

跨界与融合

“南京创造”

国际校际设计联展作品集

CROSS-DISCIPLINARY AND INTEGRATION
Portfolio of “Nanjing Innovation” International Universities’ Design Exhibition

“南京创造”国际校际设计联展组委会 编

IDL

中国建筑工业出版社

跨界与融合

“南京创造”

国际校际设计联展作品集

CROSS-DISCIPLINARY AND INTEGRATION

Portfolio of “**Nanjing Innovation**” International
Universities' Design Exhibition

“南京创造”国际校际设计联展组委会 编

中国建筑工业出版社

图书在版编目 (CIP) 数据

跨界与融合 “南京创造”国际校际设计联展作品集 / “南京创造”
国际校际设计联展组委会编. —北京: 中国建筑工业出版社, 2013.10
ISBN 978-7-112-15744-0

I. ①跨… II. ①南… III. ①设计—作品集—世界—现代 IV. ①J111

中国版本图书馆CIP数据核字 (2013) 第197452号

责任编辑: 吴 绫 李东禧

责任校对: 肖 剑 刘 钰

跨界与融合

“南京创造”国际校际设计联展作品集

“南京创造”国际校际设计联展组委会 编

*

中国建筑工业出版社出版、发行 (北京西郊百万庄)

各地新华书店、建筑书店经销

北京嘉泰利德公司制版

北京顺诚彩色印刷有限公司印刷

*

开本: 787×1092 毫米 1/20 印张: 13²/₃ 字数: 420 千字

2013 年 9 月第一版 2013 年 9 月第一次印刷

定价: 98.00 元

ISBN 978-7-112-15744-0

(24537)

版权所有 翻印必究

如有印装质量问题, 可寄本社退换

(邮政编码 100037)

主编：

南京理工大学设计艺术与传媒学院
“南京创造”国际校际设计联展组委会

总策划：

段齐骏

组委会成员（按姓名拼音排序）：

Andrew BECK Ching Chiuan YEN 段齐骏 管倬生 黄 钦
姜 斌 姜 霖 Justus THEINERT 李荟萃 李亚军 梁 雯
乔 浹 Scott SHIM Steve VISSER 孙守迁 Tin-Man LAU
Tom Nelson 王 辉 王 展 徐瑞华 徐 伟 徐耀东
张 利 张 锡 郑建启 周 明 Zurlo FRANCESCO

书籍整体设计：

王 辉

编排设计（按姓名拼音排序）：

费佳皓 洪流斌 季婵媛 罗 丹
吕志伟 孙春燕 张雨涵 张郅政

前言

食物、居所和衣服：这是我们经常说的人类生活必需品。随着社会日趋精致复杂，我们又在这个单子上加上了工具和机器（因为它们能够使我们生产其他的三项）。但是，人类有比食物、居所和衣服更多的基本的需求。

即使许多设计机构的法人利益不允许这种设计，至少，我们应该鼓励学生去做一些这样的事情。因为在把一个新的工作领域呈现给同学们的同时，我们可能也就为思考设计问题提供了一种新的可能的模式。我们可以帮助他们产生一种真正需要的社会 and 道德责任。

——[美]维克多·帕帕奈克《为真实的世界设计》

当今社会，设计教育的职能不再局限于传授设计技能、引导学生以用户的部分需求为基础展开设计思维，其更大的亦是更难体现的价值应为：对学生社会责任意识的培养。

“‘南京创造’2013国际校际设计作品联展”，作为第四届国际创新与设计教育论坛的一项主要的也是特色的学术交流活动，将展示来自世界各地高校设计专业师生的设计作品。而秉承上述观念，本届展会的工作目标在于：①促进中外文化的交流与融合，促进设计创新；②为国内外各大院校的师生提供展示设计创意的舞台；③通过作品的交流，实现设计教育思想的交流，进而促进设计教育的共同发展。

相伴于“国际创新设计与教育论坛”，作品联展已经举办了3届。旨在赋予“创造”这一人类发展的永恒主题以南京这座历史文化名城的特殊意味，2011年，设计作品联展正式以“南京创造”命名；2013年度的这次作品联展继续冠以“南京创造”之名，意在打造一个对文化遗产、设计交流和设计教育发展有卓越影响力的设计联展品牌。

《跨界与融合——“南京创造”国际校际设计联展作品集》共收录作品120余件，包括产品设计、信息与视觉传达设计、环境设计等不同类别。参展作品来自于英国考文垂大学、美国普渡大学、美国俄亥俄州立大学、美国奥本大学、意大利米兰理工大学、德国达姆施塔特应用科学大学、新加坡国立大学，以及中国台湾云林科技大学、清华大学、武汉理工大学、浙江大学和南京理工大学等12所境内外知名院校。所有参展作品体现出了各校的设计教育特色，其视角、内容、形式乃至创新思想异彩纷呈，恰好符合本次作品联展的目的。

值此作品集付梓之际，我们谨对各支持、参与院校的相关老师和同学表示衷心的感谢，没有你们提供的优秀作品，便无法有效达成设计与教育思想的交流与碰撞；也对负责作品整理、作品集与作品展版面设计制作的老师和同学们，道一声“辛苦”，没有你们耐心、细致的工作和默默无闻的奉献精神，就不会有成功的作品集和作品展。

由于作品征集完毕至作品集成稿的时间有限，我们的工作可能还存在着一定的问题，为此，我们向各参展单位、参赛者和读者致歉；同时我们希望能得到各有关单位和同行的支持与帮助，将今后的工作做得更好。

“南京创造”国际校际设计联展组委会

2013年7月25日于中国南京

Preface

Food, shelter, and clothing: that is the way we have always described mankind's basic needs; with increasing sophistication we have added: tools and machines. But man has more basic needs than food, shelter, and clothing.

Even if the corporate greed of many design offices makes this kind of design impossible, students should at least be encouraged to work in this manner. For in showing students new areas of engagement, we may set up alternative patterns of thinking about design problems. We may help them to develop the kind of social and moral responsibility that is needed in design.

Victor Papanek, *Design for the Real World*

Nowadays the functions of design education are no longer limited to passing on the bare knowledge of design and guiding students through design thinking based on the fundamental requirements of users. The fateful value of design education, which is hard to be realized, is the cultivation of the students' consciousness of social responsibility.

"Nanjing Innovation" International Universities' Design Exhibition, as the main part and the most distinctive academic exchange activity of the 4th International Innovational Design & Education Forum, will display design works of teachers and students majoring in design from universities and colleges all over the world. In accordance of the above-mentioned education concept, this exhibition aims at:

- promoting design innovation and the exchanges and integration of various cultures;
- providing teachers and students from universities and colleges all over the world with a platform for displaying creativity;
- and realizing the interchange of ideas of innovational education through exchanging design works, thereby promoting the common development of design education.

For the purpose of polishing Innovation, one of the timeless themes of human development by adding

the temperament of Nanjing, a city filled with the historical and cultural heritages, the exhibition of designs has been held for three times, along with International Innovational Design & Education Forum. In 2011, the exhibition was officially named as "Nanjing Innovation" and that in 2013 the Exhibition continues to use this name shows the effort for building a remarkable brand of design exhibition for cultural transmission, design communication and development of design education.

Cross-disciplinary and Integration—Portfolio of "Nanjing Innovation" International Universities' Design Exhibition embodies more than 120 design works, covering products design, information and visual communication design, and environmental design, etc.. Participating universities include Coventry University(GBR), Purdue University(USA), the Ohio State University (USA), Auburn University (USA), Politecnico di Milano (ITA), Hochschule Darmstadt University of Applied Sciences (GER), National University of Singapore (SIN), Yunlin University of Science and Technology(TW, CHN), Tsinghua University (CHN), Wuhan University of Science and Technology (CHN), Zhejiang University (CHN) and Nanjing University of Science and Technology (CHN). Entries from these 12 esteemed universities show the differed characteristics of design education, with the splendour of various angles, objects, forms

and innovational thoughts, which correspond to the purpose of this exhibition of design works.

At the time that the portfolio is finished and submitted for publication, we sincerely express our gratitude to teachers and students of the participating universities, for the design works provided by you further the collision and exchange of design and education ideas. Meantime, we gratefully acknowledge the contributions of every teachers and students involved in the collection of design works and the layout design of the portfolio and the exhibition. Without your patience, carefulness and dedication, neither such successful exhibition would be held nor would the portfolio be perfect.

As time for the completion of portfolio is limited, it is unavoidable that there should be error in the portfolio, for which we apology to participants and readers. We hope to perform a better job in future with the helping hands from relevant units and all our fellow colleagues.

Organizing Committee of "Nanjing Innovation"
International Universities' Design Exhibition

July 25th, 2013 in Nanjing, China

目录

前言

001	[美国] 普渡大学
029	[英国] 考文垂大学
057	[德国] 达姆施塔特应用科学大学
077	[美国] 奥本大学
087	[新加坡] 新加坡国立大学
105	[美国] 俄亥俄州立大学
123	[意大利] 米兰理工大学
141	台湾云林科技大学
163	清华大学
189	浙江大学
211	武汉理工大学
233	南京理工大学

001

PURDUE
UNIVERSITY

Purdue University
[美国] 普渡大学

MT

IDL

13h

14h

15h

16h

17h

18h

19h

20h

21h

22h

23h

24h



HOW DOES MICRO BLOG KIDNAP PEOPLE'S LIFE?

56% OF SURFING TIME
IS SPENT ON SOCIAL MEDIA

LOGGING IN FREQUENCY

SEVERAL TIMES PER DAY	50.5%
2-3 TIMES PER DAY	22.6%
1-2 TIMES PER WEEK	14.5%
1-3 TIMES PER MONTH	6.9%
RARELY USE	5.5%



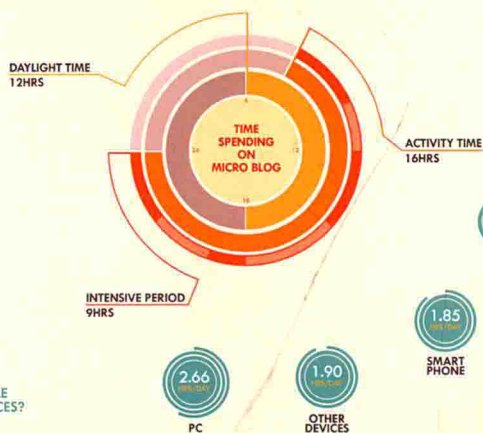
With the development of social networks, social media provide enormous conveniences and sufficiency for people getting the latest information. As they becoming an increasingly essential part of life, they impact people's living patterns as well. Here are some details of the number of people using micro blog:

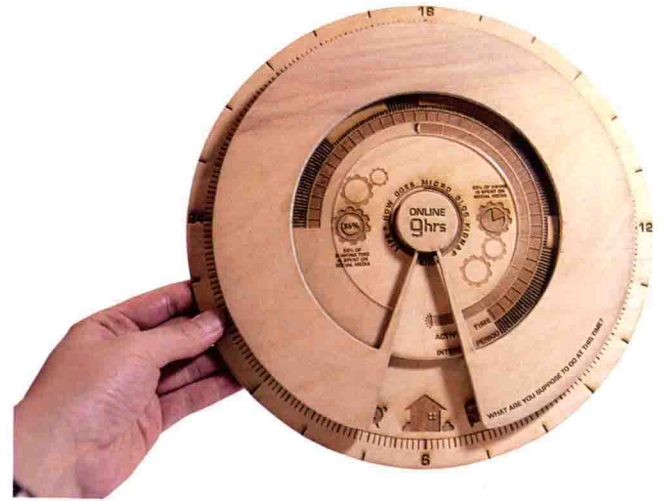
Registered accounts 100,000,000;
New accounts created per day 200,000;
New tweets published per day 800,000;
Mobile users 450,000;
Since social media is kidnapping people's daytime with overloaded information in return, can we get our normal life back?

20% IN 24HRS
IS SPENT ON SOCIAL MEDIA



9HRS IN 24HRS
ARE SPENT ON MICRO BLOG INTENSIVELY





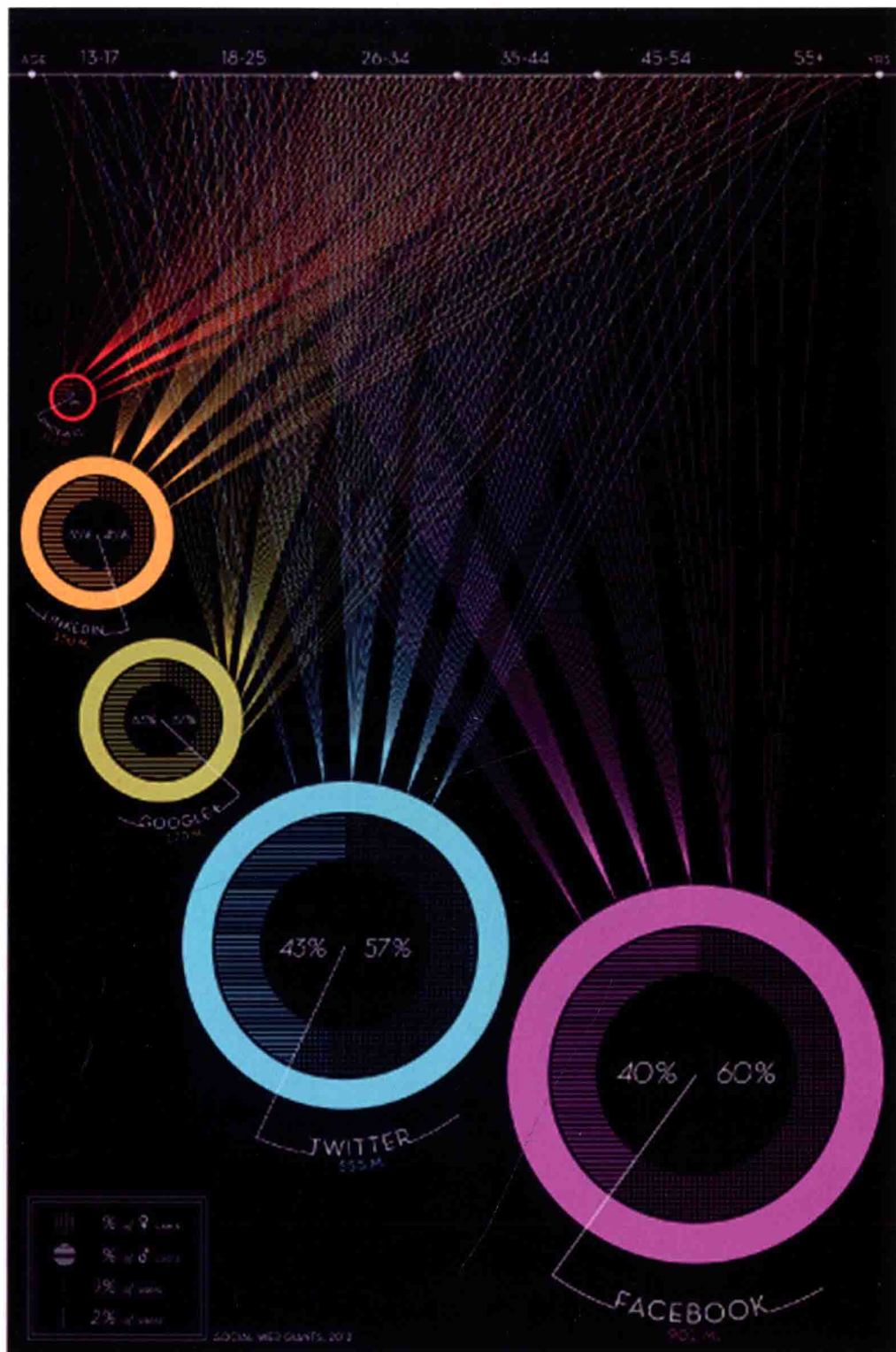
Based on the timeline standard, this infographic project is to show the impact of micro blog among people's life, since social media becoming an increasingly essential part of modern living pattern.

The poster includes the information from the main background of social media and micro blog, what are people looking for during their online time, how much time do people spend on micro blog in 24 hours to what kinds

of mobile devices do people use to log in their accounts, showing the details gradually. The 3D application is illustrated with both the comparison between the normal activities at each specific hour and online time. People can also do self-diagnosis of "What are you supposed to do at this time?" with rotating the top plate, which is more interactive.

Weiran Lei

“How does Micro Blog Kidnap People’s Life?”

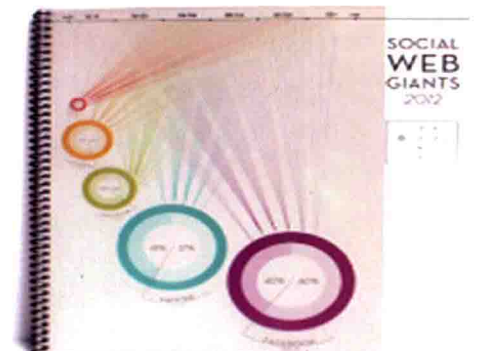


“Social Web Giants, 2013”

Emily M. Cox

While conceptualizing this design, I was inspired to represent data abstractly through the use of simple lines and geometric shapes. To achieve this, I chose to represent each social media giant with a distinctly colored circle. Lines of corresponding colors radiate from each circle, representing the percentage of site users in each age demographic. Colored lines are grouped according to which age demographic and website they belong. This grouping makes the information easier to attain when viewed at a close distance and also creates an aesthetically pleasing web-like effect when viewed further away. I strived to create a beautiful, clean and modern design with striking colors and simple shapes that would inspire the viewer to take a closer look.

Because the original design is a large printed poster, I chose to create a more interactive and hand-held way to display the same information. To do so, I focused on isolating each social media website on a separate sheet of transparency film. My final solution is a hand-held print booklet in which each social media site lays over the other to re-create the original poster design. By placing each site's elements on a separate page, the viewer can flip through and analyze the data in detail. I believe this grouping/separation allows the viewer more of an opportunity to interact with the design while fully absorbing its numerical data and design intricacies.



WHAT MEASURES YOUR LIFE?



Eating disorders have the **highest mortality rate** of any mental illness

Only 30%~40% of those with an eating disorder ever fully recover



Eating disorders have the highest mortality rate of any mental illness. I wanted this poster to focus on how fatal eating disorders can be and how they can slowly suffocate those who suffer from it. We, as a society, are very focused on the size and shape of the human body. We force these standards on young women and men alike and demand that they reach an unattainable level of perfection. Many young men and women are so pressured by these demands that they often develop eating disorders. Most of those with an eating disorder will never fully recover. This social issue is widely ignored or unnoticed by the general public. I wanted to bring awareness to the issue and how dangerous it can be.

Sarah-Jean Murray

What Measures Your Life?

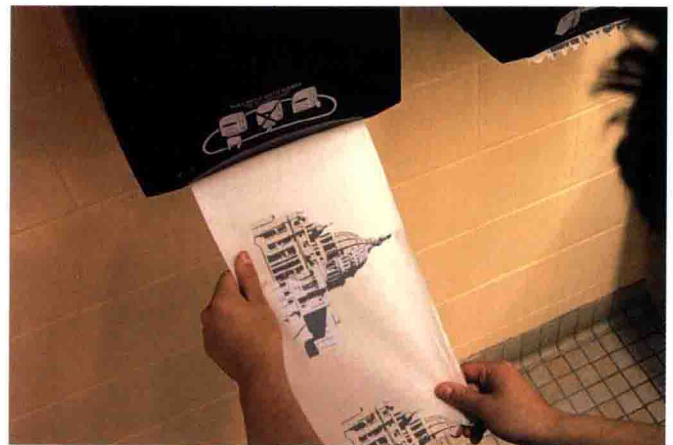


SEPARATE HERE



“Separate Here”

Alex Hanson



The poster “Separate Here” is a visual representation of support for the issue on church and state. Whether someone is in favor or not of the issue, the two are commonly seen together, hence the combination of St. Peter’s Basilica as church and the United States Capitol Building as state. The use of color and style creates the subtle distinction between the buildings.

In accompaniment with the 24”x36” poster, disposable paper towel rolls would be produced and placed in public restrooms to increase awareness of the issue. Tearing the paper towels is the equivalent of subtly “separating” the two from one another.

