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黃仁勳執行長提出全臺的合作企業與合作大學，實踐大學名列其中。

Shih Chien University (SC) was listed as one of the companies and universities that NVIDIA worked with in Taiwan.

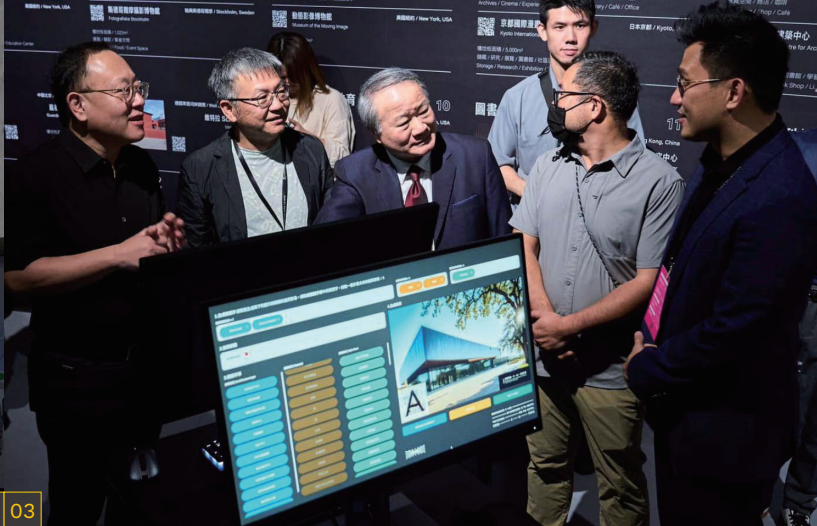
黃仁勳點名 17 所大學 實踐設計學院引領數位跨域轉型

陳威志 | 前媒體傳達設計學系主任

從願景到行動：VISION BASE 的誕生

在全球科技迅猛發展的浪潮中，數位跨域轉型已成為現代教育不可或缺的一環。輝達 (NVIDIA) 共同創辦人黃仁勳執行長點名臺灣 17 所大學，實踐大學設計學院以先進的數位設計課程及跨域合作項目，走在這一轉型的前沿。在丁斌首校長與設計學院許鳳玉院長的帶領下，設計學院積極推動數位與設計教育的深度融合，為學生開展充滿創新與實踐機會的未來。

丁斌首校長於 2021 年召集設計學院系所主管研商，在會議中與許鳳玉院長及建築設計學系、工業產品設計學系、服裝設計學系、媒體傳達設計學系等四系主任，因應時代趨勢與少子化衝擊，共同研擬設計學院未來 10 至 20 年的發展規劃，於是，VISION BASE 願景基地計畫應運而生。此一兼具概念、實務及實驗性的設計基地，目的在挑戰變幻莫測的未來，期能為學生提供探索未來、數位跨領域與實踐創新理念的平臺，設計學院朝向「數位跨域轉型」發展的路線也因此定調。



02 實踐大學與 NVIDIA Studio X ASUS 協作空間合作啟動儀式
Launch of the collaboration space of SC and NVIDIA Studio X ASUS

03 文化部 X 空總 C-LAB X 實踐大學建築設計學系與媒體傳達設計學系
The exhibition "Reinvigorate C-LAB by Leveraging AI to Unlock the Ministry of Culture, C-LAB, SC's Department of Architecture

NVIDIA X ASUS 的如虎添翼

2022 年 VISION BASE 計畫啟動之後，因機緣巧合與 NVIDIA 臺灣區鄭亦為協理在雙方理解與契合之下，本校設計學院開始一連串的 AIGC 應用與課程結合。2023 年 1 月，設計學院舉辦全國第一場由大學發起，AIGC 結合推測設計的跨系所工作營，並在成果發表會中召開結合 NVIDIA 與 ASUS 的合作記者會。此外，ASUS 也以行動支持，贊助 VISION BASE 十套配備 NVIDIA Studio 美國總部認證的 PBA (Powered by ASUS) 桌機，為全國與 NVIDIA 合作的大學中，唯一獲得桌機贊助的大學。NVIDIA 與 ASUS 合作為本校數位轉型提供有力的技術支持，並辦理一系列 Omniverse 培訓工作坊。2023 年 6 月，VISION BASE 內部完成高階運算實驗室「**NVIDIA Studio X ASUS Gen Room**」，此一設施為學生提供高度專業化的創作空間，使他們能在實際操作中磨練技能，發揮創意。這一系列活動不僅使學生獲得前

所未有的學習體驗，也為未來的 VISION BASE 發展計畫奠定堅實基礎。

AIGC X 設計的高能量

本校設計學院的數位設計課程涵蓋從基礎至高階的多層次教育，協助學生能熟練掌握各項數位設計技能。同時，設計學院積極開展跨域合作項目，結合 AIGC 技術與設計產出多個應用 AIGC 的設計專案。舉例而言，媒體傳達設計學系與 KKBOX 集團合作，使用 AIGC 製作知名歌手 Kimberley 的 MV，獲得新聞媒體廣泛報導，充分展現 AI 在音樂與視覺藝術領域的應用。這些項目不僅訓練學生對 AI 技術的掌握思維，也激發學生對未來科技與藝術結合的無限想像。此外，建築設計學系與媒體傳達設計學系合作，共同規劃辦理文化部《**打開空總 X AI 多重未來**》展覽，展示 AI 在設計領域的應用，並邀請觀眾參與互動，感受 AI 想像的魅力。2023 年底，本校以多項

05 NVIDIA Omniverse 培訓工作坊
NVIDIA Omniverse training workshop

06 VISION BASE 的「NVIDIA X ASUS Gen Room」建置完成
Completion of VISION BASE's NVIDIA X ASUS Gen Room





《打開空總 X AI 多重未來》展覽
the Futures for the Capital” organized jointly by
and Department of Communications Design.



04 與錢人豪導演 (左四) 洽談未來與 VISION BASE 之合作
A discussion with Director Joe Chien (fourth from left) on projects with
VISION BASE

AI 應用成果獲得勞動部北分署委託，攜手成立「**AI 影像辨識與視覺設計人才培訓據點**」，並補助新臺幣 1,280 萬元，透過產官學資源的結合，共同推動 AI 人才培訓。設計學院更協辦 NVIDIA 與 ASUS 的各項 AI 相關校園競賽，進一步推廣 AI 教育的普及與應用，使更多學生有機會體驗 AI 帶來的無限可能。

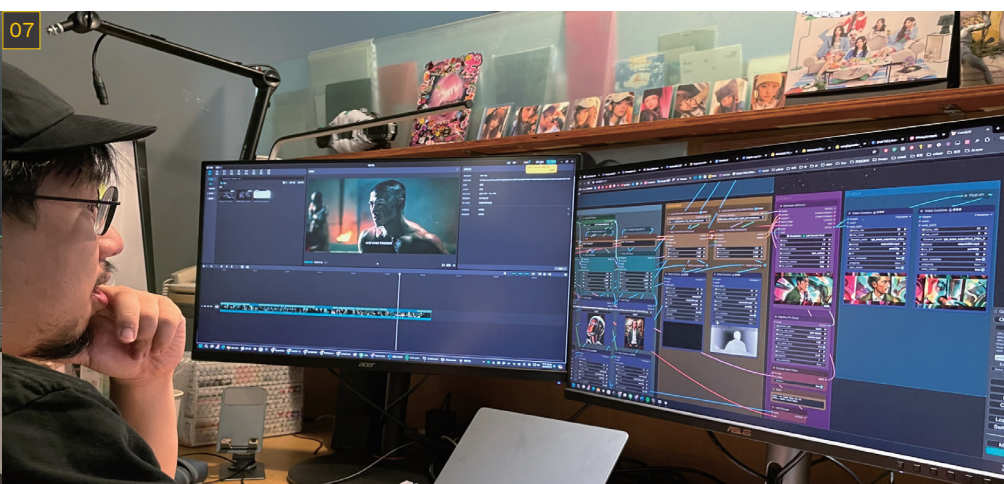
黃仁勳執行長的演講簡報

2024 年 6 月，本校設計學院承辦 NVIDIA 黃仁勳執行長的主題演講校園直播 Watch Party，與黃仁勳執行長連線，全臺僅有 10 所學校參與這場盛會。在黃仁勳執行長精彩的演講中，簡報出現實踐大學的校徽，这一幕不僅成為學校的榮耀時刻，也象徵本校數位跨域轉型成果在教育領域的領先地位，此刻，無數師生共同見證實踐大學的卓越成就，也激勵全校同仁在未來繼續努力，精益求精。本校設計學院的數位跨域轉型項目廣受媒體關注，藉由媒體報導不僅提升知

名度，相信也會吸引更多資源與合作夥伴加入，共同推動設計學院在數位跨域轉型的進一步發展。

樹立設計教育的新標竿

未來本校將持續深化與科技企業的合作，設計學院基於 VISION BASE 的核心精神，積極擴展數位跨域轉型設計教育的深度與廣度，並致力培養具備跨域創新能力的設計人才。經過這些努力，本校設計學院不僅在教育領域取得顯著進展，也為學生的職涯發展建立良好基礎，進而成為臺灣設計教育的重要推手，並朝向更加輝煌的未來邁進，為設計教育樹立新標竿。無論是在技術應用或教育模式，設計學院堅持不斷挑戰自我，追求卓越，已為未來的設計教育描繪出一幅美好藍圖。■



07 與錢人豪導演合作以 AI 製作企業形象片
A collaboration with Director Joe Chien used AI to produce corporate videos.

實踐大學設計學院 跨域數位整合設計創新計劃

VISIONING FUTURE PROJECT

BY SHIH CHIEN DESIGN COLLEGE

A Design Base for
Conceptual / Practical / Experimental Program
to Challenge the Unpredictable Future.

挑戰變幻莫測的未來，而設立之概念 / 實務 / 實驗設計基地

預算爭取 / 產學擴增 / 跨域

Conceptual
前衛概念

Practical
專業實踐

招生 / 跨域 / 研

經費爭取 / 擴增產學 / USR & SDG

業界人脈 X 既有大

服裝設計 建築設計

課程 X 跨域老師 X

獨立經費 空間場域

Strength

台灣設計最名校
設計思考為本
概念/美學/實作能力
地理位置優越
師資業界人脈

Weakness

台北校地有限
經費有限
設計系橫向聯繫

Opportunity

校方支持
設計學院共識強烈
台灣設計意識抬頭
USR / SDGs

Threaten

少子化
科技與潮流高速變動
科學 / 科技人才較少
他校提前發展

Ultra Factory - Kyoto University of Arts 設計優先 / 科技輔助

應用

Digital Fabrication

on Architecture Scale

on Performance Art

已知應用

Digital Fabrication

on Material Operation

已知應用

BioFabrication

應用

3D Scanning

on Bio X Medical X Historical

已知應用

Hi-Res Projection & Hologram

優先採購

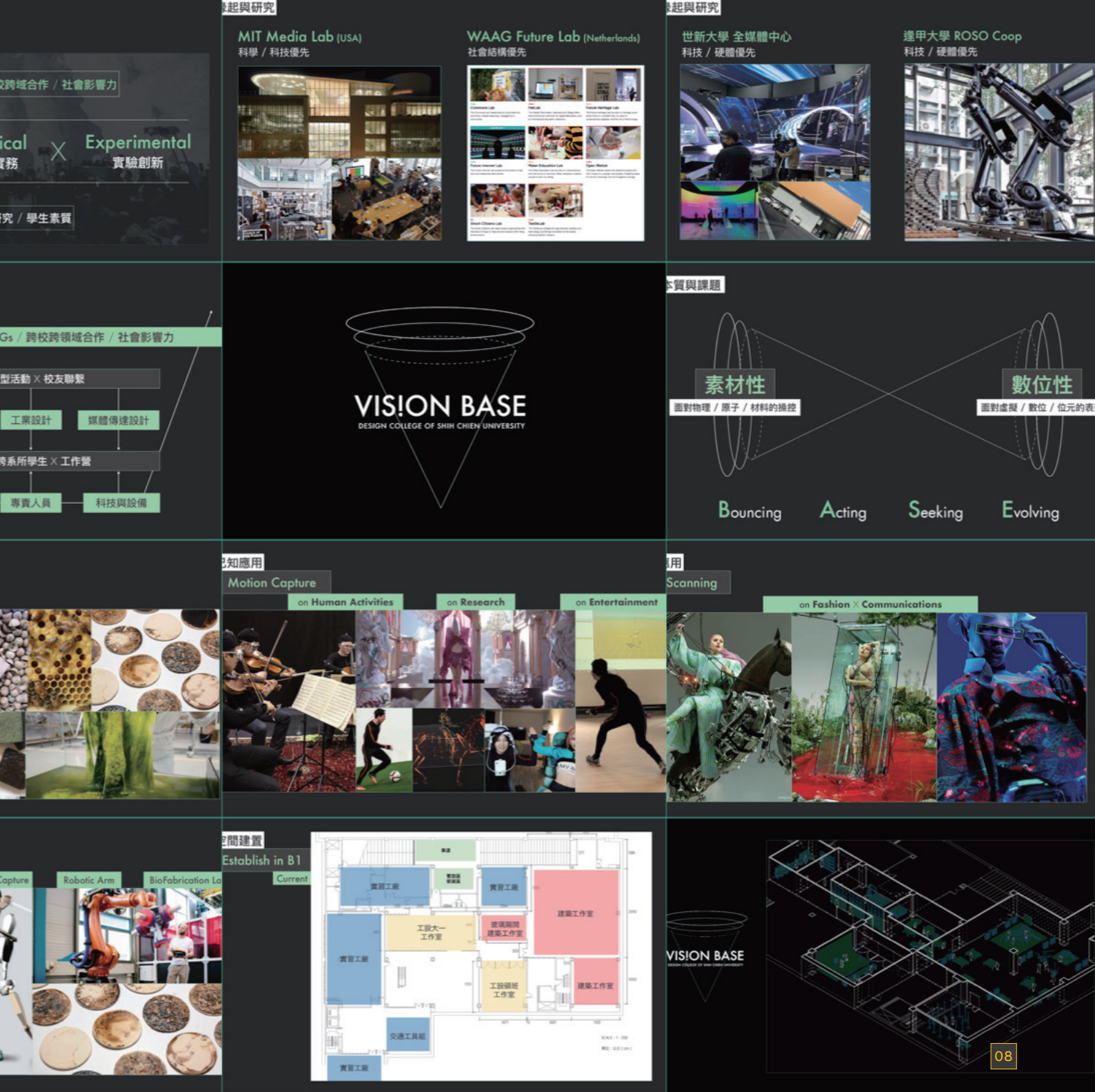
High Priorities

3D Scanning Motion C

Shih Chien Among One of 17 Universities Listed by Jensen Huang: College of Design Leads in Cross-disciplinary Digital Transformation

Rex Takeshi Chen (陳威志), Former Chair of the Department of Communications Design

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VISION BASE 計畫啟動簡報頁面
Presentation of the launch of VISION BASE

From Vision to Action: The Birth of VISION BASE

As global technological changes are rapidly advancing, cross-disciplinary digital transformation has become an indispensable part of education. In his recent talk, NVIDIA Co-founder and CEO Jensen Huang (黃仁勳) listed 17 universities that the company worked with in Taiwan. Shih Chien University's (SC) College of Design is a leader in the transformation, with its digital design courses and cross-disciplinary projects. Led by SC President Ting Pin-Shou (丁斌首) and Hsu Feng-Yu (許鳳玉), Dean of the College of Design, the college actively incorporates digitalization and design education to create more innovative opportunities for its students.

In 2021, President Ting convened a meeting with Dean Hsu and the heads of the Departments of Architecture, Industrial Design, Fashion Design and Communications Design to discuss the development plan of the College of Design for the next 10 to 20 years based on global trends and the impact of declining birth rates. In the end, the concept of VISION BASE was born. A space for the development and implementation of concepts, practice and experiments, the design base aims to offer a cross-disciplinary digital transformation platform for students to navigate in a changing future. **“Cross-disciplinary digital transformation”** has thus become its core concept.

The Power of NVIDIA X ASUS

Following the launch of VISION BASE in 2022, the College of Design started a series of generative artificial intelligence (AIGC) applications and courses with the support of NVIDIA's Sr. Sales Manager

Alex Chu (郝亦為). In January 2023 the College of Design hosted an international design workshop on narrative design for the future using AI generated art, the first such workshop organized by a university in Taiwan. The results of the workshop were released at a collaboration press conference with NVIDIA and ASUS. ASUS also gave VISION BASE ten NVIDIA certified PBA (Powered by ASUS) desktops, making SC the only university given free desktops among universities in collaboration with NVIDIA in Taiwan. NVIDIA and ASUS joined hands to offer solid technological support for SC's digital transformation and organized a series of Omniverse training workshops. In June 2023, VISION BASE completed its **NVIDIA Studio X ASUS Gen Room**, a high-performance computing lab that provides students a professional space to create and improve their skills. This series of events gave students an entirely new learning experience and laid a solid foundation for the future of VISION BASE.

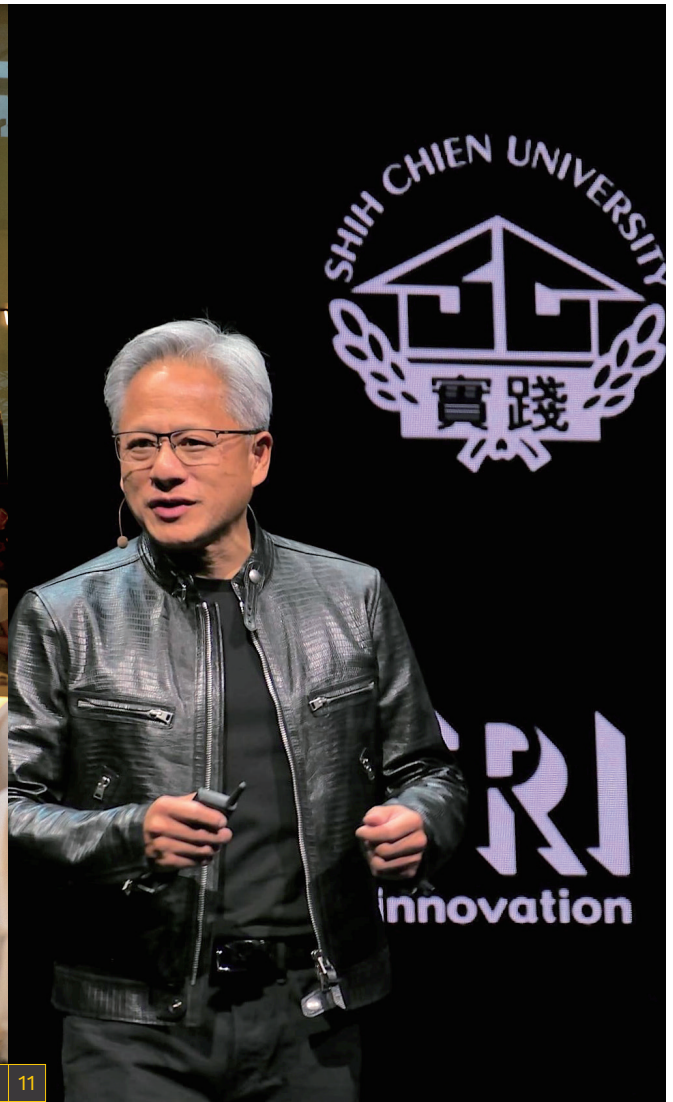
09

黃仁勳執行長主題演講 Watch Party 實踐大學場
NVIDIA CEO Jensen Huang's Watch Party Speech at SC





10 黃仁勳執行長主題演講 Watch Party 實踐大學場
NVIDIA CEO Jensen Huang's Watch Party Speech at SC



11 本校校徽於黃仁勳執行長演講時露出
SC logo was shown on screen during Jensen Huang's speech.

AIGC X Design

The digital design course module of the College of Design includes fundamental to more advanced courses to help students familiarize themselves with various digital design skills. Meanwhile, the college is actively rolling out cross-disciplinary collaboration projects that combine AIGC technology and design. For instance, the Department of Communications Design previously worked with KKBOX, using AIGC to produce a music video for the well-known singer Kimberley. The collaboration was widely covered by the media and demonstrated how AI can be applied in the

area of music and visual art. These projects are good AI technique training for students. They also inspire students' imaginations in the combination of technology and art. In addition, the Department of Architecture and the Department of Communications Design were commissioned by the Ministry of Culture to organize the show **"Reinvigorate C-LAB by Leveraging AI to Unlock the Futures for the Capital"**. The exhibition demonstrated AI's application in design and invited visitors to interact and feel the charm of AI. Around the end of 2023, due to many of our AI projects, SC was commissioned by the Ministry of Labor to establish the **AI Imaging and**



12 黃仁勳執行長主題演講 Watch Party 實踐大學場
NVIDIA CEO Jensen Huang's Watch Party Speech at SC

Visual Designing Regional Industry Training Center with a project funding of NT\$12.8 million. It is a government-industry-academia partnership aiming to nurture AI talent. The College of Design also assisted in hosting school competitions launched by NVIDIA and ASUS, and promoted the use of AI in education, helping more students experience the limitless possibilities of AI.

Speech by NVIDIA CEO Jensen Huang

In June 2024, SC's College of Design hosted NVIDIA CEO Jensen Huang's University Watch Party. Only ten universities in Taiwan had the chance to participate

in the watch party. At one moment during Huang's talk, SC's logo appeared on the screen. It was a glorious moment for SC and a symbol of our leading status in cross-disciplinary digital transformation in education. Faculty members and students witnessed the university's extraordinary achievement in education and were inspired to work even harder for greater achievements in the future. The College of Design's cross-disciplinary digital transformation project was widely covered by the media. The media coverage has enhanced SC's visibility and might attract more partners with resources to take part to help the project reach its next stage.



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媒體傳達設計學系與 KKBOX 合作歌手 Kimberley 的 AI MV 專案

Department of Communications Design and KKBOX collaborated to produce singer Kimberley's AI music video.

Setting New Benchmarks for Design Education

Looking forward, SC will continue to work with tech companies. Based on the core vision of VISION BASE, the College of Design will continue to expand the cross-disciplinary digital transformation project and commit to nurturing design talent with cross-disciplinary innovative capacity. All these efforts demonstrate that our College of Design has achieved tremendously in education and laid a solid foundation for students' career development. We will continue to contribute to Taiwan's design

education and set new benchmarks for a promising future. The College of Design endeavors to rise to the challenge and strive for excellence both in technology application and education to provide better design education in the future. ■