

攝 影

1991

TAIWAN CREATIVE GRAPHIC ARTS
Creative Professional Photograph

台灣・創意百科



專業攝影年鑑



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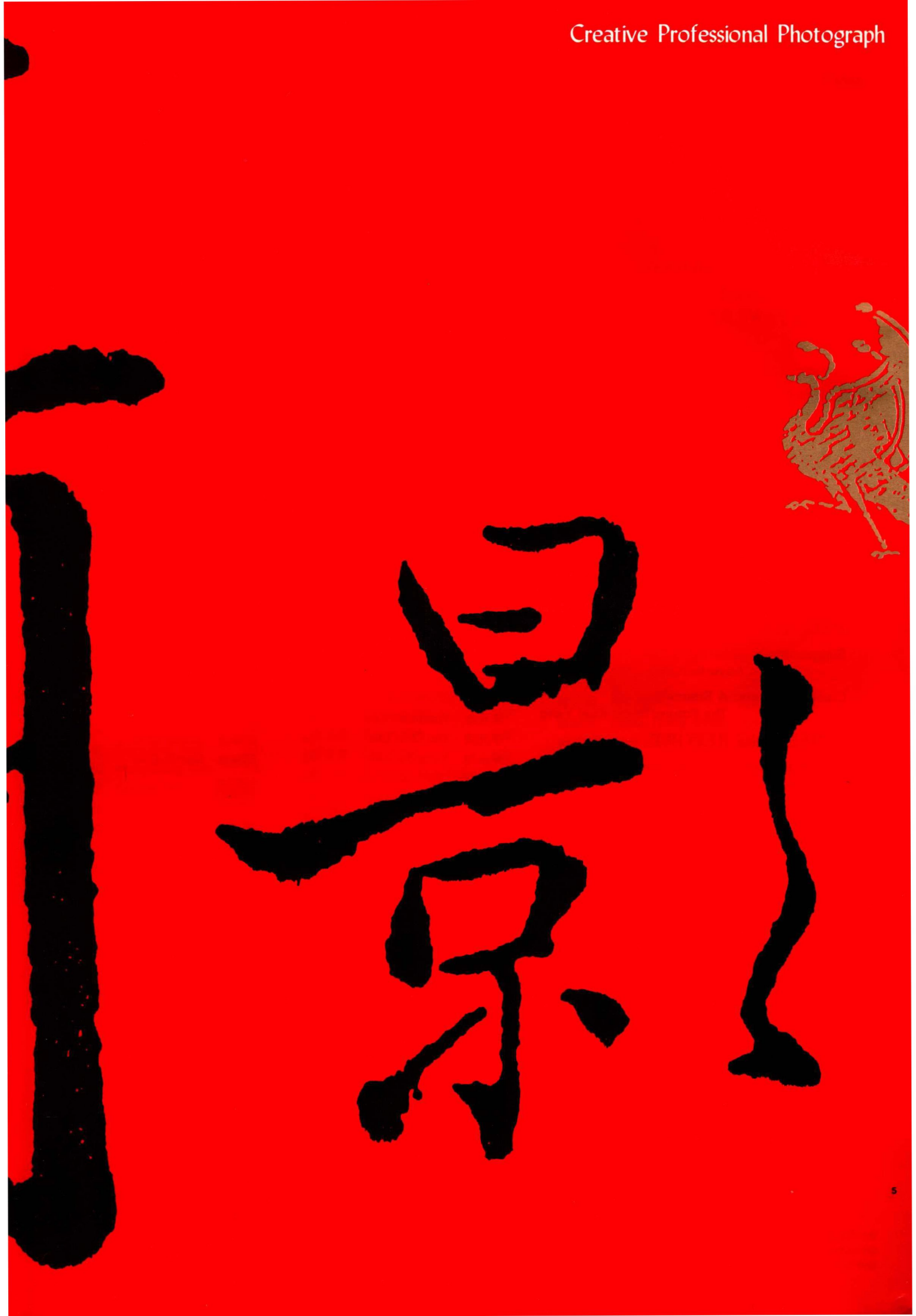


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Chairman, Hwa-Wei & Grey Advertising Co., Ltd.

Hansen Chang

Chairman of The Designer's Association, R.O.C.
Instructor for Basic Design, National Taiwan Academy of Arts
President of The Accord Design Co., Ltd.

Chuan-Sheng Yang

Adviser, Past Chairman, The Designer's Association, R.O.C.
President, Asian Arts Association, R.O.C. Branch

H. P. Jam

Publisher, Business Weekly, Taiwan
Adviser, Yuan-Liou Publishing Co., Ltd.

M. C. Hsieh

Chairman, China (Taipei) Packaging Association
Vice President & Director, Cheng-Loong Co., Ltd.

Ming-Shuen Shieh

Lecturer of Dept. of Mass Communication, Fu-Jen Catholic University

Po-Chin Yen

Professor of College of Management, Fu-Jen Catholic University

Screening Coordinator

Su-Chao Wang

Publisher, Designer Publisher, Inc.
Publisher, Graphic Communications Monthly
Lecturer of Dept. of Applied Arts, Fu-Jen Catholic University

Screening Committee

(1) Creative Advertisement Design

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Production Director, United Advertising Co.

Jack Chun-Chieh Lin

General Manager, Sunyear Advertising Co.
Managing Director of The Designer's Association, R.O.C.

C. F. Joe

Director of Producer, All-Power A.V. Production

David Ching-Chiang Wu

President, Michelangelo Graphics Design Co.
President, Louise Photo Creative Atelier

Kuo-Tai Yang

Chief Manager, Tong-Ling Advertising Co.
Chairman, The Amoeba Design Association, R.O.C.

(2) Creative Commercial Design

David Hsin-Kong Wang

Creative Director, David Wang Design Associates
Lecturer of Design Dept. of Fine Arts, Tung-Hai University
Lecturer of Dept. of Applied Arts & Design, Shih-Chien College

Apex Pang-Soong Lin

Lecturer of Dept. of Fine Arts, National Taiwan Normal University
Managing Director of The Corporate Image Development Association, R.O.C.

Tzung-Kuei Yang

Managing Editor, Designer Publisher, Inc.
Managing Editor, Graphic Communications Monthly
Managing Director of The Designer's Association, R.O.C.

Jeff Liao

Chief Executive of Focus Design Associates
Chairman, The Art Director Club, Taipei
Lecturer of Dept. of Commercial Design, Chung-Yuan Christian University

C. K. Tsai

Vice President, Kuo-I Advertising Ltd.

(3) Creative Package Design

T. H. Chen

Graphic Art Director, T. H. Chen Design Center
Associate Professor of Dept. of Graphic Arts, Chinese Culture University

Cheng-Lein Teng

Associate Professor & Chairperson of Dept. of Commercial Design,
Ming-Chuan College

Donna D. Y. Lung

Leader of Commercial Design Section of Design Promotion Center,
China External Trade Development Council

Haizan Shaw

General Manager, 2002 New Product Develop Co.

Jeffery T. H. Su

Art Director, Lemon-Yellow Associates
Associate Professor of Dept. of Fine Arts, Chinese Culture University

(4) Creative Illustration

Chung-Han Lin

Consultant of United Daily News

Zerman Hu

Professor of Dept. of Textiles & Clothing, Fu-Jen Catholic University
Reviewing Councillor of Art Design, Taipei Fine Arts Museum

Rolland Chang

President, A.D. Box Graphic Design & Creative Works

Kuo-Tzong Zao

Art Director, Yuen-Foong-Yu Art Studio
Lecturer of Dept. of Fine Arts, National Arts College, R.O.C.

Peng-Cheng Huo

Art Director, Chinese Television System
Managing Director of The Designer's Association, R.O.C.

(5) Creative Professional Photograph

Jabao Wu

Director, Fotosoft Institute of Photography, Taipei
Instructor for Commercial Photography of Dept. of Design,
National Taiwan Academy of Arts
Instructor for General Photography of Dept. of Graphic Arts,
Chinese Culture University

M. H. Chuang

President, Give Design & Photography Co., Ltd.

Ching-Fang Tsao

President, The Pro Studio Co., Ltd.
President, AZ International, Inc.

Hau-Sen Tsai


Photography Director, Daybreak Advertising Ltd.

De-Lon Tsai

President, De-Lon Photo Design Ltd.

梳粧前， 請先擦亮鏡子

～爲台灣創意人的胸懷與態度進一言



自古以來，不論小自個人或大到社會、國家，「面子」一向是我們中國人自認爲最重要的事情之一，常常會爲着面子而可以生死不計，但是日子久了後，「裡子」到底如何？如果是面子保住了，而裡子卻是敗絮一團，面子便有隨時被戳破的危機感，那麼，這個面子不要也罷。

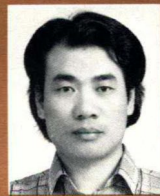
近幾年來，由於台灣的經濟發展，外匯存底已累積到了世界排名第一的地位，在國際舞台上吸引了很多國家的注目，紛紛來攀關係者不在少數，這該算是面子十足吧！但反觀國人對金錢遊戲的熾烈及對公德心、公共秩序、法治觀念的缺乏，最後招致外人譏爲「貪婪之島」，以致整體的顏面丟盡，又是十足自暴粗糙裡子之窘態。

爲了面子掛得住而不管自己對某些問題是否真懂，都要擺出一付專家的姿態，更由於要有高人一等的心理作祟，坐上位者常有聽不進他人的諍言，使得無法做到人人平等的相處，結果在問題的研討上，常會出現「外行領導內行」、「冒牌不服正牌」的遺憾。如果大家都能心平氣和坦誠地互相切磋，以大我的共同成就來突顯整體的優勢，那麼人與人之間、社會與社會之間才会有更美好的明天。

今天台灣的社會，在很多事情的處理上，時有浮誇虛偽的現象，加上國人近來對我國傳統美德的不以爲然，因此在倫理、道義、誠信上就有被蒙上一層塵埃的疑慮，這對整體的將來勢必造成極不良的惡果，所以大家一定要有鑑古知今的認識，才不會到頭來落到後悔不已的地步。

至於從事廣告創意、大眾傳播、設計教育、文化出版等工作的朋友，大都是以腦力激盪而走在群眾的前端，不論是藉着電子媒體或印刷媒體來表現各種傳達的手法，它在每一個人的生活中幾乎形影相隨，和社會的關係也至爲密切，如果表現手法稍有不慎，負面影響就難於彌補，因此，站在前端者必須時時懷抱着一顆真誠踏實的良心，才能無愧於社會。

忝爲創意人的一員，在此特別提出一點野人獻曝的看法，以爲大家互勉之借鏡。



發行人・召集人／王士朝

做人的胸懷：

- 博愛心——時時要記起當初自己剛出道時，也是二愣子一個，什麼都不懂，要不是有前輩指導，怎會有今天，因此現在如果稍的心得，不論對職員、同事、同學、學生都要有不藏私、多教導、多鼓勵及多給機會，使他更能早熟以利人利己。
- 平常心——凡事不可能十全十美，偶一失敗、挫折，絕對不能灰心，只要面對現實，不患得患失，記取失敗的教訓，抱持樂觀地苦幹實幹，全力以赴，成功總是會來到。
- 包容心——對人對事要有雅量，絕對不要自以為是，多欣賞他人的優點、多反省自己的缺點，要記取天外有天、人外有人，或許今天不如你者，可能明天的進步會比你快，在合作的伙伴中要互助互諒、各自發揮所長，不居功不諉過，以求得最大的圓滿。

做事的態度：

- 創意——雖然創意是較主觀的表現，但是任何一個案件的好創意，都要先能通過自己嚴謹的要求及合乎或領導時代的潮流。
 - 誠意——任何稿件的設計或媒體的安排要合乎懇切、真實及有良心，不自我過癮、不浪費客戶的資源。
 - 滿意——雖然滿意是沒有一定的標準，但是對產品的市場、客戶的目標、消費者的需求及自己的設定，都要合乎期望以達到沒有缺憾的地步。
- 總之，身為從事創意的朋友，必須要有虛懷若谷的精神，不自大自滿、不自私自利，進而更要多自修自重、自我要求，使得台灣的創意界有品味有風格，好讓我們自由中國的設計能影響到所有華人地區，更使得國外先進的同業們也能對我們另眼相看。

我們非常高興——「1991台灣創意百科」經過一年的作業時間，終於出版了。在這五大冊的年鑑內，大家將可從每件佳作中體會出這幾年來，身為創意人的各位朋友，為著追求各自的最高目標而絞盡腦汁地提出了各個優秀的點子，以完成事先所計劃的成績，對於提升國民生活水準及促進社會各行各業的發展貢獻匪淺。而我們也可以肯定的說，數十年後，這套創意百科將會是提供想探討研究我們這個年代中，所呈現設計面貌課題的最佳史料。

最後，要感謝各位先進的指導、好友們的幫忙、業界的鼎力支持、讀者的愛護，才能在——設計家文化出版事業有限公司的十三週年及印刷與設計雜誌的第五週年慶中，把如此珍貴的——「1991台灣創意百科」呈獻在您面前，並請您不吝指教。

Suggestions for Improving Taiwan's Creativity in Advertising

Since the early days of Chinese civilization, the concept of 'face' has been one of the most important things for Chinese individuals and society on the whole. It is commonplace for Chinese people to give up everything, even their lives to maintain 'face'. In the long run, however, one asks the question, "What is the condition of my true, inner-self"? If the facade is maintained while the essence of one's being is corrupted, this false facade may crumble at any time, leaving the ugliness exposed for all to see.

Over the past few years, Taiwan's economy has developed rapidly and it has accumulated the largest amount of foreign reserves in the world. This new affluence has caught the attention of many other countries and contacts with the outside have gradually increased. One can say that the prosperity and increased contacts over the past few years has caused the people of Taiwan to have a greater sense of honor, or "face". The down-side of this new found affluence is a populace that is keenly interested in money making schemes but which lacks a sense of civic responsibility, disregards public order and disobeys the laws which govern the nation. Taiwan is called the "Island of Greed" in the foreign press, a name which is shameful, (which makes us "lose face"), but a name which accurately portrays the vulgar state of our society.

For the sake of maintaining face, many people pretend to be experts in a subject that they know little about. Many people feel that they are superior to others — it is impossible to give them advice and it is impossible to communicate with them as they do not consider anyone to be their equal. An abundance of these types of people in our society creates the problem of novices leading experts, and imposters winning acceptance over the genuine article. If people are able to break this pattern of behavior and communicate with greater sincerity and honesty, it would be to the advantage of one and all. Interpersonal communications and communication in society at large would be vastly improved in the future.

In Taiwan today, many matters are dealt with ineffectually and in a superficial manner. The problem is compounded by a general disregard for traditional values. Ethics, morality, honesty are concepts which have gathered dust from disuse. A continuation of this problem will create difficulties for us in the future. It is therefore necessary for all of us to recognize our situation and change the present state of affairs so that we will have no regrets in the future.

Regarding the friends who are involved in the creative end of advertising, media, design education and cultural publishing fields, you are all using brainpower in vanguard fields. It doesn't matter if the method of expression is electronic media or printed media, both have an influence on the lives of individuals and media has a close relationship with our society. If careful attention is not paid to the way ideas are expressed, it will be hard to correct the harmful impact that has been brought about. It's for this reason that those in these vanguard industries must always have a sense of sincerity so as to insure that society will be spared harm.

As a member of the field of creative advertising, I would like to offer several suggestions so that working together may be pleasant and rewarding:



Publisher, Screening Coordinator
Su-Chao Wang

Be magnanimous when dealing with others.

- Fraternity. You must always remember back to the time when you were new to the field and knew nothing. Without the helping hand of someone with experience, you wouldn't have gotten to where you are now. If you have learned from others, then you too should give training and encouragement to employees, colleagues, classmates, students. By selflessly giving them opportunities, they will quickly become familiar with the field, to your and their advantage.
- Evenly weigh all things. Nothing is perfect, everyone makes mistakes. Instead of dwelling on failures, one must look at failures as a lesson to learn from. It is good to maintain an optimistic outlook while continuing hard work for improvement. With hardwork, success always comes eventually.
- Be open-minded. In dealings with people and work, one must be open-minded. Don't assume that you are superior to others, appreciate the good points of others. Consider your own failings. The people who you look on today as unequals may surpass you tomorrow. Let each realize their abilities to the fullest so that you may get the greatest benefit in the future.

Regarding one's attitude when working:

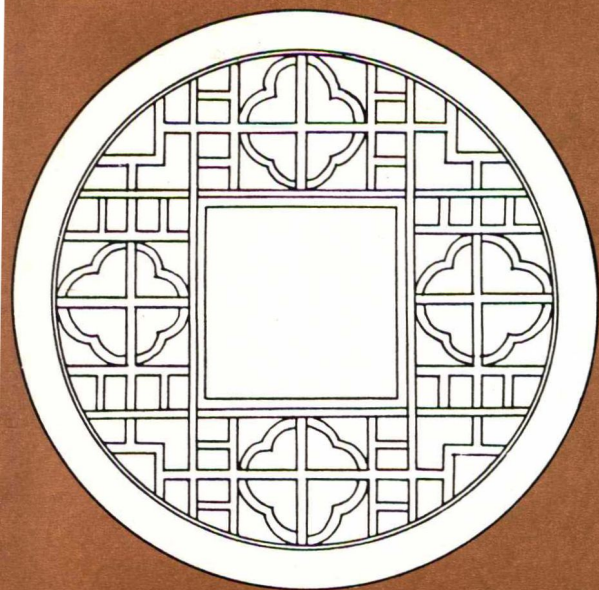
- Creativity. Although creativity is a objective expression, every instance of good creativity first passes one's own strict requirements before it becomes something which the general public will find appealing.
- Sincerity. Any design, or media schedule must be done with sincerity. It must be done with the proper intent and not for one's own personal gratification — nor should the client's money be wasted.
- Satisfaction. Although there is no established standard for satisfaction, the following factors should be taken into consideration to achieve satisfaction: The product's market, the objectives of the client, the needs of the consumer, and one's own principles.

It is necessary for us in the creative field to be open-minded and to have fortitude. We must not become pompous and egotistical. We must not seek personal gain at the expense of others. By together raising the standards of design and creativity in Taiwan we will influence all the countries where Chinese people live, and inspire people of other countries to look at us in a different way.

We are very pleased that after over one year of hard work, the 1991 Taiwan Creative Graphic Arts is finally published. In these five volumes of annual compilations, friends in the creative fields can learn from each excellent entry. Through their improved design and creativity, and increased efforts, the reader will improve the standard of living in the nation and will promote the development of all industries in Taiwan. We can say without reservation that this set of "1991 T.C.G.A." would be the best reference material if someone in the future were to examine the greatest design and creativity of our era.

As a final note, I would like to thank those who instructed me in the past, the help of all my friends, the support throughout the field, the love of the reader. We are all truly fortunate that the 13 years of experience of the Designer Publisher, Inc. and five years of experience of Graphic Communications Monthly can be combined to publish the 1991 Taiwan Creative Graphic Arts.

Wang Su-chao.

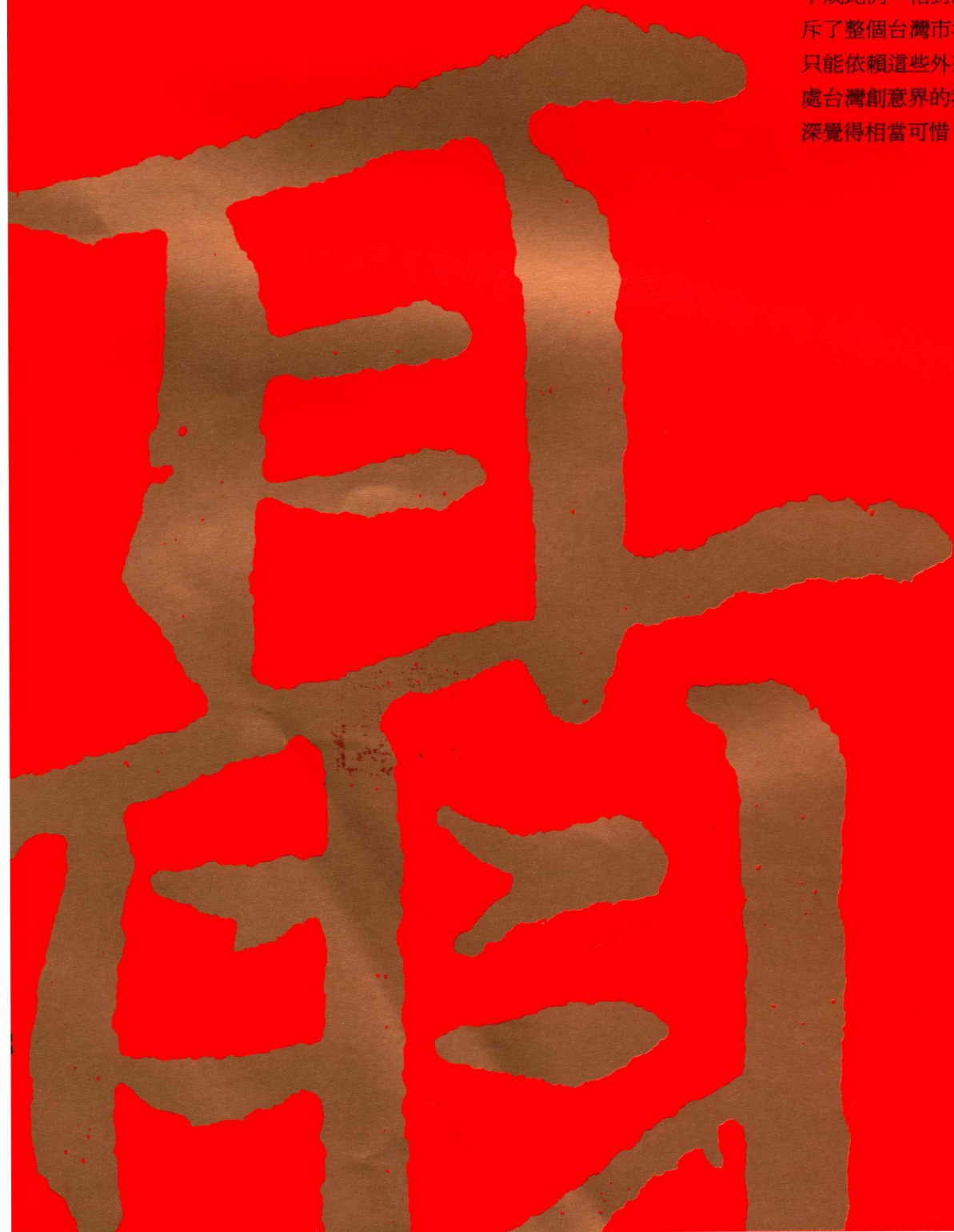


創意社會 擁抱自己

～一個創意人對社會的一點責任

在這個社會舞臺上，任何人，不管是從事何種行業，或扮演什麼角色，都有其必需擁有的專業尊嚴；適當時機，便應該昂首挺胸，展現一點實績和信心。然而，在台灣「創意社會」——廣告、設計、包裝、插畫及專業攝影界的朋友們，卻始終保持著相當含蓄的沉默。

以專業創作年鑑的出版來說，除了1975年廣告時代雜誌編印了國內第一本「中華民國傑出設計家暨廣告業名錄」，及美術設計協會分別在1979年與1981年編印的兩本「中華民國美術設計年鑑」之外，近10年來，類似的專輯卻一直未見延續出版。這與我國數十年的設計發展歷程相比，顯然不成比例。相對的，國外的年鑑則充斥了整個台灣市場，相關的從業者也只能依賴這些外來的養分滋長，對身處台灣創意界的我們委實無奈，也深深覺得相當可惜。





總編輯／楊宗魁

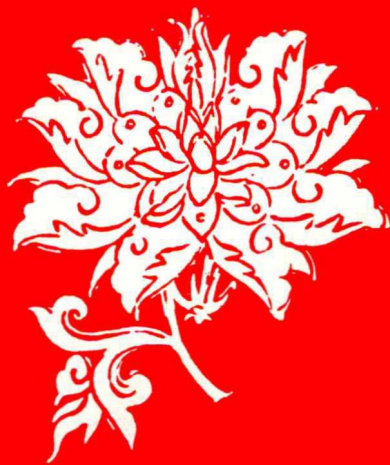
事實上，以台灣現階段的創作環境，由於隨著國內經濟的成長，以及工商業在廣告投資的大幅增加；廣告業近幾年來中外合資與技術合作蔚成風氣，引進了許多嶄新理念及廣濶的創意思想空間，相關的設計、包裝、插畫和攝影製作也隨之趨向專業化、精緻化之普及發展。因此，不論就整體條件、從業人口或創作的水準均已具有相當豐厚的實力，也足夠讓同業在這創意舞臺上自我炫耀一番。

或許，這樣的說法又稍嫌自滿一點，但是不可否認的，從這次編輯創意百科的徵件當中，我們發現台灣創意界所凝聚的，不只是三千多件選錄的傑出佳作，更可貴的是每位創作者不但能拿得出作品，也都敢於拿出，這不僅是勇氣，也的確是一種自信的表現。

「1991台灣創意百科」的出版，除欲展現我們創意界多年來的心血成果，以及為台灣這一代的創意人編纂一套屬於本地自己的創作年鑑，爭取廣大社會的認識與肯定之外，就實用功能來說：①可為從業個人增闢一個作品發表空間，提供同業觀摩與相互認知運用。②給予工商業界或相關機構做為尋求業務配合之應用指南。③對國外做交流或宣傳使用，提昇本業在國際間之形象與應有地位。④供給相關教學參考，並為許多即將從事設計創作者給予實質的引導作用。

總之，一年的執編，我們期許本輯的出版，對同業確能有所助益。並衷心感謝編輯顧問，編選委員的指導襄助，以及廣告贊助廠商的熱心支持。同時，也希望台灣創意界的朋友，在有幸擁抱自己、共享這份成果與喜悅之餘，更能關心本業，共同為台灣的设计發展多付出一點心力。

楊宗魁



Creative Society: A Sourcebook for the Future

In our society, all people, regardless of their field of work, need to have a sense of dignity in their endeavors. All people need to be proud of the accomplishments that they make in their work and confident of their abilities.

In Taiwan's advertising industry, designers, package designers, illustrators and professional photographers maintain a degree of modesty and silence.

For the past ten years, annual compilations of creative work have not been released in Taiwan. Similar publications have been released in earlier years — the most notable examples are the first edition in 1975 of Advertising Age Magazine's, "Compilation of Taiwan's Outstanding Design in Advertising", and The Designer's Association, R.O.C., 1979 and 1981 "Annual of Designs & Graphics, R.O.C.". As there hasn't been any publication of any similar books in the past ten years, we can say that these publications are not keeping in step with the growth of the print advertising field. In contrast, Taiwan has an abundance of award winning creative reference materials from abroad, and these books serve as the source of reference information for our creative and design people. We in Taiwan's advertising community have been helpless to change this sad state of affairs.