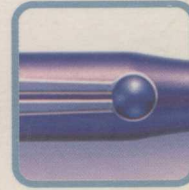


TAIWAN GOOD DESIGN
2002
 台灣優良設計



2002 年

台灣優良設計

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序一

知識經濟時代的來臨，產業設計能力成為創造市場價值之衡量基礎，透過設計可以改善市場競爭力，使產品更能契合消費市場之需求。

先進國家推動優良設計評選由來已久，較有名的範例，有日本－G-Mark、德國－IF、美國－ISDA、義大利－SMAU等，這些國家透過優良設計評選，不僅提升其國家在國際設計界之地位，更使得獲選優良之設計產品在國際市場贏得高品質形象。外貿協會推動優良設計產品評選迄今已二十一年，也建立相當高的國際知名度，這正是台灣優良設計產品邁向目標市場的有利條件。

台北世貿中心辦理「優良設計產品」評選的目的，就是要鼓勵廠商從事設計研發，並表彰廠商研發之成果，同時也希望藉此活動之推廣，進一步提升國人對「優良設計」標誌之認識，使國人亦能體會到台灣優良設計產品之設計水準與品質。今2001年「優良設計產品」評選，報名數量與水準都創新紀錄，計有二百一十一件產品通過由設計、學術與產業專家所組成的評審小組之評鑑，獲得「優良設計標誌」。再從這些獲得「優良設計」標誌的產品中，經過國內外設計專家學者審慎的評比，選出四件產品授予我國設計界最高榮譽的「國家設計獎」。

回顧台灣經濟的發展，可說是累積了業者與政府四十餘年之努力所創造出來的成果；過去我們所擁有的是勞力、技術及快速市場反應能力等優勢，而未來我們要憑藉的是優良設計，也希望藉由「設計」成為台灣產品創新代言，讓我們國際貿易再創佳績。



經濟部國際貿易局
局長 吳文雅

Wayne W. Wu
Director General
Board of Foreign Trade,
Ministry of Economic Affairs

In today's world, product design is of key importance in market competition. We recognize that by achievements in excellence of design, we improve the competitiveness of our exports. For over two decades, TWTC has been conducting formal testing and competitive examinations for Taiwan-made products. Only products which have been found to meet the annually reviewed competitive standards are given the "Good Design" mark. Hence, Taiwan's "Good Design" mark has come to be recognized and respected internationally.

In Japan, there is the "G-Mark"; in Germany, "IF"; in the USA, "ISDA"; and in Italy, they have "SMAU". By selecting products worthy of these good design designations, countries are not only able to promote recognition in the international design community for the high level of quality of these products, but are also able to raise the image of their country as a producer of products of good design. Taiwan manufacturers have competed for the "Good Design" mark for 21 years, seeking to create designs for their products that cater to the needs and tastes of the customers. We use the "Good Design" mark not only to raise awareness of good quality products to our customers, but also to build their trust in the excellence represented by the credibility of this mark.

TWTC's objective is to encourage companies to engage in research and development, and to gain recognition for their achievements. By employing a formal selection process for products to earn the "Good Design" mark, it is also hoped that the wider publicity of this program will raise the level of recognition of the "Good Design" logo to the public, and help them appreciate the standard and quality of Taiwan's products of good design. In this year's evaluation and assessment, more companies than ever before participated, and a record number of products were selected as "Good Design" products. The review board, which was composed of academic and industry experts specializing in design, identified 211 products of the "Good Design" mark. Four of these were also awarded the highest honor, the "National Design Award", determined by a panel of judges composed of both local and foreign design experts.

Looking back on Taiwan's economic development, it can be said that the fruits of success have been accumulated in over forty years of hard work by the government and private industry. In the past, we relied on our inexpensive labor, technology and a fast market response but today we must turn to the excellence of product design. In the future, design will be the pivotal force of innovation of Taiwan-made products and will help to secure our position in the international market place.

序二



經濟部工業局
局長 施顏祥

Y. Shih
Director General
Industrial Development Bureau,
Ministry of Economic Affairs



隨著全球經貿情勢之變化，台灣產業過去建構規模經濟所依賴比較優勢已逐漸流失，亟需儘速建立創新、價值與速度之核心競爭優勢以為因應。鑒於產業建構創新與價值核心競爭力的驅動力係來自於產品的研發設計能力，因此如何促進提升產品的研發設計能力，已成為現階段產業升級的重要課題。

工業局為協助業者強化設計創新能力、提高產品附加價值與建立核心競爭優勢，自一九八九年起開始推動「全面提升產品設計能力計畫」；除整合國內外各界相關設計資源及從技術面、管理面及人才面協助業者提升設計能力外，亦積極辦理「優良設計產品」評鑑以及「國家設計獎」之評選與頒獎，來提升產業界及社會大眾對設計價值之重視，並推薦示範學習的標竿。

「優良設計產品」評鑑，係透過一系列嚴謹過程，集合各相關領域專家審定產生，通過評鑑的產品，除造型與功能特別優異之外，其設計過程都能達到一定的專業水準；而本屆的「國家設計獎」係從二百四十六件「優良設計產品」、一百六十一件「平面設計作品」及一百二十七件「台灣包裝之星」作品中，評審出十件設計卓越之產品及作品，頒授象徵最高榮譽之「國家設計獎」，同時將協助業者推薦獲獎之優良設計產品參加國際設計大獎的角逐，讓Design in Taiwan成為台灣產品邁向國際市場新形象。

為鼓勵業者對提升產品設計能力積極投入，並向國內及國際市場推廣台灣產品設計實力，台北世貿中心將最近二年通過「優良設計產品」評鑑及本屆獲頒「國家設計獎」之產品及作品編輯成冊，期透過台灣產品設計創新能力的展現，再次帶動整體產業界學習的榜樣，並持續加強設計研發的投入與努力，共同創造國家整體經濟的繁榮與發展。

Due to changes in global economy and trade, industries in Taiwan must enhance their core competitiveness in terms of innovation, value and speed in order to maintain their competitive edge in the global market. Much of the driving force behind industrial innovation and development comes from product R&D and design capability. Thus, promoting product R&D and design capability has become an important factor to upgrade the local industries.

To strengthen industrial design and innovation capabilities, and to increase the added value and core competitiveness of local industries, the Industrial Development Bureau (IDB) under the Ministry of Economic Affairs (MOEA) launched the "Program to Upgrade Industrial Design Capability" in 1989. In addition to gathering domestic and overseas design resources and assisting manufacturers in raising design capability in the areas of technology, management and training of talents, the IDB also sponsored the Excellent Product Design Award and the National Design Award. The purpose for holding these awards is to raise the public awareness as well as that of local manufacturers on the importance of design, and to establish a benchmark for the local industries.

The process of deciding the winner of the Excellent Product Design Award is strictly conducted by a team of experts of relevant disciplines. All products passing such examination are outstanding in both style and function, and their designs all meet specified professional standards. In the 2001 National Design Award, the top ten products and designs were selected from among 246 Excellent Product Designs, 161 Good Graphic Designs and 127 Taiwan Packaging Star products, and were awarded with the National Design Award, a symbol of the highest honor in Taiwan. The recipients of the award are recommended to participate in international design competitions to further promote "Design in Taiwan (DIT)" in the international arena.

To encourage manufacturers to enhance their product design capability and to promote the competitiveness of Taiwan products in both domestic and overseas markets, the IDB has entrusted TWTC to prepare this publication, which includes a selection of Excellent Product Designs for the past two years as well as winning entries of the 2001 National Design Award. Presenting domestic product innovation and design capability, this publication serves as a source for all the manufacturers to further commit themselves to the strengthening of their product R&D and design capability and to encourage overall economic prosperity and development.

序 三



台北世貿中心
總經理 黃志鵬

Chih-Peng Huang
President, CEO.
Taipei World Trade
Center Co., LTD.

本世紀伊始，由於市場之快速整合及雙邊、多邊貿易之日漸頻繁，使得貿易壁壘逐漸鬆動，貿易競爭亦日趨白熱化。加之網路新技術不斷創新，在講求自由公平競爭的前提下，國際間產業之合縱連橫此起彼落，勢不可擋。台灣產業如何創新設計、建立品牌行銷、掌握市場利基，重振台灣經濟活力，實為刻不容緩的課題。

台北世貿中心自一九八一年起，就舉辦優良設計產（作）品評選，希望透過這項活動鼓勵產業創新設計，喚起國人重視設計知識所創造出來的市場利基；同時也藉此機會表彰產業界的努力之成果。今（2001）年的「優良平面設計」作品評選，報名參選之數量與設計水準都創新紀錄，計有61家廠商及設計公司的263件作品，經由台灣設計、學術與產業專家，依訊息傳達、視覺美感、設計創意印製效果與整體表現等各項指標的嚴謹評選，共選出164件「優良平面設計」作品，顯示台灣產業界已經體認到創新商業設計能力所能創造產品行銷之附加價值。

為了彰顯廠商善用商業設計能力與設計知識，展現Design in Taiwan之美，今年辦理之「國家設計獎」評選，亦由海內外設計專家學者，從所有獲選「優良平面設計」之作品中，經過審慎評比，選出三件作品授與設計界最高之榮譽要的「國家設計獎」。

台北世貿中心一方面將獲授證之作品做為拓展市場的主力，並登錄於本會優良設計網站(<http://taiwandesign.net>)，便利海內外買主及網友上網洽詢；另一方面也將讓Design in Taiwan的實力，呈現在國際人士面前，讓「商業設計」成為台灣產品創新價值的最佳支柱，同時也藉優秀的企業與品牌識別、海報、及產品型錄等平面設計作品，樹立台灣產品的精品形象，達成台灣產品行銷全球的目標。

Since the beginning of the century, and with the rapid market integration and ever-increased bilateral/multi-lateral trade relationships, trade barriers have been gradually eliminated to encourage healthy competition. In addition, continuous innovation of the Internet technology has allowed closer international cooperation and alliances among industries under the principles of fair competition. To remain competitive, Taiwan's industries must improve their innovative design capabilities, establish brands and capture market niches in order to sustain economic growth.

TWTC has offered awards programs for products of good design since 1981. These activities encourage innovative design in local industries, raise public awareness of the market value of design, and praise the achievement of excellent designers. The entries in the 2001 "Good Graphic Design" selection was record breaking, with a total of 263 pieces from 61 companies and design houses. After rigorous evaluation by a panel of domestic design, academic and industrial specialists, a total of 164 pieces were selected based on message delivery, visual beauty, design innovation and overall performance. This is a good indication that the added value created by commercial design has been widely recognized.

In addition, a panel of judges of both local and foreign design specialists selected three masterpieces among winners of "Good Graphic Design" in the 2001 "National Design Award" selection activity. The "National Design Award" was given as the highest honor in the design industry.

TWTC views the awarded products as an important force for the expansion of the markets. For the convenience of both local and foreign inquirers, the products are now available on the Good Design website (<http://taiwandesign.net>), which also helps to promote "Design in Taiwan" to the international community. This effort helps to establish a strong image for Taiwan products of good graphic design such as brand identity, poster and catalog, all of which are aimed at establishing a global marketing network.



G MARK
優良設計產品

一九八〇年代，國際貿易蓬勃發展，台灣對外貿易也面臨激烈之競爭，爲了建立台灣產品在國際市場上高品質的形象，乃於一九八一年，公開徵求「優良設計產品」標誌並依照經濟部中央標準局商標法之規定登記爲「服務標章」，將此標誌頒授給通過「優良設計產品評選」的產品，以表彰其創新設計之成果，逐步建立台灣產品在國際市場上的優良設計形象。

「優良設計產品」標誌之取得是由本會邀集產、官、學、設計界專家組成之評審委員會針對報名產品表現技巧、圖案造形、含意等項目，經過審慎嚴格評審後，選出得以使用「優良設計產品」標誌。

此標誌的原始構想源於「Design」和「Product」，以英文字首的D與P之旋轉結合象徵產品設計平衡與和諧之美感。

In the 1980s, when development of foreign trade was burgeoning, Taiwan faced intense competition in the international market. In 1981, the China External Trade Development Council (CETRA) began the journey of finding a suitable design as the official "Good Design Mark" aimed at establishing a high-quality image for Taiwanese products. This mark was later registered as the "Service Mark" under the Trade Mark Law of the National Bureau of Standards of the Ministry of Economic Affairs, and was awarded to products of innovation that were approved by the "Good Design Product Committee." The committee is composed of business, political and academic leaders under invitation from CETRA to carefully evaluate all entries. The main criteria used were expressional skill, composition and aesthetic value. The committee settled on the design as follows.

The inspiration of the design originated from the first two letters of "design" and "product," which are d and p. Rotating "d" and "p" shows a sense of balance and harmony (see insert).



TP STAR
台灣包裝之星

「台灣包裝之星」標誌是台灣優良包裝設計之象徵，每次由各界專家於「台灣包裝之星」選拔活動中評選出台灣傑出的包裝設計作品，並頒授「台灣包裝之星」獎座與獎狀。

「台灣包裝之星」標誌是依照中央標準局商標法規定，登記爲「證明標章」。該標誌是以 Taiwan Packaging 的 TP 英文的縮寫設計，鑲嵌耀眼閃亮的「星」形組合而成，構成象徵「TOP」的標誌型態，同時象徵「登峰造極」之意。

CETRA is well-aware of the importance of the global packaging star system, and in 1997 renamed it's previous G-Mark award for packaging design as the Taiwan Packaging Star award. CETRA expects the use of the Taiwan Packaging Star logo, developed and applied through the global packaging star system, will be recognized not only in Taiwan but also in the international packaging community.

The TP logo of Taiwan Packaging Star took the initials of Taiwan and Packaging, "TP", together with the star image, to form a logo easy to understand and remember. It will serve as the Taiwan's highest packaging award.



GOOD GRAPHIC
優良平面設計

「優良平面設計」標誌係表徵台灣傑出的平面設計作品，經評審委員審慎評審，依訊息傳達、視覺美感、設計創意、印製效果與整體表現等各項指標選出「優良平面設計」。同時亦透過此項選拔活動發掘優秀的平面設計師，並鼓勵他們進軍國際參與國際性或地區性的設計競賽。

「優良平面設計」標誌，以 Good Graphic Design 的兩個 "G" 字作正反向的發展，表徵良性的設計交流與互動。由正面視之，亦是 G&D 的字形，與環字造型，象徵優秀的設計者須具有國際觀。二度空間處理，表示平面設計仍應有立體概念；而製圖線條的標示在強化 LOGO 設計意味，朝上的箭頭則有追求美善意涵。

The "Good Graphic Design" logo identifies outstanding graphic designing work in Taiwan. "Good Graphic Design" is determined based on the following criteria of the delivery of the messages, the visual beauty, the innovation of design, the printing effect, and the overall performance of the work itself. Through a selection process, good graphic designers are also discovered, and are encouraged to take part in regional as well as international design competitions.

The two capital letters "G" in the logo of "Good Graphic Design" are linked together, with each pointing in the opposite direction. This represents positive exchange and interaction in the design community.

From the front, the form of G&D and the circular font symbolize the international viewpoint of good designers. The 2-D treatment of the logo also reflects the concept of tridimensionality in graphic design as well. The drawing lines emphasize the design aspect of the logo, and the upward arrow implies the pursuit of beauty and goodness.

優良設計產品 G-Mark

外觀：具有充分滿足開發目的之設計考量，具有造形、色彩與樣式等設計要素所構成之整體美感，並具有創意性。

功能：有滿足該產品使用目的適當功能，且操作便利，易於維修，並具有人因工程之考量等。

品質：能夠有效運用適當之原材料，且能充份滿足該產品一般要求之品質水準，並具有完整之產品使用說明等。

其他：適含量產、且價格合理，並考慮環保與自然生態保育等因素。

Form: Full design consideration given to development purposes; integrity in shape, color, style and other designing elements; creativity.

Function: Product function is properly considered with easy handling, easy maintenance, and enough ergonomic consideration.

Quality: Fully utilizing proper raw materials; fully satisfying the general demand of quality; complete product descriptions for users.

Safety: Fully consideration given to the safety of the product; full compliance with relevant safety regulations of the product.

Others: Reasonable pricing for proper quantity; consideration given to environmental protection.

台灣包裝之星 TP Star

創新性：材料之使用，設計之理念或包裝技術之應用等創意。

功能性：

1. 對內容物提供保存或保護，使免於損壞。
2. 易於搬運、充填、封合、開啓、再封閉倉儲、生產管理。

環保性：

1. 選用合理包裝材料避免包裝不足或過度。
2. 反映商品價值且總體包裝成本之合理化
3. 著重社會適性、資源回收與循環再生。

實用性：

1. 包裝之形狀、大小、材質能讓消費者感到方便。
2. 包裝材料考慮機械配合性，並能大量的生產。

整體性：

1. 能反應商品形象、強調商品格調品味。
2. 造形、色彩、文字、圖案須能有效傳達商品資訊。
3. 符合當地文化與民情，迎合當地消費者習性。

Creativity: Showing creativity in the use of materials, designing, or packaging technology application.

Function:

1. Full protection to the article contained inside and prevention of over or under packaging.
2. Easy handling, packaging, sealing, opening, resealing, storing, and production management.

Environmental Protection:

1. Choosing reasonable materials and preventing over or under packaging.
2. Reflecting product value with reasonable packaging costs.
3. Focusing on social adaptability and recycling.

Practicability:

1. The shape, size, and material quality of the package are user-friendly.
2. Packaging materials can be mass produced.

Overall Performance:

1. Reflecting the image of the product and emphasizing the flavor and taste of the product.
2. The shape, color, slogan, drawing of the packaging may effectively convey the message.
3. Suiting to the local culture, customs, and the usage of consumers.

優良平面設計 Good Graphic

訊息傳達：須能有效傳達作品表現之目的，如產品訊息、企業形象、品牌認知、活動資訊等。

視覺美感：作品之文字、圖形等不同要素之運用，在構圖、色彩、質感等視覺表現上具和諧、變化等美感。

設計創意：作品的構想、素材、表現的手法、技術運用等之創意。

印製效果：作品的精密度、技術以及專業的水準。

整體表現：創造特殊的企業形象與區隔品牌的差異性，能表現企業、品牌、產品之品質、品級與品味。

Effectiveness of Message Delivery: Effectively conveying the purpose of the product, such as product messages, enterprise images, brand recognition, and activity information. Visual Effect: The designing elements such as character, drawing, designing, color, and quality, must be in harmony with one another. Concept Innovation: Showing creativity in idea, material, expression, and technique.

Quality of Execution: Precision, technique and professional skill.

Total Presentation: Creating unique corporate image, differentiating brands from one another, & conveying the quality, class, and taste of the corporation, brand & product.



王介丘 Jack Wang

宏碁電腦公司 工業設計處產品部 經理
Manager, Industry Design Dpt. of
Product Design Section, Acer In-
corporated



吳永安 Yung-An Wu

Global Sources 集團台灣地區 總經理
興亞國際有限公司 負責人
General Manager, Global Sources
Group President, Asia International
Ltd.



林一順 Ishun Lin

大衍國際股份有限公司 總經理
President, U2i.d. Design Studio



林草英 Chao-Ying Lin

國立台灣科技大學設計學院 教授兼院長
Dean, College of Design National
Taiwan University of Science &
Technology



邱桂霖 Kuei-Lin Chiou

台灣區機器工業同業公會 總幹事
President, Taiwan Association of
Machinery Industry



施景煌 Jing-Huang Sze

工業設計協會 資深理事
生活品質提昇促進會 會長
CLDA/Board Reputable Member
Chairman, Life Quality Improve As-
sociation



莊慶昌 Ching-Chang Chuang

銘傳大學商品設計系 專任講師
Instructor, Ming Chuan University
Product Design Dept.



張天明 Hank T.M. Chang

台灣區家具工業同業公會 總幹事
Secretary General, Taiwan Furni-
ture Manufacturer's Association



張哲斌 Champion Chang

圖騰產品開發有限公司
中山圖騰產品設計整合中心
General Manager, Totem Industrial
Design Co., Ltd.



陳啟雄 Chi-Hsiung Chen

國立雲林科技大學工業設計系 副教授
Associate Professor, National Yunlin
University of Science & Technol-
ogy



陳善明 Sam Chen

格致科技 董事長
Chairman, Thoughtek, Co.



黃台生 Tai-Shen Huang

朝陽科技大學工業設計系 副教授兼系主任
Chairman of The Department of In-
dustrial Design, Chaoyang Univer-
sity of Technology



葉博雄 Po-Shiung Yeh

國立雲林科技大學工業設計系 專任講師
Instructor, National Yunlin Univer-
sity of Science & Technology



廖建福 Jeff Liao

頂典企業有限公司 總經理
President, Top Design



鄭正雄 Jero Cheng

震旦行股份有限公司辦公家具事業部
總經理特別助理
Aurora Corporation Office Furniture
Business Group



王行恭 David Wang

台北科技大學 工商設計研究所 兼任副教授
Associate Professor, Dept. of Industrial and Commercial Design, National Taiwan University of Science and Technology



王韋堯 Wei-Yao Wang

國立台灣科技大學 工商設計系 助理教授
Assistant Professor, Dept. of Industrial and Commercial Design, National Taiwan University of Science and Technology



朱陳春田 Chun-Tien Chu Chen

愛敦國際開發有限公司 總經理
General Manager, Widen International Development Co., Ltd.



周素娥 Sue Joe

國立台中技術學院 國際貿易科
副教授兼科主任
Dean & Associate Professor, Dept. of International Trade, National Taichung Institute of Technology



高弘儒 Hung-Ju Kao

台包股份有限公司 總經理
台灣包裝工業雜誌社 發行人
President, Formosa Pack Enterprise Co., Ltd.
Publisher, Taiwan Packaging Industry Magazine



王士朝 Su-Chao Wang

美術設計協會 理事長
President, The Graphic Design Association of the Republic of China



何清輝 Taddy Ho

黃禾廣告事業股份有限公司 總經理
General Manager, Harvest Advertising, Ltd.



林磐聳 Apex Lin

國立台灣師範大學 美術系研究所 教授
Professor, National Taiwan Normal University Department of Fine Arts.



張百清 Benson Chang

智得溝通公司 總經理
President, Interface Communications Agency



廖哲夫 Jeff Liao

楓格形象設計有限公司 藝術總監
中華平面設計協會 顧問
Creative Director, Focus Design Associates Consultant, Taiwan Graphic Design Association



羅勃 伯隆納 Robert Brunner

Pentagram 設計公司 負責人
Principle of Pentagram Design, Inc.

現任

Pentagram 設計公司負責人

經歷

- 1979 電磁系統實驗室(ESL)人因工程顧問
- 1980-1983 GVO 顧問公司專案經理
- 1983-84 加州Menlo Park產品設計顧問公司創辦人
- 1984-89 Lunar Design公司創辦人
- 1989 蘋果電腦公司工業設計總監
- 1991 蘋果電腦ID設計群創辦人
- 1996 舊金山Pantagram設計公司

Current Positions

Principal of Pentagram, Los Angeles, CA, 1996-Current

Experience

- 1979 -Human factors specialist at Sunnyvale-based Electromagnetic Systems Laboratories (ESL).
- 1980-1983 Project manager of consulting firm GVO Inc.
- 1983-84 Founding principal of Interform, a product design consulting firm located in Menlo Park, California.
- 1984-89 founded Lunar Design Inc.
- 1989 Director of Industrial Design at Apple Computer, Inc.
- 1991 Founder, independent internal design group of Apple IDg.
- 1996 Principal of Pentagram Design, Inc. in San Francisco office.



恩地 惇 Atsushi Onji

GK 京都株式會社 社長
President, GK Kyoto Inc.

現任

GK 京都株式會社社長

學歷

武藏野美術大學產品設計系畢業

經歷

- 1965-1967 吉村順三建築設計公司室內設計
- 1967-1974 GK工業設計協會產品設計/環境設計
- 1974-now GK 公司產品設計/環境設計

Current Positions

President, GK Kyoto Inc.

Education

Dept. of Industrial Design, Masashino Art University

Experience

- 1965-1967 Housing design / Furniture design, Junzon Yoshimura Architectural Design Office.
- 1967-1974 Product Design / Environmental Design, GK Industrial Design Association.
- 1974-now Product Design / Environment Design, GK Inc.



傑登 羅維 Gideon Loewy

丹麥設計協會 副理事長

Vice President, Association of Danish Designers

現任

- 丹麥設計協會副理事長
- Loewy Design Denmark 公司負責人

經歷

- 1982 創辦 Loewy Design Denmark Co.
- 丹麥商業推廣部顧問
- 瑞典工業發展局顧問
- 丹麥設計基金會顧問
- 丹麥商業司、斯里蘭卡工業發展部斯堪的那維亞管理研究學院等單位設計案顧問

Current Positions

- Vice President, Association of Danish Designers
- Director of Loewy Design Denmark

Experience

- 1982 Founded Loewy Design Denmark.
- Advisor, Danish Trade and Commerce Promotion Board.
- Consultant, Swedish Industrial Development Agency.
- Consultant, Danish Design Foundation.
- Consultant, Danish Chamber of Commerce, Sri Lanka Industrial Development Board and Scandinavian Academy of Management Studies, Oresund Region Design Project.



游萬來 Manlai You

國立雲林科技大學 副校長
Vice President, National Yunlin University of Science and Technology

現任

國立雲林科技大學工業設計系
教授兼副校長

學歷

- 拿大華鐵盧大學系統設計博士
- 美國伊利諾理工學院產品設計碩士
- 明志工專工業設計科畢業

經歷

- 國立雲林科技大學教務長
- 明志工專工設科副教授、教授、兼科主任、教務主任
- 南亞塑膠公司開發部產品設計師

Current Position

Professor and Vice President, National Yunlin University of Science and Technology, Department of Industrial Design

Education

- PhD in Systems Design, Department of Systems Design, University of Waterloo, Ontario, Canada.
- MS in Product Design, Institute of Design, Illinois Institute of Technology, Chicago, Illinois, USA.
- Diploma in Industrial Design, Department of Industrial Design, Mingchi Institute of Technology.

Experience

- Dean of Academic Affairs, National Yunlin University of Science and Technology, Yunlin, Taiwan.
- Associate Professor, Professor of Industrial Design, and Dean of Studies, Mingchi Institute of Technology, Taipei, Taiwan.
- Industrial Designer, Development Department, Nanya Plastics Corporation, Taipei, Taiwan.



陳建男 Jan-Nan Chen

工業設計協會 理事長
Chairman, China Industrial Designer Association(CIDA)

現任

- 朝陽科技大學工業設計系副教授
- 工業設計協會理事長

學歷

- 美國加州大學洛杉磯分校設計碩士
- 成功大學工業設計系工學士

經歷

- 朝陽科技大學工業設計系系主任
- 東海大學工業設計系講師
- 大葉大學工業設計系講師
- 美國DN設計公司設計師

Current Positions

- Associate Professor, ID Dept., CYUT
- Chairman, China Industrial Designer Association (CIDA) Education
- MA, Dept. of Design, UCLA, USA
- BS, ID Dept., National Cheng Kung Univ.

Experience

- Chairman, ID Dept., CYUT.
- Lecturer, ID Dept., Tung Hai Univ.
- Lecturer, ID Dept., Da Yeh Univ.
- Designer, Neuhart Donges Neuhart Design Inc., USA.



楊迪士 Dennis Young

Dennis Young & Associates 負責人
Dennis Young & Associates

現任

- Dennis Young & Associates 負責人
- 密西根州立大學包裝學院兼任教授
- Rochester 技術學院包裝科學執行長

學歷

美國密西根州立大學畢業，主修包裝研究

經歷(30年以上工作經驗)

- IBM 公司
- RDP 公司
- 密西根州立大學
- Lansmont 公司

Current Positions

- Dennis Young & Associates.
- Michigan State University, School of Packaging, Part Time Faculty.
- Rochester Institute of Technology, Packaging Science Executive Leader Adjunct Faculty.

Education

BS degree, Michigan State University, Packaging, Graduate level course work: Packaging and Marketing, MSU

Experience (Over 30 years)

- IBM Corporation
- RDP Corporation
- Michigan State University (faculty)
- Lansmont Corporation



陳俊宏 Jun-Hong Chen

國立雲林科技大學設計學院 院長
Dean, College of Design, National Yunlin University of Science & Technology

現任

國立雲林科技大學設計學院院長

學歷

國立臺灣師範大學美術研究所畢業

經歷

- 國立雲林科技大學視覺傳達設計系教授
- 國立雲林技術學院商業設計系主任
- 國立台中商專商業設計科講師、副教授

Current Position

Dean, College of Design, National Yunlin University of Science & Technology

Education

M.F.A., National Taiwan Normal University, Taipei, Taiwan

Experience

- Professor, Department of Visual Communication Design, National Yunlin University of Science & Technology
- Chairman, Department of Commercial Design, National Yunlin University of Science & Technology.
- Associate Professor, Department of Commercial Design, National Taichung Institute of Technology.



王行恭 David Wang

王行恭設計事務所 負責人
Wang & Design Associates

現任

- 國立台灣科技大學工商設計研究所兼任副教授
- 王行恭計事務所負責人

學歷

- 美國紐約 RATT 設計研究所畢業
- 西班牙國立聖費南度高等藝術學院畢業
- 國立台灣藝術專科學校美工科畢業

經歷

- 台灣廣告公司美術設計
- 國華廣告公司藝術指導兼組長
- 台北房屋公司企劃部經理
- 國立故宮博物院編輯

Current Position

- Associate Professor, Dept. of Industrial and Commercial Design, National Taiwan University of Science and Technology
- President, Wang & Design Associates

Education

- Graduate School of Design, PRATT Institute, New York.
- Escuela Superior de Bellas Arte de San Fernando, Madrid.
- National Taiwan Institute of Fine Art

Experience

- Graphic Designer, Taiwan Advertising Co., Ltd.
- Art Director in Chief, Kuo Hua Advertising Co., Ltd.
- Creative Manager, Taipei Housing Co., Ltd.
- Art Director, National Palace Museum, Taipei.



高弘儒 Hung-Ju Kao

台包股份有限公司 總經理
President, Formosa Pack Enterprise
Co., Ltd.

現任

- 台包股份有限公司總經理
- 台灣包裝工業雜誌社發行人

學歷

中國文化大學畢業

經歷

- 經濟日報記者
- 台包股份有限公司總經理
- 台灣包裝工業雜誌社發行人

Current Positions

- President, Formosa Pack Enterprise Co., Ltd.
- Publisher, Taiwan Packaging Industry Magazine.

Education

Graduated from Chinese Culture University

Experience

- Reporter, Economic Daily News.
- President, Formosa Pack Enterprise Co., Ltd.
- Publisher, Taiwan Packaging Industry Magazine.



艾瑞 史畢克曼

Erik Spiekermann
Meta Design 設計公司 負責人
President of Meta Design

現任

- Meta Design 設計公司負責人
- 國際訊息設計協會理事長

經歷

- 1979 一手創辦 Meta Design，分公司遍及柏林、蘇黎士舊金山，是目前德國最大的設計公司
- 1989 創辦 Font Shop，並籌備 Font Font 圖書館，旗下 FF Meta 是目前美國、歐洲最受歡迎的設計公司之一
- 曾擔任 Bremen 藝術學院教授，德國設計協會副理事長，以及國際訊息設計協會理事長
- 2000 成立位於柏林、倫敦、舊金山的三所個人設計工作室
- 倫敦 Economist 雜誌及美國 Reason 雜誌設計顧問

Current Positions

- President of Meta Design.
- President of the International Institute of Information Design (IIID).

Experience

- 1979 a founder of Meta Design, now Germany's largest design firm with offices in Berlin and Zurich as well as an independent office in San Francisco under that name.
- 1989, founded Font Shop International, publishers of the Font Font library, including one of his own designs, FF Meta, which has become one of the most popular typefaces in the USA and Europe.
- Professorship at the Academy of Arts in Bremen, is vice president of the German Design council.
- In July 2000, a freelance design consultant in Berlin, London and San Francisco.
- Economist magazine in London as well as Reason magazine in the US.



保羅 波雷 Paul Porral

Body Shop 公司 設計總監
Head of Design, Body Shop International Plc.

現任

Body Shop 公司設計總監

經歷

- 1988 倫敦 Fitch Design 設計顧問公司設計師
- 1990 Imagination 設計公司設計師，負責倫敦國立歷史博物館國際設計案創意與設計執行
- 1995 Body Shop 企劃部經理以及創意總監

Current Positions

Head of Design, Body Shop International Plc.

Experience

- 1988 Designer of Fitch Design Consultancy London.
- 1990 Designer of Imagination Co., designing many high-profile international projects, from book design to the award-winning Dinosaur Gallery at the Natural History Museum in London.
- 1995 Creative Manager, and deputy Creative Director, Body Shop.



王士朝 Su- Chao Wang

美術設計協會 理事長
President, The Graphic Design Association of the Republic of China

現任

美術設計會理事長

學歷

國立台灣師範大學美術系畢業

經歷

- 設計家文化事業有限公司發行人
- 藝術總監印刷與設計雜誌發行人
- 輔仁大學應用美術系兼任講師

Current Positions

President, The Graphic Design Association of the Republic of China.

Education

B.A. in Fine Arts, National Taiwan Normal University.

Experience

- Publisher & Art Director/Designer Publisher, Inc
- Graphic Communications Bimonthly.
- Lecturer, Dept. of Applied Arts, Fu-Jen Catholic University.



黃永松 Yung-Sung Huang

英文漢聲出版有限公司 董事長
ECHO Productions Company Chairman of the Board of Directors

現任

英文漢聲出版有限公司
總策劃及董事長

學歷

台灣藝術學院畢業

經歷

- 1968- 臺灣廣告公司廣告影片導演幹事
- 1969- 萬歲電影公司美術指導?
- 1970- 中央電影公司攝影幹事
- 1971-78 英文版漢聲雜誌社美術策劃
- 1975- 至今 英文漢聲出版有限公司美術策劃及董事長
- 1978- 至今 中文版漢聲雜誌社美術策劃及發行人
- 1994- 至今 漢聲動畫有限公司創意策劃及董事長

Current Positions

ECHO Productions Company Creative Director/Chairman of the Board of Directors.

Education

Graduated from Taiwan National Academy of Art.

Experience

- 1968-Taiwan Advertising Company, Commercial Film, Assistant to the Director.
- 1969-Long Life Film Company Artistic Director.
- 1970-Central Motion Picture Company Photographer.
- 1971-78-ECHO Magazine, English edition Art Director
- 1975 to present-ECHO Publishing Company Art Director/Chairman of the Board of Directors.
- 1978 to present-ECHO Magazine, Chinese edition Art Director/Publisher.
- 1994 to present-ECHO Productions Company Creative Director/Chairman of the Board of Directors.



謝大立 Ta-Lih Shieh

實踐大學媒體傳達設計學系 系主任
Chairperson of Communications Design of Shih Chien University

現任

實踐大學媒體傳達設計學系系主任

學歷

美國紐約普瑞特設計學院工業設計碩士

經歷

- 實踐大學視覺傳達設計學系副教授兼系主任 1997
- 北市古蹟識別標誌競賽評審 2001
- 行政院新聞局金鼎獎評審委員 2000
- 1999 行政院文建會國家藝術村方向研究計劃諮詢委員
- 平面設計協會 TOP STAR 作品評審委員 1999
- 教育部文藝創作獎設計類評審 1998
- 北市立美術館學生美展平面設計類評審委員 1998~1999
- 實踐大計管理學院工業產品設計學系副教授 1996~ 迄今

Current Positions

Chairperson of Communications Design of Shih Chien University.

Education

Master of Industrial Design, Pratt Institute, U.S.A.

Experience

- 1997-2000 Chairman and Associate Professor Visual Communications Design, Shih Chien University, Taiwan.
- 1998 Appointed Jury Member, Creative Award- Design Category, Ministry of Education, Taiwan ROC.
- 1985-88 Consulting Advisor, Industrial Design Department, Yeong Chin Machinery Industries Co., Ltd.
- 1989 Design Planning, Fashion Museum and University History Planning, Shih Chien University, Taiwan ROC.
- 1983-4 Exhibition Planning, G Mark, Honorary Product Exhibition China External Trade Development Council.

