

# 靳埭强设计奖

Kan Tai-keung Design Award

全球华人大学生平面设计比赛获奖作品集

Collection of Works from Worldwide Chinese  
University Students Graphic Design Competition 2007

安徽美术出版社



汕头大学  
SHANTOU UNIVERSITY



长江艺术与设计学院  
Changjiang School of Art & Design

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## “家”主题释义：

Interpretation of the "Family" Theme

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家是中华文化重要的载体之一。家是中国人生活的重要单元，积累了很多文化生活的精华，构成了中国文化的精彩内容。中国的家居在不同时代留下不同的样式，不同的地域呈现出不同的风格。居室内外置有很多生活用品，满足着不同家庭成员起居饮食的需求，也承载着中国人的生活态度和对美满生活的追求。

中国的家庭在不同的时代呈现不同的成员结构，不同的家庭具有不同的文化背景。家庭成员相互间关系的不同，产生着多样的亲情与关爱。中国的家事体现出中国人的生活习惯，形成了独特的传统风俗，也反映着中国人的文化品味。家庭的观念是中国人的独特思想，这种家的伦理观念正成为儒学的精粹。

本届“新隼强设计奖”全球华人大学生平面设计比赛以“家”为主题，继续以中国文化为本，推动现代设计发展。参赛的同学可以在这寓意广阔的题材中发挥创意。无论是围绕特定的人、事、物或伦理观念，都可以成为设计的题材和意念的源泉，甚至可以延伸到关注社会现实，如扶老携幼、家庭计划、家居安全、家庭卫生、家庭和谐，等等，作为创作主题，一展所长。

As one of the important vehicles for Chinese culture, family is an important unit in the lives of Chinese people. Family has accumulated the essence of life and constituted the excellent content of Chinese culture. Chinese households take on different patterns in different times and evolve different styles in different regions. A rich variety of items for daily use are disposed indoor and outdoor of people's residence to satisfy the needs of different family members for daily life, and such items also serve as a vehicle for the attitude of Chinese people towards life and their pursuit of happiness.

The structures of Chinese families differ in different times, and different families have different backgrounds. Families differ in the number of family members and the relationships between them, forming various bonds and expressions of love and care. In China, family reflects the lifestyle and cultural taste of Chinese people, and forms a unique tradition. The notion of family is Chinese people's unique thought, while ethic is the essence of Confucianism.

This edition of Kan Tai-Keung Design Award-Collection of Works from Worldwide Chinese University Students Graphic Design Competition centers around the theme of "Family" and aims to promote the development of modern design based on Chinese culture. Around this extensive theme, contestants may bring their creativity into full play. The subject of design and source of ideas can be about people, things, objects or ethic notions, and can also focus on social realities such as respect for the elder and care for the young, family plan, household security, family hygiene, family harmony etc.

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最佳包装设计奖  
Best Package

优秀奖  
Outstanding Award

入选奖  
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最佳组织奖  
Excellent Organizer

优秀指导教师奖  
Excellent Advisor

## 序言

Foreword

毕学锋

Bi Xuefeng

深圳平面设计师协会主席  
国际平面设计联盟 (AGI) 会员  
新埭强设计奖终评评委

Chairman of Shenzhen Graphic Design Association  
Member of Alliance Graphique Internationale (AGI)  
Final Judges of Kan Tai-keung Design Award 2007



前些天我回杭州参加母校的80周年校庆，与老师和同学相聚难免回首往事。想起我做学生的时候，对艺术梦般的向往是来自母校早年名师辈出的那个年代，从林风眠、黄宾虹、潘天寿到赵无极，以及后来诸多名声显赫的艺术家。与其说我们在感受“学院力量”，不如说深深打动和影响着我们的其实更多的是来自“大师的力量”。我也一直深信只有大师才有可能造就大师的规律。20年前由于平面设计在中国起步较晚，又信息封闭，那个年代设计专业的学生没有大师在前面做榜样，更无从追随，所以设计专业往往成为滞后于纯艺术专业的降级之选。

今天的设计专业在20年间已经发生了巨大的变化，创意和设计的声音在中国的各个角落不绝于耳，现代设计在普遍被认同的情况下，我们的视野也更加开阔了，有成就和有影响力的设计大师也不断地映入我们的眼帘，与大师为伍不再是梦想。

在我的印象中靳埭强先生是一位智慧、勤奋、认真的前辈，我很早以前就非常关注他的作品，对我的影响也很大。他喜欢中国水墨画，并将其融合到他的设计中，成为他设计的一部分，他热爱设计，设计已成为他生活的重要部分，他就是这样演化着自己的视觉语言风格，乐不知疲。我更钦佩他对设计教育的投入，身体力行地站在设计教育的最前沿。对于学生来讲，一句真诚的教诲，一个嘉许，或者是一尊奖杯都会鞭策和鼓舞他们，并由此成为他们开启未来设计大门的动力。

虽然现在似乎是一个摒弃大师、标榜自我的年代，但丝毫不影响靳先生创立的设计奖。这使学生与这样的大师精神可以有零距离的接触并互相激励着，不仅让学生有了目标方向，可以尽情地展现创意，更影响着全球华人学生，让他们了解和认识到设计对于中国的意义。

这次大赛我有幸与靳先生和丹麦设计师Finn Nygaard一起做终审评委。优秀和杰出的设计师参与终评，这也决定了该奖评选的严谨和高度。参赛的作品总体来讲是我接触学生竞赛水平最高的一次，这点不仅在平面作品中表现突出，参赛的多媒体作品更是给人带来惊喜。获奖作品的选定都是经过多轮的斟酌才作出的决定。之前我一直为中国的的教育深感疑惑和担忧，但这次大赛作品让我看到了希望，深感欣慰，甚至让我隐约看到了未来的Raymond Savignac 和 Alan Fletcher 的影子，衷心祝愿大赛越办越好。

毕学锋

2008年4月18日





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Several days earlier, I reunited with my old teachers and classmates on my return to Hangzhou to celebrate the 80th anniversary of our college. We recalled the old days during the gathering. When I was in school, my yearning for art was inspired by an era when the masters mushroomed in the early years of my college, among whom were Lin Fengmian, Huang Binhong, Pan Tianshou, Zhao Wuji and many other renowned artists after them. Actually, it was the "strength of the masters" that exerted a much larger influence on us than the "strength of the academy". I held firmly in the rule that masters can only cultivated by great talents. Twenty years ago, the major of design used to be a degraded choice after one being rejected by the Pure Arts, because the students of design major couldn't find any master as their model to follow owing to the late start of graphic design in China and lack of information.

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Considerable changes have taken place in the major of design within these two decades, with the calling for creation and design frequently heard. As modern design has been widely accepted, our horizon has broadened to know more about the successful and influential design masters. It won't be a dream any more to get closer to them.

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Mr. Kan Tai-keung impressed me as a wise diligent and serious forerunner. I was drawn to his design many years ago and felt its huge influence in my work. He likes Chinese water ink painting and integrates it into his design. Design is his favorite and always an important part of his life. He persists in evolving his style of visual language incessantly. It also arouses my admiration to see his devotion to design education for he always stands at the forefront of design education, earnestly practicing what he advocates. It would be a spur or stimulation for the students to get sincere suggestions and praises from the teacher, or even an award, which will fuel them to work harder on their future design.

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In a flash of time, we seem to find ourselves again in an era of abandoning the master while paying homage to individualism. But it by no means diminishes the significance of the Design Award set by Mr. Kan, which draws the students to the spirit of the masters and inspires each other. It sets an orientation and target for the students and gives them a chance to fully display their creativity. Furthermore, its influence also extends to the Chinese students around the globe, who begin to appreciate the importance of design for China.

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In the final contest, I'm honored to be with Mr. Kan and Finn Nygaard in the panel of judges. The discipline and quality of this competition can be guaranteed with the participation of distinguished designers in the final judgment. Generally speaking, the entries of this competition are of highest quality among the student competitions as far as I know. The entries of graphic design are noteworthy and the multimedia creation takes us with surprise. So rounds of careful selection had to be made before we made the final decision on the winners. I had felt concerned and perplexed about the design education in China before I came to this competition. But it enlivens me with hope and comfort. I even seem to have seen the rebirth of Raymond Savignac and Alan Fletcher in future. It's my sincere hope that the competition will be more and more successful in the future.

Bi Xuefeng  
April 18, 2008

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## 靳埭强设计奖背景介绍

### Background of KTK Design Award

自1999年起，“靳埭强设计奖”华人大学生平面设计比赛，已成功举办了八届。如今，它已成为中国大学生艺术设计比赛的知名品牌，以其在大学生中的影响力与号召力，每届比赛都能在全国各艺术设计院校掀起参赛热潮，而参赛作品的质量也在逐年提高。为了提供给广大喜爱设计的华人大学生一个展现自我创意的自由舞台、提升专业视野的广阔空间，比赛由2005年起将参赛对象扩大至全球华人大学生，并更名为“全球华人大学生平面设计比赛”。2007年的“靳埭强设计奖”获奖作品在全国十所高校巡回展出，以感谢各兄弟院校一直以来对此项赛事的大力支持，同时拓展了双方专业交流的渠道。我们希望更多年轻的设计师成长、成熟于“靳埭强设计奖”。本届比赛的主题为“家”，由汕头大学长江艺术与科技学院主办，李嘉诚基金会赞助。

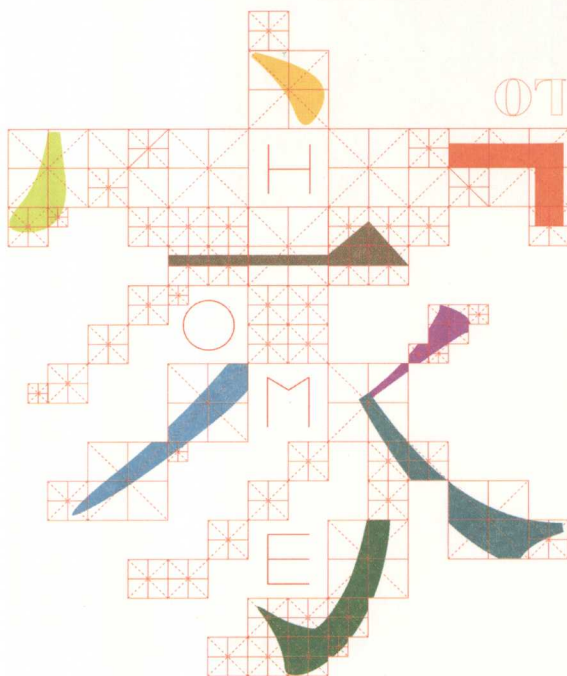
A total of eight Kan Tai-keung design award competitions have been held since 1999. It has become a renowned brand name amongst the art and design competitions for university students in China. Being exceptionally appealing and popular among university students, it receives a great deal of responses in various art and design schools within the country and the quality of the submissions has been proven to be improving every year. For providing an open platform for extensive Chinese youths to exhibit their creativity and expand their vision in the profession, the competition has been extended to all Chinese university students around the world since 2005, and it is renamed as "Worldwide Chinese University Students Graphic Design Competition". To express our gratitude for great supports from all universities involved in this competition, and to make better communications among institutions, we held "Traveling Exhibition of Kan Tai-keung Design Award" all over China in ten universities in 2007. We aim to let more young designers to grow and gain maturity from joining the "Kan Tai-keung Design Award Competition". This year's competition is organized by Cheung Kong School of Art & Design of Shantou University and sponsored by Li Ka Shing Foundation.





# 靳 | 埭 | 强 | 设 | 计 | 奖

Kan Tai-keung Design Award  
全球华人大学生平面设计比赛2007  
Collection of Works from Worldwide Chinese University Students Graphic Design Competition 2007



Organizer 主办: 汕头大学 SHANTOU UNIVERSITY  
Collaborator 协办: 中国美术学院设计学院 CHINA ACADEMY OF ARTS DESIGN COLLEGE  
Sponsor 赞助: 李嘉诚基金会 LEE KA SHING FOUNDATION  
Media Support 媒体网络媒体支持: @designonline

靳埭强设计奖2007形象宣传海报  
Poster of Kan Tai-keung Design Award 2007



## 靳埭强先生致辞

Speech by Mr. Kan Tai-keung



大家好！今天很开心有这么多兄弟院校的的领导、老师，还有我们汕头大学长江艺术与科技学院众多校友的光临。

每年设计奖颁奖礼致辞，我都会有点紧张，上台之前，还在想要说什么，如果每年都说差不多的话就不好了。我们今年又创了收件记录，有近五千件作品参赛。这是我意想不到的，我很受鼓舞。今年的参赛作品不仅数量多，而且类别也多，质量也很高，除了大多数平面设计的作品，还出现了很多优秀的多媒体、包装等设计作品。我希望有一天，这个活动可以变成“全球华人大学生设计比赛”，而不仅仅是“平面设计”比赛。今年很高兴能与《包装与设计》杂志合作举办这个比赛，能得到中国这么一个重要的设计媒体的重视，我感到很荣幸。

我年轻的时候，也参加过很多比赛，而且我现在也坚持每年参加比赛，但这是不是好事呢？这是一个努力向上的方法，也是一个检验自我的方法。回顾我自己最初参赛的时候，也经常拿不到奖，几天都睡不着觉。那时我就看得奖的作品来检讨我自己的不足，再去努力创作。后来我还没有毕业就在专业公开比赛中把老师前辈们打败了，我拿了第一名，那时又是几天睡不着觉。当然这个奖鼓励着我继续去学习和创作，后来慢慢奖拿多了，很多都已经不记得了。前年香港理工大学颁发给我荣誉博士证书，我回到家告诉爸爸说：“你有两个博士儿子了。”因为我弟弟在美国留学读博士。我开玩笑说一个是读回来的博士，而另一个是偷回来的博士。也就是说，这些荣誉多一个少一个对我也没有什么影响了，我已经学会用平常心去面对这些奖，无论得或失。我觉得学生也需要这种心态去对待每一个荣誉。

我很欣赏一位前辈——一位电影导演，我欣赏他的电影，欣赏他的创作热情，欣赏他终身追求自己的态度，他就是黑泽明。当年金像奖颁一个终身成就奖给他，他上台只说了一句话：“我到今天还不懂电影。”他很伟大，有这么高的成就还这样谦虚，如果他不懂电影的话，还有谁懂呢？我希望有一天我也能在某个场合说出类似的话。

我在这里要祝贺今天拿奖的每一个同学，我很欣赏每一个评选出来的作品，他们实至名归。我也感谢每一个参赛的同学，虽然没有拿奖，但参与了我们的比赛，也在比赛中学习。在这里我也保证，我们的比赛绝对的公平公正，高水平，也因为这样，才会有近五千件参赛作品。当然拿奖也不是最重要的，不断学习，锻炼自己，做好设计才是最重要的。最后我感谢对这个奖付出劳动的所有老师、学生、初评和终评评委，以及台前幕后的所有工作人员，谢谢你们，感谢大家！

靳埭强教授在颁奖礼上的致辞



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Hello everyone. I' m glad to have so many experts and teachers from other universities and colleges of our specialization today. I' m also happy to see so many alumni of our Cheung Kong School of Art & Design.

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Somehow I always feel a little nervous when I am asked to deliver a speech at the award-winning ceremony every year. I keep thinking about what to say until the last minute I get onto the stage. It wouldn' t be interesting if I always repeat the same thing. The submissions we got hit a record high again this year, nearly five thousand entries, which is out of my expectation and a great encouragement too. Not only has this competition distinguished itself in the quantity, but also in quality. It has witnessed many wonderful creations assisted by multimedia or used for package, in addition to a majority of graphic designs. It' s my wish that one day this award can be expanded from a *Graphic Design* competition to "Global Chinese Students Design Competition". We are happy to have Package & Design as our partner this year. I feel honored to draw the attention of such a well-known Chinese media of design.

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I used to take part in many competitions when I was young and I still keep that habit until now. Is it helpful? We are encouraged to make more efforts and examine ourselves through the competition. Looking back on the days I first entered the competition, I was often sleepless for not winning the award. I held the award as a touch-stone of my work to find out the deficiency and put more efforts into it. Later on, I got the 1st prize in the open competition of my specialization, despite the entries of my teachers and seniors, which made me sleepless again for several days. Needless to say, the award fueled my further study and design. As time goes by, I won more and more awards and I even can' t remember many of them. After I was granted Honorary Doctor by the Hong Kong Polytechnic University, I went home and told my father, "Now both of your sons are doctors". My younger brother is pursuing his doctoral degree in America, so I said jokingly that one doctoral degree is earned and another is stolen. That is to say, it doesn' t make any difference to me any more whether I get another prize. I have learned to treat these awards with tranquility, whether as a winner or loser. I find it necessary for students to take a similar attitude.

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I harbor great admiration for one of our forerunners, a film director. It is his film, his passion for creation and his life-long pursuit of himself that inspired my admiration. It is Akira Kurosawa. When he was honored the AFI Lifetime Achievement Award, he delivered only one sentence in his award-winning speech, "I' m still ignorant of film by now". The great artist remained modest despite his huge success. Who else would understand film if he didn' t? I wish one day I could have the opportunity to say something similar.

-----  
I would like to extend my congratulations to all who win the award today. I really appreciate the awarded designs and they do deserve it. I also give my thanks to every one who participated in the competition. You took part in it and enrich yourself even without an award. I can also assure you that it is a fair and square competition with high quality. So it' s no wonder we have nearly five thousand entries. Certainly it' s more important to keep learning, forge ourselves and make better designs than to get the award. Finally, my thanks go to all the teachers, students, panel of judges in the preliminary contest and the final contest, as well as all the staff working for all procedures. Thank you, thank you all.

Speech delivered by Prof. Kan Tai-keung at the Award-winning ceremony

## 靳埭强简介

Introduction to Kan Tai-keung



靳埭强曾在香港及海外获奖数百项之多，其中包括美国洛杉矶国际艺术创作展金奖、日本字体设计年刊之最佳作品奖、纽约水银金奖、波兰第一届国际计算机艺术双年展冠军，并于1981年获香港市政局艺术奖，在康乐及文化事务处“沧海新城——东涌公众艺术计划”邀请赛中获委约制作作品。在个人成就方面，靳氏于1979年作为首位画家及设计师入选香港十大杰出青年；1984年更是唯一被颁赠市政局设计大奖的设计师；1991年获香港艺术家年奖之设计师年奖；1992年被选为90年代风云男士；1998年获杰出成就大奖；1999年香港特区颁予铜紫荆星章勋衔以表扬其卓越成就；2000年被英国杂志选为20世纪杰出艺术家及设计师；2002年被中国中央电视台邀请拍摄《东方之子》人物记录专辑；2004年获世界杰出华人设计师称号。

靳氏热心艺术教育及专业推展的工作，经常在各院校授课并赴海外演讲，出任多家设计及艺术组织顾问和比赛评委。于1994至1996年任香港艺术发展局委员，曾两度担任香港当代艺术双年展的评审工作，连续八年为夏利豪基金会艺术比赛做评委；又曾在中国、新加坡、韩国、荷兰、波兰、法国等地的国际竞赛中担任评委，并于2003年被邀请担任芬兰拉提国际海报双年展的评委会主席，现时是香港设计师协会资深会员、国际平面设计联盟AGI会员、比利时国际商标中心荣誉大使、《中国设计年鉴》副主编、中央美术学院客座教授、清华大学美术学院客座教授、江南大学设计学院客座教授、西安美术学院客座教授、桂林电子工业学院客座教授、台南昆山科技大学客座教授、大连轻工业学院名誉教授、香港理工大学名誉教授、香港康乐及文化事务署艺术顾问及香港艺术馆荣誉顾问等。靳氏还致力写作，曾出版十余本设计专论——《平面设计实践》、《商业设计艺术》、《冲击设计》及《物我融情——靳埭强海报选集》等。现已完成编著《中国平面设计书系》六册，2002年他的文集《眼缘·心弦》由上海文艺出版社出版发行。他对青年一代甚具深远的影响力。

2003年，汕头大学邀请靳氏协助筹办长江艺术与与设计学院，并任该学院院长，进一步致力中国现代设计教育的改革事业。2005年，荣获香港理工大学颁发荣誉博士学位。





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Kan Tai-keung has received numerous awards in both Hong Kong and international competitions which included: Gold Award, International Art Competition, Los Angeles; Best work in "Applied Typography 6" Yearbook, Japan; Gold Award in Mercury Award, New York; 1st Prize in the 1st International Computer Art Biennale in Rzeszów, Poland. Also, he has won the Urban Council Fine Art Award (Painting Category, Chinese Media) in 1981 and commissioned work of art for the "Public Art Project – Installation of Public Artworks at Yat Tung Estate" organised by the Leisure and Cultural Services Department. For personal achievement, he was the first painter-cum-designer elected as one of the "Ten Outstanding Young Persons" in 1979; the only designer to receive the Urban Council Design Grand Award (Best Designer of the Exhibition) in 1984; Artist of the Year Award – Designer of the Year 1991, "Men of the Nineties" in 1992 and Outstanding Achievements Award 1998. He was commended officially by receiving the Honour of Bronze Bauhinia Star in 1999; he was also awarded 2000 Outstanding Artists and Designers of the 20th Century. His outstanding achievement was further recognized as he was invited by the China Central Television (CCTV) for a feature story, and was awarded the World's Outstanding Chinese Designer in 2004.

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Kan Tai-keung takes an active role in educating and promoting art and design as a profession. He lectures frequently in Hong Kong and overseas institutions, acting as advisors for art and design associations and adjudicates at competitions. He was a committee member of the Hong Kong Arts Development Council from 1994 to 1996; twice the Judge of the Contemporary Hong Kong Art Biennial; he served the Judging Panel of the Philippe Charriol Foundation Art Competition for eight years continuously; he was invited to be the judge in various international competitions organized by China, Singapore, Korea, the Netherlands, Poland and France. He was the Chairman of the Judging Panel of the Lahti Poster Biennial, Finland in 2003. He is now the Fellow Member of Hong Kong Designers Association, Member of Alliance Graphique Internationale; Honorary Ambassador of International Trademark Center, Belgium; Vice-Editor for *Chinese Design Yearbook*, China; Guest Professor of Central Institute of Fine Arts, Beijing; Guest Professor of Fine Arts Department, Tsing Hua University, Beijing; Guest Professor of Southern Yangtze University, School of Design; Guest Professor of Xi'an Art Institute; Guest Professor of Jilin College of the Arts; Guest Professor of Nanjing University of Science and Technology; Guest Professor of Guilin University of Electronic Technology; Guest Professor of Kunshan University of Technology, Taiwan; Honorary Professor of Dalian Institute of Light Industry; Honorary Professor of School of Design, The Hong Kong Polytechnic University; Advisor of the Leisure & Cultural Services Department; Honorary Advisor of Hong Kong Museum of Art. Kan Tai-keung has written more than ten books on design principles which included: *Applied Two-dimensional Design*, *The Art of Graphic Design*, *Design Impact and Sentiments and Harmony*, *Selected Posters by Kan Tai-keung*. He has completed editing a series of six books on *Graphic Design in China*. His selection of essays was published by the Shanghai General Literature & Art Publishing in 2002. His significance and influential role has won him a distinctive position in the art and design world.

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In 2003, Kan was invited by the Shantou University to assist in organizing the Cheung Kong Institute of Arts and Design, and was employed as the Dean of the Institute. This further him to participate in the reformation of the China modern design education. In 2005, Kan was awarded a Doctor of Design Honoris Causa of The Hong Kong Polytechnic University.

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靳埭强作品

Kan Tai-keung's Works



二〇〇三年夏月 靳埭强作



