



IN / OUT

2008台灣國際創意設計大賽 學生組得獎作品集 2008 Taiwan International Design Competition Portfolio for Student Section

指導單位：教育部 經濟部

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

協辦單位：波酷網 設計雙月刊

Advisor : Ministry of Education / Ministry of Economic Affairs

Organizer : Department of Higher Education, MOE

Executive : Cultural & Creative Industries Center,
National Taiwan Normal University

Co-Organizer : Taiwan Design boco

Design Creative / Design / Branding



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：1.國立臺北藝術大學(傳統藝術創意教學中心)、2.國立臺北科技大學(台灣文化精品設計教學資源中心)、3.國立雲林科技大學(數位媒體設計教學資源中心)、4.國立臺南藝術大學(音像數位藝術教育資源中心)、及5.國立成功大學(生活流行用品設計教學資源中心)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質文化人才，並已於2007年完成階段性任務，對於提升台灣的藝術與設計能量成果斐然。

「藝術與設計菁英海外培訓計畫」自2005年起，每年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。歷年來台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。

2008年開始推動的「臺灣國際創意設計大賽」-「學生組競賽」則是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，並整合經濟部現有「臺灣國際創意設計大賽」-「專業組競賽」的平台。臺灣自主性地舉辦國際級的學生設計競賽，除了可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，更可藉由國際專家學者來台擔任評審，或是榮獲獎項的國外學生來台領獎，進而宣傳臺灣設計教育的成果。

二、計畫目的

(1)配合文化創意產業政策目標，推動學生參與國際競賽，檢視教學成果。(2)藉由臺灣國際創意設計大賽，吸引全球設計學校參賽，間接認識臺灣。(3)經由臺灣主辦國際設計競賽，建立臺灣在國際設計教育的主導地位。

教育部文化創意產業計畫						
年份	2003年	2004年	2005年	2006年	2007年	2008年
設置教學資源中心	1. 國立臺北藝術大學(傳統藝術創意教學中心) 2. 國立臺北科技大學(台灣文化精品設計教學資源中心) 3. 國立雲林科技大學(數位媒體設計教學資源中心) 4. 國立臺南藝術大學(音像數位藝術教育資源中心) 5. 國立成功大學(生活流行用品設計教學資源中心)					本計畫完成階段性任務
藝術與設計菁英海外培訓計畫	無	無	創意設計類 數位媒體類	創意設計類 數位媒體類 平面設計類	創意設計類 數位媒體類 平面設計類	持續辦理
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 共頒發 77萬3,382元 獎金	22件作品 國際獲獎 共頒發 221萬元獎金	45件作品 國際獲獎 共頒發 623萬元獎金	持續辦理
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	教育部首次 辦理學生組 產品設計類 視覺設計類 數位動畫類

三、競賽辦法

參賽時間表

報名截止

2008年7月01日（星期二）24:00(台北GMT+08:00)

初選作品送件截止

2008年7月08日（星期二）17:00(台北GMT+08:00)

初選

2008年7月15日（星期二）

入圍者模型送件截止

2008年9月03日（星期三）17:00(台北GMT+08:00)

決選

2008年9月10日（星期三）

頒獎典禮與展覽

2008年10月04日(星期六)

參賽資格

專業組：不限年齡之學生及專業人士均可報名

學生組：限定在學學生（以網路報名時間為準，年齡須為二十六歲以內）

參賽類別

專業組：產品設計類1類

學生組：分成產品設計類、視覺設計類、數位動畫設計3類

報名費用

本競賽不收取報名費用

頒發獎項

專業組 產品設計類1類

金獎一名：獎金新台幣五十萬元，獎狀一紙。

銀獎一名：獎金新台幣二十萬元，獎狀一紙。

銅獎一名：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。

學生組 產品設計類、視覺設計類、數位動畫3類

各類別金獎一名：獎金新台幣四十萬元，獎狀一紙。

各類別銀獎一名：獎金新台幣二十萬元，獎狀一紙。

各類別銅獎一名：獎金新台幣十萬元，獎狀一紙。

各類別佳作若干名：獎金新台幣一萬元，獎狀一紙。



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

MOE Programs for Cultural and Creative Industries						
Year	2003	2004	2005	2006	2007	2008
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 & visual design & Digital animation	Product & visual design & Digital animation	Continuing
MOE Award Incentive Program for Encouraging University / College Students to Participate in International Art and Design Contests	None	None	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	Continuing
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	Student section in category of product design, visual design and digital animation held by Ministry of Education

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 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 2008, the "Taiwan International Design Competition- the Student Section", which couples successes and competitive edges of MOE art and design talent fostering programs and integrates with Ministry of Economic Affairs' current "Taiwan International Design Competition-the Professional Section" platform. By hosting international student design competitions, "Taiwan International Design Competition-the Student Section", 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 . Purposes of the Plan

1. To access whether the Cultural and Creative Industry Development Plan's objectives; to teach, to prepare, and to encourage Taiwan students to participate in international competitions has been successfully completed.
2. To attract international design students to participate in "Taiwan's International Design Competition-the Student Section" in order to introduce another aspect of Taiwan, to the international student community.
3. To establish Taiwan's students as leaders in international design education for Taiwan.

III. Procedure

Competition Schedule

Online Registration Deadlines

July 1,2008 (Tue.) 24:00 Taipei local time (GMT+08:00)

Deadline for Preliminary Selection of Work Submissions

July 8, 2008 (Tue.) 17:00 Taipei local time (GMT+08:00)

Preliminary Selections

July 15, 2008 (Tue.)

Deadline for Model Submissions

Sep. 3, 2008 (Wed.) 17:00 Taipei local time (GMT+08:00)

Final Selections

Sep. 10, 2008 (Wed.)

Award Ceremony

Oct. 4, 2008 (Sat.)

Participation

Professional Sections / Domestic or foreign designers, teachers or students of design related departments or schools, freelance designers

Student Sections / For students under 26 year of age

The Categories

Professional Sections / Product Design

Student Sections / Product Design, Visual Design and Digital Animation

Registration Fee

The registration is free.

Prizes

Professional Sections

Product Design

Gold 1 winner / NT\$500,000 in prize money and a certificate

Silver 1 winner / NT\$200,000 in prize money and a certificate

Bronze 1 winner / NT\$100,000 in prize money and a certificate

Honorable Mention winners /

NT\$10,000 in prize money and a certificate

Student Sections

Product Designs

Gold 1 winner/ NT\$400,000 in prize money and a certificate

Silver 1 winner / NT\$200,000 in prize money and a certificate

Bronze 1 winner / NT\$100,000 in prize money and a certificate

Honorable Mention winners /

NT\$10,000 in prize money and a certificate

Visual Designs

Gold 1 winner/ NT\$400,000 in prize money and a certificate

Silver 1 winner / NT\$200,000 in prize money and a certificate

Bronze 1 winner / NT\$100,000 in prize money and a certificate

Honorable Mention winners /

NT\$10,000 in prize money and a certificate

Digital Animation

Gold 1 winner/ NT\$400,000 in prize money and a certificate

Silver 1 winner / NT\$200,000 in prize money and a certificate

Bronze 1 winner / NT\$100,000 in prize money and a certificate

Honorable Mention winners /

NT\$10,000 in prize money and a certificate

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- 012 教育部長 鄭瑞城 Cheng, Jei-Cheng, Minister, Ministry of Education
- 016 「2008台灣國際創意設計大賽學生組競賽」計畫主持人 林磐聳
Apex Ling, Pang-Soong, Organizer, 2008 Taiwan International Design Competition-Student Section

產品設計 Product Design

銀獎	Sliver Prize	作品名稱	Title of work
022	連勤和 Lien, Chin-Hu	風來了	The wind is coming
023	王郁閔 Wang, Yu-Min	CPR急救工具	2 Heart-Emergency Kits
銅獎	Bronze Prize	作品名稱	Title of work
024	王沛元 Wang,Pei-Yuan	一週間的記錄	A Good Diet Habbit
	江冠逸 Cheng,Kuan-Yi		
	鄧國揚 Tern,Ko-Yin		
025	陳軒德 Chen, Shiuan-Te	MULK	MULK
026	郭家璋 Kuo, Chia-Wei	意境山水	Prospect of Landscape
	蔡易成 Tsai, Yi-Cheng		
佳作	Honorable Mention	作品名稱	Title of work
027	范承宗 Fan, Cheng-Tsung	開/關	ON/OFF
028	Peter Alwin	UNITY IN DUALITY	
029	林文柄 Lin, Wun-Bing	投垃樂	Shoot Garbage
	吳麒佑 Wu, Chi-Yo		
	林信宏 Lin, Xin-Hung		
030	吳祚漢 Wu,Tso-Han	鍵貨	Keyboard Goods
	吳靜怡 Wu,Chiang-Yi		
	林柔岑 Lin,Jou-Tsen		
	翁伯煒 Weng, Bo-Wei		
	陳忠傑 Chen,Chung-Chieh		
031	連勤和 Lien, Chin-Hu	蜂巢衣架	HoneyComb
032	侯宜廷 Hou, Yi-Ting	走迷宮	Stepping Maze
	蕭舒駿 Hsiao, Shu-Chun		
入圍	Finalist	作品名稱	Title of work
033	莊珮怡 Chuang, Pei-Yi	流動的出入	Combination
034	簡郁芸 Chien, Yu-Yun	祕密使用”自動進出”免尷尬漱口水	“ Secretly In & Out ” - mouthwash
035	顏仲佑 Yen, Chung-Yu	Coffee or Tea	
036	張巍議 Chang, Wei-Yi	DooRipple	
	郭映廷 Kuo, Ying-Ting		
037	Garima Aggarwal	TUTU	
038	楊東堯 Yang, Dong-Yao	閱誌	Read to record
	王暉豪 Wang, Hui-Hao		
	胡博超 Hu, Po-Chao		
	楊勝吉 Yang,Sheng-Chi		
	劉尚達 Liu, Shang-Da		

	入圍	Finalist	作品名稱	Title of work
039	陳世昆	Chen, Shih-Kun	回憶—樹	Memory Tree
	陳佩琪	Chen, Pei-Chi		
040	賴逸勳	Lai, I-Shun	捕蚊瓶	Mosquito Vase
041	許淵智	Hsu, Yuan-Chih	鏡盤	Enough
	陳汶軍	Chen, Wen-Chun		
042	林士弘	Lin, Shie-Hung	推陳出新	To throw away the old and bring forth the new
	吳惠珊	Wu, Hui-Shan		
043	陳如薇	Chen, Ju-Wei	呼!	HU! -6 °C
044	黃于珊	Huang, Yu-Shan	折紙紙 Cup	Origami Cup
045	陳函谿	Chen, Han-Hsi	觸碰·資訊	Texture of Information
046	林文心	Lin, Wen-Hsin	萬用插座	Universal Socket
047	蔡易成	Tsai, Yi-Cheng	一目了然的開關	Familiar Switches
	郭家瑋	Kuo, Chia-Wei		
048	朱源平	Chu, Yuan-Ping	熱。汽球—省插座	Balloons
	許舒瑗	Hsu, Sue-Yuan		
049	黃新雅	Huang, Hsin-Ya	冰山一角	Iceberg
050	曾懿	Tseng, Yi	行之有哩	l/m

視覺設計 Visual Design

	金獎	Gold Prize	作品名稱	Title of work
054	李凱楹	LEI HOI IENG	in/out 雜誌	In/out magazine
	王嘉寶	INACIO VONG KA POU JAQUELINA		
	陳健麟	CHAN KIN LON		
	銀獎	Sliver Prize	作品名稱	Title of work
057	王彥蘋	Wang, Jen-Ping	出宅吧	Leave the house
	銅獎	Bronze Prize	作品名稱	Title of work
058	翟文思	Zhai, Wen-Si	時刻	Time
	梁秀川	Liang, XiuChuan		
	佳作	Honorable Mention	作品名稱	Title of work
059	羅珮綺	Luo, Pei-Chi	共生	Paragenesis
060	黃偉哲	Wei-Je Huang	裁紙+人	Decoupage Life
	李耀藤	Yao-Teng Lee		
	林建宇	Chien-Yu Lin		
	陳郁屏	Yu-Ping Chen		
	李政霖	Cheng-Ling Li		
062	林上瑄	Lin, Shang-Hsuan	今非昔比	Now and Past
063	梁國輝	LEONG, KUOK-FAI	Thinking for Peace / Nature	
064	賴建華	Lai, Chien-Hua	性與金錢	Sex & Money
065	鍾年恩	Jhong, Nian-En	出入	In Out
066	劉佳珈	Jia-Jia Liu	書&樹	Book & Tree

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視覺設計 Visual Design

佳作	Honorable Mention	作品名稱	Title of work
067	林靖容 Lin, Jing-Rong	出／入	In Out
068	尤傑 Yu, Chieh	出“外”入“內”	Outside in
069	張諾帆 Chang, No-Fan	出生	Birth
入圍	Finalist	作品名稱	Title of work
070	胡曉東 Hu, Xiaodong	杭州世界休閒博覽會2	Hangzhou China World Leisure Expo2
071	張羣浩 Wei-Hao, Chang	國際語言	International Language
072	張晏瑜 Chang, Yan-Yu	傳統與現代	Tradition & Fashion
073	韓雨軒 Yu-Shuan Han	插入・充電	Plug in, Power out.
074	李浩強 Lei, Hou-Keong	同源	Identical
075	吳天韻 Tain-Yun Wu	當東方遇見西方	When the East meets West
076	邱秋萍 Chiu, Chiu-Ping	人工製造	Artificiality
077	朱偉誠 Chu, Wei-Cheng	囍與愛, 東與西	Love & Happiness
078	朱偉誠 Chu, Wei-Cheng	丑, 東與西	Clown, East and West
079	吳晨伊 Wu, Chen-Yi	愛無限	Love can break all restrictions
080	林政緯 Johnny Lin	閱讀	Reading
081	李維鈞 Lee, Wei Chun	生命的源頭	The origin of life
082	劉羽倩 Liu, Yu-Chien	消費・文化	Money In and Culture Out
083	謝佳君 Hsieh, Jia-Jiun	求神不如求己	God helps those who help themselves.
084	廖韋 Wei Liao	繁體印象	Image of Traditional Chinese
085	王璐 Wang, Lu	出入一囚	“In” and “Out” – Prison
086	黃昱玄 Huang, Yu-Hsuan	茁壯扎根	Grow Up

數位動畫 Digital Animation

金獎	Gold Prize	作品名稱	Title of work
090	莊禾 Chuang, Ho	人・觀	Human Subjective
銀獎	Silver Prize	作品名稱	Title of work
091	丁婉芷 Ting, Wan-Chih	祕境	Secret
	陳怡璇 Chen, Yi-Hsuan		
	陳宜謙 Chen, Yi-Chien		
銅獎	Bronze Prize	作品名稱	Title of work
092	袁勝群 Yuan, Sheng-Gun	4'01	
	劉楊武 Liu, Yang-Wu		
	周蕾 Zhou, Lei		
	陸葉楠 Lu, Ye-Nan		
	周玥 Zhou, Yue		
佳作	Honorable Mention	作品名稱	Title of work
093	嚴偉家 Yen, Wei-Jia	教育	Education
	趙尚逸 Zhao, Shang-Yi		
094	張伊增 Chang, Yi-Tseng	流水席	Tea Story
	陳普 Chen, Pu		

	佳作	Honorable Mention	作品名稱	Title of work
095	李惠珊	Lee, Hui-Shan	祝我生日快樂	Happy Birthday to Me
096	陳彥廷	Chen, Yan-Ting	旅行箱	Suitcase Travel
	入圍	Finalist	作品名稱	Title of work
097	張重仁	Chang, Chung-Jen	粉筆與板擦	Chalk and eraser
	陳冠佑	Chen, Kuan-Yu		
	曾國書	Tseng, Kuo-Shu		
	陳彥辰	Chen, Yen-Chen		
	高仲德	Kao, Chung-Te		
098	丁嘉佳	Ding, Jiajia	蘋果時代	Apple Time
	張薇娜	Zhang, Weina		
099	鄒繼航	Yanjihang	愚人愚鳥	Man and Bird
	徐雅潔	Xu yajie		
100	劉盼妤	Liu, Pan-Yu	惡性循環	Vicious Circle
101	沈正揚	Shen, Jheng-Yang	太平公主	The Flat Princess
	沈怡如	Shen, Yi-Ju		
	周明慧	Jhou, Ming-Huei		
	黃亦農	Huang, Yi-Nong		
102	林振緯	Johnny Lin	菩提樹下	Under the Bodhi Tree
103	洪瑞雯	Hung, Ruei-Wen	獨角戲	Old Man
	張凱珊	Jhang, Kai-Shan		
	王怡文	Wang, Yi-Wen		
	林惠櫻	Lin, Huei-Ying		
	李靜嵐	Li, Jing-Lan		
104	翁偉翔	Weng, Wei-Hsiang	初	Primal
	林逸群	Lin, Yi-Chun		
105	黃智偉	Huang, Chin-Wei	發生什麼事?	What happened?
	潘俊宏	Pan, Chun-Huang		
	蘇柏諭	Su, Po-Yu		
	鄭家弦	Cheng, Chia-Hsien		
	黃偉哲	Huang, Wei-Je		
106	簡志宇	Jean, Chih-Yu	找我	Self
	于婉容	Yu, Wan-Jung		
	陳韻惠	Chen, Yun-Hui		
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IN / OUT

序

Preface



為全球學生打造設計的星空
2008台灣國際創意設計大賽－「學生組競賽」

教育部部長

鄭瑞城

自2002年來政府開始積極推動「文化创意產業」及「數位內容創意」的方案，使得「創意」已成為台灣未來提升競爭力的另一雙翅膀！未來要進一步發揮競爭力，靠的就是創意。

為配合國內藝術創意產業的發展需要及激發學生的創作動能，教育部從2003年起執行5年期程的「藝術與設計人才培育計畫」，到2005年著手推動的「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」，以及2008年與經濟部共同舉辦的「台灣國際創意設計大賽計畫」，目的都是希望我國藝術與設計領域人才才能與國際接軌，透過參與國際設計平台的方式，來促進台灣設計水準的提昇，除了讓學生自己的創意能被看見外，也讓台灣設計藉由這群年輕學子揚名國際。

其中，有鑑於經濟部自2003年起舉辦的「台灣國際創意設計大賽」，已經在國際設計界建立良好的口碑，教育部特於今年起配合主題「出入」(In/Out)，另行規劃學生組競賽，並將類別擴大為「產品設計類」、「視覺設計類」及「數位動畫類」三個領域。除可整合政府部會資源，共同提升台灣的國際形象外，亦企圖將本比賽發展成為兼具專業人士與學生參與的國際創意設計競賽盛事，成為全球學生增進設計能力的交流平台。

今年是教育部首度參與辦理學生組競賽，在網路報名階段有來自全球12個國家地區、1126件作品報名，實際收件結果則有來自全球9個國家地區、662件作品參賽，顯見本項競賽已經獲得國內外學生的認同。本次競賽分別於7月15日、9月10日在台北舉行初審及決審作業，並且於本(2008)年10月4日配合「台灣設計博覽會」舉行頒獎典禮與得獎作品的展覽；本年度的設計競賽活動已經圓滿落幕，感謝經濟部的協助，建立兼顧專業人士與在校學生參與的國際設計競賽平台，感恩所有共襄盛舉的評審委員及本次競賽「學生組」執行單位-國立台灣師範大學文化創藝產學中心同仁的辛勞。未來我們還要再擴大國家及學生的參與數，更希望經由本項競賽能夠為全球學生打造設計的星空，讓年輕學子的創意不斷地發散光芒。

The 2008 Taiwan International Design Competition's Student Section

Remarks by Minister

A handwritten signature in black ink, appearing to read 'Cheng Ji-cheng', written in a cursive style.

Since 2002, the central government of Taiwan has been actively promoting the development of Creativity Education throughout all aspects of the society. Promotions have included such successful items as “Cultural and Creative Industry” and the “Digital Content Creativity”, which resulted in the establishment and growth of collaborative competitions for Taiwan.

The Ministry of Education, in support of the government’s vision for Creativity Education has established educational policies that encourage and support creativity, along with development in the fields of education, the arts, sciences and industry. An important outgrowth of this vision and the MOE’s policies has been the establishment of creative action frameworks for Taiwan in the areas of competition, innovation and visibility on a global scale.

This year, the Ministry of Education will collaborate with the Ministry of Economic Affairs, regarding the promotion of the 2008 Taiwan International Design Competition’s Student Section, which will feature student design submissions in the areas of Product Design, Visual Design and Digital Animation. In addition to integrating government ministries and their resources, this competition provides students with opportunities to view collaborative global competitions as a fresh approach for fostering innovative, workable solutions to some of the most challenging areas of education.

Currently, the 2008 Taiwan International Design Competition’s Student Section has received more than 1126 student submissions from 12 countries for the first stage and 662 student submissions from 9 countries for the second stage. We are very excited to be able to give so many Taiwan and international students, this opportunity to view and collaborate with each other for the purpose of providing new ideas, for the planning and creating of visual responses to insightful questions, in addition to encouraging student connections to new resources, which can be used in defining and redefining their design and visual products and digital animation designs.

Special acknowledgement and appreciation needs to be extended to the Ministry of Economic Affairs for its outstanding support, to the National Taiwan Normal University for hosting the “Student Section” of this year’s competition, along with its highly professional staff, students for all their hard work, along with the Cultural & Creative Industries Center, judges, participants and interested guests. Additionally, it is our expressed hope that in the future, we will be able to expand the competition and the number of Taiwanese and international participants.

夢想與希望

2008台灣國際創意設計大賽學生組競賽

「2008台灣國際創意設計大賽學生組競賽」計畫主持人
國立台灣師範大學文化創藝產學中心主任

林振遠

教育部自2003年起執行「大專校院藝術與設計系所人才培育計畫」，分別設置「教學資源中心」、辦理「藝術與設計菁英海外培訓計畫」與「鼓勵學生參加國際藝術與設計競賽計畫」等多項計畫，積極提升台灣藝術與設計院校學生專業能力，促進國際設計學術交流與產學合作，並且鼓勵學生參與國際競賽，建立人才培育與檢視成果的機制，提升台灣設計教育蓬勃發展的能源。經由為期五年「文化創意產業人才培育計畫」，台灣在藝術與設計教育已經建立良好的基礎；因此由台灣自主性地規劃辦理國際創意設計競賽，成為台灣建立國際設計版圖與加強全球合作網絡的重要指標。

今年為教育部首度辦理學生組國際創意設計競賽，儘管籌備作業時間極為短促，但是由於配合台灣創意設計中心舉辦多年競賽的經驗與既有的平台共同推廣，以及相互之間緊密合作與行政支援，在網路報名階段即有來自全球12個國家地區、1126件作品報名，實際收件結果則有來自全球9個國家地區、662件作品參賽的結果，顯見國內外學生熱衷參與國際設計競賽；本次競賽於由台灣創意設計領域知名專家15人組成初審評審團，於7月15日舉辦初審作業，分別從「產品設計類」393件參賽作品選出30件作品入圍，「視覺設計類」207件參賽作品選出30件作品入圍，「數位動畫類」62件參賽作品選出18件作品入圍；另外於9月10日邀請國內外專家14人組成決賽評審團進行決賽作業，最終評審結果為「產品設計類」銀獎2名、銅獎3名，「視覺設計類」金獎、銀獎、銅獎各1名，「數位動畫類」金獎、銀獎、銅獎各1名；並且於2008年10月4日配合在台南蕭壠文化園區舉辦「2008台灣設計博覽會」舉行頒獎典禮，並且特別規劃「設計夢競館」展示得獎的作品；感謝教育部提供全球學生以設計逐夢的機會與平台，感謝來自國內外初審與決賽評審委員的辛勞作業，特別要感謝台灣創意設計中心協助本中心執行計畫，當然最需要感謝的是來自全球設計院校的師生踴躍參賽，因為他們才是這項競賽真正的主角。

本人多年來受邀擔任國際間不同設計競賽的國際評審，多次與國際設計界專家學者交流討論，認為在校的學生參與國際競賽是檢視學習成果的具體指標，也是增進國際設計交流的最佳途徑，更重要的藉此得以將自己的夢想與希望具體展現，參與競賽則是經由國際評審的觀點來驗證自己的原創的概念與創意成型的技法。誠如教育部長鄭瑞城博士在今年競賽得獎作品專輯序言所說：「希望經由本項競賽能夠為全球學生打造設計的星空，讓年輕學子的創意不斷地發散光芒。」，衷心期盼本項國際創意設計大賽提供年輕學子實現夢想的機會，讓充滿創意與無限想像的希望能夠持續發熱發光。

Hope and Dream

2008 Taiwan International Design Contest-Student Section

Organizer, 2008 Taiwan International Design Contest-Student Section

Director, Cultural & Creative Industries Center, National Taiwan Normal University

Spaslin

The MOE's Program in Human Resource Development for Colleges of Art and Design began in 2003. The program established several MOE Educational Resources Centers, and organized 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, which actively raises professional capacities of Colleges of Art and Design students in Taiwan, to promote international design academic exchange and industrial-academic cooperation to encourage students to participate in international contests, to establish human resource development and achievement inspection mechanisms, and to further increase the power of design education development. Through a five-year Cultural and Creative Industry Development Plan, Taiwan has established a solid foundation for art and design education; consequently, Taiwan's active planning and organization of international design contests have become a significant index of its abilities in the international design domain of global cooperation network.

This is the first year for the MOE to organize the Taiwan International Design Competition-Student Section. The preparation period was extremely short; however, with Taiwan's experience in organizing contests with a common platform, and the intense cooperation of administration supports between the center and the platforms, 12 nations participated in the contest's online registration period, with 1126 submissions; while 9 nations, with 662 entries the contest in the actual work acceptance period, which shows an enthusiastic participation from students in Taiwan and abroad. On July 15, 2008, a judges group, consisting of 15 professionals from Taiwan's design domain, held the first trial. In the "Product Design Section", 30 out of 393 works were selected; in the "Visual Design Section", 30 out of 207 works were selected; in the "Digital Animation Section", 18 out of 62 works were selected. Held on September 10, for the final trials, 14 domestic

and foreign professionals were invited to form the judges group. In the final result, 2 silver medals and 3 bronze medals were awarded in the "Product Design Section"; 1 golden, 1 silver and 1 bronze medals were awarded in the "Visual Design Section", and the "Digital Animation Section", respectively. An awards ceremony was held at the 2008 Taiwan Design Exposition at Hsiao-Long Cultural Park on October 4 2008; moreover, "Design Dream Area" was organized to exhibit the award-winning-works. I would like to thank MOE for providing students around the globe with an opportunity and platform for fulfilling design dreams, and the hard-work of the first and final trial judges from Taiwan and abroad. I would also like to express my appreciation to the Taiwan Design Center for its assistance in the execution of this program, and more importantly, the enthusiastic participation of Colleges of Art and Design students and teachers, who were the leading characters of this contest.

I have been invited as a judge to various international design contests over the years, and have had opportunities of exchange and discussion with international design professionals and scholars. I believe students' participation in international contests is a concrete index of achievement inspection, and the best catalyst for increasing international design exchange. In addition, students are able to realize their hopes and dreams through such opportunities, and display and prove their creative concepts and realization techniques for international judges. As the Minister of Ministry of Education, Dr. Cheng Jai-Cheng mentioned in a preface, given in the award-winning-work album, "I hope this contest has created a sky of design for students around the globe, and the creativity of young students would continuously develop glorious radiance." I hope the International Design Contest will continue to offer young students an opportunity to realize their dreams, by offering a platform for their creativity and infinite imagination to shine brightly into the future.

產品設計 評審評語

Product Design Jury Comments

銀獎

風來了

此產品運用陌生人在公共場所隨機的聚合、風及設計展現科技與人文的結合。捷運是日常生活的一部分，設計者運用生活中原有物品加上巧思，譜出音樂旋律，出奇不意營造新生活樂趣。

亞洲政府對公共設施的設計多半不甚留心。此一作品能針對公共設施進行發想，十分難得。公設設計影響公眾生活極深，期許新興世代能以政府為目標客戶群積極參與，以期改進大眾生活品質。

此外，大部分的產品設計都只著重於視覺感受，此一作品營造聽覺饗宴，跳脫一般框架，提供不同感官刺激。個別疏離的人們隨機聚合卻能卻合力奏出音樂曲調，切中主題「出入」意涵。

模型極為精緻美觀，值得稱許。

Sliver Prize

The wind is coming

This entry presents a surprising combination of strengers, public space, technology, human behaviour, and music that liberates our soul. MRT is part of our daily life. It is something we have grown used to. The designer takes this familiar element and adds new flavour into it: creating unexpected delights in a normal daily routine.

Many Asian governments do not pay attention to the design of public spaces. The young generation should try to change this trend, target governments as potential clients and create something that improves public spaces and iin-turn our living standards.

Most of product designers focus only on the visual aspect of a design. This entry centers on acoustic effects, which is fairly refreshing. Random strengers come together from all corners and unintentionally work with each other to create a tune. The message out of the individual aloofness into collective team work rings loud and clear.

It is also worth the applause that the model is nicely made.

銀獎

CPR急救工具

此設計提供創新介面，融合科技與人性需求，讓使用者更易上手，患者也不會備受折磨，為醫療保健領域提供了一個解決方案。模型的完成度極高，造型優美。

醫療人員通常需經長時間訓練才能使用傳統醫療器材。這一項產品能有效縮短訓練時間，緊急情況下，即便普通人也能迅速上手施行急救措施。這會開始改變使用者行為模式。

產品設計的精神本就在於跨領域及跨產業結合，而非單純著重設計一塊。此作品十分切合主題「出入」，跳脫純設計領域進入醫療保健。再者，遊走於生死之間，CPR器材也象徵另一種出入。

Sliver Prize

2 Heart-Emergency Kits

The design has both the user and the patient's comfort in mind, incorporates an innovated interface and is easy to use. The idea is well presented in a thought-out form and a combination of humanity and high technology.

The device not only makes CPR an easier process, it also provides a solution for people in need of performing or receiving CPR in an emergency. This will affect user's behaviour. Traditional medical equipment can only be operated by medical personnel who is familiar with the device. Whereas this new design allows layman or personal with minimal training to perform save lives.

This is the only entry in the final select that is on health care. Product design should not be limited to present pure designs but designs cross sectors and industris to meet different needs. This entry fits perfectly into the theme "in/out": out of Design and into Health Care. Also, this live saving device symbolizes the moment in and out of live.

銅獎

一週間的記錄

現代人注重環保及健康，自備環保筷能減少環境資源浪費，促進永續發展。每天記錄吃下的食物種類及份量則能維持體內環保，保持營養均衡。均衡保健及永續發展是當前關鍵的兩大課題。此作品運用單一材質，極簡線條打造符合樂活精神的產品。內附有筷子，貼近東方人的飲食習慣，加入在地元素。盒蓋上類似盲人點字的突起圓點增添產品手感，是一大巧思。靠著它記錄飲食習慣，平日沒有注意的小細節即躍入眼簾，讓人正視其存在。這樣的轉換切中主題「出入」。可惜的是材質的選擇上應能再多所琢磨，選擇較為環保的原料。再者，若是能將目標客戶群設為記憶力喪失或阿茲海默症等為病痛所苦的患者，應有更多發揮空間。基本上作品已有一定之吸引力，稍作改進即可。因此頒與銅獎。

Bronze Prize

A good diet habit

The modern lifestyle focuses on green and health. To bring ones' own utensil means the less waste of resources. It is environmental friendly. To record what one eats everyday and pays attention to the balance of the diet is body friendly. Balance and sustainability are the keys to a green lifestyle.

The material used is simple and the form clean - cut - a solute to the LOHAS spirit. Also, it contains chopsticks that is specific to Asian eating habit. This gives the design a local appeal. The little protruding line of dots resemble braille and enhance the sense of touch in addition to visual stimulus. Not only that, the entry tries to remind people of what they unconsciously take in each meal, and keep a record for future reference. This submergence of consciousness is a good translation of the theme in / out.

It would have been better if the product is made out of something more environmental friendly or that the design emphasizes more on helping patients affected by memory lost or Alzheimer's disease instead of healthy people who try to watch their diet. That will definitely bring the design onto another level.

All in all, the entry is full of potential. It just needs to be refined. That is why it is given a bronze prize.

銅獎

Milk

帶點幽默的設計，為日常用品加入新的元素。用營養的牛奶比喻資訊，讓人會心一笑。介面的設計極佳，能清楚顯示目前容量。使用者一目了然，可時時留心可用空間，進行調整，不浪費資源，更有效率的完成工作。所存入的資訊越多，空出的記憶空間就越少。本來看不見的資訊清楚呈現，切合主題「出入」。此一作品讓我們看到設計不只是打造更高科技產物，必須考慮使用習慣，人性需求，再加上一點幽默感，增加生活情趣，才是好設計。產品的材質及磁鐵設計頗有質感，缺點是設計與潮流不符。目前USB走勢為容量越大外型越小，往後應可以朝這個方向做調整。顏色的選擇上尚有改進空間。白瓶上牛奶為藍色，視覺上較近似感冒藥水。可以考慮變更色彩配置。

Bronze Prize

Milk

This entry adds a novel element into an existing product, combining daily objects with a hint of humor. Nutritious milk symbolizes informative data. With an easy-to-read interface, users know immediately how much space they have left on the USB. They can then make adjustments or better use of the space in the USB without much waste of time and energy, allowing users to work more efficiently.

The higher the data input, the lower the memory space left. The once hidden information reveals itself completely. This is a good interpretation of the theme in / out. Innovative design is not just about creating products using higher technology, it is about combining technology with human emotional demands. This is what we see in this entry.

The form and material used to create this product give it a nice touch; however, the size of this USB is against the current trend. Presently suppliers try to make USBs smaller in size and larger in memory space. A large USB may not motivate consumption.

The color chosen to indicate milk is also a bit odd. Blue liquid looks more like medicine than nutrient. This may also need to be taken into consideration when modifying the design.

銅獎

意境山水

此一產品成功融入東方美學設計，線條簡潔優美。光線打在山形掛鉤上，形成明暗光影對比，突顯立體感，意境深遠。西方的產品結合東方設計，在美感和實用、全球流行和在地元素中取得平衡。這也是本次設計大賽的重點。過去十幾年中全球化和在地化的競合一直是備受爭議的話題。究竟什麼是地方色彩？什麼樣的設計反應文化根源及生活？當大型連鎖店如麥當勞提供別無二致的量產產品，一般規格的日用品銷售全球，供所有人購買使用。產品設計師要如何為自己的作品注入獨特的元素成為重要課題。西方國家的客戶將會特別屬意這一項設計。雖然能吊的衣服不多，但是有了它就像在家裡擺上一幅亞洲水墨山水畫，增色不少。這是此作品的優勢。再來，作品的山形線條包含行草之美，內涵含蓄但豐富。不論這是設計師匠心獨具亦或無心插柳，都是值得嘉許的呈現。整體而言此項作品十分出色，唯一的缺憾為材質不夠堅固。也許之後能朝這方面多做調整。

Bronze Prize

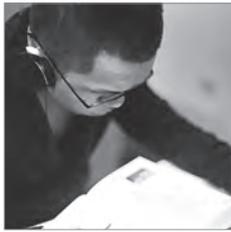
Prospect of Landscape

This entry embodies strong Asian aesthetic. The lines are pithy and smooth and the light and shadow created by the curves of the hanger make the product more prominent and graceful.

The design adds eastern touch to an originally western product. These two element interact with each other and find a balance between the emotional yearning and functional demands. It is at the same time functional and stylish. Exactly what we look for in the design competition. In the past decade, globalization verses localization has been a popular issue. People have been constantly asking the question: what is regional identity and what kind of design reflects the root and culture? Chains like McDonald's sell mass production products to consumers. Daily commodities such as coat hangers are also mostly design and made for costumers all around the world. How can a product be functional yet distinctive in design to cater to the need of a certain target group? This is the question designers must answer.

Consumers from western countries will appreciate this design because it provides their house with a view of Asian landscape and artistic conception. This is a competitive edge compared to other common designs. Furthermore, the lines employed by this coat hanger integrate cursive style calligraphy. That adds richness to the landscape presented to the beholder. Whether this is done consciously or unconsciously by the designer, it is something we encourage. Although the overall design is delightful and inspiring, there are still a few drawbacks. One of which is that the material used is not strong enough. The designer should take it into consideration when refining the design later.

產品設計
Product Design
銀獎
Silver Prize



作品名稱 Title of work
風來了 The wind is coming

參賽者姓名 Name of Applicant
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利用捷運列車進站特有的風壓現象轉換成有趣的設計，增加乘客與空間之間互動

This design incorporates the natural power of the wind. When a train approaches a station platform, it creates wind pressure. This unique phenomenon utilizes this power in an interesting design to enhance interaction between passengers and the space.

產品設計
Product Design
銀獎
Silver Prize



作品名稱 Title of work
CPR 急救工具
2 Heart-Emergency Kits

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根據主計處統計顯示：致命意外死亡人數為9513人，占總死亡人數的四分之一。

雖然很難避免意外的發生，但對於一般的大眾來說，心肺復甦術是一個綜所皆知的急救方式。當有緊急意外發生，他將可以在受難者送往醫院的路途中，或是等待救護車救援的過程中提高受難者的生存機率

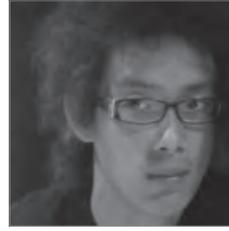
在2005年，美國心臟學會推廣並強調以心臟胸外按摩取代口對口人工呼吸法。根據研究顯示，每次按壓胸部都將增加體內血液循環，以便體內的氧氣輸送到各個器官，然而，假如中途中斷，那將會使胸外心臟按摩事倍功半。在這種情況下，我們把重點放在胸外心臟按摩和設計。

According to official statistics, the number of deaths caused by misadventures account for one in four of total deaths.

Though accidents are inevitable, cardiopulmonary resuscitation (CPR) is a well-known first aid technique that can be used by ordinary people. In the case of an emergency, it helps to increase the rate of survival for patients especially for those on their way to hospitals.

In 2005, the American Heart Association promoted the cardiac massage, a new method and substitute for mouth-to-mouth resuscitation. Research shows that the method increases blood circulation, and helps deliver oxygen to each organ. But the technique has little effect if the process is discontinued. The design there fore focuses on this.

產品設計
Product Design
銅獎
Bronze Prize



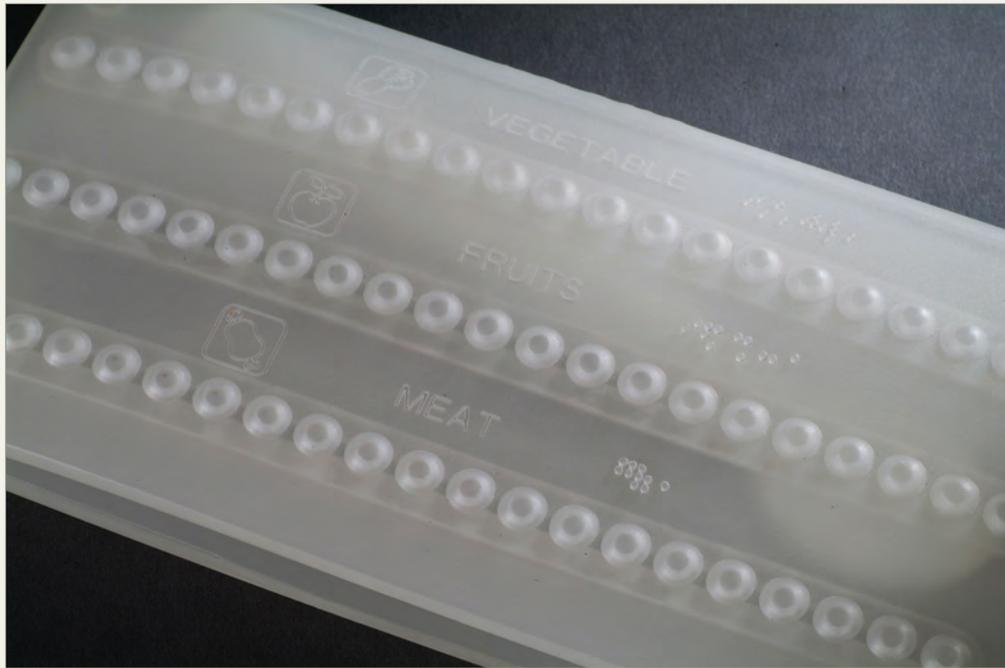
作品名稱 Title of work
一週間的紀錄
A good diet habit

參賽者姓名 Name of Applicant
王沛元 Wang, Pei-Yuan
江冠逸 Cheng, Kuan-Yi
鄧國揚 Tern, Ko-Yin

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本設計以筆記本的意象作造形，並命名為「一週間的紀錄」，其意旨就是將一週的飲食狀況記錄下來，並利用下壓的記錄面板來呈現，讓使用者可輕鬆地運手指按壓來管理並掌握飲食狀況，進而作適當的飲食習慣之改善。其設計之目的並不在於精密計算其飲食卡路里的量寡，而是在於提醒使用者應該多方攝取營養來源，即使是忙碌生活中也能培養並管理健康的飲食習慣。
上蓋的軟矽膠具有四顆固定扣，可扣入下蓋的孔洞將其餐具上下閉合以防止餐具掉落。
取出餐具時，可將餐盒下蓋彎曲以方便取出餐具，並在用餐完畢後將餐具插回收納處即可。

The "A good diet habit" takes the shape of a notebook and is able to hold notes for a weeklong diet plan and presents the information on a recording board. Operators can use the devise to keep track of their diet and it can help them adopt healthy eating habits. It acts as a reminder for the user to include certain nutrients in their diet and helps them to maintain a busy lifestyle and healthy diet.

There are four fixed-buttons on the upper cover, to close the silicon box properly and prevent tableware dropping out. The lower cover can be bent for taking out the tableware and put it back after meals.



作品名稱 Title of work
MULK

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Ming Chuan University



MULK中的U是代表USB隨身碟的意思，MULK的最大特點在於它能夠外顯容量，這是運用漸層LED燈的技術，並由電路板判斷配合輸入容量來決定燈光亮的高度，且有內建鋰電池，可讓燈光亮12個小時。藉此讓使用者能在第一直覺上就能了解還剩餘多少容量(每一格代表1G)，是否要使用這個隨身碟存取資料，解決因不知道還有多少容量要一直試的狀況。而為了不讓檔案的傳輸看起來冰冷，我用了牛奶這個富含營養意象的液體來做內容物，若使用者輸入了檔案，外觀容量就會增加，表達出補充營養的感覺，希望能藉此互動降低檔案傳輸給人的冰冷感。

The "U" of the word "MULK" stands for USB. The most notable feature of the MULK storage device is its ability to show its capacity from its exterior. It uses LED technology and its brightness relates to its capacity. It is equipped with a lithium battery so that the light can last for 12-hours. The user can immediately identify how much space is left on the device simply by looking at it. Milk rather than water is used in the casing, which is lit. This makes it more appealing to users' senses.

產品設計
Product Design
銅獎
Bronze Prize



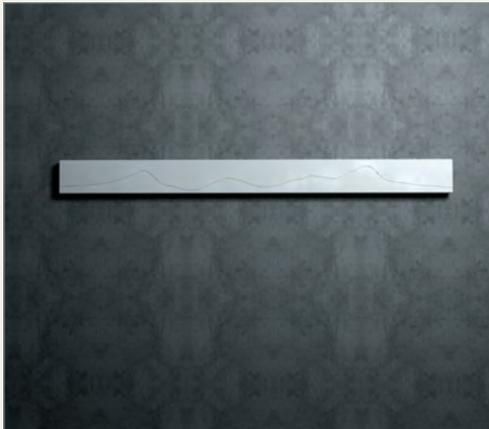
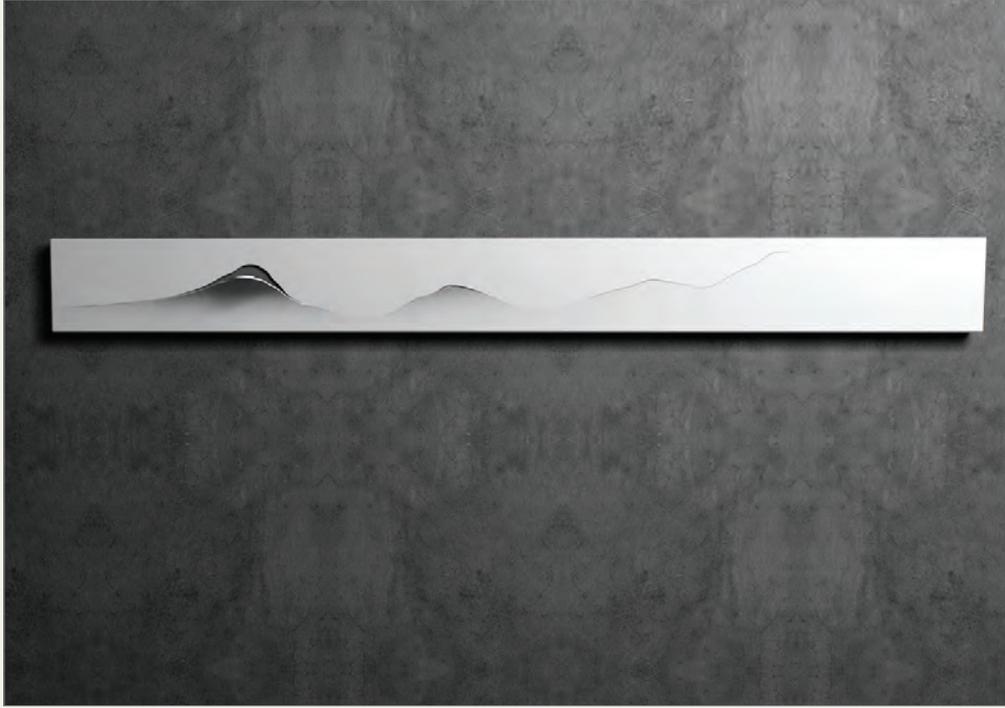
作品名稱 Title of work
意境山水
Prospect of Landscape

參賽者姓名 Name of Applicant
郭家瑋 Kuo, Chia-Wei
蔡易成 Tsai, Yi-Cheng

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本設計應用中國山水繪畫之意象，轉化於現代產品當中，中國山水不僅講究虛實之情感，更重視起、承、轉、合之空間，此產品之設計也將這樣的精神充分的表現在物件的材質及使用之中，當使用者觀看此產品時，有如在欣賞一幅畫一樣，產品本身擁有的是情感上的功能，當使用者要懸掛衣物時，此產品對應著需求而生成實際之功能，意境山水的產品設計是一個形而上的隱性設計，將帶領使用者新的意境享受空間。

Our design uses aspects of Chinese landscape, which not only focuses on the emotions, but also the special arrangement. It also fully expresses the spirit in its material and usage. When one looks at our product, it's just like appreciating a painting, as the product has an emotional function. It is also functional and practical.



產品設計
Product Design
佳作
Honorable Mention



作品名稱 Title of work
開 / 關 ON / OFF

參賽者姓名 Name of Applicant
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游元良 You, Yuan-Liang
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National Yunlin University of
Science and Technology

這是一個簡單的環保節能開關，用「開/關」詮釋電的「出/入」，如此簡單地打破插座與開關之間的界線，化為一種我們在生活中都需要的力量。

生活中，電器在非使用的待機狀態下仍會耗電，隨手拔插頭可節省約10%到30%的電力，但隨手拔插頭的動作卻會帶來使用上的不便，「ON/OFF」能夠聰明且輕易的解決這個問題。

往上扳是通電狀態，指示燈熄滅。

往下扳是絕緣狀態，指示燈發亮，黑暗中也能指引使用者插頭位置，如同家中的電燈開關一般。

This is a simple environmentally-friendly switch, using 'on/off' to express electric 'in/out'. It easily breaks the boundary between socket and switch, becoming a kind of power that we need in daily life.

Electrical appliances still consumes even before it is used. Between 10% to 30% of electricity will be saved if the plug is pulled out, but it causes inconvenience for the user.

This device solves the problem. When pulled up the electricity powers any devices plugged in and the lights go out. When pulled down the light goes on and the power supply is cut.



作品名稱 Title of work
Unity In Duality

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Peter Alwin

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印度 India

學校名稱 Name of School
National Institute of Design



這個作品的靈感是來自於「陰陽」的概念。在中國哲學上，「陰」的特質是：慢、北極、寒冷、平靜和夜晚；而「陽」的特質是：南極、不停、熱和白天。所以兩種截然不同的特質形成萬物的運作。就像白天與夜晚構成完成的一天。沒有夏天和冬天也不能形成一年。這個概念說明床不僅可用來就寢，也能坐在上面，做其他事。床的形式也起於「陰陽」的概念，從中獲取連續性的感覺。先是由書架，再到床，然後到坐位。所以兩個不同的活動可一同進行。燈光也是起於「陰陽」的黑點：在黑暗中燈的功用就像是寢室燈光。

My inspiration comes from the 'ying-yang'. According to the Chinese philosophy, the 'ying' stands for slow, the North Pole, cold, tranquil, gentle and also corresponds to the night, where as 'yang' stands for the South Pole, restlessness, heat and also corresponds to the day. Thus two entirely different qualities make up the whole activity! Just as the morning and night makes up the whole day! A year, which can't exist without summer and winter.

The concept helps to explain the bedding, which cannot only be used to sleep but also for sitting and do other activities. The form of the bed is also inspired by the ying -yang continuing the feeling. It can be used as a book shelf or a seat. The light are also inspired from the spots of the ying - yang symbol, The bottom lamp also helps in accessibility during the dark which also acts like a bed room light.

產品設計
Product Design
佳作
Honorable Mention



作品名稱 Title of work
投垃樂
Shoot Garbage
參賽者姓名 Name of Applicant
林文柄 Lin, Wun-Bing
吳麒佑 Wu, Chi-Yo
林信宏 Lin, Xin-Hung

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人們習慣了日常生活當中的忙碌，漸漸忘記生活中應該有的樂趣，失去了對周遭環境的觀察和情趣。為了喚醒人們對生活的愉悅和熱情，於是將投垃圾這一件在生活中非常普遍的事情，加入使用樂趣和使用經驗的元素轉換，讓投垃圾這件事情為人們日常生活增加更多的情趣。

把投垃圾的事情與投籃的動作做一連接和轉換，將一般腳踏垃圾桶外型轉換成一籃球架的外型，底座的型態為球場地面分線的圖形，並且在蓋子上做可以投籃擦板得分的框型圖案，當人們在投垃圾的同時，有如踏上球場投籃一樣的趣味。

We have got accustomed to a busy life, and have gradually forgotten the joys we should have, and lost the observation and interest of our surroundings. To inspire people, we have turned a common thing – throwing away trash. Garbage can be thrown away in the same way that basketballs are thrown into a hoop.



作品名稱 Title of work
鍵貨 Keyboard Goods

參賽者姓名 Name of Applicant
吳祚漢 Wu, Tso-Han
吳靜怡 Wu, Chiang-Yi
林柔岑 Lin, Jou-Tsen
翁伯煒 Weng, Bo-Wei
陳忠傑 Chen, Chung-Chieh

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指導老師 Instructor
黃雅玲 Huang, Ya-Ling

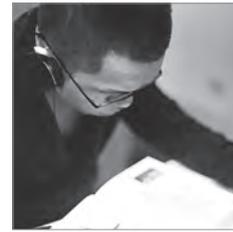
學校名稱 Name of School
崑山科技大學
Kun Shan Unniversity



”鍵”為鍵盤，”貨”有多樣之意。「當鍵盤不再是鍵盤，那它可以是…?」。保留按鍵外觀造形、字根，將其轉換為生活用品，並改變文字的邏輯去提示商品用途。商品分三系列，整體易於擺放，能營造鍵盤般的組合，具有偽裝特色。

“Key” represents keyboards, and “Goods” stands for diversity. The question is when a keyboard is no longer a keyboard, what it could be…?

By keeping its original appearance and alphabets, we transform the keyboard into an article for daily use. Each alphabet’s logic is changed to prompt the different function of the products that are divided into 3 categories. All of them are easy to arrange, and set up as a keyboard with camouflage.



作品名稱 Title of work
蜂巢衣架 HoneyComb

參賽者姓名 Name of Applicant
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蜂巢紙是台灣傳統產業，主要利用結構的變化產生型態的多元豐富，同時因其單體結構力量相互牽引作用，能產生一自來剛性極強的平板材。

設計將其結構運用在衣架上，就由結構的補強支撐力與增加受力面積，以彌補過去衣架容易造成衣物變形以及無法撐吊較為厚重衣服的不便。

傳統蜂巢結構的變化可塑性補足了現代速食衣架更多的便利性，新舊之間有了新的面貌。藉由一樣結構，型塑三種型態上的變化，提供不同種類衣物的晾曬的最佳選擇。

For some hangers, the space of the support arms normally is too thin and narrow, which makes the fabric get out of shape. Even the arms are not strong enough to carry heavy clothes.

Paper honeycomb is one of the traditional industries in Taiwan. The honeycomb hanger is composed by two boards, which are cut into a prototype of a hanger with the honeycomb structure between each of them.

The design can make the supporting arms stronger to carry heavy clothes and protect the fabric from stretching out of shape.

The special hanger can be used for different kinds of clothes, including those that cannot be hung up – cashmere sweater for example. As long as pulling apart the boards, the structure of the honeycomb hanger becomes flat so that the sweater can be spread out. It can also be used for drying socks and gloves.



作品名稱 Title of work
走迷宮 Stepping Maze

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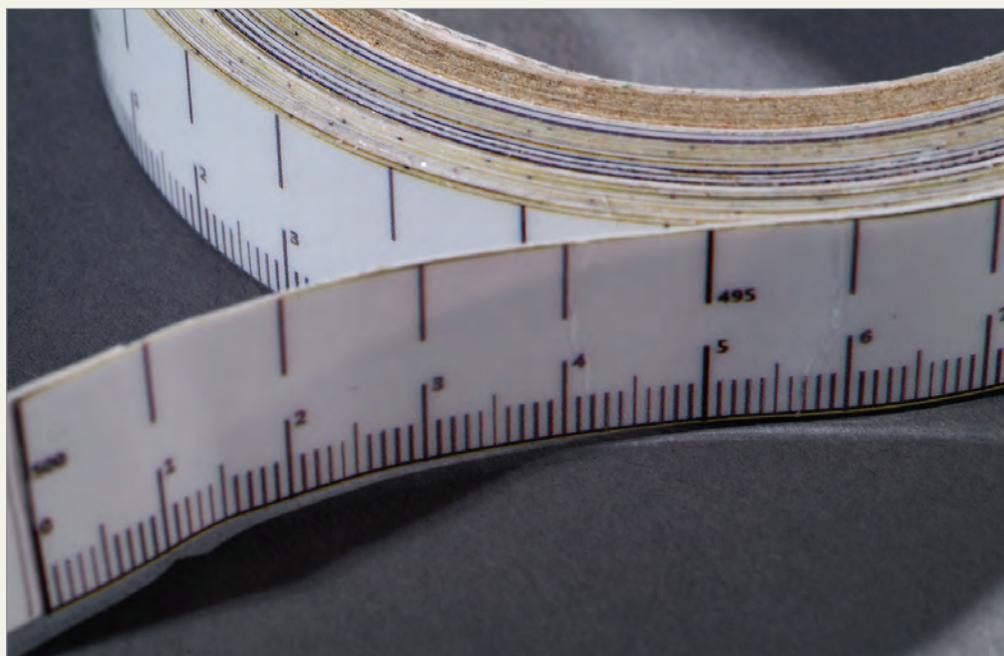
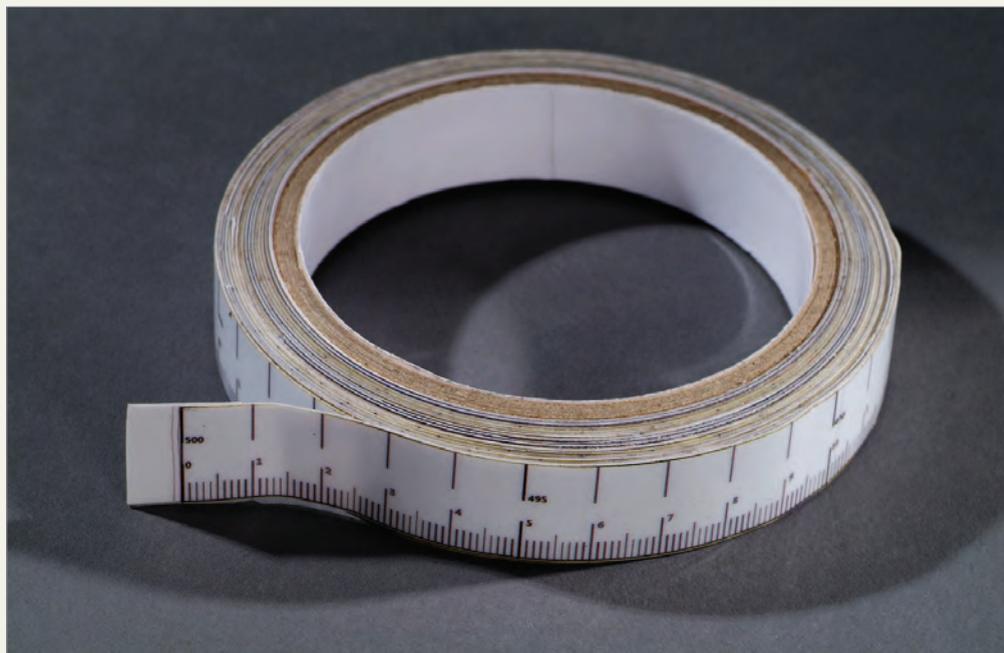


Stepping Maze是一個由多人共同操控的迷宮遊戲，透過多個參與者之間的平衡與互動，共同控制迷宮中球的行進方向與穩定性來穿越迷宮。

Stepping Maze is a maze game controlled by more than 2 participants whose weight may direct the ball to the desired spot. The game places an emphasis on the cooperation between each participant that everyone should maintain stability and guide the ball to pass through the maze.



產品設計
Product Design
入圍
Finalist



作品名稱 Title of work
流動的出入 Combination

參賽者姓名 Name of Applicant
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Tainan National University of
the Arts

將尺規的概念和雙面膠作結合，使用時的拉扯、捲動，以及賦予代表的象徵意義，使其更具有生命力。在使用的過程中，「減少」和「增加」的數字，看似是相對的，卻又存在於同一個平面上，發生在同一個時間，在一個動作中包含兩種概念，使得「出 / 入」不再那樣絕對，而是並存的。

此外，使用多代表剩下的少；完成許多工作的同時亦代表著剩餘可被使用的部份減少；此規律在人的行為上亦可解釋：努力工作，消耗自身的精神體力以求成功，但在力求成就之時，剩餘可使用的體力相對減少，失去寶貴的健康，有失亦有所得，而滾動的圓圈像是向前走的時間，無法追朔，亦無法停止。

The concept of the image is formed by a ruler with double adhesive straps. The strap is either drawn out or rolled over when being used, making it more vigorous.

During the process, "decrease" and "increase" seem opposite to each other but they co-exist in the same space at the same time.

Besides, more straps rolling out means less are left, in other words, more works are completed, less resource is available. The regular pattern can also be applied to people's behavior. One tries hard to pursue success. But one's physical strength has decreased and even one loses health after one reaches the goal. When there is a gain, there is loss. And the rolling straps are like time, which can neither be traced nor stopped.



作品名稱 Title of work
“秘密使用—自動進出”
免尷尬漱口水
“Secretly In & Out”
mouthwash

參賽者姓名 Name of Applicant
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Mathieu Pung

學校名稱 Name of School
Art Center College of Design



許多人們都有外出旅行時，因沒有洗手間能夠漱口或就算有也因為顧慮在大眾面前上演刷牙畫面的難為情而選擇忍受著口氣不清香的經驗。

“IN+OUT秘密漱口水”從心裡學角度出發，小巧尺寸能在握拳後完全被覆蓋住，加上軟矽膠材質彈性的特性能在被擠壓時利用氣壓的不同將使用過的漱口水輕易吸回瓶中，這樣的組合不僅方便攜帶使用，也轉化了傳統的硬殼瓶裝成為更尊重隱私的秘密小幫手！

While traveling, many people have an embarrassing experience of having bad breath as there is no way for them to brush their teeth.

Developed from a psychological view, “IN +OUT” Secretly Used Mouthwash, is palm-sized and can be held concealed in one hand. The silicone-made bottle releases and sucks the mouth wash back in secretly for user's privacy.



產品設計
Product Design
入圍
Finalist



作品名稱 Title of work
Coffee or Tea

參賽者姓名 Name of Applicant
顏仲佑 Yen, Chung-Yu

國籍 Nationality
台灣 Taiwan

學校名稱 Name of School
東海大學
Tunghai University



東方與西方因為自古地理位置的區隔 文化的交流非常緩慢
隨著現今科技的發展 彼此之間物理上的距離似乎越來越短
東方與西方 茶與咖啡的文化 自古以來交流便是十分頻繁
彼此之間欣賞彼此的飲品文化
今天整個世界的距離已經被縮短到80天環遊世界已是過去式
今天飛機的發明讓我們可以快速的往返東方與西方
今天咖啡和茶已經成為彼此生活中不會特別注意到的一部分
但東方與西方彼此之間心的隔閡 至今卻仍然存留著
東方與西方彼此之間的不了解 至今仍然相當的深

The development of technology is making the world a smaller place.
Today, to travel around the World now takes days rather than months.
Air travel has meant that people can travel between the East and West
easily.
Both tea and coffee have become a part of everyday life for many people,
but there is still in cases a lack of cultural understanding between people
from different places. And also a gap between coffee and tea cultures ex-
ists in the East and West.

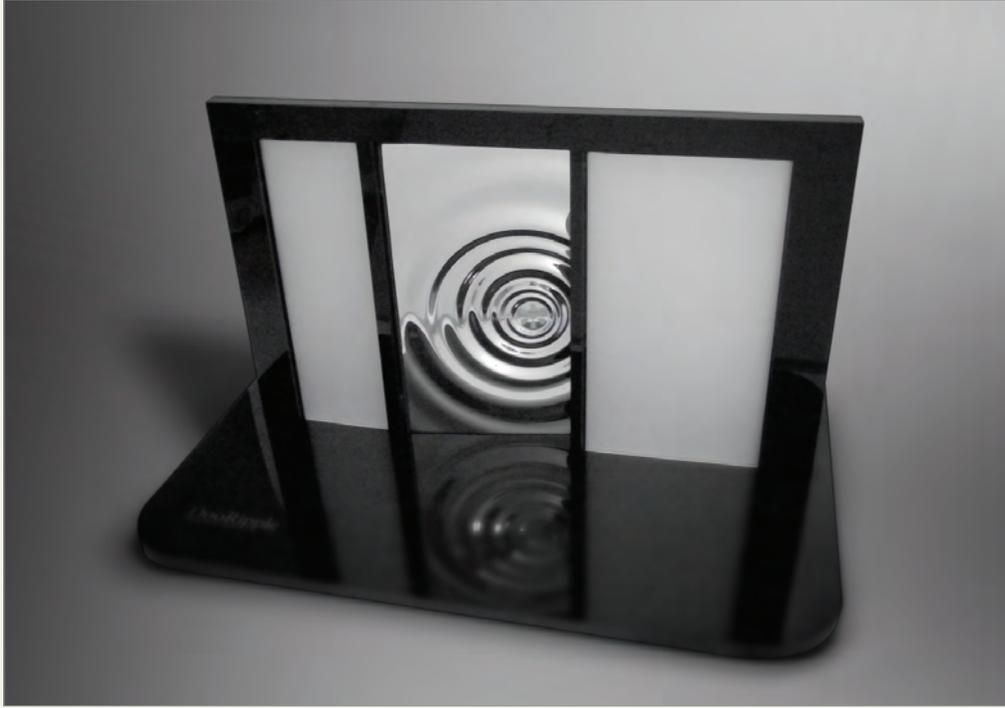


作品名稱 Title of work
DooRipple

參賽者姓名 Name of Applicant
張巍議 Chang, Wei-Yi
郭映廷 Kuo, Ying-Ting

國籍 Nationality
台灣 Taiwan

學校名稱 Name of School
Domus Academy
實踐大學
Shih Chien University



門，是分隔兩個空間的重要介質，區隔了出入與內外，但總是因為無法判別應該推或是拉而令人困擾。DooRipple的設計利用人的本能反應及生活經驗，讓人自然做出推或拉的直覺操作。在沒有門把的門面，使用者直覺的把門向前推開；而另一側的拉環，因為生活經驗，暗示了使用者往後拉門。DooRipple在創意上，轉化了水面與水槽。水面，彷彿是個介質，分隔了兩個不同的空間。推門的這一側是輕觸水面造成的波紋與水孔；相反面則是象徵著拉開水槽塞的使用情境。

A door is an important medium to separate spaces: the inner and the outer. But it is sometimes difficult to determine if a door should be pushed or pulled.

Our design is based on people's instinct and life experience. If the door doesn't have a handle, people will push it directly by their instinct, while a handle is installed on the other side, to suggest people to pull it, according to their life experience.

The Door-ripple uses water as part of the design. On one side when the door is pushed ripples are created while on the other side there is a pattern, which symbolizes water being pulled away.



產品設計
Product Design
入圍
Finalist



作品名稱 Title of work
TUTU

參賽者姓名 Name of Applicant
Garima Aggarwal

國籍 Nationality
印度 India

指導老師 Instructor
Sandeep Sangaru

學校名稱 Name of School
National Institute of Design

「Tutu」可作為凳子及坐墊來使用。創作靈感來自於摺紙術，隨著不同的摺法而有不同的功能，命名則是取自於芭蕾舞衣「Tu Tu」，此作品是針對公共場所設計，但也適用於較小的私人空間，材料則是用膠合板和纖維增強復合材料（FRP）製成。

「Tutu」的主要功能是用來坐的。摺起來只是一個座位，攤開時就成了地墊；攤開時，在中間的座位就可以當桌子，並可被製造成多種顏色。膠合板可以套上毛氈製品，使地墊坐起來更舒適而膠合板各層間的鉸鏈可以讓「Tutu」變得光滑又摩登。

“Tutu” is a stool and a seating mat. It is inspired from origami and takes on different functions at different stages of the folds. The name comes from the ballet dress. It was conceptualized for public spaces but worked as much for small personal spaces. It is made from plywood and fiber reinforced plastic.

The primary purpose of Tutu is seating. It is a single seat when folded and becomes a floor mat when opened. The seat in the center serves as a table in the latter case. It can be produced in different colors. The plywood boards are fitted with industrial felt, which makes the floor mat comfortable to sit on. The canvas hinges are sandwiched between layers of plywood making it both slick and modern.

產品設計
Product Design
入圍
Finalist



作品名稱 Title of work
閱誌 Read to record

參賽者姓名 Name of Applicant
楊東堯 Yang, Dong-Yao
王暉豪 Wang, Hui-Hao
胡博超 Hu, Po-Chao
楊勝吉 Yang, Sheng-Chi
劉尚達 Liu, Shang-Da

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
高清漢 Gao, Qing-Han

學校名稱 Name of School
明志科技大學
Mingchi University of
Technology



為會議廳、公眾會議室做一個屏風與書櫃結合的設計，以屏風為主體，突破傳統只作為裝飾品的設計，進而增加書櫃功能、數位簡介等可行性及可能需求的設計。

This design incorporates a screen and a bookcase which can be used for meeting and conference rooms.

The screen is not only used as decoration. It is multi-functional and includes a bookcase and can be redesigned to suit the users' needs.



產品設計
Product Design
入圍
Finalist



作品名稱 Title of work
回憶_樹 Memory_Tree

參賽者姓名 Name of Applicant
陳世昆 Chen, Shih-Kun
陳佩琪 Chen, Pei-Chi

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
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王文雄 Wang, Wen-Hsiung

學校名稱 Name of School
南台科技大學
Southern Taiwan University



以人因設計看來
在捷運車廂握把的高度都是固定而且也都限制式
它沒有辦法滿足不同身高的人使用
所以 由此概念看來
為了滿足不同身高的人使用
我們將捷運的握把設計成有不同的高低差
我們所設計的握把
由中心向外延伸的型態 概念來自於樹幹的延伸
捷運車廂上方的天窗
當光照射下來的時候
就好像樹影一樣
尤其是捷運行進時速度變化
光影也會有所不同

The height of the handles in a subway carriage is fixed and formulated.
This means that it does not fit the needs of everyone.
Inspired by branches in trees, we have designed handles that stretch and
expand and are suitable for all heights.



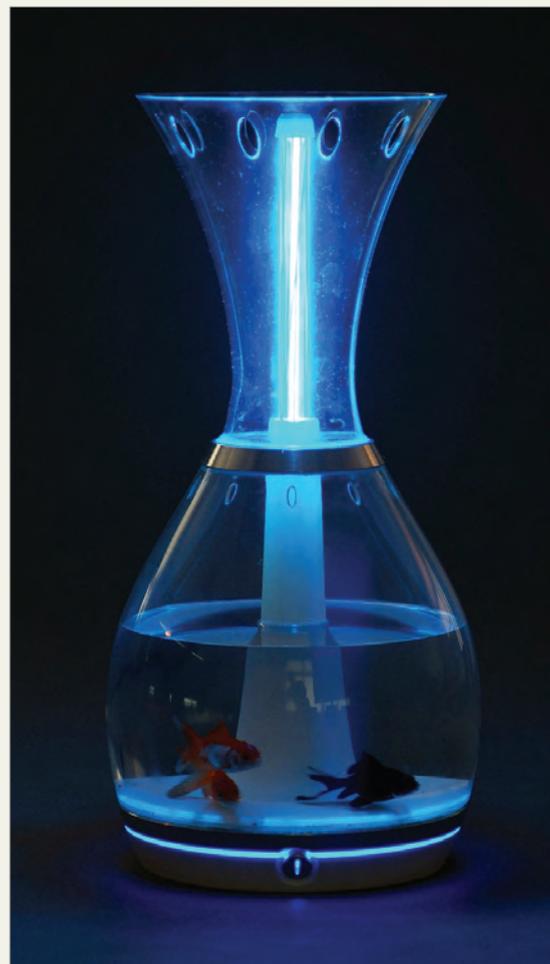
作品名稱 Title of work
捕蚊瓶 Mosquito Vase

參賽者姓名 Name of Applicant
賴逸勳 Lai, I-Shun

國籍 Nationality
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指導老師 Instructor
林德安 Lin, Te-An

學校名稱 Name of School
國立台北教育大學
National Taipei University of
Education



這是一個擁有嶄新設計的新產品，突破以往補蚊燈如出一轍的造型，將補蚊燈與魚缸這看似互不相干的產品，做巧妙的跨界連結，被電昏的蚊子會直接掉落中，成為魚的食物，省去了清理蚊子屍體的麻煩，也更加環保衛生，瓶身線條簡潔流線，運用了傳統花瓶的外型而賦予它現代的材質，光線在瓶身與水中穿梭流動並跟魚群互相輝映，補蚊燈瞬間轉化成美麗的燈具，達到美化環境的效果，在同樣的蚊子出入之中，補蚊瓶讓你看到創意與創新。

This innovative design rethinks the old-fashioned trap that attracts mosquitoes by using light. Once the mosquitoes are trapped and shocked by the light, they fall into a fish bowl, which comes as part of the set, for fish inside to eat. It is environmentally friendly and there is no need to clean up. The bottle itself is elegant in style and reflects the shape of the traditional vase but is made from modern material. The light can be transformed into a lamp with fish swimming around in the water.



產品設計
Product Design
入圍
Finalist



作品名稱 Title of work
鏡盤
Enough

參賽者姓名 Name of Applicant
許淵智 Hsu, Yuan-Chih
陳汶軍 Chen, Wen-Chun

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
張文智 Chang, Wen-Chih

學校名稱 Name of School
國立台灣科技大學
National Taiwan University of
Science and Technology



大部分的現代人總是吃得偏多，且有相當一部份人因長期飽食或過食而患病，而這些疾病往往是控制飲食就能減輕的。根據生理學研究，個體所需的新陳代謝熱量，會隨著年齡的增長而逐年減少，且個體成年後，每一年所需要的新陳代謝的熱量，會以0.5%的比率下降；倘若攝取過多的熱量，立即轉換成脂肪，使體重過重，且增加患病機率。本設計利用鏡面成像使物體視覺倍增之原理，將一般餐盤以特殊鏡面材質處理，當你夾取食物時，僅需要適當的份量，在視覺上呈現已是足夠的食物，且在食用時亦會覺得已經攝取足夠之熱量。此種虛實相生之設計方式，打破一般人對於食物減量的可行方式，即是利用心理學的創新方式達到食量減少的目的，進行養生之道。

Today many people tend to overeat, and some even get sick because of it. But the illnesses can easily be avoided by paying attention to your diet. Research shows that once someone reaches adulthood extra calories turn directly into fat.

The design uses the reflection theory of a mirror, doubling the vision of food. When a diner takes food from the plate made by a special material like a mirror, even a small quantity of food will seem like a big portion because of it is seen twice. This makes people feel full. The design is aimed to decrease food intake using psychology to help people keep healthy lifestyle.

產品設計
Product Design
入圍
Finalist



作品名稱 Title of work
推陳出新
To throw away the old bring
forth the new

參賽者姓名 Name of Applicant
林士弘 Lin, Shie-Hung
吳惠珊 Wu, Hui-Shan

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學校名稱 Name of School
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Technology



推開舊的，即多出新的空間
新與舊，同時存在著書架的兩方
放入一本書，另一邊就會多出新的空間，
提醒著人們…應該添購新的知識了
而左右兩側空間一致，
警惕著使用者…添購知識是不能馬虎的
書架展開長度為140cm，可放入大量的書
未放入書的空間則可隨意放入擺飾物，
美化書架的同時，也增加書架的可用性

Weeping away the old, then more space is available.
New and old books exist on the both sides of a bookcase. After pulling out one, a new space occurs, reminding you to fill it up with new knowledge.
The 1.4-meter-long bookcase is big enough to contain as many books as you want.
You can also put some decorations in the empty space, so you'll have a beautiful and functional bookcase.



產品設計
Product Design
入圍
Finalist



作品名稱 Title of work
呼! HU! -6 °C

參賽者姓名 Name of Applicant
陳如薇 Chen, Ju-Wei

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台灣 Taiwan

指導老師 Instructor
柯志祥 Ko, Chih-Hsiang
鄭經典 Cheng, Chin-Tien

學校名稱 Name of School
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National Taiwan University of
Science and Technology



觸摸的痕跡，因天冷而顯現，
窗戶上留下的溫度，有感動、有生命
現在窗外 -6°C
它能感受、延續、新故事、新生命
透過溫度、濕度的轉換
讓你知道外面的天氣狀況，
低溫時，雪花印漸漸顯現，
就像遺留在玻璃上的痕跡
回溫時，雪印也因太陽的升起
漸漸的消失轉換成溫暖的符號
不再因穿太多而熱或穿太少而冷，
節能減碳
減少開冷、暖氣的時間
這樣才能恢復因天氣變化而美麗的環境

The touching leaves traces on a window due to cold weather.
Despite six degrees below zero centigrade, the mark is alive with certain
temperature. It feels life and continues a story.
The design allows you to know the weather conditions via changes of
temperature and humidity.
When it's cold, the snow prints appear slowly, just like the mark on the
glass, When it warms up, the snow prints will gradually disappear and be-
come a warm symbol.
Please save energy and reduce carbon.
We should decrease the use of heaters or air-conditioners, instead wear-
ing more clothes or less clothes. As long as everyone makes efforts on it,
we can save our beautiful planet with seasonal changes.



作品名稱 Title of work
折紙紙 Cup
Origami Cup

參賽者姓名 Name of Applicant
黃于珊 Huang, Yu-Shan

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
丸山欣也
Kinya Maruyama
依田晋一郎
Shinichiro Yorita

學校名稱 Name of School
Kuwasawa Design School

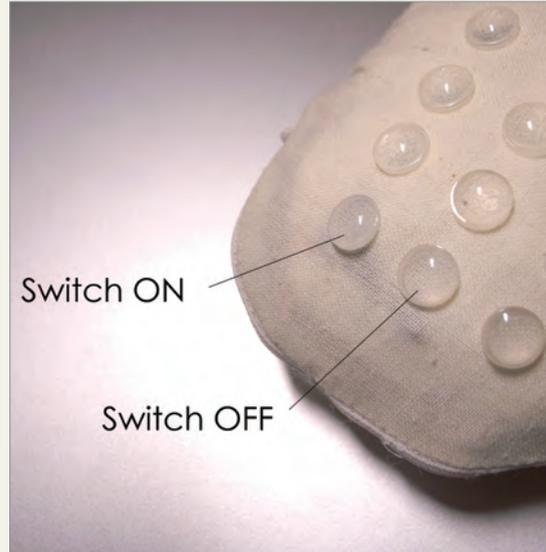


西方、現代、工業化、紙杯
東方、傳統、手工藝、摺紙
一個紙杯的構成，來自平面紙張的無限可能性。
將摺紙的概念與紙杯做結合，經由折、疊、翻等…幾個摺紙步驟，構成一個立體的隔熱紙杯。

The design combines Western industrial function with Eastern origami. Inspired by the unlimited creation of paper, the design has turned a piece of paper into a modern cup. Combined with the concept of origami, a dimensionally heat-resistant paper cup only requires a few simple steps, such as folding, stacking and turning.



產品設計
Product Design
入圍
Finalist



作品名稱 Title of work
觸碰·資訊
Texture of Information

參賽者姓名 Name of Applicant
陳函谿 Chen, Han-Hsi

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指導老師 Instructor
陳忠信 Chen, Chung-Hsin

學校名稱 Name of School
Royal College of Art



科技不斷將更豐富的功能塞入手機那薄薄的身軀，殊不知盲目技術追逐下，我們忘卻了原點。

基於簡化生活的信念，Soft Cell 認真的思考手機設計的原點——信息的質地。

刻在石頭上文字的力道，墨水滲透進紙張纖維的美，這些感受性、物理性的訊息往往被我們忽略。

Soft Cell 透過光線穿透棉麻紋理，映出帶點粗糙質感的文字，打破了LCD螢幕的框界，更增添了信息的生命。

Soft Cell is a cell phone based on the belief of simplicity - it exists for the pure purpose of communication.

The texture of information, which has long been ignored, now becomes the focus.

Similar to the beauty of words carved on the stone or script scribbled on the vellum, this cell phone conveys information through a very special way.

As light pass through the texture of linen, words with special characters were revealed, which behaves as the function of a LCD screen.

The new form breaks the frame of traditional screen and gives life to the texture of information.



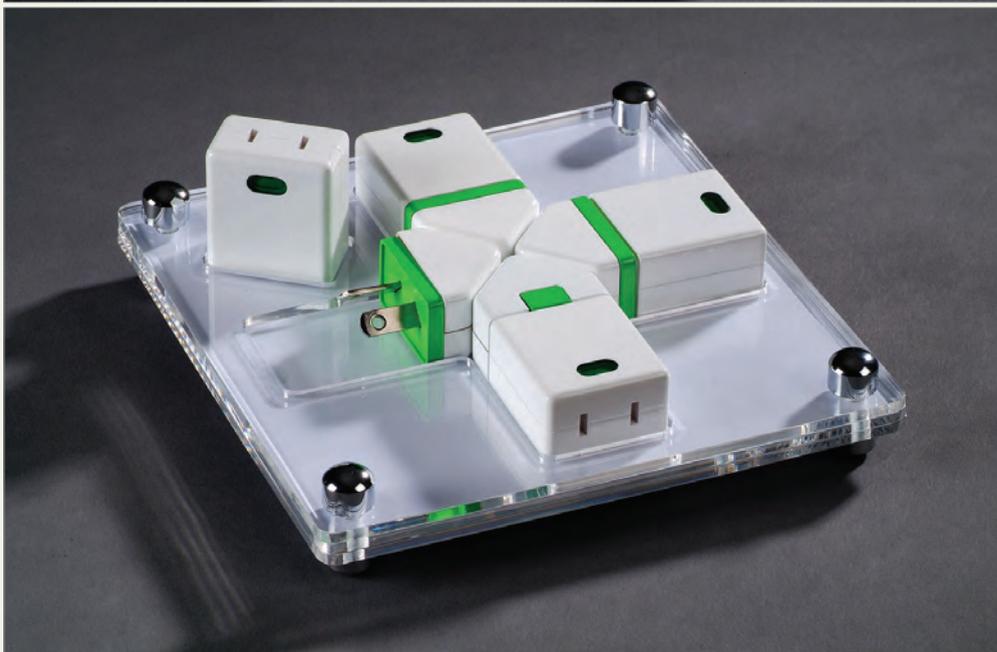
作品名稱 Title of work
萬用插座 Universal Socket

參賽者姓名 Name of Applicant
林文心 Lin, Wen-Hsin

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
張文智 Chang, Wen-Chih

學校名稱 Name of School
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National Taiwan University of
Science and Technology

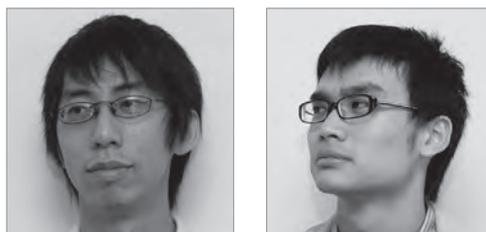


利用萬用轉接插頭來詮釋「出、入」，主要是從旅遊的觀點，發想在全世界之間的「出入」的概念，進而反思全球的能源問題及節能行動，讓創意為生活帶來便利，更能創造美好未來。
造型設計概念來自萬用插頭及一對多頭轉接插座的結合。

Universal Plug is used to annotate 'in, out', mainly from the view of traveling. If someone tours around the world, their departure and arrivals are like coming in and going out. This concept can be used to help people rethink global energy-saving.

The concept of the design comes from the combination of the universal plug and the one-to-three transformation socket.

產品設計
Product Design
入圍
Finalist



作品名稱 Title of work
一目了然的開關
Familiar Switches

參賽者姓名 Name of Applicant
蔡易成 Tsai, Yi-Cheng
郭家瑋 Kuo, Chia-Wei

國籍 Nationality
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指導老師 Instructor
李福源 Li, Fu-Yuan

學校名稱 Name of School
大同大學 Tatung University



為了創造生活中更便利的使用行為，本設計將頂燈、頂扇、門鈴這三者的開關各別作成這些產品的經典原型，如頂燈開關造型為小燈檯燈，頂扇開關造型為小型電扇，而門鈴開關造型則為仿古老門鈴的外型。

In order to make life more convenient, we have designed a variety of switches for dome lights, electronic fans and doorbells. All are based on their original archetypes. For example, the switch for the dome light takes the form of a small standing lamp, while the fan switch is based on an electric model. The doorbells are drawn from ancient doorbell designs.



作品名稱 Title of work
熱·汽球—省電插座 Balloons

參賽者姓名 Name of Applicant
朱源平 Chu, Yuan-Ping
許舒媛 Hsu, Sue-Yuan

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林勝吉 Lin, Sheng-Ji

學校名稱 Name of School
國立雲林科技大學
National Yunlin University of
Science Technology

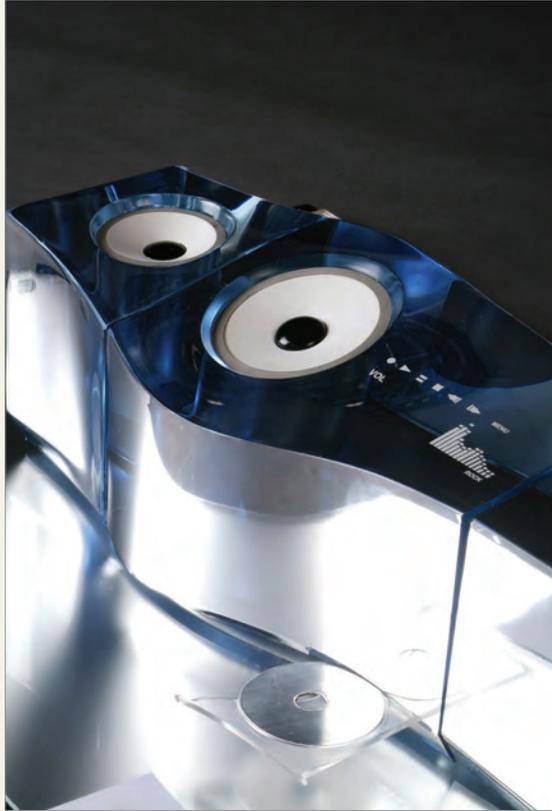


由於CO2皆在用電的同時，悄悄的產生，不容易察覺，而導致更多無形的浪費，因此本作品便對此進行設計，企圖將無形的疏忽，化成有形的關懷與提醒。本作品目的提醒使用者”浪費越多的電，將產生更多的CO2”。功能上以氣球將CO2氣體收集，氣球體積改變後，便把插頭自本作品向外擠壓推出，達到斷電節能的目的。

Carbon dioxide is produced quietly when electricity is being used. The work attempts to turn invisible negligence into practical care and warning. The design aims to remind us that the more electricity is wasted, more carbon dioxide will be generated. Basically, the product called 'Gas balloon' collects carbon dioxide and expands until it cuts electricity off to save the energy.



產品設計
Product Design
入圍
Finalist



作品名稱 Title of work
冰山一角 Iceberg

參賽者姓名 Name of Applicant
黃新雅 Huang, Hsin-Ya

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
柯志祥 Ko, Chih-Hsiang

學校名稱 Name of School
國立台灣科技大學
National Taiwan University of
Science and Technology

音樂，彷彿是隱藏在水面下的玄機。
當歌曲開始播放，我們才可一觀其全貌。
音樂，是看不到也摸不到的藝術。
當機器靜止的時候，就好像冰山露在水面上的浮冰，我們無法去體會它的奧妙與磅礴。
但當音響開始播放，音樂緩緩開始，燈光也跟著節奏亮起，我們才得以感受到它那抽象的美。
Iceberg是台音響，整體為透明壓克力製成，表面使用濺鍍的手法，當冰山靜止時只看的到表面的反射，但當它開始播放音樂時，內部的光源隨著節奏亮起，就會從漸鍍層中透出光線，我們才看的到內部的共鳴箱。
就有如冰山一般，水面下才是最精采的部份。

Music is an art that neither can be seen nor touched. When the stereo is off, it's just like an iceberg in the water as you cannot feel its majesty. But when the music starts, it flows and the light inside the stereo begins to light up at the same time, so you are able to experience its beauty. When the stereo is off, you can only see the reflection of the surroundings on the exterior, and the light comes on when music starts to play and the interior resonator can be seen. Just like the iceberg, the best part is always under the water surface.



作品名稱 Title of work
行之有哩 I / m

參賽者姓名 Name of Applicant
曾懿 Tseng, Yi

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
郭介誠 Kuo, Jieh-Cheng

學校名稱 Name of School
大葉大學 Dayeh University



早晨，公車來去，乘載上學的學童、上班族奔向學習工作的場所
午后，帶著優閒的氣氛駛過燦爛陽光經過的角落
晚上，再帶著人們歸返溫暖的家
公車站牌指引人們前往的方向，空間轉換出入的停靠點
然而我們在站牌前常常看到的景象是：
一輛公車緩緩開過來，是等候的人群聚集的焦點
在昏暗的燈光下、在擁擠的車潮中，候車的人們很難看得清楚來車為何
而每個人都想知道是不是自己等的公車來了，為了搭到車，大家都爭先恐後的上車忘了先禮後讓排隊的禮貌，也造成交通安全的隱憂。
或者，有時候司機開的太快 我還來不及招手看清楚是幾路公車就錯過了...

The design aims to create a more orderly waiting environment for buses. People travel to work by bus in the morning. In the afternoon buses continue to travel around under the cover of daylight. By the time night falls, buses are ready to take passengers to their warm homes. But in reality, taking bus is not a pleasant experience. Waiting for a bus can be a nightmare. In dim light, it's hard for passengers to see the bus number. People refuse to queue up and all rush to the bus. This could be dangerous with oncoming traffic. Often bus drivers drive too fast and pass the passengers who want to get on.

視覺設計 評審評語

Visual Design
Jury Comments

視覺設計 評審評語

Visual Design Jury Comments

金獎 Gold Prize In / Out雜誌 In / Out magazine

何見平：這位從澳門來的作者所表達的概念較為國際化，海報訊息和表達形式能為台灣文化以外之人所理解，在質感上也達到一定的標準，同時納入了幽默、語言和歷史等元素。在學生組就能有這樣的表現，實為不易，固選為金獎作品。

何清輝：金獎海報的原創性非常夠，傳達的訊息亦頗為清楚。在字體的選擇上，顧及每張海報的調性及元素。舉例來說，第一張海報的字體就符合國家元首主題應有的典雅和正式風格。當然，此作品亦有可改進之處。此系列中的後兩張與第一張設計風格、主題些許不同。後兩張與生、死和形狀的聯結較第一張來得強烈，若要合為一系列也可說得通，但較為牽強。另外，此系列的背景採用 freehand 的反白筆觸，既是藉此為嚴肅的議題帶進幽默輕鬆的元素，不如多加一些。然而講了這麼多，評審們一開始對此作品便印象深刻，這份海報得金獎，可說是眾望所歸。

Jan Rajlich Jr.：這次金與銀獎作品風格類似，在訊息傳達上強而有力，然金獎優於銀獎之處則在於所表達的概念，容易為跨國際、年齡、背景的人所理解、接受。

Jianping He : This Macanese designer renders a more internationally acceptable way of expression, making the message understandable for people outside the Taiwanese culture. Quality-wise, the poster is up to par, incorporating elements such as humor, language, and history. This project is laudable as an entry for the student category. For this reason, we have chosen it as the Gold-prize winning poster.

Taddy Ho : This is a work of surpassing originality, while communicating a clear message. The types chosen for each poster in this series corresponds with their respective tone and elements. For example, the types used for the first of the series matches the formality and elegance that heads of states are often associated with. Yet, the last two posters of the series, including the style and the themes, slightly differ from that of the first. Their reliance on the theme of life and death, as well as association with shapes are stronger than that of the latter. In addition to this, as the freehand drawings in the background are adopted to add a humorous touch to the seriousness of the message presented, it would not hurt to add in a stronger dose of the drawings. Having said all this, however, this is an eye-catching series that appeals to all of the participating jurors, and thus deserves the first prize.

Jan Rajlich Jr. : The Gold and Silver-prize winning posters are similar in style and strong in communication. Yet this entry out-shines the other in its expression, delivering a message accessible and understandable for people of different nations, age brackets, and backgrounds.

銀獎 Silver Prize 出宅吧 Leave the house

何見平：銀獎作品原與金獎作品一樣在第一輪評選時就脫穎而出，在各方面與金獎海報不相上下，唯在國際性上略遜一籌。質量上已達一定標準，評審一致給與肯定，固頒贈銀獎。

何清輝：此作品極富時代性，不僅語彙上能緊抓學生觀眾的目光、取得認同，也帶進對現今教育和大學生活模式的反省。海報大量採用對比的元素：時代的轉移(現代的宅男宅女文化與過去強調的戶外生活)、健康的人與發爛的馬鈴薯、室內的髒亂與室外的晴天綠樹等。用普普藝術的來呼應主題、以藝術史的演進來強化對比，也堪稱一絕。然而作品可惜之處在於不夠國際化，所要表達的訊息觀眾雖能理解，但執行上可更加精準，亦可加入更多元素，加增可看性。整體而言，已夠準確，並切題、傳達正確的訊息。

Jan Rajlich Jr.：我很喜歡銀獎作品的內容和概念，能夠與新一代的學生起共鳴，執行方面也已達到水準。

Jianping He : This entry stood out with the Gold-prize series during our first round of selection, and was in many ways comparable with the latter. However, it became less favorable when considering its friendliness towards an international audience. Nevertheless, the overall quality has reached a standard that all jurors deem worthy of the second prize.

Taddy Ho : This entry resounds well with the times. Its usage of language immediately catches the eye and wins the identification of the student audience. It at the same time calls for a re-evaluation of present-day educational systems and a reflection of the life of university students. The designer uses interesting contrasts to deliver his/her message: the modern stay-indoors culture versus the outdoors-living of the past, a healthy young man versus a rotting couch potato, a messy college dorm versus the clear sky and leafing tree, etc.. The adaptation of Pop art graphics also, is a creative addition to the combo that highlights the contrast through the concept of evolving art history. One unfortunate element that the designer forsook, however, is the incorporation of the international audience. More precision and elements could be added to the work to make up for this loss. Overall, this entry grasps the theme well and is successful in message delivery.

Jan Rajlich Jr. : I like the concepts and ideas of this poster. It resounds with the younger generation of students, and is up to par in execution.

銅獎 Bronze Prize

時刻 Time

何見平：作者採用的圖像具國際共通性，但同時納入東方輪迴的概念，品質亦不錯。雖然排版可更精緻，但仍舊得到評審們的青睞。

何清輝：這張設計在第一輪評選時只得了兩票，最後卻敗部復活，勇奪銅獎，可見好的作品一開始可能不是最亮眼的，而在從量化到質化的評圖過程中，最先被所有評審注意到的海報，也不一定就都是他們心中最喜歡的作品。會注意到這張海報是因為它用最簡易的圖案和執行，傳達出有力的概念，用日常生活中一直都在卻常為人所忽略的時鐘來表達極為切題的主旨，把廣度做大了。以12作為in/out的點很合適，因為我們每天生活確實是以這個12作為休息、歸零的指標。唯一美中不足的，就是豐富和可見度上不如金銀獎作品。

Jan Rajlich Jr.：作者以簡單易懂的圖像來傳達其概念。這份作品足以為好的典範，說明出色的海報也可以簡單明瞭，同時也帶出深刻的反思。

Jianping He : The graphics chosen is international, but at the same time communicates the idea of transmigration in the East. The quality is good as well. Though more efforts could have been put into the layout, we jurors still consider this an outstanding design.

Taddy Ho : This poster got only two votes in the first round of selection, but managed to re-assert itself and win the third prize in the end. This indicates that good designs may not be the most eye-catching ones from the beginning. In the process of narrowing down our selection, it turned out that entries that caught the attention of all the jurors may not end up being their number-one favorites. This poster appealed to me because it delivers a strong message through the simplest graphics and execution. It widens the scope of a clock, an integral part of our lives that we so often neglect, to express a theme that corresponds extremely well with the theme in question. Using 12 as a synonym for in/out is appropriate, as it is a reference point for us in deciding when to rest and reset our day. The only regret for this entry is that it is less of a parallel in richness and visibility in comparison with the other two prize-winning designs.

Jan Rajlich Jr. : This designer uses a simple and easily understandable graphic to communicate his/her idea. This is a good example of how a good poster can be simple, understandable, yet induces deep reflection on the part of the viewer.

整體意見 General Comments

何見平：這次比賽招稿時間短，能有如此高品質的作品，已屬不易。這是對未來幾屆的一大鼓勵，盼望日後的參賽者能來自更多不同的國家，時程上也能較為寬裕。評審之間雖有東西背景的不同，因此在想法上有所分歧，但是均能夠過溝通達到共識，這也是對此比賽邁向國際化的一大正向指標。

何清輝：每一位參與的評審一開始就都很有自己想法和評斷，但是溝通的過程非常平和，即使有些意見不同之處，也能彼此表述、聆聽，最後達到共識。未了達成的結論與第一次評選的結果出入不大。入選的作品均頗為出色，然而評審們首重的還是訊息是否切題，可為日後參賽同學們參考。

Jianping He : It is exciting to see entries of such quality given the short time available for submission. This is a great encouragement and good sign for future TIDCs. I would like to see participants from more countries hand in their designs, and ample time for them to design and submit their works. Due to different national and personal backgrounds, we jurors inevitably had some disagreements, yet were able to reach a consensus through communication. This, also, bodes well for the internationalization of this competition.

Taddy Ho : Every participating juror had their own ideas and judgment from the start, yet the communication process was harmonious. Though different opinions arose, we were able to each state our ideas and listen as the others spoke. Our final decision was much in sync with the results of the first selection. The entries chosen were all of good quality, yet what the jurors were looking for was a close connection with the theme. Future participants may like to take this into consideration.

視覺設計
Visual Design
金獎
Gold Prize



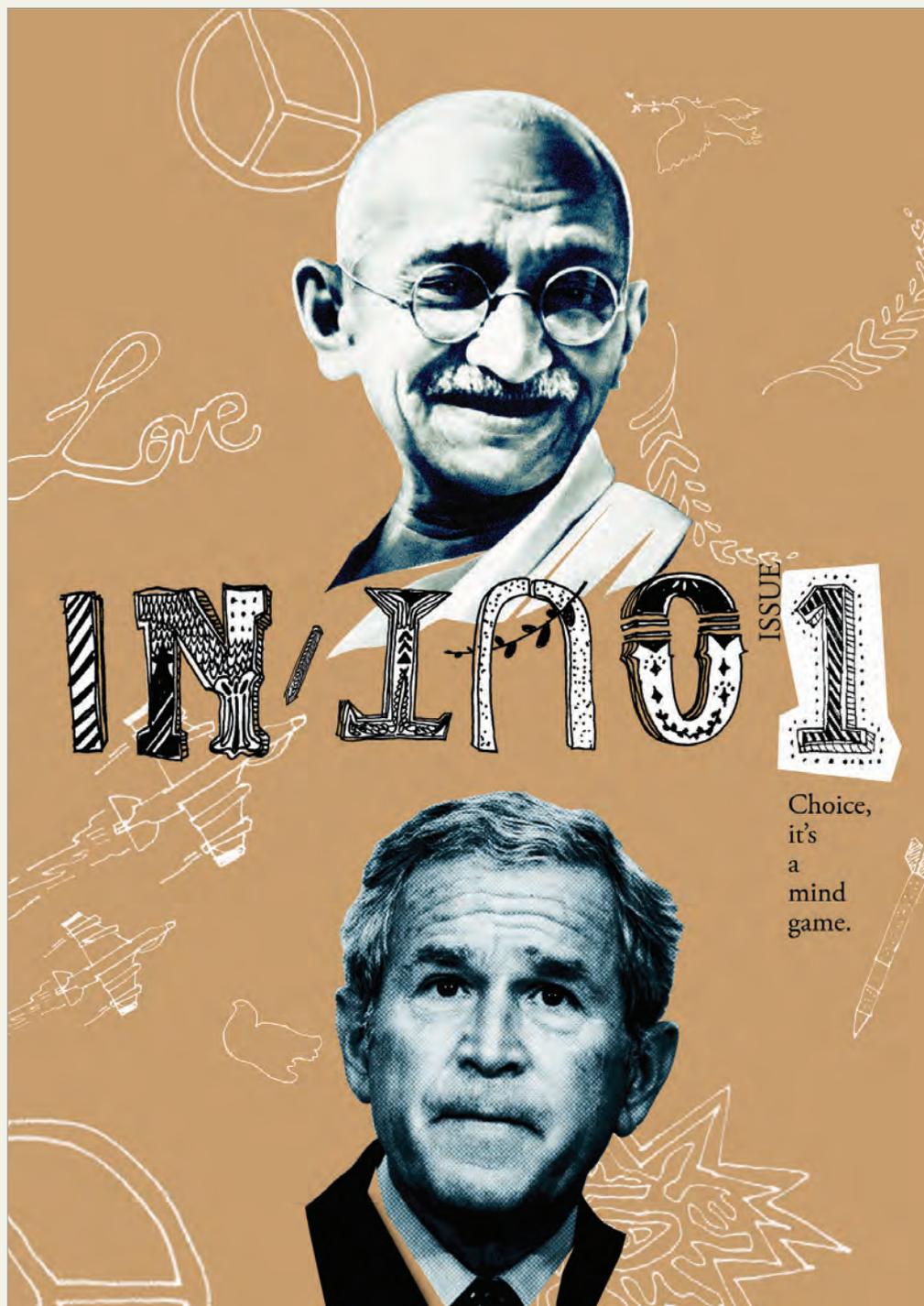
作品名稱 Title of work
In / Out雜誌 In / out magazine

參賽者姓名 Name of Applicant
李凱樞 LEI HOI IENG
王嘉寶 INACIO VONG KA
POU JAQUELINA
陳健麟 CHAN KIN LON

國籍 Nationality
澳門 Macau

指導老師 Instructor
李澄暉 LEI CHENG CHEONG

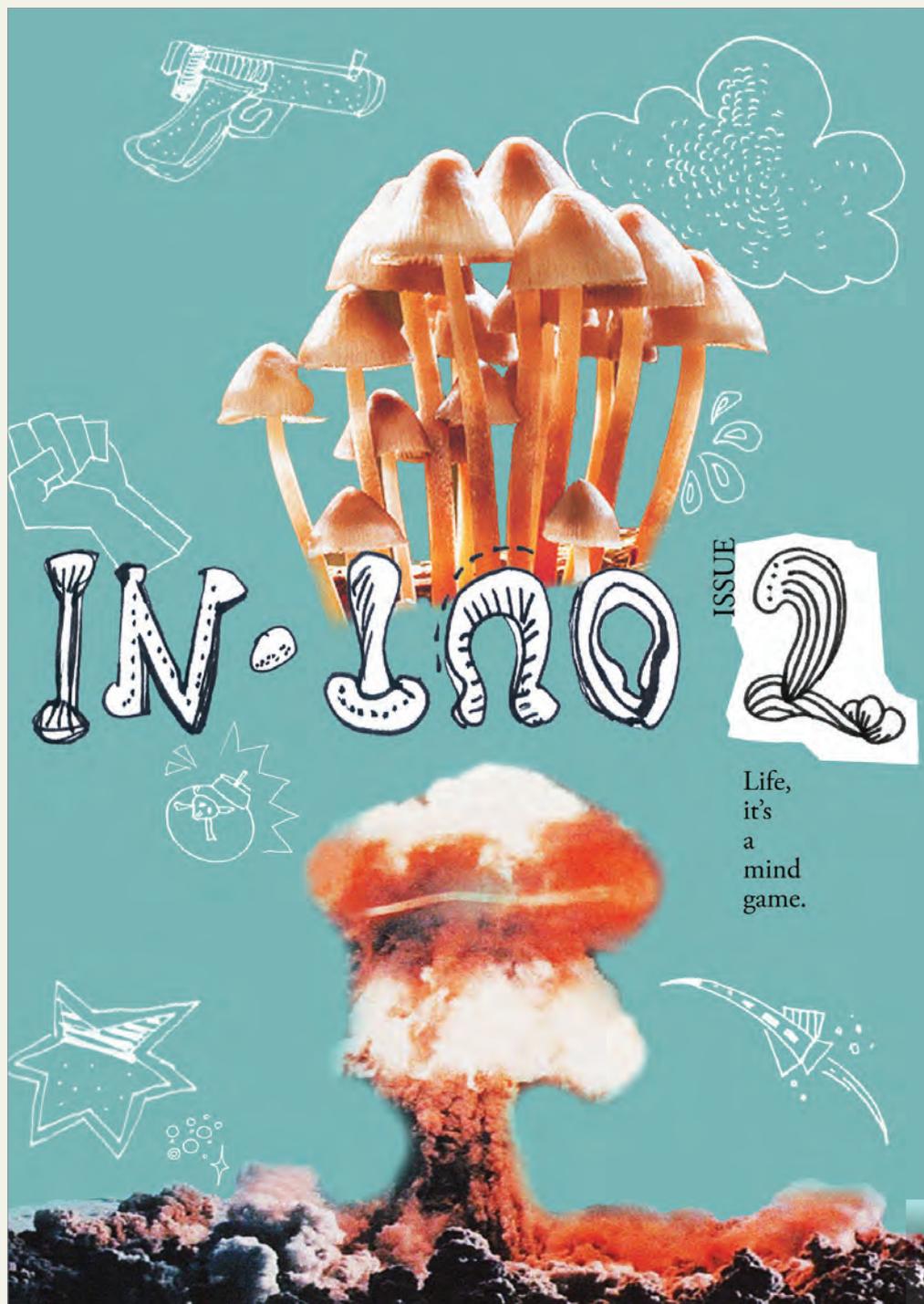
學校名稱 Name of School
澳門理工學院
Macau Polytechnic Institute



國際上有通用的流行術語，例如‘IN’代表潮流、時尚、趨勢等意思。而‘OUT’則代表不合時宜、老土的意思。因此，此三張海報取名為‘IN/OUT Magazine’以雜誌封面的模式借用IN與OUT的意思呈現不同的國際話題，如暴力/非暴力，環境/污染，兒童/槍械的議題。由於年青人閱讀雜誌已成一種習慣，因此海報的定位以娛樂性的執行手法去呈現嚴肅的話題，以提高年青人的關心度。

Some popular terms are commonly used all over the world. For example, “In” means trend and vogue, while “Out” stands for the old-fashioned and unseasonable. According to that, the three posters are named as “In/Out Magazine”, using the meaning of “In” and “Out” to present different international topics, including violence and peace, environment and pollution, and children and guns. As young people have developed the habit of reading magazines, the posters are designed to show serious topics in an entertaining way for young readers.

視覺設計
Visual Design
金獎
Gold Prize



作品名稱 Title of work
In / Out雜誌 In / out magazine

參賽者姓名 Name of Applicant
李凱楹 LEI HOI IENG
王嘉寶 INACIO VONG KA
POU JAQUELINA
陳健麟 CHAN KIN LON

國籍 Nationality
澳門 Macau

指導老師 Instructor
李澄暉 LEI CHENG CHEONG

學校名稱 Name of School
澳門理工學院
Macau Polytechnic Institute

視覺設計

Visual Design

金獎

Gold Prize

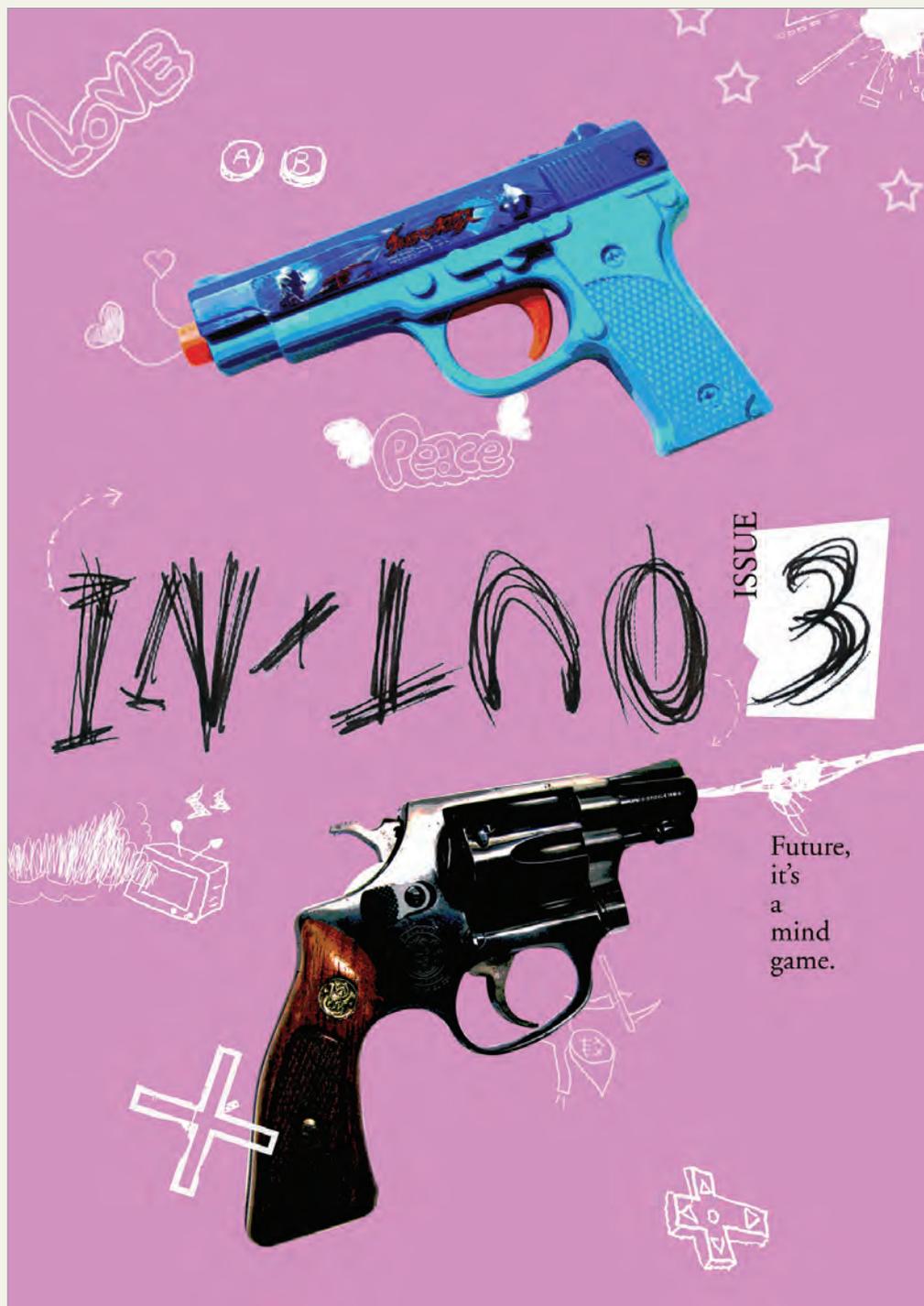
作品名稱 Title of work
In / Out雜誌 In / out magazine

參賽者姓名 Name of Applicant
李凱樞 LEI HOI IENG
王嘉賓 INACIO VONG KA
POU JAQUELINA
陳健麟 CHAN KIN LON

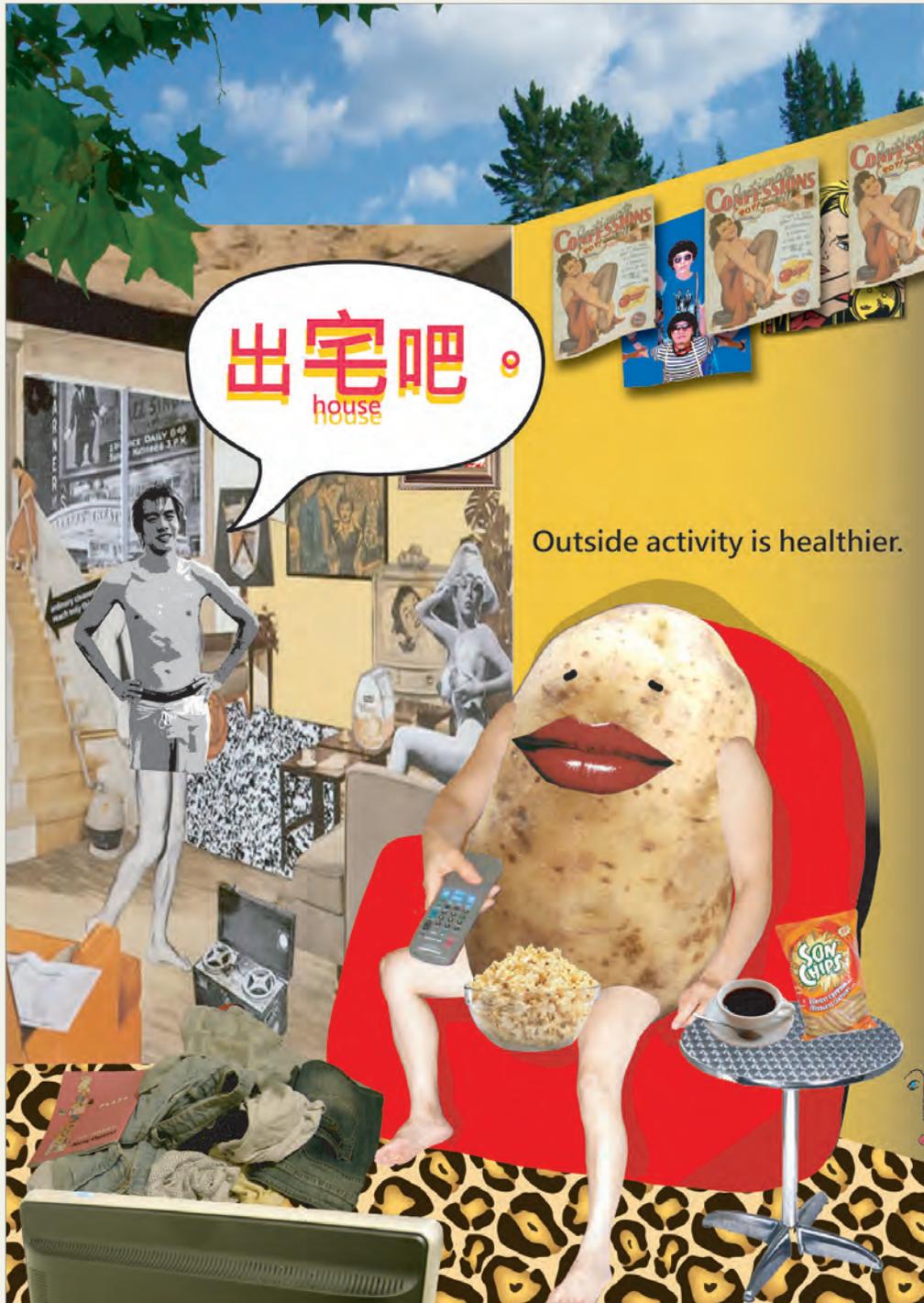
國籍 Nationality
澳門 Macau

指導老師 Instructor
李澄暉 LEI CHENG CHEONG

學校名稱 Name of School
澳門理工學院
Macau Polytechnic Institute



視覺設計
Visual Design
銀獎
Silver Prize



作品名稱 Title of work
出宅吧 Leave the house

參賽者姓名 Name of Applicant
王彥蘋 Wang, Jeng-Ping

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
楊勝雄 Jack Yang, Shen-Hsiung

學校名稱 Name of School
中國文化大學
Chinese Culture University

好吃懶動是現代人的通病。大家都知道運動比較健康，卻很少人做到。文字用幽默諷刺的手法誘人出門運動。畫面以普普風來呈現，外頭伸進房內的樹葉代表著不出門就對不起自己的晴朗天氣。不只是像沙發馬鈴薯一樣呆坐著看電視，地上還有沒整理的衣物。生活散漫而墮落，正是許多現代人的生活縮影！

而標題的出「宅」是house，出家門的意思；在流行用語上也可以解釋成：「脫離宅男宅女的生活吧！」副標只有英文，是說：「戶外活動比較健康。」

Being gluttonous and lazy is a common fault of people in modern times, Everyone knows the importance of exercises, but only fewer do it.

My design uses the means of humorous but satirical expression to tempt people to get out their houses. Few leaves extend from outside to room, but they are ignored by those couch potatoes who show indifferent to nice weather, but watching TV all day and being reluctant to tidy up their houses. The lazy and unhealthy lifestyle reveals the lives of many people. Just getting out the house and doing some outdoor activities, this is what I want to express.

視覺設計
Visual Design
銅獎
Bronze Prize



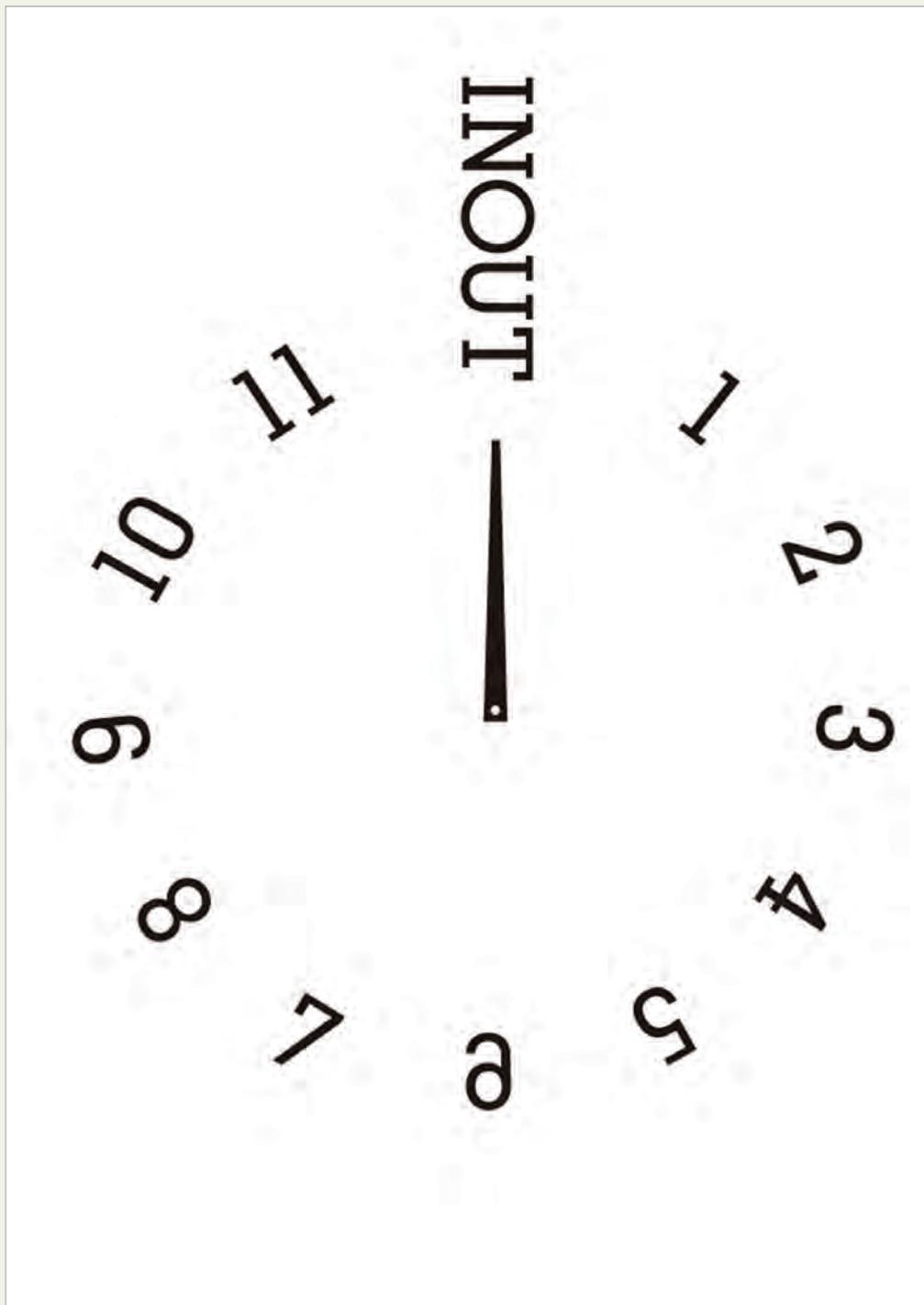
作品名稱 Title of work
時刻 Time

參賽者姓名 Name of Applicant
翟文思 Zhai, Wen-Si
梁秀川 Liang, XiuChuan

國籍 Nationality
中國 China

指導老師 Instructor
肖勇 Xiao, Yong

學校名稱 Name of School
中央美術學院
China Central Academy of
Fine Arts



午夜12點是邁向明日還是揮別昨日?
全在個人意志中...

At twelfth o'clock in one day, is it IN or OUT?
It's up to you every one...



視覺設計
Visual Design
佳作
Honorable Mention



作品名稱 Title of work
共生 Paragenesis

參賽者姓名 Name of Applicant
羅珮綺 Luo, Pei-Chi

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
姚村雄 Yao, Tsun-Hsiung
李德勳 Lee, Yih-Sun

學校名稱 Name of School
國立高雄師範大學
National Kaohsiung
Normal University

自然界無條件供給人們生存的資源，但人們對於大自然的無私給予卻沒有對等的回饋，作品想要表達希望打破出／入的限制，人類與大自然的生命是環環相連的生命之鏈，是一體兩面的共同體，藉此希望人們與大自然能夠互相尊重的共同生存著。

The nature provides resources unconditionally for human beings, but people don't repay its generosity. The artwork expresses the wish to break the limits of "In" and "Out", to show the fact that human beings and the nature is closely connected.

視覺設計
Visual Design
佳作
Honorable Mention



作品名稱 Title of work
裁紙+人 Decoupage Life

參賽者姓名 Name of Applicant
黃偉哲 Wei-Je Huang
李耀騰 Yao-Teng Lee
林建宇 Chien-Yu Lin
陳郁屏 Yu-Ping Chen
李政霖 Cheng-Ling Li

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
蔡昌吉 Chang-Chi Tsai
黃庭超 Ting-Chao Huang

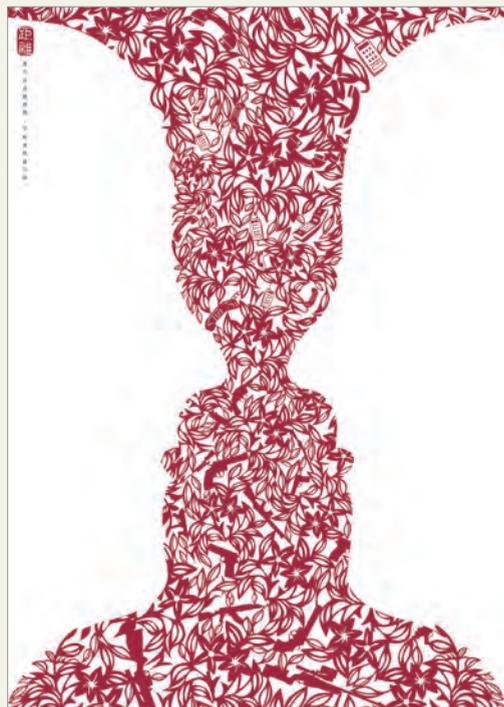
學校名稱 Name of School
嶺東科技大學
Ling Tung University



在這個主題上，我們以人為中心，講述人的行為在世界演變的同時所產生的共鳴與變化。我們運用各種人物特色結合相關議題，呈現出人們在面對種種議題時所產生的行為表象，表現現今文化觀念差異的演變，並營造出東方和西方衝突對比而和諧。而創作上使用中國傳統剪紙的手法，並融合現代化的圖像來表現出文化的演進和融合。

The theme of our artworks focuses on people. Various characters are used to display how people react when they face different issues, to show the development of cultural differences, and to create the contrast and harmony between the East and West. Chinese traditional paper-cutting is used to express the development and fusion of different cultures.

視覺設計
 Visual Design
 佳作
 Honorable Mention



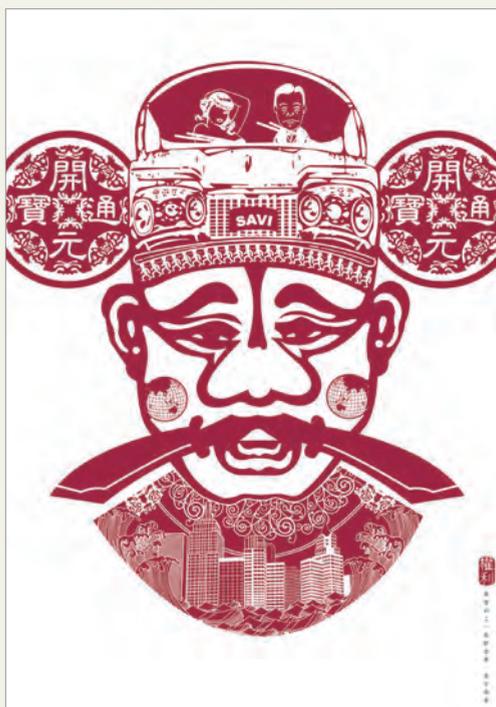
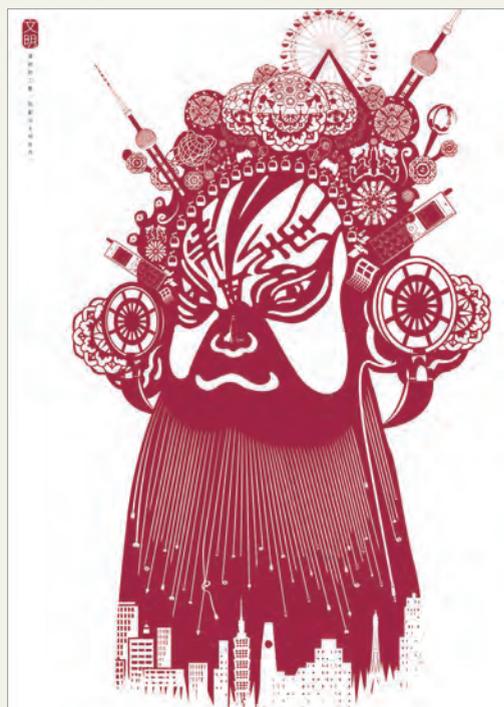
作品名稱 Title of work
 裁紙+人 Decoupage Life

參賽者姓名 Name of Applicant
 黃偉哲 Wei-Je Huang
 李耀騰 Yao-Teng Lee
 林建宇 Chien-Yu Lin
 陳郁屏 Yu-Ping Chen
 李政霖 Cheng-Ling Li

國籍 Nationality
 台灣 Taiwan

指導老師 Instructor
 蔡昌吉 Chang-Chi Tsai
 黃庭超 Ting-Chao Huang

學校名稱 Name of School
 嶺東科技大學
 Ling Tung University



視覺設計
Visual Design
佳作
Honorable Mention



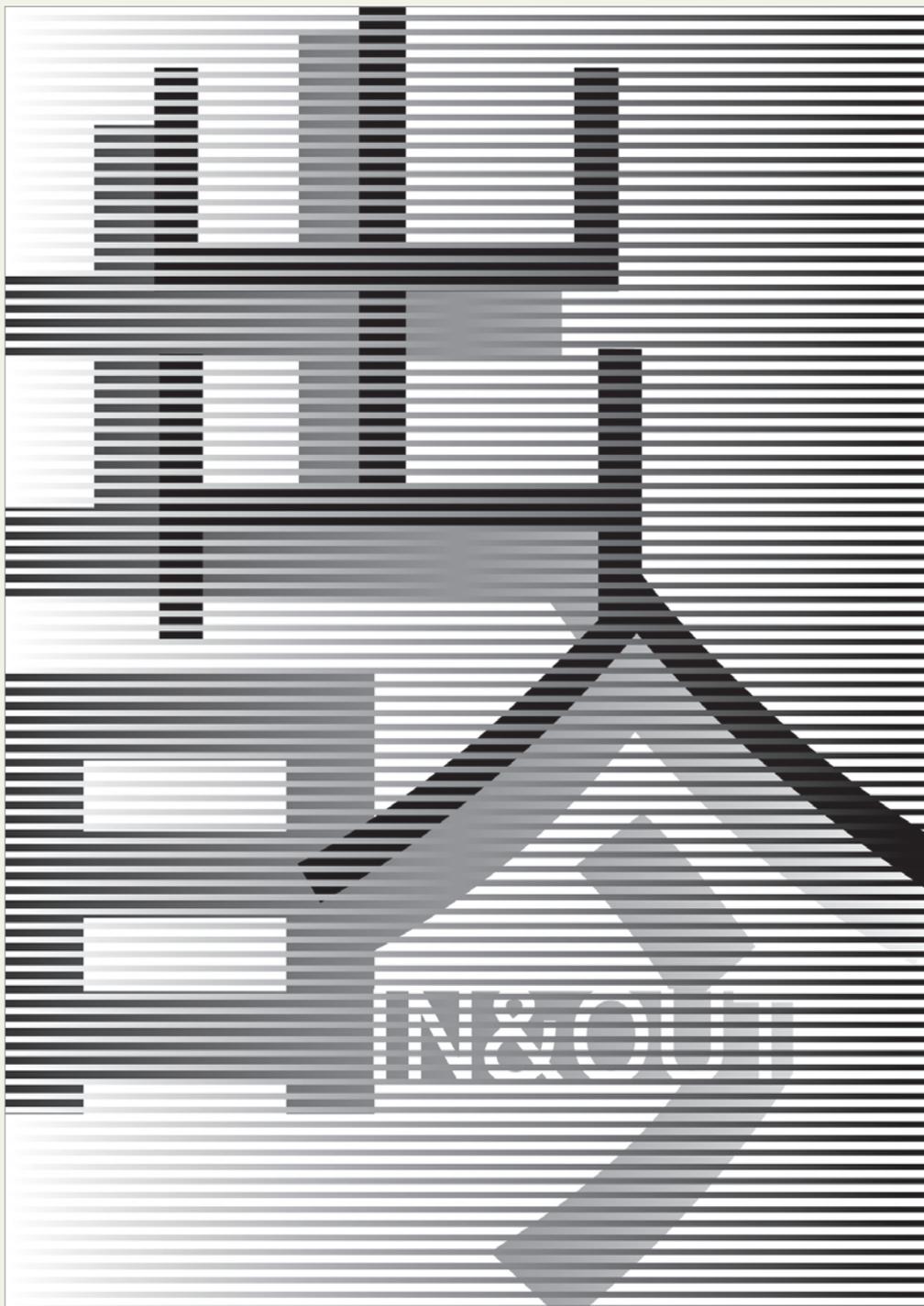
作品名稱 Title of work
今非昔比 Now and Past

參賽者姓名 Name of Applicant
林上瑄 Lin, Shang-Hsuan

國籍 Nationality
台灣 Taiwan

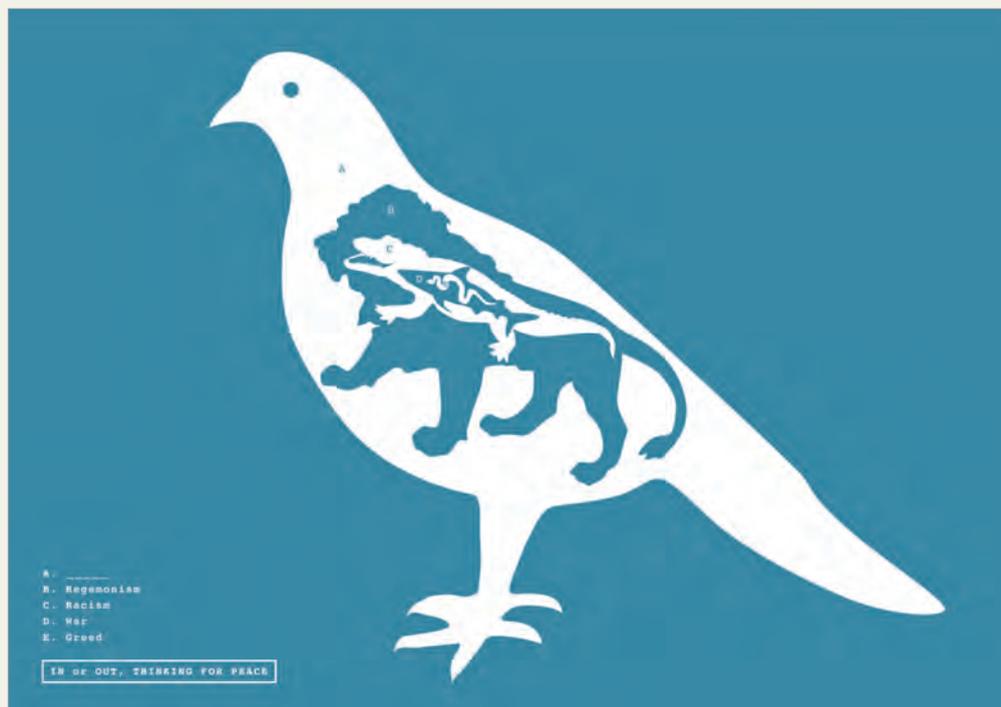
指導老師 Instructor
施令紅 Sophia Shih, Ling-Hung

學校名稱 Name of School
國立台灣師範大學
National Taiwan
Normal University



「今昔」中所隱含的「出入」議題是這張作品所要傳達的。在現在社會變遷快速的社會，世代交替現象漸趨平凡，無形中縮短了代的長度，但其實是放大了代代的距離。復古風的盛行，像是在幫我們溫習以往記憶，新舊出入的定義更趨模糊。因為推陳出新的概念融入生活，串起了昔日與今日；而「今非昔比」的定義將由今日非同以往，轉變成今昔不可比較。

The "ins" and "outs" implied by the "now and past" is what I want to convey in this work. Now, in the fast changing society, the digenesis gradually becomes featureless, and it imperceptibly shortens the distance from one generation to another. However, actually, it enlarges the gap between different generations. The prevalence of the trend "Back-to-Ancients" is just like helping us recall our past memories. The differences between "what is new, old" and "what is in, out" become more indistinct. It is because the novel conceptions are integrating into our lives, and connecting the past and the present. As for the concept "the present cannot be compared with the past," it will undergo an absolute transformation into "the present and the past are not comparable."



作品名稱 Title of work
Thinking for Peace / Nature

參賽者姓名 Name of Applicant
梁國輝 LEONG, KUOK-FAI

國籍 Nationality
澳門 Macau

指導老師 Instructor
李澄暉 LEI CHENG CHEONG

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澳門理工學院
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出或入，並無一定的對錯、好壞之分，只在乎每個人對事件的定義與態度而有所不同。出或入在日常看似容易，但有時對於一些人類最基本的需求—和平(和平鴿)、大自然(樹葉)，我們卻顯得乏力，不能自由出入，「IN」和「OUT」(出與入)都需要巨大的勇氣與承擔。此兩張海報正是回應這種矛盾狀態的一種反思，執行手法以圖形內外關係比喻簡單的理想卻要付出重重代價。

Every individual judges the rights and wrongs of a case depending on his own attitudes. "In" and "Out" seems easy to do, but we are not capable doing it sometimes, because every step of "getting in" or "getting out" requires great courage and responsibility. The 2-poster reflects the contradiction. The relationship between the inside and outside the circular form expresses that achieving a simple goal needs high price.

視覺設計
Visual Design
佳作
Honorable Mention



作品名稱 Title of work
性與金錢 Sex & Money

參賽者姓名 Name of Applicant
賴建華 Lai, Chien-Hua

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台灣 Taiwan

指導老師 Instructor
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國立台灣師範大學
National Taiwan
Normal University



性與金錢是人類的慾望根源也是生命所必須，在一出與一入之間，我們似乎得到滿足。隨著時代進步，人與人之間的交流變的更快速，但是實質的關係卻是越來越少。追根究底，我們過度依賴、享受在這一切進步之後的豐收，性變的如此低廉，金錢可以為所欲為。縱慾，然後淪陷！在金錢的交易之間，在性愛的出入之間，我們必須重新思考「進化」到底是為了什麼原故。人類使自己的生活在美好，然後在美好中墮落，不應該是如此的。

Sex and wealth are the roots of human being's desire, and they are also the basic needs of life. Following social development, communication is getting faster than ever, while the substantial relationship is getting less. We enjoy the advancement of society and do whatever we like, as long as we have money, which even can buy sex. However, we have to think about what evolution means. We struggle for a better life, but we get lost on the way pursuing happiness. Life should not be like this.



視覺設計
Visual Design
佳作
Honorable Mention



作品名稱 Title of work

出入 In Out

參賽者姓名 Name of Applicant

鍾年恩 Jhong, Nian-En

國籍 Nationality

台灣 Taiwan

指導老師 Instructor

施令紅 Sophia Shih, Ling-Hung

學校名稱 Name of School

國立台灣師範大學

National Taiwan

Normal University

出與入是兩種相反對立的概念，出去與進入帶給人的聯想與象徵也不同，雖然說是兩種截然不同的概念，但其實也有相通的部分。每個相對的詞都有一體兩面的關聯性，將這一體兩面的概念呈現在作品上，傳達充滿趣味的哲學思辨，讓人思考什麼是出？什麼是入？用英文in和out這兩者的相似之處做結合，與文意上的概念連結。在兩面的正反的對照下，將出與入的概念和趣味闡述。

在海報中，我用拇指的意象，純粹是引用簡單的拇指小魔術，引用魔術的幻覺帶給人的震撼，這其中的出入，虛假與真實的差別，值得我們的深思。

"In" and "Out" are opposite and their concepts bring different imagination to people. Even though, they have something in common, as everything has dual nature.

The concept is displayed in the poster, to express interesting philosophical thoughts and to make people think what "In" and "Out" are. The similarity of the two English words is combined to link their meanings.

The artwork uses the image of thumb, as I want to excite people's mind by adopting the illusion of magic. The differences between the true and false, and "In" and "Out" are worth thinking.

視覺設計
Visual Design
佳作
Honorable Mention



作品名稱 Title of work

書&樹 Book & Tree

參賽者姓名 Name of Applicant

劉佳珈 Jia-Jia Liu

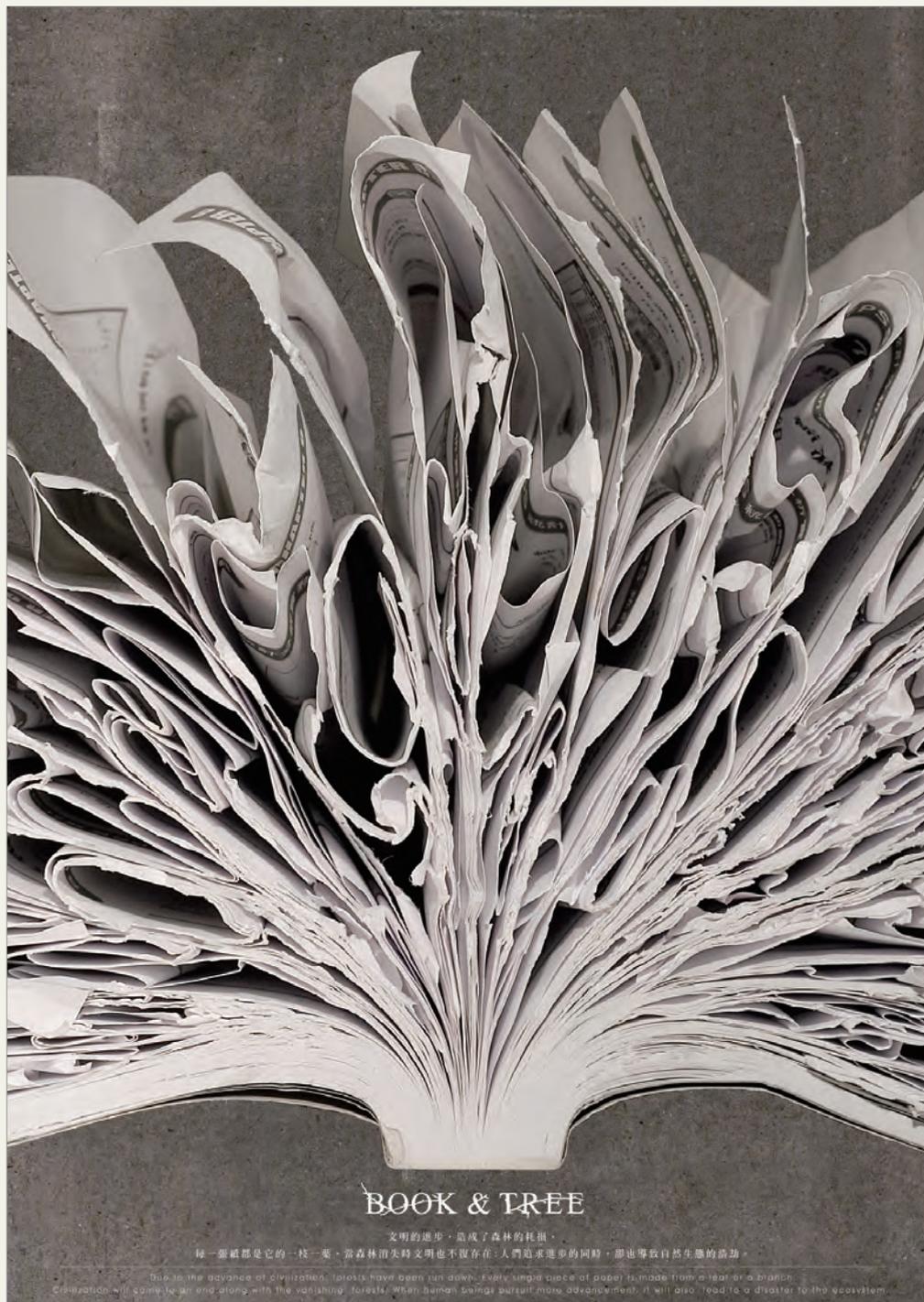
國籍 Nationality

台灣 Taiwan

學校名稱 Name of School

朝陽科技大學

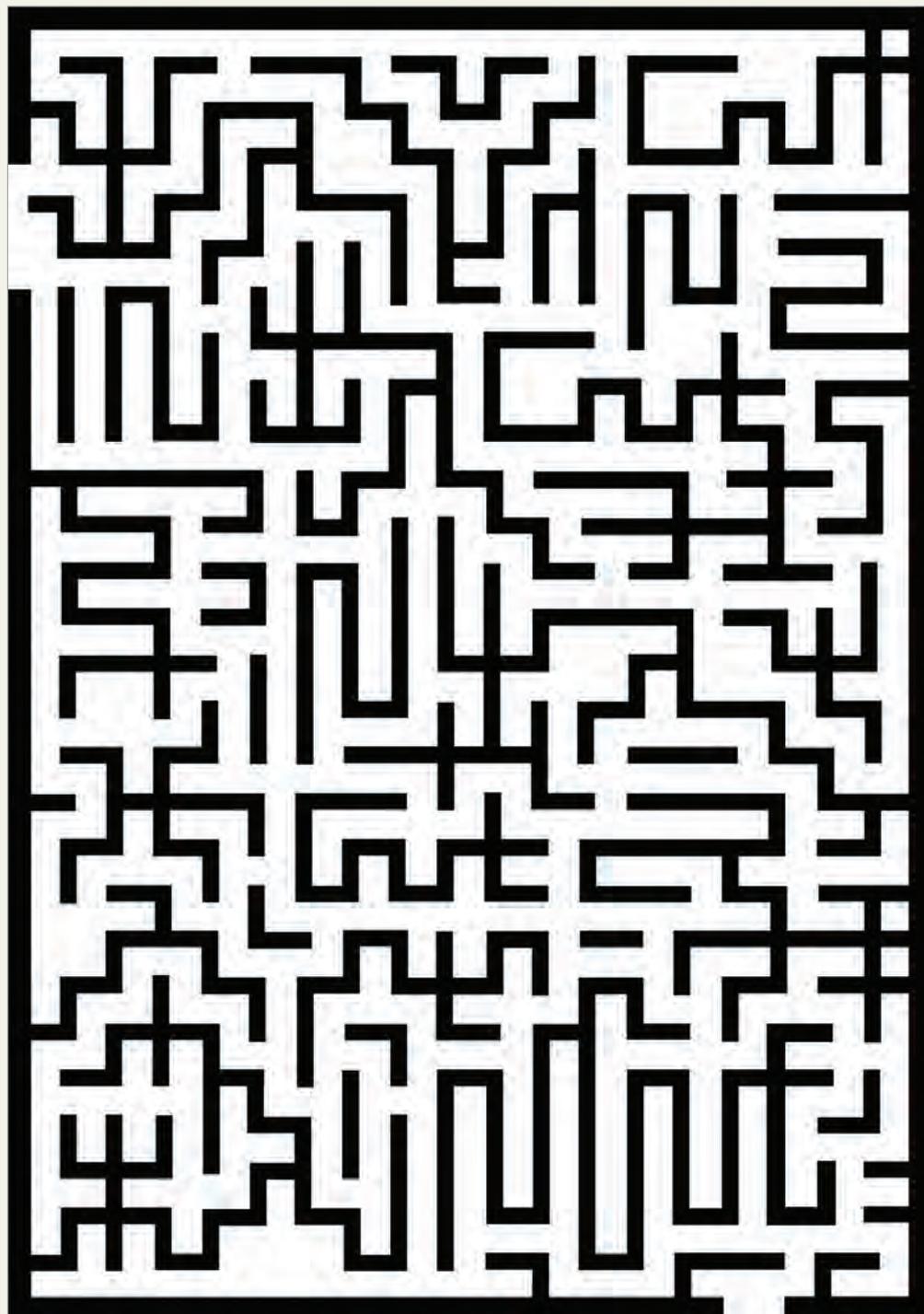
Chaoyang University of
Technology



文明的進步，造成了森林的耗損，
每一張紙都是它的一枝一葉，
當森林消失時文明也不復存在；
人們追求進步的同時，卻也導致自然生態的浩劫。

The development of civilization has ruined forest.
Every piece of paper is made from a tree's leaf or branch.
Civilization will disappear when the forest vanishes.
When human beings desire advance and improvement, it will bring out a
disaster to the ecosystem.

視覺設計
Visual Design
佳作
Honorable Mention



作品名稱 Title of work

出入 In Out

參賽者姓名 Name of Applicant

林靖容 Lin, Jing-Rong

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台灣 Taiwan

指導老師 Instructor

林美吟 Lin, Mei-Yin

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國立臺南大學
National University of Tainan

以出入的中英文字組成迷宮。這個概念是源自於現代人面對眼前的挑戰時，經常必須辨識哪裡是出口哪裡是入口的迷惑。

The maze is formed by the words of "In" and "Out" both in Chinese and English. The concept of the artwork is based on how people feel puzzled when they have to differentiate between exit and entrance.



作品名稱 Title of work
出“外”入“內” Outside in

參賽者姓名 Name of Applicant
尤傑 Yu, Chieh

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
吳淑明 Wu, Shu-Ming

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National Kaohsiung
Normal University



作品為創作者的寫照，作者試圖藉由自己面對外在社會的矛盾與困境，表達個人與外在的出入關係。如何面對外在(給予我們的束縛)?縱使那一切是多麼的與我們不可分離與合理。就在這不可違背的種種，我們漸漸成為歷史的一部分；而看似自由的我，卻在這之中顯得那麼格格不入。作品中的出與入(In\Out)，指的是”個人主體世界”與”外在社會”間的互動情形。這對海報，表達主體(self)面對外在客體(object)所產生的焦慮，以兩種不同的情節，象徵主體自身與文化間的困境。

The artwork mirrors contradictions and difficulties the author himself has to face in reality, in order to display the relationship between an individual and outside world.

“In” and “Out” in the posters refer to the interaction between an individual and the society. During the process, we keep asking ourselves how we can fight with the social power, which can be traditions, customs or media influence. But among the questions, there is an important one we neglect most, that is how to find ourselves?



視覺設計
Visual Design
佳作
Honorable Mention

IN/OUT



作品名稱 Title of work

出生 Birth

參賽者姓名 Name of Applicant

張諾帆 Chang, No-Fan

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指導老師 Instructor

吳介民 Jamie, Wu

學校名稱 Name of School

景文科技大學
Jinwen University of Science
and Technology

出生，顧名思義就是小孩降臨到這個世上。是父親和母親結合所產生的結晶，藉由這個過程，讓我想到了這個畫面，每個小寶寶都是由萬中選一的，每個都是最優秀的。

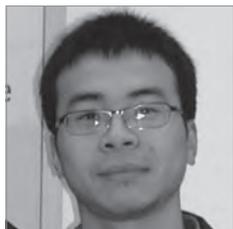
Birth is a process that a woman produces a baby from her body. I believe every baby has gone through a strict selection. They are the best.

視覺設計

Visual Design

入圍

Finalist



作品名稱 Title of work
杭州世界休閒博覽會 2
Hangzhou China World
Leisure Expo 2

參賽者姓名 Name of Applicant
胡曉東 Hu, Xiaodong

國籍 Nationality
中國 China

指導老師 Instructor
趙燕 Yan, Zhao

學校名稱 Name of School
中國美術學院
China Academy of Art

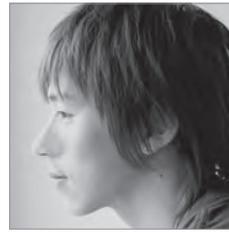


對於人，眼睛是心靈的窗戶。對於房子，窗戶則是建築靈魂的眼睛。對於杭州，休博會則是讓世界認識杭州的窗戶。海報體現了濃郁的杭州休閒文化韻味，這是休閒生活中動和靜的和諧，更是體現中國休閒文化之魂的高度濃縮。海報整體除了在視覺上給人以極大的衝擊外，充分體現了2006杭州世界休閒博覽會舉辦的意義：休閒，改變人類生活。也表現了杭州城市的大氣開放姿態，昭示了時代的交融與交流，寓意著杭州將以熱情的姿態迎接海內外朋友的光臨。

Eyes are the window of the one's heart, and window is the eyes of building's soul. For Hangzhou, China World Leisure Expo is the window of opportunity for the city to be well-known in the world.

The poster features rich flavor of leisure culture. Various elements with local feature can be seen in the artwork, such as elegant window, covering of a fan and peach blossom.

The artwork embodies the concept of "Leisure changes people's life".



視覺設計
Visual Design
入圍
Finalist



作品名稱 Title of work
國際語言
International Language

參賽者姓名 Name of Applicant
張羣浩 Wei-Hao Chang

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台灣 Taiwan

指導老師 Instructor
施令紅 Sophia Shih, Ling-Hung

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國立台灣師範大學
National Taiwan
Normal University

愛與微笑為國際語言，打破東方與西方之界限讓彼此有了相關的聯繫與溝通。

Love and smile is an international language, breaking the barriers between the East and West for better communications.



作品名稱 Title of work
傳統與現代 Tradition & Fashion

參賽者姓名 Name of Applicant
張晏瑜 Chang, Yan-Yu

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指導老師 Instructor
施令紅 Sophia Shih, Ling-Hung

學校名稱 Name of School
國立台灣師範大學
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Normal University

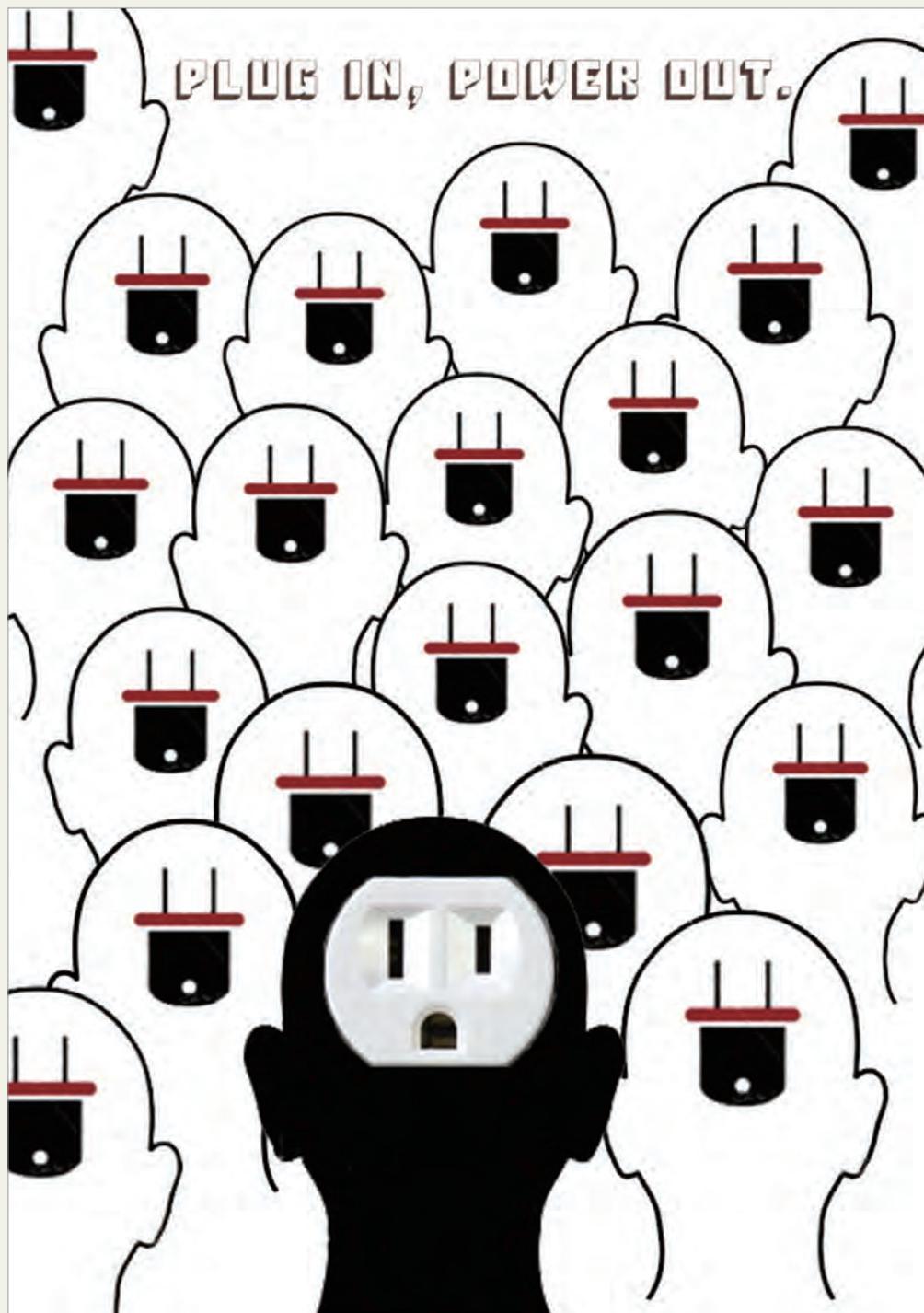


打破傳統與現代的界線，我們用雙腳走出這個框框。

To break the barriers between tradition and fashion, we walk out the frame on foot.



視覺設計
Visual Design
入圍
Finalist



作品名稱 Title of work

插入·充電

Plug In, Power Out.

參賽者姓名 Name of Applicant

韓雨軒 Yun-Shuan Han

國籍 Nationality

台灣 Taiwan

指導老師 Instructor

楊勝雄 Jack Yang, Shen-Hsiung

學校名稱 Name of School

中國文化大學

Chinese Culture University

當沒有創意的時候，插上插頭，讓創意源源不絕的電力流入腦袋，創意能量滿點。

When creativity runs out, just plug in and let the energy of creative thinking refill the mind.

視覺設計
Visual Design
入圍
Finalist



作品名稱 Title of work

同源 Identical

參賽者姓名 Name of Applicant

李浩強 Lei, Hou-Keong

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澳門 Macau

指導老師 Instructor

李澄暉 LEI CHENG CHEONG

學校名稱 Name of School

澳門理工學院

Macau Polytechnic Institute



出和入是相互對立，又相互統一，相互依存的東西，只要你從別人的方向出發，去感受，去領會，你會發覺可能大家所堅持的根本是一樣東西。作品中用了洋紅色和黃色做對比，以突出和增加出入的對立性；同時用了陷入和凸出的空間對比，加上視象的錯覺，又表現其統一性。我們想帶出的主題是人與人之間的相處也要用這種從別人的角度考慮事物的態度，才會減少爭執，和睦共處。

"In" and "Out" can be opposite to each other or be unified. As long as you take a stand on the side of other people and try to understand them, you will discover that we might have a lot in common.

Red and yellow are used in the artwork to stress the opposition between "In" and "Out", while the space contrast shows their unification due to optical illusion.

The theme we want to express is how people get on well with each other. Try to stand on the side of the others, we will live in a better world.



視覺設計
Visual Design
入圍
Finalist



作品名稱 Title of work
當東方遇見西方
When the East meets West

參賽者姓名 Name of Applicant
吳天韻 Tain-Yun Wu

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台灣 Taiwan

指導老師 Instructor
費國鏡 Fei, Kuo-Ching

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國立台灣科技大學
National Taiwan University of
Science and Technology

1. 主要是想結合東方和西方的文化來表達出入的涵義。
2. 圖騰是東方和西方皆有的文化特色，所以運用了圖騰來做”出入”的理念傳達。
3. 開闊思想，融會貫通多元的文化。
4. 開闊心胸，接納不一樣的文化。

1. Express the meaning of "In" and "Out" by combining the Eastern culture with the Western culture.
2. Totem is featured in both Eastern and Western culture. It therefore is adopted in the artwork to transmit the idea of "In" and "Out".
3. Open the mind to absorb multi-culture.
4. Open the heart to accept culture differences.



作品名稱 Title of work

人工製造 Artificiality

參賽者姓名 Name of Applicant

邱秋萍 Chiu, Chiu-Ping

國籍 Nationality

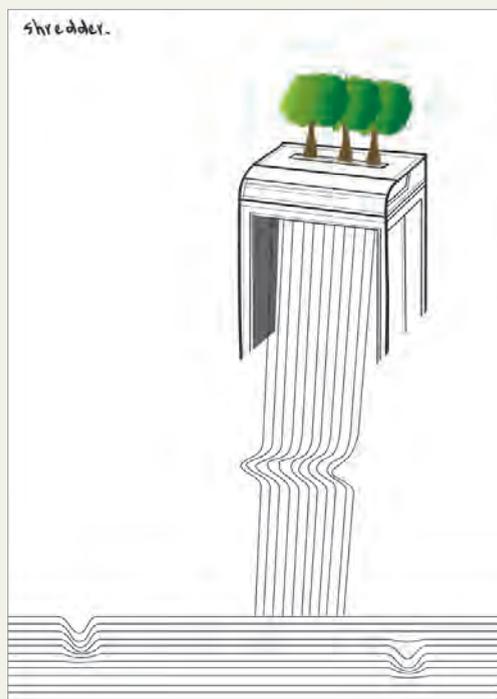
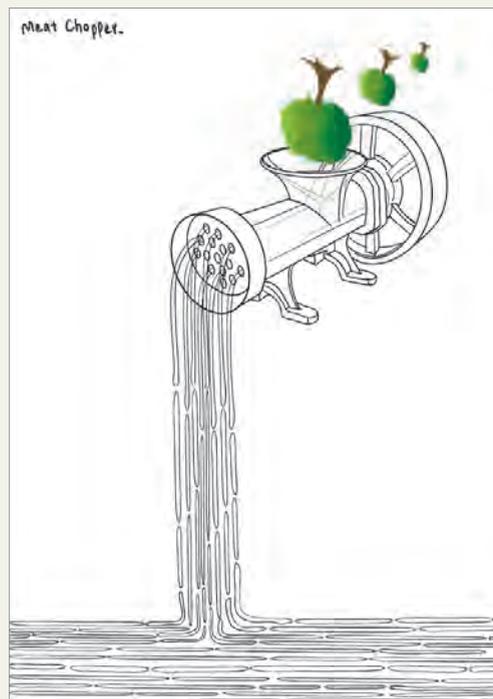
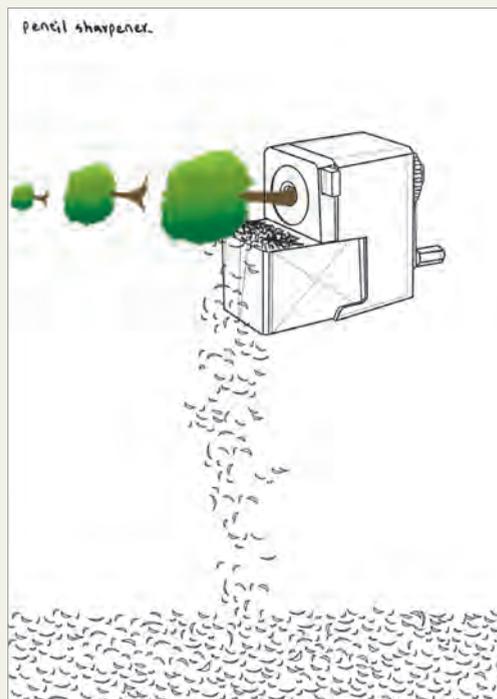
台灣 Taiwan

指導老師 Instructor

楊德俊 Der-Ghun Yang

學校名稱 Name of School

Pratt Institute



肉類的消耗帶來了雨林的傷害。研究指出人類的飲食習慣深深影響著雨林的發展，而肉類食用者越多，熱帶雨林被開發的速度越快，因為，肉食者越多，相對要開發更多的牧場，造成樹木砍伐，而畜養的牲畜越多讓地球的氮含量越高，間接造成空氣污染以及酸雨。辦公室紙張的消耗以及大量的木頭製品，生活上許多木製品的浪費，都使得雨林的生存受到威脅。

此為三張一組的海報，透過攪肉機、碎紙機，以及削鉛筆機去表現熱帶雨林所直接受到的傷害，雨林直接進入各項機械，演變出許多的幾何圖形。不管是攪肉機、碎紙機，或是削鉛筆機，都必須經由人類的操作執行，因此，命名為「人工製造」。

Meat consumption has caused damage to the rain forest. Research shows the rain forest's development has been deeply affected by human's eating habits, as more meat people consume, more trees are cut down to make a place for livestock farm, which indirectly causes air pollution and acid rain. Besides, office paper consumption, a large number of wooden products and the waste in daily life have posed a threat to the rain forest. The 3-poster shows how the tropical forest is affected through the images of meat choppers, shredders, and the pencil sharpeners. As the machines are all controlled by human beings. Accordingly, the artwork is named as "Artificiality."

視覺設計

Visual Design

入圍

Finalist



作品名稱 Title of work
丑, 東與西 Clown, East & West

參賽者姓名 Name of Applicant
朱偉誠 Chu, Wei-Cheng

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指導老師 Instructor
謝省民 Hsieh, Sheng-Min
顧理 Ku, Lee

學校名稱 Name of School
國立雲林科技大學
National Yunlin University of
Science and Technology



丑角在東西文化之中皆為帶給人們喜悅的角色，無論是在馬戲團裡或者京劇之中，喜悅的力量是跨越國界沒有分別的，也是一種不需要被說出來的語言，創作這個作品我希望世界上能多一點快樂，不管是在東方或者西方。

Clown always brings joys and happiness to people, no matter in the Western circus or Beijing Opera. There is no national boundary for happiness, an unsaid language. I wish to create more happiness to the world via my work, no matter where it's in the East or the West.



作品名稱 Title of work

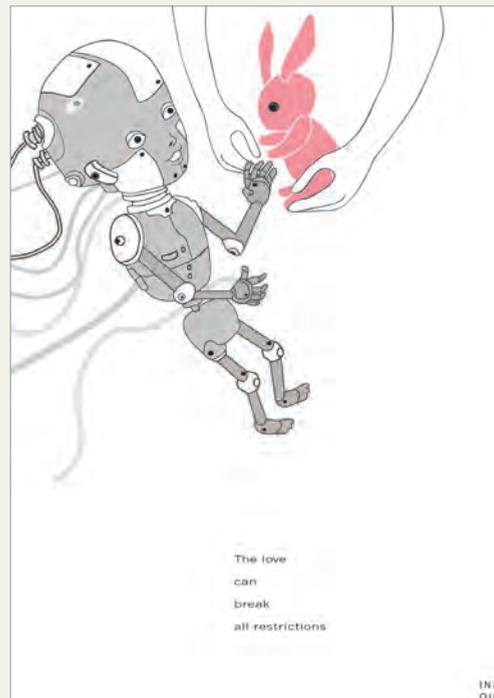
愛無限
The love can break
all restrictions

參賽者姓名 Name of Applicant
吳晨伊 Wu, Chen-Yi

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指導老師 Instructor
吳淑明 Wu, Shu-Ming

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國立高雄師範大學
National Kaohsiung
Normal University



愛是一種情感,也是一種力量
它可以跨越任何限制
除了愛沒有別的東西
無論我們是否身處在不同的種族或不同的類別
只要有愛
隔閡將不再存在
愛就是出入的力量
我們相愛,我們征服

Love is a kind of emotion, but it's also a power.
Love has no limits. No matter where we come from, there is no estrange-
ment between us as long as we are able to love each other.
Love is the power of "In" and "Out".
We love, and we conquer.



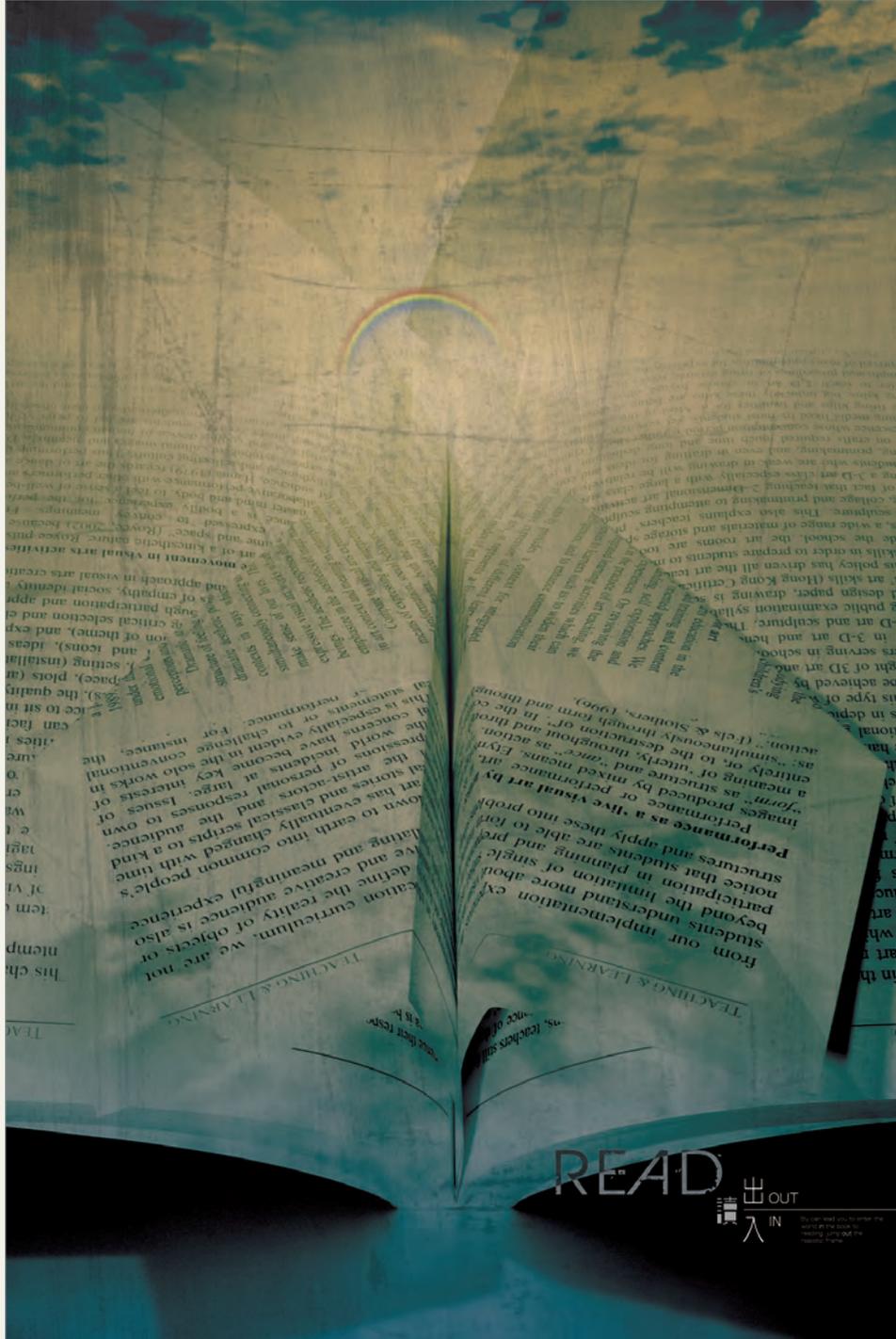
作品名稱 Title of work
閱讀 Reading

參賽者姓名 Name of Applicant
林政緯 Johnny Lin

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
林磐鋒 Apex Lin, Pang-Soong

學校名稱 Name of School
國立台灣師範大學
National Taiwan
Normal University

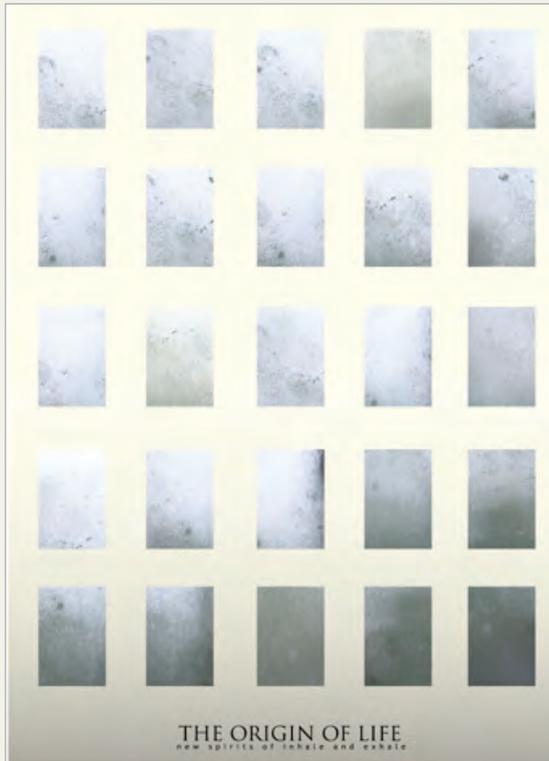


透過閱讀，我們可以穿梭在書中的世界，任思緒翱翔，跳脫現實的思維。

Through reading, we explore the world in books, setting free our mind and getting rid of realistic thoughts.



視覺設計
Visual Design
入圍
Finalist



作品名稱 Title of work

生命的源頭
The Origin of Life

參賽者姓名 Name of Applicant

李維鈞 Lee, Wei Chun

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台灣 Taiwan

指導老師 Instructor

張妃滿 F. M, Chang

學校名稱 Name of School

銘傳大學
Ming Chuan University

通過呼氣和吸氣，我們能感受到生命的振動
地球上的萬物都在呼吸，浩瀚的宇宙也在呼吸
這就是呼吸的力量，神奇而沒有限制
它打破過往，它創造新生

We can feel the vibration of life when inhaling and exhaling.
Every thing on earth is breathing and so is the universe.
This is the power of breath, which is supernatural and limitless.
It breaks and creates.



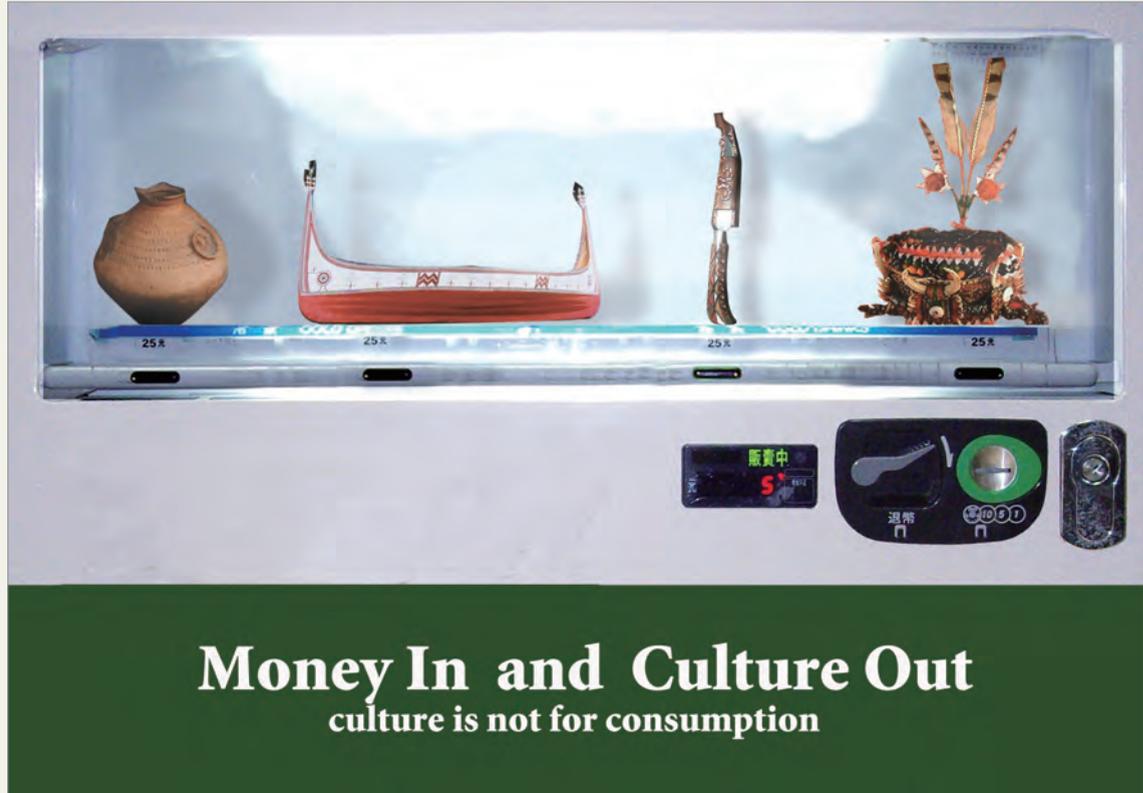
作品名稱 Title of work
消費·文化
Money In and Culture Out

參賽者姓名 Name of Applicant
劉羽倩 Liu, Yu-Chien

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
楊勝雄 Jack Yang, Shen-Hsiung

學校名稱 Name of School
中國文化大學
Chinese Culture University



我想要表達文化不該變成一個貨品，販賣機代表的販賣的過程，大部分的人認為他們可以用少量的錢就買到這些文化，事實上他們根本不懂得文化的意義是什麼。所以，我想要提醒人們千萬別把文化當成一個交易當中的貨品。

What I want to express in the artwork is that culture shouldn't be treated as a kind of goods. Vending machine represents selling process. Many people believe they can purchase culture with little money, however, they don't know the meaning of the culture. Accordingly, I want to remind people not to regard culture as goods.



視覺設計
Visual Design
入圍
Finalist



作品名稱 Title of work

求神不如求己
God helps those
who help themselves

參賽者姓名 Name of Applicant
謝佳君 Hsieh, Jia-Jiun

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
楊勝雄 Jack Yang, Shen-Hsiung

學校名稱 Name of School
中國文化大學
Chinese Culture University

神佛保佑，不如自己主動，安全的性行為，才能保障自身的平安與健康。

1. 使用中國傳統元素平安符的概念發想延伸的出入設計，和中間的保險套做一個結合，來表現自主性的安全性行為，做一個思想與概念的連結。
2. 用傳統的中國紅來表示吉祥，並和紅色包裝的保險套做一個相互呼應，來表示出入平安，吉祥如意。
3. 借由出入這個主題來對國民健康做一個正面的呼籲，並使用幽默的手法來面對性的課題。

Rather than may Buddha bless you, it would be better to have safe sex to protect yourself.

1. The artwork displays taking the initiative to have safe sex by combining condom with Chinese traditional elements of safe symbol.
2. Traditional Chinese red stands for good luck, coordinating with condom in red package.
3. Through the theme of "In" and "Out", my work appeals to the public to pay much attention to health in terms of sex.



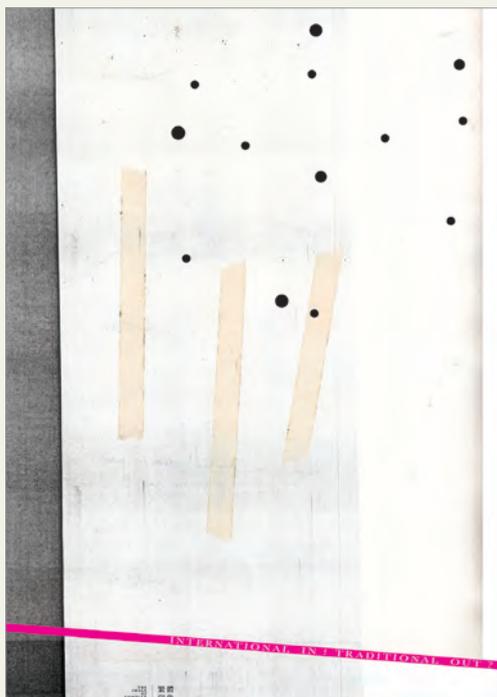
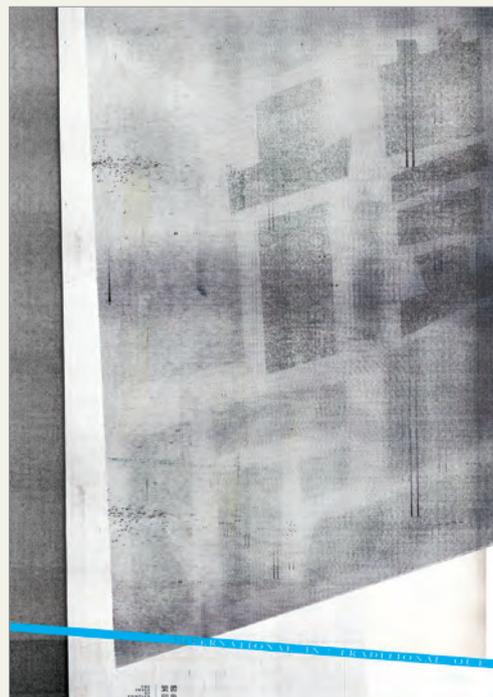
作品名稱 Title of work
繁體印象
Image of Traditional Chinese

參賽者姓名 Name of Applicant
廖韋 Wei Liao

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
李新富 Lee, Shin-Fu

學校名稱 Name of School
國立台中技術學院
National Taichung Institute of
Technology



台灣是目前世界唯一廣泛使用繁體漢字的國家，在字體的美好與字義的深涵都有傑出的詮釋，然而，在世界的洪流裡繁體字的角色已逐漸模糊。

因此本作品將繁體字的造型透過點線面的構成表現，呈現繁體漢字的印象，同時試圖呈現將繁體字的現況藉由海報呈現輸出，並進而將國際眼光吸入，在一出一入之間，認同目前繁體漢字現況，同時體認其之美好。

Taiwan is the only country using traditional Chinese in the world. The character itself is elegant in style and contains deep meaning. However, the use of traditional Chinese has declined gradually.

According to that, the artwork represents the image and shape of the traditional Chinese by points, lines and surfaces. Meanwhile, it shows the characters' present conditions by posters, standing for "Out", while it catches a world's attention, representing "In".

The design is aimed to introduce the current situation of traditional Chinese and let people understand its importance.



作品名稱 Title of work

出入一囚

"In" and "Out" - Prison

參賽者姓名 Name of Applicant

王璐 Wang, Lu

國籍 Nationality

中國 China

指導老師 Instructor

仲星明 Zhong, Xingming

學校名稱 Name of School

上海大學
Shanghai University

“出”一擺脫世俗陳規而不超然於世外；“入”一挖掘人生的真諦而不囿于莫名的束縛。出與入的辯證關係折射出人生的哲理。

中國的文字常常包容著深刻的內涵，當把漢字“人”放入一個封閉的框架，只入不出，“人”就成了“囚”。擺脫束縛才能使人生真正的完美。

人不能決定人生的長度，卻能增加他的深度，人不能改變人生的境遇，卻能豐富它的含義。中國古代的思想家莊子知入知出，一生朝氣蓬勃，正是他“出入”和諧的心態，才成就了他逍遙的一生，正是這種“出乎其外，入乎其內”的氣度才成就了他流芳千古的聖明。把握好“入”“出”之道，徜徉於出入之間，才能創造完滿的人生。

“Out” means getting rid of common views and creating your own culture, while “In” represents understanding the deep meaning of life. Their dialectical relationship reflects the philosophy of Life.

Chinese characters always contain profound intentions. For instance, when a character “人”(means people) is placed in a frame without way out, it turns into another character “囚”(means prisoner). So, the key point is how to smash the trammels to enjoy a perfect life.

We cannot decide how long we will live, but we can boost its depth. We cannot change the circumstances, but we can enrich its meaning. Understanding the philosophy of “In” and “Out”, you will create a perfect life.

視覺設計
Visual Design
入圍
Finalist



作品名稱 Title of work

茁壯扎根

Grow up

參賽者姓名 Name of Applicant

黃昱玄 Huang, Yu-Hsuan

國籍 Nationality

台灣 Taiwan

指導老師 Instructor

吳介民 Jamie, Wu

學校名稱 Name of School

嶺東科技大學

Ling Tung University



出與入像是向上成長茁壯、向下紮根的樹木，經歷過很多風風雨雨的歷練與考驗，才能有現在不畏風霜的壯闊。

The spirit of "In" and "Out" is like a tree growing up vigorously while pushing its roots deep into the ground. Without going through hardships and tribulations, it should not have been so magnificent.

數位動畫 評審評語

Digital Animation
Jury Comments

數位動畫 評審評語

Digital Animation Jury Comments

整體意見 General Comments

Shuzo John Shiotao :

最大獎是由擁有純熟完成度及高度美感價值的“人類主體”獲得，其主題敘述的手繪動畫雖然和這次“數位”動畫的意象有些矛盾，但我個人認為現在數位和非數位動畫的界線其實是很模糊的，加上所有動畫多少都會使用到數位工具，所以評判規則應該還是回歸到美感的標準。以這樣的眼光看來，這項作品就顯得很突出了。我特別喜歡“秘境”裡的美感完成度，和雖然是很簡單的設計，卻是令人驚艷的“4'01”。

最後，我要說這次真的很高興能欣賞每一件作品，並且很期待以後會看到更多令人振奮的完成品。

Franck Malmin :

關於這次競賽，藉由欣賞台灣年輕人才的作品，我發現探索及了解他們現在的風格是件很有趣的事。

同時藉由參觀你們的城市和博物館，使我更確定了對於你們發展需求的想法。我鼓勵所有未來的年輕人才可以由數位媒體內容去挖掘他們的原始文化以保存真正的亞洲一說的自身一點甚至是台灣文化。因為現實產業迫使美感和設計趨向同化和一致性商品，我覺得媒體和文化內容的多元化可以改善這個情況並使這個世界更富有。

我的建議是明年可以用片長來分類，並在作品使用的數位工具上多些詳細資訊。

我已經等不及明年再回來先睹為快這些台灣最好的數位設計師的作品。

Shuzo John Shiotao :

The top prize was given to “Human Subjective” for its expert execution and high artistic production value. As the title is primarily hand-drawn animation, its choice as the top prize may seem to contradict the intentions of a “digital” animation competition. It is my opinion, however, that as the boundaries of digital and non-digital animation are now so obscure, and digital tools are used in all animation some way or another, the criteria should focus primarily on its overall artistic standards. In such light, the work was head and shoulders above all others.

I loved the artistic execution on “Secret Garden”, and though the designs were quite simple, the animation in “4'01” was top-notch.

Lastly, I would like to mention that I truly enjoyed watching each and every one the works and look forward to seeing more stimulating works in the future.

Franck Malmin :

Regarding the Competition, I found it's very interesting to discover young talents from Taiwan and to understand their current taste by viewing their movies.

Also by visiting your city and museum it confirmed my thinking regarding your development needs. I encourage all future young talents to dig deeply in their original culture to maintain and keep alive the real Asian and – even more personal – their Taiwanese culture through Digital Media Content. Because the financial industry is forcing the artistic and design world to unify the style and use of a same product, I think that in media and cultural content the more variety we have the richer this world will be.

I suggest for next year to create categories by length and to get more detailed information about the digital tools used to make the project. Can't wait to come back next year to be a privileged viewer of the best digital artists in Taiwan.

黃文浩：

這次動畫組的競賽，雖然獎金很高可能是首屆的原因作品數量並不算多，一般而言因為是學生的作品所以大多顯得生澀。我評審主要依據作品的感染力與作者說故事的能力。多數的作品在劇情發展的節奏與行進的韻律感明顯都沒有處理的很好。另一個需要多加強的領域是聲音的部份，不管是配音、配樂或音效，明顯不如視覺表現成熟或用心，音樂版權取得的部份也另所有評審疑慮，日後隨著這個獎項的地位日益提升，這將會是需要重視的問題。

Wen-Hau, Huang :

I guess the reason why the participants of digital animation in student section is not many is that it may be the first time to hold this competition although the prize is high. Furthermore, most students seemed not fully developed in their techniques. I judged the pieces according to their appeal and narration skills. Obviously, most pieces did not develop the plot and the narration very well. Another part to improve is the audio. The dubbing, incidental music, and sound effects are obviously not so well-done nor developed as the visual performance. The access to the music copyright is also very doubtful to all the judges. As this competition and prize get more important in the future, that will be a matter of importance.

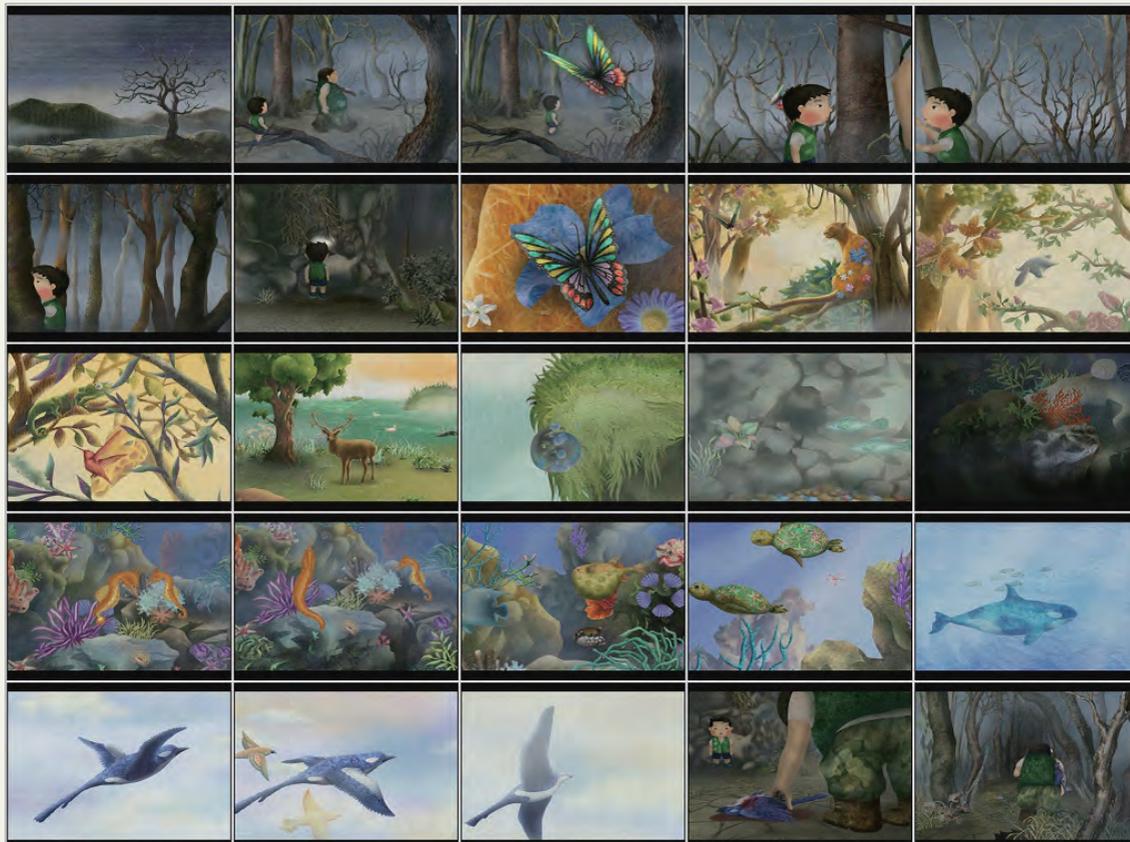
Teddy Yang :

隨著科技的進步及相關科系教育的推廣，欣見學生的動畫製作技術有非常顯著的進步，也期待大家在故事創意發想跟意念表達的能力能夠再加強。

Teddy Yang :

As advance of technology and promotion of education, I am quite appreciated that it has been obviously improving in the skill of animation production. Also, I am looking forward the enhancement in the future of inspiring creativity in story and of the ability to intellectual expression.

數位動畫
Digital Animation
銀獎
Silver Prize



作品名稱 Title of work
祕境 Secret

參賽者姓名 Name of Applicant
丁婉芷 Ting, Wan-Chih
陳怡璇 Chen, Yi-Hsuan
陳宜謙 Chen, Yi-Chien

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
王年燦 Wang, Nien-Tsan
廖崇政 Liao, Chung-Cheng

學校名稱 Name of School
輔仁大學
Fu Jen Catholic University

在枯槁的森林裡，父親帶著小男孩走在其中；一隻美麗蝴蝶，吸引小男孩的注意，將小男孩引到另一個神秘的奇幻世界…。本動畫經由發現夢幻仙境，看見動物不為人知的神祕面，提醒我們對生態環境應該有的尊重；沒有人為的迫害，自然也許有更驚喜的發展。

A little boy walks with his father in the withering forest. A beautiful butterfly attracts his attention, leading him into a fantastic world. By discovering a fairyland and seeing secrets of the animals, the animation acts as a reminder to respect the ecosystem. Without the damage caused by human beings, the world would have had a more pleasant development.

數位動畫
Digital Animation
銅獎
Bronze Prize



作品名稱 Title of work

4'01

參賽者姓名 Name of Applicant

袁勝群 Yuan, Sheng-Gun

劉楊武 Liu, Yang-Wu

周蕾 Zhou, Lei

陸葉楠 Lu, Ye-Nan

周玥 Zhou, Yue

國籍 Nationality

中國 China

指導老師 Instructor

錢博弘 Qian, Bo-Hong

學校名稱 Name of School

浙江工商大學

Zhejiang Gongshang University



4'01" 是一部以現實生活中發生的事情為題材的動畫短片，主要講述了發生在一個小公園中的一連串連鎖反應的突發事件。全片長度為四分零一秒，故片名取名為 4'01"。短片風格和歐美動畫片風格相近，色彩鮮亮但不失高雅，主要以平圖色塊為主，線條流暢，人物設計誇張、風趣，故事內容幽默、詼諧。短片採用二維與三維結合的表現手法，從而豐富畫面的視覺效果。

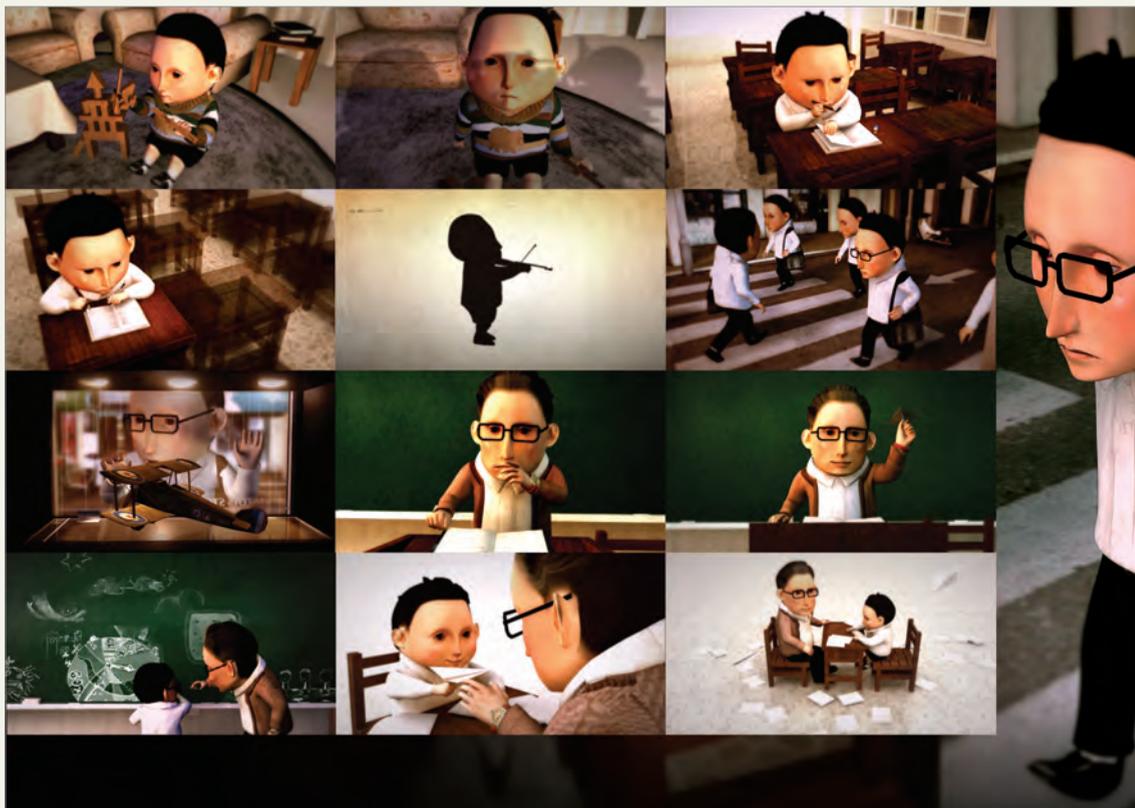
4'01" is a brief animation based on real life. It retells a series of unexpected events that occur in a small park and cause a chain reaction.

Its name is based on the 4'01-length of the animation. The style is similar to the European and the United States style of animation. It features bright and elegant color, smooth lines and exaggerated characters, and a story with a sense of humor.

The animation combines two-dimensional and three-dimensional methods to enrich its visual effect.



數位動畫
Digital Animation
佳作
Honorable Mention



作品名稱 Title of work
教育 Education

參賽者姓名 Name of Applicant
嚴偉家 Yen, Wei-Jia
趙尚逸 Zhao, Shang-Yi

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
何宏文 He, Hong-Wen

學校名稱 Name of School
銘傳大學
Ming Chuan University
國立台南大學
National University of Tainan

台灣的教育問題一直是存在著，改變教育制度的不是學生，但接受教育制度改變的卻是學生，這件動畫作品是在探討台灣時下父母對於子女教育的觀點、與台灣教育如影隨形的補習文化對於子女所期許的幼年夢想是有出入的，「出」意味著過去保守守舊教育制度，「入」代表著教育與夢想是並行的概念，藉由此動畫短片的形式，表達自我對於教育的觀點。

The education problem always exists in Taiwan. Students cannot change the education system, but they have to accept the changes of the system.

The purpose of the animation is to probe parents' opinions towards children's education, to reflect the discrepancy between the culture of remedial classes and children's real dreams and aspirations.

"In" stands for the previous conservative education system; "out" represents the idea that education and an individual's dream should be the same.

The short film expresses personal views on education.

數位動畫

Digital Animation

佳作

Honorable Mention



作品名稱 Title of work

流水席 Tea Story

參賽者姓名 Name of Applicant

張伊增 Chang, Yi-Tseng

陳普 Chen, Pu

國籍 Nationality

台灣 Taiwan

指導老師 Instructor

陳俊良 Chen, Jyun-Liang

馮永華 Fong, Yong-Hua

學校名稱 Name of School

輔仁大學

Fu Jen Catholic University

實踐大學

Shih Chieh University



淘氣頑皮的茶軍們
The naughty tea babies.



神農氏無意間吃下了小茶軍
Shen Nong ate the tea babies accidentally.



張騫帶著小茶軍到西域一帶
Chang chian brought the tea babies to western China.



洛陽茶軍們量身量體重
Lu yu measured height and weight of the tea babies.

曲水流觴，互古的品茗雅緻，茶食順流水而下在落英繽紛中談笑風生，因著創作的思維，以茶的故事與茶的斷代順勢而下，歷史就像一條源源長流，其中茶的典故浮印在曲水茶宴中吟詩作對的騷人墨客，用茶際會四面八方的友人，將茶文化付諸時間的河流，讓人置身千古茶鄉中。

Imagine sitting alongside a meandering stream, sipping tea appreciating of its taste and quality, talking and laughing cheerfully. It sounds inspirational.

The tea stories have been highlighted throughout history. The literary men of the past loved to chant poems and make friends while drinking tea. The tea culture has aged as time has passed. But what has remained is an exquisite mystery attracting people to the tea culture.



數位動畫
Digital Animation
佳作
Honorable Mention



作品名稱 Title of work
祝我生日快樂
Happy Birthday to Me

參賽者姓名 Name of Applicant
李惠珊 Lee, Hui-Shan

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
鄭俊皇 Cheng, Chun-Huang
蔡昌吉 Tsai, Chang-Chi

學校名稱 Name of School
嶺東科技大學
Ling Tung University



製作動畫時，人與人之間接觸為主要題材。每搭上擁擠的公車，車上的乘客就如擁擠的沙丁魚般。乘客的眼神充滿了無奈與不悅，引起主角對於人之間的失落。思考著自己真正想要的是什麼？用無厘頭的插畫風格表現動畫的活潑，其中卻帶著反諷的意味。藉著自娛的方式尋找心中想要的朋友，而他們都像他一樣有著厚唇及醜八怪的特徵，卻有著善良又天真赤子之心，用歡樂一同遨遊天際為Lee-Higher慶祝生日。拋開冷漠的世界尋找屬於的天地，畫面讓人會心一笑之餘，藉由這部動畫帶來不同的心境和想像力。

The main motive of the animation is inspired by interpersonal interaction. Whenever someone gets on a crowded bus, passengers are like a can of sardines. The expression in their eyes is helpless and unpleasant, which can be also seen in Lee-Higher's eyes. The main actor cannot help wondering what he really wants? Though the animation features a lively style, it harbors a sense of irony. In a self-entertaining way, Lee tries to find his soul mates who have the hold the same discontented facial expression but bear a warm and naïve heart. They travel without limits to celebrate Lee's birthday. The animation aims to bring different mood and imagination for readers.

數位動畫

Digital Animation

佳作

Honorable Mention



作品名稱 Title of work

旅行箱 Suitcase Travel

參賽者姓名 Name of Applicant

陳彥廷 Chen, Yan-Ting

國籍 Nationality

台灣 Taiwan

指導老師 Instructor

班尼珍 Jean Brennan

學校名稱 Name of School

國立台灣科技大學
National Taiwan University of
Science and Technology



用想像和現實來詮釋“出／入”的理念是最合適的，我們費心苦心想出創意，然後在現實中將它們實現。這個故事基於一個奇思妙想，你能想像在旅行箱裏旅行嗎？

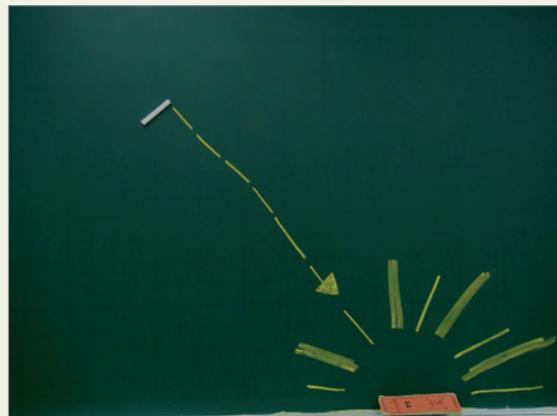
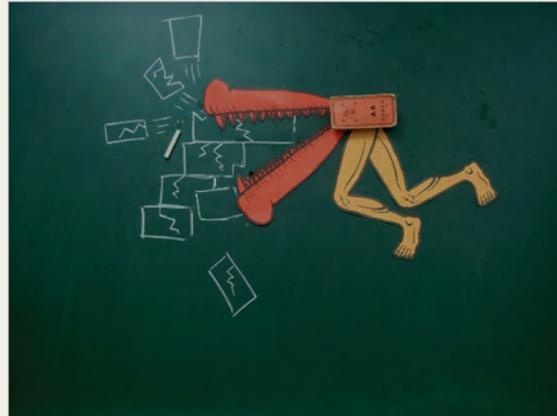
一天，一個女孩在森林裏發現了一個旅行箱，她鑽了進去，然後開始了一段奇妙之旅。在旅行箱的世界裏，女孩經歷了旅行箱像雨點般從天上墜落。在這個旅行箱裏，她暢遊了很多地方而沒有搭乘任何交通工具。她甚至還在草地上看到一座由旅行箱做成的大山。最後，她在這個魔幻世界裏拿了一個旅行箱做紀念，結束了這段快樂的旅程。

Imagination and reality are the best way to substitute the concept of IN and OUT. We develop ideas in our minds and achieve them in reality. Therefore, the story is based on a fantasy. Can you imagine traveling in a suitcase?

One day, a girl discovers a traveling case in a forest. She gets inside and has a wonderful journey. In the world of the traveling case, she experiences that suitcases rain down from the sky. The girl also travels to many different places without any transportation. She even sees a suitcase mountain in the grassland. Finally, she takes a traveling suitcase as a souvenir from the fascinating world ending the pleasant journey.



數位動畫
Digital Animation
入圍
Finalist



作品名稱 Title of work
粉筆與板擦 Chalk and eraser

參賽者姓名 Name of Applicant
張重仁 Chang, Chung-Jen
陳冠佑 Chen, Kuan-Yu
曾國書 Tseng, Kuo-Shu
陳彥辰 Chen, Yen-Chen
高仲德 Kao, Chung-Te

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
廖冠智 Liao, Guan-Ze

學校名稱 Name of School
亞洲大學
Asia University

這是一段粉筆與板擦相遇的有趣小故事

This is section of chalks and the eraser stories



作品名稱 Title of work
蘋果時代 Apple Time

參賽者姓名 Name of Applicant
丁嘉佳 Ding, Jiajia
張薇娜 Zhang, Weina

國籍 Nationality
中國 China

指導老師 Instructor
林松 Lin, Song

學校名稱 Name of School
浙江工商大學
Zhejiang Gongshang University



我們設計的是一部遊戲式的偶片,通過對各種材料的製作和融合,將多種元素結合在一起。偶片的主角是由木頭做成的四肢可以動的小人偶,名字叫“一”,是個對蘋果有著獨特喜好的人。最先,我們是用漫畫的形式來表現主角撿蘋果吃,當主角追著那個神奇的蘋果,隨後落入黑洞時,遊戲就正式開始了。在正式進入遊戲後,我們轉為運用 stop motion 軟體進行逐幀拍攝,在拍攝的六個場景中,我們分別用到了木塊、棉花、紙板、積木、鋼絲,布料等材料,每個場景的佈置變換都和主角的頭帶花紋相呼應,以便主角與不同的場景相融合。

The short film is a group design. Many kinds of materials come into wide use in it. The leading actor is a little puppet named Yi who loves apples very much. At the very beginning, we draw a caricature of the puppet picking up apples. But he falls into a black hole when chasing a mystical apple, and then the game starts. We use the software of stop motion to take pictures one by one. Various materials – wood, cotton and paper for instance - are used in the six scenes, which are the common games he played in our childhood...



數位動畫
Digital Animation
入圍
Finalist



作品名稱 Title of work
愚人愚鳥 Man and Bird

參賽者姓名 Name of Applicant
鄒繼航 Yanjihang
徐雅潔 Xu yajie

國籍 Nationality
中國 China

指導老師 Instructor
鄭方曉 Zheng, Fang-Xiao

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Zhejiang Gongshang University

影片中的顏色是以色粉筆為上色工具，人物沒有陰影變化，配合色粉特有的筆觸，處理成人在動，身上的顏色不動的感覺，表現出特有的藝術風格。

愚人愚鳥是一部二維動畫短片，片長五分十三秒。短片風格以誇張幽默為主。片中誇張的造型和動作與艷麗的色彩融維一體。U形的地形設計是受魚眼鏡頭的啟發，根據地形設計了三個矛盾衝突，艷麗的色彩配合豐富的動作表演展現了一個人和鳥爭鬥的故事。

The color of the film is made by painted chalks and the characters are without shadows. However, it has a unique style that the color stays static when the one moves.

The animation is a two-dimensional film which is 5'13"-length. It features exaggerated figures and bright colors in a harmonious blend. Inspired by fish-eye cameras, the film has three conflicts based on the terrain. The brilliant color and rich action performance shows a story of a man fighting with a bird.

數位動畫
Digital Animation
入圍
Finalist



作品名稱 Title of work
惡性循環 Vicious Circle

參賽者姓名 Name of Applicant
劉盼妤 Liu, Pan-Yu

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
戴嘉明 Dai, Jia-Ming

學校名稱 Name of School
實踐大學 Shih Chieh University



人吃人到肚子裡面再爆開，進去裡面再到外面，惡性循環的重複再重複，我想把別人變成我，如果他們成為了我，那一切都會變得更容易了。

People eat each other and their stomachs explode. Some get outside and then inside making a vicious circle. I want to turn others into me. That's because if they were me, everything would be much easier.



數位動畫
Digital Animation
入圍
Finalist



作品名稱 Title of work
太平公主 The Flat Princess

參賽者姓名 Name of Applicant
沈正揚 Shen, Jheng-Yang
沈怡如 Shen, Yi-Ju
周明慧 Zhou, Ming-Huei
黃亦農 Huang, Yi-Nong

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
鐘世凱 Chung, Shih-Kai
張維忠 Chang, Wei-Chun

學校名稱 Name of School
國立台灣藝術大學
National Taiwan University of
Arts

平面公主和立體王子是一對戀人
無奈立體國皇后的百般阻撓
公主與王子為了彼此
用行動證明了真愛
展開一段充滿幽默與感動的浪漫新童話

The plane princess and three-dimensional prince are lovers.
Unfortunately, the three-dimensional queen tries hard to break them up.
The princess and the prince prove their true love by their actions.
It is a new romantic fairy tale with interesting but complex plots.



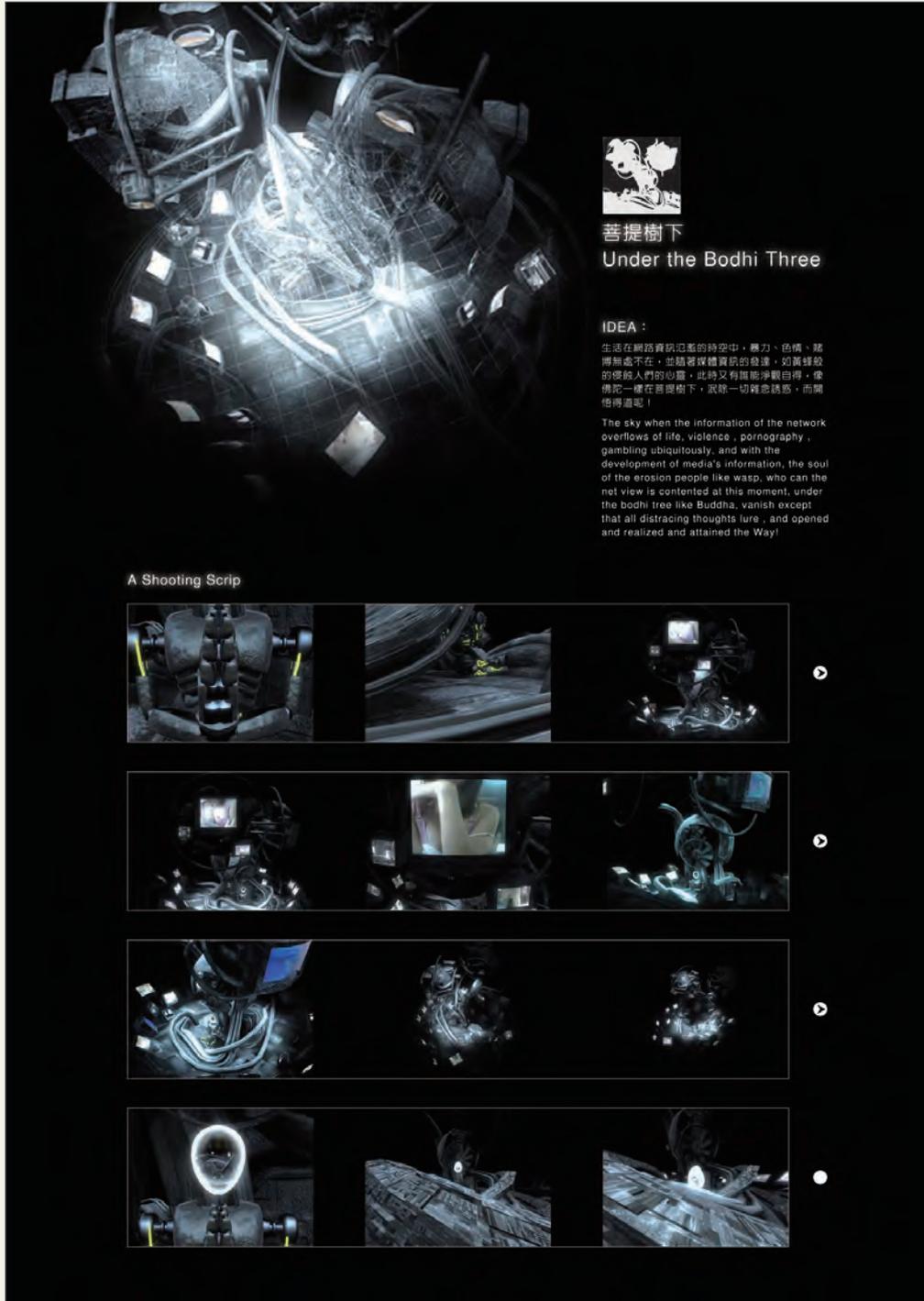
作品名稱 Title of work
菩提樹下 Under the Bodhi Tree

參賽者姓名 Name of Applicant
林振緯 Johnny Lin

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
林磐聳 Apex Lin, Pang-Soong

學校名稱 Name of School
國立台灣師範大學
National Taiwan
Normal University



生活在網路資訊氾濫的時空中，暴力、色情、賭博無處不在，並隨著媒體資訊的發達，如黃蜂般的侵蝕人們的心靈，此時又有誰能淨觀自得，像佛陀一樣在菩提樹下，泯除一切雜念誘惑，而開悟得道呢！

Life has been trapped in the Internet with enormous information. Violence, pornography and gambling are everywhere. Like wasp, they hurt people's soul and spirit following the fast-development of the media. So, a question has raised that in this situation who is able to whisk away all worries and temptation, sitting under the Bodhi tree like Buddha to understand the meaning of life?



數位動畫
Digital Animation
入圍
Finalist



作品名稱 Title of work
獨角戲 Old Man

參賽者姓名 Name of Applicant
洪瑞雯 Hung, Rwei-Wen
張凱珊 Jhang, Kai-Shan
王怡文 Wang, Yi-Wen
林惠櫻 Lin, Hwei-Ying
李靜嵐 Li, Jing-Lan

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
蔣世寶 Shyn-Bao Chiang
羅煒 Wei Luo

學校名稱 Name of School
嶺東科技大學
Ling Tung University

一個悠閒的午後，老人突然覺得非常不舒服，於是按下了緊急按鈕，但卻遲遲等不到回應，於是決定自己打電話求救，在過程中遇到了重重的阻礙，最後終於等到機器人的救援……。故事中的老人，藉由假裝生病希望得到人們的關心，而老人真的得到關心了嗎？或許發達的科技和機器人可以代替我們做很多事情，但卻不能代替我們給予長輩們所謂的親情與關心。

On a leisurely and carefree afternoon an old man all of a sudden doesn't feel well and presses an emergency button. He waits for long time and has to make a phone call to ask for help. After going through lots of difficulties, the elderly man is rescued by a robot. The character longs for another's care, but does he get it? The hi-tech and robots may help us do many things, but there is no substitute for care and love we can give to our older generations.

數位動畫
Digital Animation
入圍
Finalist



作品名稱 Title of work

初 Primal

參賽者姓名 Name of Applicant

翁偉翔 Weng, Wei-Hsiang

林逸群 Lin, Yi-Chun

國籍 Nationality

台灣 Taiwan

指導老師 Instructor

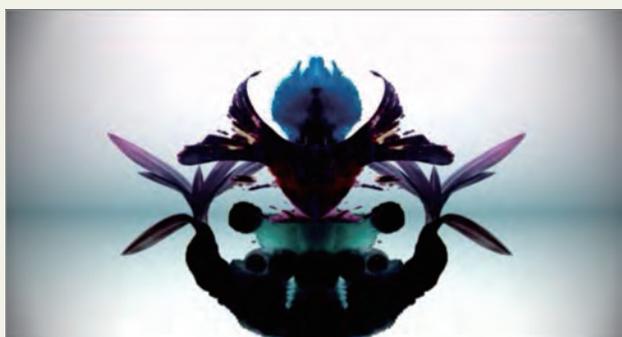
曾惠青 Tseng, Hui-Ching

學校名稱 Name of School

國立台灣藝術大學

National Taiwan University of

Arts



以「初PRIMAL」作為主要的創作理念，「初」代表的是開始，也暗示著結束，當物件離開一個時空的同時，也正在進入另一個時空，而「出」與「入」之間便形成一種流動，萬物在生與滅之間不斷的演變，即使狀態與樣貌不斷的改變，然而在演進的背後，最初的本質是不變的，如同科學證實；世界上許多不同的物種，都著擁有相似的基因。

The major concept of the movie not only represents a start, but also an end. When an object leaves one space and time, it enters another at the same time, therefore "In" and "Out" flows between each other. Although the shapes of the creations have continuously changed as times pass by, the primal elements remain the same. Scientists have proved that many species on the Earth have the similar genes.



數位動畫
Digital Animation
入圍
Finalist



作品名稱 Title of work
發生什麼事? What happened?

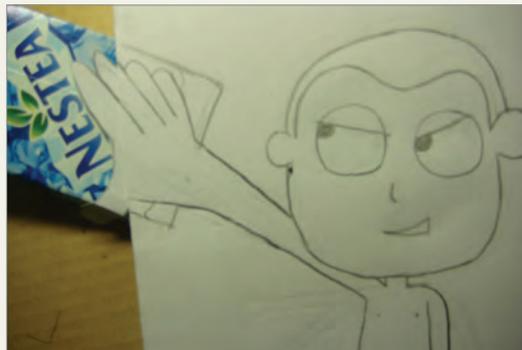
參賽者姓名 Name of Applicant
黃智偉 Huang, Chin-Wei
潘俊宏 Pan, Chun-Huang
蘇柏諭 Su, Po-Yu
鄭家弦 Cheng, Chia-Hsien
黃偉哲 Huang, Wei-Je

國籍 Nationality
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指導老師 Instructor
廖冠智 Liao, Kuan-Chih

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Asia University



在拍攝『What happened』這部影片前，我們一直不斷的在生活中尋找新的靈感，最後決定用「真實生活」與「虛擬世界」的對比來呈現「出入」。我們希望這次的影片主題，可以貼近我們現實生活中的情況，用自然的方式表現我們的作品，並能融入一些在現實生活中不可能的元素，甚至有點Kuso的感覺；我相信每個人都有自己的夢想，我便時常幻想著，假如有一天，我所設計的人物，可以走出紙張來到現實生活，我一定會開心至極！。所以基於這樣的理念，我決定藉由這次的比賽，賦予我所設計的人物一個新的生命，將不可能變成可能。

We had been looking for an inspiration for a long time before we filmed "What happened". Eventually we decided to express "In" and "Out" by making a contrast between the real life and virtual world. We hope, the theme of our film can be close to the real life, and moreover, it can be expressed in a natural way, despite combining some unrealistic elements. We believe everyone has a dream. For instance, I always dream that one day the image I design could step out of a paper and become alive. Based on it, I decide to grant a new life to the character I design for the competition, turning the impossible into the possible.

數位動畫
Digital Animation
入圍
Finalist



作品名稱 Title of work

找我 Self

參賽者姓名 Name of Applicant

簡志宇 Jean, Chih-Yu

于婉容 Yu, Wan-Jung

陳韻惠 Chen, Yun-Hui

吳迪 Wu, Di

國籍 Nationality

台灣 Taiwan

指導老師 Instructor

廖兆斌 Liao, Chao-Bin

沈宗成 Shen, Tzung-Cheng

學校名稱 Name of School

景文科技大學

Jinwen University of Science
and Technology



因為有愛，所以發現感情的存在
因為感情的存在，所以發現了愛
本動畫以「找我」為主題
當自己少了愛，就像「我」字少了一撇，需要找回來
只要我們用心體會，便能了解愛的真諦

Because of love, we discover our emotions
Because the emotions, we find love.
The theme of the animation is the idea of finding oneself.
As long as we appreciate things in our heart, we will understand the meaning of true love.



數位動畫
Digital Animation
入圍
Finalist



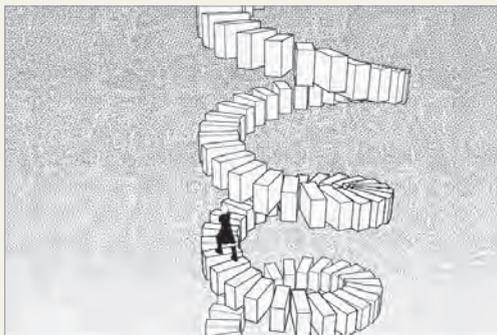
作品名稱 Title of work
【花園】“My Black Rose Garden”

參賽者姓名 Name of Applicant
張語涵 Chang, Yu-Han

國籍 Nationality
台灣 Taiwan

指導老師 Instructor
戴嘉明 Dai, Jia-Ming

學校名稱 Name of School
實踐大學
Shih Chieh University



雷諾瓦【痛苦會過去，美會留下。】
這是一部風格獨特，意境深遠的作品。

“The pain passes, but the beauty remains”-Pierre-Auguste Renoir
This is an animation with unique Japanese manga art style and memorable theme.



IN / OUT

初選評審

Juries of preliminary stage

產品設計 Product Design

劉邦初 Ben Liu
王千睿 Manfred Wang
劉維公 Wei Kung Liu
謝榮雅 Hsieh Jung-Ya

視覺設計 Visual Design

何清輝 Taddy Ho
石瑞仁 Shi Jui Jen
王行恭 David Wang
蕭青陽 Qing Yang Xiao
胡朝聖 Sean, Chao Sheng Hu

數位動畫 Digital Animation

黃心健 Hsin Chien Huang
黃文浩 Wen-Hau, Huang
李明道 Akibo Lee
王世偉 Shih Wei Wang
連俊傑 Chun Chieh Lien

決選評審

Juries of final stage

產品設計 Product Design

王千睿 Manfred Wang
Frederick Rickmann
邱麗玫 Leimei Julia Chiu
謝榮雅 Hsieh Jung-Ya

視覺設計 Visual Design

何清輝 Taddy Ho
石瑞仁 Shi Jui Jen
Jan Rajlich Jr.
何見平 Jianping He

數位動畫 Digital Animation

黃文浩 Wen-Hau, Huang
Shuzo John Shiota
楊德泰 Teddy Yang
Frank Malmin

評審簡介

Jury Introduction





劉邦初 (台灣)

現任 The One 執行長
曾任台達電文教基金會副執行長
異數宣言公司作品曾獲2005經濟部中小企業處主辦的
第四屆國家新創事業獎金質獎
2003年創立異數宣言

Ben Liu (Taiwan)

CEO of The One
Deputy Chief Executive of Delta Electronics Foundation
Gold Award of 4th Taiwan Incorporation Competition held by
SMEA, Ministry of Economic Affairs in 2005
Found The One in 2003



王千睿 (台灣)

現任中華民國 明碁電通數位時尚設計中心 設計長
設立明基的時尚設計中心，六年內獲得德國「iF設計大獎」
及RED DOT、日本G-Mark等國際設計大獎
德國工業設計碩士，國立斯圖加特藝術學院，1994
輔仁大學應用美術系畢業，1989

Manfred Wang (Taiwan)

Chief Design Officer, BenQ & Qisda Corporation
Established the Lifestyle Design Center winning more than 200
international design awards in the past 6 years including iF, Red-
dot, IDEA and G-Mark.
German State Diplom-Designer (master degree of Industrial
Design) from Staatliche Akademie der Bildenden Künste Stutt-
gart (The State Academy of Art and Design Stuttgart), Germa-
ny,1994.
Department of Applied Arts, Fu Jen Catholic Univeristy, 1989



劉維公 (台灣)

現任東吳大學社會系 副教授
經濟部工業局創意生活產業發展計畫評審小組評審委員
2007發表台灣設計產業起飛計畫—台灣主題設計研究與應用」
項下「台灣主題設計元素研究解讀-當代生活風格元素研究」
· 台灣創意設計中心
德國特里爾(Trier)大學社會學博士

Wei Kung Liu (Taiwan)

Associate Professor of Department of Sociology,
Soochow University
Jury of Creative Life Industry Development Plan of
Industrial Development Bureau, Ministry of Economic Affairs
Released "Interpretation of Taiwan Subject
Design- contemporary lifestyle research" under "Design
in Taiwan Launch Plan", TDI, 2007
Doctorate Degree of Sociology, Trier University in German



Frederick Rickmann (丹麥)

現任丹麥DESIGNNORD執行長
並擔任丹麥Aarhus與臺灣臺中專任國際設計顧問
丹麥高等法院 Lay-judge 設計專案，2007
丹麥斯堪地納維亞設計學院院長，1997-2003
丹麥工業設計協會會長，1997-1999

Frederick Rickmann (Denmark)

CEO, DESIGNNORD Denmark, and international consulting de-
signers, Aarhus, Denmark and Taichung, Taiwan
Professional Lay-judge in Design cases, Danish High Court / Bi-
dommer i Design, Vestrelandsret, 2007.
Board Chairman / bestyrelsesformand, Scandinavian Design Col-
lege, Denmark, 1997-2003
President / bestyrelsesformand, Association of Danish Designers
(MDD), 1997-1999



邱麗玫 (日本)

現任名古屋設計中心設計部環球傳訊總監
ICSID國際工業設計協會，執行董事，2007-2009
日本Good Design Award評審委員會會員，2001-現在
Icograda國際平面設計師協會副會長，1997-2001

Leimei Julia Chiu (Japan)

Director, International Design Center NAGOYA Inc.
Executive Board Member, ICSID (International Council Societies of Industrial Design) , 2007-2009
Jury member, Good Design Award (Japan) , 2001-present
Vice President, Icograda (International Council of Graphic Designers Association) , 1997-2001



謝榮雅 (台灣)

現任大可意念傳達設計總監
現任大葉大學/東海大學兼任講師
現任學學文創設計課程兼任講師
共有58座國際設計得獎紀錄，2003-2008

Hsieh Jung-Ya (Taiwan)

Design Director of Duck Image
Adjunct Instructor, Dayeh University & Tunghai University
Adjunct Instructor of design courses, Xue Xue Institute
Receive 58 international design awards, 2003-2008



王行恭 (台灣)

現職國立台灣科技大學客座教授
1981成立王行恭設計事務所
曾任國立故宮博物院美術指導暨執行編輯
全國美展／全省美展／高市美展／及台北市立美術館『台北獎』
等設計類評審

David Wang (Taiwan)

Visiting Professor of National Taiwan University of Science and Technology
Found David Wang Design Firm in 1981
Executive Editor and Art Director of National Palace Museum
Jury of Design of National Art Exhibition, Provincial Fine Arts Exhibition, Kaohsiung Art Exhibition, and Taipei Award of Taipei Fine Arts Museum



胡朝聖 (台灣)

現任胡氏藝術有限公司 負責人
現任中華民國視覺藝術協會理事
現任忠泰建築文化藝術基金會董事
現任實踐大學與台北教育大學講師

Sean, Chao-Sheng Hu (Taiwan)

Owner of Hu's Art Inc.
Member of a Council of Association of the Visual Arts in Taiwan
Director of JUT Foundation for arts & architecture
Lecturer of Shih Chien University and National Taipei University of Education



蕭青陽 (台灣)

現任 蕭青陽工作室 負責人
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

Qing Yang Xiao (Taiwan)

Owner of Shout! Studio
Nominated for CD design of 50th annual Grammy Awards, 2008
Nominated for CD design of 47th annual Grammy Awards, 2005
Designer of Hohaiyan Rock Festival



何清輝 (台灣)

現任BBDO 黃丕國際廣告公司 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
現任台灣海報設計協會 常務理事
現任國立台灣師範大學美術學系研究所 兼任副教授

Taddy Ho (Taiwan)

BBDO Taiwan Advertising Co., Ltd. Director of Operating Committee
Member of Consulting committee in Information Bureau's publication artistic design of executive organ
Managing director of Artistic design association of the Republic of China
Managing Director of Taiwan Poster Design Association
National Taiwan Normal University Department of Fine Arts The research institute holds the associate professor concurrently



石瑞仁 (台灣)

現任台北當代藝術館館長
台北藝術大學兼任教授
曾任台北當代藝術館執行總監
國立台灣師範大學美術系畢業 美國天普大學藝術史研究所碩士

Shi Jui-Jen (Taiwan)

Commissioner, Museum of Contemporary Art Taipei
Adjunct Professor, Taipei National University of the Arts
Served in Taipei Fine Arts Museum and Kuanda Museum of Fine Arts
Graduated from Department of Fine Arts, National Taiwan Normal University and Arts History Graduated School, Temple University, U.S.A.



Jan Rajlich Jr. (捷克)

現任捷克設計雙年展協會主席
現任捷克布魯諾大學工業設計系主任
布魯諾國際平面設計雙年會委員會會員，1985-2004
布魯諾國際平面設計雙年會委員會會長，1993-1998

Jan Rajlich Jr. (Czech Republic)

President, the Brno Biennale Association, the Czech Republic
Chairman, Department of Industrial Design, Brno University, the Czech Republic
Member, the organization committee of the International Biennale of Graphic Design, Brno, 1985-2004
President, the board of the International Biennale of Graphic Design, Brno, 1993-1998



何見平 (德國)

現任德國 hesign International 總監
AGI會員
現任杭州中國美術學院、香港理工大學、
中國上海復旦大學 客座教授
柏林藝術大學 城市街頭藝術系，1997-2001
杭州 中國美術學院 平面設計 畢業，1991-1995

Jianping He (Germany)

Director, hesign International, Germany.
Member of the AGI
Guest professor of the China Academy of Art Hangzhou, the Hong Kong Polytechnic University and in the Fudan University in Shanghai, China.
Attended the Berlin University of Arts to the department of Free Art., 1997-2001
Studied graphic design at the China Academy of Art, Hangzhou, 1991-1995



黃心健 (台灣)

現任天工開物故事策設計有限公司 創意總監
曾任美國新力電腦娛樂公司產品研發部
(Sony Computer Entertainment America) 洛杉磯，
藝術總監1999- 2001
Sega 產品研發部 (Product Development Division, Sega) 舊金山，
藝術總監1997- 1999
特殊產品開發部，Interval研究公司
(Advanced Product Development, Interval Research Inc) 舊金山，
研究員1996-1997

Hsin Chien Huang (Taiwan)

Creative Director of Techart Group and Storynest Inc.
Art Director of Product Development Department,
Sony Computer Entertainment America, LA, 1999-2001
Art Director of Product Development Division, Sega,
San Francisco, 1997-1999
Researcher of Advanced Product Development,
Interval Research Inc., San Francisco, 1996-1997



王世偉 (台灣)

現任首映國際負責人
曾擔任日本X-Box Game Metal Dungeon Game Movie動畫導演
擔任電影《雙瞳》、《五月之戀》等視覺特效指導
曾任基因影音公司及SOFA首映創意股份有限公司執行長

Shih Wei Wang (Taiwan)

Owner of Sofa Studio
Director of X-Box Game Metal Dungeon Game Movie in Japan
Visual Effect Director of Double Vision and Love of May
CEO of Keystone Game Studio and Sofa Studio



李明道 (台灣)

現任李明道設計事務所 負責人
經濟部中小企業處地方特色產業特色產品顧問
行政院經濟部中小企業處台北縣鶯歌鎮
陶瓷特色產業輔導計畫顧問
文化大學美術系畢業

Akibo Lee (Taiwan)

Owner of Akibo Lee Design Firm
Consultant of Feature Product of Local Industry, SMEA
Consultant of Yingge Ceramics Feature Industry, SMEA
Bachelor Degree of Fine Art, Chinese Culture University



連俊傑 (台灣)

現任連想國際負責人
曾任美國紐約AT&T Downtown Digital藝術指導
互動電視介面開發設計美國紐約Media Circus多媒體設計公司
資深藝術指導
美國紐約Pratt Institute研究所傳播設計系碩士

Chun Chieh Lien (Taiwan)

Owner of Link International
Art Director of AT&T Downtown Digital, New York, U.S.A.
Senior Art Director of Interactive TV Development Design,
Media Circus, New York, U.S.A.
Master Degree of Communication Design, Pratt Institute



黃文浩 (台灣)

現任在地實驗文化事業有限公司負責人
籌組數位藝術基金會，2007
第一屆台北數位藝術節策展人，2006
「異響B!AS」國際聲音藝術展共同策展人，2005

Wen-Hau, Huang (Taiwan)

Chief, Etat Art & Culture Corporation
Organized Digital Arts Foundation, 2007
Curator, The First Digital Art Festival, Taipei, 2006
Co- curator, B!AS! International Sound Exhibition in the Taipei
Fine Arts Museum, 2005



Shuzo John Shiota (日本)

現任Polygon Pictures 公司的總裁與執行長
獲選動畫雜誌“亞洲25 Toon Titans”人物之一
曾任新日本製鐵株式會社 資訊部之行銷計畫
畢業於上智大學主修國際法

Shuzo John Shiota (Japan)

President and CEO, Polygon Picture Inc.
Being chosen as one of the “25 Toon Titans of Asia” by Animation
Magazine.
Specialized in business and market planning in the Information
Technology Division, Nippon Steel Corporation
Graduated from Sophia University, majoring in International
Law



楊德泰 (美國)

現任Digimax 3D動畫電影公司 院長
夢工場動畫電影公司電腦動畫總監及角色研發
迪士尼動畫電影公司電腦動畫總監
華納動畫電影公司電腦動畫總監
美國加州藝術中心設計院畢業

Teddy Yang (America)

Dean, Digimax Inc. 3D Feature Animation
CG Supervisor Animation and Character Development, Dream-
Works Feature Animation
CG Supervisor, Disney Feature Animation
CG Supervisor, Warner Bros. Feature Animation
Graduated in Art Center College of Design, California, U.S.A.



Frank Malmin (法國)

現任法國Def2shoot技術總監
現任法國Def2shoot中R及D組組長
2005年擔任電影殘骸密碼中的視覺特效技術主任
專職於各類數位設計領域包含電玩視覺設計及3D數位動畫等

Frank Malmin (France)

Technical Guru, Def2shoot
Leader, R and D team, Def2shoot
Technical Director of VFX Department, The Empire of the Wolves
2005
Working in many digital fields from video gaming to CGI fea-
ture films



IN / OUT

活動紀實

On the Spot



2008台灣國際創意設計大賽”出／入”學生組競賽於七月拉開序幕，吸引了1126名來自台灣、美國、英國、德國、捷克、瑞士、中國大陸、印度、韓國、澳門、香港、日本12個國家的優秀作品在7月15日於國立台北科技大學藝文中心進行初選活動。

由The One執行長劉邦初先生、東吳大學社會系副教授劉維公副教授、台灣明基電通數位時尚設計中心總監王千睿先生、大可意念傳達設計總監謝榮雅先生、國立台灣科技大學客座教授王行恭教授、蕭青陽工作室負責人蕭青陽先生、胡氏藝術有限公司負責人胡朝聖先生、台灣BBDO黃禾廣告公司執行董事何清輝先生、台北當

代藝術館館長石瑞仁先生、天工開物故事巢設計有限公司創意總監黃心健先生、李明道設計事務所負責人李明道先生、首映國際負責人王世偉先生、連想國際負責人連俊傑先生、在地實驗文化事業有限公司負責人黃文浩先生15位國內設計專家由產品設計類及視覺設計類共600件作品中各選出30件作品參與決選，數位動畫設計類則由62件作品中選出前18件頂尖作品進入這次競賽的決選。

而這78件作品入圍作品已於9月10日在學學文創志業大樓舉行決選作業，由國內外設計大師共12位擔任決選評審合台灣明基電通數位時尚設計中心總監王千睿先生、丹麥DESIGN NORD執行長Mr.



Frederick Rickmann、日本名古屋設計中心設計部環球傳訊總監邱麗玫女士、大可意念傳達設計總監謝榮雅先生、台灣BBDO黃禾廣告公司執行董事何清輝先生、台北當代藝術館館長石瑞仁先生、捷克設計雙年展協會主席 Mr. Jan Rajlich Jr.、德國hesign International總監何見平先生、台灣在地實驗文化事業有限公司負責人黃文浩先生、日本Ploygon Picture Inc.執行長Mr. Shuzo John Shiota、美國Digi-max Inc. 3D Feature Animation院長Mr. Teddy Yang、法國DEF2SHOOT.SAS總監Mr. Frank Malmin 擔任決選評審，選出第一屆台灣國際創意設計大賽學生組競賽得獎作品，分別為產品設計類－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名共計3類56位得獎者。

本次競賽頒獎典禮於10月4日台南蕭壠文化園區舉行，由教育部次長吳財順先生親自頒獎，各得獎作品也會在2008台灣設計博覽會中展出。



2008 Taiwan International Design Competition "In / Out" (Student Section) precluded in July, and it attracted plenty of distinguished works around the world, including Taiwan, the United States, the United Kingdom, Germany, the Czech Republic, Switzerland, mainland China, India, Korea, Macao, Hong Kong and Japan. On the date of July 15th, the primary selection was proceeding in Arts Center, National Taipei University of Technology.

14 domestic judges, as well as professional experts, are Ben LIU (CEO, The One), LIU, Wei Kung, (Associate professor, Depart-

ment of Sociology, Soochow University), Manfred WANG (Chief Design Officer, BenQ & Qisda), HSIEH, Jung-Ya, (Deign Director of Duck Image), David WANG (Visiting Professor, National Taiwan University of Science and Technology), XIAO, Qing-Yang (Owner of Shout! Studio), Sean, Chao-Sheng, HU (Owner of Hu's Art Inc.), Taddy HO (Director of Operating Committee, BBDO Taiwan Advertising Co., Ltd), SHI, Jui-Jen (Commissioner, Museum of Contemporary Art Taipei), HUANG, Hsin-Chien (Creative Director, Techart Group and Storynest Inc.), Akibo LEE (Owner of Akibo Lee Design Firm), WANG, Shih-Wei (Owner of Sofa Studio), LIEN, Chun-



Chieh (Owner of Link International), and HUANG, Wen-Hau (Chief, Etat Art & Culture Corporation). The jurors respectively chose 30 works from the categories of product design and of visual design in all 600 works, and selected the 18 top designs from 62 works in the digital animation to participate in the final election.

Then, in the final round on the September 10th, the nominated 78 works has been elected by 12 international famous designers in the building of XUE XUE Institute, who are Chief Design Officer, BenQ & Qisda Corporation- Mr. Manfred WANG, CEO of DESIFN-



NORD Denmark- Mr. Frederick Rickmann, Director of International Design Center NAGOYA Inc.- Ms. Leimei Julia Chiu, Design Director of Duck Image- Mr. Hsieh, Jung-Ya, Director of Operating Committee in BBDO Taiwan Advertising Co., Ltd- Mr. Taddy Ho, Commissioner of Contemporary Art Taipei Museum- Mr. Shi, Jui-Jen, President of the Brno Biennale Association, the Czech Republic- Mr. Jan Rajlich Jr., Director of hesign International, Germany- Mr. Jianping He, Chief of Etat Art & Culture Corporation- Mr. Huang, Wen-Hau, President and CEO of Polygon Picture Inc.- Mr. Shuzo John Shiota, Dean of Digimax Inc. 3D Feature Animation- Mr. Teddy Yang, and Technical Guro of DEF2SHOOT.SAS, France- Mr. Frank Malmin, as the jurors. They eventually selected the awarding works- the first student section of Taiwan International Design Competition, which contains 56 winners in three categories: product design- Silver 2 winners, Bronze 3 winners, and Honorable Mention 6 winners, Visual Design- individual 1 winner of Gold, Silver, and Bronze, and Honorable Mention 10 winners, and digital Animation: each of Gold, Silver, and Bronze winners, and Honorable Mention 4 winners.

The award ceremony of this competition will hold in Tainan Hsiao-Long Culture Park on October 4th, and Wu, Tsai-Shung (Administrative Deputy Minister, Ministry of Education) will award certificates and prize in person to winners. Each awarding work will also exhibit in 2008 Taiwan Design Exhibition.

2008台灣國際設計大賽參賽作品件數分析表
2008 Taiwan International Design Competition Entries Statistic

序號 No.	國家 Country	報名人數 No. of Registration	參賽作品數量 No. of Entry	入圍數量 Finalist	得獎數量 Awarded
1	中國 China	93	83	6	2
2	捷克 Czech Republic	1	0	0	0
3	德國 Germany	2	2	0	0
4	香港 Hong Kong	1	0	0	0
5	印度 India	9	6	2	1
6	日本 Japan	2	2	1	0
7	韓國 Korea	4	0	0	0
8	澳門 Macau	5	5	3	2
9	瑞士 Switzerland	2	2	0	0
10	台灣 Taiwan	1004	559	64	26
11	英國 United Kingdom	2	2	1	0
12	美國 USA	1	1	1	0
國家總數 Total Country		12	9	7	4
報名/作品總數 Total Quantity		1126	662	78	31

本次競賽頒獎典禮於2008年10月4日在台南蕭壠文化園區與台灣設計博覽會一同舉行，共有六百人參與這場盛會。學生組頒獎人為教育部吳財順次長，當天共頒出金獎2名、銀獎4名及銅獎5名共11位得獎者，得獎者除台灣學生外更有來自於澳門及中國大陸學生獲得大賽大獎。

頒獎典禮當天除了各界貴賓如經濟部尹啟銘部長、經濟部工業局陳昭義局長、教育部吳財順次長、台南縣蘇煥智縣長及台灣创意设计中心王志剛董事長等前來一同共相盛舉之外，現場更邀請馬英九總統到場替本典禮得獎者加油打氣，馬總統的出席更替臺灣設計界注入一股新的能量。

在今年圓滿落幕的2008台灣國際创意设计大賽學生組競賽作品將於10月4日起在台南蕭壠文化園區展出至10月19日，與台灣民眾分享當代年輕學子的創意及創作熱情，而此2008年的基礎下，2009台灣國際创意设计大賽期待各界學生高手的參與!!

This award ceremony of the competition was holding in Hsiao-Long Cultural Park on Oct. 4th 2008. Meanwhile, 2008 Taiwan Design Expo precludes and around 600 of attendants participated in it. The award presenter in student section on that day is Wu, Tsai-Shung (Administrative Deputy Minister, Ministry of Education); 11 prize winners, including 2 Gold, 4 silver and 5 Bronze are awarded.



Even, there are some winners from Macau and mainland China winning grand prize besides Taiwan students.

On this award ceremony, the VIP from all fields such as Dr. Chii-Ming Yiin (Minister, Ministry of Economic Affairs), Chao-Yih Chen (Director General, Industrial Development Bureau, MOEA), Wu, Tsai-Shung (Administrative Deputy Minister, Ministry of Education), Su Huan-jhih (Governor, Tainan Country), Chih-Kang Wang (Chairman, Taiwan Design Center) took part in the event. In addition, our President Ma, Ying-Jeon came to this occasion and en-

couraged the winners in person. The presence of President Ma seems to infuse new energy into the design field.

2008 Taiwan International Design Competition-Student Section perfectly drops the curtain this year, and the works have been exhibited at Hsiao-Long Cultural Park, Tainan from Oct. 4th to Oct. 19th. The exhibition expects to share the young students' creativity and enthusiasm of design with people in Taiwan. Under this foundation in 2008, we are really looking forward to that the capability of young student with different background will take this challenge in 2009.



10月4日當天除了頒獎典禮外更是此次競賽成果的呈現，配合2008台灣設計博覽會展出的2008台灣國際創意設計大賽「出/入」學生組展覽以「設計夢競館」為展場名稱顯示出本大賽精神—以設計能量與熱情去實現夢想。

會場中共展出31件得獎作品，包含產品設計類銀獎作品「風來了」、「CPR急救工具」，銅獎作品「一週間的紀錄」、「MULK」及「意境山水」，佳作作品「開/關」、「Unity in Duality」、「投拉樂」、「鍵貨」、「蜂巢衣架」及「走迷宮」等11件作品；視覺設計類金獎作品「In / Out 雜誌」，銀獎作品「出宅

吧」，銅獎作品「時刻」，佳作作品「裁紙+人」、「共生」、「今非昔比」、「Thinking for Peace / Nature」、「性與金錢」、「出入」、「書&樹」、「出 / 入」、「出”外”入”內”」、「出生」等13件作品；數位動畫類金獎作品「人·觀」，「祕境」，「4' 01」，佳作作品「教育」、「流水席」、「祝我生日快樂」及「旅行箱」等7件作品。

On the date of Oct. 4th, besides award ceremony, the exhibition of 2008 Taiwan International Design Competition also fully presented the final results of this competition. To combine with



2008 Taiwan Design Expo, the exhibition hall was entitled "Design Dream Area" as well as illustrated the spirit of 2008 Taiwan International Design Competition making the dream come true with enthusiasm and power of design.

31 works awarded from product design, visual design and digital animation categories were shown in this exhibition. The displayed works were indicated individually as following: 11 master pieces in product design category were "The wind is coming", "2 Hearts Emergency Kits" (Silver Prize), "A good diet habit", "MULK", "Prospect of Landscape" (Bronze Prize), "ON/OFF", "Unity in Duality", "The Fun to Throw away Trash", "Keyboard Goods", and

"HoneyComb" (Honorable Mentions). 13 outstanding awarding posters from visual design category were "In/Out Magazine" (Gold Prize), "Leave the House" (Silver Prize), "Time" (Bronze Prize), "Decoupage Life", "Paragenesis", "Now and Past", "Thinking for Peace and Nature", "Sex & Money", "In Out", "Book & Tree", "In Out", "Outside In", and "Birth" (Honorable Mentions); 7 excellent works elected from digital animation category were "Human Subjective" (Gold Prize), "Secret" (Silver Prize), "4' 01" (Bronze Prize), "Education", "Tea Story", "Happy Birthday to Me", and "Suitcase Travel" (Honorable Mentions).





IN / OUT

附錄
Appendix



2008第7屆台灣國際創意設計大賽簡章

活動目的

鼓勵國際創意設計交流，發掘創意設計人才，展現台灣重視創意設計之國際形象，建立台灣之國際設計地位。

主題說明

出／入 In／Out

東方／西方、傳統／現代、全球／在地、精緻／通俗、內／外、前／後……

這些框框限制住我們對世界的想像。

想要打破這些對立的界線，我們需要有的是出入的力量。

出／入是跨界、流動、連結、轉化的行為。

在出／入之中，我們看得到創意與創新。

參賽資格

專業組：不限年齡之學生及國內外設計師、設計相關系所老師及自由創作者

學生組：限定在學學生（以網路截止報名時間為準，須為民國71年5月1日之後出生，年齡26歲以內）

參賽類別

專業組：產品設計類1類

學生組：分成產品設計類、視覺設計類、數位動畫設計3類

*參賽者可以個人或組團隊參賽，參賽件數不限，但同一作品不得重複參加各分組之比賽。

參賽作品

能表達競賽主題「出／入」之創意設計。

參賽時間表

報名截止

2008年7月01日（星期二）24:00(台北GMT+08:00)

初選作品送件截止

2008年7月08日（星期二）17:00(台北GMT+08:00)

初選

2008年7月15日（星期二）

產品設計類入圍者模型送件截止

2008年9月03日（星期三）17:00(台北GMT+08:00)

決選

2008年9月10日（星期三）

頒獎典禮與展覽

2008年10月04日至10月19日

報名費用

免繳報名費。

參賽程序

(一) 網路報名

1. 報名時間

自2008年5月1日（星期五）至7月1日（星期二），台北時間23:59 (GMT+08:00)，逾期不受理。

2. 報名方式

(1) 欲報名者，請至2008第7屆「台灣國際創意設計大賽」專屬網站填寫線上報名表

專業組<http://tidc.boco.com.tw>

學生組<http://tidcstudent.no-ip.biz>

(2) 完成報名手續後，系統會寄發「報名完成確認通知」及參賽編號至報名者之E-mail 信箱。

(二) 初選—送交作品程序

1. 繳交設計圖說

專業組

(1) 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，並2張為限，文字以英文為主，中文為輔，各50~100文字內。

(2) 送件：請在作品背面右下角標記報名編號及設計圖面編號次序。請至<http://tidc.boco.com.tw>下載標籤格式。

學生組

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，各50~100字以內。

· 裱板以2張為限，且兩張作品需自行裝定，方法如下所示。

· 送件：請在作品背面右下角標記報名編號及設計圖面編號次序。請至<http://tidc.boco.com.tw>下載標籤格式。

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

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

(2) 設計者照片。(尺寸210×297mm，解析度300dpi)

(3) 300~500字英文為主，中文為輔，作品說明。(檔案格式為：.doc/.txt)

· 送件

請在作品背面右下角及光碟標記報名編號及設計圖面編號次序。

請至<http://tidc.boco.com.tw>下載標籤格式

C.【數位動畫類】

· 影片長度30秒以上，以10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。

· 作品說明裱板以4張為限，且裱板需自行裝定，方法如下所示。

· 光碟內容

(1) DV格式錄影帶(以10分鐘為限)或是720X480大小，檔案格式為.mpeg/.swf/.mov/.avi檔案，另剪接一分鐘精華片段，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。

(2) 設計者照片。(尺寸210×297mm，解析度300dpi)

(3) 300-500字中、英文作品說明。(檔案格式為.doc/.txt)

· 送件：請在作品說明裱板背面右下角及光碟標記報名編號及設計圖面編號次序。請至<http://tidc.boco.com.tw>下載標籤格式。

2. 學生證明

學生組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。

3. 繳交切結書

為保障智慧財產權，裱板所使用之圖片若非自行創作，須取得原作者人同意。

請參賽者上網下載切結書格式，連同裱板一同繳交。

4. 送件時間

(1) 參賽者必須於7月8日(星期二)，台北時間23:59(GMT+08:00)前，將作品依參賽類別親送或郵寄至：

專業組

2008年「台灣國際創意設計大賽(專業組)」評選小組

台灣創意設計中心

115台北市南港區圓區街3-1號G棟3樓

學生組

2008年「台灣國際創意設計大賽(學生組)」評選小組

國立臺灣師範大學文化創意產學中心籌備處

106 台北市大安區青田街5巷6號

(2) 參賽作品經工作小組確認收件後，於專屬網站上公布作品之報名編號。

(三) 決選—專業組及學生組產品設計類送交作品程序

1. 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平方公分)，執行單位將補助產品設計類(專業組及學生組)佳作入選者作品模型製作費NTD.20,000元整(含稅)。

2. 作品光碟片內容含下列項目：

a. 作品照片3張。(尺寸210×297mm，解析度300dpi)

b. 設計者現身說法，闡述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)

c. 300~500字中文與英文作品說明。(檔案格式：.doc/.txt)

d. 設計者照片。(jpg檔案尺寸210×297mm，解析度300dpi)

請於9月3日(星期一)，台北時間17:00(GMT+08:00)前，親自送達或郵寄至：

專業組

2008年「台灣國際創意設計大賽(專業組)」評選小組

台灣創意設計中心

115台北市南港區圓區街3-1號G棟3樓

學生組

2008年「台灣國際創意設計大賽(學生組)」評選小組

國立臺灣師範大學文化創意產學中心籌備處

106 台北市大安區青田街5巷6號

評選作業

1. 評選分為初選及決選兩階段

a. 第一階段初選依照參賽者所提供之原作或裱板為依據，由評選委員會選出30件作品晉級決選。

b. 第二階段決選，專業組及學生組產品設計類採作品模型及光碟作品評選；學生組之視覺設計類及數位動畫類則依原作進行決選。

2. 評審標準

專業組

以創意出發，突破現有產品造型，並能表達主題概念與美感的產品設計。創意50% 美感20% 設計完整性20% 圖面表達10%

學生組

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。

A.產品設計組

創意50% 美感20% 設計完整性20% 圖面表達10%

B.視覺設計組

創意50% 構圖、美感、嚴謹度、完整性30% 技巧20%

C.數位動畫組

創意50% 美感20% 完整性20% 技術性10%

3.執行單位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

專業組

- 1.金獎1名：獎金新台幣五十萬元，獎狀一紙。
- 2.銀獎1名：獎金新台幣二十萬元，獎狀一紙。
- 3.銅獎1名：獎金新台幣十萬元，獎狀一紙。
- 4.佳作若干名：獎金新台幣一萬元，獎狀一紙。

學生組

- 1.金獎1名：獎金新台幣四十萬元，獎狀一紙。
- 2.銀獎1名：獎金新台幣二十萬元，獎狀一紙。
- 3.銅獎1名：獎金新台幣十萬元，獎狀一紙。
- 4.佳作若干名：獎金新台幣一萬元，獎狀一紙。

* 所有得獎者將公布於專屬網站及國際媒體上，以提供台灣廠商進行設計合作案時洽詢。

注意事項

(一) 關於參賽者

- 1.所有參賽作品均不予退件。
- 2.參加競賽作品應為自行創作之作品，且未在相關設計競賽獲獎。
- 3.參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。
- 4.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。
- 5.寄件模型為參賽作品，為避免進入台灣海關時間較長，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。
- 6.獲前三名得獎者須親至頒獎典禮受獎；若未到場之得獎者所獲該獎項之獎(含稅)，將以7成支付。且得獎者，需自付參加頒獎典禮之旅費。

(二) 關於得獎者

- 1.在公告得獎一年內，獲獎者及其作品應配合參加相關展示活動。
- 2.得獎者須應依本國稅法規定課稅。(台灣地區參賽者扣除10%所得稅，其他國家參賽者扣除20%所得稅)
- 4.寄件模型均不退件，模型作品將作為台灣創意設計中心及國立台灣師範大學文化創意產學中心籌備處之典藏。
- 5.得獎金額超過10萬元之參賽作品，不另行補助模型費用。

(三) 關於獲獎資格取消

- 1.獲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。
- 2.獲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。
- 3.獲獎作品其後續商品化及行銷行為有損大賽精神者，執行單位得取消其獲獎資格並追回已頒發之獎金及獎狀。
- 4.同一作品重複參加專業組及學生組之競賽。

聯絡方式

專業組

2008年「台灣國際創意設計大賽(專業組)」工作小組
台灣創意設計中心
115台北市南港區園區街3-1號G棟3樓
TEL: 886.2.2655.8199 ext. 163
FAX: 886.2.2655.8299
E-mail: tidc2008@gmail.com
http://tidc.boco.com.tw

學生組

2008年「台灣國際創意設計大賽(學生組)」工作小組
國立臺灣師範大學文化創意產學中心籌備處
106台北市大安區青田街5巷6號
TEL: 886.2.2322-4929
FAX: 886.2.2322-5042
E-mail: ccic.ntnu@gmail.com
http://tidc.boco.com.tw

2008 Taiwan International Design Competition

Theme

In/Out

Eastern/Western, Traditional/Modern, Global/Local, Exquisite/Mundane, Inside/Outside, Ahead/Behind...

These are the dichotomies that frame our perceptions of the world. We can break through these lines of demarcation and definition, although it takes great fortitude to live in such uncertainty.

In Chinese, there is a word, "Chu Ju" (出入). This word is most commonly translated as discrepancy, inconsistency or uncertainty. Yet "Chu Ju" means, most literally, "In/Out". It is the concept of simultaneously coming and going. It is a paradox; one that exists even though the laws of reason state that it cannot.

For the 2008 Taiwan International Design Competition, we invite you to explore the contradictions that arise from the word "Chu Ju".

As you explore this concept, don't look for truths, but instead seek inspiration in the face of uncertainty.

Participation

Professional Section:

Domestic or foreign designers, teachers or students of design related departments or schools, freelance designers.

Student Section:

For students that were born no earlier than May 1st, 1982.

The Categories

Professional Section:

Product Design

Student Section:

Product Design, Visual Design and Digital Animation

Qualification

1. Participants may enter as an individual or as a group.
2. There is no limit to the number of submissions.
3. Each work may be entered in one category only.

Nature of Submission

Futuristic designs incorporating the theme In/Out.

Competition Schedule

Online Registration Deadline

July 1, 2008 (Tue.) 24:00 Taipei local time (GMT+08:00)

Deadline for Preliminary Selection Works Submission

July 8, 2008 (Tue.) 17:00 Taipei local time (GMT+08:00)

Preliminary Selection

July 15, 2008 (Tue.)

Deadline of the submission for the archived of the Product Design

Sep. 3, 2008 (Wed.) 17:00 Taipei local time (GMT+08:00)

Final Selection

Sep. 10, 2008 (Wed.)

Award Ceremony and the Exhibition

Oct. 4-19, 2008

Registration Fee

No registration fee is required.

Participation Procedure

1. Online Registration

(1)Registration Period

May 1st, 2008 (Thu.) to July 1st, 2008 (Tue.) 23:59 Taipei local time (GMT+8:00). Late registration will not be accepted.

(2)Registration Method

a. Please fill out the online registration form on the website below

Professional Section : <http://tidc.boco.com.tw>

Student Section : <http://tidcstudent.no-ip.biz>

b. After successful registration, a confirmation letter with your registration code will be sent automatically to the participant's e-mail box.

2. Submission

(1) For the Preliminary Selection

Professional Section

a. Design illustration should be on A3 size (420X297mm) paper board including explanation, with a maximum of 2 paper boards. The description should be mainly in English and assisting with Chinese, each of which shall be limited in 50-100 words.

b. Please add the registration code and the sequence number at the lower right hand corner on the back of the paper board. The participant may download the label format from the following websites : <http://tidc.boco.com.tw>

Student Section

a. Product Design Category

. Design illustration should be on A3 size (420X297mm) paper board including explanation. The description should be mainly in English and assisting with Chinese, each of which shall be limited in 50-100 words.

. Each participant can submit 2 paper boards only, binding together as follows:

. Please add the registration code and the sequence number at the lower right hand corner on the back of the paper board. The participant may download the label format from the following websites : <http://tidc.boco.com.tw>

b. Visual Design Category

. Entries of this category should be mainly graphic designs, as the length of the work should not exceed 180c.m. and the width should be no more than 40c.m.

. No explanatory 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 assisting with Chinese, each of which shall be limited in 300-500 words.(in doc/.txt format)

. Submission

Please add the registration code and the sequence number at the lower right hand corner on the back of the paper board. The participant may download the label format from the following websites <http://tidc.boco.com.tw>

c. Digital Animation Category

. The film clip should span at least 30 seconds, but should not exceed 10 minutes.

. Film story board, which is attached on A3 size (420X297mm) paper board for illustration purpose. The description should be mainly in English and assisting with Chinese

. Each participant can submit 4 paper boards only, binding together as follows:

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

* A DV tape (which should not span longer than 10 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 assisting with Chinese, each of which shall be limited in 300-500 words.(in doc/.txt format)

. Submission

Please add the registration code and the sequence number at the lower right hand corner on the back of the paper board. The participant may download the label format from the following websites : <http://tidc.boco.com.tw>

(2) Student ID

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

(3) 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 story board.

(4) Deadline for Preliminary Selection Works Submission

The artworks should be received prior to July 8, 2008 (Tue.) 17:00 Taipei local time (GMT+08:00). Entries should be delivered to the following address:

Professional Section

Taiwan Design Center

Selection Committee of

2008 Taiwan International Design Competition

3F, Bldg.G, 3-1 Park Street, Nangang Taipei 115, Taiwan

Student Section

National Taiwan Normal University

Cultural & Creative Industries Center

Selection Committee of
2008 Taiwan International Design Competition
No. 6, Lane 5, Cingtian St, Da-an District, Taipei 106, Taiwan

The sequence number will be posted on the website with the confirmation of submission.

(5) For the Final Selection

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

1. Model (The Product Design of the Professional and the Students)

The finalists should submit a full-scale or scaled model (no smaller than 50 cm3). The competition organizer will subsidize the model making fee for the finalists chosen in the categories of "Honorable Mention" to an amount of NTD20,000.

2. A CD with the listed files

a. 3 color photos of the model (210X270mm, 300dpi)

b. Participants may explain their submissions and give a pre-recorded victory speech on a CD. (Each video has to be less than 3 minutes in length and in mpeg /swf /mov /avi format)

c. English explanation of your work (doc/txt format, 300-500 words)

d. One photo of the participant (210X270mm, 300dpi)

3. Submission Deadline for Final Selection

The model, CD and Design illustration should be submitted to Selection Committee of 2008 Taiwan International Design Competition before Sept. 3, 2008(Wed.) 17:00, Taipei local time (GMT+08:00), either by mail or delivered in person.

Address:

Professional Section

Taiwan Design Center

Selection Committee of

2008 Taiwan International Design Competition

3F, Bldg.G, 3-1 Park Street, Nangang Taipei 115, Taiwan

Student Section

National Taiwan Normal University

Cultural & Creative Industries Center

Selection Committee of

2008 Taiwan International Design Competition

No. 6, Lane 5, Cingtian St, Da-an District, Taipei 106, Taiwan

Selection Procedure

1. The selection process is divided into preliminary and final stages

a. The preliminary stage screens illustrations submitted by the participants. The Selection Committee will choose 30 finalists.

b. At the final stage, for the product design of the profession and the students, all models, illustrations and explanations should be submitted to the Selection Committee for final screening. The Visual Design and the Digital Animation Design of the Students will be evaluated according to the original work/file

2. Selection Criteria

Professional Section

Selection criteria stress innovation transcending existing product parameters, fully expression of the concept theme as well as demonstrating that the work is consciously designed according to specific principles.

Creativity 50% Aesthetics 20% Design Completeness 20%

Design Presentation 10%

Student Section

Selection criteria stress innovation transcending existing product parameters, fully expression of the concept theme as well as demonstrating that the work is consciously designed according to specific principles.

A. Product Design Category

Creativity 50% Aesthetics 20% Design Completeness 20%

Design Presentation 10%

B. Visual Design Category

Creativity 50% Composition, Aesthetics, Design Completeness 30%, Techniques 20%

C. Digital Animation Category

Creativity 50% Aesthetics 20%, Design Completeness 20%, Techniques 10%

Prizes

Professional Section

Gold 1 winner/ NT\$500,000 in prize money and a certificate

Silver 1 winner/ NT\$200,000 in prize money and a certificate

Bronze 1 winner/ NT\$100,000 in prize money and a certificate

Honorable Mention numbers of winner/ NT\$10,000 in prize money and a certificate

Student Section

Gold 1 winner/ NT\$400,000 in prize money and a certificate

Silver 1 winner/ NT\$200,000 in prize money and a certificate

Bronze 1 winner/ NT\$100,000 in prize money and a certificate

Honorable Mention numbers of winner/ NT\$10,000 in prize money and a certificate

Terms & Conditions

1. For the participants:

a. All works should be the original creation of the participants and may not infringe any intellectual property rights of others. The organizer accepts no liability.

b. It is recommended that the participants register their works with competent governmental authorities before joining the competition.

c. Works submitted will not be returned. The organizer (Taiwan Design Center, National Taiwan Normal University Cultural & Creative Industries Center) shall be entitled to dispose or keep such works at its sole discretions.

d. The participants shall provide the details of their works for the purpose of the public reporting and the exhibition.

e. To avoid lengthy custom clearance procedures and delays in transportation, the participants from abroad are recommended to declare a product value below USD 50.

f. The participants shall have adequate insurance coverage for their works submitted, particularly with regards to the risk of theft, fire, breakage and damage.

g. The top three winners must be rewarded in person at the Award Ceremony; there will be 30% deduction from the monetary prizes subject to the absence. All travel expenses related to the award ceremony will be borne by the participants.

2. For the winners:

a. 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. The winners, along with the awarded work, shall cooperate with the organizer in the relative activities within 1 year from proclaiming the awarding.

b. 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.)

c. Works (models) submitted will not be returned. The submitted works (models) will be the permanent collections of Taiwan Design Center and National Taiwan Normal University Cultural & Creative Industries Center. The organizer (Taiwan Design Center, National Taiwan Normal University Cultural & Creative Industries Center.) shall be entitled to dispose or keep such works (models) at its sole discretions.

3. For the prize disqualification:

a. 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.

b. 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.

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.

c. Awards will be cancelled if the very same work was found both in the competitions of the Professional and the Students.

Contact

Professional Section:

Secretariat of 2008 Taiwan International Design Competition

Taiwan Design Center (TDC)

3F, Bldg.G, 3-1 Park Street, Nangang Taipei 115, Taiwan

TEL : 886-2-2655-8199 ext.163

FAX : 886-2-2655-8299

E-mail : tfdc2008@gmail.com

<http://tfdc.boco.com.tw>

Student Section:

National Taiwan Normal University

Cultural & Creative Industries Center

Selection Committee of

2008 Taiwan International Design Competition

No. 6, Lane 5, Cingtian St, Da-an District, Taipei 106, Taiwan

TEL : 886-2-2322-4929

FAX : 886-2-2322-5042

E-mail : ccic.ntnu@gmail.com

<http://tfdc.boco.com.tw>





2008台灣國際創意設計大賽 學生組得獎作品集
2008 Taiwan International Design Competition
Portfolio for Student Section

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執行單位：國立臺灣師範大學文化創意產業中心
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Organizer: Department of Higher Education, MOE
Executive: Cultural & Creative Industries Center, National Taiwan Normal University
Co-Organizer: Taiwan Design boco, Design Creative/Design/Branding
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