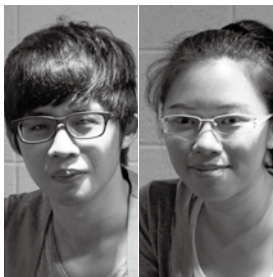
國立臺灣科技大學
**National Taiwan University of
Science and Technology**



作品說明 Concept of the work

一張椅子和一個開關的結合，是以日常生活中的小習慣為根基。當人們坐下時也開啟了街燈的開關，亮起的燈光能吸引公車司機注意是否有人要招車、能指引路人站牌的位置、更能照亮周圍的環境讓人即使在街上也能感受到溫暖的空間氛圍。

A combination of a chair and a switch is a foundation of small habits from everyday life. People sit down on SWITCHAIR and thus turn on the light at the same time. The lit light attracts bus drivers to get to notice people waiting for bus, directs people to the stop, and SWITCHAIR can light up the surroundings so that we can feel the warmth even on the streets.



作品名稱 Title of work

落葉歸根
Day Keeper

作者姓名 Name of Applicants

黃佩心、黎子豪
Pei-Hsin Huang , Tzu-Hao Li

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

鄭傳儒、王鴻祥
Fu-Ru Cheng, Hung-Hsiang Wang

學校名稱 Name of School/University

國立臺北科技大學
National Taipei University of
Technology



作品說明 Concept of the work

賞味擁有黏貼於食材的提醒功能，讓你不再錯過賞味期限，保留食物的美味，管理食物的最佳助理，幫助你顧好身體根基。也讓你在保留食物本質的同時多了份趣味，創造有趣美好的生活。

Food is the source of power! Do you have any experience? After buy the food, do you always forget to eat and miss the expiry date? NOW! DAY Keeper is the best assistant to manage the food which will remind you to eat and paste on the food easily. No longer be a waste of food. The label color can ascertain food freshness. It is like withered leaves that will change from green into deep brown gradually, to remind the Date of expiry.

作品名稱 Title of work

陽光 x 抹布
Sunshine x Dish Cloth

作者姓名 Name of Applicants

陳豐尚、蘇冠華
Li-Shang Chen, Quan-Hua Su

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

陳俊志
Jun-Zhi Chen

學校名稱 Name of School/University

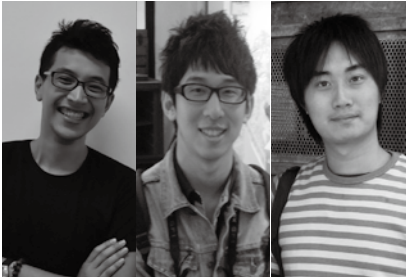
國立高雄師範大學
National Kaohsiung
Normal University



作品說明 Concept of the work

生活中，抹布用一段時間後經常忘記拿去消毒，細菌日積月累。而太陽標誌每隔一段時間就會浮現，提醒人們將抹布拿去曬，從而解決這個問題。太陽標誌使用光感變色纖維製成，吸收紫外線後會變色，且具可逆性，當太陽標誌浮現時提醒使用者可以將抹布拿出去曬，吸收紫外線後太陽標誌消失，殺菌完成。

In our daily life, we often forget to cleanse the wipes after using it for a period of time and this cause the bacteria forming. We solve this problem by a sun logo which is on the wipe. This sun logo will appear automatically after a period of time.



作品名稱 Title of work

風牆
Wind Wall

作者姓名 Name of Applicants

張珽鈞、黃比德、蔡承育
Ting-Chun Chang, Bi-De Huang,
Cheng-Yu Tsai

學校所在地 Location of School

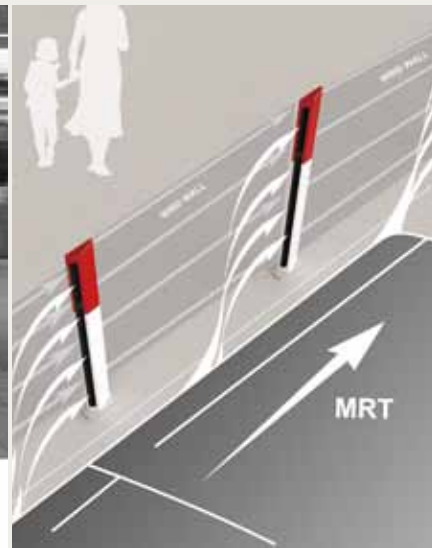
台灣 Taiwan

指導老師 Instructor

林伯賢
Po-Hsien Lin

學校名稱 Name of School/University

國立臺灣藝術大學
National Taiwan University of Arts



When we take the subway, the gates on the platform prevent us from falling onto the railroad tracks. However, such electronically managed gates not only require electricity, but it can also be the cause of fatal accidents.



作品說明 Concept of the work

我們提出一個概念系統 "風牆"，利用集風口將列車進站時產生的風能導入，將集風口進入的氣流壓縮後噴出，噴出的氣流經過導口後發出警示哨音，並且產生出一道具保護作用的天然屏障。此設計利用列車進站前所形成的風能，讓人們因生物本能反應，對於強勁氣流產生畏懼，而達到警告效果。藉由自然的力量讓警示實體化，不消耗電力不產生污染，讓風的能源再利用，生生不息。

We propose "The Wind Wall" - a system which creates a wall by using wind power naturally produced with the arrival of each subway train. The wind will enter a draft which will emit compressed air to generate the effect of a natural and protective barrier. Furthermore, we can use this air to create a sound like a warning whistle to form another barrier."The Wind Wall" will induce an instinctual fear reaction in people, warning them to step back. With the use of natural wind energy, there is neither pollution nor waste. This reusable energy makes "The Wind Wall" an efficient and environmentally friendly design.

根



視覺設計類 Visual Design

F u n d a m e n t a l

整體評語 General Comments

小谷恭二 Kyoji Kotani

在評選會場的第一感覺是進入了一間充滿特色的藝廊，挑選自許多具有濃厚個人色彩且來自不同國家的海報。我們這些來自五個國家的評審在將作品篩選到最後十件的時候，不斷以彼此不同的文化觀點作討論。最後金獎頒發給了一位克羅埃西亞的學生，他的作品有十分清晰的論點與細緻的工法來詮釋其海報；銀獎得主使用了抽象的表達手法，而銅獎得主則運用了突出的手繪技巧。相信到場所有評審都同意這三張海報都擁有強烈的個人風格，而我也由衷希望得獎者可以在接下來繼續已累積出的信心與實力繼續呈現優秀的作品。

我很感激主辦單位邀請我擔任評審，讓我有機會欣賞這些擁有不同概念且來自不同地區年輕設計師的作品，而我亦得以與在場的評審們相互切磋彼此的想法。

我希望本項賽事可以繼續成長，成為世界性的設計溝通平台，儘管海報的藝術價值似乎正在減少但卻依然是最原始的圖像溝通形式。

I felt that I was at an interesting gallery when I went into the hall displayed with 90 works that passed the first judgment. These works were so individual, powerful, and wonderful done by various countries' students. We judges from five countries discussed the differences of cultures when the final works were cut down to ten. The Gold Prize was given to a Croatian student whose work had a clear concept through a delicate illustration. The Silver Prize was for an abstract expression with computer graphics. The Bronze Prize was for a work that had a powerful hand painting. These three works each had their own character and I believe every judge agreed. I hope that the award winners study more with confidence gained from their success.

I thank the committee for inviting me as a judge. I was glad to see a lot of works with various ideas and expressions done by a lot of young designers from around the world. I could spend precious time exchanging opinions about posters with other judges.

I hope this exhibition will continue as a worldwide design communication since posters' art value is decreasing although it is the origin of graphic design.

金獎 Gold Prize

Robert L. Peters

很好的構想，本張海報利用多重的隱喻手法充分的體現了主題 FUNDAMENTAL，以樹幹延伸出的樹枝與樹葉代表人類的語言溝通模式，但這一切都建構在我們的心靈之上。我尤其欣賞本張作品回歸自然的用色與紙張選擇，更強化了作品主張與呈現時的完整性。

Well conceived, this poster expressed the theme of "fundamental" with considerable depth of thought and by means of a conceptually engaging metaphor—a towering tree of expressive language growing from thoughts rooted deeply in our minds. I particularly liked the muted color palette and the use of natural, unbleached paper—these helped reinforce the idea expressed with integrity.

陳清文 Ching-Wen Chen

視覺設計類評審們第一個要求就是對題，接下來才是創作者的創意表現技巧。這張海報直接以「創意」的過程和結果來詮釋這個很具東方哲理的「根」，點出了我思故我在的「根」本力量，同時作品的精緻技法及紙色的應用也充分感受到創作者對「創意思考」的醞釀過程有很獨到的沉穩見解。這是一張乍看之下非常四平八穩的海報，因為表現得如此，想當然爾很容易忽略看到創作者的巧思，但當你越看越能讀懂它的深意。

In Visual Design Category, the fundamental criteria for us is how the works suit of the theme. This poster interprets the theme clearly through its concept formation, "What We Think, We Become", which the letters and languages form the communications of human beings. Then the technique is delicate and the paper colour is applied specially, making the jurors could clear see how the author putting his creativity to the piece.

At the first glance, the poster could look in a stable way, as its presentation doesn't mean to play tricks to attract attention. It may be easy to ignore the creativities the author used, but as you get involved it will be more understandable to know how it works.

銀獎 Silver Prize

Robert L. Peters

我發現本張作品相當容易引人注目且讓人展開聯想：如一張都會地圖般的讓我想起了世界上的一些大城市；綿延的支幹則猶如一株大樹；錯綜的線條甚至讓我聯想到了身體裡一條條看不見的血管與神經。綜合上述，我認為本件作品確實符合對主題“FUNDAMENTAL”的想像。

I found this poster to be engaging, in part due to the various images it conjured for me; an urban map reminiscent of many of the world's great cities; the branching root structure of a great tree; and a depiction of the unseen veins and vessels and neural tendrils which comprise our physical makeup. On that basis, I thought this submission addressed the concept of “fundamental” very well.

陳清文 Ching-Wen Chen

這張海報它吸引我的是其創作讓我直接看到都市聚落的形成，因為家人、親戚、朋友或共同認同的利益而越聚越多形成都市，雖然和作者在文字所表達創作概念不盡相同，但畫面所傳達「根」的道理卻是相通和直接的，而這也是從眾多以環保救地球、保護自然生態等概念設計出發卻又雷同的作品勝出的原因，期待以「創意」為名的競賽作品能有更多創意見解。

This poster makes me think about the formation of urban cities, as the common interests between families, relatives, or friends increase more and more, thus the core city is constructed. Although my imagination may differ from the author, the “fundamental” spirit is directly related. It takes advantages from its unique imagination comparing to the environmental issues addressed in many other works I look forward to see more different view in the “creative design” competition.

銅獎 Bronze Prize

Robert L. Peters

你是否也常被隱藏在表面底下的真相欺騙？充斥著標榜自己的言論往往缺乏了深厚的底蘊，而事物看不見的部分往往比看得見的部分來得重要。本張海報充分表達了這份放諸四海皆準的思考，並明顯地呼應了主題。

What lies beneath the surface can very often be deceptive. What flaunts itself may often lack fundamental substance. There's often more to something than meets the eye. I found this depiction of these universally-understood aphorisms (which ring true in every culture) to be appropriate and well thought-out.

陳清文 Ching-Wen Chen

看不見的部分往往比看的見的部分來得重要，似乎和幾本暢銷書觀點呼應「根」的力量，同時對比性的「根」也很有趣。比較美中不足的是畫面所詮釋的「根」其實和觀者所看的結果是「根」本不同、看不出「看不見的部分比看的見的重要」關係何在，且在剪影技法上也有失分。

“The invisible part is often more important than the visible part”, the concept of contrary seems interesting. However the technique of paper-cut silhouette is lack of maturity.



作品名稱 Title of work

What We Think, We Become

作者姓名 Name of Applicants

Orin Ivan Vrkaš

學校所在地 Location of School

克羅埃西亞 Croatia

指導老師 Instructor

**無
None**

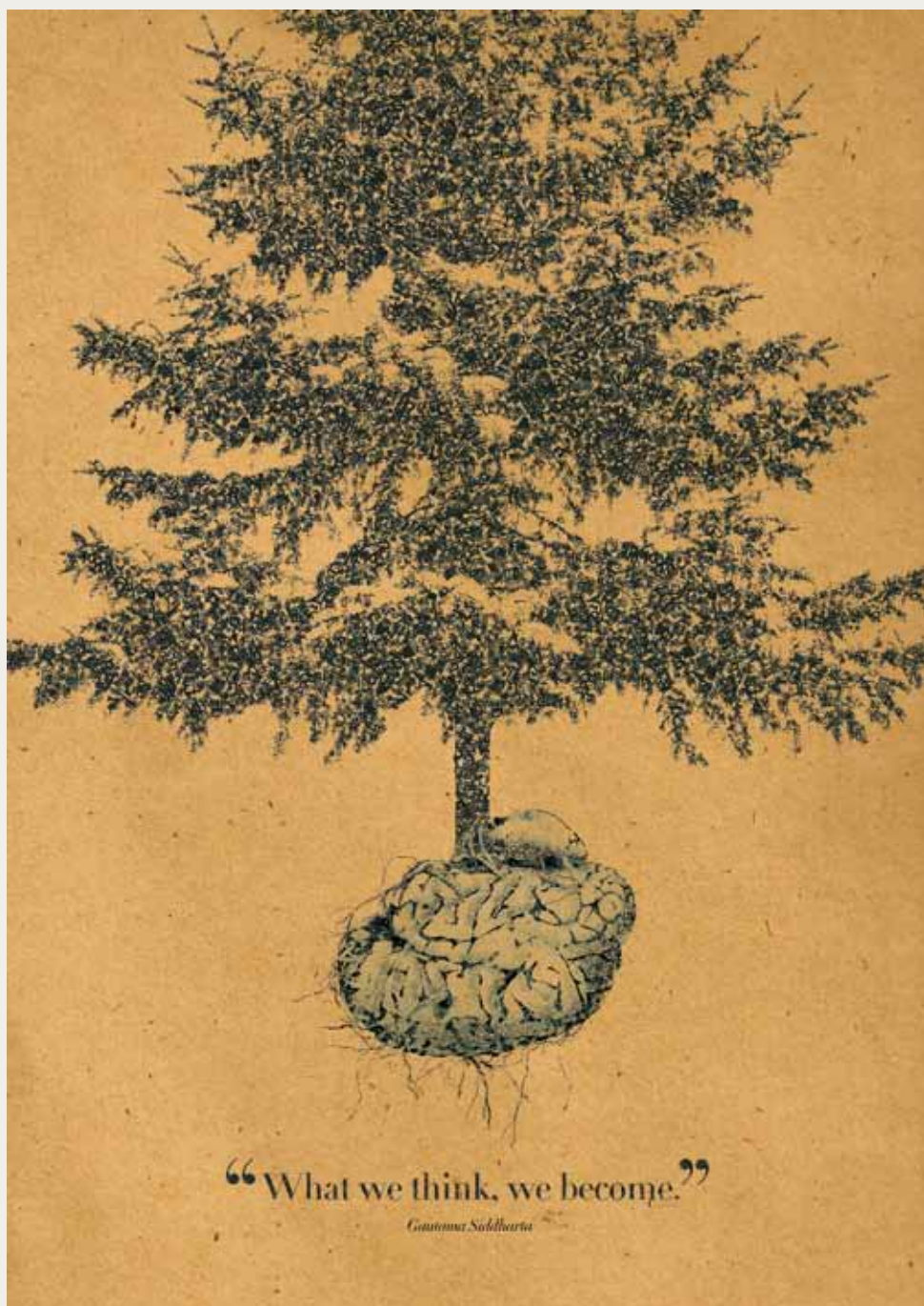
學校名稱 Name of School/University

**Faculty of Architecture, School of
Design, Croatia**

作品說明 Concept of the work

思考是所有關於創意過程的來源，透過思考也形成了各式各樣的溝通形式。“What we think, we become”，我們想了什麼，同時也成為了什麼。設計也是一種溝通，一種將想法化為實際的形式。如同印刷術，藉由符號與字母的運作，表現了一種最原始的溝通。為了創作能表達主題 **Fundamental** 的設計，我想將這些關於能原始表達自我想法的溝通工具如字母等運用於海報上。將松樹（一般認為是創造力的表徵）擬化為溝通的根源，而石頭則比喻為頭腦，松樹的蔓延枝幹擬化為各種想法意見的延伸；枝幹與樹葉（葉片為一系列的字母組成）等平常我們所看見樹的部位，不斷地與我們溝通並定義了一棵樹的身分。

The thought is the root of all creative processes. Its symbol is the mind, the brain, out of which all communication flows. What we think, we become, and out of what we are comes all communication. To communicate is to design. To design is to functionally materialize thought. Typography is the primal representative of materialized communication. Its symbols, letters are the basis of our main system of correspondence. The roots of communication, incarnated as a pine tree (a widely known symbol of creativity), flow out of the symbol of thought, the brain, depicted as a rock. Ascending from the roots are the widely spread branches of the pine tree, the part of the tree that we usually see and the one that communicates with us creating the tree's identity. To create the illustration a system of letters and symbols is used only seen from close up, a parallel with real life, where the basis of communication, typography, is only noticed if one is insistent upon understanding the fundamental behind the design.



作品名稱 Title of work

The Origin

作者姓名 Name of Applicants

**山内文弘
Takehiro Yamauchi**

學校所在地 Location of School

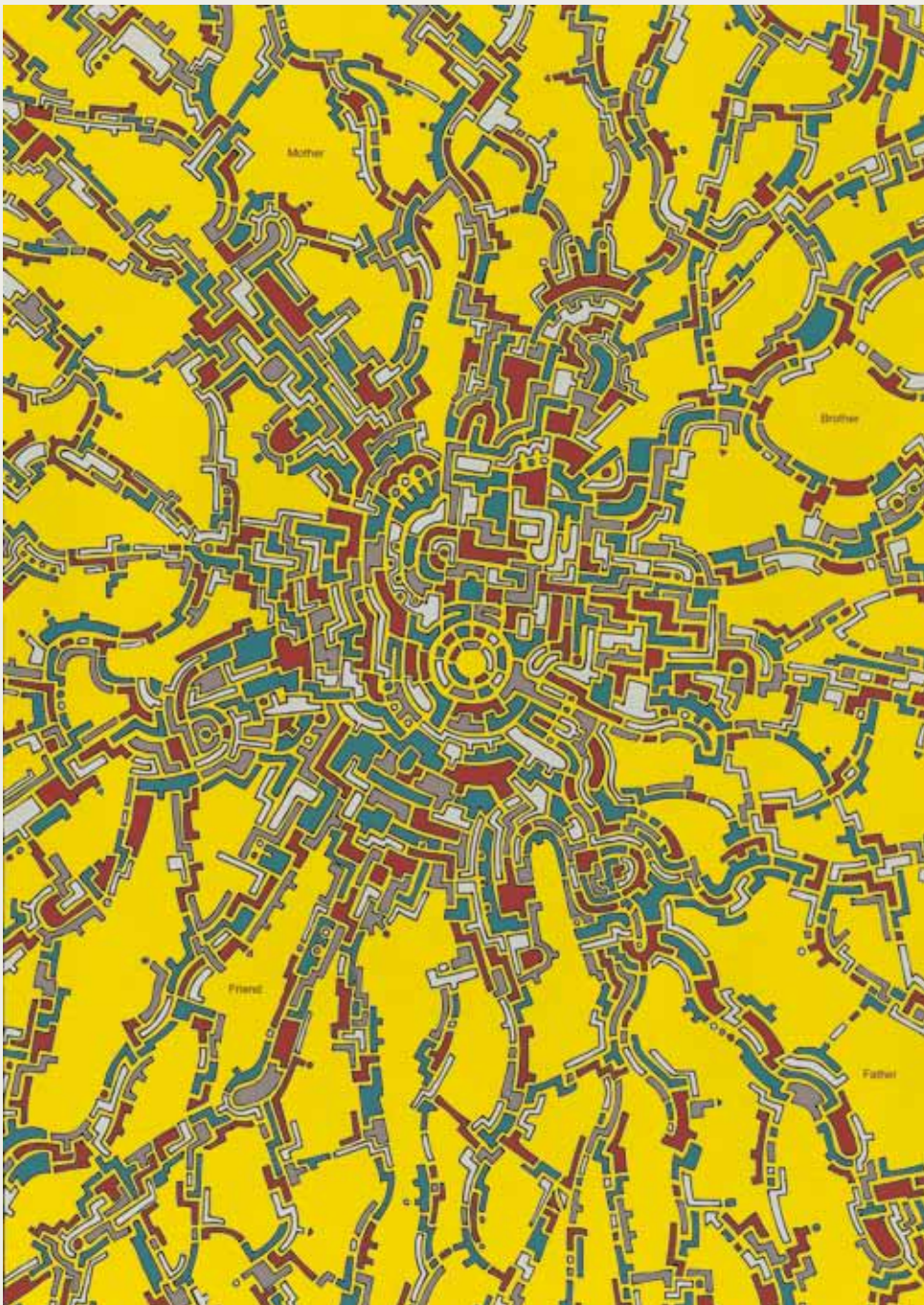
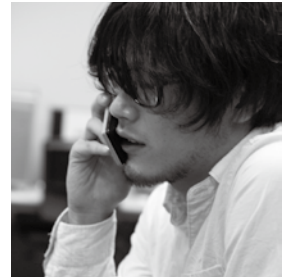
日本 Japan

指導老師 Instructor

**岡本滋夫
Sigeo Okamoto**

學校名稱 Name of School/University

**名古屋學芸大學
Nagoya University of Arts and
Sciences**



作品說明 Concept of the work

若一顆樹是藉由其根吸收土地的養分而茁壯，人類同樣受到外在環境如家庭、朋友與師長的影響而成長，進而形塑了個性。這幅海報即是以吸收養分的根，象徵個人的被塑造的過程，想想有哪些東西影響了今天的你呢？

Human beings grow up in life, influenced by surroundings. As the root of a tree takes in nutrients from the earth, so humans form themselves by absorbing what other people and various things produced. I designed this poster, comparing a human life to the root of a tree. What would you imagine from this painting?



作品名稱 Title of work

Judge

作者姓名 Name of Applicants

佐竹美波
Satake Minami

學校所在地 Location of School

日本 **Japan**

指導老師 Instructor

Ken Morimoto

學校名稱 Name of School/University

名古屋學芸大學
**Nagoya University of Arts and
Sciences**

作品說明 Concept of the work

「不能只仰賴事物的表面作出判斷」，我將此想法具體化為蘿蔔，雖然人們看到的只是外露而毫不起眼的葉片，但埋藏在地底下的根及果實才是精華。我認為事物看不見的部分往往比看的見的部分來得重要。

We must not judge all from only an appearance. I expressed it with a carrot. A leaf expresses appearance, and a root which was buried under soil expresses essence. I think an invisible part is more important than the visible part.



作品名稱 Title of work

根
Fundamental

作者姓名 Name of Applicants

虞躍群
Yue-Qun Yu

學校所在地 Location of School

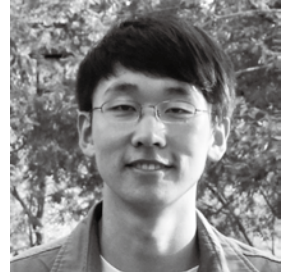
中國 **China**

指導老師 Instructor

何見平
Jian-Ping He

學校名稱 Name of School/University

中國美術學院
China Academy of Art



作品說明 **Concept of the work**

魯迅說，悲劇就是把美好的東西毀滅給人看。失去根本，便如殘垣斷木一般，感受缺失的同時，反省我們在繼承傳統文化和與自然和諧共處中，忽略了什麼，以引起共鳴。

As a famous writer of china, Lu Xun said, "Tragedy is destroyed for people to see something beautiful." We should feel the lost like a tree loses it's root. When we are inheriting the traditional culture and living in a harmonious coexistence with nature, we should post a question: what did we ignore? When We consider that, we get the resonance.

作品名稱 Title of work

We are families

作者姓名 Name of Applicants

藤村茂登
Shigeto Fujimura

學校所在地 Location of School

日本 **Japan**

指導老師 Instructor

Ken Morimoto

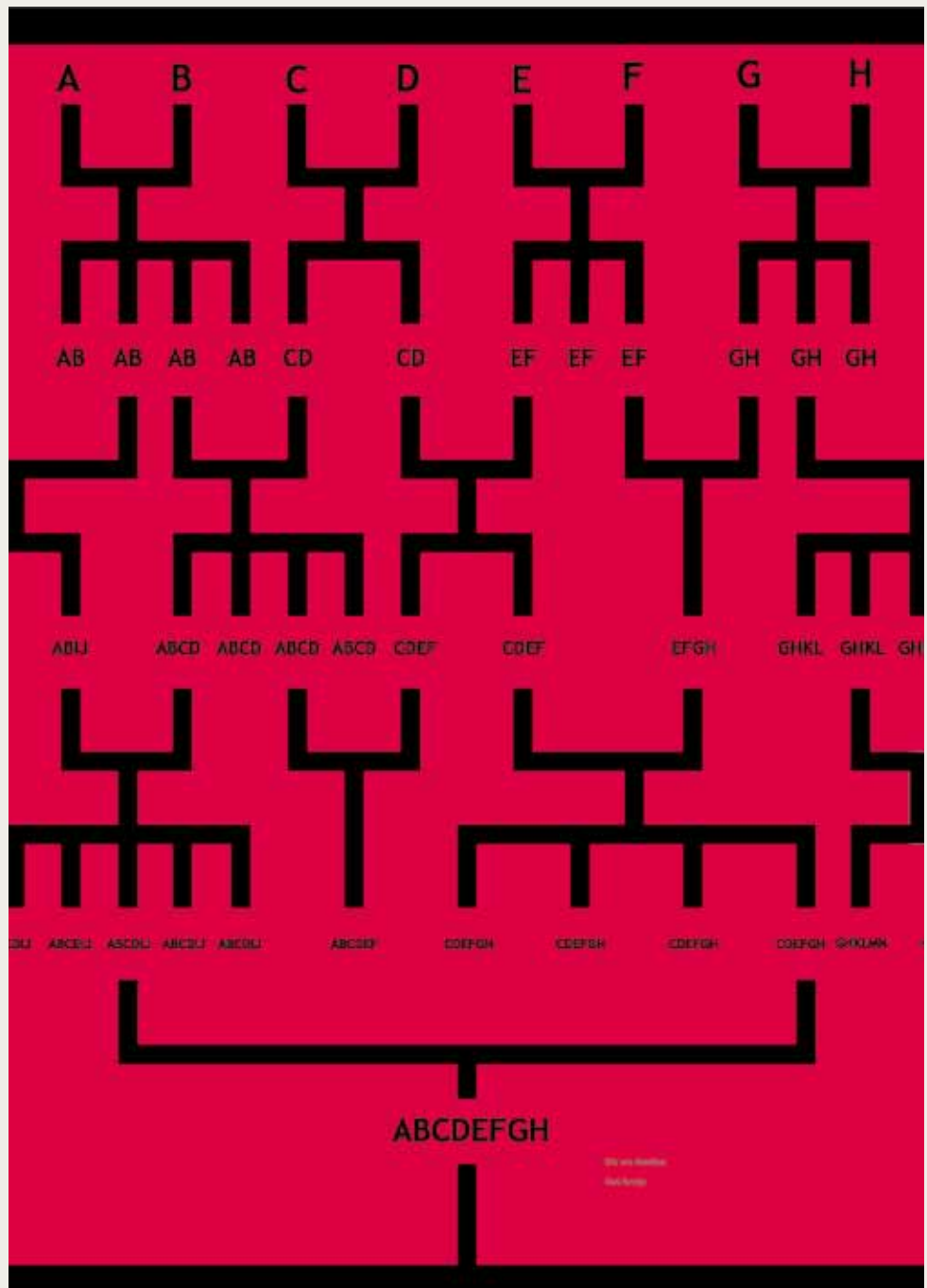
學校名稱 Name of School/University

名古屋學芸大學
**Nagoya University of Arts and
Sciences**

作品說明 **Concept of the work**

在這個世界裡，人們總是因為意見的不同而互相傷害對方，但我認為即使雙方針對某些想法抱持不同意見，但總有些其他想法是相同的，到頭來還是分不開彼此，每個人都和對方緊緊相連。

Now, in the world, many people are living. Some people are discriminated by someone. Some people are injured by someone. Some people are slaughtered by someone. But, I think, we must not be involved in such stupidity any longer. Even if some people have any different points from the others, some people have the same points as the others have. It is a blood relative. It is a belief. It is an insistence, and so forth. Everyone is connected with each other of some points.



作品名稱 Title of work

致命陷阱！
Fatal trap

作者姓名 Name of Applicants

張維凌、劉家芸、蔡怡婷、蔡詩蕙
Wei-Ling Chang, Jia-Yun Liu,
Yi-Ting Cai, Shih-Hui Tsai

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

游明龍、黃俊倫
Ming-Lung Yu, Chun-Lun Huang

學校名稱 Name of School/University

台南應用科技大學
Tainan University of Technology



作品說明 Concept of the work

本系列海報以人類的身體象徵捕殺動物的器具；例如手象徵牢籠、嘴巴象徵捕獸夾、肚子象徵陷阱為創意手法，傳達人類是傷害動物罪魁禍首的概念，希望大眾即刻停止殺戮，不要再傷害臺灣稀有動物。

This series of posters on the human body a symbol of killing of animals apparatus; such as hand symbol of prison, a symbol of the trap mouth, stomach trap symbol of the creative approach, harm animals, humans are the culprit to convey the concept, want the public to immediately stop the killing, not to harm rare species in Taiwan.



作品名稱 Title of work

Root out an atomic bomb

作者姓名 Name of Applicants

近藤正已
Kondo Masami

學校所在地 Location of School

日本 **Japan**

指導老師 Instructor

Ken Morimoto

學校名稱 Name of School/University

名古屋學芸大學
**Nagoya University of Arts and
Sciences**

作品說明 **Concept of the work**

核子武器的根源，正是人類怯懦的心。

The roots of nuclear weapon is man's cowardly mind. This poster tries to send message that it is necessary to exterminate the sacrifice by the appearance of man's cowardly mind.



作品名稱 Title of work

Katachi

作者姓名 Name of Applicants

堀山將成

Masanari Horiyama

學校所在地 Location of School

日本 Japan

指導老師 Instructor

Yun Sungye

學校名稱

Name of School/University

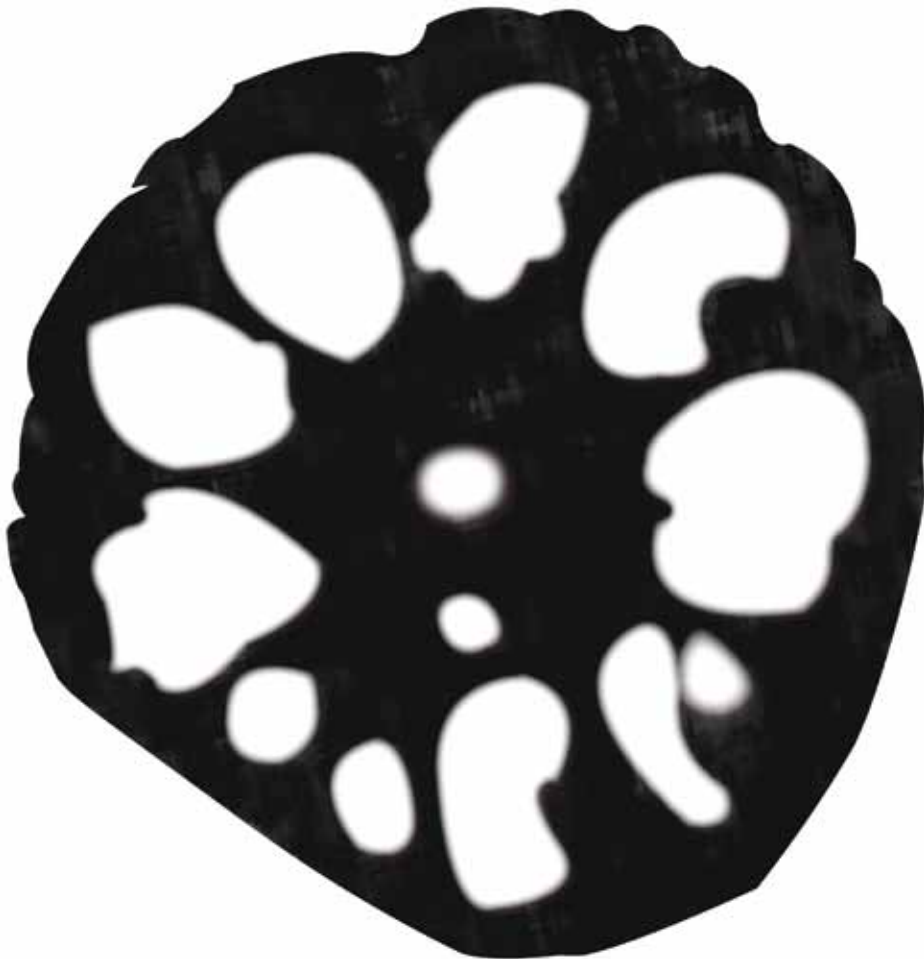
名古屋學芸大學

Nagoya University of Arts and Sciences

作品說明 Concept of the work

得知要創作 "ROOT" 這個主題的當下，立刻反映在我腦海的是「蓮藕」，因此本海報便以蓮藕的形狀出現。不僅是蓮藕的全形貌，其橫切面看來也是相當有趣的，以此表達事物的真實形貌往往和外表不一定完全相似。

The roots of nuclear weapon is man's cowardly mind. This poster tries to send message that it is necessary to exterminate the sacrifice by the appearance of man's cowardly mind.



そう、このカタチは生まれつきです。

This [katachi] is inborn so.



作品名稱 Title of work

回報
Return

作者姓名 Name of Applicants

陳彥廷
Yan-Ting Chen

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

無
None

學校名稱 Name of School/University

國立臺灣科技大學
National Taiwan University of
Science and Technology



作品說明 Concept of the work

人類與自然是因果關係，無情的破壞將會導致大自然的反撲。

The relationship between human beings and nature is Cause and Effect Theory - The cause will lead to the effect and the effect will revert to the cause. In other words, Everything people do always return to them. This illustration poster is a wake-up call for human beings. People will somehow get rewards or punishments from nature in a future life. For example, People create cars, factories to emit so-called greenhouse gases into atmosphere and result in extremely climate change. Therefore, nature fights back by flood, drought, global warming, and strong hurricane like KATRINA.

作品名稱 Title of work

同根生
Growing

作者姓名 Name of Applicants

李曉東
Xiao-Dong Li

學校所在地 Location of School

韓國 Korea

指導老師 Instructor

安昌鎬
Ahn, Chang Ho

學校名稱 Name of School/University

永同大學
Youngdong University, Korea



作品說明 Concept of the work

設計的本身是一種人文關懷的體現，這是一種追求，也是一種思維。讓空間與空間無限延伸，讓物與物之間相互和諧對應。作品思考了萬物生長的本源。為了地球上的生命，行動起來吧！讓地球充滿生機。

To space and space infinite, the thing with the correspondence between objects. Consideration of the work the origin of all things growing. For Life on Earth - Time to Act. Give Earth a Chance.



作品名稱 Title of work

拯救
Save me

作者姓名 Name of Applicants

李曉東
Xiao-Dong Li

學校所在地 Location of School

韓國 Korea

指導老師 Instructor

安昌鎬
Ahn, Chang Ho

學校名稱 Name of School/University

永同大學
Youngdong University, Korea

作品說明 Concept of the work

管理和處置有害廢棄物，拯救地球就是拯救未來！綠色象徵著生命之根，一起拯救我們的家。

To space and space infinite, the thing with the correspondence between objects. Consideration of the work the origin of all things growing. For Life on Earth - Time to Act. Give Earth a Chance



作品名稱 Title of work

字殤
Imperceptible Died

作者姓名 Name of Applicants

黃顯勛
Hsien-Hsun Huang

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

林品章
Pin-Chang Lin

學校名稱 Name of School/University

國立臺灣科技大學
National Taiwan University of
Science and Technology



作品說明 Concept of the work

正體字乃歷史傳承的自然演化，今日中華文化的活歷史卻受到前所未有式微的危機，如何復興保存與潮流共生，為臺灣迫切的當務之急。使用鏤空雕刻正體字與逐漸消逝的筆畫來呈現，撕裂破壞的介質就像受傷的正體字般強烈沒有辦法承受，瞭解正體字保存的嚴肅性並將議題的嚴重性視覺化，唯有大家正視、填補面對文化逐漸逝去的根，挽救不得不面對的真相；省思沒有文字傳承的歷史，最終將化為無名的白紙，在無法挽救的遺憾之前。

The Chinese characters are a natural evolution of the historical heritage. However, chains of events in the history is posing as unprecedented threat to the living history of the Chinese culture, the "traditional characters", as the difference in the number of people using simplified Chinese characters and traditional Chinese characters increased dramatically. How to preserve the heritage while moving forward is a pressing matter for the people of Taiwan.

To render the traditional Chinese characters in a poster as cut-out and gradually disappearing strokes is as damaging and unbearable as injured traditional Chinese characters. The only way to begin understanding and visualizing the seriousness of this issue of preserving the traditional characters is when the general public confront the truth of vanishing cultural root and come up with a rescue plan. Before it becomes regretful, consider that a history without written heritage will eventually fade away like an old piece of paper.



作品名稱 Title of work

異種入侵
Invasive Species

作者姓名 Name of Applicants

陳彥廷
Yan-Ting Chen

學校所在地 Location of School

台灣 **Taiwan**

指導老師 Instructor

無
None

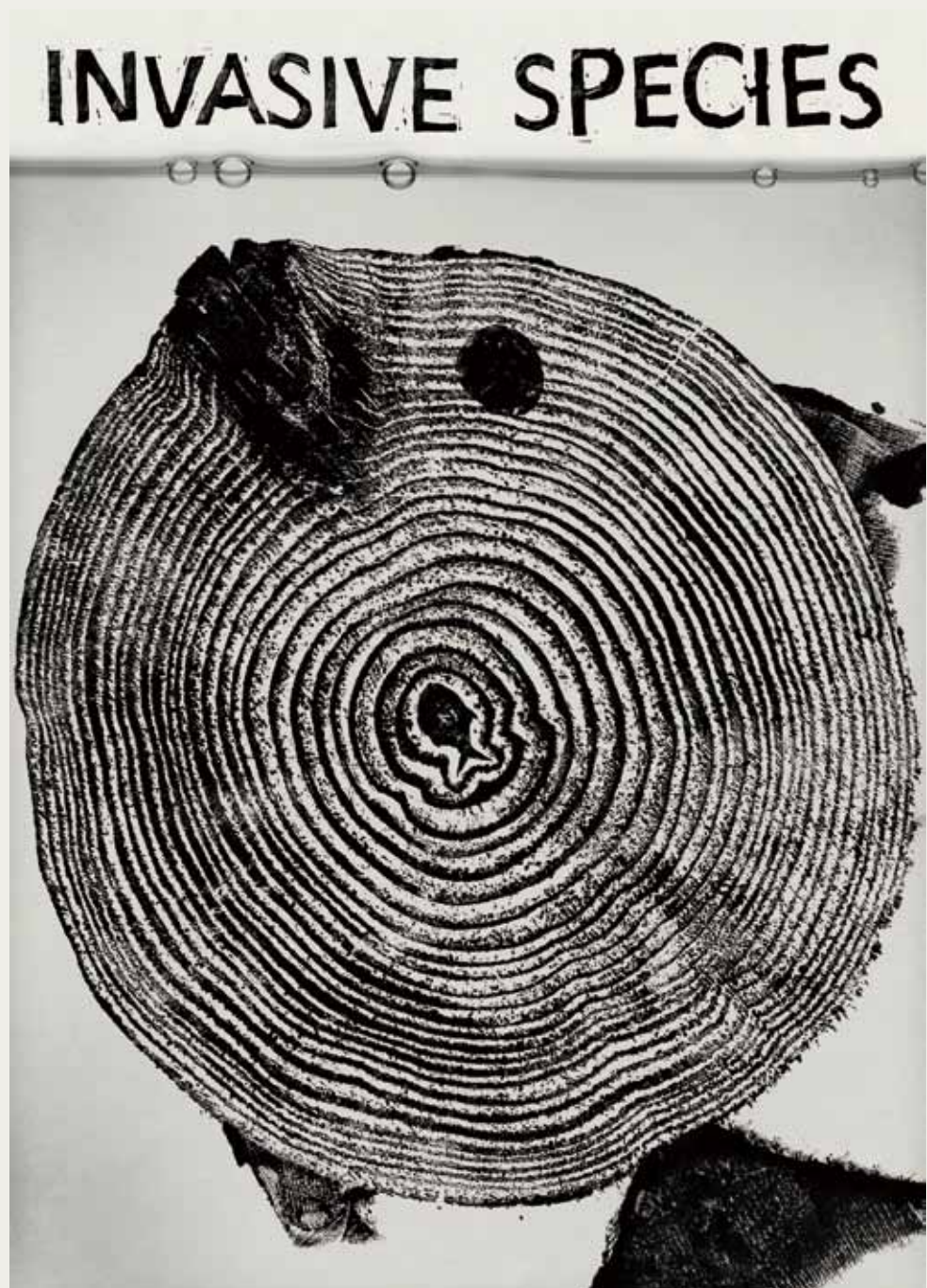
學校名稱 Name of School/University

國立臺灣科技大學
**National Taiwan University of
Science and Technology**

作品說明 **Concept of the work**

生物多樣性是生態界根本也最基本的一環，但異種生物的入侵卻減少了生物的多樣性，全美每年花費上千億元阻止異種入侵，但還是阻止不了物種的滅絕、環境的破壞與人類根源的消失。

Biodiversity is fundamental cycle of ecosystem. However, invasive species makes global biodiversity loss. It is a drawback of globalization. The costs of invasive exotics amount to more than 138 billion in the United States annually. In addition, the impact not only causes economic losses but also lead to the extinction of species, loss in biodiversity, and loss of ecosystem. If human do not take any action on it, it will result in an environmental catastrophe.



作品名稱 Title of work

水是生命根本
Water is fundamental of life

作者姓名 Name of Applicants

侯劍
Jian Hou

學校所在地 Location of School

中國 **China**

指導老師 Instructor

何見平
Jian-Ping He

學校名稱 Name of School/University

中國美術學院
China Academy of Art



作品說明 **Concept of the work**

水是生命之本，水是人類賴以生存的根本資源。失去了水，人類將不能生存。作品中的圖形是由雲與水龍頭共同合成，寓意如果人類現在不保護水資源，等到水資源枯竭之時，就可能去雲端取水，那將是人類的悲哀。作品帶有諷刺意味，呼籲全球保護和節約水資源。作品採用中國水墨的表現手法，構圖上留有大面積空白，吸取了中國水墨畫的留白特點，可以給觀看者留有想像的空間。

Water is the fundamental of life, I use the technique of Chinese ink and wash painting. The visual effect is very strong. And large area of blank space is left on the poster, which also absorbs the characteristic of the composition of the classical Chinese painting, so it could give viewers imagination of space. I hope everyone could save and protect water resources.



作品名稱 Title of work

Inspiration is everywhere

作者姓名 Name of Applicants

Irina Yudina

學校所在地 Location of School

西班牙 Spain

指導老師 Instructor

Eric Olivares

學校名稱 Name of School/University

Istituto Europeo di Design

作品說明 Concept of the work

這張海報我以小鹿與他延伸的角來表達靈感來源應該是無所不在的。我們應該更留心我們的大自然與週遭的世界，並藉此培養想像力，因為大自然總有源源不絕的東西值得我們觀察。

My concept is the slogan to my work. It says that the inspiration is everywhere. We should only pay more attention to the nature and to the World around us. We should only develop our imagination. We should look closer because the nature is full of ideas. I decided to draw an illustration of a deer with the horns that transform to a tree.



INSPIRATION IS EVERYWHERE

作品名稱 Title of work

Fundamental

作者姓名 Name of Applicants

Mattias Lindstrom

學校所在地 Location of School

西班牙 Spain

指導老師 Instructor

Eric Olivares

學校名稱 Name of School/University

Istituto Europeo di Design



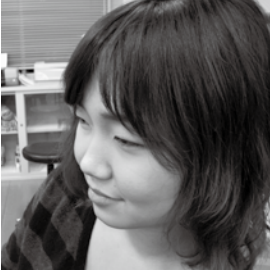
OPEN
YOUR
BOX



作品說明 Concept of the work

這張海報試圖傳達探索打破腦中既定俗規之於設計的必要。

The Open your box poster wants to communicate that its necessary to focus on the basic things in life and design.



作品名稱 Title of work

Green man

作者姓名 Name of Applicants

**渡邊彩
Aya Watanabe**

學校所在地 Location of School

日本 Japan

指導老師 Instructor

Ken Morimoto

學校名稱 Name of School/University

**名古屋學芸大學
Nagoya University of Arts and
Sciences**

作品說明 Concept of the work

人類總是草率傷害大自然，但何不將心比心地想像如果砍下的不是樹木而是人該作何感想？

Man easily cuts down the plant. However, how if the plant is man? Man's vitality was overlapped with the root that was vitality of the plant.



作品名稱 Title of work

The one that takes root in human race

作者姓名 Name of Applicants

**富田藍
Ai Tomita**

學校所在地 Location of School

日本 Japan

指導老師 Instructor

**無
None**

學校名稱

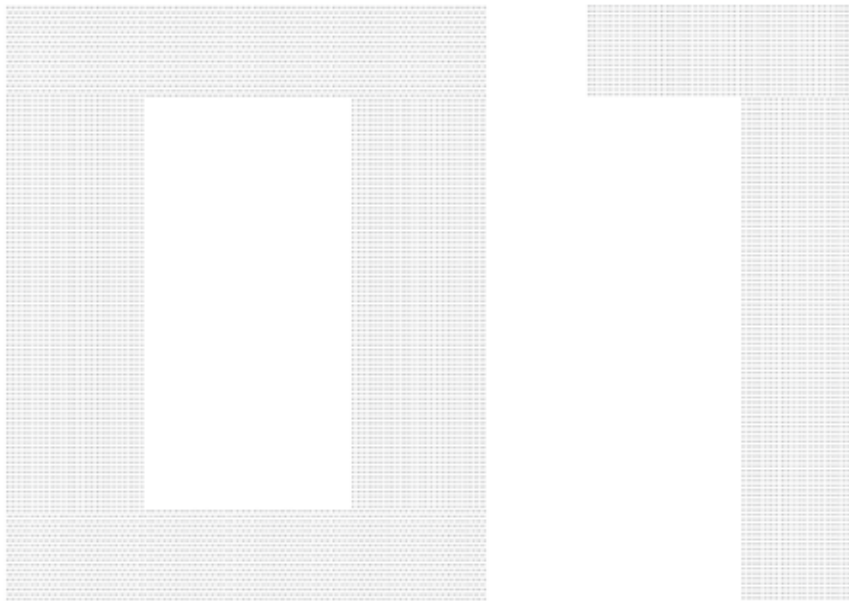
Name of School/University

**名古屋學芸大學
Nagoya University of Arts and
Sciences**

作品說明 Concept of the work

電腦在現代的世界裡已算是深植於我們生活裡的工具，它以數字 0 與 1 進行運算，過程雖然看不見，但經由運算後的世界卻深植於人類的根本生活中。

Personal computer that is very familiar, and takes root in us. It is easy to imagine the binary system used with the personal computer to be a figure of 0 and 1 usually. We do not have that number was not visible. So, "I do not see, has taken root." From a place called, 0 and 1 was conceived; I figure that consists of a number of cores 0 and 1.



作品名稱 Title of work

Water decided to all things

作者姓名 Name of Applicants

川合祐未
Yumi Kawai

學校所在地 Location of School

日本 **Japan**

指導老師 Instructor

Ken Morimoto

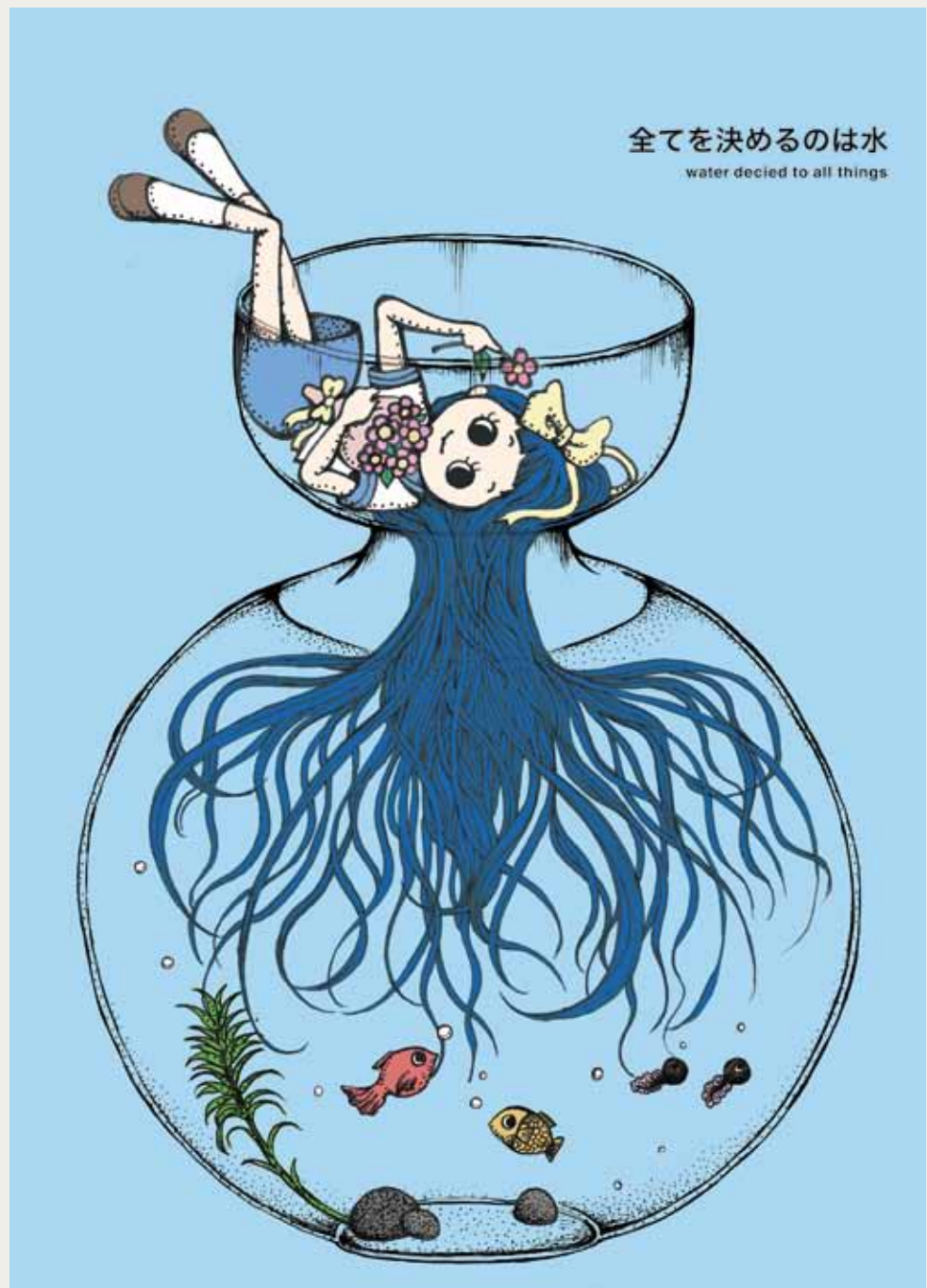
學校名稱 Name of School/University

名古屋學藝大學
**Nagoya University of Arts and
Sciences**

作品說明 **Concept of the work**

這幅海報試圖表達環境（水資源）深深影響了人類的生活起居。

This work was produced in the concept that a surrounding environment was greatly controlled as for person's life.



作品名稱 Title of work

愛！自己

Love! Own Liebe! dir

作者姓名 Name of Applicants

張語娜、陳嘉政、鄭雅文、黃鈺茹、
黃于珊、李珮君、曾智群、王筱琪
Yu-No Chang , Jia-Cheng Cheng ,
Ya-Wen Cheng , Yu-Ru Huang ,
Yu-Shan Huang , Pei-Chun Li ,
Chih-Chun Tseng , Hsiao-Chi Wang

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

林宏銘、林子邦
Hong-Ming Lin , Zih-Bang Lin

學校名稱 Name of School/University

崑山科技大學
Kun Shan University



作品說明 Concept of the work

『當我們回歸到原點，身體即是我們談話的場所，愛即是我們的語言。』每個人都是由他人與自己的認同才構成存在，讓我們借由身體與自己展開一場愛的談話，從自己與他人的雙向角度進行不同的詮釋。透過雙向角度來詮釋關於『愛的語言』。

1. 彼此進行訪談，依訪談內容在訪談對象身體上進行創作。
2. 直接在自己的身體上進行訪談與創作。

“When we return to the origin, the body is a place for our conversation, love is our language.” Everyone exists based on the recognition of ourselves and others. Let us have a love conversation with ourselves, and interpret in a different views with others.

Interpret the language of love with a two-way point of view.

1. Having interviews between group members and creating article which based on the interview contents on the interviewees' body.

2. Directly having interview and creating on bodies.



作品名稱 Title of work

生命消逝！
Dissipates life!

作者姓名 Name of Applicants

張維凌、劉家芸、蔡怡婷、蔡詩蕙
**Wei-Ling Chang, Jia-Yun Liu,
Yi-Ting Cai, Shih-Hui Tsai**

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

游明龍、黃俊綸
Ming-Lung Yu, Chun-Lun Huang

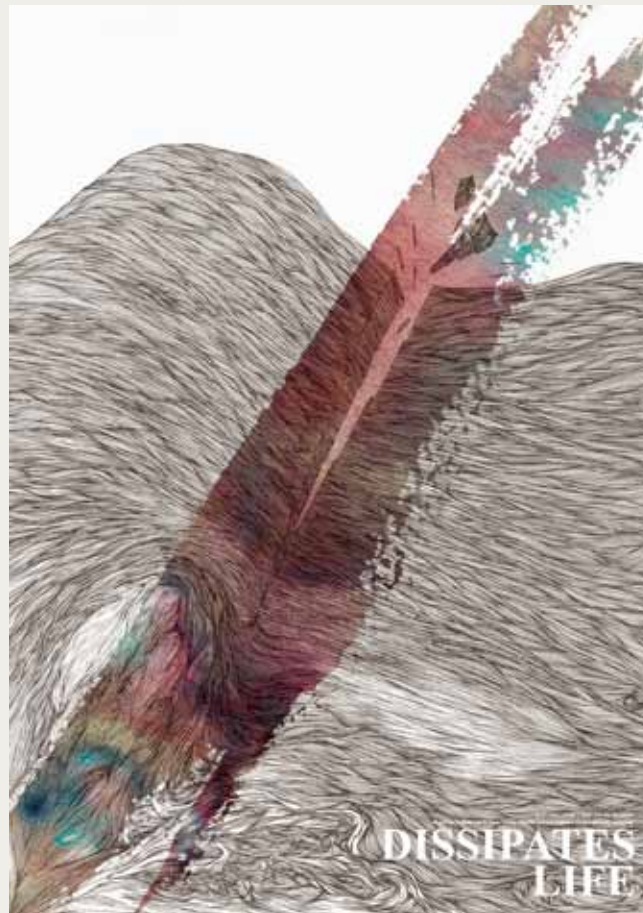
學校名稱 Name of School/University

台南應用科技大學
Tainan University of Technology

作品說明 Concept of the work

人類過度開發造成環境的浩劫，動物的生養環境因此受到影響，本系列海報以動物的形體結合它的生長環境，象徵生命共生的概念。分別述說土地的開發與樹林的濫砍、水源的污染，為了臺灣稀有動物的生存空間，呼籲大眾珍惜可貴的萬物生命，莫再盲目的濫墾開發。

Human over-exploitation caused environmental catastrophe, the animals gave birth to the environment affected, this series of posters to the shape of animals, combined with its growing environment, symbol of life and the concept of symbiosis were developed describing. Recounts the land separately the development and the woods overcutting, the water source pollution. To the survival of rare species in Taiwan, urged the public to treasure the precious things of life, to avoid further development of blind cleared for farming.



作品名稱 Title of work

Six of Senses

作者姓名 Name of Applicants

鈴木祐實
Yumi Suzuki

學校所在地 Location of School

日本 Japan

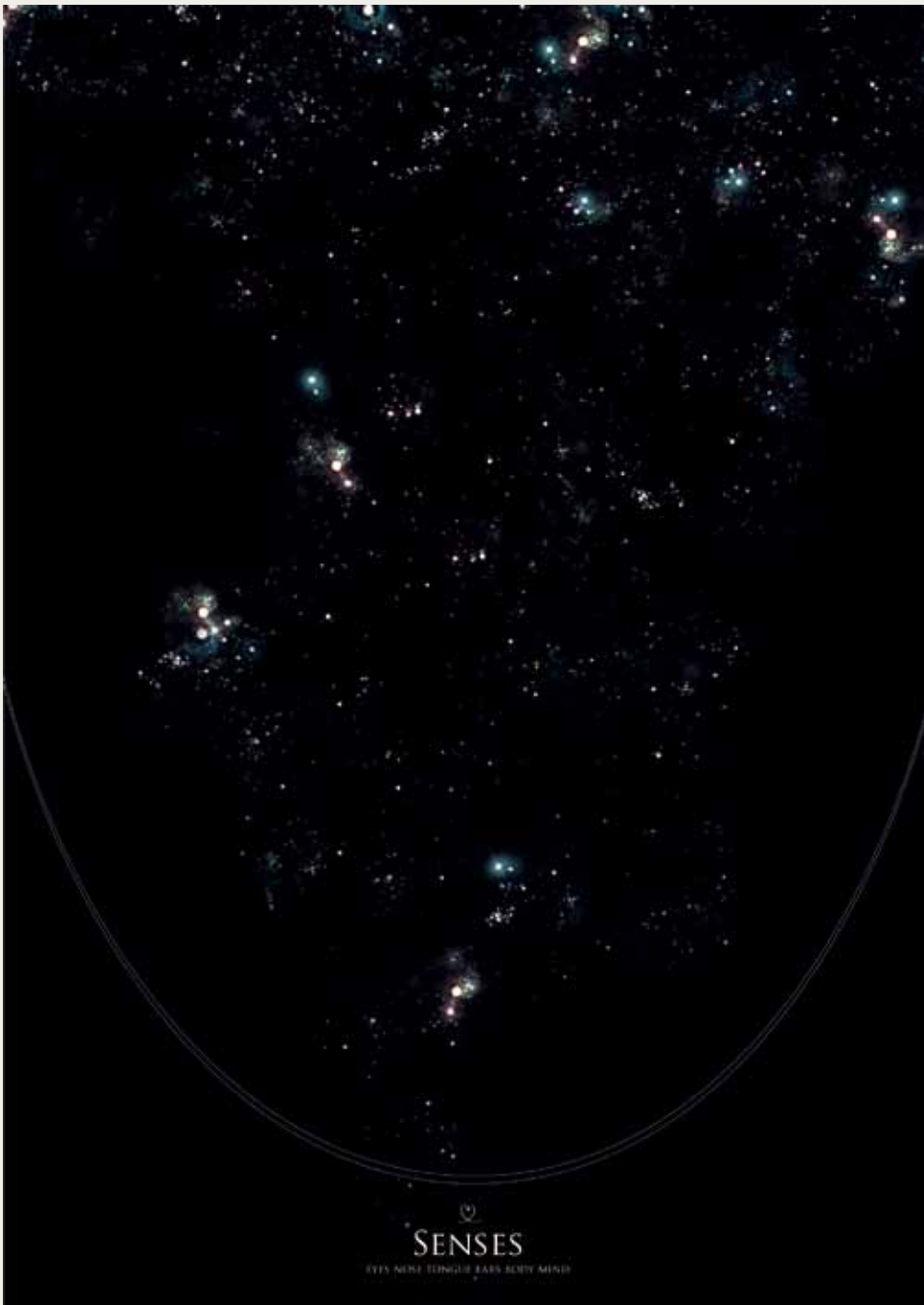
指導老師 Instructor

無
None

學校名稱

Name of School/University

名古屋學芸大學
**Nagoya University of Arts and
Sciences**



作品說明 Concept of the work

佛家的思想裡，身體的六種感官即眼、耳、鼻、口、身、心被稱為人的六界，我認為這六界構成了一個人的根本。

In Buddhism they call the sensory organs of the body are "six fundamentals". They are the eyes, ears, nose, tongue, body, and mind [consciousness]. I think these fundamentals form the heart of a man.

作品名稱 Title of work

Water is a life

作者姓名 Name of Applicants

**浜田ひとみ
Hitomi Hamada**

學校所在地 Location of School

日本 Japan

指導老師 Instructor

**無
None**

學校名稱 Name of School/University

**名古屋學芸大學
Nagoya University of Arts and
Sciences**

作品說明 Concept of the work

水是生存所必須，因此人類必須和大自然共存共榮，從關懷環境做起。

The water is essential for surviving. The people are alive together with nature. We should think about the environment after conscious of it.



作品名稱 Title of work

守護自然
Love Nature

作者姓名 Name of Applicants

詹朝順
Chaur-Shuenn Jan

學校所在地 Location of School

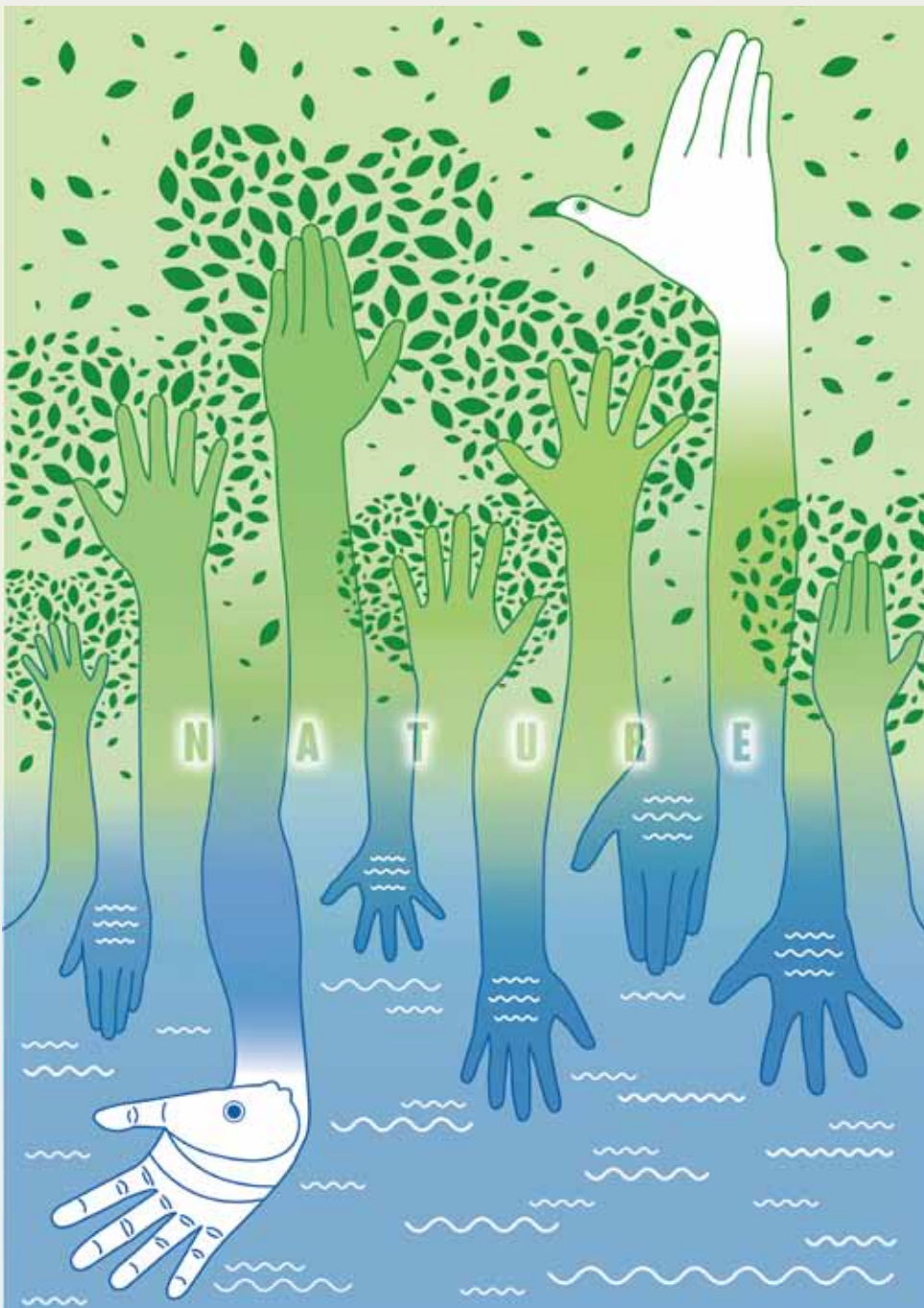
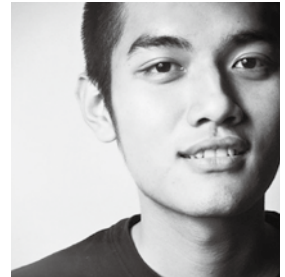
台灣 Taiwan

指導老師 Instructor

嚴貞
Jen Yen

學校名稱 Name of School/University

國立雲林科技大學
National Yunlin University of
Science and Technology



作品說明 Concept of the work

大自然是我們的根，每個人都有責任保護自然，不論大人或小孩，伸出你我的雙手保護大地與海洋，讓它永保美麗。

The nature is our root. Everyone has the responsibility to protect the nature, whoever you are, adults or children, stretch out your hands to preserve the earth and sea. Let the nature maintain its beauty forever.



作品名稱 Title of work

根—無限延伸的力量
Root-An unlimited power

作者姓名 Name of Applicants

閻柏柔
Pao-Jou Yen

學校所在地 Location of School

台灣 **Taiwan**

指導老師 Instructor

廖坤鴻
Kun-Hong Liao

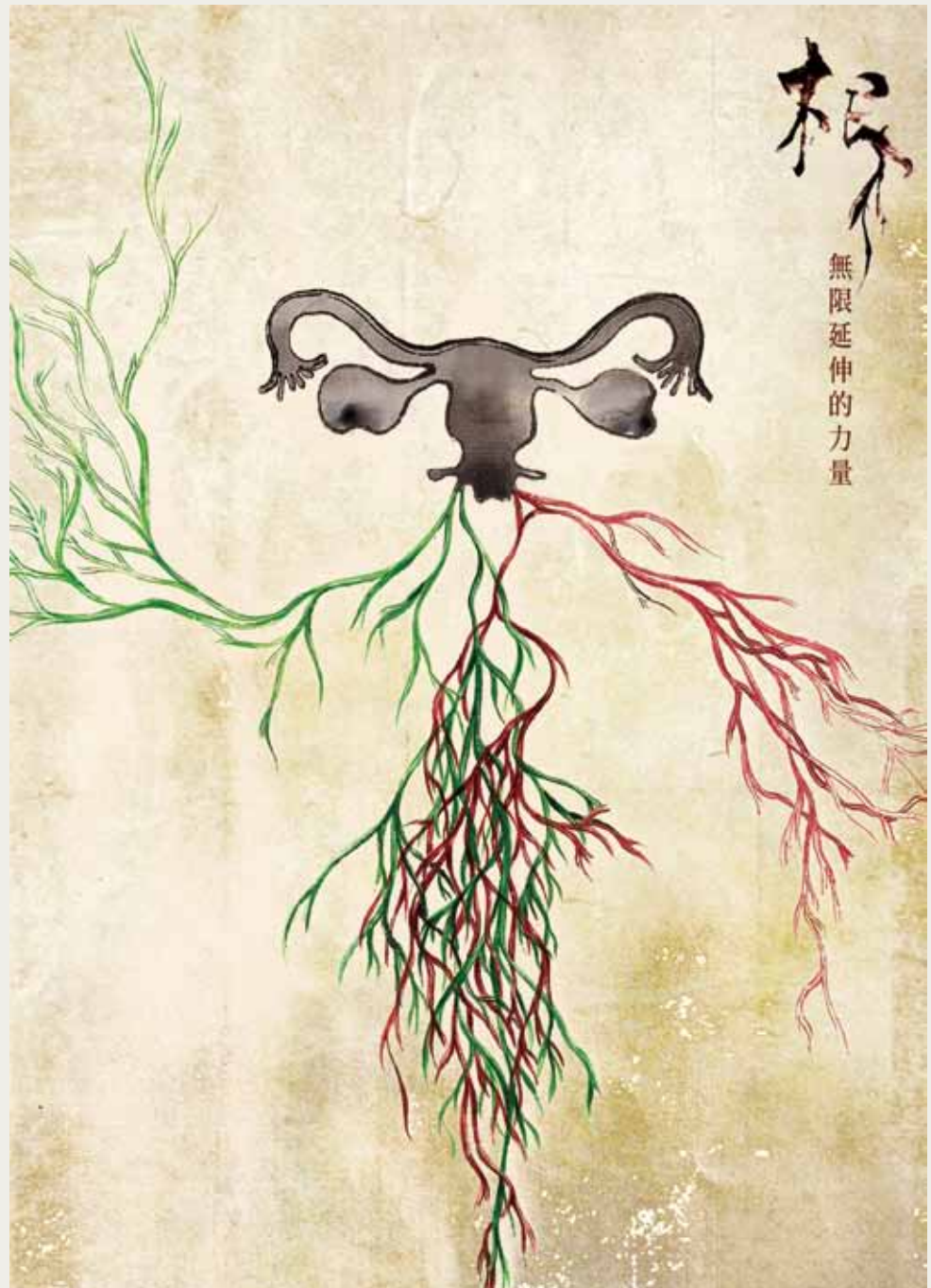
學校名稱 Name of School/University

國立高雄師範大學
**National Kaohsiung Normal
University**

作品說明 **Concept of the work**

根是無限延伸的力量，生命的起源與動能的基礎。無論是向上生長的綠色植物或是生存於海陸空的動物都擁有着無限的生命力。畫面用子宮的圖樣表現根源之概念，提供了穩定的能源孕育生命，使之無限延展。

The root has an unlimited power. It is the origin of life and the base of energy. Whatever it is the plant trying to touch the sky or the creature existing on the Earth, they all have infinite vitality. The picture expressed that the uterus is the beginning. It gave us a stable energy to breed life, and make the life extent boundless.



作品名稱 Title of work

生命力
Power of Life

作者姓名 Name of Applicants

小野香菜子
Kanako Ono

學校所在地 Location of School

日本 Japan

指導老師 Instructor

Ken Morimoto

學校名稱

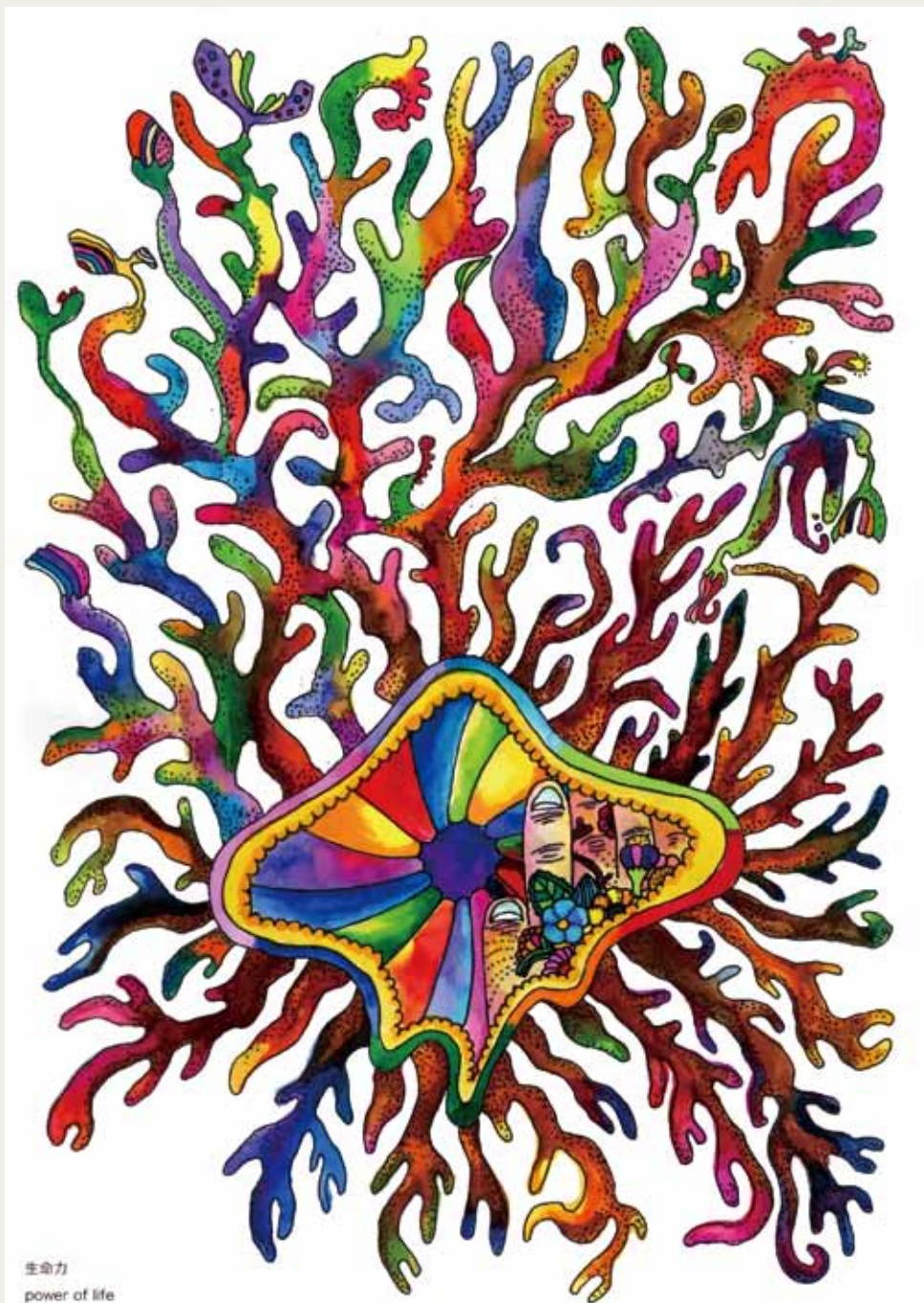
Name of School/University

名古屋學芸大學
Nagoya University of Arts and
Sciences

作品說明 Concept of the work

生命力的展現，在此幅海報中化身作綿延的樹根，猶如一股無邊的力量。

The power of the life, living, was shown in the illustration of the image that the root expands steadily. It is infinite power.





作品名稱 Title of work

**植夢
Plant Dream**

作者姓名 Name of Applicants

**黃顯勳
Hsien-Hsun Huang**

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

**林品章
Pin-Chang Lin**

學校名稱 Name of School/University

**國立臺灣科技大學
National Taiwan University of
Science and Technology**

作品說明 Concept of the work

堅持使用環保再生美術紙與單色油墨印刷，用素黑形式，靜默的陳述，什麼都沒有裡面其實蘊含所有，使用不同的視覺角度來傳達綠色（環保）議題。唯有立即行動以身作則，植樹防止草原沙漠化，真心復原傷痛的期盼，阻止地球暖化持續惡化。無垠的草原就像沒有邊際不斷擴大的夢想，需要你我的參與。

Insisted on using recycled paper and monotone printing, the pure black gives a silent narration. While seems like nothing, it contains everything, environmental issues are conveyed through different visual perspectives.

Our only option is to take actions and lead by personal examples such as planting trees to prevent further desertification, restore vegetation, and suppress global warming. The boundless prairie is like an ever-expanding dream that needs to be participated by you and me.



作品名稱 Title of work

Not Enough

作者姓名 Name of Applicants

Olavo D'Aguiar

學校所在地 Location of School

巴西 Brazil

指導老師 Instructor

**無
None**

學校名稱 Name of School/University

FUMEC University



作品說明 Concept of the work
身為人類除了食衣住行等基本生活需求，應該還有許多事物值得去努力追求，達到心靈的滿足。

There are many fundamental things to the life of a human being, basic needs are not enough, do not represent their true necessity. The basic is never enough, always takes more to be happy.



作品名稱 Title of work

自然系列
Nature

作者姓名 Name of Applicants

曹中璋、陳巧宜、李明璇、楊世訓
**Jhong-Wei Cao, Ciao-Yi Chen,
Ming-Syuan Li, Shih-Syun Yang**

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

沈冠伶
Kuan-Ling Shen

學校名稱 Name of School/University

松山家商
**Song Shan High School of
Commerce and Home Economics**

作品說明 Concept of the work

我們的主題－自然系列 Nature，是以三種不同的觀點來切入表現根的意涵，讓設計回歸大自然中最初的本質。我們以綠葉、紙張及人腦的創造力，來表達從人的視點來觀看充滿生命力的大自然世界、環保節約的概念和人腦無窮盡的創造性，呈現新一代年輕族群追本溯源的新創意。

Our theme, Nature, symbolizes the meaning of roots and foregrounds that design returns to the original in the nature. By means of green leaves, paper and creativity of human brains, we observe the nature world teemed with vitality. The concept of environmental conservation and creativity of human brains represent the new generation's imagination of and desire for roots and originality.



Brain
Is the creativity root.



Nature
The fundamental nature of the world.



Tree & Recycle
Paper beats from tree starts.

作品名稱 Title of work

根源於心
From Heart

作者姓名 Name of Applicants

王遠
Yuan Wang

學校所在地 Location of School

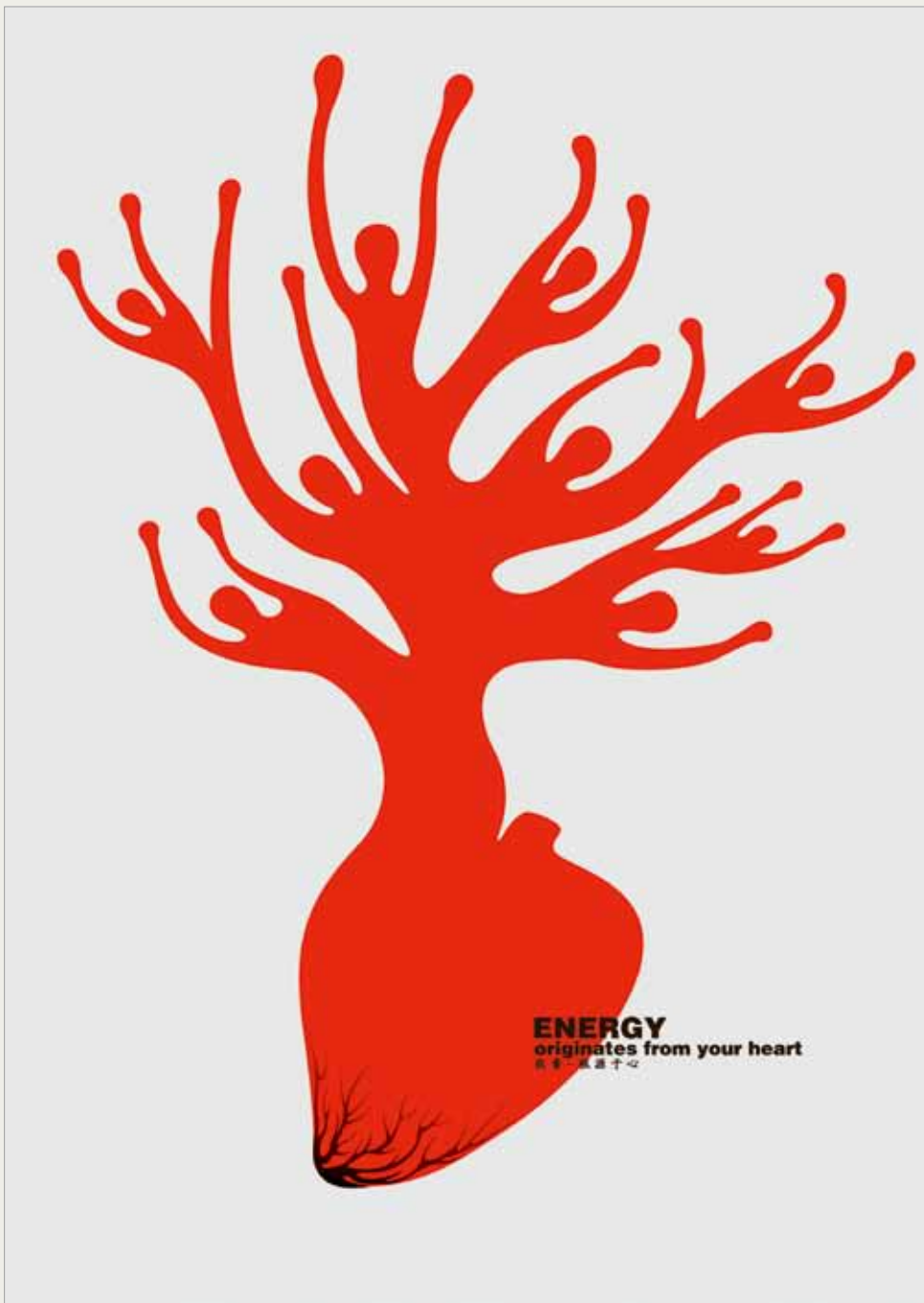
中國 China

指導老師 Instructor

陳靖雨
Jing-Yu Chen

學校名稱 Name of School/University

東南大學
Southeast University



作品說明 Concept of the work

人類一切奮發向上、並搏盡取得能量皆根源於心，皆來自於內心的強大力量，我們的心臟就好比樹木的根一樣在我們的成長過程之中給予我們源源不斷的強大動力與血液。我們就像根上抽出的嫩芽，注定有一天，根深葉茂。

All the energy of human being's progress and forging ahead are originated from heart and huge strength from the inner body. Our heart is like the root of plant offering the unremitting energy and blood in the process of our growth. We are as the bud growing up from the root, destined to have luxuriant leaf branches in some day.



作品名稱 Title of work

拯救鮪魚
Save Tuna

作者姓名 Name of Applicants

賴建富
Chien-Fu, Lai

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

林俊良
Leo Lin

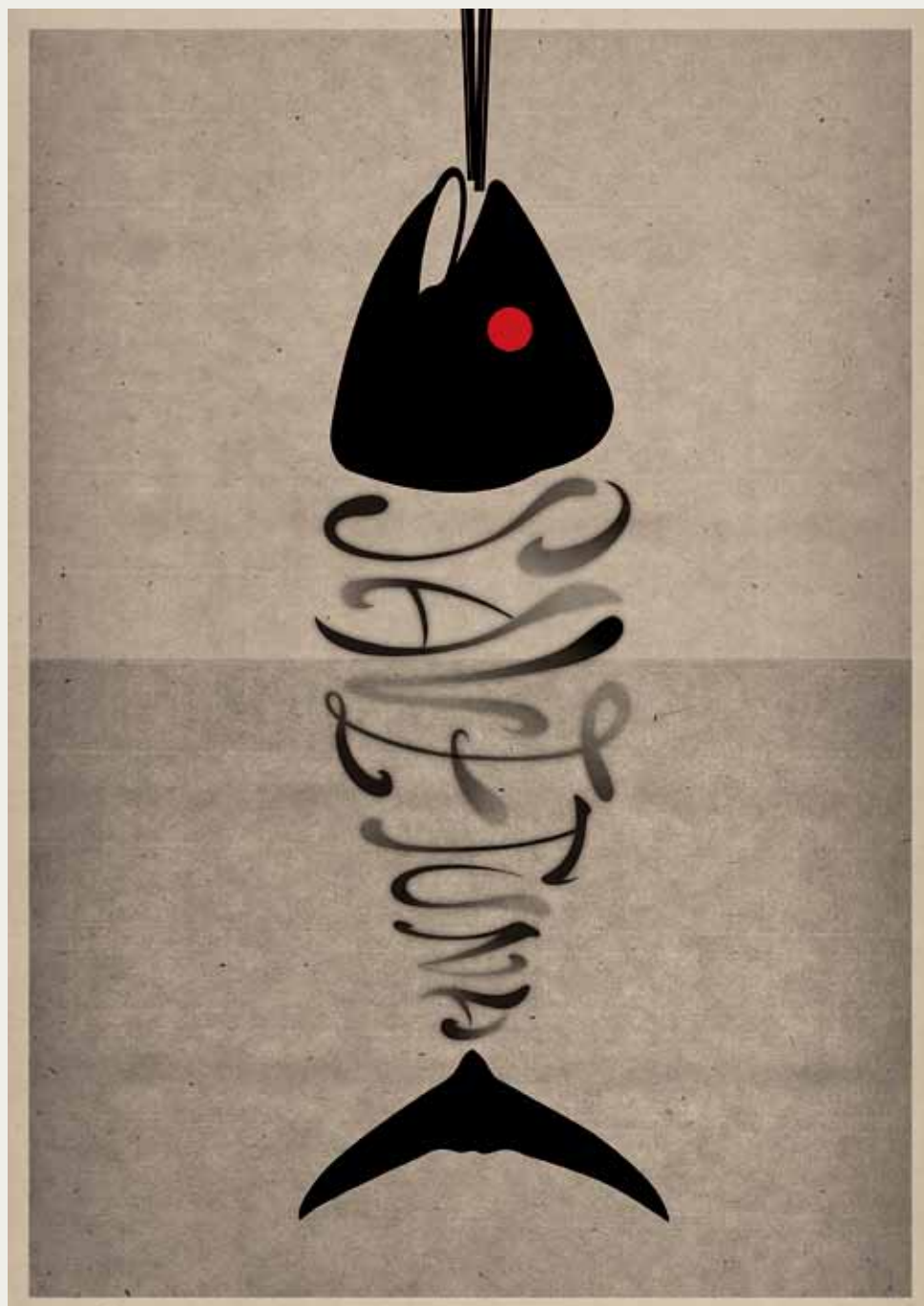
學校名稱 Name of School/University

國立臺灣師範大學美術系研究所
National Taiwan Normal
University Department of Fine
Arts

作品說明 Concept of the work

目前世界上鮪魚的數量正在急速銳減，這是令人難以置信的事實，日本是全球鮪魚需求量最大的國家，人口佔全球 2%，卻吃掉全球 8% 的漁獲，濫捕情況若不改善最快將在 2012 年面臨絕跡，讓我們少吃、改吃其它魚類，一起拯救鮪魚危機。

The amount of the tunas in the world are declining sharply presently, which is the unbelievable fact. Japan has the largest quantity of demand for tunas in the world, their population occupies 2% of the world but eats 8% of the fishing attained of the global. If we don't stop the situation of overflowing to fish, tunas would be on the verge of extinction in 2012. For saving this tuna crisis, we need to eat other kind of fish instead of tunas.



作品名稱 Title of work

殺手！
Empathy

作者姓名 Name of Applicants

黃顯勛
Hsien-Hsun Huang

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

林品章
Pin-Chang Lin

學校名稱 Name of School/University

國立臺灣科技大學
National Taiwan University of
Science and Technology



作品說明 Concept of the work

觀世再生資源，力行為生命默哀。自省自然生命共存共榮的根源，舉手之勞綠思惟，你可以不要成為殺手！

Every year 480 million trees are cut, leaving thousands of animals without a home. Leave paper where it belongs in the trees. We All Share the Guilt.



作品名稱 Title of work

燼化
Evanishment Green Space

作者姓名 Name of Applicants

吳晏慈
Yan-Cih Wu

學校所在地 Location of School

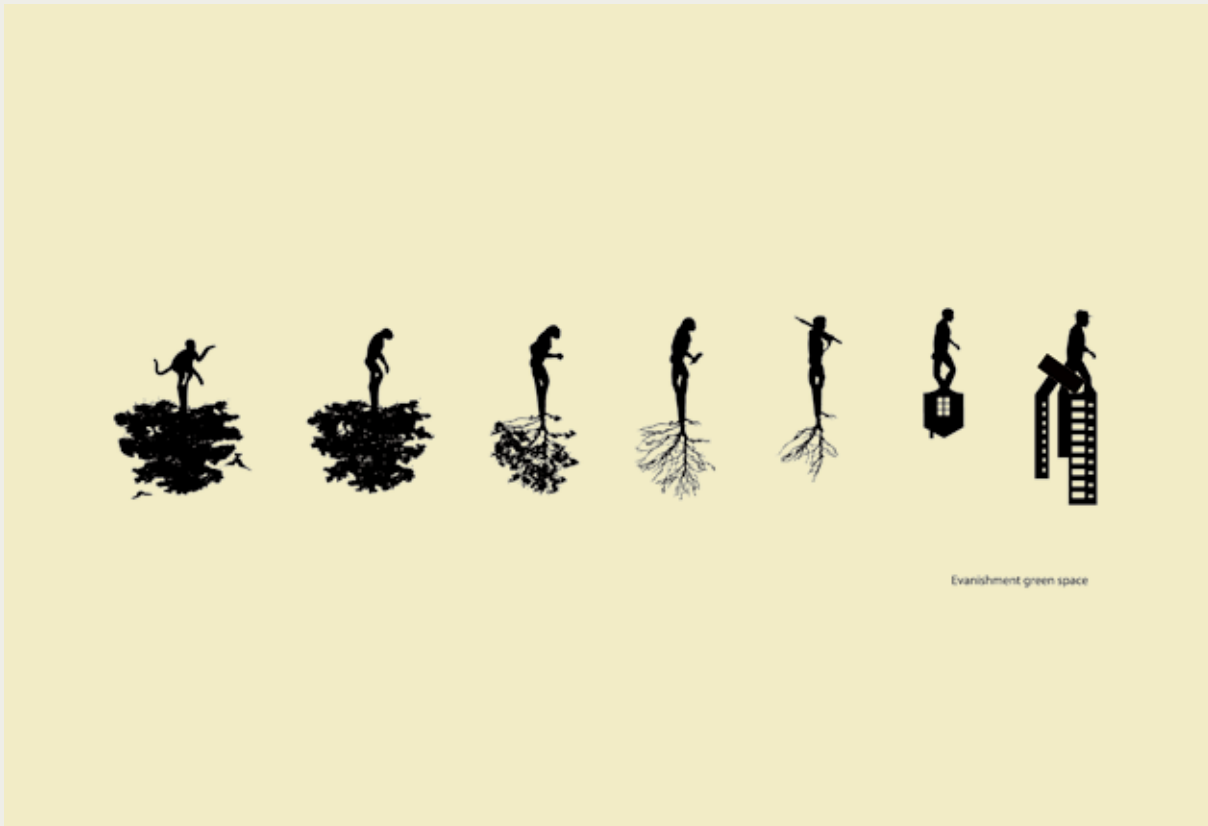
台灣 **Taiwan**

指導老師 Instructor

葉慶豪
Ching-Hao Yeh

學校名稱 Name of School/University

臺北高中
Taipei Private Taibei High School



作品說明 Concept of the work

時代的變遷，環境的轉變，隨著人類不斷演化，週遭環境也跟著被迫改變，這些變化是人類為了自身利益而造成的破壞？亦或者是文明發展重要的過程？

As the evolution of times, environment and human beings, our surroundings are forced to be changed. Are these changes and damages caused by human interest? Or, are they simply vital processes of civilization?

作品名稱 Title of work

人之初
At the beginning of life

作者姓名 Name of Applicants

魏彥平
Yen-Ping Wei

學校所在地 Location of School

台灣 **Taiwan**

指導老師 Instructor

蔡昌吉
Chang-Ji Cai

學校名稱 Name of School/University

嶺東科技大學
Ling Tung University



作品說明 Concept of the work

「微笑」人類原始的本能，有著無形的力量，當歡笑充滿世界每個角落，未來更是無限美好。

Smile has invisible power. When filling up the happiness in every corners, there have more beautiful in the future.



數位動畫 Digital Animation

F u n d a m e n t a l

整體評語 General Comments

動畫是一門綜合性的藝術，是結合視覺、藝術與故事性的整體呈現。

而這次動畫決選入圍者整體層次差異很大，包括完整度與水準也較參差不齊。但此次作品本身在思考與陳述說明當中，相較之下有較縝密的思考模式，值得嘉許，可惜在視覺表現深度上稍嫌不足，包括動畫使用的手法較狹隘，還有學生作品音樂與影像的搭配，都有很大的進步空間。

Animation is a form of comprehensive art, an overall presentation combining visual, aesthetic, and narrative elements.

The integrity of works in the final selection is not all at the same standard, but it is applausive that the statements and narratives are considered as thoughtful and delicate. Regrettably, the visual presentation in depth is insufficient, techniques used are somehow limited, and the collaboration between images and music could also be improved.



初選數位動畫類評選狀況
Evaluation of Digital Animation category in preliminary selection



決選數位動畫類評選狀況
Evaluation of Digital Animation category in final selection



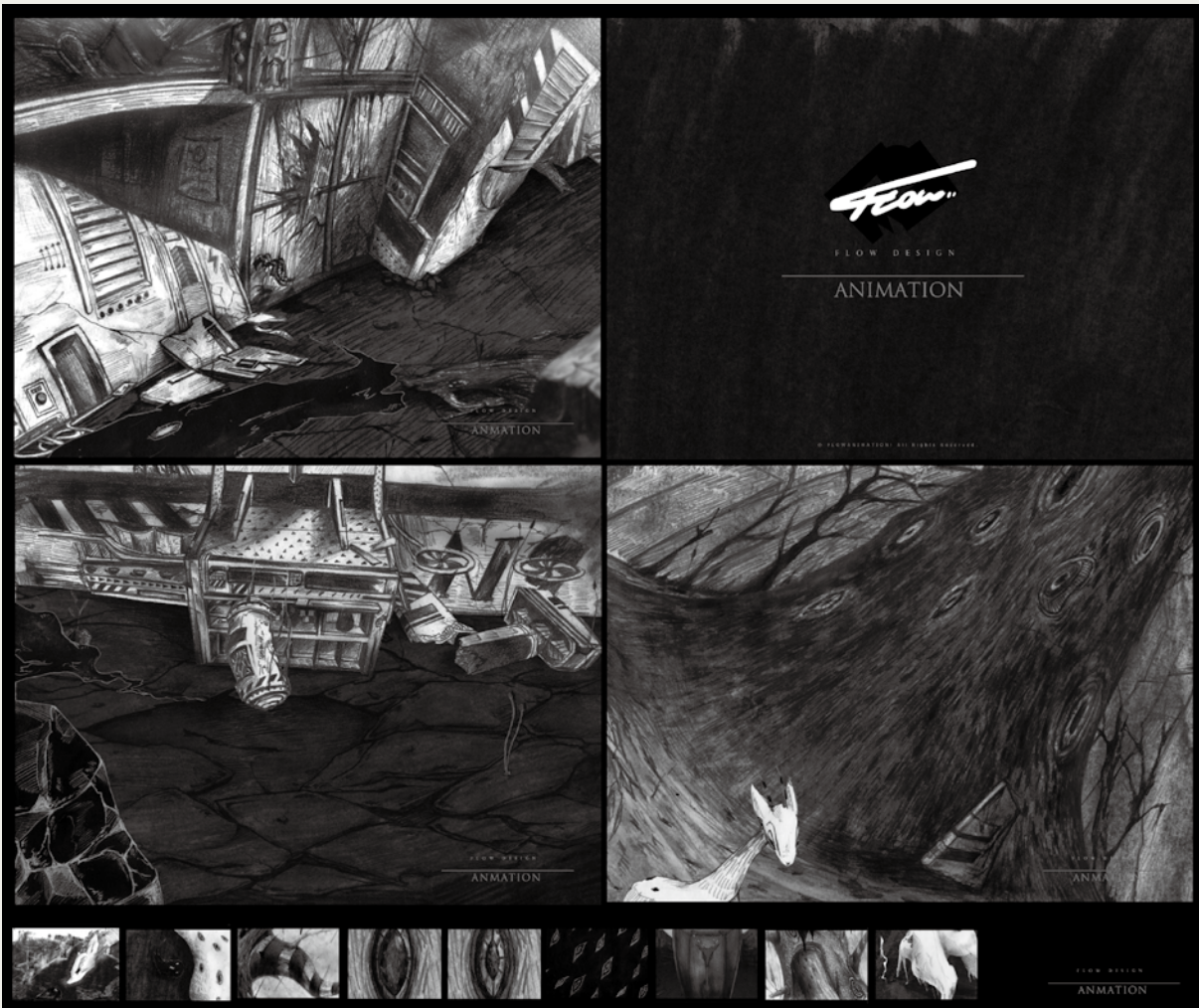
作品名稱 Title of work
Renew/ The Future Not Future

作者姓名 Name of Applicants
**陳彥璋、羅時豪、張徐展
Yan-Wei Chen , Shih-Hao Lo ,
Mores Zhan**

學校所在地 Location of School
台灣 Taiwan

指導老師 Instructor
**趙瞬文
Shun-Wen Zhao**

學校名稱 Name of School/University
**致理技術學院
Chihlee Institute of Technology**



作品說明 Concept of the work

我們的未來？未來需要的是什麼？都市更新是在建構美好的未來，還是人類自我吞噬的文化貪婪？故事中的黑色液態顏料是我們所想像的未來生態，「拒絕呼吸的樹」循環落下細胞生態含高酸值侵蝕向所有的生物，生態不斷循環.. 人類天性依舊不變，實驗，試圖掌握無法改的事實；整個世界就是個大型建築物，現在我們看到的廟宇謂之為古蹟，在生態的惡化下，我們站在宇宙中看到的地球，將是古蹟。【人類以為正在創造美好的未來，但諷刺的是，我們在建構的卻是個沒有未來的未來...】

What do we need in the future? Continuing to renew the city to build the beautiful future or people just want to pursuit the never satisfy desires. The black liquid paint monsters were the implication of the future ecology. The huge trees refuse to breath and provoke the high acidic waste and erosion effect the whole biosphere. The greedy natures of human still try to attempts the fact which grasps is unable to change. The world is a large-scale building under the ecological vicious cycle and we can predict that the earth in the universe will become a monument in the future. Human want to create a better future, but ironically, we have constructed is no future.

作品名稱 Title of work

休止符
A rest

作者姓名 Name of Applicants

何橋
Qiao He

學校所在地 Location of School

中國 China

指導老師 Instructor

鄭志文
Zhi-Wen Guang

學校名稱 Name of School/University

汕頭大學
ShanTou University



休止符 Rest

作品说明：建筑，在人类历史上不仅仅承载着居住的功能，还作为一门独特的艺术语言，反映出时代、一个民族的审美追求。建筑因具有四维空间和时代的流动性，讲究空间组合的节奏感等，而被誉为“凝固的音乐”，如果说原始时代的建筑是一首粗犷豪放的原生态音乐，如果说古罗马的建筑是一首气势恢宏的交响乐，如果说哥特式的建筑是一首神秘诡异的迷幻乐，那么目前高速的城市化过程中，神速地屹立在城市中的建筑又是一首怎样的音乐呢？休止符，一首关于现代城市的幻想曲。



作品說明 Concept of the work

建築是凝固的音樂，如果講將建築想像成為音樂，原始的建築應該是一首單純樸實的原生態音樂，歌特時期的建築是一首充滿迷幻色彩的音樂，那麼現代的建築是一首什麼樣的音樂呢，休止符，關於現代建築的幻想曲。

Building, in human history not only carries the functions of living, but also as a unique artistic language, reflecting an era, a nation of aesthetic pursuit. Building for a four-dimensional space and the mobility of the times, pay attention to a sense of space combined rhythm and so on, as the "solidification of music", if the original era of construction is a thick wild, inhibited primitive music, if the Roman the Building is a magnificent symphony, if the Gothic architecture is a mysterious weird psychedelic music, then the current process of rapid urbanization, rapidly to survive in the city, building what music is. Put a full stop, a Fantasia in the modern city.

休止符
Rest

A modern building of Fantasy

作品说明：建筑，在人类历史上不仅仅承载着居住的功能，还作为一门独特的艺术语言，反映出时代、一个民族的审美追求。建筑因具有四维空间和时代的流动性，讲究空间组合的节奏感等，而被誉为“凝固的音乐”，如果说原始时代的建筑是一首粗犷豪放的原生态音乐，如果说古罗马的建筑是一首气势恢宏的交响乐，如果说哥特式的建筑是一首神秘诡异的迷幻乐，那么目前高速的城市化过程中，神速地屹立在城市中的建筑又是一首怎样的音乐呢？休止符，一首关于现代城市的幻想曲。



作品名稱 Title of work

鴨美
Yummy

作者姓名 Name of Applicants

鄭景豪、程怡婷、陳柏翰
Ching-Hao Cheng , Yi-Ting Chen ,
Po-Han Chen

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

廖崇政、王年燦
Chung-Cheng Liao
Nien-Tsan Wang

學校名稱 Name of School/University

輔仁大學
Fu Jen Catholic University



作品說明 Concept of the work

主題取自於英文『yummy』近似音，而其意思『美味的』也暗指著主角最後會成為人類眼中的美食。以想變美為故事出發點，轉化烤鴨製作過程為人類世界中的美容療程。藉由擬人化鴨子的變化歷程，來闡述寓意『人人所稱羨的好事並非絕對好事』。

The topic is come from the word "yummy", it means that the leading role finally will become the delicious dish. The story is telling about a human-like duck wants to be beautiful. We change the process of making perking duck into the beauty treatments in human world to tell the main moral.

作品名稱 Title of work

CANS

作者姓名 Name of Applicants

郭珍言、高維蓮、劉若羚、曾彥婷、
吳玉潔
**Jen-Yan Guo , Wei- Lien Guo ,
Ruo Ling Liu , Yen-Ting Tseng ,
Yu -Jie Wu**

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

楊宗嶽
Zong-Yue Yang

學校名稱 Name of School/University

國立高雄師範大學
**National Kaohsiung
Normal University**



作品說明 Concept of the work

在我們生活當中，想像力可以讓生活更感動與趣味，卻輕易被我們忽視。所以我們試著去想像每件平凡東西背後存在的故事，回歸最原始單純的自己，並創造一個異想的世界，期待觀者都可重新以輕鬆活潑的角度面對生活。

The imagination around our life that can let our life increase emotional and interesting, but there are too many things that we glance but we don't take them seriously. Today we use our imagination to discover the story behind ordinary things, to come back your most innocent and real self and create a bizarre imaginary world. We hope everyone can take their lives in a laidback and fun point of view.



作品名稱 Title of work

撲流螢
Firefly

作者姓名 Name of Applicants

高玉娟
Yu-Chuan Kao

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

邱怡仁
Yi-Ren Chiu

學校名稱 Name of School/University

國立雲林科技大學
National Yunlin University of
Science and Technology



作品說明 Concept of the work

兒時家住鄉下，常見田野中宛若繁星點點的螢火蟲。偶爾按耐不住好玩的心情，我們會將他們輕輕握在手中，從指縫間看著在雙手上熒熒生光的螢火蟲。漸漸地，螢火蟲就像我的童年，在身邊悄悄地消失了。

It's about a memory during my childhood. During summer nights, my brother and I often walked on the quiet country road, where we discovered those star-like fireflies. My brother told me they were fireflies, not real stars. Time passed; fireflies, like my childhood, disappeared gradually. They have become a part of my sweet memories.

作品名稱 Title of work

機器人製造有限公司
Robots, Inc.

作者姓名 Name of Applicants

張敏慧、陳晴玉、賴易萱、王惠穎、
吳珮菁
Min-Hui Chang, Ching-Yu Chen,
I-Hsuan Lai, Hui-Ying Wang,
Pei-Ching Wu

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

陳麗秋
Li-Chiou Chen

學校名稱 Name of School/University

元智大學
Yuan Ze University



作品說明 Concept of the work
近來的富士康跳樓事件，顯示出在現代化社會中，人們每天忙碌地做著制式化的工作，如同機器人一樣被操控著，而長久累積下來，漸漸地失去了當初對工作的熱情，僅僅是被現實盲目地操控，因而失去了更重要的事情，也就是內心的根本—「自我」。而我們想透過此動畫，讓觀眾重新思考回歸到內心的根本，找回自我，對生活能夠有新的體會。

The recent event of Foxconn, jumping from the buildings, shows that in the modern society people are busy and work regularly day by day. People are manipulated like robots. For long, people gradually lose their enthusiasm to the jobs, manipulated by reality. Lose the most important thing that is the value of "self". Through Robot Inc. we hope audiences could rethink the value of themselves and find back their true selves. For what is life they could have a new understanding.



作品名稱 Title of work

我的時間我的空間
My Time My Space

作者姓名 Name of Applicants

**Jeremy Chia , Sandhya Prabhat ,
翁慈蔭 , 詹凱森
Jeremy Chia , Sandhya Prabhat,
Tzu-Yin Weng , Kai-Sen Chan**

學校所在地 Location of School

新加坡 Singapore

指導老師 Instructor

Patrick Smith

學校名稱 Name of School/University

**紐約大學 Tisch Asia School
New York University Tisch School
of the Arts Asia**



作品說明 Concept of the work

所有的好點子都是來自於腦海裡面的創意，無盡的想像力就是所有一切發明的根。我們在有限制的紙上面畫出 3 公尺的角色，讓這個虛構角色利用他的想像力行走在所有被限制的空間中，想像力不該受任何形式的限制才可發揮最大的力量。

Every good idea comes from the creativities of people; the imagination without limitation is the basic of invention. We drew a fictional character that walks to all the spaces of limitation via her imagination. It should not have any type of limited of imagination and it could have the greatest power.

作品名稱 Title of work

海面下的旋律
The Melody

作者姓名 Name of Applicants

謝欣樺、洪采琳、劉佳昀、劉孟琳
Shin-Hua Hsieh, Tsai-Lin Hung,
Jia-Yun Liu, Meng-Lin Liu

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

方彩欣、廖崇政、王年燦
Tsai-Shin Fang, Chung-Jheng Liao,
Nian-Tsan Wang

學校名稱 Name of School/University

輔仁大學
Fu Jen Catholic University



作品說明 Concept of the work

一名老人在海上尋找音樂盒的零件。一日，音樂盒終於修好了，老人聽著音樂陷入回憶，因此一時不察踩到了小狗，使船身失去平衡，音樂盒落入海裡。音樂盒穿過已淹沒於水中的都市，最後停在老人那個充滿回憶的房間…。

The elder is fishing for the components in order to repair his music box. He finally gathers all the parts and assembles the music box. When the music box starts to spin, the elder falls deeply into his memory. Accidentally he steps on the dog's tail and the boat loses its balance, as a result, causing the music box fall in the ocean. The music box drops into the ocean and passes through the different time zones of the prosperity he had before and finally settles down in the room where he starts dancing gracefully with his wife.....



作品名稱 Title of work

之間
Between

作者姓名 Name of Applicants

鍾劭瑄、林彥妤、林晏羽、石艾玄、
楊書府

**Shao-Hsuan Chung ,
Yen-Yu Lin , Yen-Yu Lin ,
Ai-Hsuan Shih , Shu-Fu Yang**

學校所在地 Location of School

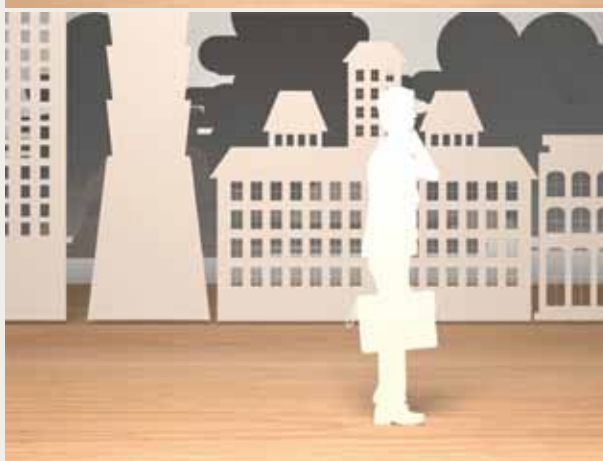
台灣 Taiwan

指導老師 Instructor

鄧偉忻
Wei-Xin Deng

學校名稱 Name of School/University

崑山科技大學
Kun Shan University



作品說明 Concept of the work

使用動畫裡最基本的製作方式，以逐格動畫來呈現故事，回歸動畫製作的本質。劇情以母子相互的距離，暗喻孩子成長後與母親日漸衰老的關係作為主軸。故事表達，子欲養而親不待，母親就是每一個人的「根」。

A basic way for producing animation is by "stop motion" to represent the stories in order to return to the essence of making animation. The plot of story shows a relationship keeps on changing by age between a mother and a son. The meaning of this story is "By the time you find you should take care of your parents, they'll no longer be there". Mother is the origin of everyone.

作品名稱 Title of work

性本善
The seeds of reincarnation

作者姓名 Name of Applicants

高翔、姜盈、任曉燕、書釗平、
**Xiang Gao , Rann Jiang
Xiao-Yan Ren , Zhao-Ping Wei**

學校所在地 Location of School

中國 China

指導老師 Instructor

丁肇辰
Chaw-Chen Ting

學校名稱 Name of School/University

北京服裝學院
**Beijing Institute of Fashion
Technology**



作品說明 Concept of the work

本片的“根”所指的是人類不斷繁衍，生命形成的根系。圍繞兩性生殖和生命繁衍的主題，以伊甸園等西方神話故事為藍本，在表現手法上運用不變化幻想式鏡頭，同時用各色人種的變換囊括更廣泛的含義，來表現人類最原始最根本的欲望與本能。

In this film, "root" is referred to the humanity multiplies unceasingly, the root system of life forms. About the subject of sexual reproduction and life multiplication, Take the West fairy stories of Garden of Eden and so on as the main source, At the same time , uses the transformation different race to include a more widespread meaning, Displaying the humanity's most primitive and most basic desire and instinct.



作品名稱 Title of work

從有限到無限
From Limited to Infinite

作者姓名 Name of Applicants

董璋、童彥婷、許亞卓、閻宗峰、
張文慶、張岩、張禹
Wei Dong, Yan-Ting Tong,
Ya-Zhuo Xu, Zong-Feng Yan,
Wen-Qing Zhang, Yan Zhang,
Yu-Zhang

學校所在地 Location of School

中國 China

指導老師 Instructor

何方、熊文飛
Fang He, Wen-Fei Xiong

學校名稱 Name of School/University

武漢理工大學
Wuhan University of Technology

作品說明 Concept of the work
道生一，一生二，二生三，三生萬物，是一個從有限到無限的過程。從有限的筆劃，到龐大漢字系統的演變和延展，從而可以解釋出萬事萬物，是從根源到萬物的過程。

Dao produce one, one produce two, two produce three, three produce all things, is a process from the limited to the unlimited. From the limited stroke to the huge Chinese characters evolution and extension system, which could explain the all things, is from the root to all processes.



"With less and more", Any character can be composed from simple strokes, strokes of Chinese characters is the root cause, but the root of Chinese culture.
"以少及多", 任何的汉字都可以由简单的笔画组合而成, 汉字的根源是笔画, 而文化的根源是汉字。

作品名稱 Title of work

生活在別處
Life Is Elsewhere

作者姓名 Name of Applicants

劉淵、王智培
Yuan Liu, Zhi-Pei Wang

學校所在地 Location of School

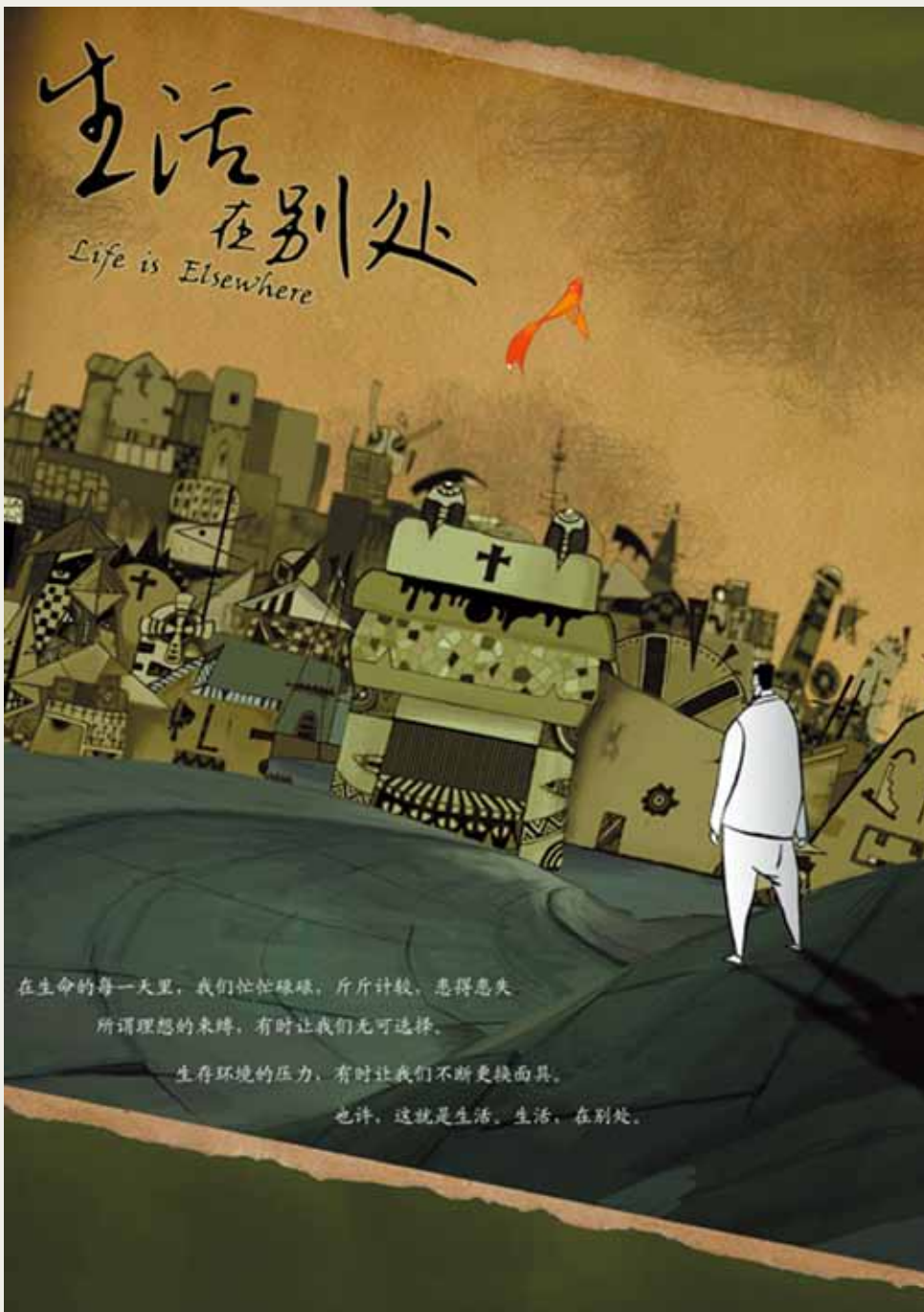
中國 China

指導老師 Instructor

蔣維剛、靳泰然、李文愉、王蓓
Wei-Gang Jiang, Tai-Ran Jin
Wen-Yu Li, Bei Wang

學校名稱 Name of School/University

四川大學
Sichuan University



作品說明 Concept of the work

現實生活中的我們總是情願或不情願地為自己勾勒一幅人生的草圖，我們總是有著這樣或那樣的幻想。生命的每一天，我們忙忙碌碌，斤斤計較，患得患失。理想的束縛，有時讓我們無可選擇；環境的壓迫，有時讓我們不斷更換面具。理想的生活總是存在於自己的夢想中。當我們不斷去追求夢想時，卻發現前面如一道牆一樣，把夢想與現實無情地隔開來。也許這就是生活。然而生活到底在何處？答案無人知道。我們只知道生活在別處，一個與現實截然不同的地方，一個遠在天邊卻又觸手可及的地方。生活，在別處。或許某一天，別處亦成此處，他處成別處。

In real life, we are always willing to or reluctantly outline of a picture for our lives, we always have different kinds of fantasy. Every day, we are busy, haggling over every ounce and considerations of gain and loss. Sometimes, the bondage of ideal makes us have no choice; The oppression of situation makes us have to change our masks constantly. The ideal life usually exists in our dreams. When we pursue our dreams, we find there seems a wall in front of us which separating the ideal life and real life pitilessly. Perhaps this is life. But where do you live Actually? We have no ideas. We just know that life is elsewhere, it is in a place which is distinct from real life, which is seemingly far away, but it is actually right before your eyes. Life, it is elsewhere. Maybe one day, elsewhere becomes here, and another part becomes elsewhere.



作品名稱 Title of work

曆年來

A tiny step makes a huge difference

作者姓名 Name of Applicants

鄭利盈、留珮綺、林昕暉、莊美芸

Li-Ying Cheng, Pei-Chi Lien

Sin-Huei Lin, Mei-Yun Zhuang

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

黃俊綸

Jyun-Lun Huang

學校名稱 Name of School/University

台南應用科技大學

Tainan University of Technology



作品說明 Concept of the work

古時候因為沒有污染，四季的氣候變更很清楚。當今因地球暖化、污染造成氣候異常，使我們居住的環境出現了不正常的氣候變化。本作品的主要概念在於以傳統文化的「農民曆」中，象徵節令的「芒童」與「春牛」為核心角色，藉由詼諧有趣的動畫，隱喻每一個人可以自我小小的力量，來拯救被嚴重破壞的生態環境。

In ancient times, there is no pollution, seasonal climatic changed clearly. Today, global warming, pollution, climate anomalies, the environment we live abnormal climate changes. The main concept of this work based on the traditional Chinese culture of the "almanac (Chinese calendar)", the symbol of seasons: "Shepherd" and the "Shepherd" and "Spring Ox", as the core role of the humorous funny animation show, to tell us everyone can rely on their own efforts to save the heavily polluted environment.

作品名稱 Title of work

自我防衛機制 / 外皮系統
**Self-defence Mechanism
Integumentary System**

作者姓名 Name of Applicants

李翊慎
Yi-Shen Lee

學校所在地 Location of School

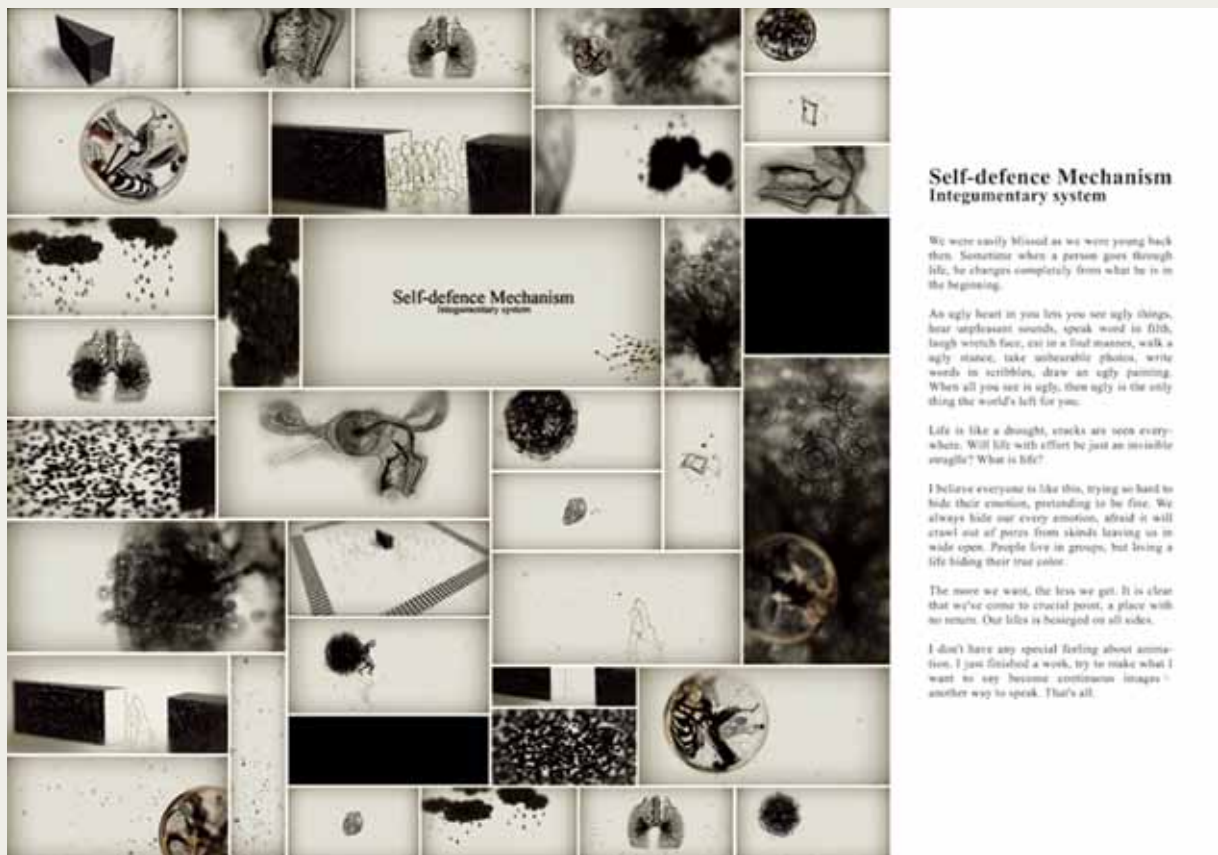
台灣 Taiwan

指導老師 Instructor

無
None

學校名稱 Name of School/University

實踐大學
Shih Chien University



作品說明 Concept of the work

那時後的我們還小，很容易幸福。有時候人一開始是一個樣子，隨著生活的流逝，人就會完全變了個模樣。你的心態醜陋，所以你看見的東西醜陋、聽到的聲音醜陋、說出來的話醜陋、笑的臉孔醜陋、吃飯的動作醜陋、走路的姿勢醜陋、拍的照片醜陋、寫下來的文字醜陋、畫的圖更加醜陋；你眼裡只剩下醜陋，那麼這個世界上留給你的，就只有醜陋。生活像是在鬧乾旱一樣，到處都可以見到緊繃過頭的裂縫。努力的過生活會不會就是一種看不見的掙扎，活著到底是怎麼一回事？我相信這個世界上的人都是這樣，非常拚命、努力的隱藏情緒，假裝若無其事的過活。我們總是隱藏每一絲的情緒，似乎擔心、害怕它不小心從每寸皮膚的毛孔裡洩露出來，暴露了自己的藏身之處。人是群居性的動物，卻永遠在群體裡隱藏自己。活著。

We were easily blissed as we were young back then. Sometime when a person goes through life, he changes completely from what he is in the beginning. An ugly heart in you lets you see ugly things, hear unpleasant sounds, speak word in filth, laugh wretch face, eat in a foul manner, walk a ugly stance, take unbearable photos, write words in scribbles, draw an ugly painting. When all you see is ugly, then ugly is the only thing the world's left for you. Life is like a drought, cracks are seen everywhere. Will life with effort be just an invisible struggle? What is life? I believe everyone is like this, trying so hard to hide their emotion, pretending to be fine. We always hide our every emotion, afraid it will crawl out of pores from skins leaving us in wide open. People live in groups, but living a life hiding their true color.



作品名稱 Title of work

叢之生
Inception of Forest

作者姓名 Name of Applicants

陳祐萱、林漢隴、曾凡睿、曾逸瑄、
魏國諭
**Yo-Shiuan Chen , Han-Lung Lin ,
Fan-Ruei Tzeng , Yi-Shiuan Tzeng ,
Kuo-Yu Wei**

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

賀天穎、李宏耕
Tian-Yin Hei , Hung-Gung Lee

學校名稱 Name of School/University

銘傳大學
Ming Chuan University

作品說明 Concept of the work

人們從自然界獲得許多資源，卻不了解它的有限。在充滿廢墟的沙漠中，存在著所剩不多的叢林孤島，心懷不軌的矮人小偷潛入其中，妄想偷取充滿神秘力量的光球。但光球被奪取後叢林即將枯萎，謎樣的面具少女為了防止森林毀滅對矮人拔刀相向。而因為森林枯萎導致封印被破壞的機械蜘蛛，向他們展開襲擊，也象徵了大自然的反撲。或許環境看我們的樣子，就像是在偷取它的生命。我們就像那個小偷，從大自然拿到的，它終究會拿回去。

People get much from nature resource, but they know little about them. Few jungle remnants still exist in the desert of ruins, however; people with evil intention want to get there and steal the shining ball with mystery power. The jungle fade away after the ball had stolen, and an unknown girl fight against people in order to protect jungle. Sealed robot spiders become offensive because forest is withering, that means nature start to fight back. From the angle of nature, we are thieves. We like the thieves and get things from nature, only to return back.



作品名稱 Title of work

舞平安
The Lion Dance

作者姓名 Name of Applicants

林怡秀、王伸豪
Yi-Hsiu Lin, Shen-Hao Wang

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

陳世昌
Shih-Chang Chen

學校名稱 Name of School/University

國立雲林科技大學
National Yunlin University of
Science and Technology



作品說明 Concept of the work

以台灣民俗著名的舞獅文化所象徵的吉祥、熱鬧來呈現台灣本土的人情味、鄉土情，重回那段單純美好的老時光。

故事大綱：巷子裡畫獅頭的老師傅，他那頑皮的小孫子自作聰明的幫獅頭點了眼睛後，獅頭居然活了過來！還大鬧了整條街，把大夥兒嚇壞了！「阿公~~~」小孫子大聲的向阿公求救，阿公會用什麼方法馴服胡鬧的舞獅，順利救出孫子呢？

By using the famous Taiwanese custom "the lion dance" to present human kindness and the emotion of home town in Taiwan, letting people remember the good pure old time.

Story introduction:

There is a master of lion dance who lives in a lane. One day, his naughty grandson thought himself clever so printed the eyes of the lion without approval. Then the Lion came alive, ran wildly and terrified everybody on the street. "Help grandpa~", the grandson yelling for help to his grandpa. What will grandpa do to tame the mischievous lion, and bring his grandson back?



作品名稱 Title of work

阿公的鐵馬
My Grandfather's Bike

作者姓名 Name of Applicants

陳正元
Zheng-Yuan Chen

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

劉怡君
I-Chun Liu

學校名稱 Name of School/University

建國科技大學
Chiekuo Technology University

作品說明 Concept of the work

主角跟爺爺有別於一般祖孫的關係，爺爺需兼父與母職，主要表達出世代不同造成了距離感，主角一直想要生日禮物，但都沒有開口機會，誤解了爺爺不關心他，但最後從爺爺手上拿到禮物時，主角瞭解禮物不在那麼重要，重要的是他接有一個一直關心他的親人。

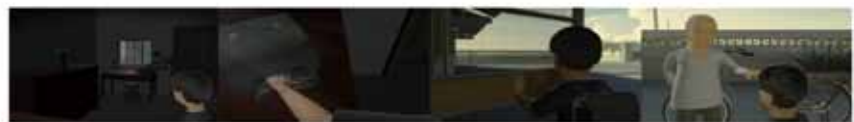
The relationship between the boy and his grandfather is more than usual grandsons and grandfathers, because the old man is also the role as the boy's parents, after the accident. The generation gap shows as the grandfather's nearly stone cold attitude. As the boy's birthday near by, he tries to remind his grandfather, however he never could find a chance. On the day, the boy receives a toy car as his birthday gift. At that moment, he realizes what his grandpa gives to him is not only a toy car, but the love from a family, who is and will always be there for the boy.



Child: Grandfather... Tomorrow...
小孩：阿公...明...
Grandfather: Dinner is ready.
阿公：來吃飯[台語]
Child: Grandfather... Tomorrow...
小孩：阿公...明...
Grandfather: Don't speak with full
阿公：吃飯安靜別講話[台語]



Child: Huh... Annn...
小孩：阿...
Child: Plee-
小孩：嘔~



Child: Coming...
小孩：來了[台語]



Grandfather: Happy Birthday Big Guy!
阿公：來這是给你的禮物[台語]
Child: Grandpa...
小孩：阿公...

作品名稱 Title of work

蒂蒂的雪球屋
Didi's Snow World

作者姓名 Name of Applicants

張雅涵、蔡雅茵
Ya-Han Chang, Ya-Yin Tsai

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

馮偉中
Jimmy Feng

學校名稱 Name of School/University

大葉大學
Dayeh University



蒂蒂的雪球屋
Didi's Snow World



作品說明 Concept of the work

蒂蒂生長在熱帶國家，她的父親則長年在外工作。藉由父親送的禮物 - 雪球屋，讓從來沒有體會過下雪的蒂蒂進入了雪世界，在夢境中，蒂蒂遇見了雪人，還有蒂蒂父親過去送的禮物 - 動物樂隊音樂盒，他們一同快樂的走進叢林裡。

正當蒂蒂還沉浸在歡樂的氣氛之中，她發現雪人和樂隊早已消失蹤跡，她著急的四處尋找雪人，卻在叢林裡迷失了方向。忽然間看見雪人手裡拿著公事包匆忙地往遠方走去。蒂蒂奔向雪人，但是卻不慎跌倒在地。雪人發現了跌倒的蒂蒂，瞬間天搖地動，蒂蒂跟雪人又漂移了起來……

Didi grows up in a tropical country; however her father has been worked out for many years. A gift, crystal ball, from her father takes her into a snow world. In there, Didi meets a Snowman and an animal band. The animal band is a music box which was given by her father long time ago. The snowman, the animal band and Didi go into jungle with happily.

As Didi immerses in an atmosphere of joy, she does not aware that all at once the Snowman and the animal band disappeared. She looks for the snowman with anxiety, but she lost her way in the jungle. Suddenly, Didi see the Snowman holds a briefcase and walks to the distance place in a hurry. Didi run after the Snowman, but she fall. When the Snowman see Didi fall to the ground, the earth is shaking. They, then, are drifting up



作品名稱 Title of work

低科技
Low Tech

作者姓名 Name of Applicants

王陳仲禹、李坤津、林皖靜、蔡俞葵、
吳貞誼
Chung-Yu Wang Chen ,
Kun-Chin Li , Wan-Ching Lin,
Yu-Chen Tsai , Chen-Yi Wu

學校所在地 Location of School

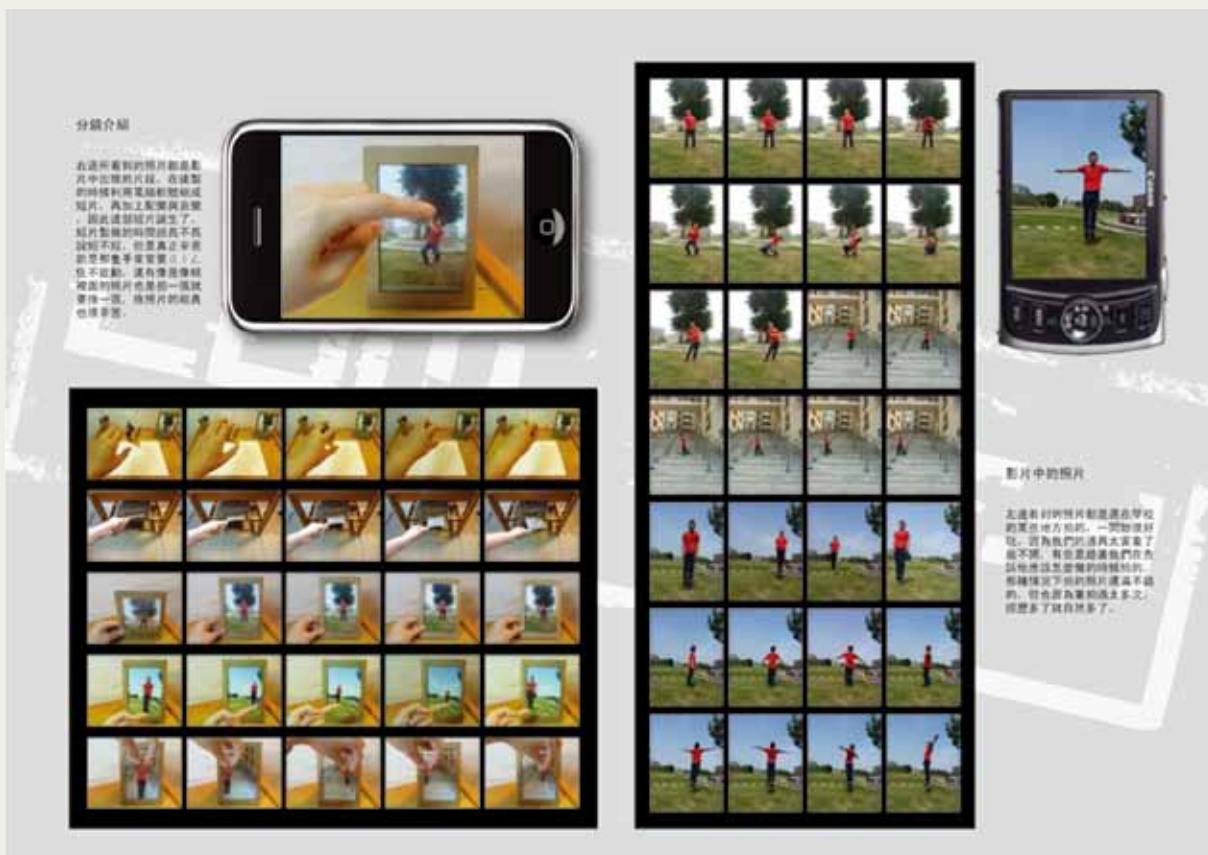
台灣 Taiwan

指導老師 Instructor

曾惠青
Hui-Ching Tseng

學校名稱 Name of School/University

崑山科技大學
Kun Shan University



作品說明 Concept of the work

這部用“低科技”手法製作而成動畫短片，以幽默的角度來看待現代科技，利用錯視的角度和傳統手工動畫的手法，模擬現代高科技的技術，來實驗逐格動畫表現的多樣可能性，讓觀眾從中發現手工動畫的趣味。

The animation is made in a “low-Tech” fashion. It is aimed to look at modern technology from a humorous angle. Using perspective parallax and traditional stop-motion technique, to mimic the modern high-end technology, and use this content as a way to explore the possibility and variety of animation making techniques.

作品名稱 Title of work

玩皮
Be oneslef

作者姓名 Name of Applicants

何筱柔、李佳怡、劉婉清、蘇宸瑩
Shiau-Rou He , Jia-Yi Li
Wan-Ching Liou , Chen-Ying Su

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

單煒明
Wei-Ming Shan

學校名稱 Name of School/University

嶺東科技大學
Ling Tung University



作品說明 Concept of the work

我們發現時下的年輕人多半太過於注重外貌而層層包裝自己的現況，於是藉由香蕉先生換皮的故事，讓我們明白，回歸本質的重要性與發自內心的（自發性的）舉動遠勝過那虛華膚淺的外表。

Nowadays, a part of the youths are discovered too emphasize their appearances. Through learning the story from "Mr. Banana change looks" can let us realize as follows: Inner beauty is more important than physical appearance. Return to the innate character, just be oneself.



作品名稱 Title of work

真理
Truth

作者姓名 Name of Applicants

曾冠鳳
Kuan-Feng Tseng

學校所在地 Location of School

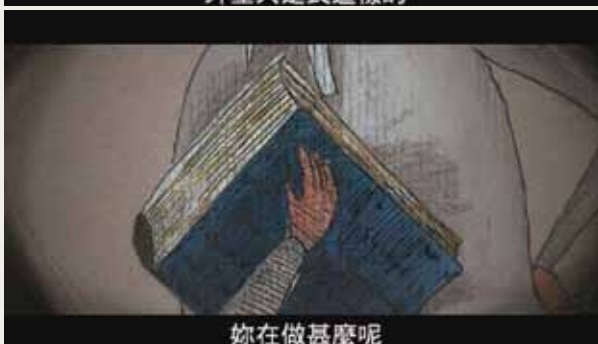
台灣 Taiwan

指導老師 Instructor

曹永平
Yung-Pien Tsao

學校名稱 Name of School/University

中國科技大學
China University of Technology



作品說明 Concept of the work

某些東西或許不該是那樣的，例如：外星人一定長這樣嗎？而恐龍就一定長那樣的嗎？有許多我們沒看過的東西，被我們的想像力賦予了形狀、顏色和名字但他就一定長這樣嗎？真相經過無數人、好幾年甚至幾千年的傳達，真相以不再是真相了，而最初他是什麼樣子呢？我想我們永遠都不會知道的。

Something maybe should not be like that. For example: Extraterrestrial must long like this? Then, dinosaurs are must be long like this? There are many things we have not seen. From our imagination we give them shapes, colors, and names. But they must be like this? The truth passes through the countless people, several years even several thousands years, the truth is no longer the truth. However, what is it like it was originally I think we will never know.

作品名稱 Title of work

**酷獸隊 (3D) 眼鏡版本
Kuso Team**

作者姓名 Name of Applicants

**陳信成、鍾子期、呂祐樑
Hsin-Cheng Chen, Tzu-Chi Chung
You-Liang Lu**

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

**無
None**

學校名稱 Name of School/University

**亞太創意技術學院
Asia-Pacific Institute of Creativity**

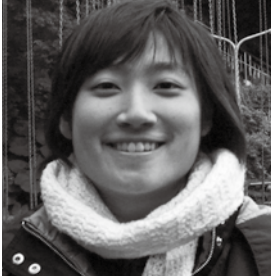


作品說明 Concept of the work

本動畫作品視覺風格以類似美式漫畫風格為主，故事的發想由聖經創世紀大地的創造起始，並以新約聖經 示錄的末日戰爭為終局，在虛擬的動物星球世界中，由於過度資源開發導致能源危機，而引發一場最震撼的動物大戰！故事中的動物角色皆以世界級保育類動物加以擬人化，包括藏羚羊、北京狗、台灣黑熊、四川熊貓、楊子鱷、台灣飛鼠、北極熊等。在看似一觸即發的珍貴能源爭奪戰中，眾多保育類動物的戰爭暗諷在人類能源爭奪的標的，殘酷的造成生態保育的浩劫。故事的末了以大地的重生作為故事的終結，暗喻能源的爭奪成功與否不過是在時間洪流中的一個轉瞬，大地之母本身的自我療癒與生生不息的生命力，才是人類所應該尊重與省思的。

The KUSO TEAM is designed according to visual style of American-style comics or animations appearing in the famous Cartoon Network channel. The beginning of the story is inspired from the process of creation of world describing in the Book of Genesis in the Old Testaments whilst the end of the story is consummated by an end-time battle in the Book of Revelation in the New Testaments. On an imaginative animal planet, the energy crisis is triggered by the overuse of natural resources. In the story, all the characters are adopted from the worldwide protected animals. In the war of energy, the battles among those protected animals show a subsequence of the overuse of natural resources being a disaster of the ecosystem. In the end of the story, the rebirth of the world on the planet shows that the vitality of life itself plays an essential role on the environmental protection.





作品名稱 Title of work

影人
The Inside Man

作者姓名 Name of Applicants

吳芷麟
Chih-Lin Wu

學校所在地 Location of School

台灣 **Taiwan**

指導老師 Instructor

林廷宜、傅天余
Ting-Yi Lin, Tien-Yu Fu

學校名稱 Name of School/University

國立臺灣科技大學
**National Taiwan University of
Science and Technology**

作品說明 **Concept of the work**
未知的力量驅使男孩踏上尋找自己的旅程，當心底最深的恐懼牽引著他不斷墜落，貼近那無邊恐懼的海洋，海水反覆而平靜的低喃喚醒了記憶，讓男孩想起了自己的源頭，終於他鼓起勇氣推開心中的隔膜，與恐懼貼近的共存。

An unknown force lured the boy onto a journey. During the journey, the boy's inner fear kept dragging him down towards the infinite ocean of fear. The tides of the ocean engulf him, each time hammering him closer and closer to the shore of his true self, it reminded him of the peaceful tenderness of mother's womb. Finally, he acquired enough courage to push aside his inner boundaries, and faced his own fear. He found harmony between the unknown and known. He came to realize that fear was not only within himself, but also apart of who he truly is....



An unknown force lured the boy onto a journey to find his true self
Atmosphere: mysterious



During the journey, the boy's inner fear kept dragging him down towards the infinite ocean of fear.
Atmosphere: scary, danger

作品名稱 Title of work

勇氣
Courage

作者姓名 Name of Applicants

郭靜媛、陳孟詩、朱嘉誼、柯昶安、
賴羿穎、林宛奇

Jing-yuan Guo, Meng-Shi Chen
Jia-Yi Zhu, Chang-An Ko
I-Ying Lai, Wan-Qi Lin

學校所在地 Location of School

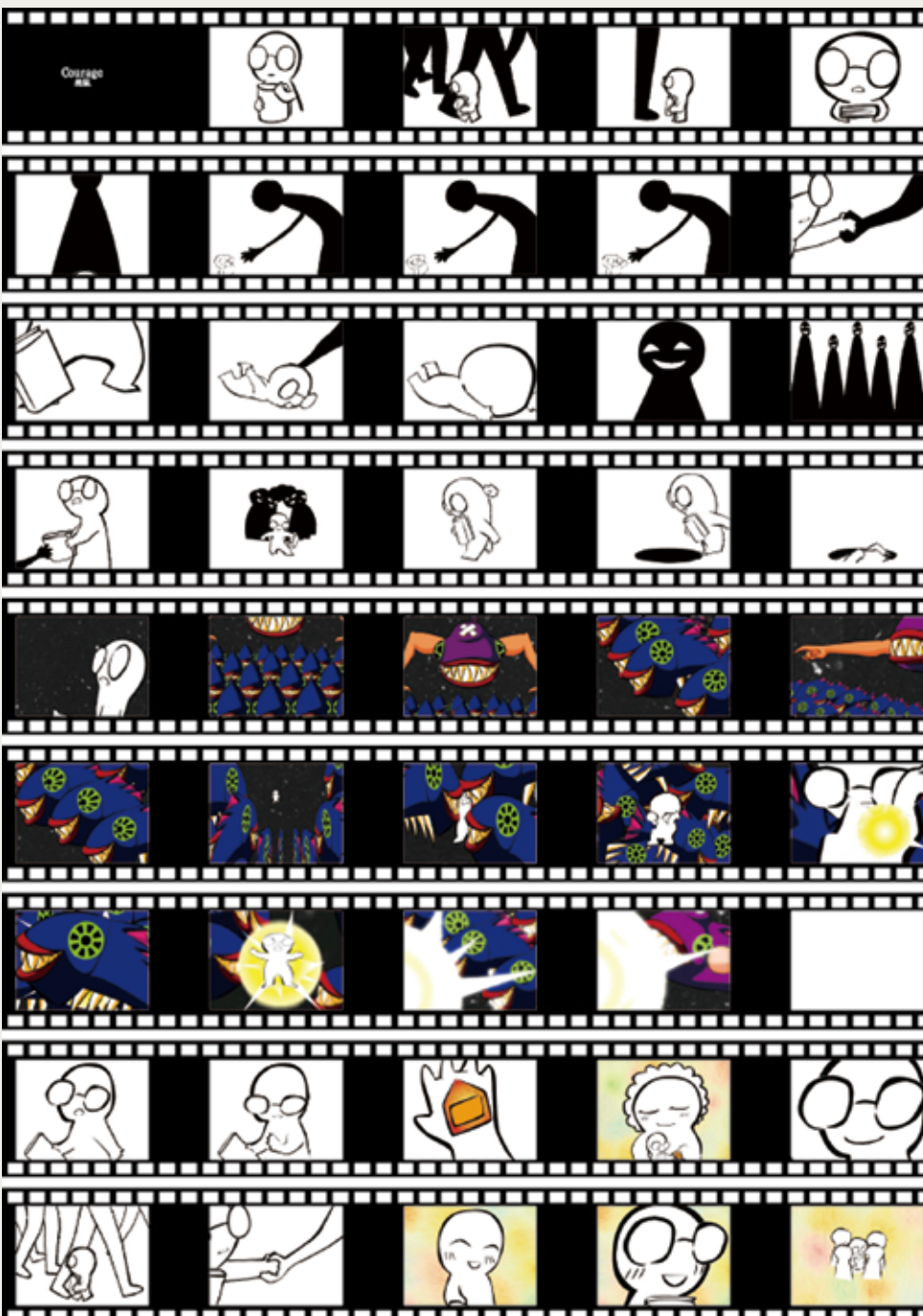
台灣 Taiwan

指導老師 Instructor

陳俊安、羅妙如
Jun-An Chen, Miao-Ru Luo

學校名稱 Name of School/University

復興商工
Fu Shin Trade and Art School



作品說明 Concept of the work

主角因為對自己沒自信而總是害怕與人接觸，所以主角下意識的在心中逃避，不小心掉到了心裡那塊恐懼的洞裡，並想像著那些怪物要攻擊他，過程中因為受到媽媽給的護身符的保護，為自己打氣而勇敢接觸那些高大的人影。

But the lead because of self-confident always has not been afraid and the human to oneself contacts, therefore lead sub-consciousness evades in the heart, fell in not carefully the heart in that frightened hole, and imagined these monsters to have to attack him, because in the process received mother to but the charm amulet protection, inflated for oneself contacts these big person's shadows bravely.



作品名稱 Title of work

芯
Pith

作者姓名 Name of Applicants

許雅蓮、林艾妮、邱美麟、吳亭儀、吳伊淨
Ya-Lien Hsu , Ai-Ni Lin , Mei-Lin Qiu
Ting-Yi Wu , Yi-Jing Wu

學校所在地 Location of School

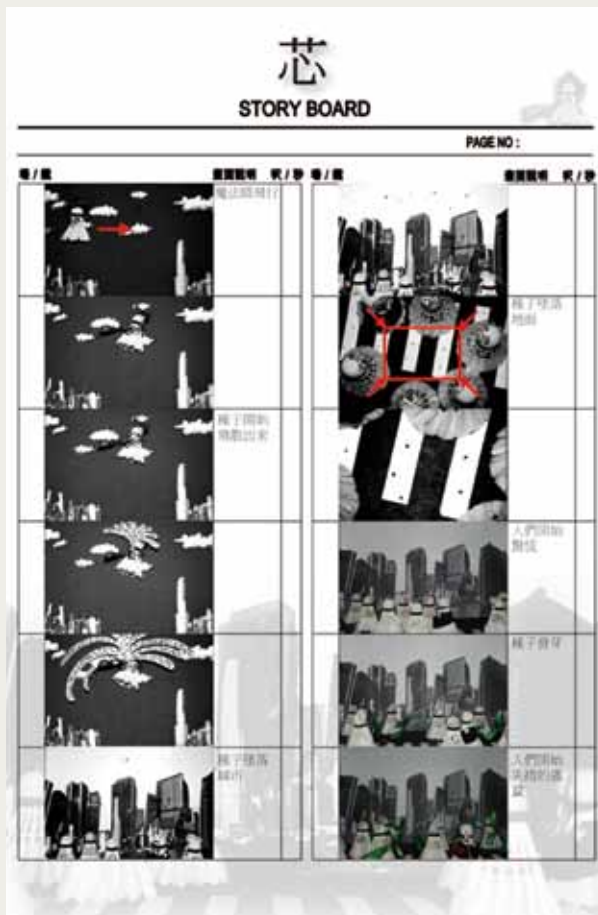
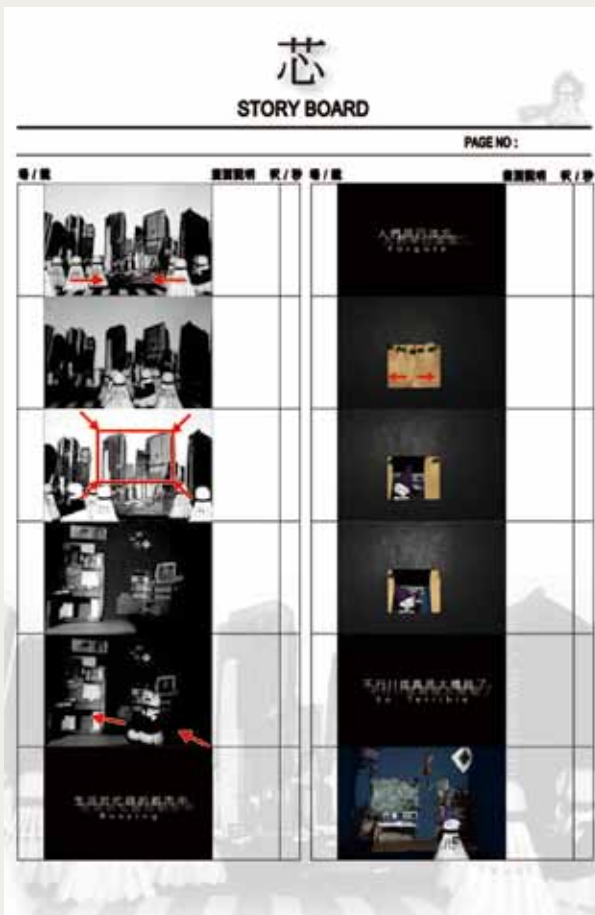
台灣 Taiwan

指導老師 Instructor

蔡子璋、游曉貞
Zih-Wei Cai , Xiao-Zhen You

學校名稱 Name of School/University

國立臺中技術學院
National Taichung Institute Of
Technology



作品說明 Concept of the work

我們雖然生活在這個環境裡，卻對周遭的人事物很陌生，藉由空心來表示，人們奔波於自己的生活，沒有多餘的心力對待他人。希望由此部片子讓人回想科技發達之前人與人互動的真實感，重回自然的懷抱。最後以夢中來代表一種希望，我們還有機會可以把這世界變回那人們心中最原始的面貌。

Even though we live in this world, we may not be aware of things happening around us. People put their effort in their life, so not much effort could be spread for others. Our hope is, through this film, people can recall the memories of the interaction between people before the technology's growth and gradual importance in our life. When we think of these memories, we also return to where we were from. In the end, we use the dream to represent a hope; we still have a chance to change the world into what we knew.

作品名稱 Title of work

Apple & Worm

作者姓名 Name of Applicants

**李冠燁、劉筱婷
Kuan-Ye Li, Hsiao-Ting Liu**

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

**張白苓
Irene Chang**

學校名稱 Name of School/University

**世新大學
Shih Hsin University**



作品說明 Concept of the work

「Apple & Worm」是一部 2D 卡通風格的趣味短篇動畫。蘋果與蟲，在這充滿衝突的關係裡，究竟會產生出什麼樣的火花？蟲的出現對蘋果來說，究竟是危機還是轉機？

“Apple & Worm” is an interesting 2D cartoon style short animation. What will happen in this conflicting Apple and Worm's relationships? Is it actually the crisis or the favorable turn for the Apple because of the Worm's appearance?



作品名稱 Title of work

登記入房
Check in

作者姓名 Name of Applicants

徐子凡、蔡佩君
Tz-Fan Hsu, Pei-Jiun Tsai

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

洪榮澤
Rung-Tza Hung

學校名稱 Name of School/University

大葉大學
Dayeh University

作品說明 Concept of the work

1. 故事：由一位出門旅遊的中年婦女和旅館清潔工人編織而成的愛戀故事。
2. 理念：我們身處在一個充滿控制和誘惑的時代，希望透過中低階層的人物來傳遞我們的觀點。
3. 媒材：傳統手繪動畫結合數位後製來呈現。

We live in a world that full of control and temptation, but the truth always must be cover up with beautiful things. We hope that through an idea of fundamental to find the truth and what we need.

Role:

A middle-aged woman Cillian (To symbolize the masses, life filled with numerous temptations.)The hotel cleaner(To symbolize the bottom of the social, in this story the boss has control over him.) The boss of hotel (Who want to control the world forever.)

Tool:

Hand-drawn animation & Digital post-production.



Check in
登記入房

作品名稱 Title of work

生命的滴答聲
Rhythm

作者姓名 Name of Applicants

曹詩婷、王麗瑜、吳淑慧
**Shih-Ting Tsao, Li-Yu Wang
Shu-Sui Wu**

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

張溥騰
Pu-Teng Chang

學校名稱 Name of School/University

國立臺東大學
National Taitung University



作品說明 Concept of the work

滴答的聲音，是時鐘還是……？張開眼睛會是白色的還是熟悉的陽光？故事用聲音以及小船走入現實與虛無的世界，生命需要冰冷的儀器強迫挽留嗎？生命的滴答聲描述人走到生與死的交界上時無法自我選擇離開或留下的無奈。

Ticking is the clock, or...?The voice transmitted in Granny's ears began to be obscure and changing. Open your eyes. Will the landscape you see be blank or familiar sunshine?The story let sound and rowboat walked into the world between reality and fantastic. Is it really necessary to retain the cold instrument to sustain life? Ticking sound on life describes the helpless that people cannot choose to leave or stay when they go to the junction of life and death.



作品名稱 Title of work

一張樹
A Piece of Tree

作者姓名 Name of Applicants

許少豪、賴易萱、王銘慶、王亭葳、
吳仲鎧、葉傳耀

Shao-Hao Hsu, I-Hsuan Lai
Ming-Ching Wang, Ting-Wei Wang
Chung-Kai Wu, Chuan-Yao Yeh

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

張世明
Shih-Ming Chang

學校名稱 Name of School/University

元智大學
Yuan Ze University

作品說明 Concept of the work
台灣每人年用紙量為兩百公斤，換算整年約為 460 萬公噸，也就是說每年至少需要消耗上百座的大安森林公園來供應每個人的需求。隨意的揉掉一張廢紙，對我們來說像是吃飯睡覺一樣理所當然，然而對於大地的予取予求，所拿走的，終究要償還。大地 - 它是我們的根，我們的本，然而，也許它也沒有足夠的本事，對我們繼續提供無窮無盡的溺愛。

The average consumption of paper per person in Taiwan is 200 kilograms, overall. Taiwanese use 4.6 million of paper annually. That is to say, approximately 100 Da'An Forest Parks will be wiped out to supply for our needs. To most of us, we take it for granted that crumpling a piece of paper is just like eating and sleeping. Yet in the end we will have to pay the price for what we have taken rapaciously from Mother Earth.

The earth is where we belong to; it is also the precious assets we possess. Yet, Mother Nature cannot endure us leading extravagant life.



A Piece Of Tree

The average consumption of paper per person in Taiwan is 200 kilograms, overall. Taiwanese use 4.6 million of paper annually. That is to say, approximately 100 Da'An Forest Parks will be wiped out to supply for our needs.

To most of us, we take it for granted that crumpling a piece of paper is just like eating and sleeping. That very piece of paper might not be significant to you, yet in the end we will have to pay the price for what we have taken rapaciously from Mother Earth.

台灣每人年用紙量為兩百公斤，換算整年約為460萬公噸，也就是說每年至少需要消耗上百座的大安森林公園來供應每個人的需求。
隨意的揉掉一張廢紙，對我們來說像是吃飯睡覺一樣理所當然，一張紙對於你我的意義也許稀鬆平常，然而對於大地的予取予求，所拿走的，終究要償還。



作品名稱 Title of work

復
Reset

作者姓名 Name of Applicants

李京玲、李婉新
Ching-Ling Lee, Wan-Shin Lee

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

李來春
Lai-Chung Lee

學校名稱 Name of School/University

國立臺北科技大學
National Taipei University of
Technology



作品說明 Concept of the work
我們對物質與環境過度的索求，帶來的是幸福亦是無法彌補的損害？回歸自然是否為我們必須思考的道路？破壞的自然無法回復，但我們依然可思考與他共存之方法。

Does it bring happiness or irreparable damage when we demand too much to the environment? Should we return to nature? Destructions of the natural can not reply, but we can still think of the method of coexisting with nature.



作品名稱 Title of work

時空之絆
Cross

作者姓名 Name of Applicants

蔡知昀、謝昌錡、李旻修、劉藜毓、
尤禹涵
Jhih-Yun Cai, Chang-Chi Hsieh,
Min-Siou Li, Jhen-Yu Liou
Yu-Han You

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

方彩欣、廖崇政、王年燦
Tsai-Hsin Fang, Chung-Cheng Liao
Nian-Can Wang

學校名稱 Name of School/University

輔仁大學
Fu Jen Catholic University



作品說明 Concept of the work

故事述說一個科學家父親因為忙於研究工作，疏於對孩子的關心，而失去了自己的兒子，父親在失去兒子的這段時間裡，不斷的反省自己，尋找錯誤的根本，才發現最重要的是親子間的感情，於是他決定要打造出一台時光機器，回到過去，拯救這一段失去的親情。故事名為時空之絆，兩條時間線交叉所形成的時空，而那個失去孩子的痛也是讓父親有所領悟的根源。

The story is about a scientist engaging in research work, neglecting care of child, and then he lost his son. During this time, he reflected continuously and looked for the root of all wrong. He found what the important of life is family, thus he decided to build a time machine. Back to the past, and recovered that gone relationship. The story is named CROSS. That is the point crossed by two time lines, and that point is the fundamental let father to come to comprehend.

作品名稱 Title of work

創造
Creation

作者姓名 Name of Applicants

盧瑄盈
Hsuan-Ying Lu

學校所在地 Location of School

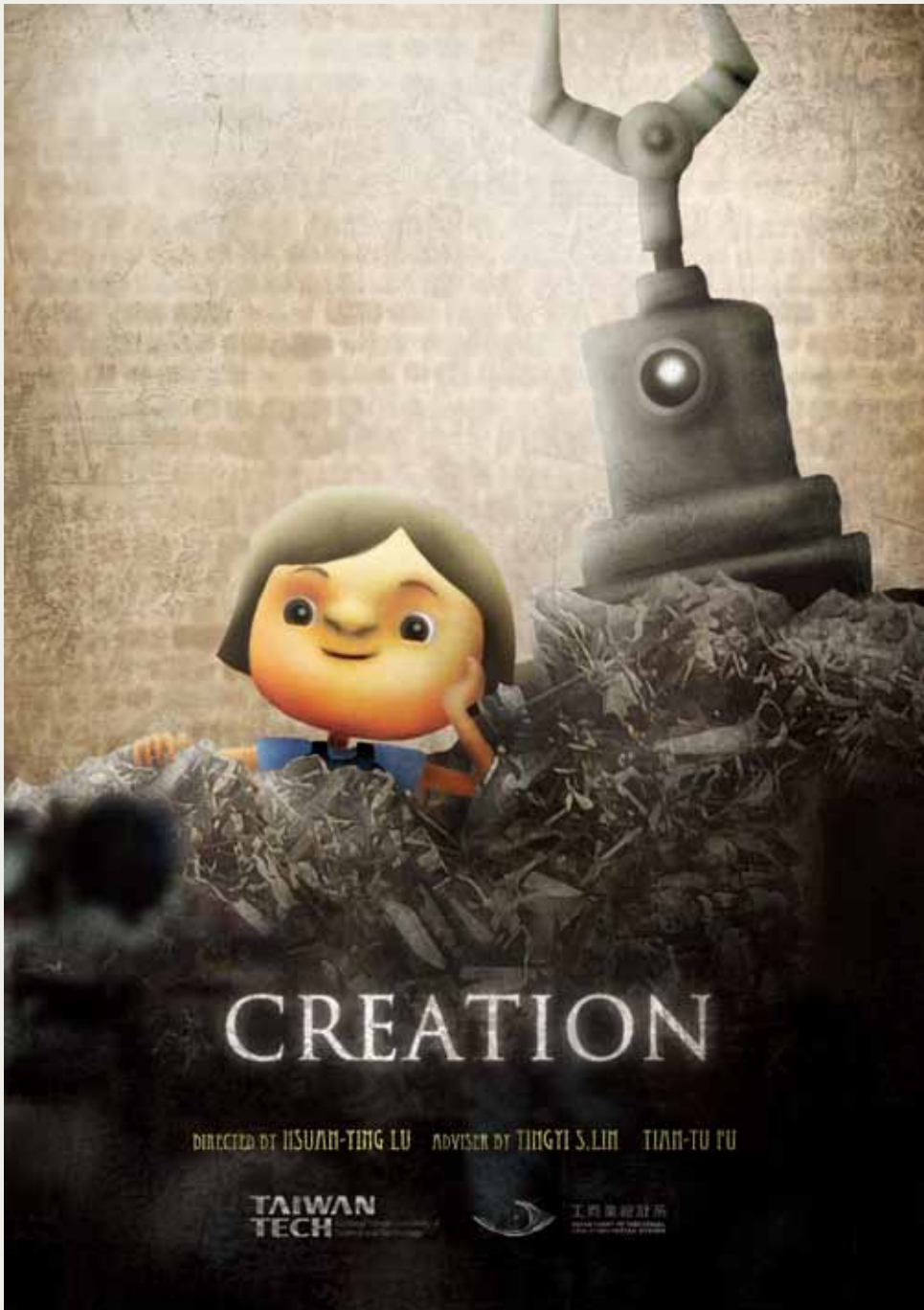
台灣 Taiwan

指導老師 Instructor

林廷宜
Tingyi S. Lin

學校名稱 Name of School/University

國立臺灣科技大學
National Taiwan University of
Science and Technology



作品說明 Concept of the work
人類濫用資源的同時，就是讓世界走向毀滅的開始，人們只剩下自己製造出來的產物為伍，一片虛無、荒涼便是我創作這個世界的一個出發點。片中主人翁的角色，是由一個小女孩擔任，表現出人類無助的心靈的視覺對比，也象徵下一代必須接受這個環境的事實，小女孩在片中從垃圾堆裡發現了一個書本投影機，投影機投射出的綠意盎然畫面令小女孩心動不已，就在投影機壞掉的那一刻，小女孩下定決心要創造出她剛剛看到的綠意景象。

Once the human beings are wasting the resources on earth, it is the time to go to the catastrophe. Only human-made products are with us. However, when the earth is full of bleakness and desolation, it is also the beginning of the creation. The main character of the film is a little girl who is the representative of the humans with the hollow hearts and with the helplessness to face the chaos. In the film, the girl found a projector in the junk. The green-world picture from the projector attracts the girl's attention and she was so touched. At that moment, she decided to create the vision she saw.



作品名稱 Title of work

對·話
Speaking-with-your-self

作者姓名 Name of Applicants

何寶文、吳旻芳
Pao-Wan Ho, Min-Fang Wu

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

楊美美
Mei-Mei Yang

學校名稱 Name of School/University

朝陽科技大學
Chaoyang University of Technology

作品說明 Concept of the work
保有最初的夢想追求並實踐它是一件辛苦卻美好的事。透過自我對話來追尋本質檢視自己，由於這其中有不少外在抨擊，也有年紀增長所導致的質疑，然而這些都是經驗的累積，是成長的印記，也是我們透過對錯之間的汲取，探索出真正的自己，並轉變成理想花朵。

Keeping the first dreams and pursuit it was a hard but good things. Through speaking with yourself, you can pursue your essence to survey yourself. In the process, you must to stand lots of outside attacks, and suspect yourself when you grow up, but this was accumulative experiences, imprint of growth, explore yourself between correct and wrong, and turn to ideal flowers.



作品名稱 Title of work

**點
Dot**

作者姓名 Name of Applicants

**陳仕庭、黃郁臻、鍾劭君
Shih-Ting Chen, Yu-Jhen Huang
Shao-Jyun Zhong**

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

**呂文宗、葉國松
Wun-Zong Lyu, Guo-Song Ye**

學校名稱 Name of School/University

**東方技術學院
Tung Fang Design University**



作品說明 Concept of the work

人的根本，即是整體動畫的基本主旨。仔細咀嚼自我的記憶，回歸當初，那最初單純的畫面……利用圖案最初的元素 - 點，來表現生命的根本，由遇見、發生、過程、歷練、面臨、結束之發想，建立基本主幹，構成其作品呈現。

The basis of human beings is the basic primary intention of overall animation. When chewing the self-memory carefully, you are able to return to the first beginning, the first pure picture, of your life. Using the design of initial element -- spot, to display the basis of life, you are to build up the prime trail by meeting, happening with, processing, experiencing, and, facing and ending what you have thought of, which has established the basic branch of the work to have it presented.



作品名稱 Title of work

旗津
CIJIN

作者姓名 Name of Applicants

江秉穆、廖浩至
Pin-Mu Chiang, Hao-Chih Liao

學校所在地 Location of School

台灣 Taiwan

指導老師 Instructor

無
None

學校名稱 Name of School/University

國立高雄師範大學
National Kaohsiung
Normal University

作品說明 Concept of the work
旗津是高雄的發源地，裏頭包含了許多具有歷史文化代表性的地標以及觀光價值，此部動畫短片就以地方特色結合 Station ID，展現不同面貌。

Cijin is the birthplace of Kaohsiung; inside contains many historical and cultural landmark and tourist representative value, this animated short on the combination of local characteristics, Station ID, show different features.

CIJIN 旗津

Cijin is the birthplace of Kaohsiung, inside contains many historical and cultural landmark and tourist representative value, this animated short on the combination of local characteristics, Station ID, show different features.

旗津是高雄的發源地，裏頭包含了許多具有歷史文化代表性的地標以及觀光價值，此部動畫短片就以地方特色結合Station ID，展現不同面貌。

作品名稱 Title of work

Pagani Zonda R Promotion Video

作者姓名 Name of Applicants

Hugh Wyeth

學校所在地 Location of School

英國 UK

指導老師 Instructor

無
None

學校名稱 Name of School/University

Brunel University West London



作品說明 Concept of the work

一部關於 Pagani Zonda 跑車的商業廣告，利用 3D Studio Max 製造其中部分場景，其中部分靈感來源取自義大利平面設計與電影攝製藝術。

A project to model and animate a Pagani Zonda car and to create a short television commercial from it aimed at glamorizing the Pagani brand using an original style. The outside and inside of the car were modeled from scratch using 3D Studio Max and several environments were created to place it in. It was then animated and rendered out as part of a commercial for the car. Taking inspiration from Italian graphic design and cinematography to create a piece which is set in Milan, the Palmach museum in Israel and the Shoji Ueda museum in Japan.



作品名稱 Title of work

**魔術手 2
Magic Hand 2**

作者姓名 Name of Applicants

**謝璨羽
Tsan-Yu Hsieh**

學校所在地 Location of School

德國 Germany

指導老師 Instructor

Ulrika Eller-Rueter

學校名稱 Name of School/University

**Alanus University of Arts and
Social Sciences**



作品說明 Concept of the work

我的影片主題是「魔術手」，因為影片內並不是魔術表演，而是用手來呈現魔術的感覺。他會產生一種視覺上的趣味性，感覺類似默劇表演；背景音樂是以鋼琴，讓影像不是只有呈現魔術的感覺，還帶有彈鋼琴的感覺。紅色的手動沒多久會有藍色，是利用紅藍綠灰色的顏色變化讓影像感覺更為鮮明；顏色交錯的時候會呈現類似萬花筒的感覺，輕快的節奏和交錯的顏色會產生視覺和聽覺的共鳴。

The theme of my video is "Magic Hands". Instead of performing actual magic tricks, it will be presented only by the movements of hands to reveal the magic-like feeling. Using piano as background music will bring out not only just the feeling of surprising but also an enjoyable visual effect just like watching pantomimes. Part two is using the tricks of colors to make those movements even more vivid, lively and splendid. With the brisk rhythm and interlaced colors, it will reveal the kaleidoscopic vision and create a visual and auditory resonance.



F u n d a m e n t a l

評審簡介 Jury Introduction

初選評審 Jury of preliminary stage

產品設計 Product Design

W.H. Chan 詹偉雄
Wei Kung Liu 劉維公
Jung-Ya Hsieh 謝榮雅
Yu-Tsung Hu 胡佑宗

視覺設計 Visual Design

Leslie Wing Kei Chan 陳永基
Stony Cheng 程湘如
Ken-Tsai Lee 李根在
Taddy Ho 何清輝
Ying-Chuan Huang 黃溼權

數位動畫 Digital Animation

Jack Chuang 莊志適
Chin-Huei Fu 傅鏡暉
Chun-Cheng Hsu 許峻誠
Chris Mc Huang 黃茂嘉
Fang-Yin Lin 林芳吟

決選評審 Jury of final stage

產品設計 Product Design

Peter Bech
Royce Y. C. Hong 洪裕鈞
Kazushige Miyake 三宅一成
Motoo Nakanishi 中西元男
Jeff Dah-Yue Shi 石大宇

視覺設計 Visual Design

Ching-Wen Chen 陳清文
Richard Henderson
Kyoji Kotani 小谷恭二
Robert L. Peters
Qing-Yang Xiao 蕭青陽

數位動畫 Digital Animation

Etsuo Genda 源田悅夫
Doug Jaeger
Jing-Jie Lin 林靖傑
Shu-Min Lin 林書民
Joerg Suermann

產品設計 Product Design



丹麥 Denmark

Peter Bech

丹麥 INDEX 設計聯盟總裁
哥本哈根歐克森廳 (Øksnehallen) 文化藝術展覽館前總監
哥本哈根中心的技術指導
Værket 音樂戲劇廳技術指導
Chief Operating Officer, INDEX:Design to Improve Life, Denmark
Former Director, Øksnehallen:exhibition center for the arts, commerce and culture, Copenhagen.
Former Director of Værket, a music and theatre venue in Randers.



台灣 Taiwan

洪裕鈞 Royce Y.C. Hong

愛比科技股份有限公司總經理
十一事務所總經理
安捷達顧問股份有限公司共同創辦人
網路家庭國際資訊股份有限公司創意總監
CEO & Big Head of Design, IPEVO Corp.
CEO, XRANGE
Co-Founder, AGENDA Corporation
Creative Director, PChome Online Inc.



日本 Japan

三宅一成 Kazushige Miyake

日本 Miyake Design 負責人
日本 無印良品設計師
日本 深澤直人設計師
日本 IDEE, IDEO 設計師
Designer & Founder, Miyake Design, Japan
Designer, Muji, Japan
Designer, Naoto Fukasawa Design, Japan
Designer, IDEE, IDEO, Japan



日本 Japan

中西元男 Motoo Nakanishi

PAOS 創辦人
日本 CI 戰略會議最高顧問
日本 World Good Design 總監
日本桑澤設計研究所教授
日本 G-Mark 常任審議委員
CEO, Motoo NAKANISHI Office [PAOS]
President, PAOS Beijing
President, PAOS Shanghai
CEO, World Good Design (WGD) Inc.

決選評審
Jury of final selection

初選評審
Jury of preliminary
selection

產品設計 Product Design



台灣 Taiwan

石大宇 Jeff Dah-Yue Shi

台北清庭 Dragonfly Gallery 及北京清庭文創文化發展有限公司創辦人
德國紅點 red dot 產品設計獎及臺灣創意設計中心頒發之「金點設計標章」。

德國 iF Communication Design Award

作品曾在國內外無數重要展覽中展出

Founder, Dragonfly Gallery, Taipei & Beijing

Red dot Product Design Award 2010

Red dot Product Design Honorable Mention 2009

iF Communication Design Award 2008

Works are shown at many prestigious international exhibitions.



台灣 Taiwan

詹偉雄 W.H. Chan

現任學學文創志業副董事長

曾任【數位時代】雜誌總編輯

曾任職於《天下雜誌》、達一廣告、博客來網路書店。

1992-1997 個人廣告工作室。

曾出版《迫力的東京》(天下雜誌, 1993)、《e 呼吸》(正中書局, 2002)、《美學的經濟》(風格者, 2005)、《球手之美學》(遠流, 2005)、《風格的技術》(風格者, 2008) 等小書。

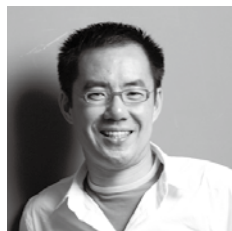
Vice President, XueXue Institute

Chief Editor, Business NEXT (1999-2005)

Worked at Common Wealth magazine, Da-I Advertisement, and Books internet bookstore

W.H. Advertising Studio (1992-1997)

Several books published in Taiwan



台灣 Taiwan

劉維公 Wei-Gong Liu

東吳大學社會學系專任副教授

實踐大學工業產品設計研究所兼任副教授

台灣創意經濟促進會理事長

中華民國藝術文化環境改造協會常務理事

台北市政府文化產業發展委員會委員

經濟部工業局創意生活產業發展計畫技術委員會委員

忠泰建築文化藝術基金會董事

上善人文基金會董事

Associate Professor, Department of Sociology, Soochow University

Associate Professor, Department of Industrial Design, Shih Chien University

Executive Director, Association of Creative Economy, Taiwan

Executive Director, Association of Culture Environment Reform Taiwan

Member, Cultural Industry Development Committee, Department of Culture Affairs, Taipei City Government

Member, Creativity Life Industrial Development Project Technical Committee,

Industrial Development Bureau, Ministry of Economic Affairs

Member of the Board, JUT Foundation for Arts and Architecture

Member of the Board, Shang Shan Human Culture Foundation

產品設計 Product Design



台灣 Taiwan

謝榮雅 Jung-Ya Hsieh

奇想創造群 GIXIA GROUP 創辦人及設計總監

大可意念傳達 Duckimage 創辦人

學學文創志業 XueXue Institute 股東及課程講師

國際工業設計史來首奪五項國際設計金獎之華人設計師，至今已逾七十六座國際四大設計獎 (德國 iF/ 德國 reddot/ 美國 IDEA/ 日本 Gmark). 譽為台灣設計朝向國際的推進者，更讓台灣在國際設計地位改寫歷史。

Founder & Design Director, GIXIA GROUP

Founder, Duckimage

Shareholder & Instructor, XueXue Institute

Many international awards received including iF, reddot, Idea, Gmark, etc.



台灣 Taiwan

胡佑宗 Yu-Tsung Hu

現任唐草設計 ndd design tainan 總經理 (2000.6-)

現任中華民國工業設計師協會 (CIDA) 理事

現任台灣設計聯盟 (TDA) 理事

「點 心設計邀請展」策展人 (2006~)

無數國內重要設計競賽評審

台灣優良產品設計獎十多座、2006 桐花季商品競賽首獎、2008 德國 Red Dot 設計獎、2009 美國 IDEA 銅牌獎、2010 德國 iF 設計獎等大獎。

曾策展無數國內重要設計活動。

Chief Manager, ndd design Tainan

Member of Council, China Industrial Designers Association (CIDA)

Member of Council, Taiwan Design Alliance (TDA)

Judges of many significant competitions

Many international awards including IF, Red Dot, and IDEA awards

視覺設計 Visual Design



台灣 Taiwan

陳清文 Ching-Wen Chen

福康形象設計公司創意總監
中華民國美術設計協會常務理事
設計印象「台灣創意百科」形象識別作品徵集評審委員
2011 台灣設計年活動識別徵選首獎
2010 台灣國際平面設計大賽品牌識別類新秀獎
曾擔任國內外重要設計競賽評審
Creative Director, VORKON Identity & Image Management
Member of Council, The Graphic Design Association of the Republic of China
First Prize, Visual & Icon Design, Taiwan Year of Design
New Talents Award, Taiwan International Graphic Design Competition
Judge of many important visual design competitions



澳洲 Australia

Richard Henderson

澳洲 R-Co 設計總監 / 執行總監
2000 年雪梨奧運及墨爾本聯邦運動賽主視覺設計
2008 年北京奧運顧問
澳洲平面設計協會創辦人
設計書籍 "The Value of Creativity and Identity" 作者
曾榮獲 Apple Master Award 以及 Monash University Distinguished Alumni Award
CEO & Design Director, R-Co Australia
Design director of the identity for the Sydney 2000 Olympic Games
Visual identity consultant for the Melbourne 2006 Commonwealth Games
Visual consultant, Beijing 2008 Olympic Games
Founder, Australian Graphic Design Association
Author, "The Value of Creativity and Identity"
Received many prestigious awards including Apple Master Award and Monash University Distinguished Alumni Award



日本 Japan

小谷恭二 Kyoji Kotani

名古屋學芸大學教授
日本平面設計協會會員
日本中部設計家協會副會長
日本愛知產業工會專業設計師
中國四川美術學院客座教授
Professor, Nagoya University of Arts and Science
Member of Japan Graphic Designers Association, Inc.
Vice-Chairman of Chubu Creators Club
Design Expert of Aichi Union of Commerce and Industry
Guest Professor of National Shisen University of Art Institution, China



加拿大 Canada

Robert L. Peters

CIRCLE Design Incorporated 設計總監
國際平面設計協會 ICOGRADA 前會長
國際設計聯盟 IDA 創辦人
設計書籍 "Worldwide Identity" 作者
澳洲蒙那許大學設計與美術學院教授
加拿大 INDIGO 設計組織大使
Creative Director, CIRCLE Design Incorporated
Former President, International Council of Graphic Design Association (ICOGRADA)
Founder, International Design Alliance (IDA)
Koopman Distinguished Chari, University of Hartford
Author, "Worldwide Identity"
Honorary Member of the Brno Biennale Association
Ambassador to INDIGO (International Indigenous Design Network)
Designer in Residence in the Faculty of Art & Design, Monash University, Australia.

決選評審
Jury of final selection

初選評審
Jury of preliminary
selection

視覺設計 Visual Design



台灣 Taiwan

蕭青陽 Qing-Yang Xiao

蕭青陽工作室 負責人

第 51 屆葛萊美獎唱片包裝設計入圍 2009

第 50 屆葛萊美獎唱片包裝設計入圍 2008

第 47 屆葛萊美獎唱片包裝設計入圍 2005

貢寮國際海洋音樂祭大會設計師

Founder, Shout! Studio

Grammy Nominated "Best Recording Package" 2009

Grammy Nominated "Best Recording Package" 2008

Grammy Nominated "Best Recording Package" 2005

Hohaiyan Rock Festival Designer



台灣 Taiwan

陳永基 Leslie Wing Kei Chan

現任陳永基設計有限公司創意總監

現任經濟部商業司提升商業設計計畫諮詢委員

現任經濟部工業局創意設計發展計畫委任輔導專家

曾任行政院農委會農產品品牌形象及包裝設計輔導顧問

曾任行政院文建會地方產業視覺形象設計委任顧問

曾獲國內外重要獎項 400 餘項，包括包括德國紅點 Red dot 視覺傳達設計、

Grand Prix 全場大獎、Best of the best 大獎及 iF 視覺設計大獎五項、捷克布魯諾

國際平面設計雙年展市長大獎、韓國首爾亞洲海報設計三年展 Grand Prize 全場

大獎、香港設計師協會獎評審大獎、銀獎等、臺灣創作金獎全場大獎、澳門設計

師協會雙年展全場金獎、金獎及銀獎、平面設計在中國銀獎等。

Creative Director, Leslie Chan Design Co. Ltd.

Advisory Committee member, Consultation Committee of Commercial Design

Improvement Project, Department of Commerce, Ministry of Economic Affairs

Commissioned Counselor, Creativity Design Development Project, Industrial

Development Bureau, Ministry of Economic Affairs

Over 400 national and international awards received such as Best of Best, Red Dot,

IF, Grand Prix Award, International Biennial of Graphic Design Brno, The Mayer of the

City of Brno Award (Czech Republic), etc.



台灣 Taiwan

程湘如 Stony Cherng

現任頑石文創開發顧問有限公司創意總監 / 創辦人

現任教育部大學暨技術學院評鑑訪視委員

現任教育部區域產學合作中心暨技術開發中心訪視委員

現任國立臺灣工藝研究所【地方特色工藝扶植計畫】審查委員

現任中華平面設計協會榮譽理事長

現任臺灣海報設計協會常務理事

曾獲國內外無數獎項，包含中華平面協會平面設計類年度金獎、香港亞洲設計展優

異獎、外貿協會國家平面設計獎、中華民國視覺設計展創作金獎、臺灣海報設計獎、

國家設計獎、澳門設計雙年展文創產品銅獎、臺灣視覺設計獎及金點設計獎等

Creative Director & Founder, Stony Design

Visiting Commissioner at the Center for Regional Industry Academia Collaboration and

Center for Technique R&D, Ministry of Education

Convener for Design Group of World Skills Competition, Department of Technological

& Vocational Education, Ministry of Education

Mark Design Platinum Prize Winner, Taiwan Visual Design Award

Chairman of Council, Taiwan Graphic Design Association

Trustee, Taiwan Poster Design Association

視覺設計 Visual Design



台灣 Taiwan

李根在 Ken-Tsai Lee

現任李根在平面設計工作室負責人

曾獲台灣及海外專業設計獎項及參展超過兩百餘次，包含 D&A 獎、圖形設計、海報、型錄年鑑白金、金獎、傳遞藝術年獎、美國平面設計協會 365 設計競賽優異獎，紐約字體指導俱樂部年獎，One show 設計獎，Red-dot 傳遞設計獎，How 雜誌國際設計競賽，自我宣傳設計競賽、東京字體指導俱樂部年獎、香港設計師協會金獎、IDN 亞太平面設計大賽全場最佳平面設計大獎、時報廣告獎等大獎。

Founder of Ken-tsai Lee Design Studio

Many national and international awards received such as D&DA Award, AIGA 365 Annual Competition Awards, Red dot, IDN, Tokyo Type Directors Club Annual Award and Taiwan National Design Award, etc.

Judge, New York Festival

Solo exhibition, 456-Gallery, Soho New York

Taiwan Representative, Art Directors Club New York

Great China Region Representative, Type Directors Club New York



台灣 Taiwan

何清輝 Taddy Ho

現任 BBDO 黃禾國際廣告公司 營運董事

現任行政院新聞局出版品美術設計諮詢委員

現任中華民國美術設計協會 常務理事

現任臺灣海報設計協會 常務理事

曾任國際 CLIO 廣告獎評審

曾任倫敦國際廣告獎評審

Director of Operating Committee, BBDO Taiwan Advertising Co., Ltd.

Member of Consulting committee in Information Bureau's publication artistic design executive

Managing Director, Artistic Design Association of R.O.C.

Managing Director, Taiwan Poster Design Association

Juror, CLIO Award

Juror, London International Awards



台灣 Taiwan

黃澄權 Ying-Chuan Huang

現任高雄市廣告創意協會理事長

現任紫銅藝術工坊負責人

現任中華紙藝協會常務理事

現任臺灣設計聯盟理事

文建會鐵道藝術網絡枋寮藝術村駐村藝術家

曾參與國內外無數重要藝術展覽

Chairman of Council, Kaohsiung Creators Association

Founder, Zi Tong Arts Studio

數位動畫 Digital Animation



日本 Japan

源田悅夫 Etsuo Genda

2005-2008 亞洲數位藝術設計協會會長 (Asia Digital Art and Design Association)

2008 日本九州大學大學生院藝術工學府代表

2006 日本九州大學感性融合創造中心長

2000 亞洲數位藝術獎 Asia Digital Art Award (ADAA) 事務局長

Professor, School of Design, Kyushu University, Japan

Head of Asia Digital Art and Design Association 2005-2008

Representative of Kyushu University, Graduate School of Design 2008

Head of Kyushu University KANSEI center for Arts and Science 2006

Secretary-General of Asia Digital Art Award (ADAA) 2000



美國 U.S.A.

Doug Jaeger

美國 ADC 紐約藝術指導協會主席

美國紐約 Taxi INC 創意總監

TBWACHiatDay, JWT and Agency.com 設計領導

thehappycorp, global/lvhrd 創辦人

作品包含 MOMA, VH1, Absolut Vodka, and Idealist.org

President, Art Directors Club, New York, U.S.A.

Innovation Director, Taxi INC, New York, U.S.A.

Leadership position, TBWACHiatDay, JWT and AGENCY.com

Founder, thehappycorp, global/lvhrd

Works include MoMA, VH1, Absolut Vodka, and Idealist.org



台灣 Taiwan

林靖傑 Jing-Jie Lin

【最遙遠的距離】榮獲 2007 台北電影節台北電影獎評審團獎以及第 64 屆威尼斯影展影評人週獎

2008 羅馬亞洲電影節 榮獲【最佳導演】

2007 東京影展 入圍【亞洲之風】單元

2007 釜山影展 亞洲之窗單元

2006 榮獲金馬國際數位短片競賽最佳台灣影片

2008 Best Director, The Asian Film Festival in Rome

2007 Nominated, Tokyo Film Festival

2007 The 64th.Critics' Week Award, Venice Film Festival

2007 Jury's Award, Taipei Film Festival

2006 Best Taiwan Film, Golden Horse International Digital Shorts Competition



台灣 Taiwan

林書民 Shu-Min Lin

上海證大文化創意發展有限公司、上海證大喜瑪拉雅置業有限公司總裁

2007 協同策劃奧地利國際電子藝術節，並擔任作品評審

2006 上海雙年展六位策展人之一

2004 國際藝術展覽策劃公司執行長

President of Shanghai ZENDAI Creative Development Co.,Ltd. & Shanghai ZENDAI Himalayas Real Estate Co.,Ltd.

Co-planning in Prix Ars Electronica-International Competition for Cyber Arts, also served as judge for the Competition, 2007

One of the planners of the Shanghai Biannual Art Exhibition, 2006

CEO, Planning Company for International Art Exhibition, 2004

The Planner of the Taiwan Gallery at Venice Biannual Exhibition, 2003

決選評審
Jury of final selection

數位動畫 Digital Animation



德國 Germany

Joerg Suermann

德國 DMY 柏林國際設計節創辦人 / 總監

E2 online gallery 創辦人

JPECH 多媒體創辦人

曾策展過無數國際知名的多媒體設計展

Founder and Managing Director, DMY Berlin

Founder of E2 online gallery

Founder of JPECH

Executed many international prestigious design exhibitions and installations.

初選評審
Jury of preliminary
selection



台灣 Taiwan

莊志適 Jack Chuang

現任賽斯動畫特效製作工作室導演 / 創意總監

曾任宏廣 3D 部門資深動畫總監

“紅孩兒決戰火焰山” 獲第四十二屆金馬獎最佳動畫片與 2005 年亞太影展最佳動畫片

“火燒島之橫行霸道” 入圍第三十四屆金馬獎最佳視覺特效

“林旺爺爺的故事” 榮獲 2005 年新聞局輔導金

曾參與製作無數著名迪士尼、華納、及環球等長片 3D 製作

Creative Director & Director, Seth Animation Production

Former Senior Animation Director, Wang Film Productions Co. Ltd

Best Animation, 42nd Golden Horse Awards & Asia Pacific Film Festival

Best Visual Effects Nominated, 34th Golden Horse Awards

Subsidy For Film Production, Government Information Office of R.O.C.

Many significant Disney, Warner, and Universal 3d Animation productions



台灣 Taiwan

傅鏡暉 Chin-Huei Fu

現任龐波企管顧問公司資深顧問

現任中華網路多媒體協會監事

現任經濟部工業局數位內容週報專欄作家

曾任果核數位股份有限公司營運長

曾任遊戲橘子數位科技台北研發處處長

曾任優邦數位科技副總經理

曾任大宇全球網路科技公司創意總監

曾任國內多項軟體、多媒體、網站競賽評審

Member of Council, China Multimedia Association

Column Writer, Industrial Development Bureau, Ministry of Economic Affairs

Former Chief Operating Officer, Seedo Games Co., Ltd.

Former Director, Office of Research and Development, Gamania Digital Entertainment Co., Ltd., Taipei.

Former Vice General Manager, Ubon Technology Corp.

Former Creative Director, Softstar Entertainment Inc.

Judge of many software, multimedia, and website competitions.

數位動畫 Digital Animation



台灣 Taiwan

許峻誠 Chun-Cheng Hsu

現任國立交通大學傳播與科技學系專任助理教授 / 應用藝術研究所助理教授
「中華民國斐陶斐榮譽學會」會員

曾獲金蝶獎－創意書籍設計榮譽獎 (2008)

曾獲國家設計獎－優良視覺傳達設計作品 (2007)

曾獲國際大阪設計競賽傑出設計作品獎 (2007)

Assistant Professor, National Chaio Tung University

Member of "The Phi Tau Phi Scholastic Honor Society"

Golden Butterfly Award: Award for Publishing Art 2008

Best Visual Communication Design Award, Taiwan Design Award 2007

Outstanding Design Award, International Osaka Design Competition 2007



台灣 Taiwan

黃茂嘉 Chris Mc Huang

現任平台文化事業有限公司總監

曾任藝之森國際藝術顧問公司專案經理 (2004-2006)

曾任財團法人紙風車文教基金會 / 紅樓劇場專案企劃 (2003-2006)

曾任台灣音樂文化國際交流協會常務理事 (2003-2006)

曾任中子文化股份有限公司總監 (2002-2003)

曾任奇美文教基金會 / 奇美博物館駐英國代表 (1999-2002)

曾任滾石新樂園製作公司駐歐洲代表 (1999-2002)

曾策畫無數過內外重要藝文活動，包跨台灣音樂文化國際交流協會募款、DMC / Time = Camera.get (1)、信仰 - 當代前衛錄像藝術展、旅英藝術家聯展、狄普福 X 藝術節、拼貼派對 - 殘存等。

CEO, Enlightenment Media (Taiwan)

Project Manager, Art Forest International ART Consulting Co., Ltd (204-2006)

Project Planner, Paperwindmill Foundation/ The Red House (2003-2006)

Executive Director, Taiwan Music Culture International Alternation Association (2003-2006)

Talent Development CEO, Neutron Culture CO., Ltd. (2002-2003)

Planned and executed many significant national and international exhibition such as DMC / Time = Camera.get(1), About Believe at South London Gallery, Long Way Home at Gold Smiths Gallery, Deptford X Publication Project at Deptford, London, and Leftover : Collage Party at Goldsmiths Backfields.



台灣 Taiwan

林芳吟 Fang-Yin Lin

現任頑石創意股份有限公司總經理兼任創意總監

曾任美國博物館協會年會「博物館導覽競賽」評審委員 (2009)

曾任雲林科技大學設計學院學程規劃顧問 (2009)

曾任新聞局漫畫劇情獎競賽評審委員 (2008)

曾獲頒美國博物館協會年會競賽學習類銀牌獎 (2007)

曾獲法國博物館協會競賽最高成就獎 (2004)

曾策展規劃多起國內重要藝文展覽

Design director & General Manager, Bright Ideas Design

Juror Committee, American Association of Museums for Museum Tour Competition 2009

Design School Curriculum Consultant, Nation Yunlin University of Science and Technology

Juror Committee, Comic Story Competition, Government Information Office of R.O.C. Silver Medal, Annual Competition of Education, American Association of Museums 2007

Excellence Award, French Association of Museums 2004

Executor of many significant cultural and art exhibitions in Taiwan

根



活動紀實 On the spot

F u n d a m e n t a l

初選紀實

Preliminary Selection

2010 臺灣國際學生創意設計大賽初選於台北時間七月六日假國立臺灣師範大學，由十五位國內設計專家評選來自臺灣、中國、香港、澳門、新加坡、日本、西班牙、馬來西亞、南韓、以色列、加拿大、美國、薩爾瓦多、巴西、德國、英國、法國、義大利、西班牙、捷克、瑞士、比利時、荷蘭、克羅埃西亞、澳洲，來自二十四國家的近三千五百件設計作品。初選評審包括產品設計類學學文創志業副董事長詹偉雄、唐草設計總經理胡佑宗、奇想創造群創辦人謝榮雅、東吳大學副教授劉維公；視覺設計類評審包括頑石文創創辦人程湘如、李根在平面設計工作室負責人李根在、陳永基設計有限公司創意總監陳永基、

高雄市廣告創意協會理事長黃溼權、中華平面設計協會顧問何清輝；及數位動畫類評審包括頑石創意創辦人林芳吟、國立交通大學助理教授許峻誠、賽斯動畫創意總監莊志適、平台文化事業有限公司總監黃茂嘉、中華網路多媒體協會監事傅鏡暉。最後以產品設計類 30 件、視覺設計類 94 件、數位動畫類 37 件作品獲得評審青睞進入決選。

產品設計類進入決選者，將於決選後獲得教育部補助新臺幣 2 萬元作為模型製作費，並以實作模型參與決選。



初選評審團、教育部暨執行小組於初選會場合影

Picture of the preliminary evaluation accreditation team, Ministry of Education and Executive's representatives in preliminary selection

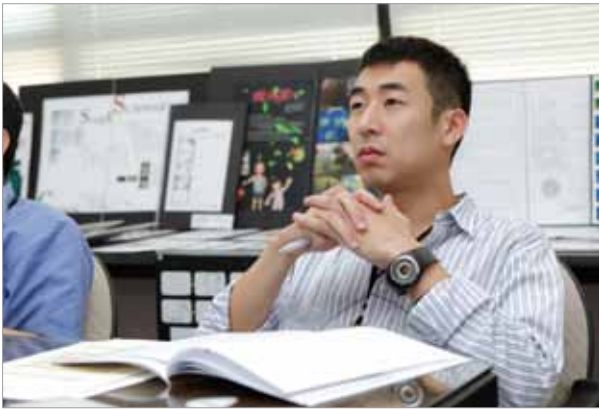
The Preliminary Selection of 2010 Taiwan International Student Design Competition was held on July 8th in National Taiwan Normal University, there were totally 3,498 entries from 24 countries this year, including Taiwan, China, Hong Kong, Macau, Singapore, Japan, Malaysia, Korea, Israel, U.S.A, Canada, Brazil, El Salvador, UK, German, Spain, Italy, France, Czech Republic, Switzerland, Belgium, Netherland, Croatia, and Australia. Jurors of the Preliminary Selection included Product Design Category's Wei-Xiong Chan (Vice President of XueXue Institute), Yu-Tsung Hu (CEO of NDD Design Tainan), Jung-Ya Hsieh (Founder of GIXIA GROUP), Wei-Kung Liu (Professor of Soochow University), Visual Design Category's Stony Cherng (Founder of Stony Design), Ken-Tsai Lee (Founder of Ken-Tsai Lee Design Studio), Leslie Wing-Kei Chan (Creative Director of Leslie Chan Design Co. Ltd.), Ying-Chuan Huang (Chairman of Council, Kaohsiung Creators Association), Taddy Ho (Consultant of Taiwan Graphic Design Association), and Digital Animation Category's Fang-Yin Lin (Founder of Bright Ideas Design), Chun-Cheng Hsu (Assistant Professor of National Chiao-Tung University), Jack Chuang (Creative Director of Seth Animation Production), Chris MC Huang (CEO of Enlightenment Media Taiwan), Chin-Huei Fu (Member of Council, China Multimedia Association).

Finally 30 entries from Product Design, 94 entries from Visual Design, and 37 entries from Digital Animation were qualified into the Final Selection. Finalists of Product Design were supplemented with NT\$20,000 (approx. US\$600) as mockup production fees.



初選視覺設計類評選狀況
Evaluation of visual design category in preliminary selection

初選紀實
Preliminary Selection



初選數位動畫類作品展示區
Displayed area of digital animation category in preliminary selection



初選產品設計類評選狀況
Evaluation of product design category in preliminary selection



初選產品設計類評選狀況
Evaluation of product design category in preliminary selection

決選紀實 Final Selection

2010年臺灣國際學生創意設計大賽決選活動於九月三十日在學學文創志業大樓舉行，由15位海內外知名設計師擔任評審。評審名單含產品設計類日本Miyake Design負責人三宅一成、亞洲CI之父中西元男、丹麥INDEX營運長Peter Bech、清庭文創文化發展有限公司創辦人石大宇、愛比科技股份有限公司總經理洪裕鈞；視覺設計類評審包括日本平面設計協會會員小谷恭二、IDA創辦人Robert L. Peters、澳洲R-Co設計總監Richard Henderson、多次入圍葛萊美獎最佳唱片包裝設計的蕭青陽、福康形象設計公司創意總監陳清文；數位動畫類評審包括德國DMY柏林設計展創辦人Joerg Suermann、ADC紐約藝術指導協會主席Doug Jaeger、日本九州大學教授源田悅夫、羅馬亞洲電影節最佳導演林靖傑、上海證大文化創意發展有限公司總裁林書民。最後選出本年度設計大賽得獎作品：產品設計、視覺設計、數位動畫類的金、銀、銅獎各一名；產品設計類佳作4名，視覺設計類佳作11名，數位動畫類佳作6名；並另選出年度大獎，由產品設計類的作品「掘」獨得新臺幣40萬元獎金。

產品設計的評選過程中，評審們除了讚嘆學生對於解決日常生活小問題的巧思外，部分國外評審特別欣賞具有學生天馬行空想像力特質之作品，「掘」不但生活化且兼顧節能議題，亦以使人感動的表現手法地抒發了人類喜好親近自然與動物的情感，雀屏中選成功地拿下年度大獎；而「防卡水溝蓋」評審們認為是相當貼心且具有實用性的設計，頒給了金獎。

視覺設計類方面，進入決選的作品都已經具有基本的完整度及視覺張力，評審們更著重作品的內在意涵及表現手法的創造力，當然「切題性」也是評分的標準之一。由各國評審組成的代表團中，也看出東西方文化及視覺傳達手法上的差異，部分學者相當欣賞日本學生作品畫面的簡潔，但也屢屢提出對表現意涵上的困惑及質疑。普遍受到多數學生採用的「環保」等題材，雖然符合當前國際議題，但表現手法上多無法突破既有陳規，加之與「根」的切題性稍嫌薄弱，較難博得評審的讚賞。評選最後階段，評審皆一一以各自的觀點詮釋，或對應與作者本身的設計概念是否契合，因此能夠讓評審不因東西方文化差異，能找到相同共鳴的作品往往能勝出。來自克羅埃西亞的「What We Think, We Become」除了將來自世界不同字母運用於海報上的細膩創作手法，及使用材質的特殊外，更以適切的擬化表達對本次主題「根」的闡釋，一舉拿下金獎。

至於數位動畫類方面，評審讚許此次作品一般在概念與說故事上有縝密的思考模式支撐，但音樂搭配與視覺使用手法上還有加強空間；除此之外有作品整體表現十分優秀，但在時間掌握與大賽規定相違背下只能忍痛割愛；最後「Renew/

The Future Not Future」以超過6,000張的細緻鉛筆手繪呈現探討人類未來的黑白動畫，拿到了動畫類的金獎。

評選結束之後，學者們召開檢討會議，並提出許多寶貴的意見供執行單位作參考，包括：將宣傳時間延長或提早，使學生能專注於創作深度符合主題的作品；大賽主題的選定上，亦由國際學者共同商討研擬，訂定更具有世界性的主題等，務使台灣國際學生創意大賽能夠在逐年的努力下，穩定提升作品的質與量。

The Final Selection was held at XUE XUE Institute on September 30th. Jurors of the Final Selection included: Product Design Category's Kazushige Miyake (Founder of Miyake Design, Japan), Motoo Nakanishi (Founder of PAOS Group, Japan), Peter Bech (COO of INDEX: Design to Improve Life, Denmark), Jeff Dah-Yue Shi (Founder of Dragonfly Gallery, Taipei & Beijing), Royce Y.C. Hong (CEO of IPEVO Corp., Taiwan); Visual Design Category's Kyoji Kotani (Member of JAGDA Japan Graphic Designers Association, Inc.), Robert L. Peters (Founder of IDA), Richard Henderson (Founder of R-Co, Australia), Qing-Yang Xiao (four-time nominations of Grammy "Best Recording Package"), Ching-Wen Chen (Creative Director of VORKON Identity & Image Management, Taiwan); and Digital Animation Category's Joerg Suermann (Founder of DMY Berlin, Germany), Doug Jaeger (President of ADC New York, U.S.A.), Etsuo Genda (Professor of Kyushu University, Japan), Jing-Jie Lin (Best Director of 2008 The Asian Film Festival), and Shu-Min Lin (President of Shanghai ZENDAI Creative Development Co.). Finally the Gold, Silver, and Bronze prizes of each category; 4 Honorable Mentions of Product Design, 11 Honorable Mentions of Visual Design, and 6 Honorable Mentions of Digital Animation were awarded. In addition, the Grand Prix was awarded to "After Turn off" from Product Design Category, winning NTD \$ 400,000 (approx. USD \$12,000).

During the selection of Product Design Category, some jurors especially appreciated the limitless imaginations belong to student design. The Grand Prix "After Turn Off" not only brings humors to daily lives but also environmentally concerned, its projection also sensitively expresses human being's natural emotions towards animals. On the other hand, the "Smooth Cover" was awarded as Gold Prize for its thoughtful idea towards women, and the practicality which contributes to urban landscapes.

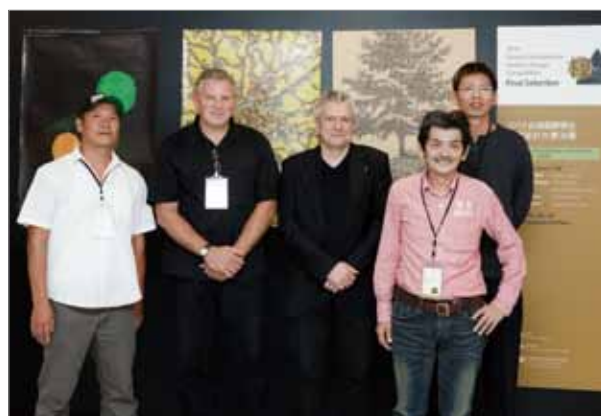
In Visual Design Category, posters qualified into the Final Selection already had basic completeness and visual tensions, therefore jurors were more focused on the inner implications, techniques used, and how posters were "thematic" to the main subject. Differences between eastern and western visual communications also caused controversies in the accreditation team; for example, some jurors appreciated the simplicity of Japanese posters design, but were confused with the inner meanings which majorly more applicable to its own culture.

Although topics associated to ecological awareness were corresponded to international concerns, however they were comparatively irrelevant to the main theme, and the visual representations were generally conventional. During the last evaluation, all jurors tried to interpret each of the posters, or finding correspondences between their ideas and the creators, as a result works which were able to resonate with eastern and western cultures would be advantageous. The Gold Prize of visual design goes to "What We think, We Become" from Croatia apart from the detailed techniques using various characters from worldwide languages and the distinctive print paper, it also applies appropriate metaphors to interpret authors' creativity with the "Fundamental" theme.

In Digital Animation Category, jurors were impressed by the narratives and concepts behind their productions, but they suggested that visual presentations in depths and the

coordination between images and music could be improved. Besides, a few works were pitifully eliminated because of the violation of length-rule; although they were among the highest caliber in overall presentation. Eventually, the experimental 2D animation "Renew/ The Future Not Future", which is carefully created by 6,000 pencil-drawing papers about the imaginations of human's future, wins the Gold Prize in the animation category.

After the selection, the accreditation team had a convention which reviewed the competition and offered valuable suggestions, including the extension of preparation period for students, and the appropriateness of the theme. We hope this will help the students creating thematic designs which also reflect the international phenomenon; making sure both the quantities and qualities will increase steadily in the Taiwan International Student Design Competition.



決審評審團、教育部暨執行小組代表於決選會場合影

Picture of the final evaluation accreditation team, Ministry of Education and Executive's representatives in final selection

決選紀實
Final Selection



決選評選狀況
Evaluation of final selection

2010 臺灣國際學生創意設計大賽作品件數分析表
2010 Taiwan International Student Design Competition Entries Statistics

地區 Region	國家 Country	報名人數 No. of Registration	參賽作品數量 No. of Entry	入圍作品數量 No. of Finalist	得獎數量 Awarded
亞洲 Asia	臺灣 Taiwan	4830	2545	98	18
	中國 China	979	419	19	4
	香港 Hong Kong	26	8	0	0
	澳門 Macau	13	9	1	0
	新加坡 Singapore	98	39	6	1
	馬來西亞 Malaysia	53	23	0	0
	日本 Japan	164	88	14	5
	南韓 South Korea	21	18	6	2
	巴基斯坦 Pakistan	2	0	0	0
	以色列 Israel	2	1	0	0
美洲 America	美國 U.S.A.	58	21	2	0
	加拿大 Canada	17	3	1	0
	尼加拉瓜 Nicaragua	3	0	0	0
	薩爾瓦多 El Salvador	4	1	0	0
	宏都拉斯 Honduras	1	0	0	0
	巴西 Brazil	4	2	2	0
歐洲 Europe	英國 England	20	2	2	0
	德國 Germany	3	2	1	0
	西班牙 Spain	35	25	7	0
	葡萄牙 Portugal	2	0	0	0
	義大利 Italy	4	3	0	0
	法國 France	3	2	0	0
	波蘭 Poland	2	0	0	0
	捷克 Czech Repub.	4	2	0	0
	瑞士 Switzerland	2	2	1	0
	比利時 Belgium	1	1	0	0
	挪威 Norway	1	0	0	0
	荷蘭 Netherland	1	1	0	0
	克羅埃西亞 Croatia	1	1	1	1
大洋洲 Oceania	澳大利亞 Australia	9	2	0	0
	紐西蘭 New Zealand	1	0	0	0
非洲 Africa	獅子山國 Sierra Leone	1	0	0	0
	南非 South Africa	1	0	0	0
	其他/未註明 Others/Not Specify	115	278	0	0
參與學校總數 No. of School Participating		471	249	71	18
參與國家總數 No. of Country Participating		34	24	14	6
作品總數 No. of Entries		6492	3498	161	31

設計講座 Design Lectures

2010 臺灣國際學生創意設計大賽配合決選活動，藉海外知名設計師來台評選期間，於學學文創志業十月一日免費舉辦視覺設計、產品設計、數位動畫國際設計大師系列講座，分享包括工藝美學、品牌形象設計、動畫製作等主題，期待引介全球設計新知給予國內的師生。

The International Design Masters Lecture Series including product design, visual design, and digital animation were held in Xue Xue Institute when the overseas design experts invited to Taiwan for final selection. Topics ranged from the formation of designing products, Cooperate Identity, to animation production etc.



視覺設計類講座 Visual Design Lectures



數位動畫類講座 Digital Animation Lectures



產品設計類講座 / 講師：Peter Bech
The lecture of product design category / lecturer: Peter Bech



產品設計類講座 / 講師：三宅一成 The lecture of product design category / lecturer: Kazushige Miyake



產品設計類講座 / 講師：中西元男
The lecture of product design category / lecturer: Motoo Nakanishi



產品設計 Product Design	國籍 Nationality	服務單位 Company	演說主題 Topic
Peter Bech	丹麥 Denmark	丹麥 INDEX : Design to Improve Life 營運長 Chief Operating Officer of INDEX: Design to Improve Life, Denmark	Design to Improve Life
三宅一成 Kazushige Miyake	日本 Japan	Miyake Design 創辦人 Founder of Miyake Design, Japan	Spontaneous Design
中西元男 Motoo Nakanishi	日本 Japan	日本 PAOS 集團創辦人，亞洲 CI 企 業形象識別之父 Founder of PAOS Group, Japan Adviser of G-Mark, Founder of World Good Design (WGD)	STRAMD: Design Mission of Next Dimension

設計講座
Design Lectures



視覺設計類講座 / 講師：Robert L. Peters
The lecture of visual design category / lecturer:
Robert L. Peters



視覺設計類講座 / 講師：小谷恭二
The lecture of visual design category / lecturer:
Kyoji Kotani



視覺設計類講座 / 講師：Richard Henderson
The lecture of visual design category / lecturer:
Richard Henderson



視覺設計 Visual Design	國籍 Nationality	服務單位 Company	演說主題 Topic
Richard Henderson	澳洲 Australia	澳洲 R-CO 創辦人 Founder of R-CO, Australia	The Design of Identity
小谷恭二 Kyoji Kotani	日本 Japan	日本中部設計家協會副會長 Vice-Chairman of Chubu Creators Club.	Design from Daily Life
Robert L. Peters	加拿大 Canada	國際設計聯盟 IDA 創辦人 Founder of International Design Alliance (IDA)	Design Cause an Effect



數位動畫類講座 / 講師：源田悅夫
The lecture of digital animation category /
lecturer: Etsuo Genda



數位動畫類講座 / 講師：Doug Jaeger
The lecture of digital animation category /
lecturer: Doug Jaeger



數位動畫類講座 / 講師：Joerg Suermann
The lecture of digital animation category /
lecturer: Joerg Suermann

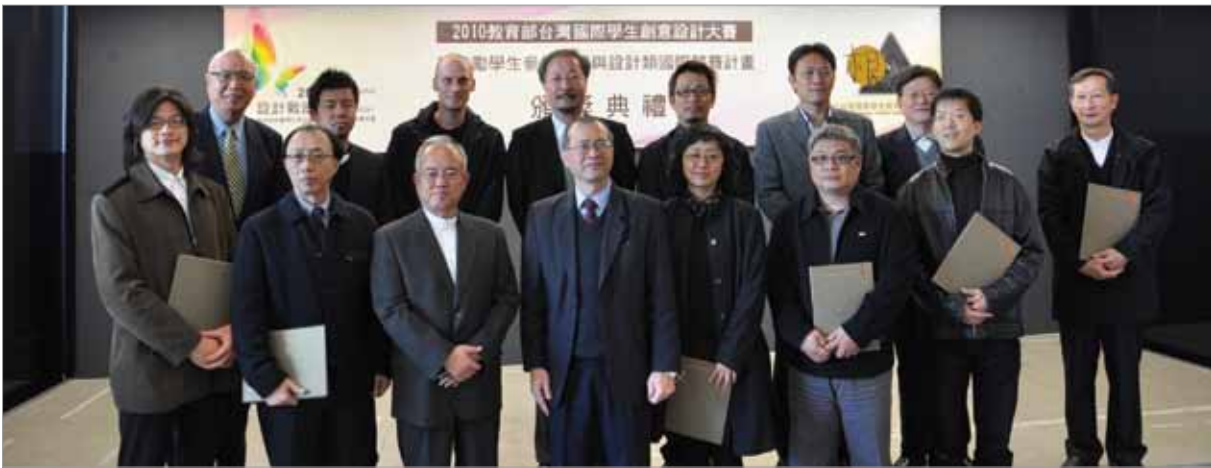


數位動畫 Digital Animation	國籍 Nationality	服務單位 Company	演說主題 Topic
源田悅夫 Etsuo Genda	日本 Japan	日本九州大學設計學院教授 Professor, School of Design, Kyushu University, Japan	CGI creation by artistic expression on the basis of logical thinking
Doug Jaeger	美國 U.S.A	ADC 紐約藝術指導協會主席 President of Art Directors Club New York, U.S.A.	Curiosity and Creativity
Joerg Suermann	德國 Germany	德國 DMY 柏林國際設計節創辦人 Founder of DMY Berlin, Germany	Design Industries and Fundamental Education

頒獎典禮 Award Ceremony

臺灣國際學生創意設計大賽於十二月十七日結合教育部鼓勵學生參加藝術與設計類國際競賽計畫，於第8屆台灣設計博覽會場舉辦頒獎典禮，共計約有二百人參與盛會。主要頒獎人為教育部高教司何卓飛司長，現場頒發包括年度大獎、三類別金銀銅獎及佳作等獎項；現場除台灣本地優秀設計學生獲獎，亦有分別來自克羅埃西亞、日本地區的學生特別專程來台領取獎項。

頒獎典禮當天除教育部何卓飛司長外，現場亦有多位貴賓如1988年韓國首爾奧運主視覺設計人金炫、日本Miyake Design負責人三宅一成、德國DMY柏林設計展創辦人Joerg Suermann一同共襄盛舉並見證台灣設計發展成果；而貴賓的現身不但鼓舞了得獎者，並在下午配合教育部設計戰國策北區研討會的舉辦，以本身的设计心得分享給前來參與的師生。



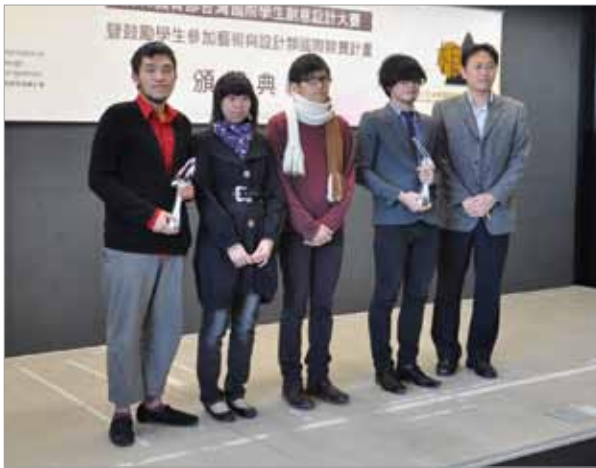
頒獎典禮出席師長與貴賓 Representatives of awarding ceremony



教育部何卓飛司長頒發獎項給三類別金獎得主
Gold award winners were awarded by Zhuo-Fei He, department director from MOE

Awarding ceremony of 2010 Taiwan International Student Design Competition & IDC was held in the 8th TAIWAN DESIGN EXPO on 17th December, about 200 students and instructors attended the ceremony. Prizes including the Grand Prix, Gold, Silver, Bronze, and Honorable Mentions were awarded by Zhuo-Fei He, department director from Ministry of Education. Students from Croatia, Japan also attended the ceremony to claim the awards.

Other guests including Kim-Hyun (Founder of Design Park, Korea), Kazushige Miyake (Founder of Miyake Design, Japan), and Joerg Suermann (Founder of DMY Berlin) also presented the ceremony and held Visual, Product, and Digital Animation design seminars in coordination with IDC for students.



年度大獎頒獎 Winners of the Grand Prix

展覽紀實 Exhibition

想見識設計師如何巧手改造電源開關面板，顛覆電源關閉後黑暗中的異想世界？或是如何運用創意打造「防卡水溝蓋」，不僅避免大型垃圾掉入水溝，還一舉解決女性朋友不敢穿著高跟鞋走在水溝蓋上的問題？這些創意設計都來自學生的巧思！緊鄰頒獎典禮會場的「2010 臺灣國際學生創意設計大賽得獎作品展—根 Fundamental」，除了讓媒體及民眾得以當面與得獎者交流設計理念之外，更希望藉由配合第 8 屆台灣設計博覽會

的參觀人潮，將青年學子蓬勃的設計能量普遍分享社會大眾。此次展覽自十二月中旬起展示初決選兩階段經三十名全球知名設計業界人士評選，來自克羅埃西亞、大陸、日本、新加坡、歐美、臺灣等國獲獎作品。除洋溢著濃烈異國設計感的視覺海報及動畫可供欣賞外，此次入圍產品設計類的作品模型，包括不需複雜支架便能撐起的發光充氣傘、讓觀眾可在黑暗中一眼看出座位號碼的隱形電影票根，也一併展出與民眾互動。



展覽會場臺灣設計博覽會新銳設計館 Exhibition was held with 2010 Taiwan Design EXPO. in Young Generation Design Pavilion

You want to see the imaginary world escaped from the dark after turn off? Or are you curious about how designers create the "Smooth Cover" to relieve worries of women wearing high wheels? These brilliant ideas all come from students. Exhibition of "2010 Taiwan International Student Design Competition-FUNDAMENTAL" was held together with the awarding ceremony and the 8th TAIWAN DESIGN EXPO for immediate interactions between creators, public, and the media. We hope in cooperation with the TAIWAN DESIGN EXPO, winners would attract attention and their creative passions would also be shared with the public.

The exhibition started from the middle of December, including works from Croatia, China, Japan, Singapore, Europe, America, and Taiwan, selected from 30 international renowned professionals. Apart from the characteristic posters and animations, finalist mockups of product design category were also displayed for visitors to experience, including the inflatable lighting umbrella, and the invisible movie tickets, etc.



產品設計類模型展覽會場 Exhibition of product design models



附錄一 競賽簡章
Appendix-Competition Regulation

F u n d a m e n t a l

活動目的

教育部為激發全球學生創意設計能量，鼓勵國際間學生創意設計交流，發掘新生代創意設計人才，展現臺灣重視創意設計之國際形象，建立臺灣之國際設計地位，並強化臺灣設計人才與國際接軌，特舉辦此競賽。

主題說明

根 Fundamental

根是安靜的奮發、沈靜的思索、綻放的聯想。

回歸設計最初本質，看見根本價值，展現屬於自己的創意。

從追本溯源關懷周遭，深耕最基本的力量向上成長，根是一股看不見的強大力量！

參賽資格

限定國內外高級中等以上學校在校學生（以網路截止報名時間為準，須為西元1984年5月22日之後出生，年齡26歲以內）

參賽類別

分成產品設計類、視覺設計類、數位動畫設計共三類

參賽作品

能表達競賽主題「根」之創意設計。

參賽時間表

報名截止 | 2010年5月22日（星期六）24:00（臺北GMT+08:00）

初選作品送件截止 | 自2010年5月1日（星期六）至6月8日（星期二）17:00（臺北GMT+08:00），以郵戳為準。

初選 | 2010年7月8日（星期四）

產品設計類入圍者模型送件截止 | 2010年9月15日（星期三）17:00（臺北GMT+08:00）

決選 | 2010年9月30日（星期四）

頒獎典禮與展覽 | 2010年12月3日至12月31日

報名費用

免繳報名費。

參賽程序



● 報名時間

自2010年4月1日（星期四）至5月22日（星期六），臺北時間23:59（GMT+08:00），逾期不受理。

● 報名方式

1.欲報名者，請至「2010臺灣國際學生創意設計大賽」專屬網站填寫線上報名表 <http://www.tisdc.org>

2.完成報名手續後，系統會寄發作品標籤、報名表、信封貼紙之下載連結至報名者之E-mail信箱（為避免資料傳送無誤請於報名時填入經常使用之E-mail信箱，執行單位將會以此信箱傳送比賽相關消息）。

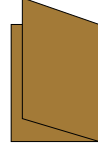
初選一送交作品程序

● 繳交設計圖說

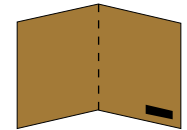
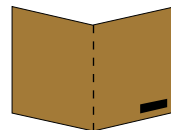
A【產品設計類】

■ 設計圖說含設計表現圖、文字說明等，請以A3尺寸（420×297mm）裱板呈現，以英文為主，中文為輔，於裱板上的文字說明應在各50至100字以內。

■ 裱板以2張為限（總尺寸不得超過840×594mm），且兩張作品需自行裝訂，方法如下所示。



正面（可闔上，保護作品內頁，右下角貼上報名標籤）



反面（右下角貼上報名標籤）

■ 送件：請在作品正反面右下角標記報名標籤，若為系列作品請依數字標明先後順序。

B【視覺設計類】

■ 作品尺寸無限制，以平面作品為主，唯長度勿超過180公分，寬度須40公分以上。

■ 無須裱板，唯作品需自行包裝完整以確保作品運送安全。

■ 光碟內容

a.作品電子檔光碟，內含作品電子檔（A4尺寸 / 350dpi / CMYK / TIFF檔）

b.設計者照片。（尺寸210×297mm，解析度300dpi）

c.50至100字以內作品說明，英文為主，中文為輔。（檔案格式為：.doc/.txt）

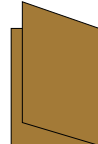
■ 送件：請在作品正反面右下角標記報名標籤，若為系列作品請依數字標明先後順序。

C【數位動畫類】

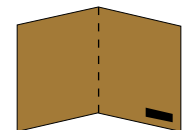
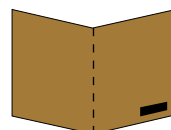
■ 影片長度30秒以上，以5分鐘為限。

■ 動態分鏡圖說、文字說明等，請以A3尺寸（420×297mm）裱板呈現，以英文為主，中文為輔，於裱板上的文字說明應在各50-100字以內。

■ 作品說明裱板以4張為限（總尺寸不得超過1680×1188mm），且裱板需自行裝訂，方法如下所示。



正面（可闔上，保護作品內頁，右下角貼上報名標籤）



反面（右下角貼上報名標籤）

■ 光碟內容

a.DV格式錄影帶（以5分鐘為限），檔案格式為.mpeg/.swf/.mov/.avi 檔案，另剪接1分鐘精華片段，請將完整檔案及精華片段檔案共同燒錄在PC格式光碟（CD-Rom、DVD-R）一份。

b.設計者照片。（尺寸210×297mm，解析度300dpi）

c.50至100字以內作品說明，英文為主，中文為輔。（檔案格式為：.doc/.txt）

■ 送件：請在作品正反面右下角標記報名標籤，若為系列作品請依數字標明先後順序。

●學生證明

於寄件時應同時繳交學生證明。如學生証正反面影本、在學證明等足以證明學生身分之文件。

●繳交切結書

為保障所有參賽者的權利與義務，俾使競賽順利推動，以及保護智慧財產權。請參賽者須上網下載「參賽聲明同意書」、「著作授權同意書」格式，完成填寫後連同複板一同繳交。

●送件時間

參賽者必須於6月8日（星期二），臺北時間17:00（GMT+08:00）前，將作品依參賽類別親送或郵寄至：2010臺灣國際學生創意設計大賽執行小組，國立臺灣師範大學文化創意產業學中心，106 臺北市大安區青田街5巷6號3樓

決選—產品設計類送交作品程序

●請繳交以1:1或等比例縮小之精密模型（縮小模型不得小於50立方公分），執行單位將補助。

產品設計類入圍者作品模型製作費NTD.20,000元整（含稅）。

●作品光碟片內容含下列項目：

- 作品表現圖3張。（尺寸210×297mm，解析度300dpi）
- 設計者以創意手法，闡述或表現參賽作品設計概念及得獎感言各三分鐘以內，此為評分重要依據，請參賽者務必繳交。（檔案格式：.mpeg/.swf/.mov/.avi）
- 50至100字以內作品說明，英文為主，中文為輔。（檔案格式：.doc/.txt）
- 設計者照片。（jpg檔案 尺寸210×297mm，解析度300dpi）

請於9月15日（星期三），臺北時間17:00（GMT+08:00）前，親自送達或郵寄至：2010臺灣國際學生創意設計大賽執行小組，國立臺灣師範大學文化創意產業學中心，106 臺北市大安區青田街5巷6號3樓

評選作業

評選分為初選及決選兩階段

- 第一階段初選依照參賽者所提供之原作或圖樣複板為依據，由評選委員會選出30件作品晉級決選。
- 第二階段決選，產品設計類採作品模型及光碟作品評選；視覺設計類及數位動畫類則依原作進行決選。

評審標準

以創意出發，力求突破，切合主題並能表達主題概念與美感的設計。

- 產品設計組：創意50%，美感20%，設計完整性、切題性20%，圖面表達10%
- 視覺設計組：創意50%，構圖、美感10%，完整性、切題性20%，技巧20%
- 數位動畫組：創意50%，美感20%，完整性、切題性20%，技術性10%

執行單位將邀請國內外不同領域專家組成初、決選評審團進行評選

頒發獎項

年度大獎1名：獎金新台幣四十萬元，獎狀一紙

金獎（產品、視覺、動畫各1名）：獎金新台幣二十五萬元，獎狀一紙。

銀獎（產品、視覺、動畫各1名）：獎金新台幣十五萬元，獎狀一紙。

銅獎（產品、視覺、動畫各1名）：獎金新台幣十萬元，獎狀一紙。

佳作 若干名：獎金新台幣一萬元，獎狀一紙。

贊助單位特別獎若干名。

（依實際贊助單位贊助金額而定，並頒發獎狀一紙）

★本獎各獎項經決選評審小組決議，得從缺或調整；同一作品於同一年度曾在政府中央部會主辦之相關競賽或教育部「鼓勵學生參加藝術與設計類國際競賽」之表列競賽項目中獲獎者，由決選評審小組擇優核定獎勵金額，不受前項獎金額度限制。

★本獎獎狀以教育部部長名義頒發，並擇期於公開場合頒獎表揚之。

★所有得獎者將公布於專屬網站及國際媒體上，以提供臺灣廠商進行設計合作案之相關洽詢。

注意事項

關於參賽作品

- 所有參賽作品均不予退件。
- 參賽者可以個人或組團隊參賽，參賽件數不限。
- 為參賽者自行創作且具原創性。
- 所有概念、文字、圖案、表格、照片、影片、語音、音樂、動畫等各種內容及所使用之程式無仿冒、抄襲或其他侵害他人智慧財產權及著作權之情事。
- 寄件模型為參賽作品，為避免進入臺灣海關時間較長，影響作品到達時間；參賽者於寄件時勿將作品價值填寫超過50美元，且自行負責繳納通關時所產生之所有費用。

關於參賽者

- 同意接受並遵守本活動注意事項及規範，如有違反本活動注意事項及規範之行為，經查證屬實，活動單位得取消其參賽或得獎資格，並對於任何破壞本活動之行為保留相關權利。
- 尊重本獎評審小組之決議。
- 本獎公布前，同一作品已發表、曾在其他比賽獲獎或正在評審中，應主動告知教育部（本活動承辦單位），作為評審之重要參考依據。
- 不得有請託、關說、利誘、威脅或其他干擾評審委員及評審程序之情事。
- 參賽者須配合提供其創作之詳細資料，作為日後公開報導與展示之用。
- 維護參賽者之智慧財產權，建議入圍者繳交模型前先申請專利。
- 獲前三名得獎者請親至頒獎典禮受獎，需自付參加頒獎典禮之旅費及來臺簽證相關手續費用。

關於得獎者

- 提供得獎作品之詳細資料，作為公開報導及展示之用。
- 在公告得獎三年內，得獎者與其得獎作品應配合由部所舉辦之相關展示與宣導活動，並保留作品原始檔案及資料，供教育部備查。
- 得獎獎金應依規定課稅。
- 得獎金額超過10萬元之參賽作品，不另行補助模型費用。
- 得獎作品應同意無償、非專屬性授權教育部（及活動單位）運用參賽獲選作品圖片與說明文字等相關資料、製作成視聽著作（影片）與數位形式檔案，提供教學、研究與公共服務用途之公開上映、公開播送與網路線上閱覽。若因教學研究之需求，教育部得重製該作品。本件授權不影響著作人對原著作之著作權及衍生著作權，並得為其他之專屬授權。
- 得獎作品其後續商品化及行銷行為，不得損害本獎之形象或精神。

關於獲獎資格取消

參賽者及其作品有下列情事之一，經查證屬實者，取消得獎資格，並追回已領之獎狀及獎金：

- 未符合參賽資格。
- 得獎作品經人檢舉涉及抄襲或違反著作權等相關法令，經法院判決確定者，執行單位得取消其獲獎資格並追回已頒發之獎金及獎狀。
- 得獎作品經人檢舉或告發為非自行創作或冒用他人作品且有具體事證者，執行單位得取消其獲獎資格並追回已頒發之獎金及獎狀。
- 得獎作品其後續商品化及行銷行為，有損害本獎之形象或精神者。
- 得獎者有請託、關說、利誘、威脅或其他干擾評審委員或評審程序，經初選評審小組審議後認情節嚴重者。
- 主辦單位保留活動變動之權利，本活動未竟事宜，依教育部函示規定及網站公布為準，有關爭議，經活動評審小組審議後，報教育部決定之。

聯絡方式

2010臺灣國際學生創意設計大賽執行小組
國立臺灣師範大學文化創意產學中心
106台北市大安區青田街五巷3號4樓

TEL : 886.2.2391.1606 分機12.14 | FAX : 886 : 2. 2391-9193
官方網站 : <http://www.tisdc.org> | E-mail : ccic.ntnu@gmail.com
Facebook : ccic.ntnu@gmail.com

Purpose

Encourage international creative design exchange, develop creative design talents, express the international image of Taiwan attaching great importance to creative design, and establish the international design status of Taiwan.

Theme

Fundamental

Fundamental, as the root is associated with quiet exertion, calm reflection, and the concept of growth.

Returning to the original nature of design, the fundamental value has shown to reflect one's own innovations.

By tracing the origin to understand the surrounding, the basic root is a great source of strength in one's growth; the root is an invisible yet powerful force!

Qualification

Students who currently enroll at senior high schools or above. (Based on the internet registration deadline, and the participant must be born after May 22, 1984, and be younger than 26 years of age.)

Category

Product Design, Visual Design, and Digital Animation.

Participating Works

The creative design of the competition theme "Fundamental" must be expressed in the participating pieces.

Timetable

Online Registration Deadline: May 22, 2010 (Saturday) 24:00 (Taipei GMT+08:00)

Deadline for Preliminary Selection Work Submission: May 1 (Saturday) ~June 8, 2010 (Tuesday) 17:00 (Taipei GMT+08:00), validated by postmark date

Preliminary Selection: July 8, 2010 (Thursday)

Deadline For Mockup Submission: September 15, 2010 (Wednesday) 17:00 (Taipei GMT+08:00)

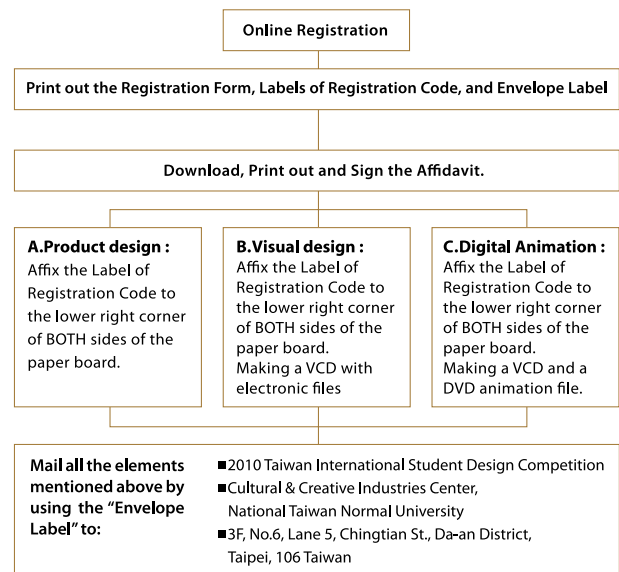
Final Selection: September 30, 2010 (Thursday)

Award Ceremony and Exhibition: December 3-31, 2010

Registration Fee

Free.

Participation Procedure



Internet Registration

(1)Registration Time

April 1, (Thursday) - May 22, (Saturday), 2010, registration later than 23:59 (GMT+8:00) on May 22, 2010 will not be accepted.

(2)Registration Method

a. Please fill in the online registration form on the website of "Taiwan International Student Design Competition" <http://www.tisdc.org>

b. After the registration is completed, the system will send a "registration confirmation notice" and the registration code to the applicant's e-mail account.

★ To avoid invalid information transmission, please fill in the e-mail account that is often used, the enforcement unit will send relevant competition information to the account.

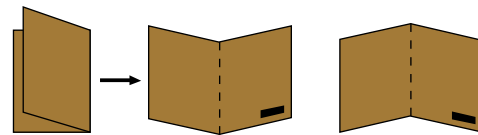
Submissions

Preliminary Selections

A. Product Design Category

■ Design illustration should be on A3 size (420X297mm) paper board including explanation. The description should be mainly in English and shall be limited in 50-100 words.

■ Each participant can submit 2 paper boards only (840X594mm), binding together as follows:



Front (It can be closed to protect the contents. Affix the Label of Registration Code to the lower right corner of BOTH sides of the paper board.)

Back (Affix the Label of Registration Code to the lower right corner of BOTH sides of the paper board.)

■ Please affix the Label of Registration Code to the lower right corner of BOTH sides of the paper board. The participant will receive the label of registration code when online registration is completed.

B. Visual Design Category

■ Entries of this category should be mainly graphic designs, as the length of the work should not exceed 180cm. and the width should be more than 40cm.

■ No paper boards are required, except the works should be

packed carefully and handle with care.

■ Participants should also submit a VCD containing information as follows:

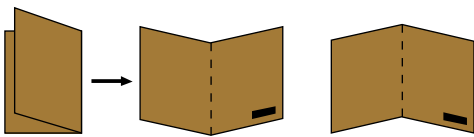
- The works in electric files format (A4 size/ 350dpi/ CMYK/ TIFF)
- Photo of designer (size: 210x297mm, 300dpi)
- Description of the works, which should be mainly in English and shall be limited in 50-100 words.(in doc/.txt format)

■ **Submission**

Please affix the Label of Registration Code to the lower right corner of BOTH sides of the paper board. The participant will receive the label of registration code when online registration is completed.

C.Digital Animation Category

- The video length shall be between 30 seconds and 5 minutes.
- Film story board, which is attached on A3 size (420X297mm) paper board for illustration purpose. The description should be mainly in English.
- Each participant can submit 4 paper boards only(1680X1188mm), binding together as follows:



Front (It can be closed to protect the contents. Affix the Label of Registration Code to the lower right corner of BOTH sides of the paper board.)

Back (Affix the Label of Registration Code to the lower right corner of BOTH sides of the paper board.)

Participants should also submit a VCD containing information as follows:

- A DV tape (which should not span longer than 5 minutes); or electric file in.mpeg/.swf/.mov/.avi format burned on a PC format CD-Rom/DVD-R. Please edit a one-minute clip and copy it in the CD-Rom and DVD-R format. Send it with the complete file that is also in the CD-Rom and DVD-R format.
- Photo of designer (size: 210x297mm, 300dpi)
- Description of the works, which should be mainly in English and shall be limited in 50-100 words.(in doc/.txt format)

■ **Submission**

Please affix the Label of Registration Code to the lower right corner of BOTH sides of the paper board. The participant will receive the label of registration code when online registration is completed.

★To ensure the participating rights and interests, the participating pieces shall be delivered in the above-mentioned specifications with the printed registration form to participate the competition; the qualification will be affected if the specifications do not meet the requirements.

Student ID

Student ID (copies of student ID card or enrollment certificate) should be submitted with the works.

Affidavit

To protect intellectual property, approval to use story board by original author is required.Participant should fill out affidavit, download from the website, and submit the application to the organizer along with the presentation board.

Deadline for Preliminary Selection Work Submissions

The artworks should be received prior to June 8, 2010 (Tuesday) 17:00 Taipei local time (GMT+08:00). Entries should be delivered to the following unit and address:
2010 Taiwan International Student Design Competition Executive

Cultural & Creative Industries Center, National Taiwan Normal University
3F, No.6, Lane 5, Chingtian St., Da-an District, Taipei 106 TAIWAN

★To ensure the participating rights and interests, the printed registration form and pieces shall be delivered at the same time.

Final Selection - Product Design Category Work Submission Procedure

The finalists will be notified in July 2010 by e-mail to submit the listed items.

(1) **Mockup**

Please submit the precision mockup in 1:1 or equivalent reduced ratio, (the reduced ratio mockup cannot be smaller than 50 cm3), the implementation unit will supplement NT\$ 20,000 (approx. US\$600) production fee to the nominated works of the production design category.

(2) **CD-ROM contents include the following items:**

- 3 pictures of the works (Size 210X297mm, Resolution 300dpi)
- The designer shall creatively present the design concept of the participating works and the winning speech, each shall not exceed 3 minutes. These are important references for scoring; the participants must hand in the file. (File format: mpeg/.swf/.mov/.avi)
- Description no more than 100 words in English.(File format: doc/.txt)
- Photo of the designer (JPG File, Size 210X297mm, Resolution 300dpi)

(3) **Submission Deadline for Final Selections**

The mockup and CD-ROM should be received prior to September 15, 2010 (Wed) 17:00 Taipei local time (GMT+08:00). Entries should be delivered to the following unit and address:

2010 Taiwan International Student Design Competition Executive
Cultural & Creative Industries Center, National Taiwan Normal University
3F, No.6, Lane 5, Chingtian St., Da-an District, Taipei 106 TAIWAN

Evaluation Operation

The evaluation is divided into a Preliminary Selection and Final Selection

- The Preliminary Selection will be based on the design illustrations provided by the participants, the evaluation committee will select 30 pieces of work to participate in the final selection.
- For the Final Selection, the Product Design Category will evaluate the works' mockups and CD-ROM works; the Visual Design Category and Digital Animation Category will be evaluated by the original designs.

Evaluation Criteria

Designs that start from creativity, unique approach, meeting and expressing concept with the aesthetics.

- A.Product Design Category | Creativity: 50%; Aesthetics: 20%; Completeness and Thematic: 20%; Design Presentation: 10%
- B.Visual Design Category | Creativity: 50%; Composition, Aesthetics: 10%; Completeness and Thematic: 20%; Techniques: 20%
- C.Digital Animation Category | Creativity: 50%; Aesthetics: 20%; Completeness and Thematic: 20%; Techniques: 10%

Domestic and international experts in different fields will be invited by the executive to form the preliminary selection and final selection committee to process the evaluation.

Awards

Grand Prix 1 winner: NT\$400,000 (approx. US\$12,000), and a certificate

Gold 1 winner (each category):

NT\$250,000 (approx. US\$8,000), and a certificate

Silver 1 winner (each category):

NT\$150,000 (approx. US\$5,000), and a certificate

Bronze 1 winner (each category):

NT\$100,000 (approx. US\$3,000), and a certificate

Honorable Mention winners:

NT\$10,000 (approx. US\$300) and a certificate

Sponsorship winners:

Prizes adjusted according to the sponsors, and a certificate

★The prizes will be adjusted according to the quality and quantity of participating works.

★The winners will be announced on the specific website and to the international media to provide Taiwanese suppliers with design cooperation inquiries.

Terms & Conditions

For the participating works:

- (1) All participating works will not be returned.
- (2) Participants can participate in the competition as individuals or in teams, there is no limit to the number of pieces.
- (3) The participating works shall be one's own designs.
- (4) All the concept, words, icons, sheets, pictures, video, audio, music, animation contents and program of the work are not proven to be plagiarized or having involved in any infringement of copyrights or other laws.
- (5) The delivered mockup is the participating work, to avoid the Taiwan customs process taking longer and affecting the work's arrival time; the participants shall not fill in the work price over US\$ 50, and all the participants are responsible for all the costs occurred for going through customs.

For the participants:

All participants shall accept following the regulations of TISDC, participating qualifications or prizes could be cancelled when the violations proved and the organizer shall have the rights to take actions.

- (1) Respect the evaluation from the committee.
- (2) Before the preliminary and final selections, participating works which are publicized, awarded or evaluated in process in a related design competition, shall be informed in advance for juries.
- (3) Requests, lobbies, threats, bribes or other actions interfering the evaluation are not allowed.
- (4) The participants must provide the design detail information for future public reports and the exhibitions.
- (5) To protect the intelligent property rights of the participant, the nominees are recommended to apply for a patent before handing in the mockup.
- (6) The participants shall have adequate insurance coverage for their works submitted, particularly with regards to the risk of theft, fire, breakage and damage.
- (7) The top three winners must be rewarded in person at the Award Ceremony; all travel expenses related to the award ceremony will be borne by the participants.

For the winners:

- (1) The winners must provide the design detail information for future public reports and the exhibitions.
- (2) The winners, along with the awarded work, shall cooperate with the organizer in the relative activities within 3 years from proclaiming the awarding.
- (3) Monetary prizes will be gross, but the income tax will be deducted from all monetary prizes according to government regulations (The winners from abroad shall pay for 20% income tax.)
- (4) Winners who are awarded more than NT\$100,000 will not receive the NT\$20,000 modeling supplement.

- (5) For promotion purposes, the organizer shall have the rights to utilize (including but not limited to reproduce, Public recitation, Public broadcast, Public presentation, Public transmission, Distribution, Public display, Publication, Public release) the works of the participants entering the final competition in different formats, including but not limited to Video/CD recordings, catalogues, photos, publications, and exhibitions.

- (6) The commercialization and marketing activities of the awarded works shall not contravene the spirit of the competition.

For the prize disqualification:

Prizes and the certificates could be disqualified and must be returned in any of the following condition:

- (1) Participants who do not meet the requirements of the qualification.
- (2) In the event that the awarded works has been proven to be plagiarized or having involved in any infringement of copyrights or other laws, the organizer shall have the rights to disqualify the awarded winners and revoke any prizes and certificates awarded at its sole discretions.
- (3) In the event that the awarded works is proven to be unoriginal design or has been fraudulently copied from others' works, the organizer shall have the rights to disqualify the awarded winners and revoke any prizes and certificates awarded at its sole discretions.
- (4) In the event that the commercialization and marketing activities of the awarded works contravenes the spirit of this competition, the organizer shall have the rights to disqualify the awarded winners. And revoke any prizes and certificates awarded at its sole discretions.
- (5) In the event that requests, lobbies, threats, bribes or other actions interfering the evaluation, the organizer shall have the rights to disqualify the awarded winners.
- (6) The organizer shall have the rights to make alternations of TISDC and will be publicized on the website; any contentions will be evaluated by the committee and the Taiwan Ministry of Education.

Contact

2010 Taiwan International Student Design Competition Executive Cultural & Creative Industries Center, National Taiwan Normal University
4th. Floor, No. 3, Lane 5, Chingtian St., Da-an District, Taipei 106, Taiwan

TEL : 886 : 2. 2391.1606 ext.12,14

FAX : 886 : 2. 2391-9193

Official Website : <http://www.tisdc.org>

E-mail : ccic.ntnu@gmail.com

Facebook : [ccic.ntnu@gmail.com](https://www.facebook.com/ccic.ntnu)



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電話：(02)2518-0207

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地址：台北市重慶南路 1 段 61 號
電話：(02)2361-7511 #140

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地址：台北市和平東路一段 181 號 1 樓
電話：(02)2351-9090 #114

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