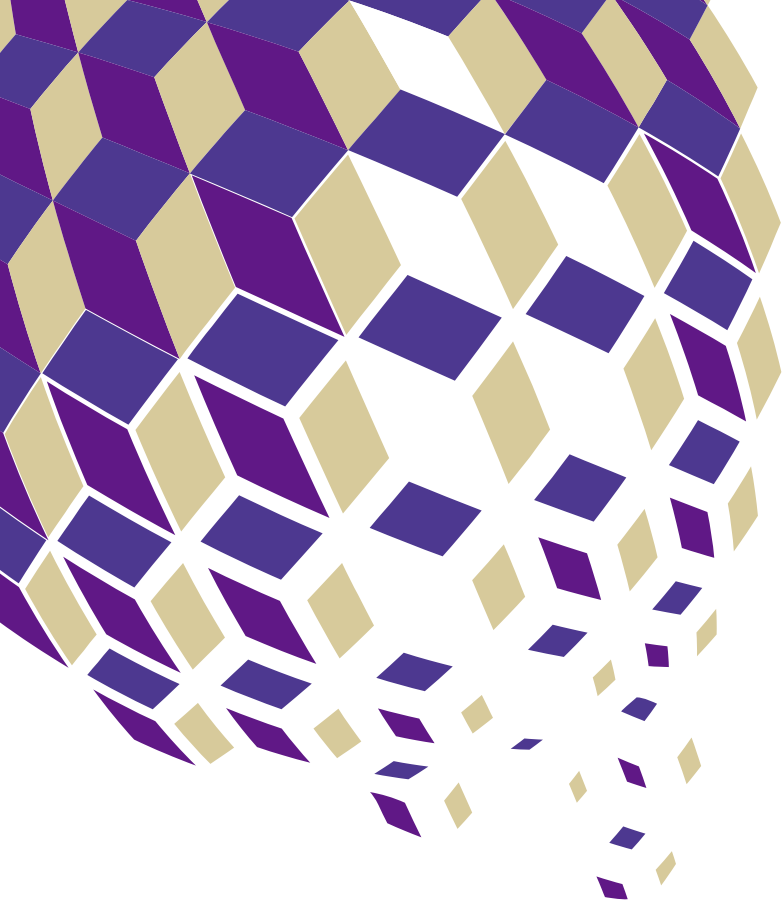




2012 TAIWAN INTERNATIONAL  
STUDENT DESIGN COMPETITION

# TRANSFORM

2012 臺灣國際學生創意設計大賽

## 成果專刊 Portfolio

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



一．計畫源起

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

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

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

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

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

二．計畫目的

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

| 文化創意產業 教育部 大學校院藝術與設計系所人才培育計畫 |                                                                                                                                                                                                                                                                                 |                       |                       |                            |                            |                                                                                                                                                                             |                                                                                                                                                                                           |                                                                                                                                     |                                                                                                                                          |                                                                                                                                          |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-----------------------|----------------------------|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| 年份                           | 2003 年                                                                                                                                                                                                                                                                          | 2004 年                | 2005 年                | 2006 年                     | 2007 年                     | 2008 年                                                                                                                                                                      | 2009 年                                                                                                                                                                                    | 2010 年                                                                                                                              | 2011 年                                                                                                                                   | 2012 年                                                                                                                                   |
| 設置教學資源中心                     | 五所大學 / 五個中心<br>國立台北科技大學、國立台北藝術大學、國立雲林科技大學、國立成功大學、國立台南藝術大學<br><br>National Taipei University of Technology, Taipei National University of the Arts, National Yunlin University of Science and Technology, National Cheng Kung University, Tainan National University of the Arts |                       |                       |                            |                            | 本計畫完成階段性任務<br>停止辦理                                                                                                                                                          |                                                                                                                                                                                           |                                                                                                                                     |                                                                                                                                          |                                                                                                                                          |
| 藝術與設計菁英海外培訓計畫                | 無                                                                                                                                                                                                                                                                               | 無                     | 產品設計類<br>數位動畫類        | 產品設計類<br>數位動畫類<br>視覺設計類    | 產品設計類<br>數位動畫類<br>視覺設計類    | 數位媒體組<br>平面設計組<br>創意設計組                                                                                                                                                     | 數位媒體組<br>平面設計組<br>創意設計組                                                                                                                                                                   | 數位媒體組<br>平面設計組<br>創意設計組                                                                                                             | 數位媒體組<br>平面設計組<br>創意設計組                                                                                                                  | 數位媒體組<br>平面設計組<br>創意設計組                                                                                                                  |
| 入選總人數                        | 無                                                                                                                                                                                                                                                                               | 無                     | 19                    | 12                         | 17                         | 19                                                                                                                                                                          | 20                                                                                                                                                                                        | 21                                                                                                                                  | 16                                                                                                                                       | 尚在審查中                                                                                                                                    |
| 鼓勵學生參加藝術與設計類國際競賽計畫           | 無                                                                                                                                                                                                                                                                               | 無                     | 7 件作品<br>國際獲獎         | 22 件作品<br>國際獲獎<br>221 萬元獎金 | 45 件作品<br>國際獲獎<br>623 萬元獎金 | 64 件作品<br>國際獲獎<br>765 萬元獎金                                                                                                                                                  | 71 件作品<br>國際獲獎<br>513 萬元獎金                                                                                                                                                                | 61 件作品<br>國際獲獎<br>789.5 萬元獎金                                                                                                        | 53 件作品<br>國際獲獎<br>233 萬元獎金                                                                                                               | 96 件作品<br>國際獲獎<br>330.5 萬元獎金                                                                                                             |
| 臺灣國際創意設計大賽                   | 經濟部舉辦<br>專業組<br>產品設計類                                                                                                                                                                                                                                                           | 經濟部舉辦<br>專業組<br>產品設計類 | 經濟部舉辦<br>專業組<br>產品設計類 | 經濟部舉辦<br>專業組<br>產品設計類      | 經濟部舉辦<br>專業組<br>產品設計類      | <b>專業組：</b><br>產品設計類金銀銅獎各 1 名，佳作 15 名，總獎金 95 萬元<br><b>第一屆學生組：</b><br>產品設計類銀獎 2 名 銅獎 3 名，佳作 6 名<br>視覺設計類金銀銅獎各 1 名，佳作 10 名<br><b>數位動畫類：</b><br>金銀銅獎各 1 名，佳作 4 名<br>總獎金 278 萬元 | <b>專業組：</b><br>更名為「臺灣國際學生創意設計大賽」，年度大獎 1 名<br>產品設計類金銀銅獎各 1 名，佳作 11 名，總獎金 91 萬元<br><b>第二屆學生組：</b><br>產品設計類金銀銅獎 1 名，佳作 10 名<br>視覺設計類金銀銅獎各 1 名，佳作 11 名<br>數位動畫類金銀銅獎各 1 名，佳作 6 名<br>總獎金 249 萬元 | <b>專業組：</b><br>更名為「臺灣國際學生創意設計大賽」，年度大獎 1 名<br>產品設計類金銀銅獎各 1 名，佳作 10 名<br>視覺設計類金銀銅獎各 1 名，佳作 7 名<br>數位動畫類金銀銅獎各 1 名，佳作 6 名<br>總獎金 246 萬元 | <b>臺灣國際學生創意設計大賽：</b><br>年度大獎 1 名<br>產品設計類銀銅獎各 2 名，佳作 6 名，廠商贊助獎 2 名<br>視覺設計類金銀銅獎各 1 名，佳作 7 名，廠商贊助獎 2 名<br>數位動畫類金銀銅獎各 1 名，佳作 9 名，廠商贊助獎 2 名 | <b>臺灣國際學生創意設計大賽：</b><br>年度大獎 1 名<br>產品設計類銀銅獎各 2 名，佳作 6 名，廠商贊助獎 2 名<br>視覺設計類金銀銅獎各 1 名，佳作 7 名，廠商贊助獎 2 名<br>數位動畫類金銀銅獎各 1 名，佳作 9 名，廠商贊助獎 2 名 |

三．競賽辦法

網路報名與作品上傳截止

自 2012 年 6 月 1 日（星期五）至 8 月 15 日（星期三）24:00（臺北 GMT+08:00）

數位動畫類作品光碟送件

自 2012 年 7 月 2 日（星期一）至 8 月 15 日（星期三）17:00（臺北 GMT+08:00）

初選

2012 年 9 月 5 日（星期三）

入圍者第二階段繳件（包括產品設計類模型、視覺設計類紙本輸出及三類組作品資料光碟）的繳交截止日

2012 年 11 月 2 日（星期五）17:00（臺北 GMT+08:00）

決選

2012 年 11 月 16 日（星期五）

獲獎作品展覽

2013 年 1 月 24 日（星期四）至 1 月 29 日（星期二）

頒獎典禮

2013 年 1 月 25 日（星期五）

參賽資格

限定國內外高級中等以上學校在校學生（以網路截止報名時間為準，須為西元 1986 年 5 月 31 日之後出生，年齡 26 歲以內。女性申請人於申請年限之前曾有生育事實者，每胎得延長年限兩年。）

參賽類別

分成產品設計、視覺設計、數位動畫共三類

報名費用

免繳報名費

頒發獎項

分成產品設計、視覺設計、數位動畫共三類

1. 年度大獎一名：

獎金新台幣四十萬元，獎盃一座，獎狀一紙

2. 金獎（產品、視覺、動畫各 1 名）：

獎金新台幣二十五萬元，獎盃一座，獎狀一紙

3. 銀獎（產品、視覺、動畫各 1 名）：

獎金新台幣十五萬元，獎盃一座，獎狀一紙

4. 銅獎（產品、視覺、動畫各 1 名）：

獎金新台幣十萬元，獎盃一座，獎狀一紙

5. 佳作 若干名：

獎金新台幣一萬元，獎狀一紙。

6. 廠商贊助獎：

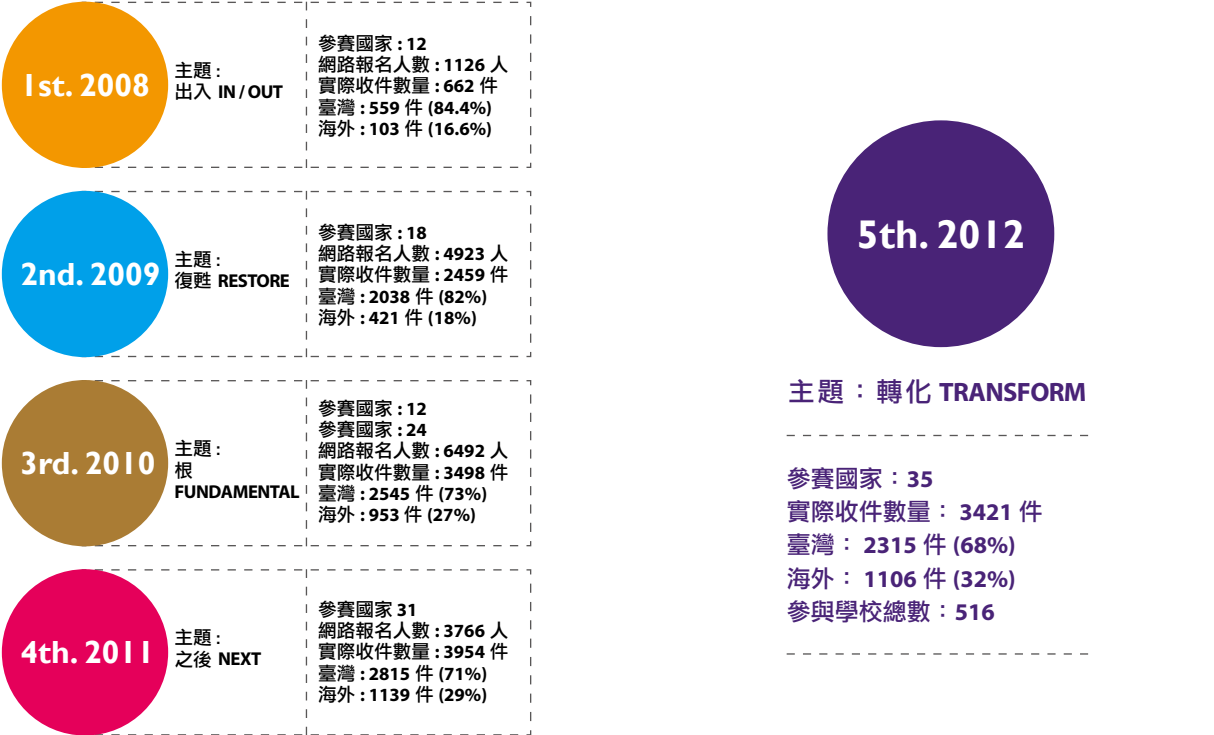
寶來國際有限公司 / 寶來國際獎（產品、視覺、動畫各 1 名）：

獎金新台幣五萬元。

海山教育基金會 / 文瑞獎（產品、視覺、動畫各 1 名）：

獎金新台幣五萬元。

7. 產品設計類入圍決選者，另補助模型費新臺幣二萬元。



I. Plan History

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

- The " MOE Programs in Human Resource Development for Colleges of Art and Design" focuses on the fields of " innovation in traditional art ", " digital animation", and " product design." Selected colleges have established 5 Educational Resources Centers located in northern, central, and southern Taiwan. These 5 Educational Resources Centers are:
1. The " Creative Resource Center for Traditional Arts" at the Taipei National University of the Arts.
  2. The " Taiwan Culture Luxury Design Teaching and Learning Resource Center" at the National Taipei University of Technology.
  3. The " Digital Media Design Educational Center " at the National Yunlin University of Science and Technology.
  4. The " Educational Resource Center for Trendy Goods Product Design" at the National Cheng Kung University.
  5. The " Educational Center for Digital Arts" at the Tainan National University of the Arts.

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

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

From 2010, the "Taiwan International Student Design Competition" is held after the "Taiwan international Design Competition–the Student

| MOE Programs for Cultural and Creative Industries                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                         |                                                                                         |                                                                                         |                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Year                                                                                                                            | 2003                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 2004                                                                                    | 2005                                                                                    | 2006                                                                                    | 2007                                                                                    | 2008                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 2009                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 2010                                                                                                                                                                                                                                                                                                                                                                                      | 2011                                                                                                                                                                                                                                                                                                                                                      | 2011                                                                                                                                                                                                                                                                                                                                                                                                                            |
| MOE Educational Resource Centers                                                                                                | 1. The "Creative Resource Center for Traditional Arts" at the Taipei National University of the Arts.<br>2. The "Taiwan Culture Luxury Design Teaching and Learning Resource Center" at the National Taipei University of Technology.<br>3. The "Digital Media Design Educational Center" at the National Yunlin University of Science and Technology.<br>4. The "Educational Resource Center for Life Trendy Goods Design" at the National Cheng Kung University.<br>5. The "Educational Center for Digital Arts" of Tainan National University of the Arts. |                                                                                         |                                                                                         |                                                                                         |                                                                                         | A stage mission of the plan was completed                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| MOE Scholarship Programs for Overseas Study in Arts and Design                                                                  | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | None                                                                                    | Product Design & Digital Animation                                                      | Product Design & Visual Design & Digital Animation                                      | Product Design & Visual Design & Digital Animation                                      | Product Design & Visual Design & Digital Animation                                                                                                                                                                                                                                                                                                                                                                                                                       | Product Design & Visual Design & Digital Animation                                                                                                                                                                                                                                                                                                                                                                                                                | Product Design & Visual Design & Digital Animation                                                                                                                                                                                                                                                                                                                                        | Product Design & Visual Design & Digital Animation                                                                                                                                                                                                                                                                                                        | Product Design & Visual Design & Digital Animation                                                                                                                                                                                                                                                                                                                                                                              |
| Finalists                                                                                                                       | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | None                                                                                    | 19                                                                                      | 12                                                                                      | 17                                                                                      | 19                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 20                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 21                                                                                                                                                                                                                                                                                                                                                                                        | 16                                                                                                                                                                                                                                                                                                                                                        | Under Examination                                                                                                                                                                                                                                                                                                                                                                                                               |
| MOE Award Incentive Program for Encouraging University/College Students to Participate in International Art and Design Contests | No                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | No                                                                                      | Award 0.77 million Taiwan dollars prize for 7 pieces of work                            | Award 2.21 million Taiwan dollars for 22 pieces of work                                 | Award 6.21 million Taiwan dollars for 45 pieces of work                                 | Award 7.65 million Taiwan dollars for 64 pieces of work                                                                                                                                                                                                                                                                                                                                                                                                                  | Award 5.13 million Taiwan dollars for 71 pieces of work                                                                                                                                                                                                                                                                                                                                                                                                           | Award 7.895 million Taiwan dollars for 61 pieces of work                                                                                                                                                                                                                                                                                                                                  | Award 2.33 million Taiwan dollars for 53 pieces of work                                                                                                                                                                                                                                                                                                   | Award 330.5 million Taiwan dollars for 96 pieces of work                                                                                                                                                                                                                                                                                                                                                                        |
| Taiwan International Design Competition                                                                                         | Professional section in category of product design Held by Ministry of Economic Affairs                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Professional section in category of product design Held by Ministry of Economic Affairs | Professional section in category of product design Held by Ministry of Economic Affairs | Professional section in category of product design Held by Ministry of Economic Affairs | Professional section in category of product design Held by Ministry of Economic Affairs | <b>Professional Section:</b><br>Award 0.95 million Taiwan Dollars 1 Gold, Silver and Bronze Prize, 15 Honorable Mentions for Product Design Category<br><b>1st Student Section:</b><br>Award 2.78million Taiwan dollars 2 Silver and 3 Bronze prizes, 6 Honorable Mentions for Product Design category 1 Gold Silver,Bronze Prize, 10 Honorable Mentions for Visual Design category 1 Gold, Silver and Bronze prize, 4 Honorable Mentions for Digital Animation category | <b>General Section:</b><br>Award 2.49million Taiwan Dollars 1 Gold, Silver and Bronze Prize 11 Honorable Mentions for Product Design Category<br><b>2nd Student Section:</b><br>Award 2.49million Taiwan Dollars 1 Gold, Silver and Bronze Prize 10 Honorable Mentions for Product Design Category 1 Gold, Silver and Bronze Prize 10 Honorable Mentions for Visual Design Category 1 Silver and Bronze Prize 6 Honorable Mentions for Digital Animation Category | <b>Student Section is renamed as " Taiwan International Student Design Competition"</b><br><b>Award 2.71 million Taiwan Dollars</b> 1for Grand Pix 1 Gold, Silver and Bronze Prize 4 Honorable Mentions for Product Design Category 1 Gold, Silver and Bronze Prize 11 Honorable Mentions for Visual Design Category 1 Silver and Bronze Prize 6 Honorable Mentions for Digital Animation | <b>Taiwan international Student Design Competition:</b><br><b>Award 2.46 million Taiwan Dollars</b> 1for Grand Pix 1 Silver and Bronze Prize, 6 Honorable Mentions for Product Design Category 1 Gold, Silver and Bronze Prize 7 Honorable Mentions for Visual Design Category 1 Gold, Silver and Bronze Prize 8 Honorable Mentions for Digital Animation | <b>Taiwan international Student Design Competition:</b><br><b>Award 3.01 million Taiwan Dollars</b> 1 for Grand Prix 2 Silver and Bronze Prize, 6 Honorable Mentions, 2 Sponsorship Prize for Product Design Category 1 Gold, Silver, Bronze Prize, 7 Honorable Mentions, 2 Sponsorship Prize for Visual Design Category 1 Gold, Silver, Bronze Prize, 9 Honorable Mentions, 2 Sponsorship Prize for Digital Animation Category |

Section" in 2008 & 2009. It integrates the competitive edges of MOE art and design talent fostering programs. By hosting international student design competitions,"Taiwan International 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. Objectives of the Plan

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

III. Procedure

Online Registration and Online Work Submission Deadline

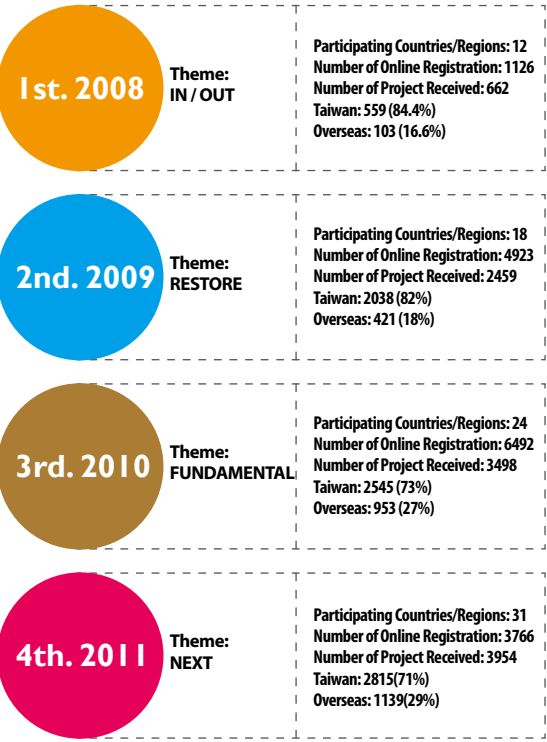
June 1,(Friday) 2012 to August 15 (Wednesday), 2012 24:00 (Taipei GMT+08:00)

Disc Submission in Digital Animation Category for Preliminary Selection

July 2 (Monday), 2012 to August 15 (Wednesday, 2012 17:00 (Taipei GMT+08:00),

Preliminary Selection

September 5 (Wednesday), 2012



Participating Countries/Regions : 35  
Number of Project Received : 3421  
Taiwan : 2315(68%)  
Overseas : 1106(32%)  
Participating Schools : 516

Deadline for Final Selection Submission

November 2 (Friday), 2012 17:00 (Taipei GMT+08:00)

Final Selection

November 16 (Friday), 2012

Exhibition

January 24-29 (Thursday-Tuesdays), 2013

Award Ceremony

January 25 (Friday), 2013

Qualification

Students who currently enroll at senior high schools or above. (Based on the internet registration deadline, and the participant must be born after May 31, 1986, and be younger than 26 years of age. For female who had given birth before year of 26 may have 2 years extension per birth.)

Category

Product Design, Visual Design, and Digital Animation.

Registration Fee

Free

Awards

Grand Prix 1 winner

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

Gold 1 winner (each category)

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

Silver 1 winner (each category)

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

Bronze 1 winner (each category)

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

Honorable Mention winners

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

Sponsorship Award

POLYLIGHT Electronics Co., Ltd./ Polylight Awards

NT\$50,000(each category)

Hai Sun Education Foundation/Wen-Rui Award

NT\$50,000(approx. US.\$1666, each category)

The nominated works of the product design category will be supplemented NT\$ 20,000 (approx. US\$600) production fee by the implementation unit.

序 Preface

教育部蔣偉寧部長  
Wei-Ning Chiang , Minister, Ministry of Education

「2012 臺灣國際學生創意設計大賽」計畫主持人林磐聳  
Apex, Lin Pang-Soong, Project Director, 2012 Taiwan International Student Design Competition

年度大獎 Grand Prix

|     |                        |             |                              |
|-----|------------------------|-------------|------------------------------|
| 020 | Designer<br>余子驥 Joe Yu | 作品名稱<br>新標本 | Title of work<br>NEW SAMPLES |
|-----|------------------------|-------------|------------------------------|

產品設計 Product Design

銀獎 Silver Prize

|     |                                                  |            |                          |
|-----|--------------------------------------------------|------------|--------------------------|
| 025 | Designer<br>魏楷軒 Kai-Hsuan Wei<br>留宗逸 Zong-Yi Liu | 作品名稱<br>加電 | Title of work<br>i Power |
|-----|--------------------------------------------------|------------|--------------------------|

|     |                                                        |      |                |
|-----|--------------------------------------------------------|------|----------------|
| 026 | 游全益 Cyuan-Yi You<br>賴俞任 Yu-Ren Lai<br>許瑋玲 Wei-Ling Hsu | 提醒口罩 | Reminding mask |
|-----|--------------------------------------------------------|------|----------------|

銅獎 Bronze Prize

|     |                                              |             |                           |
|-----|----------------------------------------------|-------------|---------------------------|
| 027 | Designer<br>潘亨利 Henry Pan<br>陳奕穎 Yi-Ing Chen | 作品名稱<br>夾鏈線 | Title of work<br>Wire zip |
|-----|----------------------------------------------|-------------|---------------------------|

|     |                   |      |             |
|-----|-------------------|------|-------------|
| 028 | 黃新雅 Hsin-Ya Huang | 縫紉膠帶 | Sewing Tape |
|-----|-------------------|------|-------------|

佳作 Honorable Mention

|     |                              |            |                              |
|-----|------------------------------|------------|------------------------------|
| 029 | Designer<br>林楷庭 Kai-Ting Lin | 作品名稱<br>醬擠 | Title of work<br>Squeezy Dip |
|-----|------------------------------|------------|------------------------------|

|     |                    |     |             |
|-----|--------------------|-----|-------------|
| 030 | 黃品甄 Pin-Chen Huang | 水母鞋 | JellyFiShoe |
|-----|--------------------|-----|-------------|

|     |                                           |    |            |
|-----|-------------------------------------------|----|------------|
| 031 | 林岑榮 Tsen-Ying Lin<br>黃筱媛 Hsiao-Yuan Huang | 角箱 | Corner Box |
|-----|-------------------------------------------|----|------------|

|     |                                     |     |                  |
|-----|-------------------------------------|-----|------------------|
| 032 | 卓昱辰 Yu-Chen Cho<br>林秉翰 Bing-Han Lin | 濾水杯 | Water Filter Cup |
|-----|-------------------------------------|-----|------------------|

|     |                 |    |          |
|-----|-----------------|----|----------|
| 033 | 邱榆皓 Yu-Hao Chiu | 轉衫 | Triangle |
|-----|-----------------|----|----------|

廠商贊助獎 Sponsorship Prize

|     |                                                 |              |                            |
|-----|-------------------------------------------------|--------------|----------------------------|
| 034 | Designer<br>王子豪 Zi-Hao Wang<br>鄭亦汶 Yi-Wen Zheng | 作品名稱<br>古良新設 | Title of work<br>RE-DESIGN |
|-----|-------------------------------------------------|--------------|----------------------------|

|     |                                                        |                    |                    |
|-----|--------------------------------------------------------|--------------------|--------------------|
| 035 | 史騰高 Teng-Gao Shi<br>鄒雨娟 Yu-Juan Zou<br>姬廣如 Guang-Ru Ji | Catch memory light | Catch memory light |
|-----|--------------------------------------------------------|--------------------|--------------------|

入選 Finalists

|     |                         |               |                                |
|-----|-------------------------|---------------|--------------------------------|
| 036 | Designer<br>鄧勇 End-Yong | 作品名稱<br>毛筆的包裝 | Title of work<br>Brush packing |
|-----|-------------------------|---------------|--------------------------------|

|     |               |     |         |
|-----|---------------|-----|---------|
| 037 | 張騰 Teng Zhang | 翻則椅 | Fantasy |
|-----|---------------|-----|---------|

|     |                  |      |              |
|-----|------------------|------|--------------|
| 038 | 蕭文賀 Wen-Ho Shiau | 薄皮簸箕 | Flat Dustpan |
|-----|------------------|------|--------------|

|     |              |             |  |
|-----|--------------|-------------|--|
| 039 | Chan Wen Jie | Convertible |  |
|-----|--------------|-------------|--|

|     |                                      |         |               |
|-----|--------------------------------------|---------|---------------|
| 040 | 謝宏忠 Hung-Chung Hsieh<br>林楷庭 Kai-Ting | 20 度飲料桶 | 20 Tilt Drink |
|-----|--------------------------------------|---------|---------------|

|     |                                      |        |              |
|-----|--------------------------------------|--------|--------------|
| 041 | 謝宏忠 Hung-Chung Hsieh<br>林楷庭 Kai-Ting | 魔術。髮拷梳 | Magical Comb |
|-----|--------------------------------------|--------|--------------|

|     |                                                      |       |        |
|-----|------------------------------------------------------|-------|--------|
| 042 | 陳曄磊 Michael Chen<br>朱靜凱 Jingkai Zhu<br>宓昱婷 Yuting Mi | 旋轉的雨傘 | Spiral |
|-----|------------------------------------------------------|-------|--------|

|     |             |        |        |
|-----|-------------|--------|--------|
| 043 | Zoe Blatter | XDrive | XDrive |
|-----|-------------|--------|--------|

|     |                                        |         |                                                    |
|-----|----------------------------------------|---------|----------------------------------------------------|
| 044 | 王成名 Zheng Neng Guan<br>蔡承育 Wan Ru Chou | 高樓火警逃生箱 | Fire Alarm and Escape Box for high-rising building |
|-----|----------------------------------------|---------|----------------------------------------------------|

|     |                                                         |      |                 |
|-----|---------------------------------------------------------|------|-----------------|
| 045 | 翁雅盈 Ya-Ying Wong<br>葉雯華 Hua Wen Yeh<br>葉倩如 Chien Ru Yeh | 摺紙老師 | Origami Teacher |
|-----|---------------------------------------------------------|------|-----------------|

|     |                                                             |       |           |
|-----|-------------------------------------------------------------|-------|-----------|
| 046 | 林禹承 Yu-Cheng Lin<br>唐偉翔 Wei-Hsiang Tang<br>邱彥凱 Yen-Kai Chiu | 輔助鍵盤膜 | WOW CLEAR |
|-----|-------------------------------------------------------------|-------|-----------|

|     |                                                             |        |                |
|-----|-------------------------------------------------------------|--------|----------------|
| 047 | 林禹承 Yu-Cheng Lin<br>唐偉翔 Wei-Hsiang Tang<br>邱彥凱 Yen-Kai Chiu | 彩色郵票砂紙 | Grid and Color |
|-----|-------------------------------------------------------------|--------|----------------|

|     |                                                        |                |                |
|-----|--------------------------------------------------------|----------------|----------------|
| 048 | 史騰高 Teng-Gao Shi<br>鄒雨娟 Yu-Juan Zou<br>姬廣如 Guang-Ru Ji | Folding Ladder | Folding Ladder |
|-----|--------------------------------------------------------|----------------|----------------|

|     |                 |       |                 |
|-----|-----------------|-------|-----------------|
| 049 | 許凱琦 Kai-Chi Hsu | 書。展筋骨 | Sports Bookcase |
|-----|-----------------|-------|-----------------|

|     |                                                        |       |               |
|-----|--------------------------------------------------------|-------|---------------|
| 050 | 許瑋玲 Wei-Ling Hsu<br>賴俞任 Yu-Ren Lai<br>游全益 Cyuan-yi You | 警示訂書針 | ALERT Staples |
|-----|--------------------------------------------------------|-------|---------------|

|     |                |     |                |
|-----|----------------|-----|----------------|
| 051 | 葉晉豪 Jin-Hao Ye | 針織椅 | knitting chair |
|-----|----------------|-----|----------------|

|     |                                     |        |        |
|-----|-------------------------------------|--------|--------|
| 052 | 史騰高 Teng-Gao Shi<br>鄒雨娟 Yu-Juan Zou | 等待您的歸來 | Wating |
|-----|-------------------------------------|--------|--------|

|     |                               |     |              |
|-----|-------------------------------|-----|--------------|
| 053 | 李承諭 Chen-Yu Lee<br>林 櫪 Li Lin | 趣浴動 | BatheXercise |
|-----|-------------------------------|-----|--------------|

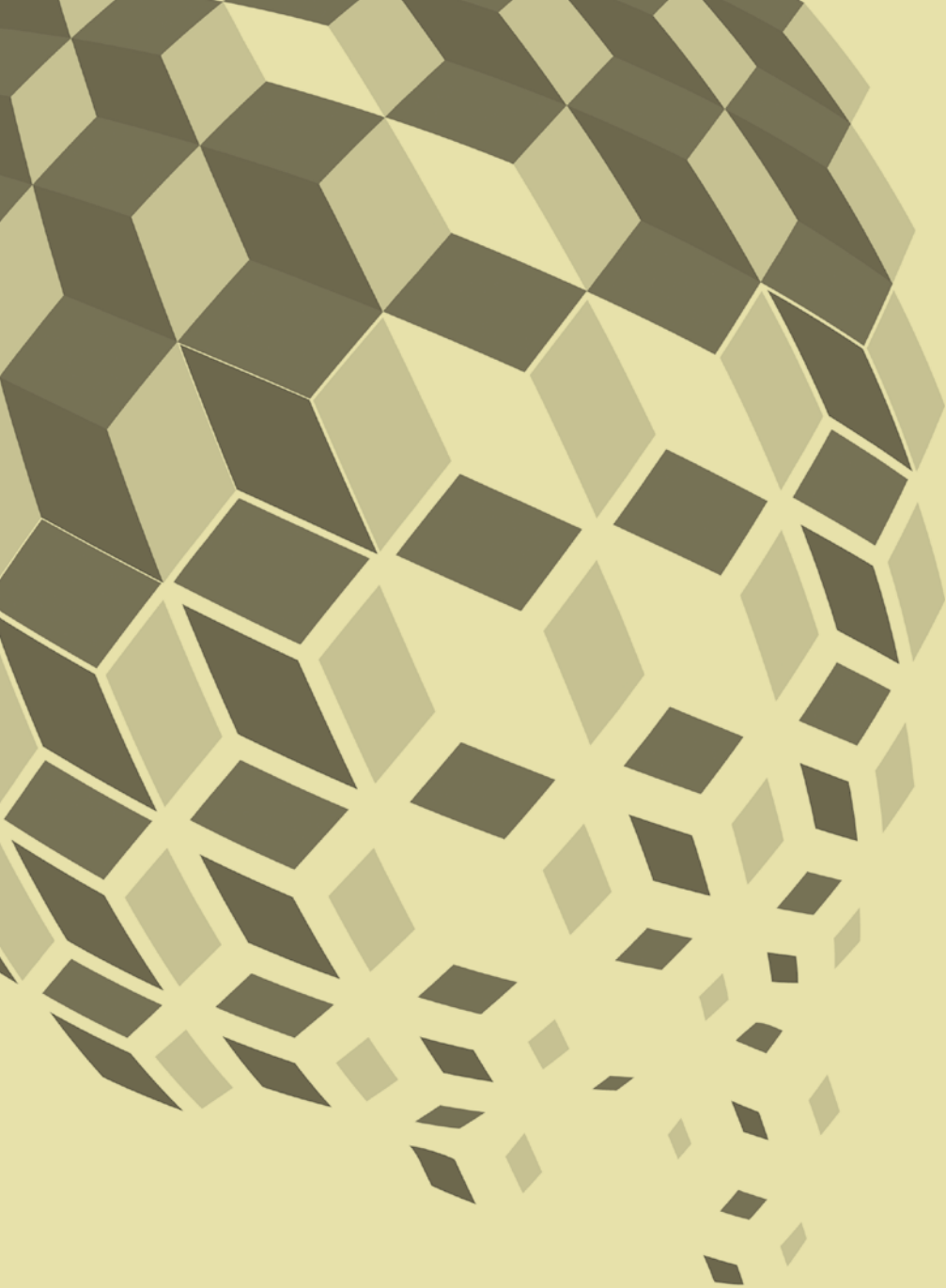


| 視覺設計 Visual Design      |                     |                                         |                                         |
|-------------------------|---------------------|-----------------------------------------|-----------------------------------------|
| 金獎 Gold Prize           |                     |                                         |                                         |
|                         | Designer            | 作品名稱                                    | Title of work                           |
| 057                     | 郭瑋婷 Wei-Ting Guo    | 束縛或是自由                                  | Fetters or Freedom                      |
| 銀獎 Silver Prize         |                     |                                         |                                         |
|                         | Designer            | 作品名稱                                    | Title of work                           |
| 058                     | 羅丹 Pansy Lo         | 生命之源                                    | The source of the life                  |
| 銅獎 Bronze Prize         |                     |                                         |                                         |
|                         | Designer            | 作品名稱                                    | Title of work                           |
| 059                     | Takagi Emiri        | DEADLY TRANSFORMATION                   | DEADLY TRANSFORMATION                   |
| 佳作 Honorable Mention    |                     |                                         |                                         |
|                         | Designer            | 作品名稱                                    | Title of work                           |
| 060                     | 郭彥汝 Yen-Ju Kuo      | Precious Smile                          | Precious Smile                          |
| 061                     | 范文星 Wen-Xing Fan    | 城市空間                                    | Urban space                             |
| 062                     | 張志攀 Zhi-Pan Zhang   | 白色污染也是時尚？                               | White pollution is also a fashion?      |
| 063                     | 吳宛璇 Wan-Syuan Wu    | 弱小轉強大力量                                 | Weak Changes in Strong                  |
| 064                     | 何思蓉 Szu-Jung Ho     | 石油汙染                                    | Marine oil pollution                    |
| 065                     | 詹皇峻 Huang-Chun Chan | 對日本伸出援手                                 | Save Japan                              |
| 066                     | 張新 Xin Zhang        | 轉化                                      | Transform                               |
| 廠商贊助獎 Sponsorship Prize |                     |                                         |                                         |
|                         | Designer            |                                         |                                         |
| 067                     | Azade Kazemi        | Posters                                 | Posters                                 |
| 068                     | Matsui Kasumi       | May the World Peace                     | May the World Peace                     |
| 入選 Finalists            |                     |                                         |                                         |
|                         | Designer            | 作品名稱                                    | Title of work                           |
| 069                     | 傅秋瑜 Chiou-Yu Fu     | FORnEVER                                | FORnEVER                                |
| 070                     | 黃雯苓 Wen-Ling Haung  | 以母愛散播心的種子                               | Offspring, need your love and care      |
| 071                     | 何杰 Jack, Jie He     | 傳統與現代                                   | Traditional and modern                  |
| 072                     | Lenka Štukhejlová   | The Double life of Veronique            | The Double life of Veronique            |
| 073                     | Lenka Štukhejlová   | Organ donation                          | Organ donation                          |
| 074                     | Chisato Hirayama    | Get your timing                         | Get your timing                         |
| 075                     | Tan-Xin Yi Rachel   | One Step at a Time                      | One Step at a Time                      |
| 076                     | 沙鋒 Feng Sha         | Origin-Earth+You,Water+You,Tree+You     | Origin-Earth+You,Water+You,Tree+You     |
| 077                     | 沙鋒 Feng Sha         | Ecology+YouEarth+You,Water+You,Tree+You | Ecology+YouEarth+You,Water+You,Tree+You |
| 078                     | 李孟翰 Meng Han Li     | 化育                                      | Conversion                              |
| 079                     | Saw Joon Hui        | Transform                               | Transform                               |

| 視覺設計 Visual Design |                      |                                             |                                                |
|--------------------|----------------------|---------------------------------------------|------------------------------------------------|
| 入選 Finalists       |                      |                                             |                                                |
|                    | Designer             | 作品名稱                                        | Title of work                                  |
| 080                | Rohit Goyal          | TREE OF TRANSFORM                           | TREE OF TRANSFORM                              |
| 081                | Natsumi Yoshida      | Fate is known what will happen              | Fate is known what will happen                 |
| 082                | 廖耿民 Keng-min Liao    | 遙控世界                                        | The world is controlled by us                  |
| 083                | 蕭玉璇 Yu-Xuan Xiao     | 有阻礙必有通行 / 有傷害必有保護                           | Hinder must Pass/Harm there must be protection |
| 084                | 王超 Chao Wang         | 綺麗                                          | THE BEAUTY                                     |
| 085                | 高山 Sam Gao           | 《槲寄生》書籍封面設計                                 | Mistletoe-Book Cover Design                    |
| 086                | 范文星 Wenxing Fan      | 光，和而不同                                      | Light and different                            |
| 087                | 游珮怡 Pei-Yi Yu        | Didn't we undermine the balance?            | Didn't we undermine the balance?               |
| 088                | 楊珮祺 Pei-Chi Yang     | 發現                                          | Discovery                                      |
| 089                | 楊珮祺 Pei-Chi Yang     | 水污染                                         | Water Pollution                                |
| 090                | Xin Ling Loh         | 門神                                          | Door god                                       |
| 091                | Sayaka Watanabe      | A life stops. Moving the world is continued | A life stops. Moving the world is continued    |
| 092                | Kato Mai             | AYATORI                                     | AYATORI                                        |
| 093                | Shirasagi Raiki      | VARIOUS NEWS SPILS THE EARTH                | VARIOUS NEWS SPILS THE EARTH                   |
| 094                | 沙鋒 Feng Sha          | 平等 – 平，平等 – 等                               | Equality-Ping, Equality-Deng                   |
| 095                | 趙佳祥 Chia-Hsiang Chao | 轉化。文字。淬鍊                                    | The development of Chinese character           |

| 數位動畫 Digital Animation  |                      |              |                       |
|-------------------------|----------------------|--------------|-----------------------|
| 金獎 Gold Prize           |                      |              |                       |
| 100                     | Designer             | 作品名稱         | Title of work         |
|                         | 羅鈺樺 Yu-Hua Luo       | 鹿角女孩         | THE GIRL WITH ANTLERS |
|                         | 李佳容 Jia Rung Lee     |              |                       |
|                         | 林靖凡 Jing-Fan Lin     |              |                       |
|                         | 陳芝妤 Zhi-Yu Chen      |              |                       |
| 銀獎 Silver Prize         |                      |              |                       |
| 101                     | Designer             | 作品名稱         | Title of work         |
|                         | 陳 普 Pu Chen          | 朝露           | ephemeral             |
|                         | 謝孟成 Meng-Chen Tsei   |              |                       |
| 102                     | 張晉維 Chin-Wei Chang   | 呼忽           | HUHU                  |
|                         | 簡嵐淇 Lan-Chi Chien    |              |                       |
|                         | 紀盈如 Ying-Ju Chi      |              |                       |
|                         |                      |              |                       |
| 佳作 Honorable Mention    |                      |              |                       |
| 103                     | Designer             | 作品名稱         | Title of work         |
|                         | 蔡之苓 Zhi-Ling Cai     | 謁摩之城         | KARMA                 |
|                         | 莊茹胎 Ru-Yi Zhuang     |              |                       |
|                         | 翁佩妤 Pei-Yu Weng      |              |                       |
|                         | 黃郁芬 Yu-Fen Huang     |              |                       |
| 104                     | 蘇雅盈 Ya-Ying Su       | 漫漫生          | Pregnacy              |
| 105                     | 劉晏呈 Yen-Chen Liu     | 無常           | Life is unpredictable |
| 106                     | 江翔傑 Shiang-Jie Jiang | 快樂鍵盤         | Happy Button          |
|                         | 張家瑜 Chia-Yu Chang    |              |                       |
|                         | 黃翊庭 Yi-Ting Huang    |              |                       |
|                         |                      |              |                       |
| 107                     | 趙柱軍 Zhu-Jun Zhao     | 屠夫與狼         | Butcher And Wolfs     |
| 108                     | Hee Jin Kim          | Make a Wish  | Make a Wish           |
| 109                     | 李柏翰 Po-Han Lee       | 長頸鹿史觀        | Giraffism             |
| 110                     | Hsin-Pei Liu         | Be you tiful | Be you tiful          |
| 111                     | Yiu-Chen Yang        | The Box      | The Box               |
| 廠商贊助獎 Sponsorship Prize |                      |              |                       |
| 112                     | Designer             | 作品名稱         | Title of work         |
|                         | 黃怡婷 Yi-Ting Huang    | 形人           | Psyche                |
|                         | 陳宜廷 Coln Chen        |              |                       |
|                         | 朱孝庭 Hsiao-Ting Chu   |              |                       |
|                         | 黃冠理 Kraun Huang      |              |                       |
|                         | 張鈞碩 Jyun-Shuo Jhang  |              |                       |
|                         | 陳逸翔 Yu-Hsiang Chen   |              |                       |
|                         | 徐啟梵 Chi-Fan Hsu      |              |                       |
| 113                     | 林妍伶 Yen-Ling Lin     | 們            | THE DOOR              |
|                         | 高子媛 Tsu-Yuan Kao     |              |                       |
|                         | 鍾瑩瑩 Ying-Ying Chung  |              |                       |

| 數位動畫 Digital Animation |                      |                  |                      |
|------------------------|----------------------|------------------|----------------------|
| 入選 Finalists           |                      |                  |                      |
| 114                    | Designer             | 作品名稱             | Title of work        |
|                        | 林者帆 Che-Fan Lin      | 超能死鬥             | Superpower War       |
| 115                    | 王則已 Tse-Yi Wang      | 九月書坊             | September Bookstore  |
| 116                    | 許銘潔 Julie Hsu        | 喔喔先生             | Mr.ooh               |
| 117                    | 顏靖芳 Jing-Fang Yan    | 鱷魚的眼淚            | Crocodile Tears      |
|                        | 黃詠榆 Yong-Yu Huang    |                  |                      |
| 118                    | 王新瑜 Shin-Yu Wang     | 詭偶               | The Freaky Doll      |
|                        | 許惠淳 Huei-Chuen Hu    |                  |                      |
|                        | 陳怡伶 Yi-Ling Jen      |                  |                      |
|                        | 黃士欣 Shr-Shin Huang   |                  |                      |
|                        |                      |                  |                      |
| 119                    | Anila Jaho           | Drawing of Mom   | Drawing of Mom       |
| 120                    | Erdi Yao             | ROCK01           | ROCK01               |
| 121                    | Chiang Yao           | Impersonator     | Impersonator         |
| 122                    | 李柏翰 Po-Han Lee       | 異站               | The N Station        |
|                        | 郭君惟 Chun-Wei Kuo     |                  |                      |
|                        | 林承萱 Cheng-Shiuan Lin |                  |                      |
|                        |                      |                  |                      |
| 123                    | 郭曉汝 Xiao Ru Kuo      | 星塵               | Stardust             |
| 124                    | 黃莉鈞 Lee-Chun Huang   | 超級兔子生死鬥          | Toy's Next Top Bunny |
|                        | 林佳慧 Chia-Hui Lin     |                  |                      |
|                        | 李念臻 Nien-Chen Lee    |                  |                      |
|                        |                      |                  |                      |
| 125                    | Go Yook              | The Mustard Seed | The Mustard Seed     |
| 126                    | 蔡欣穎 Hsin-Ying Tsai   | 異・想              | ODD                  |
|                        | 李雅笙 Ya-Sheng Lee     |                  |                      |
|                        | 陳虹諭 Hong-Yu Chen     |                  |                      |
|                        |                      |                  |                      |
| 127                    | 孔曉慧 Carrie Kong      | 輪回               | Samsar               |
|                        | 楊媛媛 Yuan-Yuan Yang   |                  |                      |
|                        | 吳潔麗 Jie-Li Wu        |                  |                      |
|                        | 彭 垣 Yuan Peng        |                  |                      |
|                        |                      |                  |                      |
| 128                    | 龔佩燐 Pei-Lin Gong     | 頭髮               | Hair                 |
|                        | 黃薇庭 Wei-Ting Huang   |                  |                      |
|                        | 歐素蓮 Su-Lian Ou       |                  |                      |
|                        | 侯咏妤 Yong-Yu Hou      |                  |                      |
|                        | 盧德容 De-Rong Lu       |                  |                      |
|                        | 潘祖寧 Zu-Ning Pan      |                  |                      |
|                        |                      |                  |                      |
| 129                    | Yushi Iwamoto        | K                | K                    |
|                        | Fujiwara Takanori    |                  |                      |



# 序 言

序  
Preface

101 年度臺灣國際學生創意設計大賽 成果專刊

教育部 部長序

近年來，臺灣的設計產業在國際間蓬勃發展，年輕設計人才充沛的設計能量在國際上陸續曝光發表，持續展現臺灣在全球創意設計的軟實力。教育部十分重視設計人才的推動，自 2003 年起即開始推動 5 年期程的「藝術與設計人才培育計畫」，後續為使我國藝術與設計領域人才才能與國際接軌，自 2005 年起接續辦理「藝術與設計菁英海外培育計畫」及「鼓勵學生參加藝術與設計類國際競賽計畫」，透過促進國內外設計人才的交流與接軌來培育設計新秀及扶植設計產業。

2012 年「臺灣國際學生創意設計大賽」已邁入第五年，經過數年的耕耘，參賽人數及國家數均較開辦年呈現倍數成長，2012 年共計收到來自全球 35 個國家共 3,421 件參賽作品，並創下歷年來參賽國家數最高的紀錄，顯見本競賽逐漸在國際上備受重視。本年度的評審團邀請到來自我國、芬蘭、巴西、美國、英國、澳洲、克羅埃西亞、日本、韓國等知名的業界專家、設計師、學者共同參與本次的評選，同時藉國外專家來臺期間推廣臺灣設計教育成果，並舉辦設計講座免費開放學子參加，提供學生與國際級大師近距離互動交流的機會。獲獎的作品，並在 2013 年 1 月份在誠品敦南店展出，獲得很大的肯定及迴響，年底也將在北京文博會中展出。

「臺灣國際學生創意設計大賽」期望營造一個各國學生能互相激盪創意的舞臺，而創意人才的培育也是我國發展創意產業的重要政策之一。本年度的臺灣國際學生創意設計大賽圓滿落幕，再次感謝國立臺灣師範大學文化創藝產學中心的團隊以及所有熱情共襄盛舉的評審委員及參賽同學，希望獲獎同學能把得獎作為動力，在未來繼續發揮潛力，激發更多創意火花。

教育部 部長

蔣偉寧

2012 Taiwan International Student Design Competition

Preface of the Minister

Remark by Minister of Education, Wei-Ning Chiang

In recent years, Taiwan's design industry has seen development internationally. The designs of young designers have continuously seen exposure in the international scene to show the ability of Taiwan in global creative design. The ministry of education is focused on the promotion of design talent and since 2003, the 5 year "MOE's Program in Human Resource Development for Colleges of Art and Design" has been instituted to connect our talented personnel in art and design to the world. The "MOE Scholarship Programs for Overseas Studies in Art and Design" and "MOE Award Incentive Program for Encouraging University/College Students to Participate in International Art and Design Contests" since 2005 has strengthened communication of local and foreign designers for the cultivation of elite designers and support the design industry.

2012's "Taiwan International Student Design Competition" is in its' fifth year. Through many years of cultivation, participants and participating countries has grown exponentially from the inaugural year. In 2012, a total of 3,421 pieces from 35 participating countries were received, marking the most number of participating countries recorded and showing the importance of this competition in the international scene. This year, we have invited judges that are renowned industry professional, designers, and scholars from Taiwan, Finland, Brazil, The U.S., England, Australia, Croatia, Japan, and Korea. This is a great opportunity for foreign experts to measure the results of Taiwan's design education, and free design seminars are available for the participation of students, giving students the opportunity to form exchanges with international masters. Award winning pieces have been displayed in Eslite's Dunhwa branch in January of 2013, receiving much accolade and affirmation. The pieces will also be displayed at Beijing's ICCIE at the end of the year.

The "Taiwan International Student Design Competition" hopes to create a stage in which students from all over the world can bounce their creativity off each other, as the cultivation of design personnel is a critical policy of Taiwan. This year's awards have completed perfectly, and I would like to once again thank the team at National Taiwan Normal University's Cultural & Creative Industries Center and the passionate participation of judges and students. I hope that students can use these awards as motivation and continue to express their abilities in the future and make more creative sparks.

Minister of Education

Neiling Chiang



## 臺灣國際學生創意設計大賽

計畫主持人 序

### 作品 ≠ 產品 ≠ 商品

教育部自 2005 年起辦理「鼓勵學生參加國際藝術與設計競賽計劃」（簡稱設計戰國策）等文化創意產業藝術與設計人才培育政策，推動台灣學生積極參與國際設計競賽，藉此檢視台灣藝術與設計院校學生的專業能力；教育部自 2008 年起參與經濟部所主辦的「臺灣國際創意設計大賽（學生組）」，2010 起改由教育部獨立主辦的「臺灣國際學生創意設計大賽」，短短幾年已經成為全球學生組設計競賽最大規模的活動之一，每年約有 35 國家地區、450 個院校系所、超過 3,000 人次報名參賽的規模，台灣所主辦的學生設計大賽成為全球名列前茅的重要賽事。

相對於教育部另一項「設計戰國策 / 鼓勵學生參加藝術與設計類國際競賽計畫」是目標向外「推動」策略，「臺灣國際學生創意設計大賽」則是向內「引進」與「拉」的面向來促進臺灣學生與國際間的設計交流。對於學生而言，參與國際競賽是檢視學習成果的具體指標，同時也是透過國際評審的觀點來驗證自己的創作概念與技巧的最佳途徑之一。「臺灣國際學生創意設計大賽」推動短短五年的時間即獲得全球設計院校的矚目，已經成為國際設計教育的年度盛事。而每年大賽決選時舉辦的國際大師設計論壇，臺灣學生也總是熱烈響應參與、場場爆滿，甚至時常有來自中南部的同學北上參與活動，展現臺灣學生積極欲和國際設計接軌的旺盛企圖心。

值得一提的是，今年度的「臺灣國際學生創意設計大賽」首次增加了「廠商贊助獎」，分別由時尚生活產業中追求創新的寶來國際有限公司，以及對於人文教育給予社會關懷的海山教育基金會兩個單位贊助，他們各自提供了三個獎項用以鼓勵優秀的參賽學生，不僅增添了本屆大賽的豐富性，也使大賽與產業界有更加緊密的連結與交流。另外，往年曾由數位動畫及產品設計類作品奪下的年度大獎，今年則是首次由視覺設計類作品榮獲，來自中國廣東的獲獎者及指導老師一行人特地飛來臺灣領獎；「臺灣國際學生創意設計大賽」儼然成為增進臺灣與國際設計網路連結的最佳平台，透過國際學生的參賽以及邀請國際設計評審來臺，成功的扮演起交流互動的橋樑。

未來「臺灣國際學生創意設計大賽」將要更加重視產學媒合的機制，落實推動將獲獎的「作品」轉換成為市場「商品」的目標。因為從上述量化指標觀之，這些具有政策性引領的計劃所培養出優質的學生與原創概念的作品儼然成為台灣文創產業的競爭能量，但是這批新秀人才所創造的「作品」是否能落實成可以生產製造的「產品」？是否成為流通市場的「商品」？因為「作品」≠「產品」≠「商品」，如何能將「人才」轉化成「人財」，已經成為未來國際創意設計競賽的所需深思因應的重要課題。

國立臺灣師範大學 名譽教授

林榮發

## Taiwan International Student Design Competition

Preface of Project Director

### Work ≠ Product ≠ Merchandise

Since 2005, the Ministry of Education has launched the "MOE Award Incentive Program for Encouraging Students to Participate in International Art and Design Contests" and other talent development strategy in creative and cultural art industry by encouraging Taiwanese students to aggressively participate in international design competitions in order to assess the professional abilities of Taiwanese art and design students. In 2008 the MOE participated in the Ministry of Economic Affairs' "Taiwan International Design Competition-Student Section" and starting in 2010, the MOE began to independently hold the "Taiwan International Student Design Competition" which in a few short years has become one of the largest international student design competitions in scale. Each year, participants from approximately 35 countries, 450 school departments, and over 3000 entries are registered making this student design competition held in Taiwan become one of the most important competitions.

Relative to the MOE's "Encouraging students to participate in international art and design contests" is the goal "promote" outwards. The "Taiwan International Student Design Competition" draws in and pulls to let Taiwanese students exchange with the international community. For students, participating in international competitions is a general index for inspecting the results of their learning while also being the optimal shortcut to verify their own creative concepts and skills through international judging. Within the short 5 years of starting the "Taiwan International Student Design Competition", the event has garnered the attention of design schools all over the world and has become a critical annual event in international design education. The international design seminars held each year also receives passionate participation from Taiwanese students and each show is full with students from middle and southern Taiwan travelling north to attend these forums, displaying the ambition of Taiwanese students in aggressively connecting with international design.

Worth mentioning is that this year's "Taiwan International Student Design Competition" has for the first time introduced the "Sponsorship Award" brought by Polylight Electronics Co., LTD, a company seeking innovation in the fashion and lifestyle industry and Hai-Sun Education Foundation, which pays attention to social and cultural issues in education. These two sponsors have provided 3 awards to encourage exceptional participants. This not only increases the richness of this year's competition, but also better links this competition to the industry. Furthermore, in previous years the Grand Prix has gone to the digital animation and product design categories but this year, the prize was awarded to a visual design piece. The winner flew in along with his instructor from the Canton province in China to receive the award. The "Taiwan International Student Design Competition" has become the optimal platform for linking to the international design network. Through the participation of international students and international design judges, this event is successfully acting as a bridge for exchange and interaction.

In the future, the "Taiwan International Student Design Competition" will put further emphasis on academia-industry matching mechanisms to promote the realization of turning "works" into market "products". From the quantitative indexes above, the exceptional students and original concepts of the pieces brought about by the political strategy will become the competitive energy of Taiwan's creative cultural industry. However, can the "works" of the new talent can become manufactured "products" and in turn become "merchandise" in the market? As Work ≠ Product ≠ Merchandise, whether "talent" can become "profitable opportunity" has become an important topic that future international creative design competitions must reflect on and address.

Emeritus Professor at  
National Taiwan Normal University

Apas Lin

## 年度大獎 Grand Prix

# 傳承

### 評審評語 Jury Comments

作品以明確、俐落的手法，來表達轉化的主題，細節融合了成熟的東方水墨技法，將人們熟悉的影像，重新打造成新的畫面，就意義上有許多層次，視覺上也極優美而富詩意。作品反映地球隨著人類活動所造成的破壞日趨嚴重，呼籲人們要珍惜我們的環境，不要等見到因汙染造成基因突變而誕生的新物種才來後悔。

The piece uses clear and clean methods to express the theme of transformation. The details include mature techniques from oriental inks to create new pictures from images people are familiar with. It carries meaning in many layers and visually, it is beautiful and poetic. The piece reflects how people on earth create more destruction with each day and warns them to treasure our environment and to not only begin regretting our actions once genetic mutation due to pollution creates new species.



年度大獎評選狀況 Evaluation of Grand Prix category

年度大獎 Grand Prix

作品名稱 Title of work

新標本  
NEW SAMPLES

作者姓名 Name of Applicants

余子驥  
Joe Yu

學校所在地 Location of School

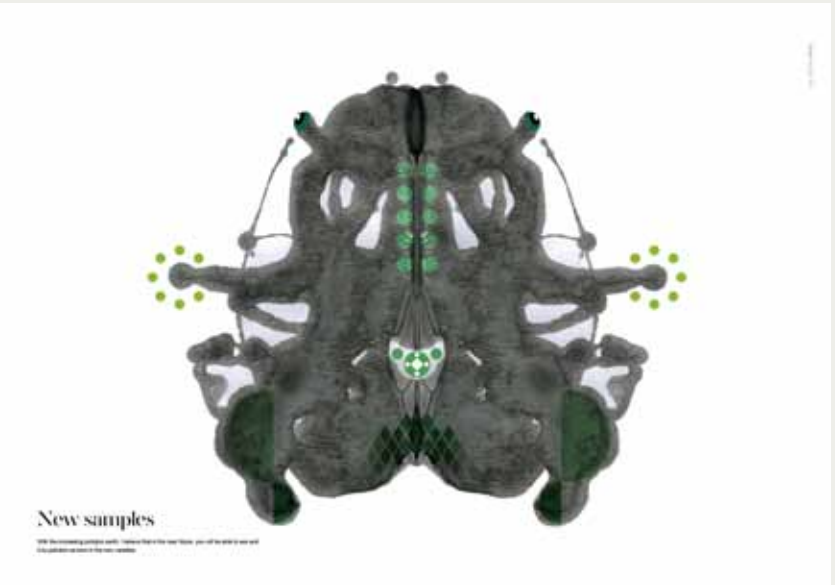
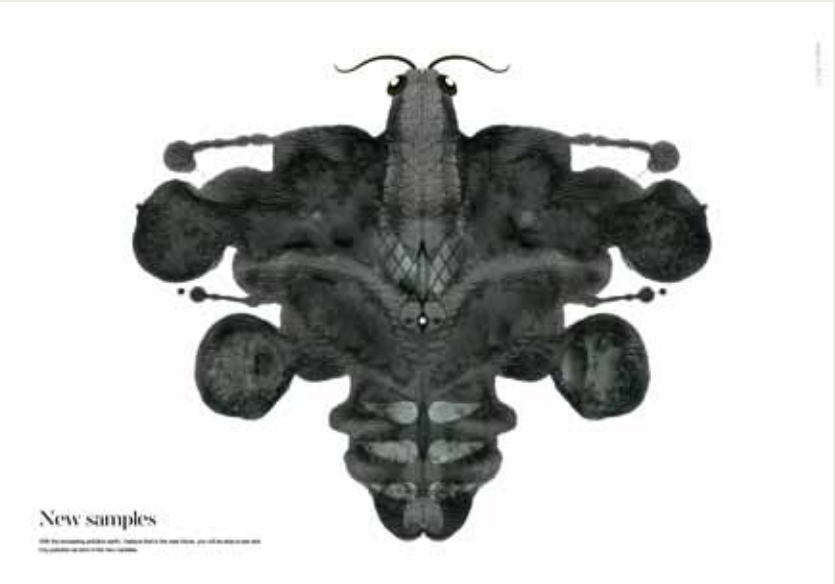
中國  
China

指導老師 Instructor

沈卓婭  
Zhou-Ya Shen

學校名稱 Name of School/University

廣東輕工職業技術學院 - 設計學院  
Guan-Dong Industry Technical College



作品說明 Concept of the work

在當今環境污染的環境下，我相信，不久的將來，將會看到類似這些基因變異而轉化的新品種。希望通過這個作品能喚醒人們的心靈，要更好地愛護我們的環境！

Environment of today's environmental pollution, I believe, in the near future, you will see a similar gene mutation and transformation of new varieties. I hope this works can wake up the people's hearts, to better care for our environment!



## 產品設計類 Product Design

轉

### 評審評語 Jury Comments



周育潤 Kevin Yu-Jui Chou

因為我參加過初選，在決選時我們可以看到大家在設計的細節上又更進一步，只是希望大家不管在設計的想法或是最後的呈現上，可以再更要求一些，這樣的話會把概念表現得更好，不然很可惜，有的概念不錯，在執行時少了一些部分，到最後在實際的作品上有些失望。不過其實決選大家在最後的 presentation 方式很用心，有的設計雖然是很小的概念，但卻在呈現上做得很完整，這是這次決選中我感到蠻驚喜的地方。

As I participated in the preliminaries, during the finals we can see that everyone's design detail has improved. I just hope that whether in design concept or final presentation, everyone can be more demanding as this will better present the concept. However it is unfortunate that some concepts were good, but were missing in execution leading to disappointment in the actual piece. Even so, everyone's presentation method in the finals was very diligent and while some designs were very small concepts, they were presented very completely. This pleasantly surprised me in the finals.



Alessandro Loschiavo

我認為作品的呈現整體來說有很好的品質，其中一些作品更是十分出色。我給學生的建議是，或許未來在創作時可以更自由地發揮，我們希望看到更多針對主題的建議，這或許很困難，但參賽學生都還年輕，希望大家可以更大膽的思考主題深層的意義。

I feel that in the overall presentation of pieces, the quality was very good with some pieces being particularly impressive. What I suggest to students is to express yourselves with more freedom in future designs. We want to see more suggestions towards the theme. This may be difficult, but the student participants are still young and I hope that everyone can boldly think about the deeper meaning of themes.



倉本仁 Jin Kuramoto

轉化這個題目還蠻困難的，如果要思考的很深層，就會想得很多，要把它做成一個實際的成品放在桌上，是十分具有難度的。雖然這是一個困難的題目，我有深深感覺到大家還是可以用理解、比較輕鬆的方式把它呈現出來。「iPower」和「Reminding mask」，和社會環境非常有關聯，是我特別有印象的作品。我也在評選過程學習到很多。

The theme of transform is quite difficult. In order to think with more depth, more has to be thought about and to turn this into an actual piece and lay it on a table is extremely difficult. Although this is a hard topic, I still feel that everyone has used understandable and casual methods for presentation. Pieces that particularly struck me were "iPower" and "Reminding mask" and I also learned a lot in the evaluation process.

評審評語 Jury Comments



安積朋子 Tomoko Azumi

對我來說，了解現在年輕人對於設計的想法和概念是十分有趣的，有些作品針對轉化的主題有很大的想像 / 想法，而整體來看大家主要建立於今天和明天的生活來發想，而不是針對給未來的偉大的事物。我感覺這反映了現在社會大環境的問題，身為這次的評審，我希望即使是小小的設計，社會也能支持這些年輕人的想法，來展望未來，並且有讓他們有機會能實踐、運用在生活中。

For me, understanding the thoughts and concepts that today's youth have towards design is intriguing. Some pieces have enormous imagination/concept with the theme of transformation and overall everyone is focused on life today or tomorrow instead of great designs for the future. I think this reflects a problem with the overall environment of society and as a judge I hope that even with small designs that society can support the thoughts of these youths and their futures to let them fulfill realization and application in life.

廠商贊助獎 Sponsorship Awards

文瑞獎 WEN-RUI AWARD

作品有趣的掌握了家人、親子間的關係，透過感應器，在家人外出時可以留給對方訊息或是帶來驚喜，傳達彼此生活的記憶與牽絆。這個富有巧思的設計，反映了當今社會親子疏離的問題，更展現了人文的關懷，與海山教育基金會以人為本、關心社會的理念十分一致。

This piece interestingly grasps the relationship between family and children. Using a sensor, families can leave messages or surprises for each other when they go out to express their memories and connections with each other. This thoughtful design reflects the problem of alienation between family members in modern society and displays a care for people. The values of caring for society are very much in line with the values of Hai-Sun Education Foundation.



Nick Vasilijevic

這次的入圍作品都很棒，在設計上我看到學生展現了很棒的才華。只是有些作品的設計，並不是新的概念，我希望看到更多富有挑戰性、更大膽、更瘋狂的點子，或許是從更廣的角度去詮釋，因此我鼓勵學生能嘗試更跳脫框架，期待下次我能看到更多這樣的作品。

The pieces which made the selection this time were all great and I saw some students express great talent in terms of design. However, some designs were not new concepts and I hope to see more challenging, bold, and crazy ideas or interpretations from a broader angle. I encourage students to attempt to break out of the mold, and I hope that next time I will be able to see more pieces like this.

廠商贊助獎 Sponsorship Awards

寶來國際獎 POLYLIGHT AWARD

這件作品將日常生活的熱水瓶重新設計，不僅在形式更在功能上做應用，發展成燈具、鳥籠、花器等系列，並運用簡潔的竹編材質呈現，非常符合寶來國際有限公司在時尚生活領域以傳統為基礎不斷創新的概念。

This piece redesigns the hot water bottle used in daily life. It not only redesigns the form but the application in function developed it into lighting fixtures, bird cages, vases, and other series. Using simple bamboo material, it fits with Polylight's concept of using tradition as a foundation for continuous innovation in urban life.

作品名稱 Title of work

加電  
i Power

作者姓名 Name of Applicants

魏楷軒、留宗逸  
Kai-Hsuan Wei, Zong-Yi Liu

學校所在地 Location of School

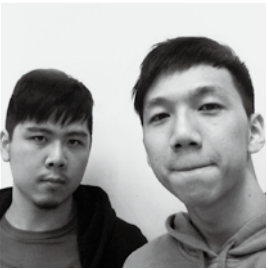
臺灣 Taiwan

指導老師 Instructor

葉雯玟、施皇旭  
Wen-Di Ye, Huang-Xu Shi

學校名稱 Name of School/University

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



產品設計  
Product Design

銀 獎  
Silver Prize



作品說明 Concept of the work

透過 i Power 簡單轉換現有插座，除了減少廣設充電站所消耗的龐大資源，更能迅速轉化成公有電力，並且提供給電動機車，甚至輪椅或是各種可攜帶式 3C 產品

By using i power, the plug-ins can be easily converted. Besides saving the resources used for building the charging center, it can be quickly converted into public electricity and provided the power for automobile, wheelchair, or all kinds of portable 3C products.

銀 獎  
Silver Prize



作品名稱 Title of work  
**提醒口罩**  
**Reminding mask**

作者姓名 Name of Applicants  
**游全益、賴俞任、許瑋玲**  
**Cyuan-Yi You, Yu-Ren Lai, Wei-Ling Hsu**

學校所在地 Location of School  
**臺灣 Taiwan**

指導老師 Instructor  
**陳殿禮、黃子坤**  
**Tien-Li Chen, Philip Hwang**

學校名稱 Name of School/University  
**國立臺北科技大學**  
**National Taipei University of Technology**



**作品說明 Concept of the work**  
口罩可以減少細菌的傳染。但長期配戴會讓細菌停留於口罩上，反而讓自己更容易被感染，透過圖案的設計，可以了解到口罩的衛生狀況並是否丟掉。  
Masks can reduce the bacterial infection. However, it will make you more vulnerable to being infected if the bacteria stay on the mask while you wear it overtime. Instead, the clearness of the mask can be checked by particular designed patterns and then to decide whether to throw it away or not.

銅 獎  
Bronze Prize

作品名稱 Title of work  
**夾鍵線**  
**Wire zip**

作者姓名 Name of Applicants  
**潘亨利、陳奕穎**  
**Henry Pan, Yi-Ing Chen**

學校所在地 Location of School  
**臺灣 Taiwan**

指導老師 Instructor  
**無**  
**None**

學校名稱 Name of School/University  
**大同大學**  
**Ta-Tung University**



**作品說明 Concept of the work**  
我們總是用橡皮筋收拾電線。凌亂，收拾它很不容易。 過長的電線總是引起我們走動時的危險。 怎樣才能解決這個問題？ 我們使用夾鍊袋拉鍊的概念。 簡單整潔收納電線。  
We are always using rubber bands to pack up wires. Untidy and lot of work to pack it up. Extra Long Wire always cause danger when we walk by. How could we solve this problem? We use the zipper concept from Zipper bag. Using the concept to band the wire together easy and tidy.





銅 獎  
Bronze Prize



作品名稱 Title of work

**縫紉膠帶**  
**Sewing Tape**

作者姓名 Name of Applicants

**黃新雅**  
**Hsin-Ya Huang**

學校所在地 Location of School

**臺灣 Taiwan**

指導老師 Instructor

**張文智**  
**Wen-Chih Chang**

學校名稱 Name of School/University

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



作品說明 Concept of the work

縫紉帶將各種縫紉針法印刷於半透明膠帶上，可作為學習縫紉者的輔助工具，使用者只需要依照膠帶上的圖示進行縫紉的動作，完成縫紉後撕下膠帶即可獲得整齊的縫線。

Sewing Tape is a half transparent tape that can help user to create a perfect sewing line. This product is for the people who want to learn sewing or the people who are not familiar with sewing. There are blue and red dots printed on the tape. Users just have to stitch the needle in and out according to the dots. When finish sewing, tear the tape off and you can get a beautiful sewing line. Furthermore, users can even measure the thread they need according to the number printed on the tape. The tape can be use in any situation and it has different printings. Through this product, sewing becomes much more simple, fast and more beautiful.

佳 作  
Honorable Mention

作品名稱 Title of work

**醬擠**  
**Squeezy Dip**

作者姓名 Name of Applicants

**林楷庭**  
**Kai-Ting Lin**

學校所在地 Location of School

**臺灣 Taiwan**

指導老師 Instructor

**唐玄輝**  
**Hsien-Hui Tang**

學校名稱 Name of School/University

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



作品說明 Concept of the work

Squeezy Dip 是根據我們使用醬包的行為所產生的設計。我們在醬包製程上設計了細導管，從缺口撕開後會產生一個很好控制流量的洞；在頂部也設計了一個開口，將其剝開後，外包裝即成為醬料的容器。

Squeezy Dip is a solution to the difficulties in using the sauce packet, For instance, we like to dip when we are having chips, but we will also need to squeeze it on our hot dogs sometimes. One package for diversity uses and how to combine the two usages in one packet is how it was designed. Its opening on the side is designed with a small cut and easily to tear it open, and there will be a certain sized hole so the flow of the sauce can be easily controlled. From the top is designed to be expanded, and itself is a container for the sauce so you no longer need to squeeze your ketchup on a recycling paper or a flyer.



佳 作  
Honorable Mention



作品名稱 Title of work

水母鞋  
JellyFiShoe

作者姓名 Name of Applicants

黃品甄  
Pin-Chen Huang

學校所在地 Location of School

臺灣 Taiwan

指導老師 Instructor

柯志祥  
Chih-Hsiang Ko

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



作品說明 Concept of the work

以水母漂移時產生形變為靈感，設計可隨腳型變化的休閒鞋。鞋面透過網狀切割，穿著時可貼附腳面拉伸變形，脫下後則恢復成扁平狀態。除了在功能上具有收納與運送的便利性，其拉伸形變的動態過程也能讓使用者產生樂趣。

Inspired by the movements of jellyfish, the "JellyFiShoe" is a pair of flexible silicone shoes which can transform accordance with user's foot. By parallel cutting on the vamp, it is tensile and has the ability to change shape form flat to fit user's foot shape. It not only can achieve the storage and shipping convenience, but can give a pleasant using experience.

佳 作  
Honorable Mention

作品名稱 Title of work

角箱  
Corner Box

作者姓名 Name of Applicants

林岑榮、黃筱媛  
Tsen-Ying Lin, Hsiao-Yuan Huang

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董芳武、梁容輝  
Fang-Wu Tung, Rung-Huei Liang

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National Taiwan University of  
Science and Technology



作品說明 Concept of the work

人們放置重紙箱於地面時，總會壓到自己或者共同搬運者的手指，Corner Box 簡易地在紙箱對角處設有三角折線，只需稍微按壓紙箱角落便可往內凹騰出空間讓使用者手指可以很輕易拿取及置放紙箱。

Corner Box is a simple cardboard case design. To prevent hurting fingers from unloading a heavy cardboard case to the ground, we make a small design on the corner which provides a concave space for fingers-in by folding yellow-zone corner.



佳 作  
Honorable Mention



作品名稱 Title of work  
**濾水杯**  
**Water Filter Cup**

作者姓名 Name of Applicants  
**卓昱辰、林秉翰**  
**Yu-Chen Cho, Bing-Han Lin**

學校所在地 Location of School  
**臺灣 Taiwan**

指導老師 Instructor  
**衛萬里**  
**Wan-Li Wei**

學校名稱 Name of School/University  
**銘傳大學**  
**Ming-Chuan University**



作品說明 Concept of the work

當救災團體到災區時可發送 water filter cup 給災民，一般補給用水用盡時可以使用濾水杯將河、湖、雨水過濾成飲用水，另外杯身上有透明片可觀察濾心的使用狀況，當濾心從綠色轉變灰色時代表須更換濾心。

Rescue group can bring " Water Filter Cup " to disaster area, when supplemental water finished, they can use " Water Filter Cup " to filter lake, river, or rain to drink. When the filter turn green to gray that means you should change it.

佳 作  
Honorable Mention

作品名稱 Title of work  
**轉衫**  
**Triangle**

作者姓名 Name of Applicants  
**邱榆皓**  
**Yu-Hao Chiu**

學校所在地 Location of School  
**臺灣 Taiwan**

指導老師 Instructor  
**林德安**  
**Andre Lin**

學校名稱 Name of School/University  
**國立臺北科技大學**  
**National Taipei University of Technology**



作品說明 Concept of the work

一隻衣架，三種角度，旋轉出衣物的專屬空間。突破傳統衣架單一方向的懸掛方式，運用簡單的幾何線條，打造更多元的功能。不僅衣服類，還可將包包和帽子一併吊掛，讓衣物收納一目了然。

Triangle hanger in three dimensions would turn around easily in the closet for clothes and accessories. The challenge is to strike the optimal balance between the hanger's form and function connected within three points of the hanger. To start Triangle hanger, the designer presents concepts of simple geometric lines without the hook on the top to advance multifunctional purposes, not only for the clothes, bags and caps are easily on and save space for a storage closet.

廠商贊助獎  
Sponsorship Prize

文瑞獎 WEN-RUI AWARD



作品名稱 Title of work

古良新設  
RE-DESIGN

作者姓名 Name of Applicants

王子豪、鄭亦汶  
Zi-Hao Wang, Yi-Wen Zheng

學校所在地 Location of School

中國 China

指導老師 Instructor

章之琿、鄭筱瑩  
Zhi-Jun Zhang, Xiao-Yin Zheng

學校名稱 Name of School/University

中國美術學院  
China Academy of Art



作品說明 Concept of the work

基於對舊時代暖瓶的懷念和熱愛，我試圖將老暖瓶的形象以不同的功能呈現方式保留下來。採取將傳統的竹編和現代材料的相結合的方式設計出鳥籠、花瓶、魚缸、燈具和收納盒五個功能屬性的產品。

Miss and love of the thermos bottle of the old era, I tried to retained the image of the old thermos bottle presentation of the different functions. I designed bird cage, vases, aquarium, lamps and storage box by taking the traditional bamboo and modern combination of materials

廠商贊助獎  
Sponsorship Prize

寶來國際獎 POLYLIGHT AWARD

作品名稱 Title of work

Catch memory light

作者姓名 Name of Applicants

史騰高、鄒雨娟、姬廣如  
Teng-Gao Shi, Yu-Juan Zou,  
Guang-Ru Ji

學校所在地 Location of School

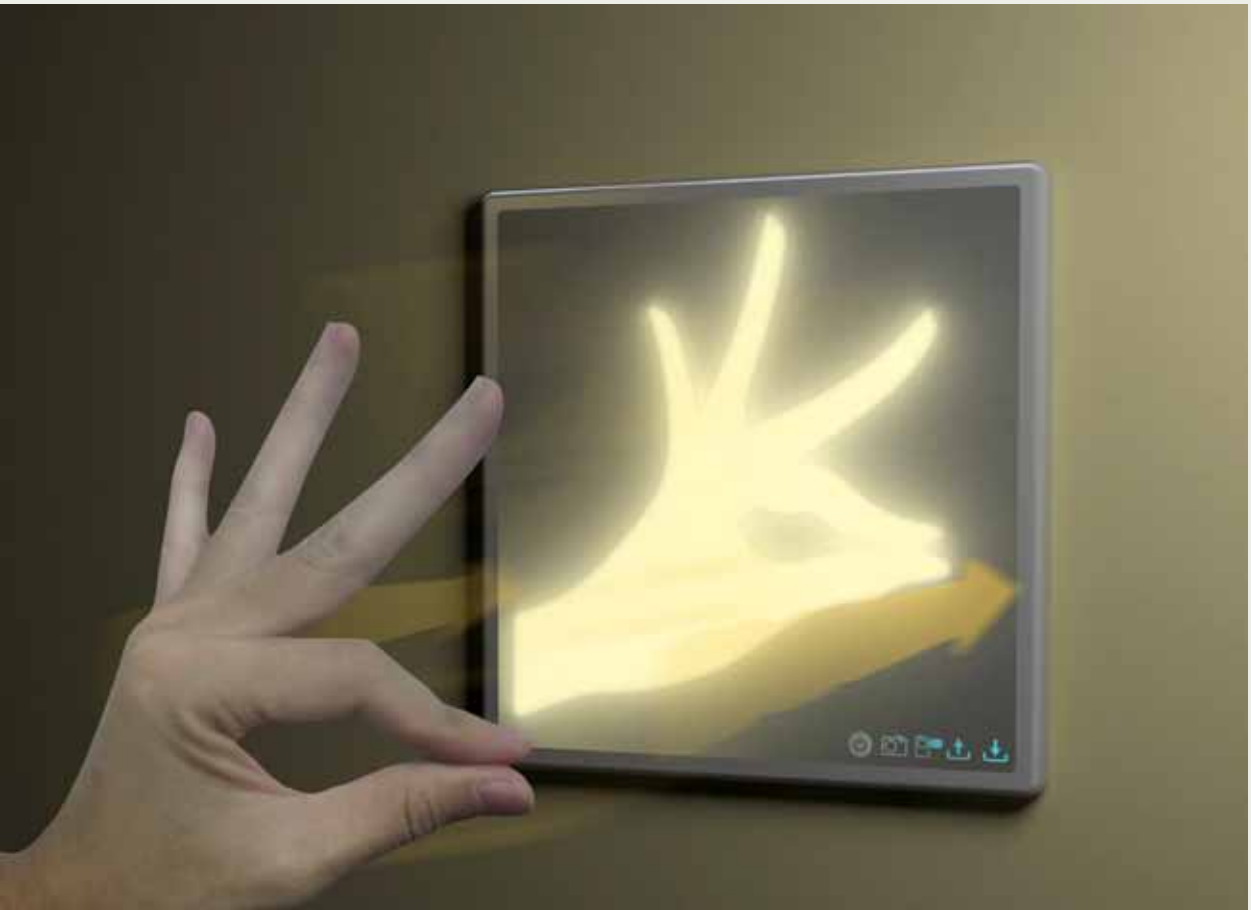
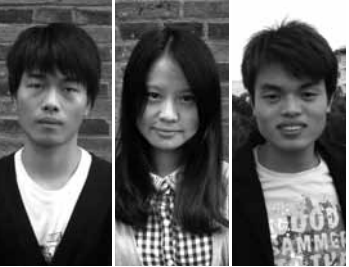
中國 China

指導老師 Instructor

陳君、高穎  
Jun Chen, Ying Gao

學校名稱 Name of School/University

浙江工商大學  
Zhe Jiang Gong Shang University



作品說明 Concept of the work

透過在燈前捕捉手部影子的型態，使其陰影出現在感應盤上。這個景象讓人回憶起童年遊戲的甜蜜回憶，為居家生活增添溫暖與感動。

Through catch the shadow's form of the hands in front of the lamp. Make the shadow shine on induction plate. The scene recalls childhood sweet memories. Make our household environment add minutes of warmth and moved.





|                          |                                        |
|--------------------------|----------------------------------------|
| 作品名稱 Title of work       | 指導老師 Instructor                        |
| 毛筆的包裝                    | 張培源                                    |
| Brush packing            | Pei-Yung Zheng                         |
| 作者姓名 Name of Applicants  | 學校名稱 Name of School/University         |
| 鄒勇                       | 山東工藝美術學院                               |
| End-Yong                 | Shan Dong University of Art and Design |
| 學校所在地 Location of School |                                        |
| 中國 China                 |                                        |

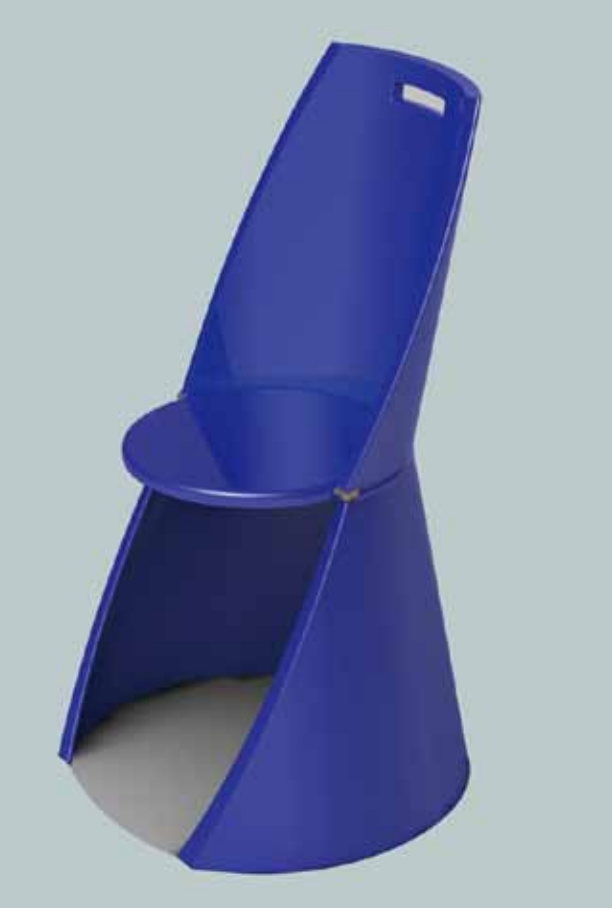
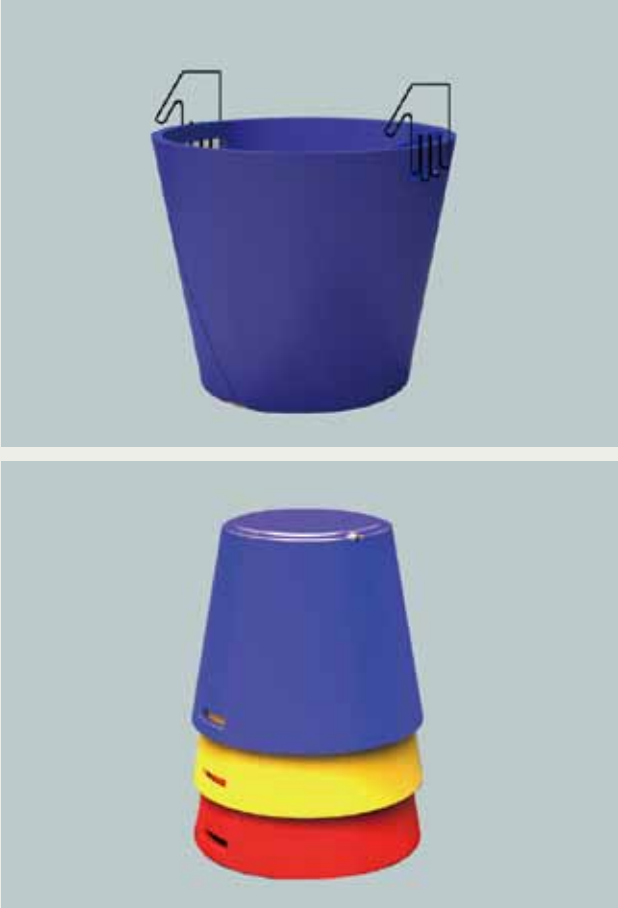


作品說明 Concept of the work

1. 通過六塊板和三角體為設計出發點，從而聯想到筆架、筆簾的功能性；2. 筆架的功能性是通過三角體的一條棱做凹槽，增加了功能性，同時也起到了固定毛筆的作用；3. 給筆簾附加了一種立體空間，打破原有的平面空間。

Through the six boards and triangle body for design the starting point, and associated with the pen rack, pen the shade of functional; 2. The functional sex of the pen rack is through the body of a triangle edges do grooves, increased the function, at the same time also played the role of fixed brush; 3. To pen a shade additional stereo space, break the original plane space

|                          |                                               |
|--------------------------|-----------------------------------------------|
| 作品名稱 Title of work       | 指導老師 Instructor                               |
| 翻則椅                      | 張瑞                                            |
| Fantasy                  | Rui Zhang                                     |
| 作者姓名 Name of Applicants  | 學校名稱 Name of School/University                |
| 張騰                       | 昆明理工大學                                        |
| Teng Zhang               | Kun-Ming University of Science and Technology |
| 學校所在地 Location of School |                                               |
| 中國 China                 |                                               |



作品說明 Concept of the work

凳子呈圓臺狀，凳壁的一部分經過切割，但仍連在一起可以轉動，可通過轉動變換為椅子或凳子，同時也可以作為儲物桶使用。雖然這是簡單的變化，但是對於小孩子來說，以自己的小手實現是一個夢幻的過程。

Now.we can read a variety book,do a lot of homework .everyday we always spend much time to play computer or talking.we are so numb.but for a children,a little change will be quite different.maybe it just meaning transforming a stool to a chair(or storage bucket.



作品名稱 Title of work

**薄皮簸箕**  
**Flat Dustpan**

作者姓名 Name of Applicants

**蕭文賀**  
**Wen-Ho Shiau**

學校所在地 Location of School

**臺灣 Taiwan**

指導老師 Instructor

**鄭孟淙**  
**Meng-Cong Zheng**

學校名稱 Name of School/University

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



作品說明 Concept of the work

觀察到畚箕的形狀常造成收納與清潔上的不便。『薄皮簸箕』融入摺紙藝術並應用 PP 板材的韌性，一體成形的片狀形式，透過壓、折、扣使平面變立體；材質輕薄、好收納、易清洗、可掛壁且不占空間，片材變立體的摺紙魔。

Dustpan is indispensable to cleaning but traditional dustpan has often given rise to inconvenience on storage and cleaning. "Flat dustpan" has infused origami and the use of PP in one into a slim form. Through pressure, folding and buckling to make flat dimensional. The material is light and thin, easy to store and clean. Can be hung on the wall with no space taken. The magic to make flat dimensional. Cleaning and folding at once to make your life at home easy and relaxed.



作品名稱 Title of work

**Convertible**

作者姓名 Name of Applicants

**Chan Wen Jie**

學校所在地 Location of School

**新加坡 Singapore**

指導老師 Instructor

**Sharina**

學校名稱 Name of School/University

**南洋理工學院**  
**Nanyang Polytechnic**



作品說明 Concept of the work

Convertible 是一個可轉化成供殘障人士使用之斜坡的雙重功能的人性化樓梯，只要幾個簡單步驟即可輕易轉換。這個設計幫助行動不便的老年人生活更加便利，同時也使推車在搬運重物時更加有效率。Convertible 不僅成本低廉、容易組裝，並且維修的費用也低。只需在原有樓梯上直接放上，即可幫助節省空間、時間與金錢。

Convertible is a user-friendly dual function stairs which could transform into a ramp for the disabled and other users with a few simple steps and transform back into a stairs. This design is able to transform user's life as it helps the elderly with walking difficulties, pushing or moving heavy items in trolley to reach up the stairs more efficiently. Convertible is design in a way which is low in cost, easy install as well as low maintenance. It's being mounted directly onto the existing stairs when installing which will help to save space, time and money.





作品名稱 Title of work

**20 度飲料桶**  
**20 Tilt Drink**

作者姓名 Name of Applicants

**謝宏忠、林楷庭**  
**Hung-Chung Hsieh, Kai-Ting Lin**

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**杜瑞澤、唐玄輝**  
**Jui-Che Tu, Hsien-Hui Tang**

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**National Yun Lin University of Science and Technology, National Taiwan University of Science and Technology**



#### 作品說明 Concept of the work

優雅的 20 度角飲料桶，簡單利用物理斜面、重量與重心原理的轉換。使其外觀造型，合理展現型隨機能的美感。當所盛裝的液體內容物剩下五分之一時，順應人的使用行為習慣，使其傾斜 20 度便能順利傾倒飲料。

The Elegant 20-degree angle of beverage containers, it is simple principles of physics inclined plane, the weight and the Centre of gravity. Making its appearance, rational display of beauty with function. When the left containing the liquid contents one-fifth, conform to the habits of the people, making it tilt 20 degrees, it poured out drinks and large flow of smoothly. Such a simple CHEER~~~

作品名稱 Title of work

**魔術。髮捲梳**  
**Magical Comb**

作者姓名 Name of Applicants

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1. When your hair is messy, you can take down the hair comb.  
2. you will be issued after the turn into straight rip off hair comb.  
3. It is the same as the general use of a comb.  
4. To comb own hair and bending the hair comb.  
5. It be the same as normal hair comb.



#### 作品說明 Concept of the work

我們從女性的生活打理來轉化巧思！女性髮捲帶久拿下時，散亂的秀髮需要梳子的呵護與整理。而髮捲與梳子之間的轉化藉由輕金屬材質的記憶彈性特性，使女孩拿下髮捲的同時，自然下意識的行為彎取直，變成一把扁梳使用。

From women's lives, we take care to convert the ingenuity and female hair collapse with long win, disheveled hair care and finishing of the comb. The conversion of hair collapse and comb through the memory of elastic properties of light metal material, so that girls scored issued collapse behavior of natural subconsciously cut bending, straightening, into a flat comb





作品名稱 Title of work

**旋轉的雨傘  
Spiral**

作者姓名 Name of Applicants

**陳曄磊、朱靜凱、宓昱婷  
Michael Chen, Jingkai Zhu, Yuting Mi**

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**武亦成  
Yi-Cheng Wu**

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**中國美術學院  
China Academy of Art**



作品說明 Concept of the work

我們在傘面上添加了一圈能在燈光照射下進行反射的螺旋圖案，可以給司機有一個前方有人的提醒～，提醒司機們在這裡有行人，而且當小孩在使用的時候，小孩子會轉動雨傘當做玩耍，傘面就會呈現螺旋旋轉的效果，在視覺上對行車司機會產生更大的衝擊，從而有效的提高了雨天行人的安全性。

We add a circle of spread ring to the umbrella surface, which can reflect the light. It sends out a warning signal to drivers to watch out for passers-by. This design improvement can protect children in particular, for children, out of fun, often spin the umbrella. With the spinning spread ring imposing sharper visual impact on drivers, children's safety is well assured.

作品名稱 Title of work

**XDrive**

作者姓名 Name of Applicants

**Zoe Blatter**

學校所在地 Location of School

**美國 United States**

指導老師 Instructor

**Bob Lucas**

學校名稱 Name of School/University

**University of Oregon**



作品說明 Concept of the work

無論是戰爭返家的軍人，或是災難的受災者，失去一條腿都不該讓人停止追夢。利用儲存清潔裝備來確保截斷處及維修裝備的健全，以確保義肢與活動的同步，XDrive 幫助安裝義肢的人不需擔心他們所需要的補給，使他們更有活力且和一般人過生活。

Whether it's a soldier returning home from war, or the victim of a car accident, the loss of a limb should never stop somebody from following their dreams. By storing the cleaning equipment to ensure a healthy stump and the maintenance equipment to keep the prosthetic in sync with their activity, the XDrive enables those with prosthetic limbs to get up and live their lives to the fullest, without having to think about the supplies they will need.



作品名稱 Title of work  
**高樓火警逃生箱**  
**Fire Alarm and Escape Box for high-rising building**

作者姓名 Name of Applicants  
**王成名、蔡承育**  
**Cheng-Ming Wang, Cheng-Yu Tsai**

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**臺灣 Taiwan**

指導老師 Instructor  
**官政能、丑宛茹**  
**Zheng Neng Guan, Wan-Ru Chou**

學校名稱 Name of School/University  
**實踐大學**  
**Shih Chien University**



作品說明 Concept of the work

整合高樓層所需的逃生設備，配置於各樓層的窗戶與圍牆處。【高樓火警逃生箱】備有雲端警報系統、滅火器、逃生緩降背心 DEV 和延伸呼吸頭罩 EBSH，採用直覺使用方法與圖文引導，達成快速、簡單、安全的逃生流程。

Integrate the escape equipment for high floors, configuration next to the windows and enclosure wall at each floor. [High-rise fire escape box] Equipped with the cloud alarm system, fire extinguishers, Descending Escape Vest DEV and the Extension Breathing Space Hood EBSH, Intuitive use by graphics guide, to achieve fast, simple and safe escape process.

作品名稱 Title of work  
**摺紙老師**  
**Origami Teacher**

作者姓名 Name of Applicants  
**翁雅盈、葉雯華、葉倩如**  
**Ya-Ying Wong, Hua Wen Yeh, Chien Ru Yeh**

學校所在地 Location of School  
**臺灣 Taiwan**

指導老師 Instructor  
**范政揆**  
**Eric Fan**

學校名稱 Name of School/University  
**國立臺北科技大學**  
**National Taipei University of Technology**



作品說明 Concept of the work

你常常會忘記怎麼摺紙嗎？看摺紙書永遠看不懂步驟？這台摺紙老師可以讓學習摺紙變得更簡單，隨心所欲的摺出你想要的圖形，不分男女老幼都可以享受摺紙的樂趣。

Do you often forget how to do origami? See the origami books are always not understand? Origami teacher can make learning origami easier, arbitrary fold out of the graphics you want, all ages can enjoy the fun of origami.





作品名稱 Title of work

輔助鍵盤膜  
WOW CLEAR

作者姓名 Name of Applicants

林禹承、唐偉翔、邱彥凱  
Yu-Cheng Lin, Wei-Hsiang Tang, Yen-Kai Chiu

學校所在地 Location of School

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指導老師 Instructor

范政揆  
Eric Fan

學校名稱 Name of School/University

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



Clear  
WOW

In this high tech era, computer has become our daily inseparable tool. However, as we are in the process of ageing, our visual senses deteriorate. This idea, combining microchips and Organic Light Emitting Display(OLED) technology in the keyboard cover sheet, aims to provide keyboard users control and customization over the brightness, colors, and input languages on a small side panel. It is to help people to use the keyboard and see the fonts on the keyboard clearly.



user can change the color anytime.

作品說明 Concept of the work

電腦已經是人人手邊的工具，但人們會隨著年紀的增長眼睛慢慢退化，看鍵盤變的困難，利用鍵盤上的保護膜，印上較大的字母，一方面可以保護鍵盤不易髒亂，更可以幫助視力不好的成年人與老人看清楚鍵盤上的字。

In this high tech era, computer has adapted itself as our working life facility. However, as we are in the process of ageing, our visual senses deteriorate. Looking at the keyboard can be such a tough task. By using protective film on the keyboard, bigger alphabets can be printed on it. Not only can it prevent the keyboard from getting dirty, also that it helps adults or elders with weaker visual senses to see the letters more clearly.

作品名稱 Title of work

彩色郵票砂紙  
Grid and Color

作者姓名 Name of Applicants

林禹承、唐偉翔、邱彥凱  
Yu-Cheng Lin, Wei-Hsiang Tang, Yen-Kai Chiu

學校所在地 Location of School

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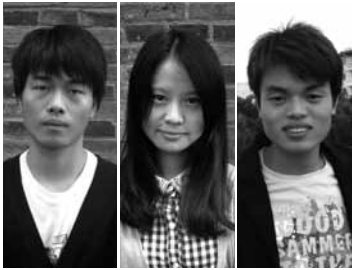


作品說明 Concept of the work

用顏色搭配創新撕取方式，提供砂紙新的使用模式，並增加工作效率。結合繽紛的顏色和佈滿的小號數來辨識不同號數，增加裁切線方便工作時使用。

Using vibrant colors with an innovative tearing method, a brand new concept of sandpaper is born that brings about increased working efficiency. Combining vibrant colours and small grit-size characters covering the surface of the sandpaper. Cutting lines added to aid in choosing the desired size of the sandpaper.





作品名稱 Title of work

**Folding Ladder**

作者姓名 Name of Applicants

**史騰高、鄒雨娟、姬廣如**  
**Teng-Gao Shi, Yu-Juan Zou, Guang-Ru Ji**

學校所在地 Location of School

**中國 China**

指導老師 Instructor

**陳君、沈法**  
**Jun Chen, Fa Shen**

學校名稱 Name of School/University

**浙江工商大學**  
**Zhe Jiang Gong Shang University**



作品說明 Concept of the work

Folding Ladder 的設計妙處在於每一踏板都可朝同一方向折起，確保踏上去時的穩定度，也幫助收藏存放時更方便的收起。每個踏板都可被彎曲，使其呈現直線型的外觀。

The design trick of Folding Ladder is that every pedal can be bent to one direction, ensuring the stability when stepping on it, as well as convenient to close it when to preserve it. Every pedal can be bent to one direction and Folding Ladder in-line shape.

作品名稱 Title of work

**書。展筋骨**  
**Sports Bookcase**

作者姓名 Name of Applicants

**許凱琦**  
**Kai-Chi Hsu**

學校所在地 Location of School

**臺灣 Taiwan**

指導老師 Instructor

**徐景亭**  
**Ching-Ting Hsu**

學校名稱 Name of School/University

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



作品說明 Concept of the work

你今天運動了嗎？「書。展筋骨」，顛覆舊有書櫃的使用方式，透過攀爬拿取架上的文件或書籍，創造舒展筋骨的機會，可減緩疲勞提高工作效率，並且藉由運動，讓我們在飽受生活與工作的壓力下，得到紓解。

Unlike common bookcases, this design gives you a chance to stretch your limbs by climbing up this bookcase and fetching books. This kind of exercise also helps you relieve your pressure.



作品名稱 Title of work

警示訂書針  
ALERT Staples

作者姓名 Name of Applicants

許瑋玲、賴俞任、游全益  
Wei-Ling Hsu, Yu-Ren Lai, Cyuan-Yi You

學校所在地 Location of School

臺灣 Taiwan

指導老師 Instructor

黃子坤、陳殿禮  
T. K. Philip Hwang, Tien-Li Chen

學校名稱 Name of School/University

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



作品說明 Concept of the work

在釘書針邊上設置了紅色區域，提醒即將使用完釘書針，要準備更換新的針。以不改變原有釘書機結構，讓每款具有用量顯示的釘書機，都能夠使用本設計產品。

ALERT Staples which colored in red at the edge remind users that it's going to be used up and have to change a new one. And it's not necessary to change the existing structure. As a result, each kind of stapler with the amount display would be applicable to this product.

作品名稱 Title of work

針織椅  
knitting chair

作者姓名 Name of Applicants

葉晋豪  
Jin-Hao Ye

學校所在地 Location of School

中國 China

指導老師 Instructor

張劍、磨煉  
Jian Zhang, Lian Mo

學校名稱 Name of School/University

廣州美術學院  
Guang-Zhou Academy of Fine Arts



作品說明 Concept of the work

現在機械設備可以智慧地代替人類工作，我們卻更加嚮往可以自己動手轉化成勞動成果的簡樸生活，通過一針一線編織出個性的衣物，裡面有我們的情感因素，這一過程如同蠶寶寶吐絲結繭轉化成蝴蝶一般美妙。

Nowadays,lots of work can be intelligently done by machinery instead of human ,but sometimes we will want a simple life such as to do things just by ourselves.we can make personalized clothes by a needle and thread that Contain our feelings,this process as wonderful as the silkworms transform into butterfly.



入 選  
Finalists



作品名稱 Title of work

等待您的歸來  
**Wating**

作者姓名 Name of Applicants

史騰高、鄒雨娟  
**Teng-Gao Shi, Yu-Juan Zou**

學校所在地 Location of School

中國 China

指導老師 Instructor

陳君、高穎  
**Jun Chen, Ying Gao**

學校名稱 Name of School/University

浙江工商大學  
**Zhe Jiang Gong Shang University**



作品說明 Concept of the work

這是一款放置於門後的燈，使得人們開門的瞬間，無需按下開燈按鈕。讓人回到家中即可感受到，歡迎回來的溫暖氛圍，無需黑暗的環境中徘徊。

This is a lamp placed behind the door. As soon as people open the door, the light will turn on by the touching between the door and the wall. You do not need to press the button to turn on the light, which makes people feel welcome home and enjoy a warm atmosphere, not the darkness around.

入 選  
Finalists

作品名稱 Title of work

趣浴動  
**BatheXercise**

作者姓名 Name of Applicants

李承諭、林樺  
**Chen-Yu Lee, Li Lin**

學校所在地 Location of School

臺灣 Taiwan

指導老師 Instructor

黃文治、游章雄  
**Wen- Zhi Huang, Zhang-Xiong You**

學校名稱 Name of School/University

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



作品說明 Concept of the work

有感於現代人生活壓力大且缺乏運動，於是將同樣使人心身舒適的洗澡作為結合點，藉由簡單安全的伸展活動，達到活絡筋骨紓解壓力的效用；並將沐浴用品改善更為通用，各年齡皆便於使用，使洗澡增加更多的便利和樂趣。

Sense that most of the modern citizens are under big pressure but often lack of exercising, one of the best method to relieve you from pressures. So we choose bathing as the combination, which is also relaxing for human's body and mind. While bathing, you can reach the goal of both releasing stresses and working out via doing some safe and easy extension moves. Aim on user of all ages, the more universal usage of toiletries is one of the features of " batheXercise". Make bathing not only more comfortable and healthy but also extra conveniences and fun.



## 視覺設計類 Visual Design

福

### 評審評語 Jury Comments



程湘如 Stony Cherng

我覺得相對於初選以投影方式呈現作品，決選以海報方式呈現作品讓細節看得更清楚，作品更加精彩！尤其是年度大獎，將東方很細膩的處理方式，像是國畫的技法，融入到西方的繪畫技巧中，我非常佩服。我也會思考，這些學生他們在很直接的畫面裡，更深一層的讓我們感受到他們的深度和意涵，我覺得這是最難得的，從這個角度我十分肯定這次學生們的作品。

I feel that as opposed to seeing the pieces via projector in the preliminaries, seeing the pieces in poster form showed details much clearly and made the pieces even more exciting! The grand prize especially uses delicate oriental methods similar to water paint, melding western painting techniques. I admire this greatly. I also think that the students directly made us feel their depth and meaning through their images, which is highly difficult. From this perspective I greatly appreciate the student's works.



Felipe Taborda

大部分在巴西的設計比賽比較少有亞洲學生參加，因此這次能看到許多亞洲學生的作品，並且看到不同文化對於圖像、字型的使用手法非常有趣，同時對我們來說也是一種挑戰。我認為最後的評選結果很棒，整個比賽也舉辦的十分成功。

Most design competitions in Brazil do not see much participation from Asian students; therefore, to see this many pieces come from Asian students and to see the different cultural methods in images, font, and usage is highly interesting. At the same time, this is a challenge for us. I feel that the final results were excellent, and the entire competition was greatly successful.



Julius Wiedemann

首先，能看到這麼多作品對我來說不僅十分有趣，也很具啟發性。這些作品有別於我平常所見的設計，也促使我將自己放入另一個框架去理解與思考。如果要給予建議的話，我認為從初選的 2000 件作品到決選的 40 件，相當於一次刪減了百分之八十的數量，或許未來可以考慮增加一輪的評選。

First, to be able to see this many pieces is not only extremely fun for me, but inspiring. These pieces are different from designs I normally see, and they force me to put myself in a different frame of mind of understanding and thinking. If I were to give a suggestion, I think that from the 2000 preliminary works to the 40 pieces in the finals is akin to reducing the volume by 80%. In the future, it may be possible to consider adding another round of judging.



John Gravidahl

以轉化這樣開放性地題目去發揮，是對學生們的一個挑戰，同樣也是對評審的一個挑戰，我們必須決定以個人或是整個評審團的角度去看。整體來說，我們會以好的構想、清楚的詮釋和原創性的手法這幾個方向來做評選。我對最後的評選結果很滿意，也很享受欣賞亞洲學生創作的觀點及運用傳統書法的表現方式。

Expression using the theme of transformation is a challenge for both students and judges. We must decide to see pieces using a personal perspective or the perspective of the judges. Overall, we judge pieces using good concept, clear interpretation, and innovative methods. I'm very satisfied with the final results, and I greatly appreciate the expression methods Asian students used in design perspective and traditional calligraphy.

評審評語 Jury Comments



Finn Nygaard

我認為這次的作品有很高的水準，毫不遜於世界上其他設計競賽，另外我也完全同意 John 在評選上的看法，並對於結果非常滿意。我同樣覺得年度大獎的作品非常優美，作品非常的成熟專業，我非常的欣賞。

I think the pieces in this contest were of very high quality, matching other design competitions around the world. I also agree with John's perspective on judging, and I'm very satisfied with the results. I also feel that the piece which received the grand prize was very beautiful; the piece was very mature and professional. I enjoyed it greatly.

廠商贊助獎 Sponsorship Awards

寶來國際獎 POLYLIGHT AWARD

這件來自日本的作品，運用了十分具有象徵性的圖像 "愛心" 與 "世界地圖"。作者將世界地圖重組，象徵打破地理空間的疆域，而綠色的心則傳達我們在面對戰爭災厄時，期待和平的心，這顆綠色的心就如同植物一樣充滿生命力。作品反映寶來國際有限公司對於城市及創新的概念，並表達了企業的經營理念，是一件十分具有視覺衝擊力的作品。

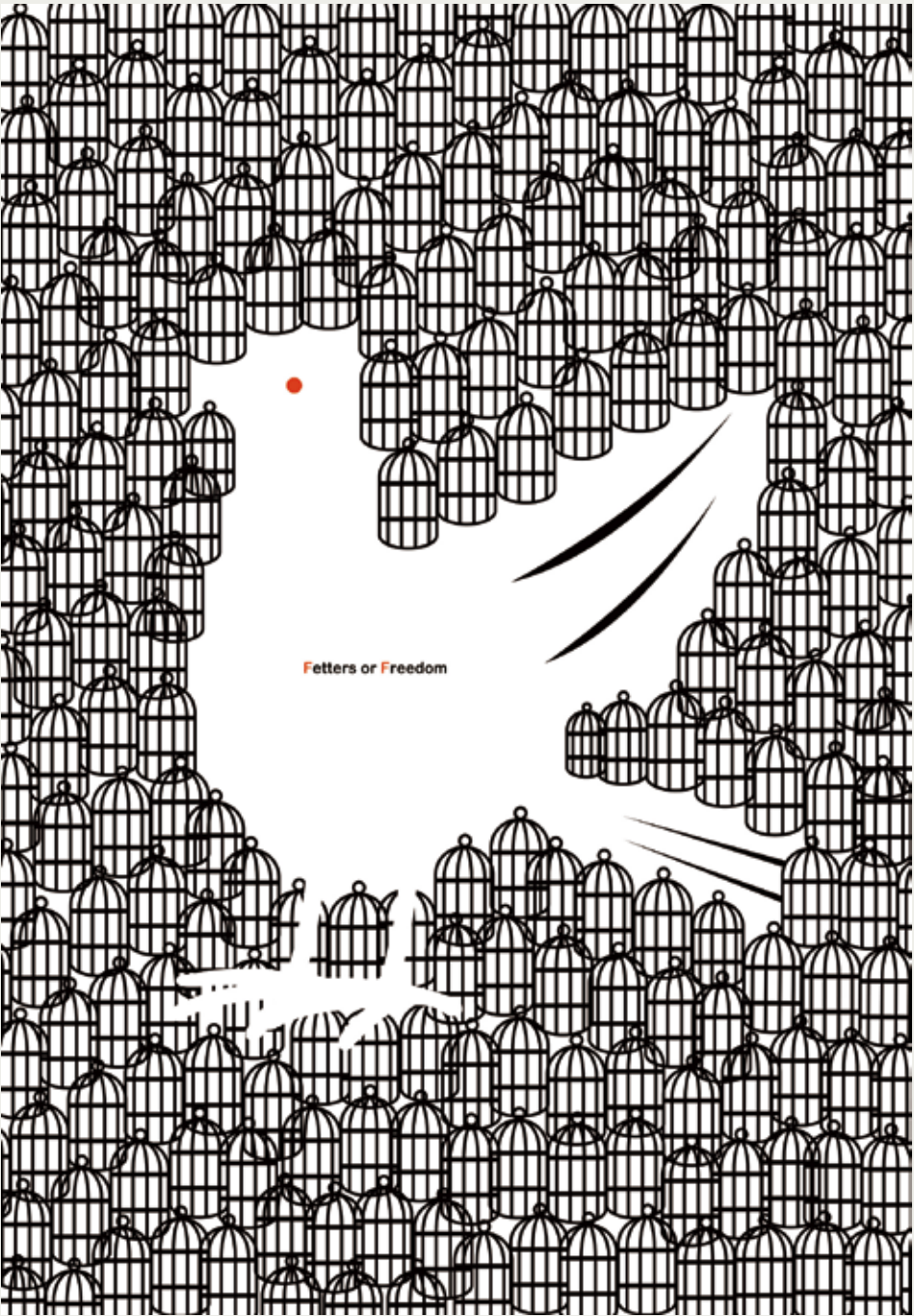
This piece from Japan utilizes the symbolic imagery of "love" and the "world map". The artist re-pieces the world map to symbolize breaking through geographical spaces and the green heart expresses our longing for peace during times of war. This green heart is filled with vitality, like a plant. The piece reflects Polylight's concept of innovation in cities and expresses their corporate operating principles. It is a piece filled with visual impact.

廠商贊助獎 Sponsorship Awards

文瑞獎 WEN-RUI AWARD

這兩張系列作品以簡單的圖像，充分反映了對弱勢團體的關懷。來自伊朗的作者用人形的圖像，不僅讓人感受到失去肢體的悲痛，更傳達肢體的殘缺也能發揮所長，作品充滿鼓舞人心的訊息。並且也反映出海山教育基金會，對於社會及人本的關懷。

The two pieces in this series use simple imagery to fully express care for minority groups. The artist from Iran uses human imagery which not only makes one feel the pain of losing limbs, but expresses that those with limb disabilities can only perform to their ability. The piece is filled with messages that care for and encourage people. This also reflects Hai-Sun Education Foundation's care for society and people.



作品名稱 Title of work

束縛或是自由  
Fetters or Freedom

作者姓名 Name of Applicants

郭瑋婷  
Wei-Ting Guo

學校所在地 Location of School

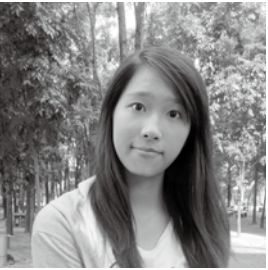
臺灣 Taiwan

指導老師 Instructor

游明龍  
Ming-Lung Yu

學校名稱 Name of School/University

台南應用科技大學  
Tainan University of Technology



作品說明 Concept of the work

以動物和籠子作為自由和束縛的象徵，而束縛和自由就在於一念之間，必須由當事者自己如何去看待一件事物，而改變自己的意念。

The Animal and cages are represent as a symbol of freedom and restrict, it can switch in a flash of thought by depending on which way you look upon same thing ,in order to change your mind .







|                                |                                      |
|--------------------------------|--------------------------------------|
| 作品名稱 Title of work             | 指導老師 Instructor                      |
| 生命之源<br>The source of the life | 柯建軍<br>Jian-Jun Ke                   |
| 作者姓名 Name of Applicants        | 學校名稱 Name of School/University       |
| 羅丹<br>Pansy Lo                 | 西安美術學院<br>Xi-An Academy of Fine Arts |
| 學校所在地 Location of School       |                                      |
| 臺灣 Taiwan                      |                                      |

**作品說明 Concept of the work**

作品以 "水" 字和 "生命" 的古字體的相互融合滲透的巧妙結合為背景來表達水乃生命之源。通過濃墨渲染的雙手捧住一滴水所構成的圖案來重點突出呼籲保護水資源珍惜水資源的情感寄託。

Works use the word "water" and "life" of penetration and clever union as the background to express water is the source of the life. Through the thick ink rendering of a drop of water in his hands live a design to highlight called for protection of water resources and cherishes water resources emotional sustenance.



|                          |                                                   |
|--------------------------|---------------------------------------------------|
| 作品名稱 Title of work       | 指導老師 Instructor                                   |
| DEADLY TRANSFORMATION    | 小谷恭二<br>Kyoji Kotani                              |
| 作者姓名 Name of Applicants  | 學校名稱 Name of School/University                    |
| Takagi Emiri             | 名古屋學藝大學<br>Nagoya University of Arts and Sciences |
| 學校所在地 Location of School |                                                   |
| 日本 Japan                 |                                                   |



**作品說明 Concept of the work**

作品將葉子枯萎的圖像轉化為吸菸對人類肺部致命影響的象徵。

The deadly transformation which smoking gives to people's lung was likened with signs that the leaf withers, and was expressed





作品名稱 Title of work

Precious Smile

作者姓名 Name of Applicants

郭彥汝

Yen-Ju Kuo

學校所在地 Location of School

臺灣 Taiwan

指導老師 Instructor

黃雅卿、李新富

Ya-Ching Huang, Xin-Fu Li

學校名稱 Name of School/University

國立臺中科技大學

National Taichung University of Science and Technology

作品說明 Concept of the work

笑容，如此彌足珍貴。被忽略的「弱勢族群」得不到關愛，而失去笑容。

現在起給他們多一點愛與關懷，他們微笑，你也會因此而微笑。

"Vulnerable groups" are always invisible. Because people don't focus all their attention on them. From here on out, let's care for them. Their smile would be precious because of you.



作品名稱 Title of work

城市空間

Urban space

作者姓名 Name of Applicants

范文星

Wen-Xing Fan

學校所在地 Location of School

中國 China

指導老師 Instructor

董慶濤

Qing-Tao Dong

學校名稱 Name of School/University

黃淮學院

Huang-Huai University



作品說明 Concept of the work

城市的出現，是人類走向成熟和文明的標誌，城市空間的不斷轉化和發展過程中，帶給我們太多太多的驚喜，而驚喜之後帶給我們的更多是對人類未來的思考

The city is a human towards a sign of a mature and civilized, urban space in constant transformation and development process, give us too many surprises, after their initial surprise, bring us more thinking of the future of mankind





作品名稱 Title of work

白色污染也是時尚？  
White pollution is also a fashion?

作者姓名 Name of Applicants

張志攀  
Zhi-Pan Zhang

學校所在地 Location of School

中國 China

指導老師 Instructor

無  
None

學校名稱 Name of School/University

閩西職業技術學院  
Min-Xi Vocational and Technical College

作品說明 Concept of the work

包包、手提箱和筆記型電腦是人們展現時尚的生活用品，但現在人類把使用速食盒也當成一種"時尚"。因為人類大量使用速食盒，給生態環境照成了嚴重的破壞。此海報要告訴人們白色污染不是時尚，呼籲人類保護生態環境，拒絕白色污染的"時尚"。

Bags, suitcases and laptop computers is to show people the stylish living supplies, But now human use the fast food box as a "fashion" ;. Because of the extensive use of fast food box, a serious damage to the ecological environment. The poster to tell people that White pollution not fashion, Appeal to the people to protect the ecological environment rejects white pollution.



作品名稱 Title of work

弱小轉強大力量  
Weak Changes in Strong

作者姓名 Name of Applicants

吳宛璇  
Wan-Syuan Wu

學校所在地 Location of School

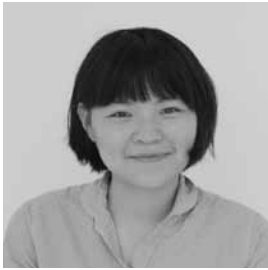
臺灣 Taiwan

指導老師 Instructor

游明龍  
Ming-Lung Yu

學校名稱 Name of School/University

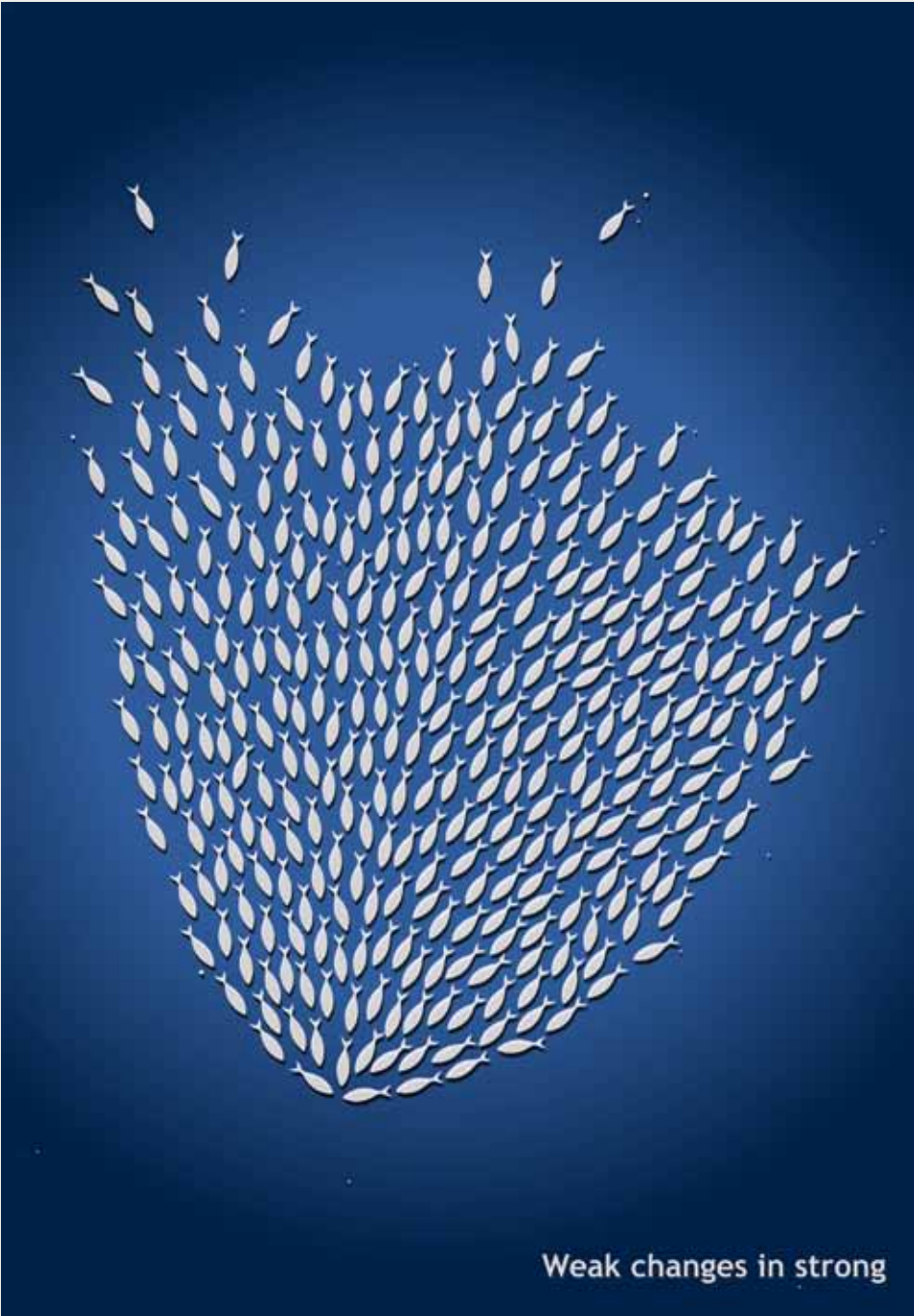
台南應用科技大學  
Tainan University of Technology



作品說明 Concept of the work

以魚變盾牌，傳達弱小凝聚為強大力量的概念，背景以光暈的手法讓畫面產生聚焦效果。

Take fish into the shield , convey the weak cohesion to the concept of powerful strength. The background uses the halo approach to generate the focus effect.





佳 作  
Honorable Mention



|                              |                                |
|------------------------------|--------------------------------|
| 作品名稱 Title of work           | 指導老師 Instructor                |
| 石油汙染<br>Marine oil pollution | 陳政昌<br>Jheng-Jhang Chen        |
| 作者姓名 Name of Applicants      | 學校名稱 Name of School/University |
| 何思蓉<br>Szu-Jung Ho           | 樹德科技大學<br>Shu-Te University    |
| 學校所在地 Location of School     |                                |
| 臺灣 Taiwan                    |                                |

作品說明 Concept of the work

石油汙染造成的環境污染間接破壞海洋生物的生命。

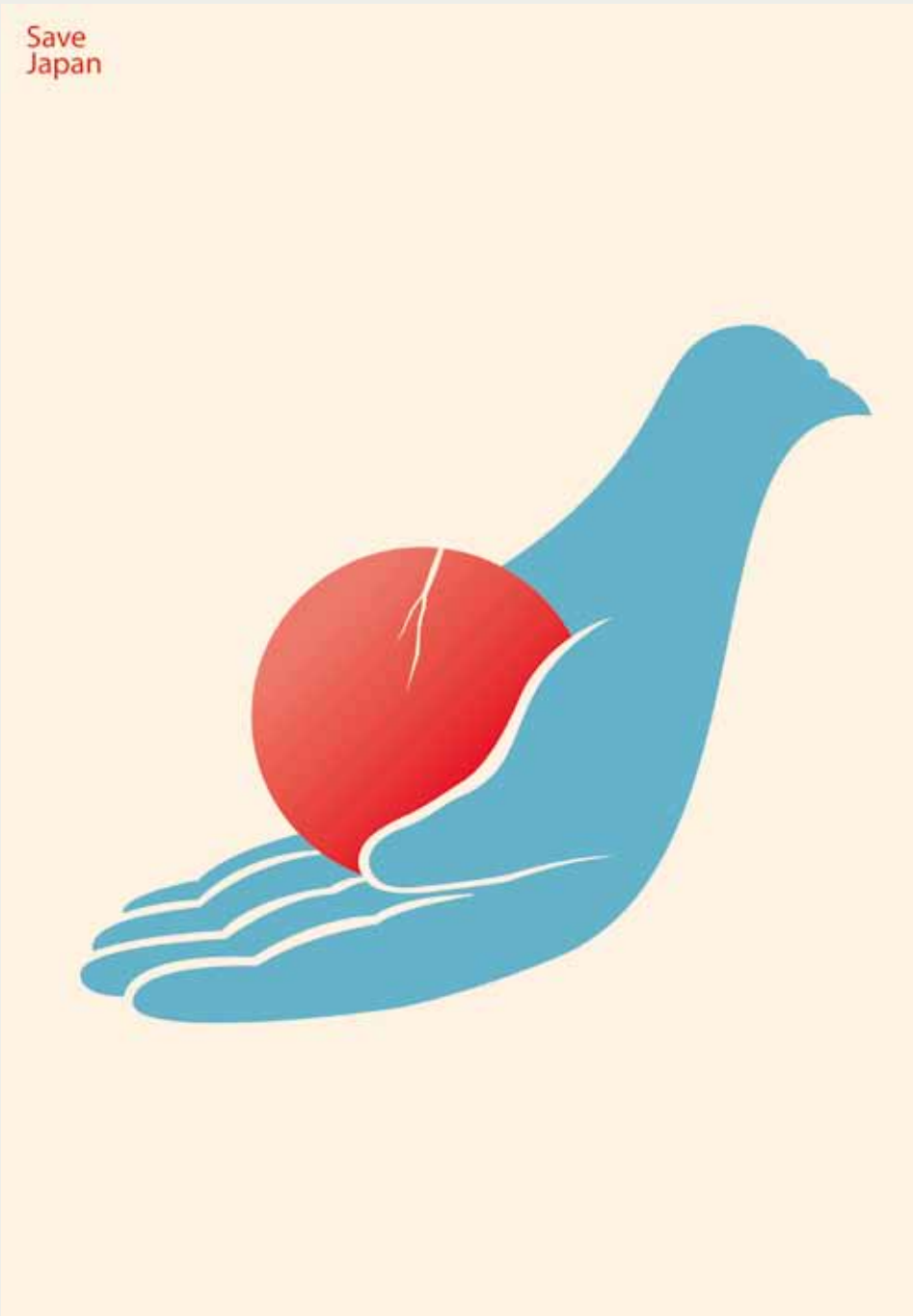
The waste oil created by human beings or leaked out from ships have caused water pollution and made marine creatures' lives at stake



佳 作  
Honorable Mention



|                          |                                |
|--------------------------|--------------------------------|
| 作品名稱 Title of work       | 指導老師 Instructor                |
| 對日本伸出援手<br>Save Japan    | 楊裕隆<br>Yu-Lung Yang            |
| 作者姓名 Name of Applicants  | 學校名稱 Name of School/University |
| 詹皇峻<br>Huang-Chun Chan   | 樹德科技大學<br>Shu-Te University    |
| 學校所在地 Location of School |                                |
| 臺灣 Taiwan                |                                |



作品說明 Concept of the work

日本遭受地震海嘯破壞後，我想藉由手與鴿子的圖像作結合，手代表關懷、鴿子代表和平的希望，盼為日本帶來更多的關懷與希望。

Here are the hand means care and the pigeon means hope. I would like to combine these two symbols to provide more "care" and "hope" to Japan while there was destroyed by the earthquake tsunami.





|                          |                                                           |
|--------------------------|-----------------------------------------------------------|
| 作品名稱 Title of work       | 指導老師 Instructor                                           |
| 轉化<br>Transform          | 彭豐<br>Feng Peng                                           |
| 作者姓名 Name of Applicants  | 學校名稱 Name of School/University                            |
| 張新<br>Xin Zhang          | 重慶科技學院<br>Chong-Qing University of Science and Technology |
| 學校所在地 Location of School |                                                           |
| 中國 China                 |                                                           |

作品說明 Concept of the work

本案以男人的髮型作為設計項目，頭髮由古代中規中矩的辮子轉化為現代俐落的短髮，由單一、刻板的思想轉化為發散、靈活的思想，髮型在轉化、時代在更新、思想在進步。

This case with man's hair style as design elements, the hair by ancient regular braid into modern neat short hair, by a single, rigid ideas into divergent, flexible thinking, hair style in transformation, age in the update, thoughts in progress.



|                          |                                |
|--------------------------|--------------------------------|
| 作品名稱 Title of work       | 指導老師 Instructor                |
| Posters                  | 無 None                         |
| 作者姓名 Name of Applicants  | 學校名稱 Name of School/University |
| Azade Kazemi             | Miremad University             |
| 學校所在地 Location of School |                                |
| 伊朗 Iran                  |                                |



作品說明 Concept of the work

這個系列的海報是為國際殘障人士日、國際傳播日、數位媒體節及國際無戰爭日設計。

This set includes a poster designed by the International Day of Disabled Persons, International Day Communications, Digital Media Festival, and the International Day Without War and And a billboard to advertise the pasta, Mercedes Benz, Sony Headphones



廠商贊助獎

Sponsorship Prize

寶來國際獎 POLYLIGHT AWARD



|                            |                                               |
|----------------------------|-----------------------------------------------|
| 作品名稱 Title of work         | 指導老師 Instructor                               |
| <b>May the World Peace</b> | <b>Yukiharu Hattori</b>                       |
| 作者姓名 Name of Applicants    | 學校名稱 Name of School/University                |
| <b>Matsui Kasumi</b>       | <b>名古屋學藝大學</b>                                |
| 學校所在地 Location of School   | <b>Nagoya University of Arts and Sciences</b> |
| 日本 <b>Japan</b>            |                                               |

**作品說明 Concept of the work**

傷心瀰漫整個世界，戰爭、飢餓、環境汙染…不是只有人類渴望和平，植物和動畫也同樣渴望平靜，我期望所有生物可以和平相處的那一天來臨。

Much sadness is all over the world. War, starvation, environmental pollution ..... It is not only man that desires peace. The plant and the animal desire peace. I hoped the day which can live peacefully visits all the living things.



入選

Finalists

|                          |                                    |
|--------------------------|------------------------------------|
| 作品名稱 Title of work       | 指導老師 Instructor                    |
| <b>FORnEVER</b>          | <b>吳梓寧</b>                         |
| 作者姓名 Name of Applicants  | 學校名稱 Name of School/University     |
| <b>傅秋瑜</b>               | <b>國立臺東大學</b>                      |
| 學校所在地 Location of School | <b>National Taitung University</b> |
| 臺灣 <b>Taiwan</b>         |                                    |



**作品說明 Concept of the work**

FORnEVER 為無限到有限，以三個連續時間演變的物件，暗喻著過去式、現在式、未來式，存在與消失，這些是危機還是轉機？是走向被分解的無限，還是轉換思考成為永續的發展。

FORnEVER is infinity to the finite.Metaphor for the the past, present and future. Are these crises or turning points?





|                                                        |                                                     |
|--------------------------------------------------------|-----------------------------------------------------|
| 作品名稱 Title of work                                     | 指導老師 Instructor                                     |
| 以母愛散播心的種子<br><b>Offspring, need your love and care</b> | 呂昭慧<br><b>Jhao-Huei Lyu</b>                         |
| 作者姓名 Name of Applicants                                | 學校名稱 Name of School/University                      |
| 黃雯苓<br><b>Wen-Ling Haung</b>                           | 朝陽科技大學<br><b>Chao-Yang University of Technology</b> |
| 學校所在地 Location of School                               |                                                     |
| 臺灣 <b>Taiwan</b>                                       |                                                     |

**作品說明 Concept of the work**

主要希望每個人能將母親孕育孩子的那份愛及關懷用在逐漸減少的樹林上，以同等的心創造綠色未來。運用指紋與年輪的相似性、從心蔓延而出的樹葉，象徵與我們生長的大地承諾，給予未來的孩子一個永續地球。

Hope that everyone could concerned about the woods that is almost disappear and just like a mother love to a child. No matter is our children or saplings, we must use the same vision to treat offsprings and create a green future. Using the similarity between a fingerprint and an annual ring and spreading leaves from the heart, these symbolize a promise, for giving our offsprings to have a sustainability earth.



|                                        |                                             |
|----------------------------------------|---------------------------------------------|
| 作品名稱 Title of work                     | 指導老師 Instructor                             |
| 傳統與現代<br><b>Traditional and modern</b> | 毛加農<br><b>Jia-Non Mao</b>                   |
| 作者姓名 Name of Applicants                | 學校名稱 Name of School/University              |
| 何杰<br><b>Jack, Jie He</b>              | 江西師範大學<br><b>Jiang-Xi Normal University</b> |
| 學校所在地 Location of School               |                                             |
| 中國 <b>China</b>                        |                                             |

**作品說明 Concept of the work**

時間的飛逝，帶來了巨大的改變，特別是人類文明的發展。這幅作品我想表達的是：人類文明從傳統到現代的轉化。從活字印刷術到計算機，經過不斷的變革，邁步前進！但是這不是終點，它依然在變！

Time passes, has brought great changes, especially the development of human civilization. this painting I want to show is: human civilization from the traditional to the modern transformation. From movable type to the computer, through constant change, moving forward! But this is not the end, it is still changing!







作品名稱 Title of work  
**The Double life of Veronique**

作者姓名 Name of Applicants  
**Lenka Štukhejlová**

學校所在地 Location of School  
**捷克 Czech Republic**

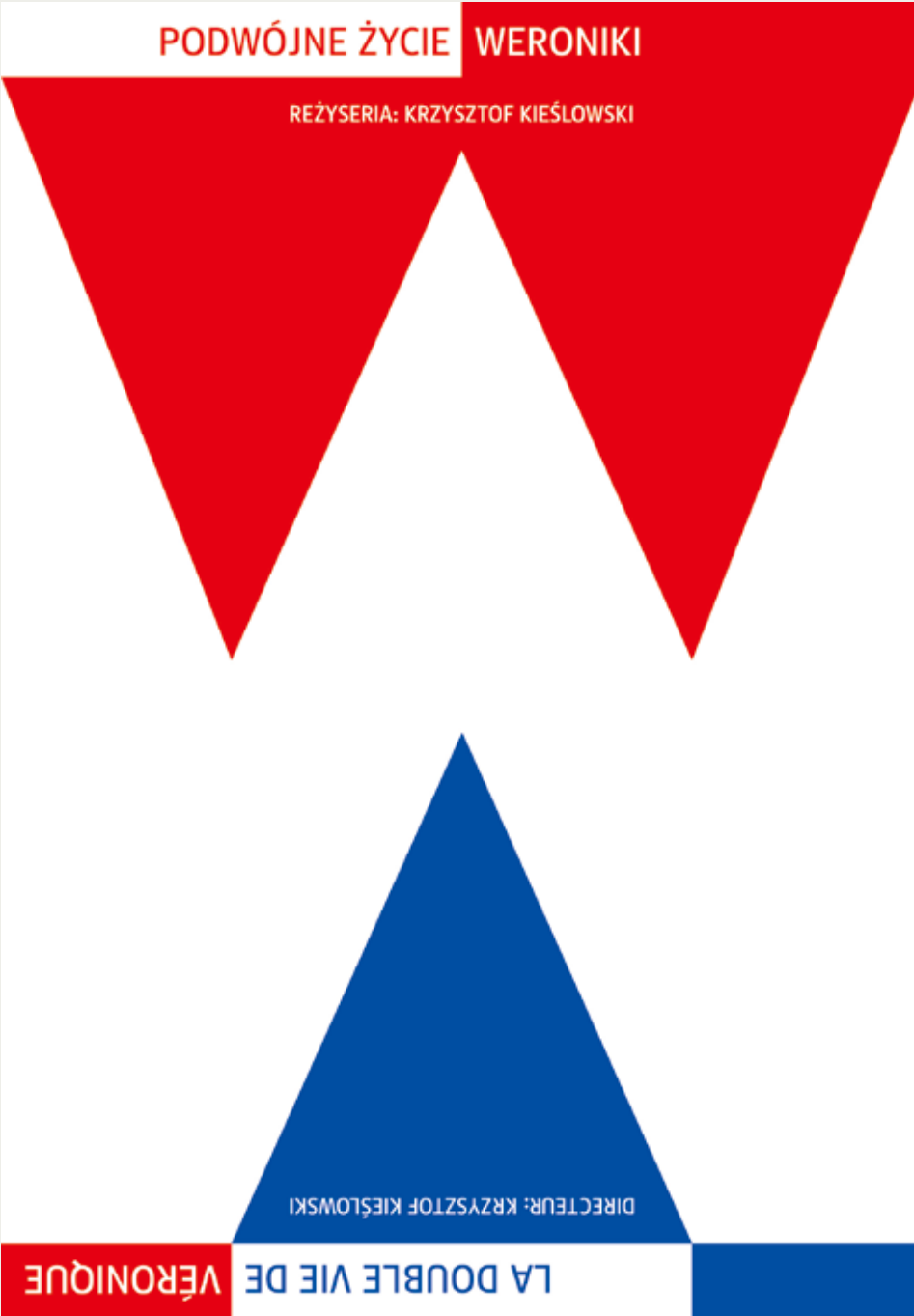
指導老師 Instructor  
**Prof. Piotr Kunce, Wojciech Kwa niewski**

學校名稱 Name of School/University  
**Faculty of Art and Design JEP University**  
(Erasmus exchange program at Jan Matejko Academy Of Fine Arts in Krakow, Poland)

**作品說明 Concept of the work**

這張海報是在宣傳電影「雙面薇若妮卡」，你可以轉化它！(這部電影在描述兩個薇若妮卡的生活，一個在波蘭，而另一個在法國，這兩個看似沒有關係的薇若妮卡卻是互有連結的)。海報設計成可雙掛的樣式，同張海報有著波蘭文及法文，若旋轉180°便可看到另一種語言的版本。這張海報主要的特色在於使用不同語言的字母及國家的顏色拼出 Veronique 這個名字，你可以決定要如何懸掛這張海報。

Poster promotes a film Double life of Veronique. You can transform it! (The film describes two lives of Veronique. The first one is living in Poland and the second one in France. Their lives are however interconnected to each other.) Poster is designed with dual hanging options. The poster will become readable in either Polish or French version if rotated 180° . The versions of the poster differ in colours and in language. The main motive of this poster is the difference in writing initial letters of the name Veronique in these languages and in the national colors. It is your decision how is it hang.



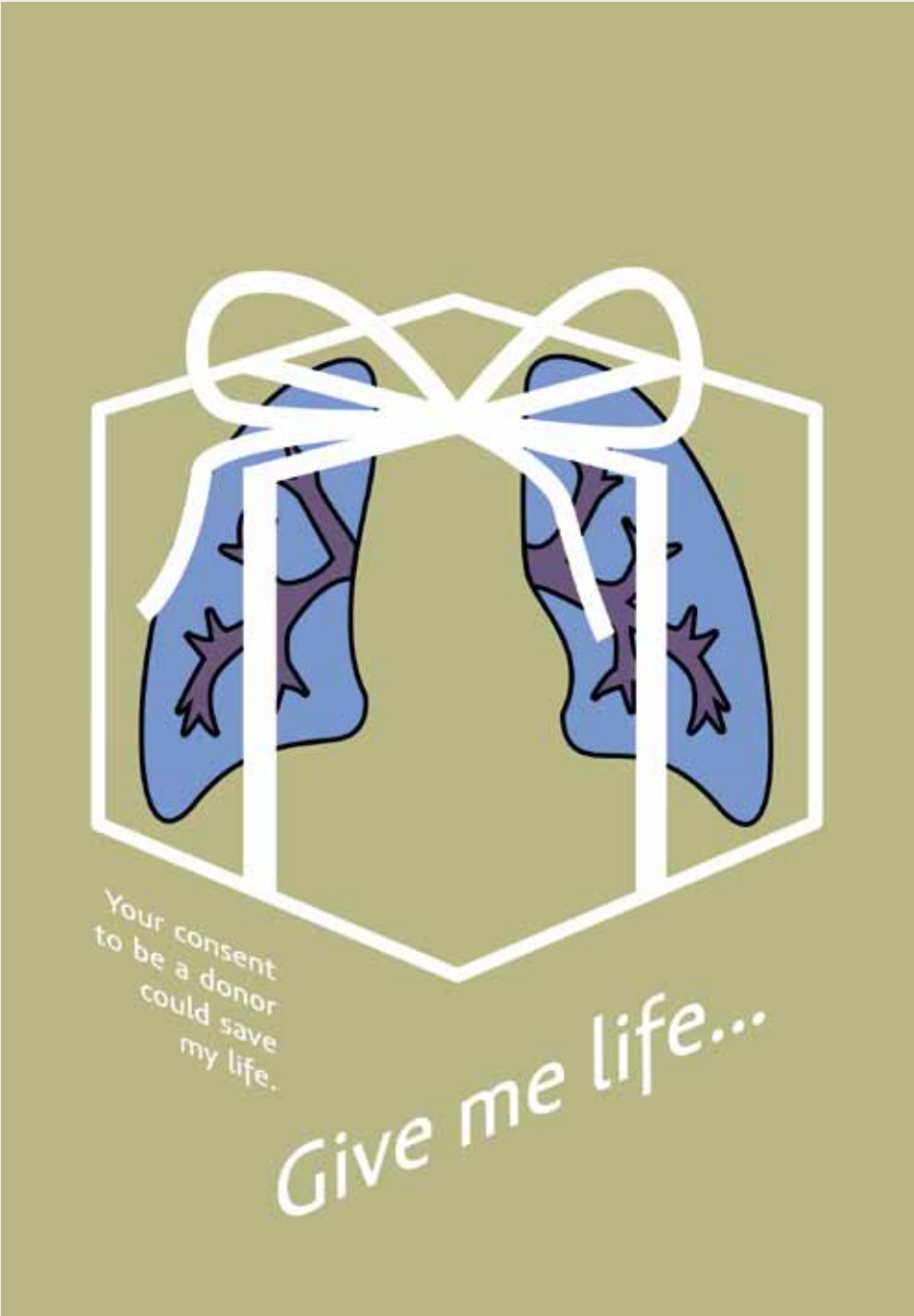
作品名稱 Title of work  
**Organ donation**

作者姓名 Name of Applicants  
**Lenka Štukhejlová**

學校所在地 Location of School  
**捷克 Czech Republic**

指導老師 Instructor  
**Prof. Piotr Kunce, Wojciech Kwa niewski**

學校名稱 Name of School/University  
**Faculty of Art and Design JEP University**  
(Erasmus exchange program at Jan Matejko Academy Of Fine Arts in Krakow, Poland)



**作品說明 Concept of the work**

這一系列為宣傳器官捐贈的海報，每張海報各有一個適合捐贈的器官，放在被包裝好的禮物盒裡。這些禮物已準備好運送給另一個人，這樣的方式將會拯救一條生命。三張海報都有標語在不同的位置上。

A series of three posters promoting organ donation. Each poster presents one human organ suitable for the transplantation. This organ is presented as a wrapped gift and prepared to transform its owner. This gift is ready for transfer to the other person. By this transfer you can save a human life! Each poster is accompanied by the slogan always in a different position.





作品名稱 Title of work  
**Get your timing**

作者姓名 Name of Applicants  
**Chisato Hirayama**

學校所在地 Location of School  
日本 **Japan**

指導老師 Instructor  
小谷恭二  
**Kyoji Kotani**

學校名稱 Name of School/University  
名古屋學藝大學  
**Nagoya University of Arts and Sciences**

作品說明 Concept of the work

所有的事情都在改變，這是一件好的事情，但是必須注意時間。

All the thing is transforming. It is good thing, but you should notice the time.



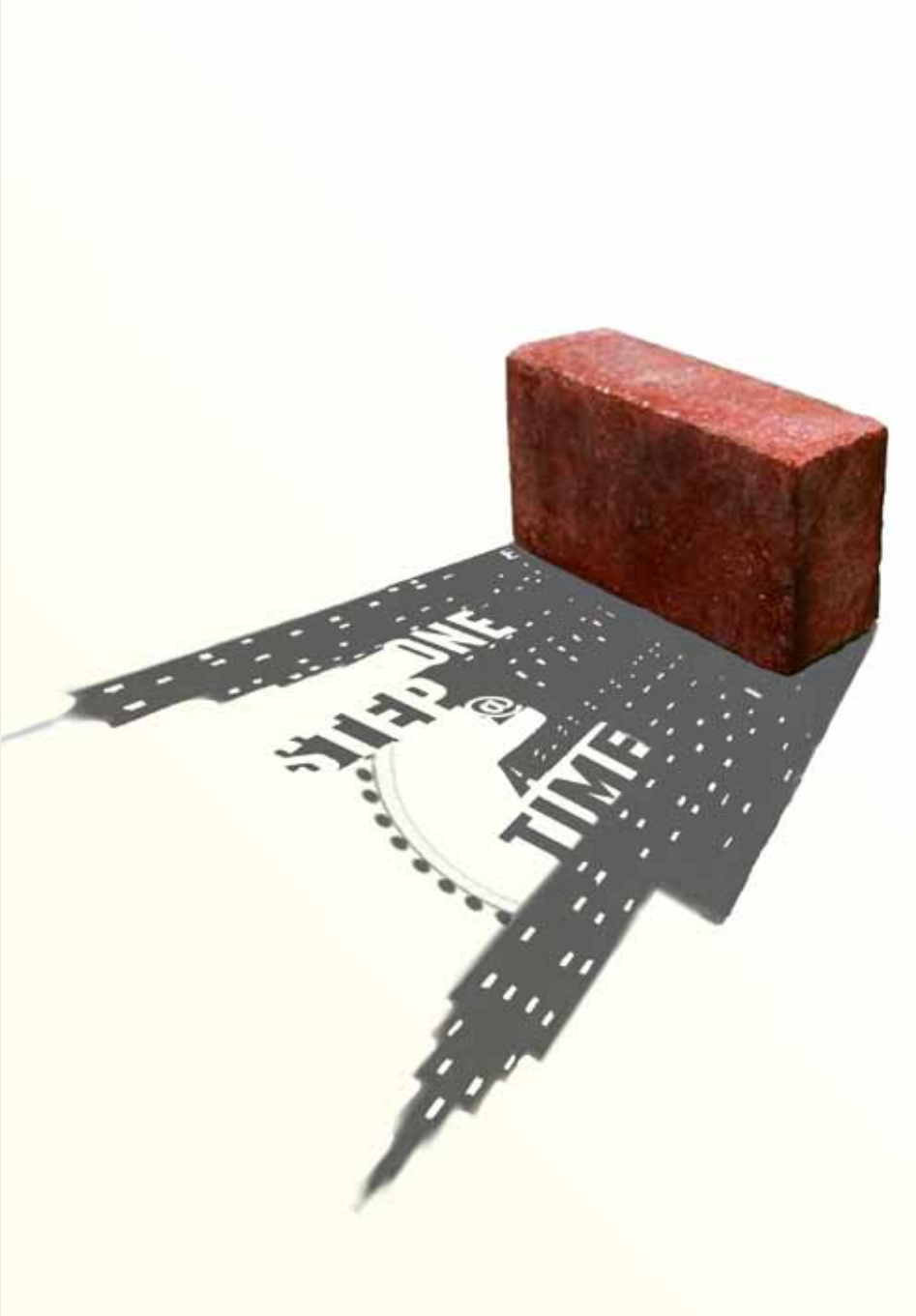
作品名稱 Title of work  
**One Step at a Time**

作者姓名 Name of Applicants  
**Tan- Xin Yi Rachel**

學校所在地 Location of School  
新加坡 **Singapore**

指導老師 Instructor  
陳大鵬  
**Tai- Pang Tan**

學校名稱 Name of School/University  
淡馬錫理工學院  
**Temasek Polytechnic**



作品說明 Concept of the work

這張海報以一個磚塊有潛力成為一整個城市來象徵堅忍不拔的毅力，而陰影中隱藏的文字則為’ One Step at a Time’。海報的目的是想要給正在追求某個目標、卻覺得遙不可及的人希望，也提醒每個人所有的事情都是有可能的，只要堅持信念，一步一步地走。

This poster spreads the message of perseverance through the idea of a brick possessing the potential to become into an entire city. Hidden amongst the shadows are texts put together to say "One step at a time ". It was designed with the intention of giving hope to anyone in the midst of pursuing something that is seemingly out of reach, and to remind everyone that anything is possible, if only you keep the faith and take things "one step at a time ".





作品名稱 Title of work  
**Origin-Earth+You,Water+You,Tree+You**

作者姓名 Name of Applicants  
**沙鋒  
Feng Sha**

學校所在地 Location of School  
**義大利 Italy**

指導老師 Instructor  
**無 None**

學校名稱 Name of School/University  
**佩魯賈外國人大學  
University for Foreigners Perugia**

**作品說明 Concept of the work**

該系列作品以魚與水、鳥與木、虎與土為原型，來表達世間萬物不可缺分的道理，以此表達出彼此相愛，互相尊重，這樣我們才能夠和諧的成為一個有機的整體，世界才可以充滿無限的愛，就像太極一樣，生生不息。

The picture shows the prototype of the works to Tai Chi, Tai Chi is an ancient Chinese philosophical term, meaning derived the origin of all things. Diagram of vividly expressed its rotation yin and yang, opposite and complementary philosophy of things to generate changes in the root.The series of works to the fish and water birds and wood, tiger and soil as a prototype, to express the essential points of the truth of things in the world, as an expression of mutual love, mutual respect, so that we can become an organic whole and harmonious,world full of infinite love, like Tai Chi and prosperous.



**作品說明 Concept of the work**

隨著城市化的進展，植物、花卉和鳥類已經成為回憶，漸行漸遠。我們只能走在水泥城市，走在有霧的森林，人類越來越像一台呼吸的機器。鳥類離不開樹木，魚離不開水，兔子離不開土地，人類也都離不開這一切。

With the acceleration of urbanization process, once on the green, flowers, and bird life have become memories and lopsided. And we can only walk in the nforced concrete of the city, only walk in the foggy forest, human beings are more and more like a breathing machine only. Birds cannot do without wood, fish cannot do without water, rabbits cannot do without land, humans are inseparable from nature all that.



指導老師 Instructor  
**無 None**

學校名稱 Name of School/University  
**佩魯賈外國人大學  
University for Foreigners Perugia**

作品名稱 Title of work  
**Ecology+You- Earth+You**

作者姓名 Name of Applicants  
**沙鋒  
Feng Sha**

學校所在地 Location of School  
**義大利 Italy**





作品名稱 Title of work

化育  
Conversion

李孟翰  
Meng Han Li

學校所在地 Location of School  
臺灣 Taiwan

指導老師 Instructor

張靜環  
Jing-Huan Zhang

學校名稱 Name of School/University  
嘉南藥理科技大學  
Chia Nan University of Pharmacy  
and Science

作品說明 Concept of the work

我的作品的表現是用轉化的  
"化"的象形文字表現。其表  
現內涵為為人子女盡孝道的  
方式。當我們還是幼兒時，  
由父母親扶養長大。我們漸  
漸的長大，父母親漸漸的衰  
老。轉化成我們照顧父母這  
種代代相傳的家族傳承！

My work wants to represent  
transformation, in the way of  
Hieroglyph "化"(HUA) to show the  
filial piety. When we were infants,  
parents brought us up. While we are  
growing up, our parents are getting  
old and feeble. We have to change  
to take care of our parents to pass  
on the family heritage.



作品名稱 Title of work

Transform

作者姓名 Name of Applicants  
Saw Joon Hui

學校所在地 Location of School  
新加坡 Singapore

指導老師 Instructor

陳大鵬  
Tai Pang Tan

學校名稱 Name of School/University  
淡馬錫理工學院  
Temasek Polytechnic



作品說明 Concept of the work

受到木蘭詩的啟發，我決定將  
花木蘭的生活經驗和無數的  
改變作為我作品的主題。透過  
運用花木蘭生活中像是花，縫  
紉針，茶壺，盔甲和劍等不同  
面向的事物，以微妙卻有影響  
力的方式顯示出花木蘭如何  
從原本的平民轉化成光榮的  
女戰士前後的對比。

Inspired by the ballad of Hua Mulan,  
i have decided to use her life-  
changing experiences and countless  
transformations as the main theme  
of my works. By incorporating  
different items from different aspects  
of her life, such as the flowers,sewing  
needles, teapots, armor and swords,  
they are able to show the contrast  
between the way she lived her life  
before and during the war and  
the way she transformed from an  
average female civilian to a glorious  
female warrior in a subtle yet  
impactful manner.







|                          |                                                     |
|--------------------------|-----------------------------------------------------|
| 作品名稱 Title of work       | 指導老師 Instructor                                     |
| <b>TREE OF TRANSFORM</b> | <b>無 None</b>                                       |
| 作者姓名 Name of Applicants  | 學校名稱 Name of School/University                      |
| <b>Rohit Goyal</b>       | <b>NID, National Institute Of Design, Ahmedabad</b> |
| 學校所在地 Location of School |                                                     |
| <b>印度 India</b>          |                                                     |

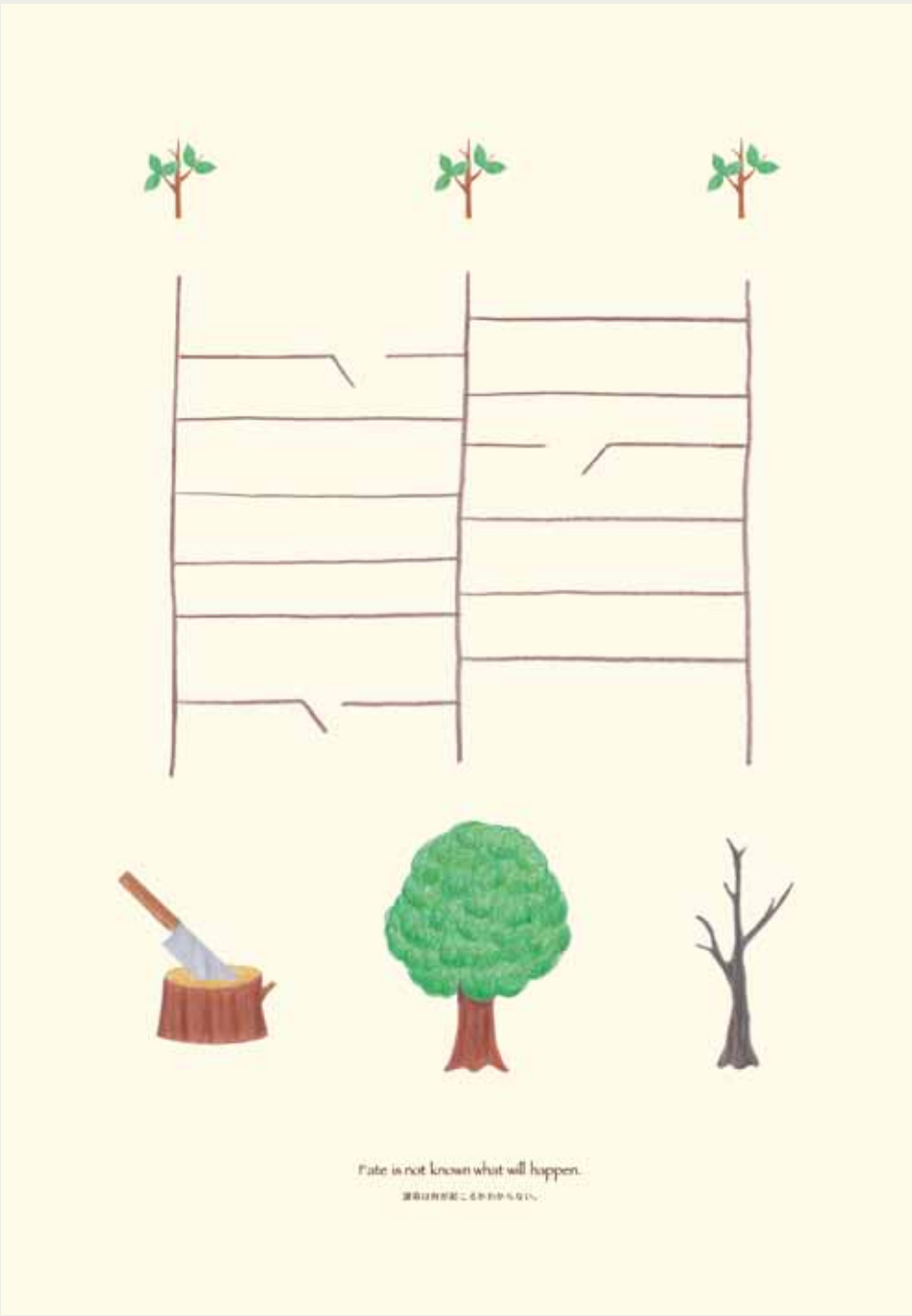
**作品說明 Concept of the work**

樹的轉化是一個變形的顯示，顯示出我們如何對待自然，我們如何砍伐森林只為了創作我們所謂的「垂直花園」或「建築奇觀」，我們如何渴望觸摸天空、如何將繽紛的自然改變為水泥塊，我們如何忘了鳥的叫聲，並漸漸習慣機器的聲音。但是，所有的事情都會有結束，我們的行為都將化為灰燼的那一天並沒有多遠，而新的太陽升起將會帶來新的生命和希望。

Tree of transformation is a metamorphosis to show, How we are treating our nature. How we are cutting forest just to create what we so call "vertical garden" or Architectural wonders, How we are becoming desperate to touch the sky, How we are transforming from colorful nature to cement blocks, How we are getting use to machine sounds than that of bird whistling. But everything has it end, the day is not far when all our deeds will be put to ashes, and new sun will rise with new life and hope.



|                                       |                                                      |
|---------------------------------------|------------------------------------------------------|
| 作品名稱 Title of work                    | 指導老師 Instructor                                      |
| <b>Fate is known what will happen</b> | <b>小谷恭二 Kyoji Kotani</b>                             |
| 作者姓名 Name of Applicants               | 學校名稱 Name of School/University                       |
| <b>Natsumi Yoshida</b>                | <b>名古屋學藝大學 Nagoya University of Arts and Science</b> |
| 學校所在地 Location of School              |                                                      |
| <b>日本 Japan</b>                       |                                                      |

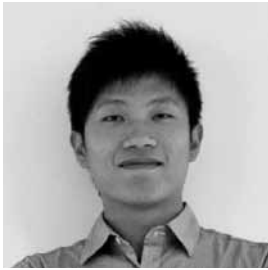


**作品說明 Concept of the work**

我不知道生命會有什麼發生。有時候你以為會成功，突然間可能又遭遇困難，像碰到一面牆無法前進。樹的生命也一樣，將會改變的現在仍渺小的樹苗，也無法預測將來會有什麼即將發生。

I do not know what will happen life. You thought sometimes successful,it is difficult to proceed upon the wall suddenly.I have seen indicates that even if life in a tree,or going to change how the tree is now on the same small,that,what will happen this time.





作品名稱 Title of work  
**遙控世界**  
**The world is controlled by us**

作者姓名 Name of Applicants  
**廖耿民**  
**Keng-Min Liao**

學校所在地 Location of School  
**臺灣 Taiwan**

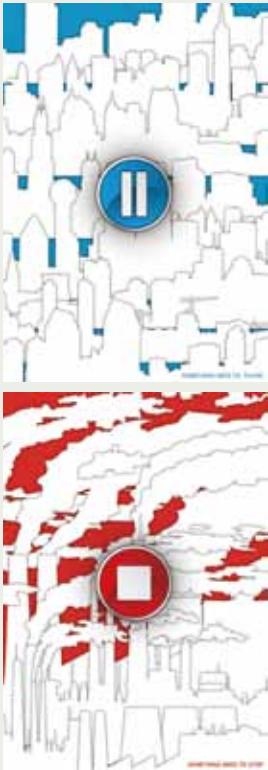
指導老師 Instructor  
**王韋堯**  
**Regina Wang**

學校名稱 Name of School/University  
**國立臺灣科技大學**  
**National Taiwan University of Science and Technology**

**作品說明 Concept of the work**

PLAY、PAUSE 與 STOP 的按鈕是我們所熟悉的，我們可以藉由這些按鈕操作任何影像，藉此表達這世界所呈現的畫面都操控在我們手中。請讓萬物繼續播放他們的生命、暫緩城市化的開發與停止工業污染與破壞。

PLAY, PAUSE and STOP buttons are familiar to us in our daily lives. Clicking these basic buttons, we can simply control anything of the world by our hands. "Play" means their lives need to go on interdependently; "Pause" represents that something may be suspended by city development; "Stop" stands for stopping the industrial pollution can we achieve ecological balance.



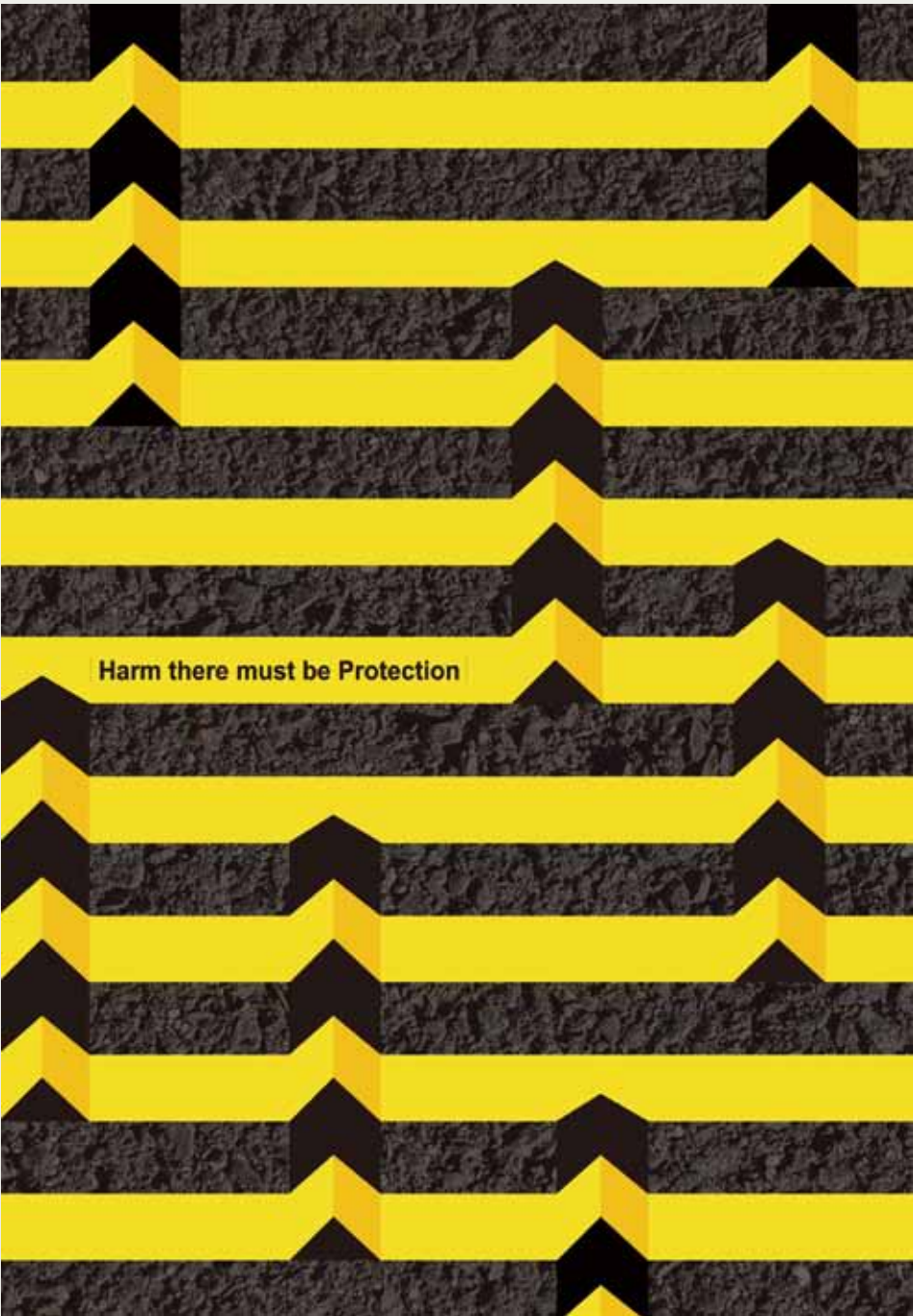
作品名稱 Title of work  
**有阻礙必有通行 / 有傷害必有保護**  
**Hinder must Pass/Harm there must be protection**

作者姓名 Name of Applicants  
**蕭玉璇**  
**Yu-xuan Xiao**

學校所在地 Location of School  
**臺灣 Taiwan**

指導老師 Instructor  
**游明龍**  
**Ming-Lung Yu**

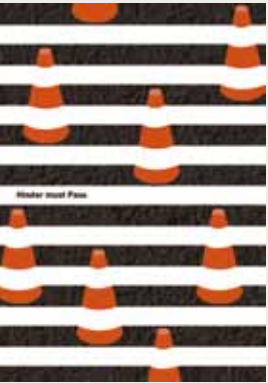
學校名稱 Name of School/University  
**台南應用科技大學**  
**Tainan University of Technology**



**作品說明 Concept of the work**

有阻礙必有通行 - 海報中的三角錐象徵阻礙，斑馬線象徵通行，將阻礙轉化為通行的動力。有傷害必有保護 - 海報中的交通護角象徵保護，黃色警告膠條象徵傷害，將傷害轉化為保護的力量。

Hinder must Pass - Poster of the cones, symbolic obstacles, zebra crossing symbol of the passage, will hinder the prevailing power. Harm there must be protection - Traffic Corner posters symbol of protection, the yellow warning tape symbol of injury, injury into protective power.







作品名稱 Title of work  
**綺麗**  
**THE BEAUTY**

作者姓名 Name of Applicants  
**王超**  
**Chao Wang**

學校所在地 Location of School  
**中國 China**

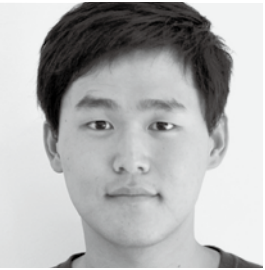
指導老師 Instructor  
**李于昆**  
**Yu-Kun Lee**

學校名稱 Name of School/University  
**廣東外語外貿大學**  
**Guang Dong University of Foreign Studies**

**作品說明 Concept of the work**

"俗尚繁華，綺麗成風"。傅抱石曾說"美是民族文化最大的表白"。"綺麗"系列作品提取藏族、羌族、苗族傳統服飾紋樣，融入現代設計的審美觀念。我希望我的作品能稍稍探索一點傳統元素在現代設計中的價值。

Our uniqueness is difficult to form if we abandon the traditional mode of thinking and behavior pattern.



作品名稱 Title of work  
**《槲寄生》書籍封面設計**  
**Mistletoe-Book Cover Design**

作者姓名 Name of Applicants  
**高山**  
**Sam Gao**

學校所在地 Location of School  
**中國 China**

指導老師 Instructor  
**杜森**  
**Sen Du**

學校名稱 Name of School/University  
**南開大學**  
**Nan Kai University**

**作品說明 Concept of the work**

作品將綜合材料融入書籍設計中，讓人們從看到書的一剎那到翻完整本書都能沉浸在自然、清新的世界裡。旨在轉變人們對工業品缺乏生機、沉悶的既定印象。

The works added material into the book cover design, people from seeing the books could drown themselves into nature, fresh world. It aims to transform people's opinion to industrial products, such as lacking of vigor, dull established impression.







作品名稱 Title of work

光 . 和而不同  
**Light and different**

作者姓名 Name of Applicants

范文星  
**Wenxing Fan**

學校所在地 Location of School

中國 China

指導老師 Instructor

董慶濤  
**Qing-Tao Dong**

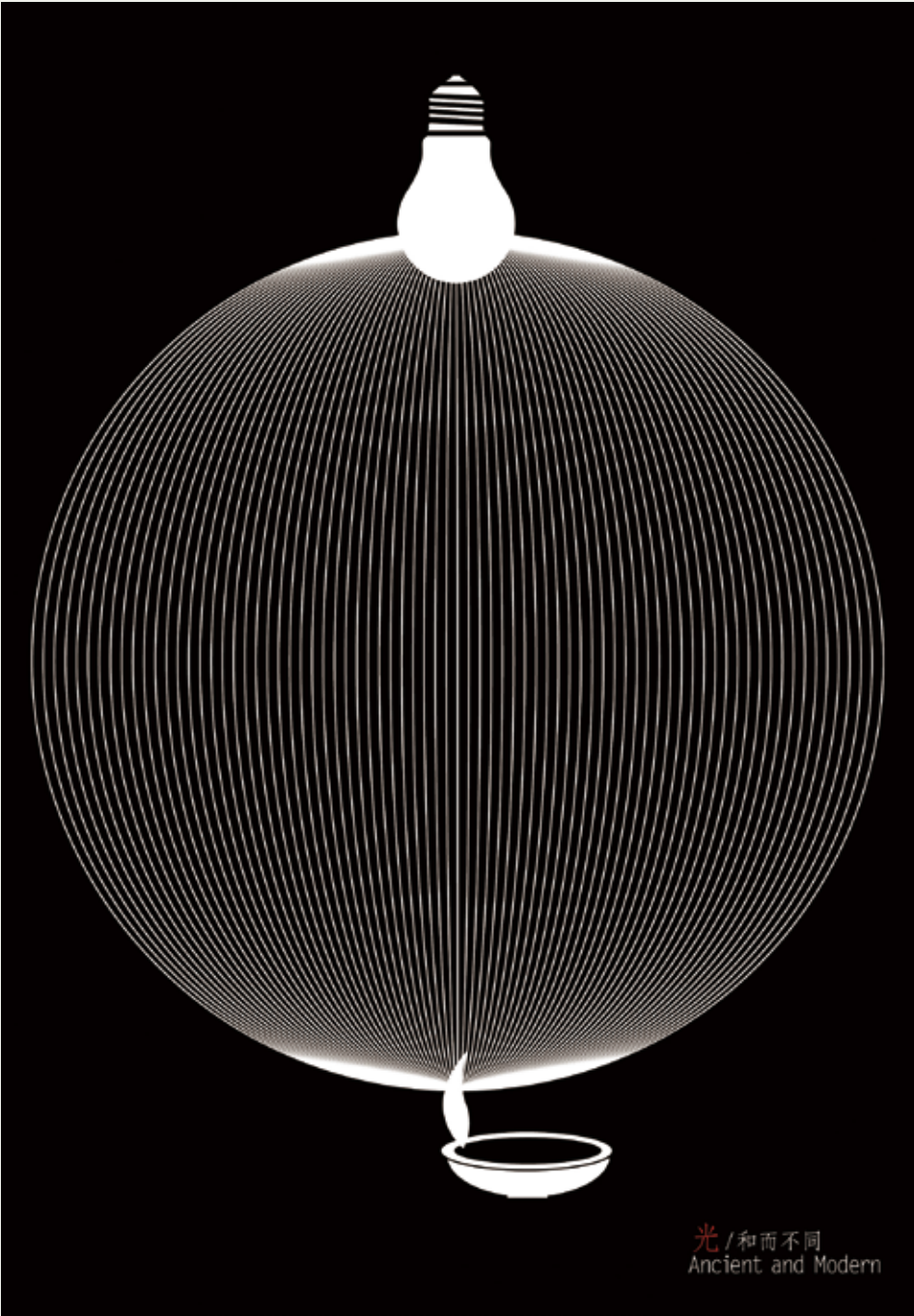
學校名稱 Name of School/University

黃淮學院  
**Huang Huai University**

作品說明 Concept of the work

古代的燈光都是自下而上的，隨著時間的推移，現代的燈光卻是自上而下的，都是光的傳播可二者之間卻有太多的轉化，太多的對未知事物的探索，留給我們的也是對宇宙無盡的遐想和思考

Ancient lights are bottom-up, over time, modern lighting from the top down, are the propagation of light between the two there is a lot of conversion, too many of the unknown exploration of things, leaving our universe endless source of fascination and reflection



作品名稱 Title of work

**Didn't we undermine the balance?**

作者姓名 Name of Applicants

游珮怡  
**Pei-Yi Yu**

學校所在地 Location of School

臺灣 Taiwan

指導老師 Instructor

謝大立、張亦翔  
**Ta-Lih Shieh, Yi-Xiang Chang**

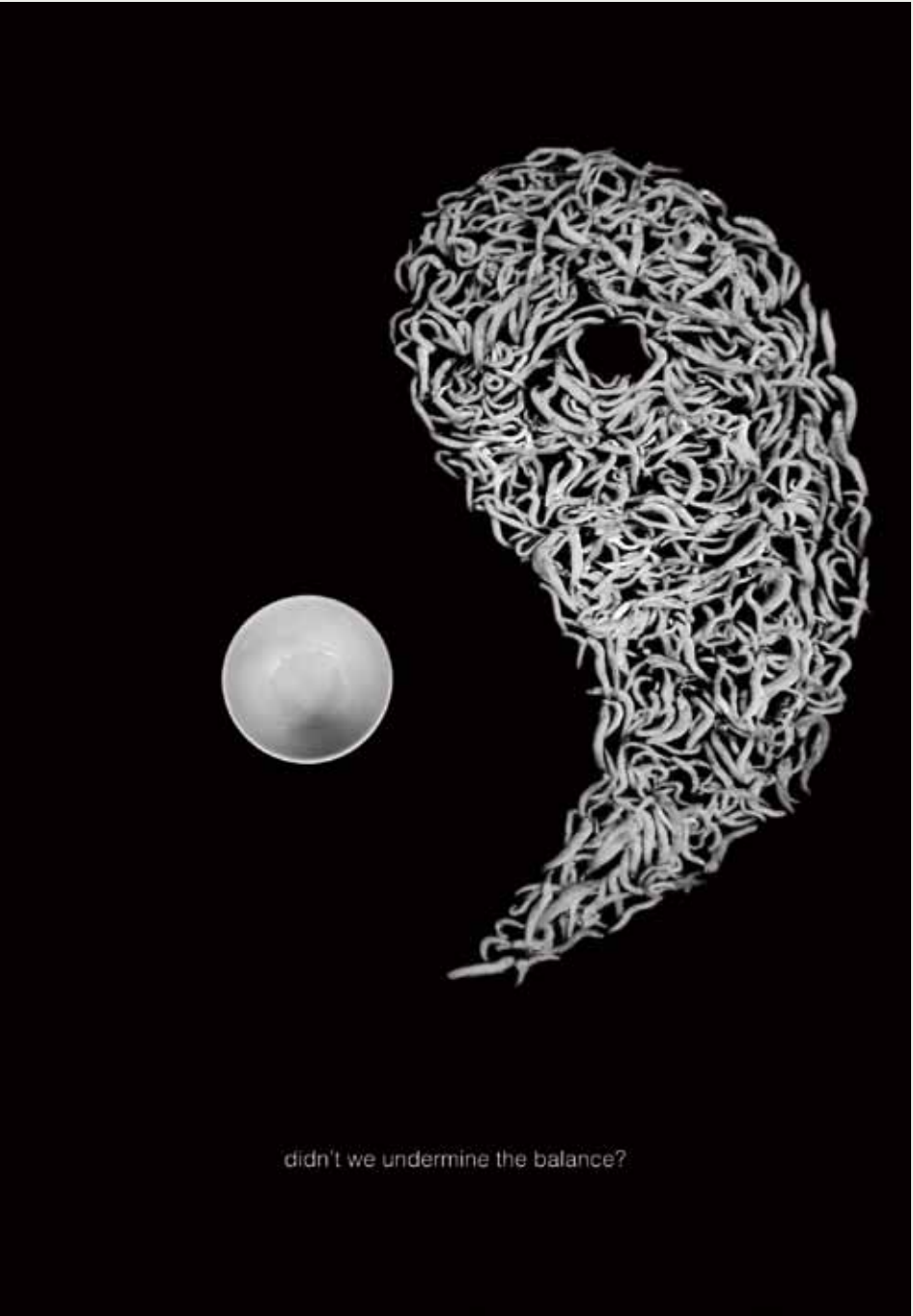
學校名稱 Name of School/University

實踐大學  
**Shih- Chien University**

作品說明 Concept of the work

吻仔魚和空碗與其中的不平衡關係，象徵著人類其實不知不覺地讓與自然共存的狀態嚴重向自身傾斜。被忽略的小角落會轉化成大漏洞。

An inequality between the fish fries and the empty bowl symbolizes that human undermine the balance unwittingly. We should let lives sustainable.





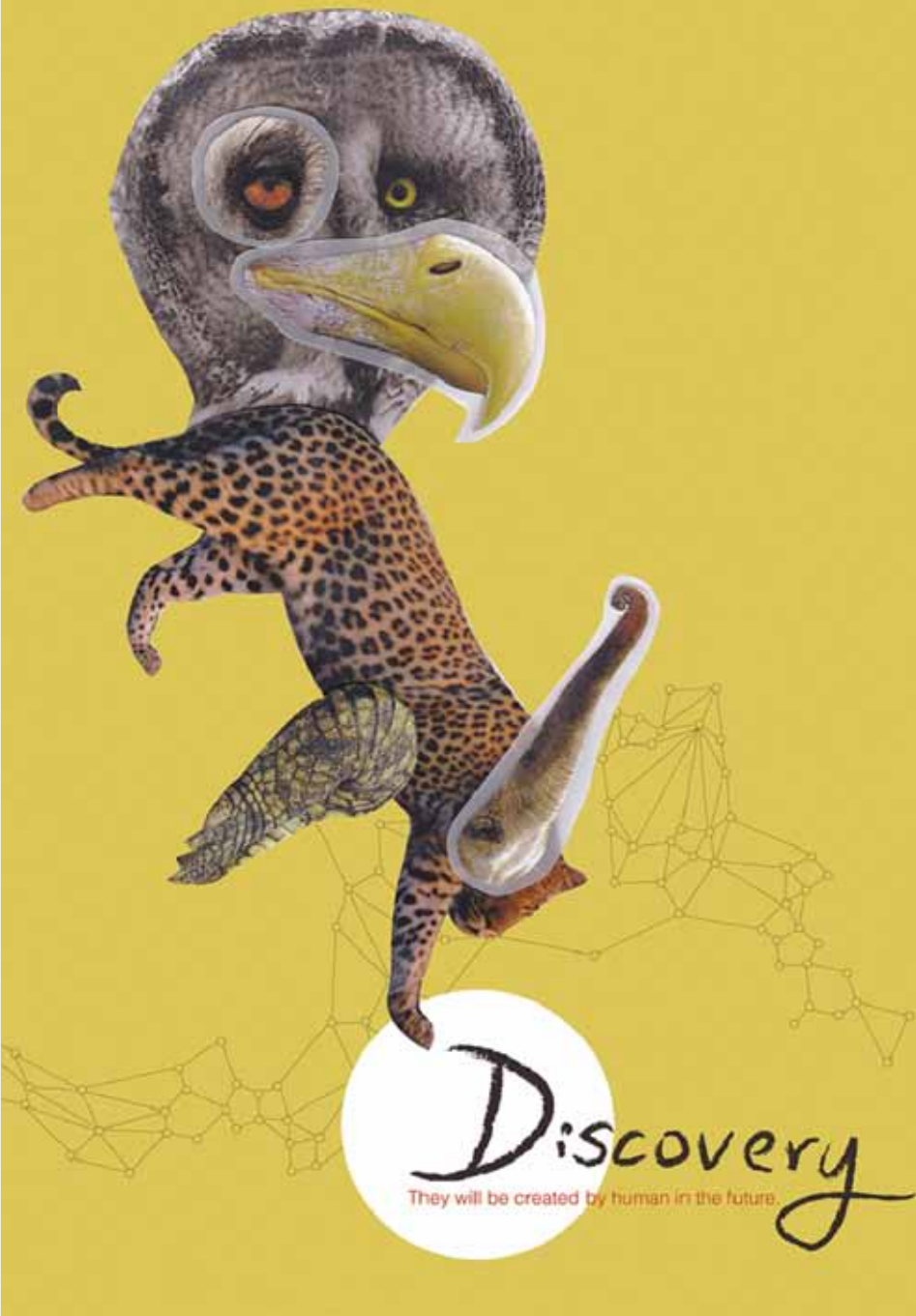
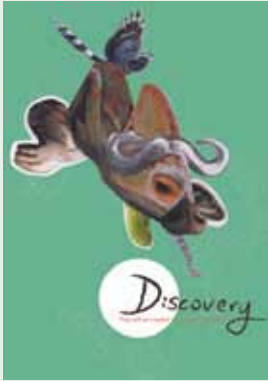
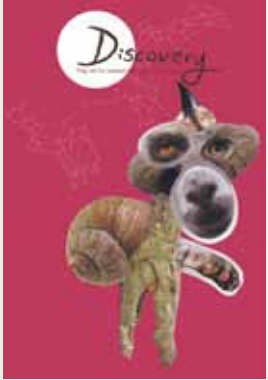


|                             |                                                                              |
|-----------------------------|------------------------------------------------------------------------------|
| 作品名稱 Title of work          | 指導老師 Instructor                                                              |
| <b>發現<br/>Discovery</b>     | <b>柯志祥、陳彥廷<br/>Chih Hsiang Ko, Yan-Ting Chen</b>                             |
| 作者姓名 Name of Applicants     | 學校名稱 Name of School/University                                               |
| <b>楊珮祺<br/>Pei-Chi Yang</b> | <b>國立臺灣科技大學<br/>National Taiwan University of<br/>Science and Technology</b> |
| 學校所在地 Location of School    |                                                                              |
| <b>臺灣 Taiwan</b>            |                                                                              |

**作品說明 Concept of the work**

人類為了自己的慾望，將更多物種進行交配，創造出更多畸形的生物。這些生物沒有生育能力或甚至很快就死亡。我利用拼貼的手法創造出畸形怪物，呼籲人類不要因為滿足自己需求或慾望，讓更多物種可以更自由的生存。

Humans create many deformed creatures that are infertile and or short-lived by mating different species, to fulfill their selfish desires. The monsters in this collage piece argues against human intervention and to advocate creatures' right to live free.



|                                |                                                                              |
|--------------------------------|------------------------------------------------------------------------------|
| 作品名稱 Title of work             | 指導老師 Instructor                                                              |
| <b>水污染<br/>Water Pollution</b> | <b>王韋堯、柯志祥、陳彥廷<br/>Regina Wang, Chih-Hsiang Ko<br/>Yan-Ting Chen</b>         |
| 作者姓名 Name of Applicants        | 學校名稱 Name of School/University                                               |
| <b>楊珮祺<br/>Pei-Chi Yang</b>    | <b>國立臺灣科技大學<br/>National Taiwan University of<br/>Science and Technology</b> |
| 學校所在地 Location of School       |                                                                              |
| <b>臺灣 Taiwan</b>               |                                                                              |



**作品說明 Concept of the work**

水污染是全球性的大問題。水污染是人為污染，並且每天超過 14000 個人死於水污染。其中約 90% 的中國城市遭受到水污染，而且將近 500 萬人，它不只影響了植物與生活在水中的生物，也毀壞了整個生態族群。

Water pollution, an artificial pollution, is a major global problem. More than 14,000 people die from water pollution every day. Almost 90% cities in China and 500 million people people suffer from water pollution. Water pollution has a quite impact on plants, water creatures and populations on the ecosystem.





|                          |                                |
|--------------------------|--------------------------------|
| 作品名稱 Title of work       | 指導老師 Instructor                |
| 門神<br>Door god           | 謝易仲<br>Nicsson Chia            |
| 作者姓名 Name of Applicants  | 學校名稱 Name of School/University |
| Xin Ling Loh             | 新元學院<br>New Era College        |
| 學校所在地 Location of School |                                |
| 馬來西亞 Malaysia            |                                |

**作品說明 Concept of the work**

門神轉化，武器裝備科技化，風姿神采依舊神氣殺人。只為了讓這個文化依然永存世間。

The door god is transform, his weapons and equipment science and technology, but graceful look still air of murder. To make this culture still prevail in the world.



|                                             |                                                  |
|---------------------------------------------|--------------------------------------------------|
| 作品名稱 Title of work                          | 指導老師 Instructor                                  |
| A life stops. Moving the world is continued | 小谷恭二<br>Kyoji Kotani                             |
| 作者姓名 Name of Applicants                     | 學校名稱 Name of School/University                   |
| Sayaka Watanabe                             | 名古屋學藝大學<br>Nagoya University of Arts and Science |
| 學校所在地 Location of School                    |                                                  |
| 日本 Japan                                    |                                                  |

**作品說明 Concept of the work**

這一系列的作品以金魚和寶特瓶來呈現寶特瓶對環境生態的影響。

It compared that there is a life which disappears by environmental change by the PET bottle and the goldfish.

A life stops.  
Moving the world  
is continued.

TRANSFORM







作品名稱 Title of work  
**AYATORI**

作者姓名 Name of Applicants  
**Kato Mai**

學校所在地 Location of School  
**日本 Japan**

指導老師 Instructor  
**小谷恭二  
Kyoji Kotani**

學校名稱 Name of School/University  
**名古屋學藝大學  
Nagoya University of Arts and  
Science**

**作品說明 Concept of the work**

以一條線透過人的手可以變化的多樣、複雜性，象徵人都是可以改變的，若人願意改變，許多環境和社會的問題都可以解決，另外，透過兩個人的兩雙手，又可以創造更多的變化，所以我認為人是可以一起攜手合作來改變的。

Cat's cradle changes to various forms with one thread. That one thread changes intricately resembles people's possibility. People can become the form of various ideals. It put a message called ㄣ which can also change a very complicated and big ideal. If we change, many environmental problems and social problems are solvable. Furthermore, I think that it can change 2 times by changing by two persons. I think that it should change and go in cooperation with all the people that are man.



作品名稱 Title of work  
**VARIOUS NEWS SPILS THE EARTH**

作者姓名 Name of Applicants  
**Shirasagi Raiki**

學校所在地 Location of School  
**日本 Japan**

指導老師 Instructor  
**小谷恭二  
Kyoji Kotani**

學校名稱 Name of School/University  
**名古屋學藝大學  
Nagoya University of Arts and  
Science**



**作品說明 Concept of the work**

森林的砍伐、水的污染、石油的消耗等—地球正被各種人類造成的新聞損壞。

Deforestation, water pollution, fuel consumption--. The earth is spoiled by various news human makes.



作品名稱 Title of work  
**平等 - 平，平等 - 等  
Equality-Ping, Equality-Deng**

作者姓名 Name of Applicants  
**沙鋒  
Feng Sha**

學校所在地 Location of School  
**義大利 Italy**

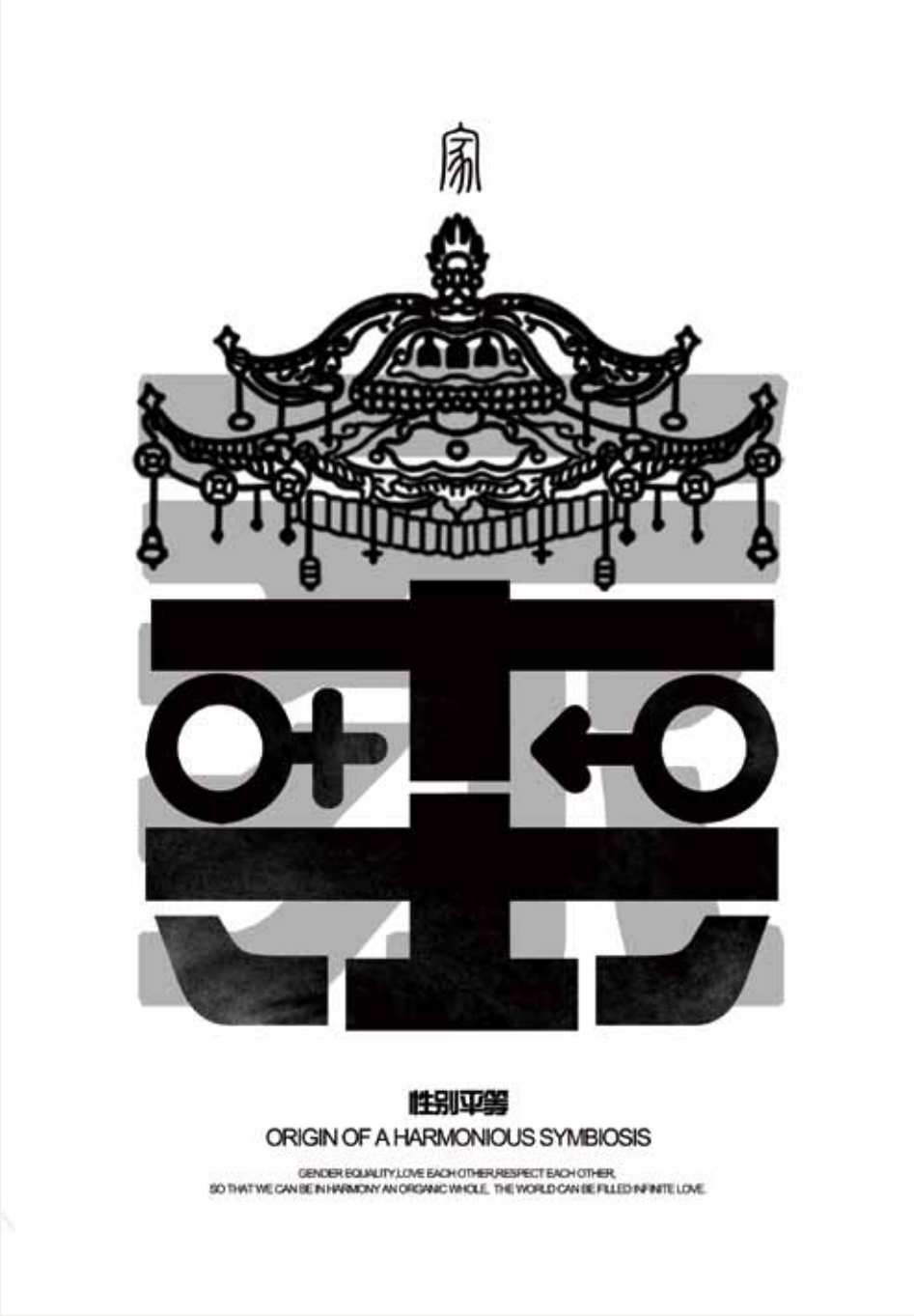
指導老師 Instructor  
**無 None**

學校名稱 Name of School/University  
**佩魯賈外國人大學  
University for Foreigners Perugia**

**作品說明 Concept of the work**

兩性平等，彼此相愛，互相尊重，使我們能夠和諧成為一個整體，這樣世界才可以充滿無限的愛。

Gender equality,love each other,respect each other,so that we can be in harmony an organic whole, the world can be filled infinite love.



作品名稱 Title of work  
**轉化。文字。淬鍊  
The development of Chinese character**

作者姓名 Name of Applicants  
**趙佳祥  
Chia-Hsiang Chao**

學校所在地 Location of School  
**臺灣 Taiwan**

指導老師 Instructor  
**蔡綺  
Chi Tsai**

學校名稱 Name of School/University  
**國立臺中科技大學  
National Taichung University of Science and Technology**



**作品說明 Concept of the work**

中國文字經歷時間的演進與世代民族交替共融，由象形的圖形、記事、轉化，到我們現在的楷書、正體，是華人文字演變的過程。千年下來的想像，一種祈禱、一種依靠，經由圖像的轉化，淬鍊出的文字符號思想。

Chinese typography develops through time and the combination of nations . Nowadays , modern typography is from ancient symbol that is a eastern cultural periods evolution . In the thousand of years imagination , Chinese typography signs represent a pray and comfort . Through the time and culture transferred to our meaningful and beautiful Chinese typography.



## 數位動畫 Digital Animation

臺灣

### 評審評語 Jury Comments



羅申駿 Johnason Lo

我覺得這次的評選當中，看到了很多作品的多樣化，其實在幾個作品中尤其像是「鹿角女孩」和「呼忽」，也都看到了台灣學生在 3D 動畫上演繹的成熟性；不管在故事上面、表現手法上面，都看到了很突出的表現。而銀獎的作品，我們看到了動畫上 **art direction** 風格的可能性。整體而言，這次作品水準都非常的高，各種的手法、表現方式和故事的態度，都看得到學生們對這塊領域的興趣及投入的時間與精力。我相信在數位動畫這一塊，我們絕對鼓勵學生如何說故事勝過於技術或如何表現成熟的質感，所以一切都是以「故事」作為出發點。這一次評選下來，我們在學生的作品當中，看到很多可能性。

I feel that in this competition there were many diverse pieces, especially ones such as "The Girl With Antlers" and "Hu Hu" which expresses the maturity of Taiwanese students in 3D animation interpretation; whether in story or presentation method, I saw exemplary performance. The piece which won silver showed us the possibility of art direction style in animation. The overall quality of pieces was very high and from the various methods, presentation of stories we can see the interest and invested time and energy of students in this field. I believe that in animation, we absolutely encourage students to work on telling a story more than technique or expressing a mature texture; everything begins with the "story". After judging this competition, I see much possibility from student pieces.



楊紹昌 Vance Yang

首先，很高興看到非常多精彩且成熟的作品，而且每樣作品的表達內容很多樣化，許多作品結合了許多不同技巧，不管是 2D、3D、**cutout**，這些技巧融合在一起做的非常好。尤其是動畫組的金獎，很可惜沒有得到評審團大獎，因為這個作品在初選所有評審第一次看到這個作品時，都愛上了這個作品，即使看了這麼多遍，我們還是覺得這是一件非常成熟的作品，我覺得台灣的動畫教育能產生這麼好的作品，實在非常值得鼓勵。最後也希望這樣的比賽能持續下去，吸引更多國際上優秀的學生一起在這個舞台上共同較勁，我覺得是一個非常精采的比賽。

First, I was happy to see many exciting and mature pieces. Every piece was diverse in expression and combined many different techniques whether they were 2D, 3D, or cutouts, the combination of these techniques were excellent. Especially the gold medal piece in animation, although it did not win the grand prix but every judge fell in love with the piece after the first viewing. Even after so many repeated viewings, we still feel this is a very mature piece. I think the fact that animation education in Taiwan can produce such a high quality piece should be encouraged. Finally, I hope this competition can continue and attract more international students of excellence to compete on this stage together. I think this was a wonderful competition.

## 評審評語 Jury Comments



Kyle Hyunsuk Kim

今年是我第一次參加臺灣國際學生創意設計大賽，這次的參賽作品非常棒。除了韓國以外，我去過很多國家擔任競賽評審，我認為這次競賽不管是 2D 或 3D 的作品，都有非常高的水準，而且每件作品都有自己獨特的風格。動畫最重要的就是故事的傳達，這次作品在傳達故事的能力上都有很優秀的表現。決選過程中，評審們對第一名都十分有共識，但是在其他許多優秀作品中，我們很難作出抉擇，因此我們將評選著重在故事的傳達及富有學生作品感覺的作品上。

This was my first year of participating in the Taiwan International Students Design Competition and the pieces in this year's competition were all excellent. Aside from Korea, I have travelled to many countries as a judge and I feel that whether 2D or 3D, the pieces in this competition were all of excellent quality, each exhibiting their own unique style. The most critical aspect in animation is conveying the story, and each piece showed exemplary performance in this aspect. In the final selection process, the judges were unanimous in our decision of the first prize but there were some difficulties in choosing from the many excellent pieces. Therefore, we emphasized scoring on story conveyance and pieces which had the feeling of student pieces.



Sanja Rocco

這次的評審經驗非常愉快，由於我本身是視覺設計師，因此我更重視作品的概念性，對我來說，「故事」和大賽主題「轉化」的連結非常重要，另外，其他的元素像是好的配樂、視覺語言等等，也同樣重要。這次有許多很好的作品，但選出最佳的前十名並不困難，我們在經過許多討論後，評審們對好的作品看法相當一致。我希望學生們對於我們的決定感到開心，也希望這可以成為他們未來繼續努力的動機。

This judging experience was very full of enjoyment. As I am a visual designer, I emphasize the importance of a piece's concept. To me, the connection between "story" and the theme of "transformation" is very important. Furthermore, other elements such as good accompanying music, visual language, and more are equally important. There were many good pieces this time, but picking the 10 best was not difficult. After much discussion, the judges were unanimous in our decision of the best pieces. I hope the students are happy with our decision, and hope that this will motivate them to continuing their hard work in the future.

Troy Innocent

這次以 " 轉化 " 為題的數位動畫類決選作品，都有很高的水準，有一些入選的學生作品十分專業，就技巧上用很美、精緻的畫面來呈現，同時在物件與角色的表現的使用、畫面的分鏡處理、還有在時間點及敘事手法都很到位。此外，故事也很有趣，經常看到動畫類的作品就像馬戲團小丑，是輕鬆、搏君一笑的，但這次獲得金銀銅獎的作品都在探討嚴肅的主題，這在我看來十分有趣也很具啟發性，展現了這個媒介的成熟性，數位動畫不僅僅是卡通，更可以呈現成人的主題。金獎得主更以傳遞深層的情感牽動觀者的心，探討了父女之間關係的轉變，微妙的處理方式引人入勝，我十分享受欣賞這個作品！

The final selection pieces with the theme of "transform" were all of high quality. Some students' pieces were extremely professional and used techniques beautifully, presenting refined images. The use of objects and the expression of characters, frame processing, timing, and story techniques were all very appropriate. Furthermore, the stories were interesting and while commonly seen animation pieces are like clowns in a circus, relaxing and bringing smiles, the three medal pieces all explored serious topics. I feel that this is fun and enlightening while being able to show the maturity of this media. Digital animation is not merely a cartoon, but can also be used to express adult themes. The gold medal piece was able to convey deep emotions and hook the audience's heart by exploring the transformation of the relationship between father and daughter. The subtle method used to achieve this was fascinating and I enjoyed this piece extremely!



## 廠商贊助獎 Sponsorship Awards

文瑞獎 WEN-RUI AWARD

這件作品透過小男孩的眼光觀察社會，來看我們生活周遭正不斷破壞生態的種種現象，也反映了現今社會崇尚奢華與浪費的文化。作品的動畫技術上十分成熟，同時展現了海山教育基金會的理念，引導我們走向更正向的社會發展。

This piece observes society through the eyes of a little boy, showing us how habitats are constantly being destroyed in our lives while reflecting this society's culture of chasing luxury and waste. The animation techniques of the piece are very mature, simultaneously expressing the principles of Hai-Sun Education Foundation and guiding us towards a more positive society.

## 廠商贊助獎 Sponsorship Awards

寶來國際獎 POLYLIGHT AWARD

作品運用剪紙的趣味，描述一個人不斷開啟一扇扇門來逃脫生活周遭，然而逃脫到最後卻只是掙扎。作者運用簡單的技術跟工具，用十分具有新意的方式來說故事，十分符合寶來國際有限公司在創新上的企業經營理念。

The piece uses cut paper to depict a man who continuously opens doors to escape his life surroundings, but his escape is merely a struggle. The artist uses simple technique and tools to tell a story in an innovative method, fully fitting with Polylight's principles of corporate governance.



數位動畫類評選狀況 Evaluation of Digital Animation category





作品名稱 Title of work

鹿角女孩  
THE GIRL WITH ANTLERS

作者姓名 Name of Applicants

羅鈺樺、李佳容、林靖凡、陳芝妤  
Yu-Hua Luo, Jia Rung Lee,  
Jing-Fan Lin, Zhi-Yu Chen

學校所在地 Location of School

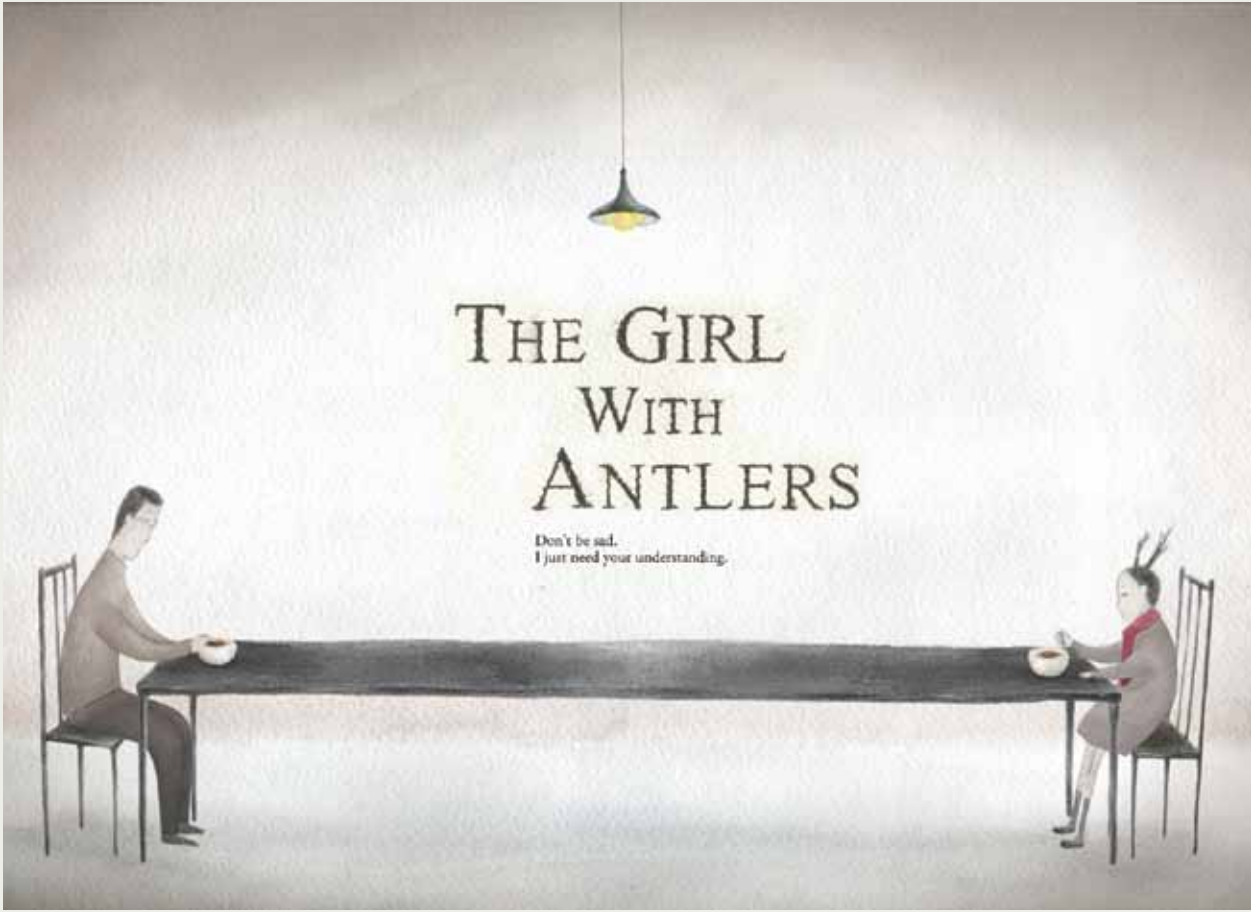
臺灣 Taiwan

指導老師 Instructor

馮偉中  
Wei-Zhong Feng

學校名稱 Name of School/University

大葉大學  
Da-Yeh University



作品說明 Concept of the work

「鹿角女孩」在講述父女之間的親情故事，使用水彩、粉彩、炭精筆等等的媒材來呈現手繪質感。長長的房屋、餐桌、小船則隱喻著故事中不善表達的父女，他們之間漫長距離的隔閡。

The girl with antler is talking about the relationship between a father and a daughter. In order to present the hand painted texture, the media that was used were watercolor, pastels, graphite and pen. The long house, dinner table, the boat is the metaphor the lack of communication and there is a gap between them.

作品名稱 Title of work

朝露  
ephemeral

作者姓名 Name of Applicants

陳普、謝孟成  
Pu Chen, Meng-Chen Tsei

學校所在地 Location of School

臺灣 Taiwan

指導老師 Instructor

謝大立、王世偉  
Ta-Lih Shieh, Vick Wang

學校名稱 Name of School/University

實踐大學  
Shih-Chien University



作品說明 Concept of the work

如蜉蝣般的主角旅遊在世界之中，他看見了生命的大小、生命的重量、生命的更迭，最後他找到了自己在這世界上位置。生命，譬如朝露。

Traveling like a bug in the world ; he saw the weight of life , the length and short of life , the alternation of life ; he find himself in this strange world. Life just like a ephemeral morning dew.



銅 獎  
Bronze Prize



作品名稱 Title of work

呼忽  
HUHU

作者姓名 Name of Applicants

張晉維、簡嵐淇、紀盈如  
Chin-Wei Chang, Lan-Chi Chien,  
Ying-Ju Chi

學校所在地 Location of School

臺灣 Taiwan

指導老師 Instructor

蔡旭晟  
Shiu-Cheng Tsai

學校名稱 Name of School/University

台南應用科技大學  
Tainan University of Technology



作品說明 Concept of the work

是什麼讓在雲上神仙跌倒了?! 整條路上都是高樓的街，老舊的小廟顯的突兀卻沒有人關注，小廟裡供奉的神明見狀，希望老舊的小廟能夠再次吸引人們，於是將老舊的小廟拔起進行一場大改造計畫……。

What makes the gods on the cloud fell? ! The streets on the whole way are full of towers and the small old temple is outstanding. Unfortunately, no one concern about the small old temple. The gods in the small old temple hope the temple could be attracted by people while seeing this condition. Therefore, they lift the small old temple and start to proceed with a large transforming plan.

佳 作  
Honorable Mention

作品名稱 Title of work

謁摩之城  
KARMA

作者姓名 Name of Applicants

蔡之苓、莊茹貽、  
翁佩妤、黃郁芬  
Zhi-Ling Cai, Ru-Yi Zhuang,  
Pei-Yu Weng, Yu-Fen Huang

學校所在地 Location of School

臺灣 Taiwan

指導老師 Instructor

陳慶鴻  
Cing-Hong Chen

學校名稱 Name of School/University

樹德科技大學  
Shu-Te University



作品說明 Concept of the work

在中國傳統社會中，一直有使用動物入藥的陋習，許多珍貴的保育動物因此成為黑市交易的商品。本片以傳統闡述傳統，藉由輪迴因果的思想，喚起大眾生命平等的觀念，重新省思自我作為，並重視動物入藥相關議題。

In the tradition of Chinese society, there is a corrupt custom that people have used animals for medical purposes. Therefore, numerous precious protected animals become goods in the black market. The film illustrated in a traditional way by the idea of karma to arouse public about the equality of life; and further, to review ourselves whether direct or indirect kill the innocent lives and pay much attention to the related issues.





佳 作  
Honorable Mention



作品名稱 Title of work

漫漫生  
Pregnacy

作者姓名 Name of Applicants

蘇雅盈  
Ya-Ying Su

學校所在地 Location of School

臺灣 Taiwan

指導老師 Instructor

余為政  
We-Chen Yu

學校名稱 Name of School/University

國立臺南藝術大學  
Tainan National University of the Arts



作品說明 Concept of the work

描述精神上患有妄想症狀的女子，沉浸在自己所建造出的國度，日復一日，最後生產出來的是妄想還是真有小孩呢？

This animation describes a woman suffers from delusions, she repeat the same thing every day in her life. Everything about her life is just like living in the inner world of self.

佳 作  
Honorable Mention

作品名稱 Title of work

無常  
Life is unpredictable

作者姓名 Name of Applicants

劉晏呈  
Yen-Chen Liu

學校所在地 Location of School

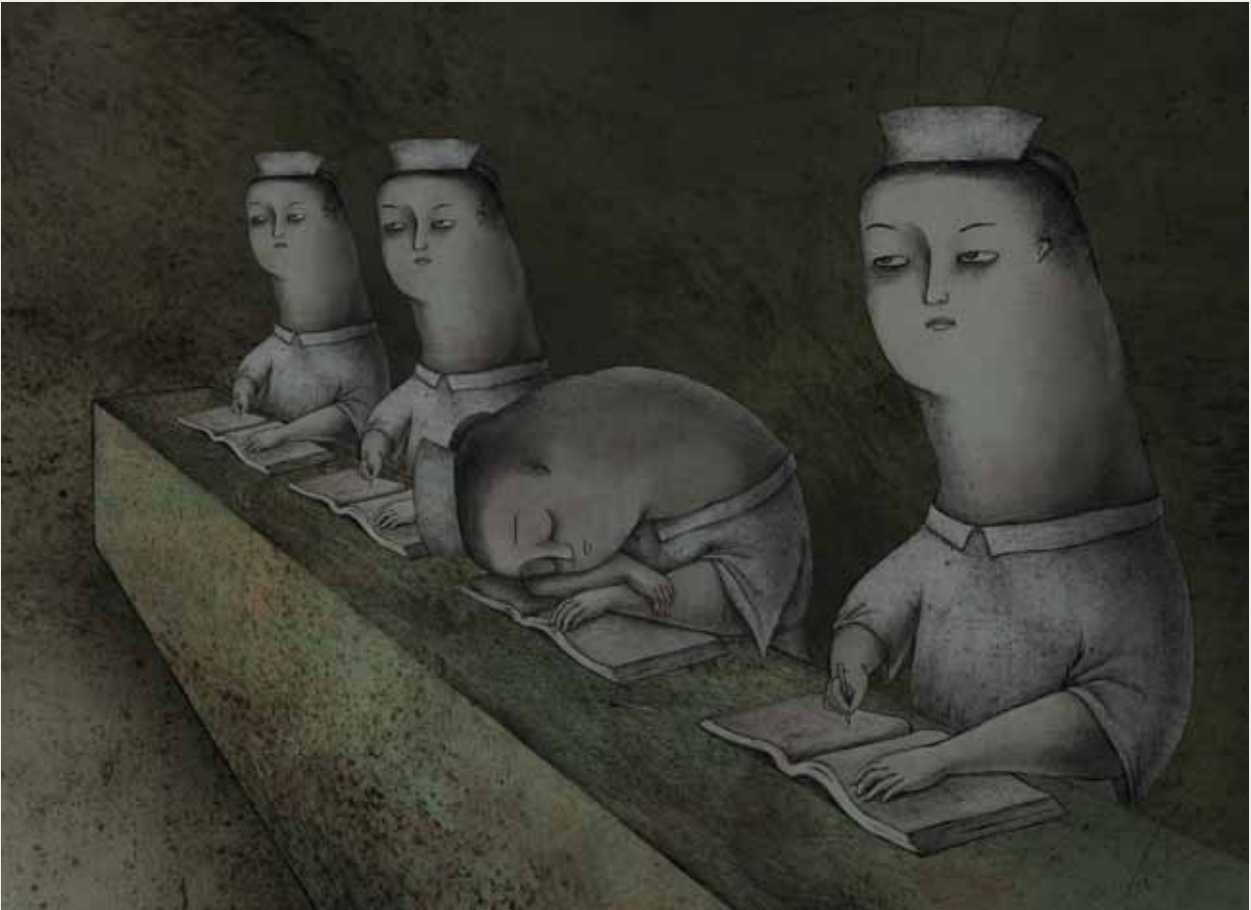
臺灣 Taiwan

指導老師 Instructor

謝大立  
Ta-Lih Shieh

學校名稱 Name of School/University

實踐大學  
Shih-Chien University



作品說明 Concept of the work

人生是無常的，生或死都是一種轉變。轉化，面對這些轉變如果以不同的觀點去面對就會得到不一樣的結果。一場大雨使得許多植物死去了，但大雨總會停止隨之而來的就是陽光，死去的植物成為養分孕育出新的生命。

Life is unpredictable, life or death is a change or transformation if you face these changes from a different point of view, you'll get different results. A heavy rain makes plants died but after raining, the sun will come. The dead plants become nutrients to make the new life growing.



佳 作  
Honorable Mention



作品名稱 Title of work

快樂鍵盤  
Happy Button

作者姓名 Name of Applicants

江翔傑、張家瑜、黃翊庭  
Shiang-Jie Jiang, Chia-Yu Chang,  
Yi-Ting Huang

學校所在地 Location of School

臺灣 Taiwan

指導老師 Instructor

林泰州  
Tay-Jou Lin

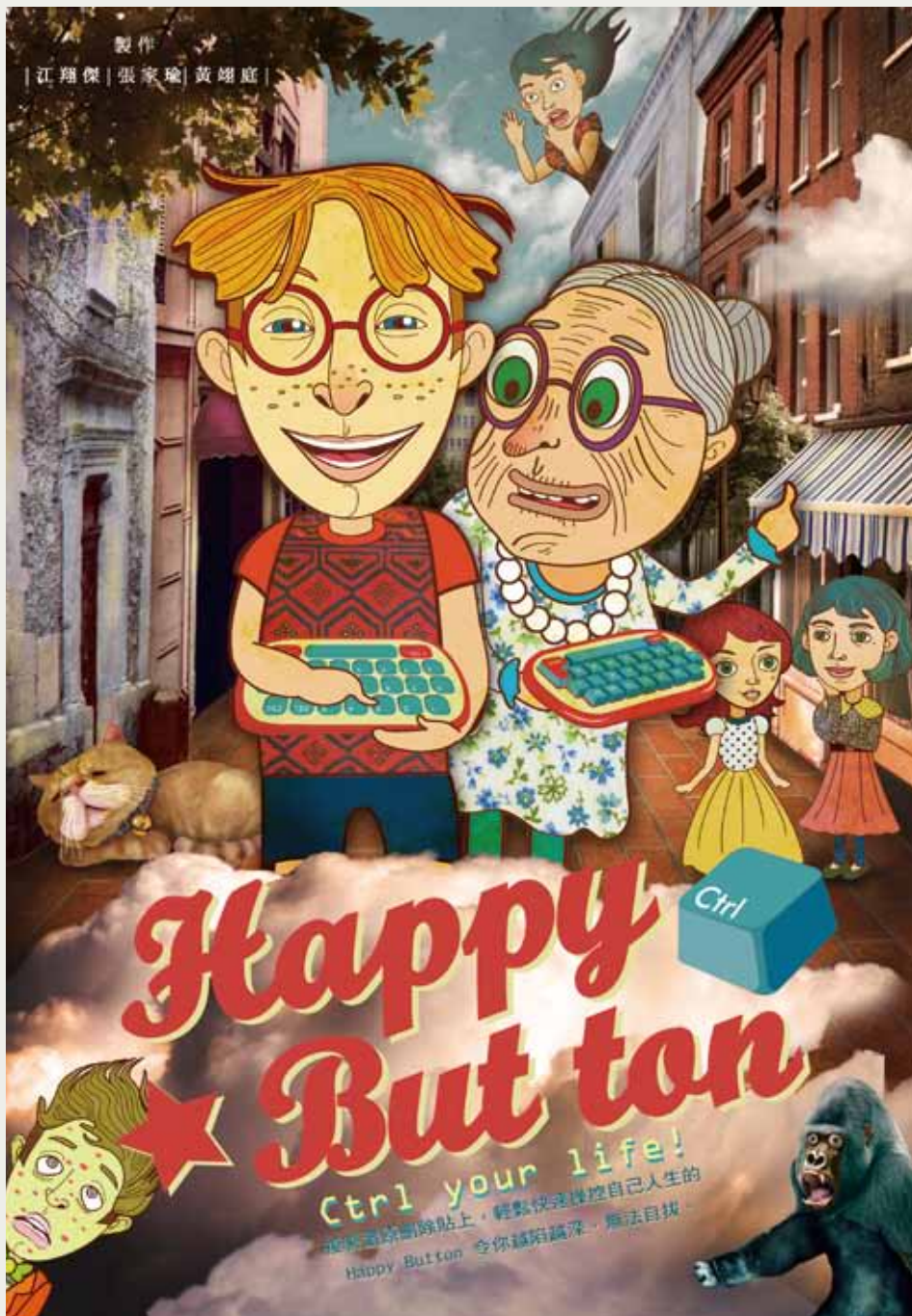
學校名稱 Name of School/University

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

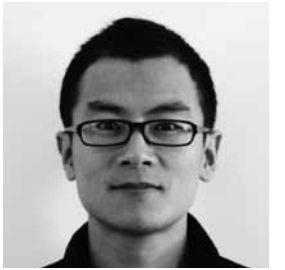
作品說明 Concept of the work

媒體報導的虛與實之下，個個報導故事有不同的樣貌。Happy Button 鍵盤是個讓人依賴的元素，不知不覺沉迷在使用它操控自己的人生，以為這樣做對自己會有好處，卻越陷越深，無法自拔，科技始終無法解決一切

Bolstered by the truths and falsehoods blown up by the media, our society is over-dependent on technology and the internet. Happy Button, the dependence-inducing magical keyboard, is all about speed and convenience. Unknowingly, the users gradually begin using it to control their own lives. As they copy, undo, delete and paste, trying to solve problems in life easily and swiftly like they do with their computers, the users become ensnared and controlled by the device, and cannot escape. The humorous and ironic short animation pieces are created in order to intrigue the audience with some unique food for thought.



佳 作  
Honorable Mention



作品名稱 Title of work

屠夫與狼  
Butcher And Wolfs

作者姓名 Name of Applicants

趙柱軍  
Zhu-Jun Zhao

學校所在地 Location of School

中國 China

指導老師 Instructor

李江  
Jiang Li

學校名稱 Name of School/University

太原理工大學  
Tai-Yuan University of Technology

作品說明 Concept of the work

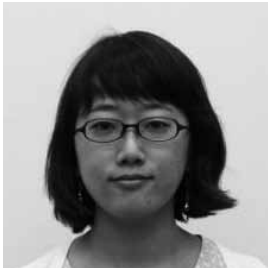
傳統的剪紙動畫製作模式只是在剪紙藝術的基礎上設計角色與場景造型，然後在運用動畫運動規律的基礎上進行拍攝。針對手工剪紙動畫製作耗時、耗材、效率低、耗資大的問題，提出了以三維軟體類比出剪紙動畫的方法。

This kind of traditional paper-cut animation production mode in clipart is designed on the basis of characters and scenes modelling, and then in the use of the law of motion of the animation basis to shoot. Manual paper-cut animation for time-consuming consumables, low efficiency of the problem of large cost, put forward 3 d software simulation paper-cut animation of the method. After a year of hard work, the practice show that the 3 d software can be used as the carrier of paper-cut animation, and then put the paper-cut animation showed more vivid stereo and rhythm.





佳 作  
Honorable Mention



作品名稱 Title of work

**Make a Wish**

作者姓名 Name of Applicants

**Hee Jin Kim**

學校所在地 Location of School

**美國 United States**

指導老師 Instructor

**Bruce Wands, Steve Rittler, Trilby Schreiber  
Dave Cortes, David Mattingly, Jarryd Lowder  
In Pyo Hong, Everet Kane, Tim Anderson**

學校名稱 Name of School/University

**視覺藝術學院  
School of Visual Arts**



作品說明 Concept of the work

影片描述一個想要變漂亮的女孩。從狡猾的魔術師手中得到一張名片使她開始與眾不同。本片 3D 動畫中描述了她女孩的冒險，也捕捉到由於小女孩生理上的改造使心理上，也產生變化的微妙人物特徵。

Make a Wish is Hee Jin Kim's 3d animation. The film depicts an ordinary girl who wants to be beautiful. The only thing which makes her different from others is that she has got a name card of a wily magician. Her little adventure is depicted in the short piece of 3d animation. How the girl changes her mind while changing her body is captured with subtle character animations.

佳 作  
Honorable Mention



指導老師 Instructor

**吳岱融  
Dai-Rong Wu**

學校名稱 Name of School/University

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

作品名稱 Title of work

**長頸鹿史觀  
Giraffism**

作者姓名 Name of Applicants

**李柏翰  
Po-Han Lee**

學校所在地 Location of School

**臺灣 Taiwan**



作品說明 Concept of the work

以簡明的風格及符號化的手法，呈現長頸鹿喬治為了一包薯條，引發了一連串的效應，改變了世界。

Use a symbolized style and graphic, present a story about George the giraffe. He just wants to a pack of french fries, but he changes the world as well.

佳 作  
Honorable Mention



作品名稱 Title of work

**Be you tiful**

作者姓名 Name of Applicants

**Hsin-Pei Liu**

學校所在地 Location of School

美國 **United States**

指導老師 Instructor

**Bruce Wands, Adam Meyers, Jarryd Lowder  
Eric Eiser, Russet Lederman, Frank Lee  
Emily Hubley, Keng-Ming Liu**

學校名稱 Name of School/University

**視覺藝術學院  
School of Visual Arts**



作品說明 Concept of the work

本片 "Be you tiful"（取「美麗」之諧音）是一部 2.5D 動畫。探討性別認同和社會的需要，無論是男性還是女性都容易被既定的觀念分類。本片用童趣的調色盤和紙張構成加上後製效果。主角「劉」以讓對方卸除心防的方式處理了嚴肅的話題，並且拋開對性別狹隘的看法展開一段對話。

Beoutiful is a hybrid 2.5D animation, which explores gender identity and our society's need to always categorize one's gender as either male or female. By using a playful color palette and paper constructions built in After Effect, Liu tackles a serious subject in disarming way, and opens a dialogue without forcing a narrow view on gender.

佳 作  
Honorable Mention



作品名稱 Title of work

**The Box**

作者姓名 Name of Applicants

**Yiu-Chen Yang**

學校所在地 Location of School

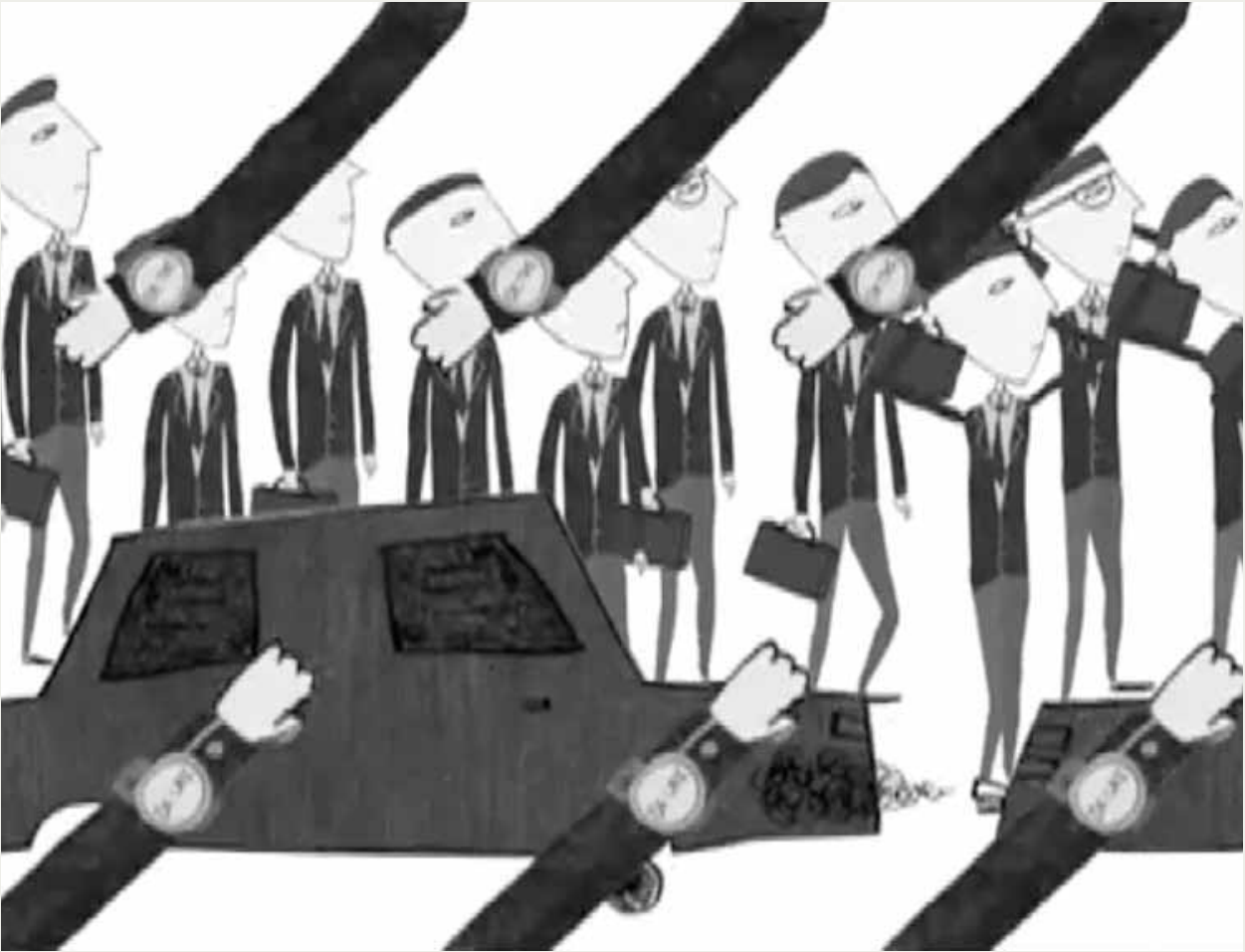
美國 **United States**

指導老師 Instructor

**Bruce Wands, Adam Meyers, Sean Pecknold  
Keng-Ming Liu, Brian Caiazza, Eric Eiser**

學校名稱 Name of School/University

**視覺藝術學院  
School of Visual Arts**



作品說明 Concept of the work

本片結合插畫、定格動畫、真實場景拍攝手法來講述一個有關成長過程中對於天真與創造力遺失的故事。在視覺上，它提供了三種不同風格的，特別強調童年（彩色插圖）、成年（黑白插圖）和想像（真實場景拍攝與定格動畫）之間的差異。要觀眾去審思每個人在童年時的角色，以及可能如何讓他重新融入在成人的生活中。

The Box (2012) is a mixed-media animation that combines illustration, stop-motion, and live action to present a story about the loss of innocence and creativity in the process of becoming an adult. Visually, it presents three distinct styles to highlight the differences between childhood (colorful illustrations), adulthood (black and white illustrations) and the imaginary (live action and stop motion). The Box asks each of us to examine the role of childhood and how it may be reintegrate it into adult life.





作品名稱 Title of work

形人  
Psyche

作者姓名 Name of Applicants

黃怡婷、陳宜廷、黃冠理、  
朱孝庭、張鈞碩、徐啟梵、陳逸翔  
Yi-Ting Huang, Coln Chen, Kraun Huang,  
Hsiao-Ting Chu, Jyun-Shuo Jhang,  
Chi-Fan Hsu, Yu-Hsiang Chen

學校所在地 Location of School

臺灣 Taiwan

指導老師 Instructor

楊裕隆  
Yu-Lung Yang

學校名稱 Name of School/University

樹德科技大學  
Shu-Te University



作品說明 Concept of the work

形人意指形態像人的怪物，藉由小男孩的視角看待世界。用八隻怪物分別代表溼地、河川、海洋、石油等污染，森林砍伐、暖化、電磁波干擾、過度獵殺等環境議題。強調人們破壞環境，生物失去原貌變成承受人類慾望的怪物。

The story is based on the vision of the little boy how to see the world. He meets many odd monsters looked like human. There are eight mainly mosters in Psyche. They represent environment issues about pollution of wetlands, ocean, oil and deforestation, global warming, electromagnetic waves and overhunting that should be paid attention now. Human slowly increase the desire of environment so the world become turbid. Animals and plants lose their original appearance and turn into monster with half of human's appearance. However, human also lose pure soul when they destroy the environment.

作品名稱 Title of work

們  
THE DOOR

作者姓名 Name of Applicants

林妍伶、高子媛、鍾瑩瑩  
Yen-Ling Lin, Tsu-Yuan Kao,  
Ying-Ying Chung

學校所在地 Location of School

臺灣 Taiwan

指導老師 Instructor

陳建宏、楊東岳  
Chien-Hung Chen, Tung-Yueh Yang

學校名稱 Name of School/University

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



作品說明 Concept of the work

有一個人被困在有五扇門的未知空間中，他試圖逃離這個空間。然而，他能做的就只有在一次次的苦難中掙扎，渴望解脫。

A man was jailed in an unknown place that stood five doors. The man tried to escape from this room; however, he cannot do anything except struggled in every distress.





作品名稱 Title of work

**超能死鬥**  
**Superpower War**

作者姓名 Name of Applicants

**林者帆**  
**Che-Fan Lin**

學校所在地 Location of School

**臺灣 Taiwan**

指導老師 Instructor

**鐘世凱**  
**Kyle Chung**

學校名稱 Name of School/University

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



作品說明 Concept of the work

近年來超級英雄題材廣受好評，本創作以丑角性質表演與 3D 特效來展現動畫趣味性，透過超人的打鬥來影射生活中洗衣服的橋段，期望帶給觀眾驚奇喜劇的感覺。

The Superhero theme has been a big hit recently. This project will use much more 3D Effects to show its fun. Using the fighting scenes of those superheros , the maker wants to reflect and imply those scenes with daily laundries. Meanwhile, he hopes to surprise the audience.



指導老師 Instructor

**謝大立**  
**Ta-Lih Shieh**

學校名稱 Name of School/University

**實踐大學**  
**Shih- Chien University**

作品名稱 Title of work

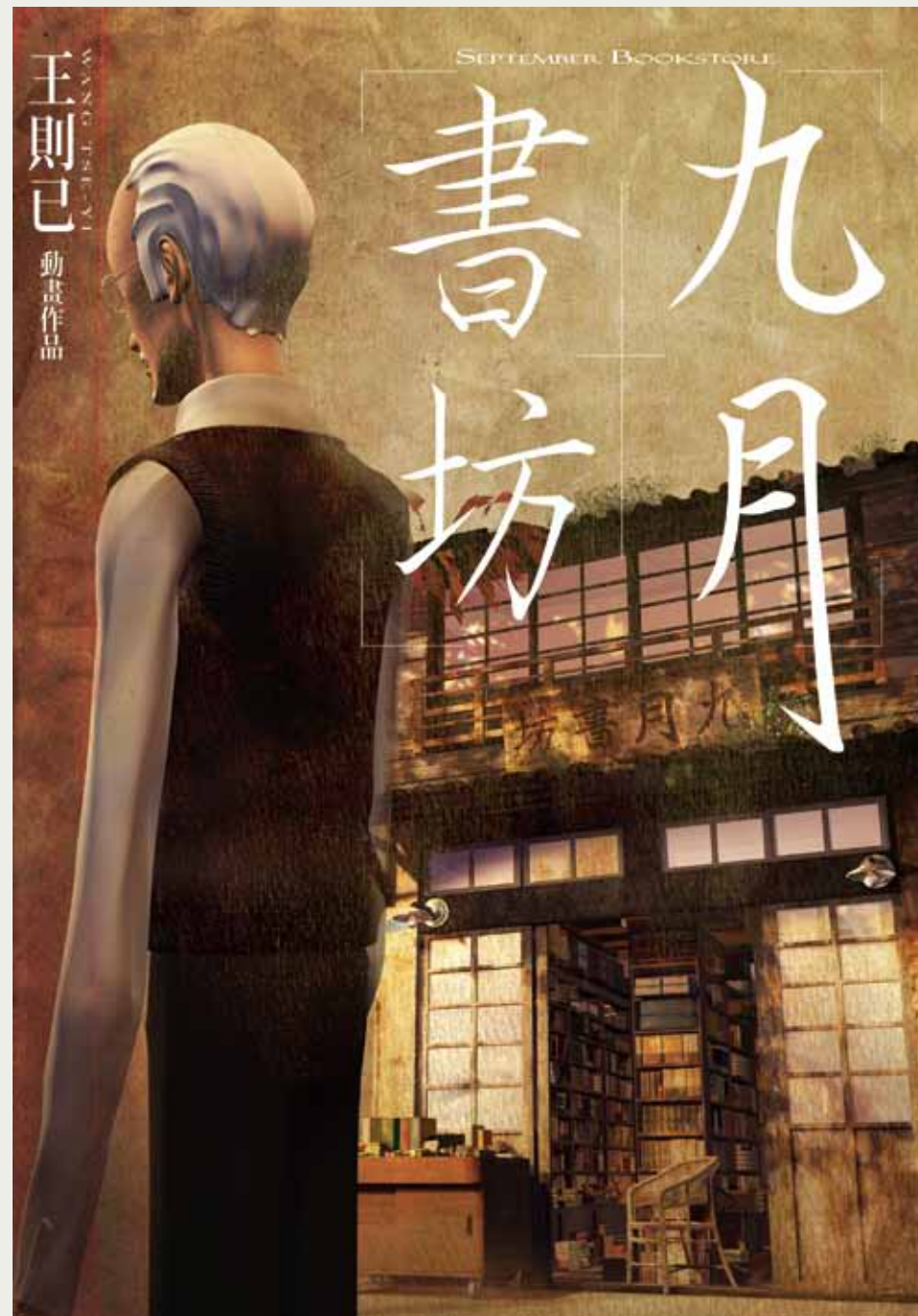
**九月書坊**  
**September Bookstore**

作者姓名 Name of Applicants

**王則已**  
**Tse-Yi Wang**

學校所在地 Location of School

**臺灣 Taiwan**



作品說明 Concept of the work

從前有一位青年在城市裡的某個角落開了一間書店。隨著時代的改變，城市變了，附近的建築變了，青年和書店都老了，但這間書店及店主的回憶是唯一不變化的。

There was a young man who started a bookstore somewhere in the city. Time passe by, almost every thing has changed, but the bookstore and memories are the things that have not changed.





作品名稱 Title of work  
**喔喔先生**  
**Mr.ooh**

作者姓名 Name of Applicants  
**許銘潔**  
**Julie Hsu**

學校所在地 Location of School  
**中國 China**

指導老師 Instructor  
**梁汝杰**  
**Sic Leung**

學校名稱 Name of School/University  
**汕頭大學長江藝術與設計學院**  
**Cheung King School of Arts and Design ,Shantou University**



作品說明 Concept of the work

以 Mr.ooh 的一些不文明行為，以小見大，反映社會人類道德文明的細微轉化，從而希望引起人們的反思，倡導文明道德社會。

To Mr.ooh uncivil behavior, the big to small, reflecting the subtle transformation of the social and human morality and civilization, which cause people to reflect and advocate a civilized and moral society.

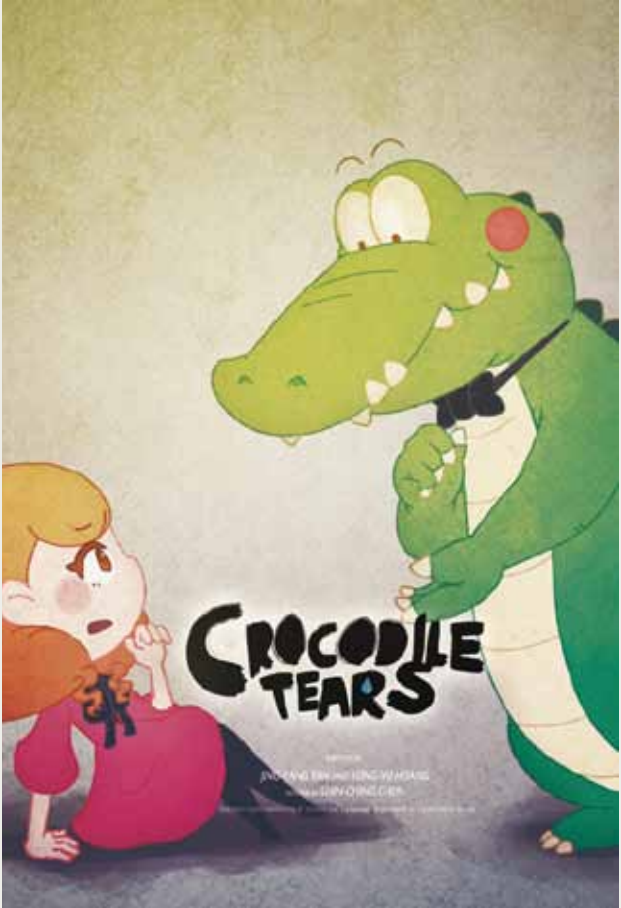
作品名稱 Title of work  
**鱷魚的眼淚**  
**Crocodile Tears**

作者姓名 Name of Applicants  
**顏靖芳、黃詠榆**  
**Jing-Fang Yan, Yong-Yu Huang**

學校所在地 Location of School  
**臺灣 Taiwan**

指導老師 Instructor  
**陳世昌**  
**Shih-Chang Chen**

學校名稱 Name of School/University  
**國立雲林科技大學**  
**National Yun Lin University of Science and Technology**



作品說明 Concept of the work

"Crocodile Tears" 是美國通俗的俚語，喻指虛假的眼淚、偽裝的同情。以此為主題名稱，諷刺的正是因虛榮而殘忍地奪動物的皮毛做為服飾、用品，卻又一面提倡保育、希望維持良好形象的社會現象。

"Crocodile Tears" is a popular slang in the United States means false tears and disguised sympathy. We have "Crocodile Tears" as the theme name of our project to mock the social phenomenon to derivate animal skins as clothing due to vanity and cruel, supplies, but also advocate conservation and hope to maintain the good image at the same time. In the end showed a crocodile handbags. Crocodile tears allow people to reflect that who is the real hypocrite.





作品名稱 Title of work  
**詭偶**  
**The Freaky Doll**

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作者姓名 Name of Applicants  
**王新瑜、許惠淳、陳怡伶、黃士欣**  
**Shin-Yu Wang, Huei-Chuen Hu,**  
**Yi-Ling Jen, Shr-Shin Huang**

學校所在地 Location of School  
**臺灣 Taiwan**

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指導老師 Instructor  
**李學然**  
**Shyue-Ran Li**

---

學校名稱 Name of School/University  
**國立屏東教育大學**  
**National Pingtung University of**  
**Education**



**作品說明 Concept of the work**

詭譎、懸疑，整體故事專注在刻劃角色的情緒表達與內心鬥爭舞台前後映襯人偶們的內心世界與外在行動，設定為提線木偶，藉肢體動作，合理的傳達角色情緒以及內心。詭譎的音色在不同片段出現，以烘托出事件與動作。

A horrible and suspenseful story focuses on characterizing roles'emotional expression and inner struggles. The downstage and backstage reflect puppets' inner world and external operations. The film takes puppets' physical actions to logically convey the role's emotions and hearts. Strange tone appears in different parts in order to express the events and actions.

作品名稱 Title of work  
**Drawing of Mom**

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作者姓名 Name of Applicants  
**Anila Jaho**

---

學校所在地 Location of School  
**美國 United States**

指導老師 Instructor  
**Kurt Ralske**

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學校名稱 Name of School/University  
**視覺藝術學院**  
**School of Visual Arts**

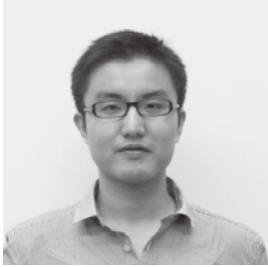


**作品說明 Concept of the work**

本片探討一個 5 歲男孩的內心世界，包括如何以他的認知去應對他的恐懼。本片藉由小男孩的夢境與現實間模糊的界線表達他獨特的性格。而轉變的概念在於生死與更生間，一些每天會遇到的不同挑戰。小男孩用它純粹心去面對人生第一個課題。

This animation explores the inner world of a five year old boy, including his complex fears, and his age appropriate personal views on how to deal with them. In a dream like visualization, the piece will show aspects of his world where dreams are blurred with the reality and overall give us messages toward openness and acceptance, also a unique perspective of his personality. The concept of change, death and rebirth, the renewal, and the acceptance above all that concludes from it, we face it every day and challenges us differently. This little boy is in his first stages of this realization, and he faces it with a pure heart, where no ego is involved, and it seems easier from his perspective. The animation will integrate the 3D, 2D and live action.





|                          |                                |
|--------------------------|--------------------------------|
| 作品名稱 Title of work       | 指導老師 Instructor                |
| <b>ROCK01</b>            | <b>Adam Meyers</b>             |
| 作者姓名 Name of Applicants  | 學校名稱 Name of School/University |
| <b>Erdi Yao</b>          | <b>視覺藝術學院</b>                  |
| 學校所在地 Location of School | <b>School of Visual Arts</b>   |
| <b>美國 United States</b>  |                                |

作品說明 Concept of the work

本片為 2D 動畫，故事講述一個機器人找到以有限的表達方式完成溝通的方法，最終並打敗了外星來的侵略軍團。受到日本機器人動畫和西方科幻小說的啟發，本片使用一個乾淨的和大胆的平面設計風格，結合強烈的視覺結構。本片融合東方的象徵與西方的敘事結構，創造出一個結合實驗性和受歡迎的電影類型所結合而成的新風格。

Erdi Yao's ROCK01(2012) is a 2D animation, which tells the story of a robot who finds a way to communicate with limited expression, and ultimately defeat a legion of alien invaders. Inspired by Japanese robot animations and western science fiction, ROCK01 uses a clean and bold vector graphic design style combined with a strong visual structure. The animation merges eastern symbolism with a western narrative structure to create a new language at the intersection of experimental and popular film styles.



|                          |                                |
|--------------------------|--------------------------------|
| 作品名稱 Title of work       | 指導老師 Instructor                |
| <b>Impersonator</b>      | <b>Steve Rittler</b>           |
| 作者姓名 Name of Applicants  | 學校名稱 Name of School/University |
| <b>Chiang Yao</b>        | <b>視覺藝術學院</b>                  |
| 學校所在地 Location of School | <b>School of Visual Arts</b>   |
| <b>美國 United States</b>  |                                |

作品說明 Concept of the work

"模仿者"是一部 3D 動畫，講述有關一個人可以堅持一個虛假的自我到怎樣荒謬的程度。

為了展示人物的心理想法，主角在外觀下用不同面貌表現黑暗面以及不安的心理狀態。這個故事描繪了一個噩夢中，一個蒙面的小丑遭受到幾名黑道歹徒的威脅而脫下了他的面具。然而，一個殺手清除了所有的歹徒，而這個殺手原來是小丑真正的自我。"模仿者"所希望激起的想法是，在假面具下的時間過長，將迫使內心真實聲音重新啟動與爆發。

"Impersonator" is a 3D animated short about the absurd degree to which a person can cling to a false self. To demonstrate the psychological idea of persona, characters have different visages representing the dark and disturbing mental states beneath externals. The story portrays a nightmare in which a masked clown is threatened by several gangsters to take off his mask. However, a killer wipes out all the gangsters and turns out to be the clown's true self. 'Impersonator' evokes the idea that wearing a fake mask for too long will force your internal true spirit to reboot and break out.







作品名稱 Title of work

**異站**  
**The N Station**

作者姓名 Name of Applicants

**李柏翰、郭君惟、林承萱**  
**Po-Han Lee, Chun-Wei Kuo,**  
**Cheng-Shiuan Lin**

學校所在地 Location of School

**臺灣 Taiwan**

指導老師 Instructor

**張維忠、劉家伶**  
**Wei-Chung Chang, Chia-Leen Liu**

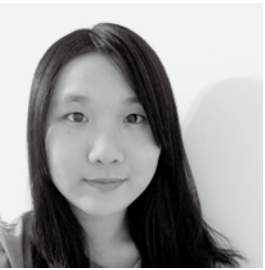
學校名稱 Name of School/University

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

作品說明 Concept of the work

一個生活枯燥的站務員，因為一個契機而讓一切有了改變，讓他必須做出選擇。

A lonely ticket collector worked at a mysterious station. His days were the same as ever. Until some day, things started to change. He have to make a choice.



作品名稱 Title of work

**星塵**  
**Stardust**

作者姓名 Name of Applicants

**郭曉汝**  
**Xiao Ru Kuo**

學校所在地 Location of School

**臺灣 Taiwan**

指導老師 Instructor

**馬鎮圭、陳文祺**  
**Augustine C. Ma, Wen-Chi Chen**

學校名稱 Name of School/University

**實踐大學**  
**Shih-Chien University**



作品說明 Concept of the work

我們所認知的世界乃經驗觀察所構成，既然無法從「外面」注視我們所身處的宇宙，便沒有理由懷疑我們認知的真實圖像，以此為發想概念，闡述一個關於住在微生物學家鼻子裡小小天文學家的故事。

Our understanding of the world of is merely constructed from our own experiences and observations. Even though we cannot fully observe ourselves from "the outside", we can still observe and understand ourselves from the reality around us. Using Immanuel Kant's, all our knowledge falls within the bounds of possible experience; as an inspiration to my work, I have created an animated short film that depicts the life of an astronomer who lives inside the nose of a microbiologist. Every breath that the microbiologist takes manipulates the development of the environmental systems that the astronomer lives in; even the galaxy that the astronomer chases after are nothing more but dirt and dust.





作品名稱 Title of work  
**超級兔子生死鬥**  
**Toy's Next Top Bunny**

作者姓名 Name of Applicants  
**黃莉鈞、林佳慧、李念臻**  
**Lee-Chun Huang, Chia-Hui Lin, Nien-Chen Lee**

學校所在地 Location of School  
**臺灣 Taiwan**

指導老師 Instructor  
**張維忠、陳建宏**  
**Wei-Chung Chang, Hikkijoe Chen**

學校名稱 Name of School/University  
**國立臺灣藝術大學**  
**National Taiwan University of Arts**



作品說明 Concept of the work

將時下流行的人事物，結合孩童時所玩的玩具，轉化為自己的特殊語言。一場通俗流行界的選秀節目因此誕生。  
Our animation combines popular things, and the toys we play at childhood, then transform to our unique language. A toy's competition show begins!!

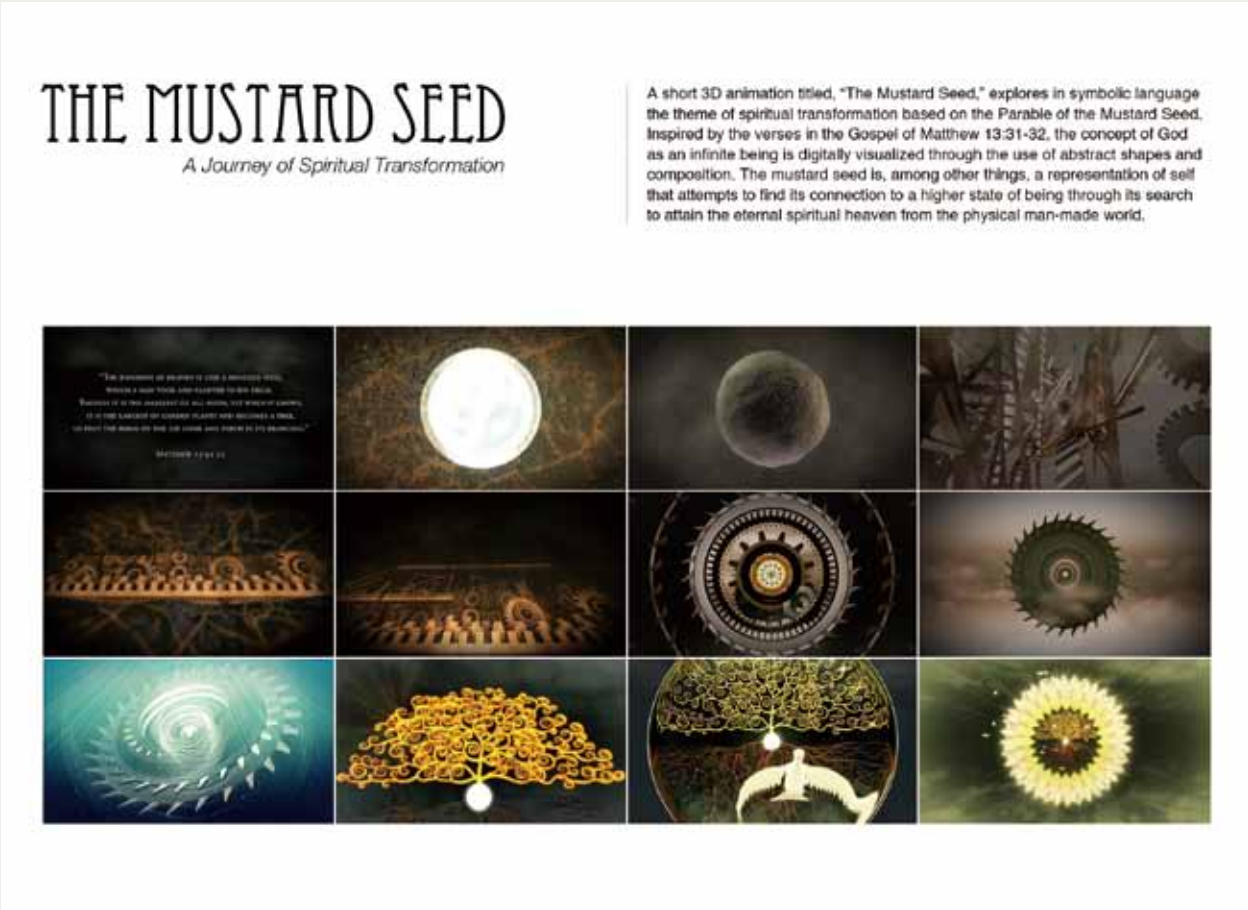
作品名稱 Title of work  
**The Mustard Seed**

作者姓名 Name of Applicants  
**Go Yook**

學校所在地 Location of School  
**美國 United States**

指導老師 Instructor  
**Carl Edwards**

學校名稱 Name of School/University  
**視覺藝術學院**  
**School of Visual Arts**



作品說明 Concept of the work

這是一部探討符號學語言的 3D 動畫。本片精神改編自「芥末籽的寓言」（出自聖經），靈感來自於馬太福音經文 13:31-32。「上帝是無限地存在」這個概念經由抽象的形體與組合被視覺化。芥末籽代表一個嘗試尋找與更崇高存在的連結，通過其搜索從物理人造的世界，以達到永恒的精神天堂。

A short 3D animated titled "The Mustard Seed ", explores in symbolic language. The theme of spiritual transformation based on the Parable of the Mustard Seed. Inspired by the verses in the Gospel of Matthew 13:31-32, the concept of God as an infinite being is digitally visualized through the use of abstract shapes and composition. The mustard seed is, among other things, a representation of self that attempts to find its connection to a higher state of being through its search to attain the eternal spiritual heaven from the physical man-made world.





作品名稱 Title of work

**異·想  
ODD**

作者姓名 Name of Applicants

**蔡欣穎、李雅笙、陳虹諭  
Hsin-Ying Tsai, Ya-Sheng Lee,  
Hong-Yu Chen**

學校所在地 Location of School

**臺灣 Taiwan**

指導老師 Instructor

**秦興和、朱柏穎  
Sin-Ho Chin, Po-Ying Chu**

學校名稱 Name of School/University

**大同大學  
Tatung University**



作品說明 Concept of the work

人與人的關係有如一場歷險。以人體為元素，融入手繪素材、人體彩繪，編織出奇異的幻想空間。運用實拍定格的表現方式呈現，跟隨主角，從疑惑、好奇、衝撞、到互相了解後所見的美麗世界，隱述著人際之間的相處。

The human interaction is more than an adventure. This works, called ODD, is based on how to use parts of body as well as hand-drawn materials and body painting to create an “odd” space. Centered on the protagonist, we are led to a journey that swings from confusion, curiosity, clash and the “brave new world” begotten of these conflicting elements. At the same time, we are enabled to experience the complexity of feeling. As this work turns around, it helps outline the subtle relationship between people and people.

作品名稱 Title of work

**輪回  
Samsara**

作者姓名 Name of Applicants

**孔曉慧、楊媛媛、吳潔麗、彭垣  
Carrie Kong, Yuan Yuan Yang,  
Jie-Li Wu, Yuan Peng**

學校所在地 Location of School

**中國 China**

指導老師 Instructor

**肖文津、楊儒豪  
Wen-Jin Xiao, Ru-Hao Yang**

學校名稱 Name of School/University

**山東工藝美術學院  
Shan Dong University of Art and  
Design**



作品說明 Concept of the work

輪迴是一部借用佛教理念來倡導人與萬物和諧相處的短片。短片具有純平面，裝飾性形象，色彩鮮明的設計特點。以輕鬆的訴述方式表現力一個略感沉重的主題。

Reincarnation is a borrowing Buddhist ideas to promote people to get along in harmony with all things video. The video has a pure flat, decorative image, color and distinctive design features. Easily complaint referred to the performance of the force a somewhat heavy theme.





作品名稱 Title of work

**頭髮  
Hair**

作者姓名 Name of Applicants

龔佩嫻、黃薇庭、歐素蓮、  
侯咏妤、盧德容、潘祖寧  
**Pei-Lin Gong, Wei-Ting Huang,  
Su-Lian Ou, Yong-Yu Hou,  
De-Rong Lu, Zu-Ning Pan**

學校所在地 Location of School

**臺灣 Taiwan**

指導老師 Instructor

**馮偉中 Wei-Zhong Feng**

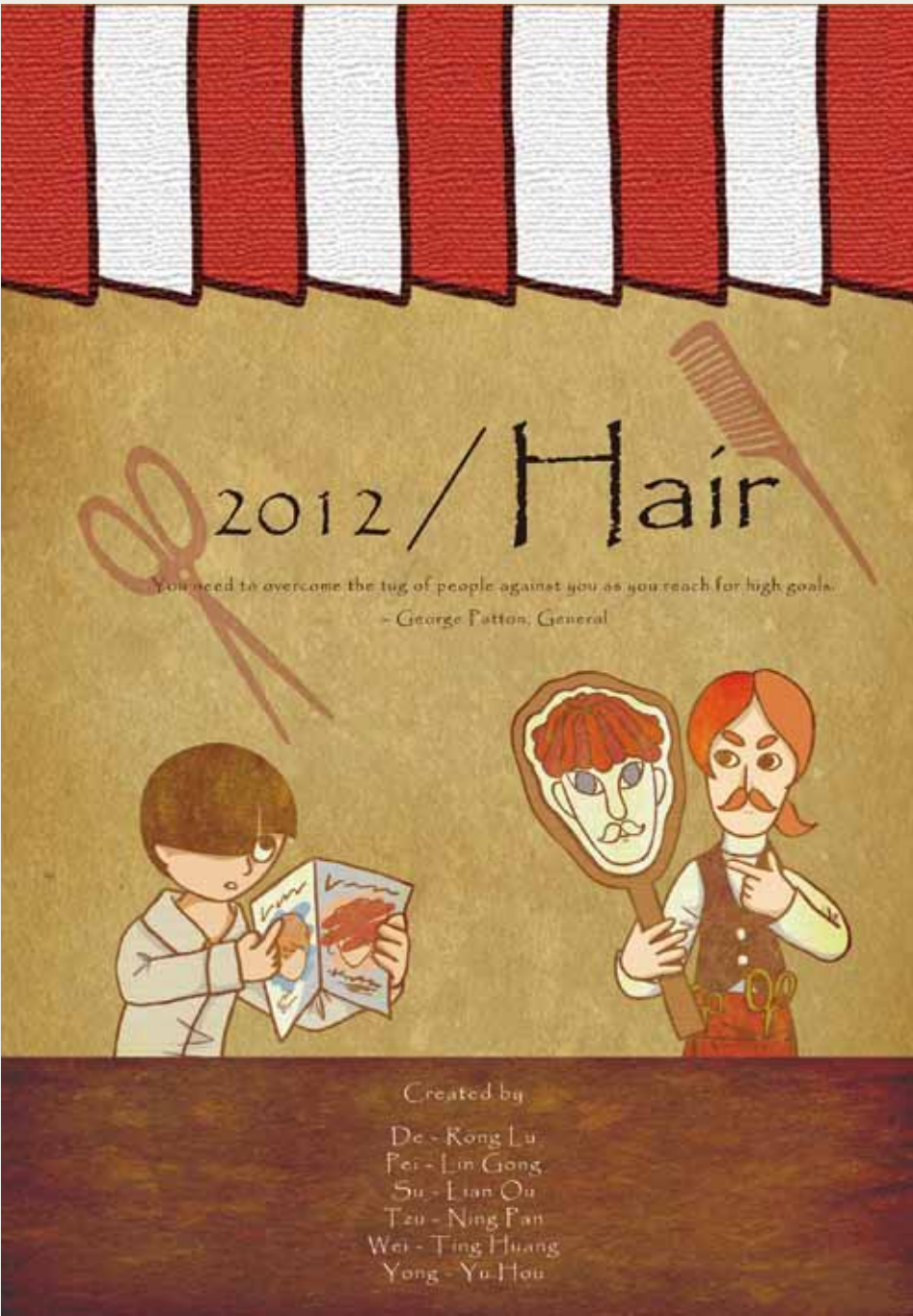
學校名稱 Name of School/University

**朝陽科技大學  
Chao Yang University of Technology**

作品說明 Concept of the work

改變的過程中往往會面臨選擇，Hair 敘述主角上理髮廳時被迫做出和當初截然不同的選擇。片中理髮師扮演著強勢且具侵略性的角色，改變了主角原本的想法。最終的髮型卻和拖把相似，諷刺人們在改變過程中失去了初衷。

People always face the choices during the process of changes. "Hair" described a boy who was forced to make a complete different decision from the beginning in hair solon shop. The hairdresser as a progressive and aggressive person to change the boy's original idea. It ended up his hair style just like a mop. It mocks how people changed their mind and would be different from the origin.



作品名稱 Title of work

**K**

作者姓名 Name of Applicants

**Yushi Iwamoto  
Fujiwara Takanori**

學校所在地 Location of School

**日本 Japan**

指導老師 Instructor

**Etsuo Genda**

學校名稱 Name of School/University

**Kyushu university**



作品說明 Concept of the work

在山丘上，一個男人正要舉行一個儀式，代價是他的生命會變成一座橋的一部分。他將離開他的兒子，而他的兒子也將會繼續這個儀式，直到某些事情結束...

On the hill a guy is about to held a ritual at cost of his life which transforms to a part of a bridge. He is going to leave his son and the son would also perform the ritual one day. The endless ritual would go on until something is finished.





## 評審簡介

### Jury Introduction

#### 初選評審

##### Jury of preliminary selection

###### 產品設計類 Product Design

Yu-Fen Lo 駱毓芬  
Kevin Yu-Jui Chou 周育潤  
Jimmy Chang 張漢寧  
Rock Wang 王俊隆  
Wei-Shen Yi 易瑋勝

###### 視覺設計類 Visual Design

Stony Cherng 程湘如  
James Chen 陳進東  
Szu-Wei Cheng 鄭司維  
Wen-Ping Hsiao 蕭文平  
David Wang 王行恭

###### 數位動畫類 Digital Animation

Johnason Lo 羅申駿  
Charlie Chu 曲全立  
Chun-Chieh Lien 連俊傑  
Poliang Lin 林博良  
Vance Yang 楊紹昌

#### 決選評審

##### Jury of final selection

###### 產品設計類 Product Design

Kevin Yu-Jui Chou 周育潤  
Tomoko Azumi 安積朋子  
Jin Kuramoto 倉本仁  
Alessandro Loschiavo  
Nick Vasiljevic

###### 視覺設計類 Visual Design

Stony Cherng 程湘如  
John Gravidahl  
Finn Nyggard  
Felipe Taborda  
Julius Wiedemann

###### 數位動畫類 Digital Animation

Johnason Lo 羅申駿  
Troy Innocent  
Kyle Hyunsuk Kim  
Sanja Rocco  
Vance Yang 楊紹昌



## 評審簡介 Jury Introduction

### 產品設計 Product Design



決選召集人 **The convener of judging panel in final selection**

**周育潤 Kevin Yu-Jui Chou** | 臺灣 Taiwan

KEV Design 負責人

曾獲多項大獎，包括德國 iF Design Award(2008, 2007,2006)、red dot Design Award(2007)、美國 IDEA 傑出設計銅牌獎 (2002) 等  
曾任飛利浦設計資深設計師

Founder and director of KEV design

Many awards received including iF Design Award(2008, 2007,2006)、reddot Design Award(2007), IDEA award (2002)...

Former Senior Designer, Philips Design



**安積朋子 Tomoko Azumi** | 日本 Japan

TNA 設計工作室創辦人 / 總監。

2007 年起擔任日本 Good Design Award 評審委員 ;2012 D&AD 產品獎評審。

2005 年起擔任倫敦皇家藝術學院專案指導教授。

作品收藏於英國 Victoria & Albert 美術館、英國工藝協會、英國 Geoffrey 美術館。

Director of TNA Design Studio, London.

Judging panel of Good Design Award (JIDPO,Japan) since 2007; a jury member of D&AD Product Award in 2012.

Project Tutor at Design Products, Royal College of Art (London) since 2005.

Her works are in various public collections including the Victoria & Albert Museum (UK), Crafts Council (UK) and Geoffrey Museum (UK)



**倉本仁 Jin Kuramoto** | 日本 Japan

JIN KURAMOTO STUDIO 創辦人。

畢業於日本金澤藝術學院設計系。

擔任設計師超過十年以上，曾榮獲多次 IF 大獎、Good Design Award 等獎項。

Founder of JIN KURAMOTO STUDIO

Graduated from Kanazawa College of Art, Department of Design

Worked as an in-house designer and have won numerous awards such as IF Design Award, Good Design Award etc

### 產品設計 Product Design



**Alessandro Loschiavo** | 義大利 Italy

現任 Aliantedizioni 首席設計師。

曾擔任策展人、設計師顧問、工業設計客座及專任教授。

榮獲多項國際獎項如 GOOD DESIGN AWARD、NOTTE & DINTORNI、German Design Award Nomination 等。

曾於美國及義大利舉行多次個展。

Head of Design at Aliantedizioni, Milan

Experiences as curator, design consultant and professor in Industrial Design.

Won and nominated in numerous international award such as GOOD DESIGN AWARD、NOTTE & DINTORNI、German Design Award Nomination.

Solo exhibitions in North America and Italy.



**Nick Vasiljevic** | 瑞士 Switzerland

現任 Pilotfish 台灣區總監。

2011 年獲頒 Gold Peak Award 中國地區傑出創業領導者。

行政院全球招商服務中心董事會成員。

擁有超過 15 年在瑞士、美國、台灣的公部門及私人企業的國際經驗。

Managing Director at Pilotfish.

Awarded the Gold Peak award for entrepreneurial leadership by the Outstanding Enterprise Manager Association of the Republic of China

A member of the board of InvesTaiwan.

15 years experiences working for public and private (including pre-IPO) companies in Switzerland, USA and Taiwan.



初選召集人 **The Convener of judging panel in preliminary selection**

**駱毓芬 Yu-Fen Lo** | 臺灣 Taiwan

品研文創有限公司 咕穀生活創意總監

曾參展於倫敦設計展、米蘭設計師周、巴黎家飾展、台灣設計師周等

曾任飛利浦設計、燦坤家電、明基電通、華碩電腦等資深設計師

Creative Director, Pinyen creative Inc. CUCKOO

Works selected by many exhibition including The London Design Festival, Milano Design Week, Object Paris Exhibition, Taiwan Designers' Week...

Former Senior Designer, Philips Design, Tsannkuen Co.,Ltd, BenQ, Asus...

## 產品設計 Product Design



張漢寧 Jimmy Chang | 臺灣 Taiwan

桔禾創意整合 創意總監  
擔任 2016 設計之都 設計顧問團隊  
2012 日本 GD 獎 3 項入圍 ( 開薪系列、花伴、叢生 )  
2011 文創精品獎 2 件 ( 茶米杯、葫蘆蘆 )  
2010 榮獲德國 IF 設計大獎 (GREENPACKET UH-210)  
UID Create Creative Director  
2016 WDC Design Consultant Team  
2012 GOOD DESIGN AWARD JAPAN finalists (Lucky Bank, Hanami, Foison)  
2011 Cultural Creative Award Winner (Charming Cup, Hululu)  
2010 iF Product Design Winner (GREENPACKET UH-210)



王俊隆 Rock Wang | 臺灣 Taiwan

竅門設計事務所主持設計師  
台灣國際設計大會 幸福設計展 / 國際經典展 協同策展人  
入選中國超平面「華人設計一百大」

Designer Principal, Studio Qiao  
Associate Curator and Design Director, "In Bliss", Taipei World Design Expo Selected to be one of " 100 Designers of Chinese" (2008)



易瑋勝 Wei-Shen Yi | 臺灣 Taiwan

天晴設計事務所 設計總監  
台灣國際設計大會 幸福設計展 / 國際經典展 協同策展人  
第四回 台灣設計師週 主題展 " 不變 " 策展人  
曾任點石創意整合 品牌總監、集設計聯盟 亂有秩序行政總監

Founder and Designer Director, Afterain design studio  
Associate Curator, " Int " Industrial Design Exhibition and " In Bliss " , Taipei World Design Expo  
Curator, "Keep", Taiwan Designers' Week 2011  
Founder and Former Designer of PLUSTONE creative Integration and Design together association

## 視覺設計類 Visual Design



初選及決選召集人 The Convener of judging panel in preliminary and final selection

程湘如 Stony Cherng | 臺灣 Taiwan

頑石文創開發顧問有限公司創意總監 / 創辦人  
許願瓷品牌 經營顧問  
2011 臺北市界設計交鋒海報國際徵件 評審委員  
良品美器—台灣優良工藝品 評鑑委員

Founder and Creative Director, Stony Design  
Advisor, Promisewish Brand  
Juror, " Design At the Edges"  
Poster submission for 2011 Taipei International Design Alliance Congress  
Juror, TGCJ : 2011 Taiwan Good Craft judgment



John Gravdahl | 美國 USA

美國科羅拉多州立大學平面設計教授。  
科羅拉多國際海報邀請展共同主持人。  
作品曾多次在美國、歐洲、亞洲各國展出，並刊登於國際性刊物。  
2012 榮獲 Graphis 海報年展金獎。

Professor in graphic design at Colorado State University.  
Co-Director Colorado International Invitational Poster Exhibition.  
Works appear in international publications and exhibited in America, Europe and Asia.  
Gold Award winner of Graphis Poster Annual 2012.



Finn Nygaard | 丹麥 Danmark

Finn Nygaard Design 創辦人。  
國際設計聯盟 (AGI) 及丹麥設計師聯盟 (MDD) 成員。  
曾獲多項國際設計大獎如丹麥設計獎、Graphis 年度海報設計獎、斯洛伐克 Master's Eye 設計獎等。  
曾擔任超過 22 個國際型設計競賽評審委員。

Establisher of Finn Nygaard Design.  
Member of AGI, Alliance Graphique Internationale; member of Danish Designers, MDD.  
Award winner of Graphis Poster Annual, Danish Design Award, Master' s Eye Award, The Donside Millenium Award...etc.  
Participated as jury member in more than 22 international design competitions/ awards.



## 視覺設計類 Visual Design



**Felipe Taborda** | 巴西 Brazil

平面設計師，曾於巴西、英國及美國學習設計。  
設計工作活躍於文化、出版及唱片領域。  
任教於巴西 UniverCidade/RJ，教授視覺設計。  
策劃執行多項個人與聯合展覽、計畫，作品也收錄於多項國際設計專刊書籍中。

Graphic designer, studied in Brazil, England and the United States.  
Working mainly in cultural, publishing and recording areas.  
Professor at UniverCidade/RJ, Brazil.  
Developing personal project as well as the co-ordination of cross-sector international projects in the field of graphic design. His work appears in many magazines and books.



**Julius Wiedemann** | 巴西 / 德國 Brazil/Germany

Taschen 出版社線上出版總監及現代設計與生活類書籍執行編輯。  
編輯超過 40 本書，如 Information Graphics, the series Illustration Now!, Logo Design, Japanese Graphics Now!.. 等。  
多次擔任國際設計競賽的評審委員。

Executive Editor for Design and Pop Culture, as well as Director for Digital Publications at Taschen Publishing House.  
Edited over 40 books, is a regular ontributor to magazines, some popular titles are Information Graphics, the series Illustration Now!, Logo Design, Japanese Graphics Now!, and the books about record covers and web design.  
Participated as jury of several awards all over the world.



**陳進東 James Chen** | 臺灣 Taiwan

Magic Creative Design 麥傑廣告－創意總監  
中華平面設計協會輔導理事長  
曾榮獲德國紅點 red dot award: communication design 2011、Golden Pin Design Award 金點設計標章、國家設計獎、GOOD DESIGN PRODUCT 優良設計產品獎等

Creative Director, Magic Creative Design  
Chairman of the counseling arm of the Chinese Graphic Designers Association  
Many awards received including red dot award: communication design 2011、Golden Pin Design Award, National Design award; Good Design Product award etc.

## 視覺設計類 Visual Design



**鄭司維 Szu-Wei Cheng** | 臺灣 Taiwan

現任點石設計有限公司藝術顧問  
2011 絕對台灣 100 創意設計大賽評審  
金曲獎唱片包裝獎入圍 (2012)、葛萊美獎最佳唱片包裝設計獎提名 (2009)  
台灣視覺設計獎海報設計類金獎 (2010)、台灣視覺設計獎包裝設計類金獎 (2008)

Artistic Advisor, Keystone Design Limited  
Juror, Design Competition of 2011 ABSOLUT TAIWAN 100  
Finalist, Best Album Package Design of Taiwan 23rd Golden Melody Awards.  
Nominated for Best Recording Package Design of 52nd Grammy Awards in 2009.  
Gold Prize, Taiwan Visual Design Awards Poster Design Category, 2010, Package Design of 2008 Taiwan Visual Design Awards



**蕭文平 Wen-Ping Hsiao** | 臺灣 Taiwan

元平設計 / 台北 (Y&P Design, Taipei) 創意總監  
曾任聯文設計 / 台北 (United Design, Taipei) 總經理、洛杉磯 Creative Design Group 總經理  
曾獲多項大獎，包括國際 PAI、PRINT 平面設計和標誌設計獎、美國最佳企業識別標誌獎  
洛杉磯藝術指導協會、國際創意人協會會員

Creative Director, Y&P Design, Taipei  
Former President, United Design, Taipei and Creative Design Group in Los Angeles  
Many awards received including PAI, PRINT Award, American Corporate Identity Award Members, Art Directors' Club of Los Angeles, The National Directory of Creative Talent



**王行恭 David Wang** | 臺灣 Taiwan

王行恭設計事務所 負責人  
曾任國立故宮博物院美術指導暨執行編輯  
曾任全國美展 / 全省美展 / 高市美展 / 及台北市立美術館『台北獎』、DESIGN FOR ASIA 獎等評審

Founder and Director, David Wang Design Firm  
Juror of many awards including National Art Exhibition, Provincial Arts Exhibition, Kaohsiung Art Exhibition, Taipei Award of Taipei Fine Arts Museum, DESIGN FOR ASIA...

## 數位動畫類 Digital Animation



初選及決選召集人 **The Convener of judging panel in preliminary and final selection**

**羅申駿 Johnason Lo** | 臺灣 Taiwan

JL Design 創辦人及創意總監  
Bruce Dunlop Associate( 新加坡 ) 資深設計 / 製作人  
曾任 Promax/BDA Europe, Promax/BDA World, Promax/BDA Asia 評審

Founder and Creative Director, JL Design  
Senior Designer and Producer, Bruce Dunlop Associate (Singapore)  
Juror, Promax/BDA Europe, Promax/BDA World, Promax/BDA Asia



**Troy Innocent** | 澳洲 Australia

澳洲 RMIT 大學動畫 / 互動媒體哲學博士。  
作品涵蓋表演藝術、互動裝置與公共藝術等。  
20 年間曾舉辦多次個展，作品參加超過 40 場展覽展出。

Doctor of Philosophy in Animation/Interactive Media at RMIT University  
Works encompass performance art, interactive installation and public art.  
Works shown in more than 40 international exhibitions as well as solo exhibitions



**Kyle Hyunsuk Kim** | 南韓 South Korea

Nautilus Inc. 工作室執行總監。  
首爾 Hongik Univeristy 視覺傳達所主任及教授。  
2012-2013 ICOGRADA 執行委員 ; 2012-2013 亞洲數位動畫與設計協會主席。

CEO at studio Nautilus Inc.  
Department Chair and professor of Visual Communication Design at Hongik Univeristy.  
Executive Board of ICOGRADA 2012-2013; President of Asia Digital Art and Design Association in Korea 2012-2013

## 數位動畫類 Digital Animation



**Sanja Rocco** | 克羅埃西亞 Croatia

擔任設計與設計管理顧問，並為克羅埃西亞 Zagreb 商業學校行銷學院院長及教授。  
克羅埃西亞設計協會成員、克羅埃西亞應用藝術家協會成員、國際平面協會成員。  
1999-2001 擔任國際平面協會主席。

Works as design and design management consultant, also a lecturer and Head of Marketing department at Zagreb School of Business.  
Member of HDD( Croatian Designers Society), ULUPUH(Croatian Association of Applied Arts Artists), Icograda (International Council of Graphic Design Associations).  
1999-2001 Vice-President of Icograda.



**楊紹昌 Vance Yang** | 臺灣 Taiwan

首映創意公司 SOFA Studio 創辦人 / 營運長  
作品獲得國內、外許多動畫影片競賽的肯定，包括紐約「Kidscreen」動畫獎、東京動畫展優秀作品賞、美國聖地牙哥亞洲影展的兒童短片獎等  
曾任許多動畫獎評審，包括 4C 數位內容獎、國藝獎等

Founder and Chief Operation Officer, SOFA Studio  
Works awarded by many Competitions including Kidscreen Awards, Tokyo International Anime Fair, International Children's Film Festival Seattle...  
Juror, 4D Digital Design Awards, National Culture and Arts Foundation Award (Animation section)



**曲全立 Charlie Chu** | 臺灣 Taiwan

吉羊數位電影有限公司負責人  
台北花卉國際博覽會 S3D 立體影片導演  
作品包括上海 EXPO 台北館 360 度 S3D 立體環景影片《台北的一天》

Head of Gene Young 3D iMAGE Co.,LTD  
S3D Director, Taipei Flora EXPO  
Works includes " One Day in Taipei " S3D CTO for EXPO 2010 Shanghai Award, 2000



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## 數位動畫類 Digital Animation



**連俊傑 Chun-Chieh Lien** | 臺灣 Taiwan

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

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.



**林博良 Poliang Lin** | 臺灣 Taiwan

青禾動畫設計公司負責人

青禾動畫作品《微笑的魚》動畫電影短片，獲得包括「亞太影展最佳動畫」、「柏林影展國際評審團特別獎」等十多項國際影展的肯定。

青禾動畫以作品「Jokes- 笑話系列」參加法國坎城「行動電視獎」(MIPCOM Mobile Tv Awards)，獲得「Mobile TV Awards 最佳原創內容」獎。

Founder and Director, Green Paddy Animation Studio

Work "A Fish with Smile" has won many international awards

including The Best Animation of 51st Asia-Pacific Film Festival, The Special Prize of the Deutsches Kinderhilfswerk and many others.

Work "Jokes" has won 2006 MIPCOM Mobile TV Awards- Best Original Made for Mobile Film or Video Content

活動紀實  
On the spot

蔣

初選紀實  
Preliminary Selection

2012 臺灣國際學生創意設計大賽於 101 年 9 月 5 日舉行第一階段初選。來自「產品設計」、「視覺設計」、「數位動畫」專門領域的 15 位業界專家，受邀齊聚國立臺灣師範大學文化創藝產學中心，擔任本屆大賽的評審團。初選的開幕式在計畫主持人介紹本屆競賽主題及概念精神後，隨即正式展開長達一整天的初選審查工作。來自世界各地超過三千件的作品，與去年相同採電子檔案的審查方式，希望評選流程更有效率並更加環保。

在經歷幾輪激烈的評選與討論之後，初選共選出視覺設計類 40 件、產品設計類 29 件、數位動畫類 30 件，共 99 件作品入圍進入決選，入選的作品將依照比賽規則繳交實體作品參與決選，視覺設計類須繳交海報輸出，產品設計類則須製作模型參與決選，教育部並補助新臺幣 2 萬元的模型製作費。

The 2012 Taiwan International Student Design Competition began preliminaries on September 5th of 2012. Fifteen industry experts from fields such as "product design", "visual design", and "digital animation" were invited to National Taiwan Normal University as judges for these awards. The preliminaries began as the project director introduced the theme of the competition and concept, followed by an entire day of judging. More than 3000 pieces were submitted from all over the world in electronic form and judged in order to make the process more efficient and environmentally friendly.

After rounds of intense debate and discussion, 40 pieces were chosen in the visual design category, 29 pieces in product design, and 30 pieces in digital animation, totaling 99 pieces that entered the finals. Pieces which advanced required a physical submission as per regulations of the competition. Pieces in visual design must submit a poster and pieces in product design must create a model for submission. The ministry of education also subsidized NTD \$20,000 as mockup production fees.



初選評審及執行小組代表合影  
Picture of the preliminary evaluation accreditation team and Executive's representatives.



初選產品設計類評審合影  
Picture of Product Design category evaluation accreditation team of preliminary selection



產品設計類評選狀況  
Evaluation of preliminary selection in Product Design category



產品設計類初選評選狀況  
Evaluation of preliminary selection in Product Design category



視覺設計類初選評選狀況  
Evaluation of preliminary selection in Visual Design category



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



## 決選紀實 Final Selection

2012 臺灣國際學生創意設計大賽決選工作，已經在 11 月 16 日順利落幕。受邀自 10 個國家共 15 位不同領域的專家評審，在經過幾輪激烈的評選與討論之後，年度大獎和產品設計、視覺設計及數位動畫三個類別的金獎、銀獎、銅獎、佳作及廠商贊助獎已經出爐。今年度的決選邀請了來自台灣、日本、義大利、瑞士、丹麥、英國、巴西、美國、澳洲、克羅埃西亞的 15 位評審委員，齊聚位於台北學學文創志業內的決選場地，經過反覆的評選、討論、表決後，完成了一整天的評選工作。

開幕儀式的與會貴賓包括教育部高教司司長黃雯玲、教育部高教司代表黃滌萱、青輔會代表吳清風、計畫主持人林磐聳教授、計畫協同主持人廖偉民教授、國立臺灣師範大學文化創藝產學中心主任許和捷，及設計學系教授施令紅等。除了感謝遠道而來的評審委員們，並說明了「臺灣國際學生創意設計大賽」的緣起與目標，教育部期望建立一個良性互動的平台，藉此鼓勵台灣設計學生參與國際性的設計競賽，並有更多機會與世界各地的設計學生切磋交流；同時，透過邀請來自各地不同領域的專家學者來台評選，與台灣學子分享寶貴的業界經驗與觀點，期望台灣設計人才的培育養成，能夠更上一層樓。

產品設計類組評選：  
產品設計類評審團認為本屆有許多十分出色的作品，即使是

小小的概念，也透過轉化這個主題，反映出當今的社會環境問題。評審同時也期望學生未來能從更廣的角度去詮釋主題，更大膽的思考題目深層的意義。作品「i power」以使都市人的生活更加便利的悠遊卡付費充電插座，獲得銀獎。而作品「提醒口罩」，口罩外塗 X 標記，可以了解口罩的衛生狀況決定是否丟掉，以避免感染，也奪下產品類銀獎。

視覺設計類組評選：  
視覺設計類的評審團主要以作品構想、清楚的詮釋和原創性的手法幾個方向來做評選，也對於本屆作品的水準感到非常驚豔。今年年度大獎「新標本」即為視覺設計類作品，為了喚起大家的環保意識，設計了青蛙、白蛾及飛蛾等被污染後的變形，並採用水墨的黑色表達，手繪拓印再結合電腦繪圖，內容細緻豐富，畫面與意義上都具有許多層次。作品「束縛或是自由」，採用鳥籠和獸籠代表束縛，簡單而清楚地傳達作品概念，榮獲視覺類金獎。

數位動畫類組評選：  
而數位動畫類部分，評審認為本次的作品無論在技巧或敘事性上都有十分突出的表現，許多作品在物件與角色的表現與使用、畫面的分鏡處理、時間點及敘事手法都很到位，而好的配樂及視覺語言也有畫龍點睛的效果。由四位學生共同創作的動畫「鹿角女孩」奪得本年度動畫類金獎，作品用極富詩意的隱喻探討現代社會的父女關係，透過音樂與畫面的鋪陳傳遞親子間細膩而深厚的情感。



決審評審團、執行小組代表於決選會場合影  
Picture of the final evaluation accreditation team, Executive's representatives in final selection

The task of judging the finalists in the 2012 Taiwan International Student Design Competition was completed successfully on November 16th. Fifteen professionals in various fields were invited from 10 countries and after rounds of intense debate and discussion, the gold, silver, notable pieces, and sponsor awards in product design, visual design, and digital animation were released. This year's finals saw judges invited from Taiwan, Japan, Italy, Sweden, Denmark, England, Brazil, the U.S., Australia, and Croatia. The fifteen judges were gathered in the site of final judging and after repeated evaluation, discussion, and voting, a full day of evaluation was complete.

The opening ceremony included special guests such as the director of Dept. of Higher Education, MOE, Wen-Ling Huang, representative of MOE, Sabrina Huang, Secretary of National Youth Committee Ching-Feng Wu, project director Apex Lin, project associate director Melvyn Liao, National Taiwan Normal University Cultural & Creative Industries Center Director Ho-Chieh Hsu, design department professor Sophia Shih, and more. Aside from thanking the judges who travelled from far and wide, the origin and goals of the "Taiwan International Student Design Competition" was described as a platform of interaction established by the ministry of education in order to create the opportunity of exchange with design students from all over the globe; simultaneously, by inviting professionals from each field as judges provides Taiwanese students with precious insight on industry experiences and perspectives in hopes of cultivating Taiwanese designers to reach a higher plane.

Selection for the Category of Product Design:  
The judges feel that the product design category showed many strong pieces this year. Even small concepts used the theme of transformation to reflect current problems in society and the environment. The judges also hope that students can use a broader angle to express themes with bolder thinking to reach the depth of the problem. The piece "I power" makes the life of urbanites more convenient by creating a charging station which can receive payment through metro cards, and the piece received the silver award. The piece "reminder mask" puts an X symbol on the exterior of the mask to help determine whether the mask should be discarded and help avoid contamination. This piece also received the silver award.

Selection for the Category of Visual Design:  
Judges in visual design evaluated pieces in concept, clear interpretation, and innovative methods. They were very surprised by the level of quality seen this year. This year's grand prize "New Samples" was a visual design piece which awoke the crowd's environmental consciousness by designing frogs, white moths, and moths which mutated due to pollution. The piece was expressed with black water ink, hand printed and combined with digital drawing. It was meticulous, rich, and expressed many layers in imagery and meaning. The piece "imprison or freedom" used bird cages and cages to represent imprisonment to simply and clearly express the concept of the piece, garnering it the gold award.

Selection for the Category of Digital Animation:  
Judges in digital animation felt that the pieces this year showed exceptional performance in both technique and storytelling. Many pieces showed perfection in the use and expression of items and characters, storyboard processing, timing, and storytelling methods. Good soundtracks and visual language also added to this perfection. The piece "reindeer girl" produced by 4 students garnered the gold prize this year. The piece used poetic metaphor to explore the relationship between father and daughter in modern society and used music along with images to express the deep and delicate emotions between parent and child.



產品設計類決選評選狀況  
Evaluation of final selection in Product Design category



視覺設計類決選評選狀況  
Evaluation of final selection in Visual Design category



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



| 2012 臺灣國際學生創意設計大賽作品件數分析表<br>2012 Taiwan International Student Design Competition Entries Statistics |                                        |                       |                           |                 |
|-----------------------------------------------------------------------------------------------------|----------------------------------------|-----------------------|---------------------------|-----------------|
| 地區<br>Region                                                                                        | 國家<br>Country                          | 收件數<br>No. of Entries | 入圍作品數量<br>No. of Finalist | 得獎數量<br>Awarded |
| 亞洲<br>Asia                                                                                          | 臺灣 Taiwan                              | 2315                  | 52                        | 24              |
|                                                                                                     | 中國 China                               | 729                   | 20                        | 8               |
|                                                                                                     | 日本 Japan                               | 115                   | 8                         | 2               |
|                                                                                                     | 馬來西亞 Malaysia                          | 85                    | 1                         | 0               |
|                                                                                                     | 印度 India                               | 46                    | 3                         | 0               |
|                                                                                                     | 新加坡 Singapore                          | 18                    | 1                         | 0               |
|                                                                                                     | 香港 Hong Kong                           | 17                    | 0                         | 0               |
|                                                                                                     | 南韓 South Korea                         | 11                    | 0                         | 0               |
|                                                                                                     | 伊朗 Iran                                | 6                     | 1                         | 1               |
|                                                                                                     | 阿富汗 Afghanistan                        | 3                     | 0                         | 0               |
|                                                                                                     | 澳門 Macau                               | 2                     | 0                         | 0               |
|                                                                                                     | 汶萊 Brunei Darussalam                   | 1                     | 0                         | 0               |
|                                                                                                     | 沙烏地阿拉伯 Saudi Arabia                    | 1                     | 0                         | 0               |
|                                                                                                     | 埃及 Egypt                               | 1                     | 0                         | 0               |
|                                                                                                     | 以色列 Israel                             | 1                     | 0                         | 0               |
|                                                                                                     | 印尼 Indonesia                           | 1                     | 0                         | 0               |
| 美洲<br>America                                                                                       | 美國 U.S.A                               | 19                    | 8                         | 3               |
|                                                                                                     | 美國維爾京島<br>United States Virgin Islands | 1                     | 0                         | 0               |
|                                                                                                     | 哥倫比亞 Colombia                          | 1                     | 0                         | 0               |
| 歐洲<br>Europe                                                                                        | 義大利 Italy                              | 8                     | 3                         | 0               |
|                                                                                                     | 荷蘭 Netherlands                         | 7                     | 0                         | 0               |
|                                                                                                     | 烏克蘭 Ukraine                            | 6                     | 0                         | 0               |
|                                                                                                     | 英國 United Kingdom                      | 4                     | 0                         | 0               |
|                                                                                                     | 德國 Germany                             | 4                     | 0                         | 0               |
|                                                                                                     | 俄羅斯 Russia                             | 4                     | 0                         | 0               |
|                                                                                                     | 波蘭 Poland                              | 2                     | 0                         | 0               |
|                                                                                                     | 捷克共和國 Czech Republic                   | 2                     | 2                         | 0               |
|                                                                                                     | 瑞士 Switzerland                         | 1                     | 0                         | 0               |
|                                                                                                     | 克羅埃西亞 Croatia                          | 1                     | 0                         | 0               |
|                                                                                                     | 保加利亞 Bulgaria                          | 1                     | 0                         | 0               |
|                                                                                                     | 奧地利 Austria                            | 1                     | 0                         | 0               |
|                                                                                                     | 法國 France                              | 1                     | 0                         | 0               |
| 非洲<br>Africa                                                                                        | 南非 South Africa                        | 2                     | 0                         | 0               |
|                                                                                                     | 中非共和國<br>Central African Republic      | 1                     | 0                         | 0               |
| 大洋洲<br>Oceania                                                                                      | 澳洲 Australia                           | 3                     | 0                         | 0               |
| 參與學校總數 Number of Participating Schools                                                              |                                        | 516                   | 43                        | 23              |
| 國家總數 Number of Participating Countries                                                              |                                        | 35                    | 10                        | 5               |
| 作品總數 Number of Participating Works                                                                  |                                        | 3421                  | 99                        | 38              |

| 類別 Category                     | 實際收件數量 Number of Entries |
|---------------------------------|--------------------------|
| 產品設計 Product Design Category    | 970                      |
| 視覺設計 Visual Design Category     | 2332                     |
| 數位動畫 Digital Animation Category | 119                      |
| 合計 Total                        | 3421                     |



決選產品設計類評審合影  
Picture of Product Design category evaluation accreditation team of final selection



決選視覺設計類評審合影  
Picture of Visual Design category evaluation accreditation team of final selection



決選數位動畫類評審合影  
Picture of Digital Animation category evaluation accreditation team of final selection



設計講座  
Design Lectures

從 2008 年起，每年 "臺灣國際學生創意設計大賽" 都會邀請世界各地在視覺設計、產品設計及數位動畫的專家，來擔任決選階段的評審，並共同規劃精彩的設計講座，邀請遠道而來的他們與臺灣學子分享他們獨到的設計觀察與理念。101 年 11 月 17 日在台北學學文創志業舉行的講座，就吸引了超過 400 位熱情的學子及設計師，前來一睹大師風采。

產品設計講座由 Pilotfish 台灣區總監 Nick Vasiljevic 開場，分享創意、商業與時代的關係，他從工業革命時代背景談起，並以不同時代的幾位名人如愛迪生、Steve Jobs 為例，告訴我們「創意」是我們在面對不可預測的未來的重要關鍵。第二場次由來自日本的設計總監倉本仁主講，以自己的設計作品為例，提出了許多在設計過程中遭遇的衝擊與迷思；他也說現代人過於依賴電腦，我們不要忘記電腦只是眾多工具的其中一種而已。來自義大利的 Aliantedizioni 首席設計師 Alessandro Loschiavo，則透過歐洲的「藝術」為設計帶來的影響為例，帶大家思考全球化與在地文化趨勢在面對未來設計時可能面臨的問題。最後，t.n.a 設計工作室總監安積朋子，則帶領大家由不同的設計案例切入，case by case 認識她以使用者、文化保存、延續傳統工藝等不同出發點的設計思維。

Since 2008, the "Taiwan International Student Design Competition" has invited specialists from all over the world in the fields of visual design, product design, and digital animation to act as judges in the final round and participate in amazing design seminars, inviting them to share their unique design observations and principles with Taiwanese students. On November 17th of 2012, they held seminars at the Xue Xue Institute and attracted more than 400 passionate students and designers to meet the masters.

The product design seminar was held by Pilotfish's Taiwan Director Nick Vasiljevic, who shared the relationship between innovation, business, and the times. He began by discussing the background of the industrial revolution and used famous people such as Edison and Steve Jobs to tell us that "innovation" is critical in facing the unpredictable future. The second seminar was held by a Jin Kuramoto, a design director from Japan. Using his own designs as example, he showed many impacts and myths he encountered in the design process; he stated that people these days are over reliant on computers and reminded us that computers are just one tool out of many. Premier Italian designer Alessandro Loschiavo from Italy's Aliantedizioni used European "art" to show its impact on design and asked everyone to think about the problems designers may encounter in the future between globalization and the trend of localization. Finally, Tomoki Azumi, director of t.n.a design studios led the crowd with various design cases. Case by case, she familiarized herself with users, cultural preservation, and the preservation of traditional arts and other starting points in design thinking.

| 產品設計<br>Product Design | 國籍<br>Nationality | 服務單位<br>Company                                                   | 演說主題<br>Topic                                                                                                            |
|------------------------|-------------------|-------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| Nick Vasiljevic        | 瑞士<br>Switzerland | Pilotfish 台灣區總監<br>Managing Director at Pilotfish.                | An Introduction to Creativity & Commerce throughout the Ages                                                             |
| 倉本仁<br>Jin Kuramoto    | 日本<br>Japan       | KURAMOTO STUDIO 創辦人<br>Founder of KURAMOTO STUDIO                 | What Should We Design Now?                                                                                               |
| Alessandro Loschiavo   | 義大利<br>Italy      | Aliantedizioni 首席設計師<br>Head of Design at Aliantedizioni          | Against Homologation: The Future of Design Regarding the Global Market and the Safeguarding of Regional Characteristics. |
| 安積朋子<br>Tomoko Azumi   | 日本<br>Japan       | t.n.a. 設計工作室創辦人 / 總監<br>Director of t.n.a. Design Studio, London. | Realising Projects                                                                                                       |



Nick Vasiljevic



倉本仁 Jin Kuramoto



Alessandro Loschiavo



安積朋子 Tomoko Azumi



產品設計類講座 The lecture of Product Design category



設計講座  
Design Lectures

視覺設計講座，由美國科羅拉多州立大學平面設計教授 John Gravidahl、巴西平面設計師 Felipe Taborda、Taschen 出版社線上出版總監 Julius Wiedemann，以及來自丹麥的重量級平面設計大師 Finn Nygaard 共同開講。

來自美國科羅拉多州立大學的 John Gravidahl 和大家分享他 25 年來累積了在廣告、網頁、書籍、出版品、Logo 等設計經驗後，發現他最喜愛的設計挑戰，是為教育與小型劇院設計的海報；他帶著大家透過逐步的設計發想過程，一邊檢視設計師的角色與存在意義。接著由來自巴西的平面設計師 Felipe Taborda 和來自丹麥的設計大師 Finn Nygaard，分別以 "Cultural Projects：How to Make it Happen" 及 "Visual Voice by Finn Nygaard"，用多年來的創作歷程，帶大家更深入了解各個領域與不同文化的平面設計作品。而 Taschen 出版社線上出版總監 Julius Wiedemann，則以 "科技" 為主軸，帶大家認識現今的科技為設計師帶來的機會與衝擊。

| 視覺設計<br>Visual Design | 國籍<br>Nationality             | 服務單位<br>Company                                                                     | 演說主題<br>Topic                                                   |
|-----------------------|-------------------------------|-------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| John Gravidahl        | 美國<br>USA                     | 美國科羅拉多州立大學平面設計教授<br>Professor at Colorado State University                          | Whats it About?<br>Design for Theatre, Literature and Education |
| Felipe Taborda        | 巴西<br>Brazil                  | 知名平面設計師<br>Graphic designer                                                         | Cultural Projects:<br>How to Make It Happen                     |
| Finn Nygaard          | 丹麥<br>Denmark                 | Finn Nygaard Design 創辦人<br>Founder of Finn Nygaard Design                           | Visual Voice by Finn Nygaard                                    |
| Julius Wiedemann      | 巴西 / 德國<br>Brazil/<br>Germany | Taschen 出版社線上出版總監<br>Director for Digital Publications at Taschen Publishing House. | Technology Will Set Designers Free                              |



John Gravidahl



Felipe Taborda



Finn Nygaard



Julius Wiedemann

The visual design seminars was kickd off by Colorado State University Graphic Design professor John Gravidahl, Brazilian graphic designer Felipe Taborda, publishing director of Taschen Publications Julius Wiedemann, and Denmark's heavyweight graphic designer Finn Nygaard.

John Gravidahl from Colorado State University shared his 25 years of accumulated experience in advertising, webpages, books, publications, and logo design. He discovered that his favorite design challenge was designing posters for education and small theaters. He walked everyone through the design process, simultaneously inspecting the role and reason of visual designers. Next, Brazilian graphic designer Felipe Taborda and Denmark design master Finn Nygaard used "Cultural Projects: How to Make it Happen" and "Visual Voice by Finn Nygaard" to use their many years of creation to give everyone a deeper understanding of graphic design pieces in various fields and cultures. Julius Wiedemann of Taschen Publications used "technology" as a theme to help everyone understand the opportunity of impact that technology brings to designers.



視覺設計類講座 The lecture of Visual Design category



設計講座  
Design Lectures

數位動畫講座則邀請到前 ICOGRADA 主席 Sanja Rocco、韓國 Nautulus Inc. 總監 Kyle Hyunsuk Kim、澳洲 Swinburne University 的教授 Troy Innocent 三位講者。

從克羅埃西亞遠道而來的前國際平面協會 (ICOGRADA) 主席 Sanja Rocco，首先和大家分享「設計管理」的概念，它可以如何靈活的被運用在商業與設計之間，作為有效的工具來創造雙贏局面。來自韓國的 Nautulus Inc. 總監 Kyle Hyunsuk Kim，則用「設計專利」為題，透過不同角度來分析近期蘋果和三星的例子，讓有志成為設計師的學生的許多新的啟發。最後由來自墨爾本 Swinburne University 的教授 Troy Innocent，分享他把城市作為遊戲場景的互動藝術作品 "Urban Codemakers"，帶領大家思考重新形塑城市公共空間的可能性。

| 數位動畫<br>Digital Animation | 國籍<br>Nationality | 服務單位<br>Company                                                                   | 演說主題<br>Topic                                             |
|---------------------------|-------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------|
| Sanja Rocco               | 克羅埃西亞<br>Croatia  | Zagreb 商業學校行銷學院院長<br>Head of Marketing department at<br>Zagreb School of Business | Linking Design with Business through<br>Design Management |
| Kyle Hyunsuk Kim          | 韓國<br>Korea       | Nautilus Inc. 執行總監<br>CEO at studio Nautilus Inc                                  | Design Patent: Recent Case between<br>Apple and Samsung   |
| Troy Innocent             | 澳洲<br>Australia   | 動畫設計師 / 藝術家<br>Transmedia Artist                                                  | Transmedia at Play in the<br>Contemporary City            |



The digital animation seminar invited former ICOGRADA director Sanja Rocco, Korea's Nautulus Inc. director Kyle Hyunsuk Kim, and Australia's Swinburne University professor Troy Innocent.

Sanja Rocco, the former director of ICOGRADA who travelled here from Croatia first shared with everyone the concept of "design management" and how it is utilized in business and design as an effective tool to create win-win situations. Kyle Hyunsuk Kim from Korea's Nautulus Inc. used "design patents" as a theme to use different perspectives in analyzing recent examples from Apple and Samsung to give aspiring designers more inspiration. Lastly, professor Troy Innocent from Melbourne's Swinburne University shared how he used cities in game environments as interactive art in "Urban Codemakers", helping everyone re-familiarize themselves with new possibilities in reforming public spaces in cities.



Sanja Rocco



Kyle Hyunsuk Kim



Troy Innocent



數位動畫類講座 The lecture of Digital Animation category



頒獎典禮  
Award Ceremony

當天總計頒發年度大獎、各類組金、銀、銅及各類組佳作共 38 件獲獎作品。現場也舉辦記者會，供媒體記者參觀採訪。除此之外，出席的貴賓還有教育部次長陳德華、教育部高教司副司長馬湘萍、教育部青年發展署組長蕭智文、副組長黃郁芬、科長趙由靖、海山教育基金會董事長陳曉虹、寶來國際有限公司徐華文、國立臺灣師範大學設計學系暨文創中心主任許和捷、計畫協同主持人廖偉民，以及多位本屆大賽的評審委員等，現場氣氛隆重而熱鬧。



頒獎典禮出席嘉賓  
Representatives of Award Ceremony



教育部高教司副司長馬湘萍頒發獎項給年度大獎得主  
Grand Prix winner was awarded by Hsiang-Ping Ma, Deputy Director of Department of Higher Education.

The 2012 Taiwan International Student Design Competition Ceremony was held on January 25th, 2013 in the B2 AV hall of Eslite's Dunhua branch. Award recipients, their family members, and instructors all participated in this annual event. The awards ceremony included the recipient of the grand prix, recipients from China, and his instructors. They all travelled far and wide to participate in this awards ceremony.

On that day, a total of 38 awards were awarded including the grand prix and the gold, silver and bronze awards for each category. A press conference was held that day for the visitation of media reporters. Aside from that, special guests attending included Administrative Deputy Minister Der-Hwa Chen, Department of Higher Education Deputy Director Hsiang-Ping Ma, Youth Development Administration Director Chin-Wen Shiau, Deputy Director Yu-Fen Huang, Section Chief Yu-Ching Chao, Administrative Assistant Chieh-Yun Li, Hai-Sun Education Foundation chairman Iris Chen, Polylight International Co., LTD President Hua-Wen Hsu, National Taiwan Normal University Director of Department of Design Ho-Chieh Hsu, Associate Project Director Melvyn Liao, and many judges from these awards. The event was grand and lively.



教育部高教司副司長馬湘萍頒發獎項給視覺設計與數位動畫類金獎得主  
Gold award winners of visual design and digital animation category were awarded by Hsiang-Ping Ma, Deputy Director of Department of Higher Education.



KEV Design 負責人周育潤（左圖）及國立台北科技大學工業設計系副教授陳殿禮頒發獎項給工業設計類銀獎得主  
Silver award winners of product design category were awarded by Kevin Yu-Jui Chou, Founder of KEV Design(left) ; Tiem-Li Chen, Professor of Department of Industrial Design, National Taipei University of Technology.



ICOGRADA 副會長施令紅頒發獎項給視覺設計及數位動畫類銀獎得主  
Silver award winners of visual design and digital animation category were awarded by Sophia Shih, Vice President of ICOGRADA.







JL Design 創辦人羅申駿（左圖）及天晴事務所創意總監易瑋勝頒發獎項給工業設計類銅獎得主  
Bronze award winners of product design category were awarded by Johnason Lo, Founder of JL Design(left); Yi Wei Shen, Design Director of Afterain design studio.



頑石文創開發顧問有限公司創意總監創辦人程湘如（左圖）及 JL Design 創辦人羅申駿頒發獎項給視覺設計類、數位動畫類銅獎得主  
Bronze award winners of visual design and digital animation category were awarded by Stony Cherng (left), Founder of Stony Design; Johnason Lo, Founder of JL Design.



寶來國際有限公司總經理徐華文（左圖）及海山教育基金會董事長陳曉虹頒發獎項給廠商贊助獎得主  
Sponsorship prize winners were awarded by Hua-Wen Hsu, President of Polylight International Co., (left) LTD; Iris Chen, Chairman of Hai-Sun Education Foundation.



## 展覽紀實 Exhibition

本年度的獲獎作品展覽於 102 年 1 月 24 日至 1 月 29 日於誠品書店敦南店 B2 藝文空間展出。展品囊括了自參賽的 3421 件作品中脫穎而出的 38 件獲獎作品。作品涵蓋產品設計、視覺設計、數位動畫，分別以等比模型、海報輸出、影片的形式展出，這 38 件獲獎作品充分展現出學生對於媒材與主題的詮釋，同時反映了新生代對當代社會的多面向思考。現場並規劃了本年度贊助廠商之一的寶來國際有限公司與日本設計師合作商品的展區。

This year's award winning works were exhibited at the B2 cultural space of Eslite's Dunhua branch from January 24th 2013 to January 29th 2013. The exhibition included all award winning pieces from a pool of 3,421 participating pieces. The pieces encompassed product design, visual design, and digital animation in the form of models, posters, and film. The 38 pieces fully expressed the students interpretation in terms of media and the theme while simultaneously reflecting the multi-faceted thinking of the new generation towards modern society. The site also planned an exhibition area with collaboration from this year's sponsor Polylight International Co., LTD and Japanese designers.





# 賽 則

附錄一 競賽簡章  
Appendix-Competition Regulation



## 活動目的

鼓勵國際間學生創意設計交流，發掘新生代創意設計人才。

## 主題說明

### Transform 轉化

從日出日落到樓起樓塌，變，是萬物看似恆常運作之下，洶湧推進的暗流。物種演化、季節遞嬗，雲化作雨，物質轉為能量，轉化的力量就蟄伏在人類生活的每一個細節。

## 參賽資格

限定國內外高級中等以上學校在校學生（以網路截止報名時間為準，須為西元 1986 年 5 月 31 日之後出生，年齡 26 歲以內。女性申請人於申請年限之前曾有生育事實者，每胎得延長年限兩年。）

## 徵件需求：

能表達競賽主題「Transform 轉化」之創意設計。

## 參賽類別

分成產品設計類、視覺設計類、數位動畫設計共三類

## 報名費用

免繳報名費

## 參賽時間表

**網路報名與作品上傳** | 自 2012 年 6 月 1 日（星期五）至 8 月 15 日（星期三）24:00（台北 GMT+08:00）。

**數位動畫類作品光碟送件** | 自 2012 年 7 月 2 日（星期一）至 8 月 15 日（星期三）17:00（台北 GMT+08:00），以寄出郵戳時間為憑。

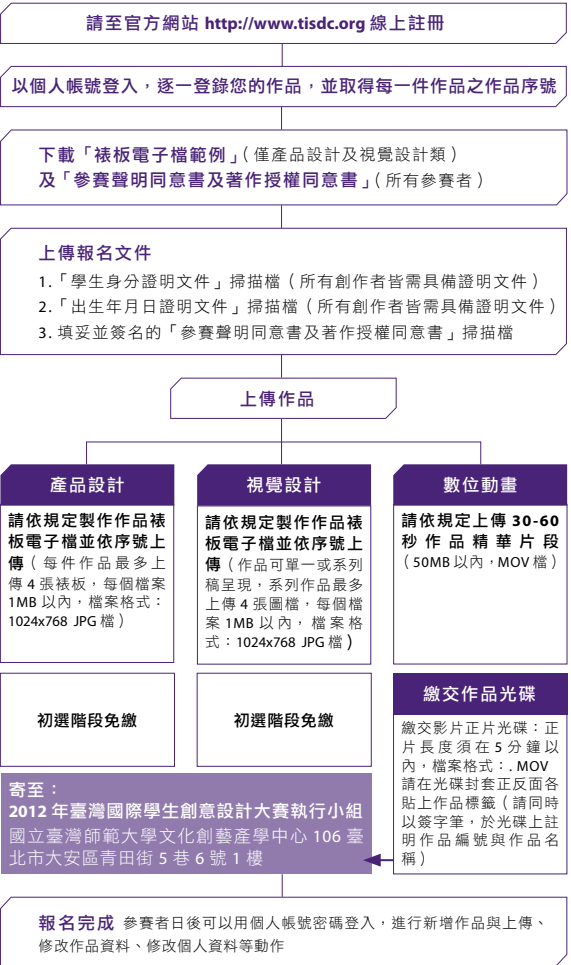
**初選** | 2012 年 9 月 5 日（星期三）

**入圍者第二階段徵件（包括產品設計類模型、視覺設計類紙本輸出及三類組作品資料光碟）的繳交截止日** | 2012 年 11 月 2 日（星期五）17:00（台北 GMT+08:00）

**決選** | 2012 年 11 月 16 日（星期五）

**頒獎典禮與獲獎作品展覽** | 2013 年 1 月 24 日（星期四）—2013 年 1 月 29 日（星期二）

## 報名程序



※請注意：  
a. 為避免資料傳送錯誤，報名時請填入經常使用的 E-mail 信箱，執行單位將會以此信箱傳送比賽相關訊息。  
b. 報名截止後，無法再修改作品名稱及參賽者姓名，請妥為填寫。  
c. 「**參賽聲明同意書及著作授權同意書**」為保障所有參賽者的權利與義務，保護智慧財產權並促進競賽順利推動，亦請務必妥善填寫。

## 決選送件

**產品設計類入圍者請繳交以下項目** |

● 以 1:1 或等比例縮小之精密模型（縮小模型不得小於 50 立方公分），主辦單位將補助產品設計類入圍者作品模型製作費 NTD：20,000 元整（含稅）。模型送件截止期限為 2012 年 11 月 2 日（星期五）17:00（台北 GMT+08:00），需在截止時間前送達或寄達。

● 作品樣板：請製作實體樣板，每張 A3 大小，每件作品至多兩張樣板。樣板內容說明文字必須以英文為主，字數在 50-100 字以內。

● 作品光碟：光碟內容包括作品樣板數位檔案（.jpg 檔 / 300dpi）、及所有設計者之清晰半身照片（2MB 以上，.jpg 檔，300dpi）

※請注意：  
作品請妥善包裝後寄出，運送過程中若對作品造成損傷而影響評審觀感，主辦單位恕不負責。

**視覺設計類入圍者請繳交以下項目** |

● 作品紙本輸出，作品輸出以海報規格 70x100cm 為主。

● 作品光碟，光碟內容包含作品檔案（.pdf 檔 / 300dpi）（以 70x100cm 為主，300dpi, CMYK, PDF）、所有設計者之清晰半身照片（2MB 以上，.jpg 檔，300dpi）

※請注意：  
作品請妥善包裝後寄出，運送過程中若對作品造成損傷而影響評審觀感，主辦單位恕不負責。

**數位動畫類入圍者請繳交以下項目** |

● 作品分鏡圖樣板：可含圖、文並自行排版，每張 A3 大小，每件作品至多兩張樣板。

● 作品資料光碟：光碟內容包括作品宣傳圖 4 張以內（.jpg 檔 / 300dpi）、所有設計者之清晰半身照片（2MB 以上，.jpg 檔，300dpi）

## 評選作業

**初選** | 依照參賽者所提供之作品檔案為依據，由評選委員會選出晉級決選作品。

**決選** | 產品設計類以作品模型進行評選；視覺設計類由進入決選者自行輸出作品進行評選；數位動畫類則依作品數位檔案進行評選。

## 評審標準

以創意出發，力求突破，切合主題並能表達主題概念與美感的設計。執行單位將邀請國內外不同領域專家組成初、決選評審團進行評選。

**產品設計組** | 創意 50%，美感 20%，設計完整性、切題性 20%，圖面表達 10%

**視覺設計組** | 創意 50%，構圖、美感 10%，完整性、切題性 20%，技巧 20%

**數位動畫組** | 創意 50%，美感 20%，完整性、切題性 20%，技術性 10%

## 頒發獎項

● 年度大獎 1 名：獎金新台幣四十萬元，獎盃一座，獎狀一紙

● 金獎（產品、視覺、動畫各 1 名）：獎金新台幣二十五萬元，獎盃一座，獎狀一紙

● 銀獎（產品、視覺、動畫各 1 名）：獎金新台幣十五萬元，獎盃一座，獎狀一紙

● 銅獎（產品、視覺、動畫各 1 名）：獎金新台幣十萬元，獎盃一座，獎狀一紙

● 佳作若干名：獎金新台幣一萬元，獎狀一紙。

● 贊助單位特別獎若干名。（依實際贊助單位贊助金額而定，並頒發獎狀一紙）

● 產品設計類入圍決選者，另補助模型費新臺幣二萬元。

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

★獎杯與獎狀以教育部部長名義頒發，並於十一月舉行頒獎典禮。

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

## 注意事項

**關於參賽作品** |

● 所有參賽作品均不予退件。

● 參賽者可以個人或組隊參賽，參賽件數不限。

● 為參賽者自行創作且具原創性。

● 所有概念、文字、圖案、表格、照片、影片、語音、音樂、動畫等各種內容及所使用之程式無仿冒、抄襲或其他侵害他人智慧財產權及著作權之情事。

● 為避免產品決選模型進入臺灣海關時間過長，而影響作品到達時間，參賽者於寄件時勿將作品價值填寫超過 50 美元，且應自行負責繳納通關時所產生之所有費用。

**關於參賽者** |

● 同意接受並遵守本活動注意事項及規範，如有違反本活動注意事項及規範之行為，經查證屬實，活動單位得取消其參賽或得獎資格，並對於任何破壞本活動之行為保留相關權利。

● 尊重本獎評審小組之決議。

● 本獎公布前，同一作品已發表、曾在其他比賽獲獎或正在評審中，應主動告知教育部與國立臺灣師範大學文創中心（本活

動主承辦單位），作為評審之重要參考依據。

● 不得有請託、關說、利誘、威脅或其他干擾評審委員及評審程序之情事。

● 參賽者須配合提供其創作之詳細資料，作為日後公開報導與展示之用。

● 維護參賽者之智慧財產權，建議入圍者繳交模型前先申請專利。

● 前三名得獎者請親至頒獎典禮受獎，需自付參加頒獎典禮之旅費及來臺簽證相關手續費用。

**關於得獎者** |

● 提供得獎作品之詳細資料，作為公開報導及展示之用。

● 在公告得獎三年內，得獎者與其得獎作品應配合由部所舉辦之相關展示與宣導活動，並保留作品原始檔案及資料，供教育部備查。

● 得獎獎金應依規定課稅。

● 得獎作品應同意無償、非專屬性授權教育部（及活動單位）運用參賽獲選作品圖片與說明文字等相關資料、製作成視聽著作（影片）與數位形式檔案，提供教學、研究與公共服務用途之公開上映、公開播送與網路線上閱覽。若因教學研究之需求，教育部得重製該作品。本件授權不影響著作人對原著作之著作權及衍生著作權，並得為其他之專屬授權。

● 得獎作品其後續商品化及行銷行為，不得損害本獎之形象或精神。

**關於獲獎資格取消** |

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

● 未符合參賽資格。

● 得獎作品經人檢舉涉及抄襲或違反著作權等相關法令，經法院判決確定者，執行單位得取消其獲獎資格並追回已頒發之獎金及獎狀。

● 得獎作品經人檢舉或告發為非自行創作或冒用他人作品且有具體事證者，執行單位得取消其獲獎資格並追回已頒發之獎金及獎狀。

● 得獎作品其後續商品化及行銷行為，有損害本獎之形象或精神者。

● 得獎者有請託、關說、利誘、威脅或其他干擾評審委員或評審程序，經初選評審小組審議後認情節嚴重者。

● 主辦單位保留活動變動之權利，本活動未竟事宜，依教育部函示規定及網站公布為準，有關爭議，經活動評審小組審議後，報教育部決定之。

## 聯絡方式

2012 年臺灣國際學生創意設計大賽執行小組

國立臺灣師範大學文化創意產學中心

106 臺北市大安區青田街 5 巷 3 號 4 樓

（報名資料及光碟作品請寄送至臺北市大安區青田街 5 巷 6 號 1 樓）

TEL: 886-2-2391-1606 分機 12 & 14 FAX: 886-2-2391-9193

E-mail: ccic.ntnu@gmail.com

Website: <http://www.tisd.org>

FACEBOOK: 臺灣國際學生創意設計大賽



## Purpose:

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

## Theme

### Transform

The sun rises and sets every day; today a building stands but the next day it may collapse in a disaster—transformations are a hidden but dynamic rule in a world which seems to operate constantly. Evolution, seasonal changes, weather variation and substance transformation into energy—the power of transformation stays in our everyday life.

## Qualification

Students who currently enroll at senior high schools or above. (Based on the internet registration deadline, and the participant must be born after May 31 1986, and be younger than 26 years of age. For female who had given birth before year of 26 may have 2 years extension per birth.)

## Category

Product Design, Visual Design, and Digital Animation.

## Participating Works

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

## Timetable

Online Registration and Online Work Submission Deadline | June 1,(Friday)2012 to August 15 (Wednesday), 2012 24:00 (Taipei GMT+08:00)  
Disc Submission in Digital Animation Category for Preliminary Selection (For Digital Animation Only) | July 2 (Monday), 2012 to August 15 (Wednesday, 2012 17:00 (Taipei GMT+08:00), validated by postmark date

Preliminary Selection | September 5, 2012

Deadline For Mockup and Printout Submission,Deadline for final selection submission (include mockup, printout and disc submission for each category) | November 2 (Friday), 2012 17:00 (Taipei GMT+08:00), the submission from Taiwan must arrive at the deadline date while the submission from overseas is validated by postmark but have to arrive in our office no later than 1 week from the deadline.

Final Selection | November 16, 2012

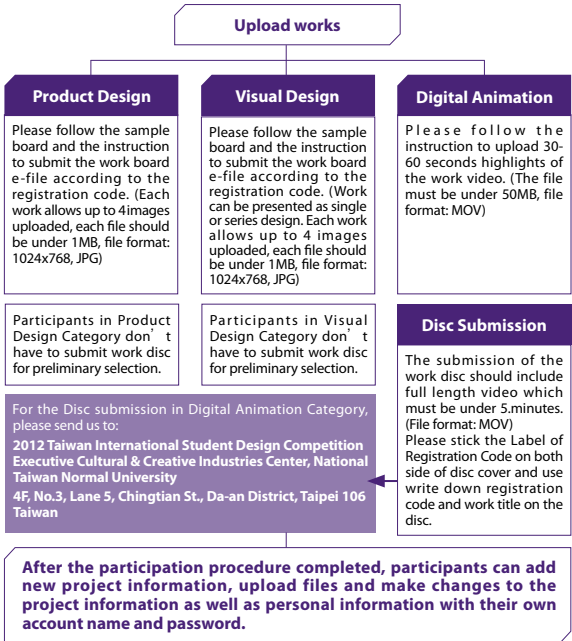
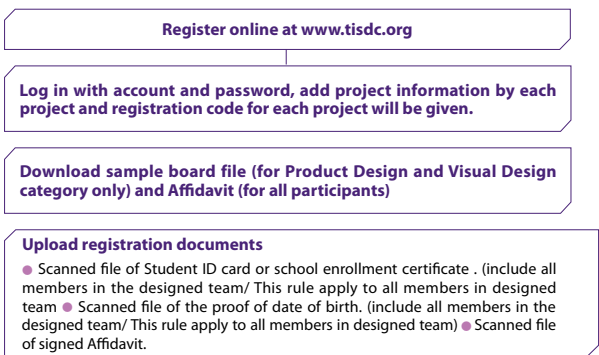
Award Ceremony | January 25, 2013

Exhibition | January 24-29, 2013

## Registration Fee

Free.

## Participation Procedure



### Please note:

- To avoid invalid information transmission, please fill in the E-mail account that is often used, the executive team will send competition relevant information to the E-mail participants provide.
- After online registration deadline, participants' names and works' titles can't be changed, please fill in the information carefully before the online registration system closed.
- To protect intellectual property and to ensure the participating rights and interests, participants must upload the scanned Affidavit after filling out and signing the Affidavit.

## Final Selection - Submission Procedure

### Product Design Category |

#### 1.Mockup

Please submit the precision mockup in 1:1 or equivalent reduced ratio, (the reduced ratio mockup cannot be smaller than 50 cm3). The designers of the nominated works of product design category will be supplemented with NT\$20,000 (approx. US\$600) as mockup production fee. The deadline of the submission is November 2,,2012 (Friday) 17:00 (Taipei GMT+08:00). The submission from Taiwan must arrive at the deadline date while the submission from overseas is validated by postmark but have to arrive in our office no later than 1 week from the deadline.

#### 2.Paper board(s)

Please submit up to two A3 size (420X297mm) paper boards. The paper boards which include description should be mainly in English and is limited between 50-100 words.

#### 3.Disc: Each disc should include

- The electronic file of paper boards (JPG/300 dpi)
- Photos of all designers (above 2MB, JPG/300dpi).

**\*Please note:** The mockup should be packed properly before delivering to us, the executive is not responsible for any damage of the mockup during the delivery process.

### Visual Design Category |

#### 1.Printout work

Please submit the works in paper, poster size 70X100cm is preferable.

#### 2.Disc: Each disc should include

- Work in electronic files format (mainly 70x100cm, 300dpi, CMYK, PDF)
- Photos of all designers (above 2MB, JPG/300dpi).

**\*Please note:** The work should be packed properly before delivering to us, the executive is not responsible for any damage of the printout during the delivery process.

### Digital Animation Category |

#### 1.Story Paper Board(s)

Please submit up to two A3 size (420x297mm) paper boards. The paper board could include illustration and description. The description should be mainly in English and is limited between 50-100 words.

#### 2.Disc: Each disc should include:

- Up to 4 film story boards attached on A3 size (JPG/300dpi)
- Photos of all designers (above 2MB, 300dpi, JPG)

## Evaluation Operation

a. Preliminary Selection: the evaluation will be based on the electronic files provided by the participants, the evaluation committee will select pieces of work to participate in the final selection.

b. Final Selection: the Product Design Category will be evaluated by the works'mockups; the Visual Design Category will be evaluated by the printout provided by the participants and the Digital Animation Category will be evaluated by the original designs.

## Evaluation Criteria

Designs that start from creativity, unique approach, meeting and expressing concept with the aesthetics; domestic and international experts in different fields will be invited by the executive to form the preliminary selection and final selection committee to

### Product Design Category |

Creativity: 50%; Aesthetics: 20%; Completeness and Thematic: 20%;

### Visual Design Category |

Creativity: 50%; Composition, Aesthetics: 10%; Completeness and Thematic: 20%; Techniques: 20%

### Digital Animation Category |

Creativity: 50%; Aesthetics: 20%; Completeness and Thematic: 20%; Techniques: 10%

## Awards

- Grand Prix 1 winner: NT\$400,000 (approx. US\$12,000), an awarding cup and a certificate
- Gold 1 winner (each category): NT\$250,000 (approx. US\$8,000), an awarding cup and a certificate
- Silver 1 winner (each category): NT\$150,000 (approx. US\$5,000), an awarding cup and a certificate
- Bronze 1 winner (each category): NT\$100,000 (approx. US\$3,000), an awarding cup and a certificate
- Honorable Mention winners: NT\$10,000 (approx. US\$300) and a certificate
- Sponsorship winners: Prize adjusted according to the sponsors, and a certificate

The nominated works of the product design category will be supplemented NT\$ 20,000 (approx. US\$600) production fee by the implementation unit.

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

★ The awarding cup and the certificate will be conferred by the Minister of Education and the Award Ceremony will take place in late October.

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

## Terms & Conditions

### For the participating works:

- All participating works will not be returned.
- Participants can participate in the competition as individuals or in teams, there is no limit to the number of pieces.
- The participating works shall be one's own designs.
- All the concepts, words, icons, sheets, pictures, videos, audios, music, animation contents and program of the work are not proven to be plagiarized or having involved in any infringement of copyrights or other laws.
- The delivered mockup is the participating work, to avoid the Taiwan customs process taking longer and affecting the work's arrival time;

the participants shall not fill in the work price over US\$ 50, and all the participants are responsible for all the costs occurred for going through customs.

### For the participants:

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

### For the winners:

- The winners must provide the design detail information for future public reports and the exhibitions.
- The winners, along with the awarded work, shall cooperate with the organizer in the relative activities within 3 years from the proclaiming the awarding.
- 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.)
- 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 commercialization and marketing activities of the awarded works shall not contravene the spirit of the competition.

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

- Participants who do not meet the requirements of the qualification.
- 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 it sole discretions.
- 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 it 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 it sole discretions.
- In the event that requests, lobbies, threats, bribes or other actions interfering the evaluation, the organizer shall have the rights to disqualify the awarded winners.
- The organizer shall have the rights to make alternations of TISDC and will be publicized on the website; any contentions will be evaluated by the committee and the Taiwan Ministry of Education.

## Contact

2012 Taiwan International Student Design Competition Executive Cultural & Creative Industries Center, National Taiwan Normal University

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

Facebook : Taiwan International Student Design Competition





## 2012 臺灣國際學生創意設計大賽 成果專刊

2012 TAIWAN INTERNATIONAL STUDENT DESIGN COMPETITION Portfolio

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