

## **2015 Taiwan International Student Design Competition-Using the Chienkuo Technology University as an Example**

Rui-Lin Lin

*Department of Commercial Design, Chienkuo Technology University*

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**Abstract:** *This study used the Department of Commercial Design of Chienkuo Technology University as an example of teaching and learning for design courses. The students were arranged to participate in the 2015 Taiwan international student design competition, with their creative poster designs for the subject "embrace". The designs were evaluated through the cross-school cooperation between the 2 professional design teachers. The outstanding designs were selected for the competition. It was hoped to expand the university students' views and ambitions and to help improve their professional abilities in creative design.*

**Keywords:** *Commercial design, Creative poster design, Teaching and learning.*

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### **I. INTRODUCTION**

Everybody can come up with creative ideas. The difference is whether he can apply it properly and cleverly. When teachers guide their students in creative design, they always hope that the students can develop professional design skills, well use their creative thinking, combine visually beautiful elements, and present their works with fluent speeches to show the meanings and features of their works. With exposure on the Internet and advertisement effects, the influences of their creative works can be increased.

Visual advertisement design is to combine and apply aesthetic elements to integrate a creative idea with the design subject and to present the most appropriate work. This study indicated that using "embrace" as the design subject is in hopes of delivering the messages of this subject through visually warm designs or interesting images, to get audience's responses and admiration.

### **II. LITERATURE REVIEW**

In practice, when teaching, a teacher usually needs to review his teaching content to make sure it is truly helpful to develop his students' professional skills. It requires verification in practice. The difference between ideal and reality must be considered and corresponding improvements must be made [2]. A high-quality team of teachers is very important for teaching, as well as the most important helping hand behind students' progress. It is essential to apply good teaching strategies, encourage students to create, and improve their practical design ability [3]. Secondly, some study indicated that teaching style and teaching facility are important for education. It also suggested that teachers can offer students more success experiences to inspire their confidence and learning capability [4].

Teaching and learning have always been the keys to successful education. Since a long time ago, there have been discussions regarding strategy applications and integration or enhancement of assistive technology devices, for the purpose of facilitating teachers' growth in their professional fields and improving students' professional knowledge [7]. Teachers must cultivate their students' linguistic ability and communication skills to help them further participate in course discussions and learning. In practice of design courses, good interpersonal relationships and communication and coordination ability are especially important [6]. Moreover, to change teaching strategies, teachers can use advanced technology by exchanging with professionals from related fields and discuss with students regarding their practices through the internet and other media. This is also helpful to achieve improvements in both teachers' and students' professional skills [5].

### **III. CREATION DESIGN**

Creativity is the key to practical design. Especially, the promotion and implementation of the concept of protecting our earth required creativity [1]. This study allowed the students to participate in the Taiwan international student design competition for practice. The 2015 design subject was "embrace". It implied that the warmth of family love is a kind of depth, about not asking for anything in return; the sincerity of friendship is a kind of breadth, about greatness based on mutual understanding; and the sweetness of love between lovers is a kind of purity, about mystery and rich memories.

In this study, creation began after understanding the meaning of the competition. The teachers and students came out of creative ideas through face-to-face discussions and determined design elements to highlight the messages to be presented. The students were asked to present their creative ideas through an oral presentation. They could discuss details and made corresponding changes through online tools such as Facebook,

Hangouts, and Skype. The two teachers evaluated and selected the students' works together based on the scoring criterion of the competition (creativity: 50%; relevance to the subject: 30%; and composition and aesthetics: 20%) and assisted the students in the competition.

#### **IV. DESIGN RESULTS**

The discussion teaching method was applied in this study to inspire the students to create and modify their works. Then the students presented their design ideas through an oral presentation. The two teachers scored the works of the students from the two classes based on the competition criterion. Better works were chosen and submitted to the 2015 Taiwan international student design competition. The subject of the creative works and the ideas are illustrated below with images.

Embrace: Family love, friendship, and love between lovers are essential emotions. A sincere hug helps to bring warmth of concern from others and to enrich life (figure 1). Embrace: Due to the advancement of technology, people often contact each other using 3C products. These ways are rather cold. The image of hugging delivers warmth that technology cannot create (figure 2). Embrace: The promise of love is to guard and protect each other. The warmest action between two lovers is holding hands. The happiest moment is when a person helps his spouse wearing the ring (figure 3). Embrace: The self embrace delivers the message of loving oneself a little bit more. And two people hugging each other delivers the message of loving each other a little bit more (figure 4). Embrace the world: The land is the cradle of all living things. It brings up everyday foods. In the intertwining of the land and straws, each other's embrace is seen (figure 5).

Embrace: Reminding oneself to wear the seat belt while driving is like a way to give a hug (figure 6). Embrace of nature: Life and all things on earth are valuable. People are responsible to love them, whether they are in the ocean or on the land. Embracing the nature tightly, we can feel the value of life and cheer for the nature (figure 7). Embrace of nature: Modern people are living a favorable life, not knowing the importance of energy saving and environmental protection. The simple and clear lines represent the concept of energy saving. A small action without extra trouble helps to save a lot of resources, so that we can embrace the nature any time (figure 8). Sending love: A father is like a sun, while a mother is like moon. Your parents take turns to look after you. The hands show a hug from the family, revealing the importance of home. There are all kinds of friends. They are like roses, which are brilliant but withered rapidly. Friends met on the journey of life are hugged by the hands. The thorns represent the necessity to maintain friendships carefully. The Cowherd and Weaving maid represent two lovers being separated. They can only meet once a year. They have to cherish each other (figure 9). Love: The design idea is based on the homonym of "i". They two small "i"s are bent and designed like human bodies. The deforming mirror effect makes it look like they are interactive with each other. The three primary colors are used for distinction purposes, showing the imagery of hugging (figure 10).

A split second: The technique of taking pictures with a camera is applied to delivery memorable emotions (figure 11). Embrace Ecology: The animals swimming in the water, walking on the land, and flying in the air are used to deliver the message of cherishing water resources and protecting the ecological environment (figure 12). Filling the nature with love: The animals in the water, on the land, and in the air are piled up and linked together to show the close bounding among these animals (figure 13). Hugging a rescue dog: In disasters, rescue dogs can always help rescue teams to save people in need. The embrace in the picture reveals the true feeling of being afraid to lose each other (figure 14). Protogenesis: The protozoa and protophytes in Taiwan are used to remind people to ensure their survival and sustainable reproduction (figure 15).

The sound of life: Firemen risk their lives and run into the scene of a fire to save people. The precious lives are embraced by their warm arms. To care through actions, to concern with love, and to listen with heart can deliver the message of the uniqueness of life (figure 16). Sparkle: There is simplicity of a plastic bowl, a fishnet tight made of fruit bagging, and a face made of paper. Nowadays, the atmosphere in the society has brought more and more pressure, resulting in depression. Why not open your mind and accept the funny self inside, show another self through the sparkle of touch (figure 17)? The embrace of sounds: The idea comes from the blind. Although they cannot see, god gave them sharp ears so that they can hear all kinds of beautiful sounds (figure 18). Family: Home is always one's haven. Our families would do anything for us, unconditionally. We should embrace our families. They are the most wonderful gifts given to us. Friend: True friendships are rare. True friends can accompany us on our journey of life. Lover: A lover is someone with you when you are in need the most, someone by your side all your life (figure 19). Embrace: When talking about embrace, the first thing that comes to my mind is my families. My families forgive me, teach me, and make me stronger. I owe them a huge debt. I love them (figure 20).

Preciousness: Family love encourages and supports us. When we fall, our families would hold our hands and give us a big hug, so that we can stand up again. Friendships are necessary affections in life. Without them, life is boring and helpless. They are the force for a person to find his confidence back. There are good and the bad things in love. Yet, it is these things that teach us how to love (figure 21). Embracing each other:

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Embracement has nothing to do with nationality. All races and skin colors should be respected by embracing the world and embracing dreams. The mirror reflected the deepest dream in one's heart, the dream that one wants to embrace the most, delivering the emotions difficult to speak out (figure 22). Listening to music: With the rhythm of music, catching every bar and every measure, and showing the true self. Singing a song: Enjoying the rhythm of music, feeling every beat, and emitting the charm of self. Embracing music: Loving the voice in sentiment and pulsation which cannot be separated from the body and holding on to the self one possesses every time (figure 23).



figure 1



figure 2



figure 3



figure 4



figure 5



figure 6

figure 7



figure 8



figure 9

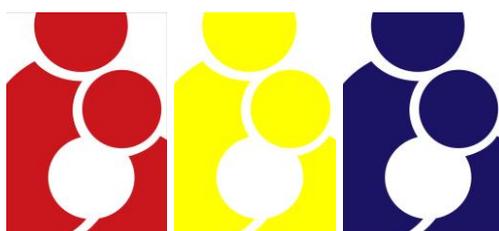


figure 10



figure 11



figure 12



figure 13



figure 14

figure 15

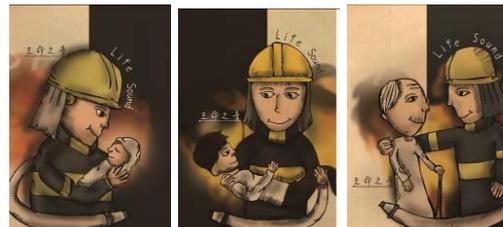


figure 16

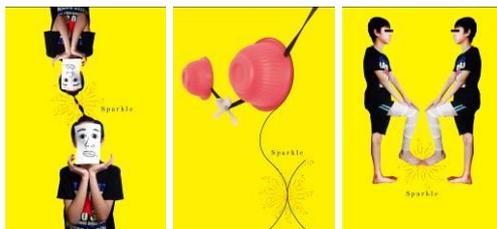


figure 17



figure 18



figure 19



figure 20



figure 21



figure 22

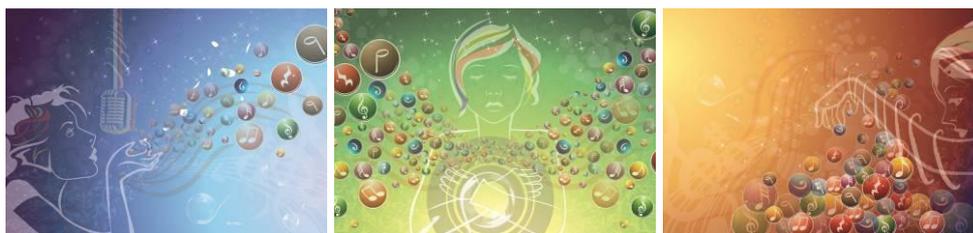


figure 23

## V. DISCUSSION AND SUGGESTIONS

In this study, the students designed creative posters based on the subject “embrace” and participated in the competition. The related discussions and suggestions are summarized below.

(1) Inspiration of creativity and encouragement to participate in the competition: The teachers interactively discussed with the students face to face or online to inspire their creativity and encourage them to participate in the competition, in order to expand their views and ambitions in the field of design.

(2) More appreciation and more learning: There is no other way to achieve a good design other than appreciating other people’s outstanding works and practicing diligently to accumulate experiences. Eventually, one can develop his own unique ability to create. The works selected by this study were mostly unique in style and with quite some aesthetics. They were all commendable.

(3) Improvements in oral presentation required: a good creative design idea and good ability to present the idea complement each other. The teachers should have paid more attention to the students’ oral presentation ability and offered them more guidance.

(4) Winning or losing a battle being just a common occurrence: Winning is of course the best result. However, there is no need to be sad about not winning. The best attitude after losing is to keep on the efforts and make better preparation for the next competition. Victories belong to those with sufficient experiments in competitions.

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