2012第12屆新一代設計競賽「平面設計類」入圍



作品名稱:T.A.G世代分質 Tag As Generation 指導老師:鄧婉玲老師 得獎學生:鄭婉婷、陳曉霜、唐天怡

現代人常用一些特殊名詞去分類現代人的生活方式和 流行文化,例如:草食男、肉食女、粉紅系男孩等 ,發展出如同貼標籤的代表性名詞,而我們發現中藥 體質則是因每個人的生理跡象與個性所分類出9大體 質。我們將這兩個由「人」為出發點的分類做為結合 ,以標籤的概念衍生出我們的主題「世代分質」,並 用這些代表性名詞去描繪出每個體質所代表的角色、 性格及故事。

Modern people like to use special terms to distinguish their own lifestyle or identities, such as "herbivorous men (Metrosexual men who are not eager too find a girlfriend)", "carnivorous women (women who are proactive in finding their Mr. Right)" or "pink boys (boys who have girl's hobbies such as cooking, sewing or housework.), which are like label representations. Similarly we found there are nine major physiques in Chinese medicine based on the physiological features and personalities. We combined the two categorizations based on "human" and derived the theme "Generational Physique Categorization" from the notion of labels, and use these representative terms to illustrate the roles, characters and stories of each physique category".

2012第12屆新一代設計競賽 「數位媒體類」佳作

作品名稱:讓心去吧 Unleash the heart 指導老師:李靖惠老師 得獎學生:彭彥萍、陳思樺、趙笠安、陳品妤、傅嘉潁、温品涵

影片描述父親對家庭的不負責,帶給女兒之後面臨踏入家庭時的 陰影。父親的行為舉止和決定,深深影響著女兒潛意識裡的想 法。在女主角和男友籌備婚禮的過程中,女主角因而產生了不安 全感,勾起兒時家庭破碎的回憶,透過尋找父親來探索自己的不 安全感來源,最後的她,是選擇如何面對還是逃避呢?

The main indication is about family love. The short film described an irresponsible father, who brought his daughter the fear of making her own family. The father's behaviors and decisions made a deep inference in his daughter's mind. When she and her husband are preparing for their wedding, it reminds her of bad childhood memories. In the end, she gradually figured it out where the fears came from; but will she face it and forgive her father or escape from seeing the reality?

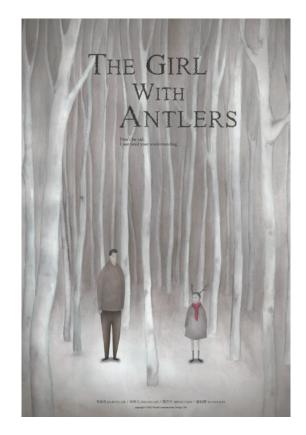


2012第12屆新一代設計競賽「數位媒體類」入圍 2012 A+創意暨數位媒體類第1名

作品名稱:鹿角女孩The Giel With Antlers 指導老師:馮偉中老師 得獎學生:李佳蓉、林靖凡、陳芝妤、羅鈺華

是否你也曾將親人的付出視為理所當然?我們在面對最 親近的父母時,往往講不出那些想訴諸父母的關心話語 ,無法突破那道無形的牆去擁抱他們。我們都太習慣他 們對我們的付出了,總是不自覺地將情緒放大,在無形 中傷害了他們。我們明知道自己的行為是不好的,總是 在事後才後悔想要道歉,卻又不知道該怎麼去踏出第一 步。製作這部關於親情的動畫,一方面是因為我們認為 親情是最能觸動人心的。另一方面,也希望藉此與自己 對話,找出解答,慢慢地能夠學會如何和家人相處之 道。

Have you ever taken your parents' love for granted? When we are facing our own parents, we usually become muted. We couldn't tell them how much we care about them, and break the wall between us to give them a hug. We are getting used to it. Therefore, when our emotion has amplified, we often will hurt them indirectly. We often feel regretted about what we have done even though we know our action is inappropriate. We want to say sorry yet we don't know how to take the first step. The reason of producing this animation related with family is because we think that family is the most heartwarming obsession in the world. On the other hand, we will like to speak to ourselves though this animation and find the answer of how to get along with our families.



2012第12屆新一代設計競賽 「數位媒體類」佳作

作品名稱:寂寞交替 Leave we alone 指導老師:林淑芬老師 得獎學生:林威仲、黃梓洹、王妤安、曾斯含、陳昱菱



失去愛情的哥哥從沒想過自己的未來將會如何,因為悲傷,他用自己的身體為代價去交換那些對其他人來說一點也不重要的東西,並將其收藏在箱子裡。他與妹妹的關係,也隨著自己的放浪形骸逐漸動盪不穩,原本相安無事的兄妹之情,內藏著無法直視的情慾撩動。此時他又遇見了男孩,一個願意為他付出真心的人,讓他又開始懷疑自己的價值,究竟我們該怎麼去愛一個人?究竟該如何面對自己的慾窒?他的選擇究竟是最終的出口, 還是魔鬼的交易之門?一切就從一個女人憑空從床上消失後爆發開來…。

A boy who lost love had never thought about what his future would be like. Out of sadness, he traded things which were of little importance for others with his body, and hid them in a box. His stable relationship with his younger sister became shaky as a result of his dissipated life. Then, he met a boy who would give him his true love. This again made him doubt his own value. So, how should we love somebody? How should we face our own desires? Is his choice the final way out or a deal with the devil? Everything began from the disappearance of a woman in bed.

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