

2020 實踐大學媒體傳達設計學系所畢業展 | 傳達：COMMUNICATIONs
展覽設計 / 視覺設計 / 書籍與包裝設計等榮獲美國傳達藝術年度設計獎
Communication Arts Award (CA Award) 之設計卓越獎“Award of Excellence”

美國傳達藝術年度設計獎(Communication Arts Design Annual Award)
創立於 1959 年，迄今已有 60 年以上的歷史，每年超過 50,000 件作品投稿，是國際上視覺傳達設計領域最具影響力的大獎之一。歷年獲“Award of Excellence”卓越獎之設計包含：NASA 標誌、NIKE 企業識別、Apple 麥金塔電視廣告、FedEx 包裝識別系統、Mini Cooper 平面廣告、經濟學人平面廣告及 3M 安全玻璃戶外廣告等。

實踐大學媒體傳達設計學系所於每年舉辦畢業展覽，展覽將呈現當年度應屆畢業生的畢業作品，並舉辦一系列衍生活動，同時釋出當年度畢業生作品之印刷書籍。畢業展由六位老師擔任指導，學生須獨力完成畢業作品，並由全體學生共同組織策展，力求在展覽中呈現出優秀的設計作品與系所高昂的設計能量。

2020 年的策展主題為「傳達：COMMUNICATIONs」，闡述萬物皆是媒體、媒體即是訊息的概念。「傳達」的成立，來自我們對於所有元素的精心安排，再與有共識基礎的公眾進行溝通，身為設計者的我們，總殷切尋覓著如何切入以及詮釋。在一次次的發散、收斂中，給予我們乘載訊息的嶄新可能，並賦予框架中的媒材新的意義。在這個展覽中，重要的不只是看到作品(媒體)，更是感受我們連結兩主體的方式，即「媒體傳達設計」。



媒體傳達設計學系畢業展 獲美國視覺傳達領域 最高榮譽 CA Award

媒體傳達設計學系碩士班研究生 薛凱、王東岳、李其修 / 主任 陳威志



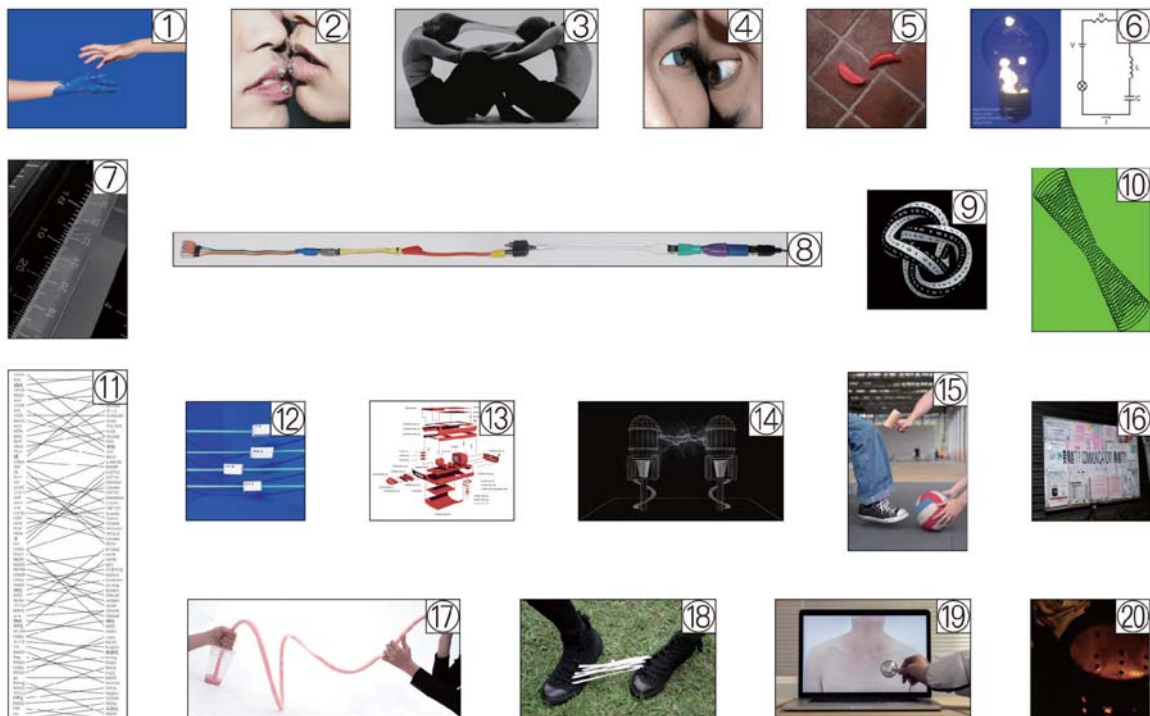
「傳達：COMMUNICATIONS」展覽主視覺海報
COMMUNICATIONS Key Visual Poster

2020 年 5 月，當時臺灣仍然維持著 Covid-19 全球防疫資優生的狀態，無確診的日子司空見慣，然而在零星確診者陸續出現之後，民眾對防疫的氛圍逐漸升溫，與 2022 年的現在不可同日而語。當時配合政府謹慎防疫的政策，促使新一代設計展宣布改為線上展，各個展覽場地也在當時的氛圍中陸續停辦各項實體活動，防疫雖然尚未提升至三級，卻讓無數設計相關的年輕學子們開始猶豫，抉擇是否忍痛取消實體畢業展覽。

媒傳系有著不斷挑戰過去、追求卓越的傳統價值，畢業班師生經過不斷的討論與沙盤推演，最終決議將展覽的規劃移到尚未封閉的校園，將設計修改為能在校園場地最優化的版本，以嚴守防疫為核心訴求，秉持最謹慎的態度舉辦不留遺憾之校內展覽。為

了在校內場地能完整傳達本次的主題概念，將主視覺設計中的大量文字與圖像，運用光雕投影至東閱紀念大樓的裡外，甚至天花板，混合大型實體輸出海報與帆布等，將大樓的入口、中庭，延伸到敏初廳，以包覆性的視覺設計，將展覽視覺概念結合實踐大學的特色建築，重新發掘習以為常的校園空間之美，打造入校門即入美術館之展覽氛圍，進而交織成媒傳系所歷年來最獨一無二的實體設計展。

2021 年隨著疫情趨緩，畢業生也早已離開校園，從美國捎來獲獎的好消息，為當年無畏困境且謹慎堅持的畢業生們，增添無可取代的回憶與榮耀。



「傳達：COMMUNICATIONS」展覽主視覺海報
COMMUNICATIONS Key Visual Poster



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1. 「傳達：COMMUNICATIONS」展覽主視覺影片部分畫面
Part of COMMUNICATIONS Key Visual Video
2. 美國傳達藝術年度設計獎獎座與獲獎畢業專刊
CA Award's Trophy and Graduate Catalog
3. 美國傳達藝術年度設計獎獎座局部
Details of CA Award's Trophy
4. 「傳達：COMMUNICATIONS」展覽現場
Site of COMMUNICATIONS Graduate Exhibition

COMMUNICATIONS: 2020 SCCD Graduate Exhibition's curation / visual design / book and packaging design, etc., won the "Award of Excellence" in the Communication Arts Award (CA Award).

The Communication Arts Design Annual Award was founded in 1959. It has a history of more than 60 years and more than 50,000 works are submitted every year. It is one of the most influential awards in the field of visual communication design in the world. Designs that have won the "Award of Excellence" over the years include the NASA logo, NIKE corporate identity, Apple Macintosh commercials, FedEx packaging identification, Mini Cooper print ads, the Economist print ads, 3M safety glass outdoor ads, etc.



美國傳達藝術年度設計獎證書
CA Award's Certificate

SCCD Graduate Exhibition Won the CA Award, the Highest Honor in the Field of Visual Communication in the U.S.

Master Students of the Department of Communications Design Xue Kai (薛凱),
Wang Dong-Yue (王東岳), Lee Chi-Hsiu (李其修) · Chair Rex Takeshi Chen (陳威志)



「傳達：COMMUNICATIONS」產品一覽
List of COMMUNICATIONS Products



「傳達：COMMUNICATIONs」展覽現場(含展覽回顧影片 QR Code)
 Site of COMMUNICATIONs Graduate Exhibition (with QR Code of Review Video)

The SCCD Graduate Exhibition is held annually, demonstrating the graduates' work along with a series of events, the portfolio catalogue and more. The exhibition is completely curated and organized by graduates, who are also required to complete their own work individually, striving to present excellent work and the spirit of the department.

“傳達：COMMUNICATIONs” is the topic of the 2020 SCCD Graduate Exhibition, which was held at Shih Chien University in June 2020. The major concept of the exhibition is “communication”, which is to re-establish the main ethos of the department, to demonstrate the basis of students' creativity and to review past graduate exhibitions to search for new possibilities. From a design perspective, it reorganizes the essence of a graduate exhibition, using communicating intuitively as the main curatorial purpose, but keeping the declarative spirit in curation.

As of May 2020, Taiwan was one of the countries best at dealing with Covid-19. However, with the numbers of people diagnosed with Covid-19 starting to increase, public awareness of epidemic prevention began to rise. To cooperate with the government's strict zero severe cases policy, the Young Designers' Exhibition was changed from a physical exhibition to an online exhibition. Looking back to 2020, the present situation seems to be completely different. Although exhibition sites started to cancel physical exhibitions, the country didn't raise its nationwide level 2 alert to level 3. This meant design students wavered back and forth about whether to cancel their one and only graduation exhibition.

With the tradition of challenging the past and exceeding excellent traditional values, graduates and professors went through endless discussions. The final answer was to move the exhibition into the



open campus, changing designs to best match the campus's sites. With strict epidemic prevent policies, the main appeal goal was to hold an unforgettable inside campus exhibition with the most cautious attitude. To fully convey the complete idea of the exhibition inside the campus, large numbers of characters and images were projected all over the Tung-Min Memorial Building; also large-scale posters and canvases were placed throughout the entrance, the square and the Shieh Min-Chu Memorial Gallery, to mix the exhibition's key vision and the distinguishing architectural design of Shih Chien University together. Rediscovering the beauty of the campus that we are used to and creating a museum atmosphere once you walked through the entrance, it became one of the most unique physical exhibitions that the SCCD has ever held.

As the epidemic was slowing down in 2021, those graduates provided great news from the USA, giving those fearless and committed students another irreplaceable honor and memory.

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1. 獲獎學生手持美國傳達藝術年度設計獎獎座
Winning students holding the trophy.
2. 「傳達：COMMUNICATIONS」畢業專刊
COMMUNICATIONS Graduate Catalog
3. 「傳達：COMMUNICATIONS」簡介
Brief Introduction of COMMUNICATIONS

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傳達是一主體通過某個載體 / 媒體，使另一主體接收到訊息的行為。

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傳達：COMMUNICATIONs

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實踐大學
畢業展覽

媒體傳達設計學系所

“COMMUNICATION” IS
THE ACT OF ONE SUBJECT
IMPARTING INFORMATION
TO ANOTHER THROUGH
CERTAIN MEDIUM.

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SHIH CHIEN UNIVERSITY

DEPARTMENT OF

COMMUNICATIONS DESIGN

2020

GRADUATE EXHIBITION



16

實踐大學台北校區
東閔紀念大樓

A棟
一樓二樓

六月六日到六月九日
上午十一點到下午八點

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