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International Symposium on Art and Design at Florence

Exchange of cultural and creative experiences marked the International Symposium on Art and Design held on Feb 8 through 12, 2006 at Florence, Italy. The event was organized by Professor Wan-Lee Cheng of the San Francisco State University College of Creative Art College and Professor I-Liang Wang of NYUST under the sponsorship of Ms. Carlotta Del Bianco of the Foundazine Romualdo Del Bianco, with the participation of the Accademia di Belle Arti, Academy of Fine Arts of Florence, Florence State art Institute, and State Institute for Industrial Art.

Based on the theme "Shaping the Future of Art and Design Education", participants from various countries presented twelve reports. Professors from Italian art institutes discussed issues on design and contemporary consumption trends. Professor Wan-Lee Cheng and Miss. Hsin-Yen Shieh of the San Francisco State University spoke on Graphic/Visual Communication Design Curriculum in the United States while chairperson of the visual communication department Professor Ricardo Gomes spoke on "Designing to Live: the Value of Inclusive and Universal



Speakers include (1st row, left to right) Dean Wan-Lee Cheng, Ding-Yih Liu, Vice-chairman of the board, Ms. Carlotta Del Bianco, Prof. Bernice Pan, and Prof. Yu-Fen Lee of the National Taiwan University of Arts; (2nd row, left to right). Hsin-Yen Shieh of San Francisco State University, professor of Accademia di Belle Arti, SFSU visual communication department chair Prof. Ricardo Gomes, Prof. Po-Hsien Lin of the National Taiwan University of Arts, Prof. I-Liang Wang of NYUST Art Center, and NYUST graduate student Bo-Yu Cheng

Design". Speakers from Taiwan included Professor Regina Weiyao Wang of the National Taiwan University of Science and Technology, Professor Po-Hsien Lin and Professor Yu-Fen Lee of the National Taiwan University of Arts, I-Liang Wang of NYUST and cultural heritage conservation graduate student Bo-Yu Cheng. The five reports revolved around art education in



Precision classroom at the Accademia di Belle Arti

Taiwan and local cultural characteristics. In addition, Professor Bernice Pan of Brunel University, UK, gave an enlightening talk on “The fashion system: mass customization at the design-production interface”.

Visit to the Academia di Belle Arti

In a warm reception by the president of the Accademia di Belle Arti, the Taiwan delegation learned about the curriculum design and instruction as well as the learning and creative process of students there through a tour of classrooms for art instruction, computer instruction, printing, wood panel painting and plaster collections.

The seminar closed with the burning of the Foundazine Romualdo Del Bianco logo and discussion of preparations for the seminar in the following year. The new theme focuses on new visions in future design and designing for children and the less privileged. Invitations to the event would be issued by the organizer Foundazine Romualdo Del Bianco in winter 2007.

A note of thanks

The seminar was significant in that it offered an opportunity of exchange in academics and culture for design experts from countries where design art is highly valued to be gathered in the art capital of Florence. During the event, the Taiwan delegation was generously hosted by Ms. Carlotta Del Bianco's father on more than one occasions. The generosity and the dedicated efforts of Ms. Carlotta Del Bianco and her father left a deep impression on the participants, who expressed their wish to reciprocate such hospitality.



College of Design bags major awards



Nomination at the Czech Republic student film festival: Ten Years Old

It is a year of bounty for the College of Design when it comes to bagging awards. Both at home or abroad, student entries were recognized for their excellent performance in major events that included the 2006 Motor Vehicle Innovation Design Competition for Asia Area, 2006 Chung Yuan Christian University cellphone innovation competition, the 15th Young Times Advertising Awards, Siluo Rice Creative Product Design competition and student film festivals in Georgia and the Czech Republic.

Nominations for Georgia and the Czech Republic student film festivals

Two student entries from the Visual Communication Design department were nominated for the finals in the Czech Republic student film festival while five short stories were selected for the Georgia student film festival. Such international recognition was a great encouragement for students, said Professor Tay-jou Lin, who organized the first education ministry campaign to promote participation by technological institute students in international competitions.

One of the nominations in the Czech Republic student film festival was the documentary *Ten Years Old* that examines social issues relating to the educational development of Taiwan children borne to mothers of foreign nationality. It depicts the touching experiences of the three student producers who traveled every week among Yunlin townships, commuting for more than

one hour on each trip, to provide free tuition for such children. The other nomination was an experimental animation *Unveiling* that incorporated filming and drawing techniques.

For the Georgia student film festival, five short stories were selected. These are *The Shadow*, *Cover up*, *Passer-by First*, *Bomber Tonight* and *Ten Years Old*.

2006 Motor Vehicle Innovation Design Competition for Asia Area

Combining vision and creativity, the Motor Vehicle Innovation Design Competition for Asia Area was organized by the Automotive Research and Testing Center under the sponsorship of the Economic Ministry Department of Industrial Technology. For the first time, the competition extends participation to the whole Asian region, thus attracting an overwhelming response from areas such as China, Hong Kong, South Korea, Malaysia and Taiwan. Processing and judging of the 578 entries took eight months, underscoring the importance attached to the event.

The panel of judges comprised of world renowned car design experts from Taiwan, Denmark, Germany and Japan. Among them was Frederick Richmann who sat on the 1F designing competition panel. There were two main themes – Styling innovation and Functional innovation. Participants were divided into two sections, one for college students and the other for members of the public. Industrial Design graduate student Cheng-han Lin, who was advised by Professor Sheng-ji Lin, walked away with the second prize of NT\$150,000 in cash.

2006 Chung Yuan Christian University cellphone innovation competition

The 2006 Chung Yuan Christian University cellphone innovation competition, organized by the Chung Yuan Christian University in association with the Department of Commerce of the economic ministry, Sogi, and Taiwan Fixed Network, was aimed at tapping students' creativity for innovative application in cellphone services. The contest, open to all university and college students, consisted of two sections: creativity in applied service and image design. The first three prizes were cash awards of NT\$30,000, NT\$20,000 and NT\$10,000,

respectively. Entries which were considered by Chung Yuan Christian University to show potential for patent licensing would further receive a 50 per cent subsidy by the university to apply for patent rights. The top two places in the image design section went to graduate students Jun-chi Wang and Han-hsi Chang of the NYUST Industrial Design school. Entries by Yu-shan Chung, Jun-yuan Chang, Sheng-De Chang and Ming-Tze Chiang were also commended for their excellent performance.



Silver award winner of the 2006 Motor Vehicle Innovation Design Competition for Asia Area – entry by NYUST industrial design student Cheng-han Lin



Winner of the image design section in the cellphone innovation competition – entry by NYUST industrial design student Jun-chi Wang



Golden award winner of the animation commercial section at the 15th Young Times Advertising Awards

15th Young Times Advertising Awards

Students of the visual communication department bagged a long list of honors in the 15th Young Times Advertising Awards which was held on May 21 2006. These included two golden and two silver awards, three finalist entries and several other complimentary awards.

The contest, held yearly for students majoring in design-related disciplines, was open to entries on advertisements in various media, such as print, television, broadcasting, internet, animation and CI design. An overwhelming response of some 10,000 entries were received each year from countries such as China and Malaysia. The contest this year, as in the past, also features a long list of sponsors.

The golden awards were won by entries in the animation section (*ET* by Hsuan-chen Wu) and CI design section

(by Mei-ting Liu). The silver awards went to *Beagle* in the internet commercial section and *Council for Cultural Affairs Quick Search* in the print media section.

Most of the NYUST entries were submitted by design college students. Of the 30-odd entries, 18 were selected in the first round of judging, and seven made it to the final round. A total of seven award-winning entries and eight other complimentary award entries gave NYUST the highest success rate in the event.

Siluo Rice Creative Product Design

The Siluo Rice Creative Product Design competition was held on July 7th 2006 to promote local culture through the creative packaging of local rice products. Creativity is reflected in the design of packaging which blends modernity and practicality in daily-use items. All nine awards were won by student entries from the NYUST visual communication department.

The golden award went to the entry *Fortune Rice* by junior student Yi-shian Lai. Based on the traditional festive rice cake that symbolizes luck and fortune, the primary design uses the golden color of wealth and the form of the cake, embellishing these with lovely mascots.

The silver award was presented to *Lucky Rice* by junior student Hsiao-Ling Tang. The underlying concept was packaging gift items for visitors to take home for friends and relatives. The packaging design, elegant and



First prize winner at the Siluo rice creative product design



Second prize winner at the Siluo rice creative product design

simple in look, and zen and traditional in style, is made of wood board and contains small luck purses filled with desiccatives.

The copper award was given to the entry *Siluo rice health products* designed by Yuh-Ling Len. The design emphasizes sophistication in style for healthful rice products packaged specially for consumers attracted to revitalizing supplements.

Cooperation Agreement with AIT

NYUST and Thailand's Asian Institute of Technology (AIT) became sister organizations last July with the signing of a twinning pact by NYUST president Dr. Tsong-Ming Lin during his trip to Bangkok for the world university presidents' summit. The summit was held in conjunction with King Bhumibol Adulyadej's Diamond Jubilee to promote dialogue among institutions of higher learning on various issues.

Widely known as the only "international university in Asia", AIT nurtures outstanding talents in American teaching tradition. Cooperative efforts between NYUST and AIT are expected to foster further academic exchange for Taiwan universities.

Further to that, NYUST was commissioned by the Ministry of Education to explore opportunities of cooperation between AIT and Taiwan vocational and technological institutes. The scope includes the dispatch of teachers to AIT for teaching and research, and awarding scholarships to Taiwan students for doctoral studies in the institute. In September, the Ministry of Education sponsored an assistant professor fluent in English and experienced in business practice on a two-year stint in AIT. The duties cover teaching, research, community service and consultation. Plans are also in the pipeline to provide funding for lecturers of vocational and technological institutes to pursue their doctoral studies there. The NYUST will coordinate the processing of applications for grants of US\$10,000 for each successful candidate.

As for cooperative research, the NYUST is currently working on matching appropriate projects to those proposed by AIT.



Representatives put their heads together to chart future course of cooperation



Presidents of NYUST and AIT signed pact of sisterly relations and explored new areas of mutual cooperation



NYUST and AIT to strive for excellence hand in hand



Setting up a creative design department

The Department of Creative Design was established in view of the development in the cultural creativity industry. Given the emphasis on experience designs for various industries in terms of service, setting, activities and products, the program integrates contents of the various disciplines in space, product, visual communication and digital media design.

The primary sector, for instance, is undergoing a transition in which farms, forests, animal husbandry and fishing are to be designed for creative living and cultural activities. In Yunlin county, creative design are applied to packaging and developing cultural products. Examples of commercial application are packaging designs for Chinese milk buns, Sluo rice products and Taisi clam products – all of which contribute to upgrading the local industry.

There are currently four faculty members in the department with qualifications above assistant professor level, their expertise spanning the fields of architecture, planning, exhibition, products and community design. Additional support is provided by other faculty members

of the design college. The program consists of two modules – one designing for daily living and the other for activities; a new module on cultural industry is also being proposed. The core curriculum includes basic design, creative living design, integrated design and topical design. Training seeks to develop students toward reaching out of classroom design to designing for the campus, the neighborhood, and the community. The department will focus on creative development and values of the local community as the bases for cultivating professional expertise. It envisions the preparation of students to act as mediators and integrated designers who can generate creative living designs and manage the local community through methods that embody creativity, vision, cultural plurality and daily life.

The specialized knowledge in the program may be divided into the following three major areas:

- Industry: trade and sectors relating to creative lifestyle and activities
- Core knowledge: knowledge and on creative life industry and its representation
- Design: Experience designs in service, place, activity and commodity

There are 48 students now enrolled in the department. On graduation, students can pursue further studies in industrial design, visual communication design, space design, computational design, cultural heritage conservation, and NGO graduate studies. Alternatively, they may develop a career in various other sectors. One is the creative life industry, in which experience



The College of Design to add creativity to life in the community



Department of Creative Design – latest in the College of Design

design may be customized for such sectors as the hospitality industry, garment and fashion, residential housing, transportation, entertainment, handicraft, and tourism. Another is the museum, which involves exhibition and education. A third concerns welfare, such as those aimed at the aged, women, youths and religious activities. Yet another area is leisure and recreation, such as homestay accommodation, leisure farming, and ecotourism. Finally, there is the creative activity industry which deals with display design and production, advertising and public relations.



Environmentally friendly cement developed

The Service Center of Construction Technology and Materials was set up by the research team in the Department of Construction Engineering to support faculty members and students in academic-industry cooperation. Such cooperation takes the form of consultation to business ventures, material testing, updating information on trends, and developing sustainable materials and new methods. Since its establishment ten years ago, the department has attained remarkable results through the concerted efforts of its faculty members, whose expertise in diverse areas range from structure engineering to construction management.

As greenhouse gases increase with the rapidly growing population and industrialization in the last century, global warming and freak weather are reported worldwide. It is, therefore, a common direction in the construction industry to balance development and environmental quality. For instance, the production of every one ton of cement requires input of 1ton of carbon dioxide, 1.4tons of limestone, 300kg of clay and 60kg of silica sand, all of whose quarrying can cause damage to the environment.

Given the foreseeable shortage in energy and mineral resources, and the restriction on greenhouse gas emission stipulated by the Kyoto Protocol, Taiwan

should attach great importance to the research and development of sustainable resources. Thus, department chairperson Professor Cho-liang Tsai has led a research team in recent years to work closely with China Hi-ment Corporation on producing powdered pure alkali-activated slag cement. The end-product, made from slag and powdered activating alkali, has a quality matching that of Portland cement.

Traditionally, research on slag cement utilizes alkali in liquid form. Practical usage is highly restricted due to the danger involved in material handling and transportation. Professor Tsai's research resulted in a form of powdered alkali that can be combined in the right proportion with powdered slag to yield powdered pure alkali-activated slag cement. Merits of the new product lie not only its safety and quality, but also in its cost-benefit effectiveness. The use of this as a substitute for Portland cement, reduce resource depletion and greenhouse gas emission as well as increase recycled use of waste materials.

Another research of the center experiments with environmentally friendly cement made of basically limestone and fly ashes from incinerators.

In a research on steel rods, there is an attempt to learn from Japan's experience in raising quality while reducing quantity. Innovations in similar products in Japan show a strength which is 1.67 times that of those in Taiwan. The use of the improved material would lead to higher efficiency, lower costs, reduced exhaustion of such resources as silica sand and iron and steel, and reduced emission of greenhouse gas.

Yet another research of the center is led by Professor Hung-jen Lee, who is working with the National Taiwan University, National Center for Research on Earthquake Engineering, and Fusheng Company on the development of new materials and methods. Testing by Professor Lee on column connections shows that screw-typed deformed bars of Japanese specifications may be used with T-headed nuts to cope with problems relating to the large quantity of steel rods required. Furthermore, work methods may be simplified such that welding or threaded device is no longer necessary, thus strengthening the strength of steel support without raising costs.

Academic exchange pact with Gujarat institution

President of the Gujarat Energy Research & Management Institute (GERMI) Professor J. P. Gupta visited NYUST July 4th through August 31st as visiting professor. He further signed an agreement on academic exchange with NYUST president Dr. Tsong-Ming Lin on July 17 during a seminar on cooperation issues.

The move marked another step in efforts toward internationalization and enhancing the competitive edge of NYUST. The university administration reached an



GERMI president discussed issues and opportunities of academic exchange with NYUST representatives

understanding with Professor Gupta not only on the importance of strengthening academic exchange but also on joint efforts in several areas of cooperation. The academic exchange agreement paves the way to the setting up of sisterly relations through reciprocal cooperation in research, exchange of faculty and students, and exchange of academic resources.

Professor Gupta, a former chemical engineering professor with the Indian Institute of Technology, was the first visiting professor in NYUST to help students with enhancing their English language ability in the writing of scientific papers, and to conduct courses such as process safety design, hazard analysis, security vulnerability analysis and risk assessment.

Professor Gupta will also lecture in various academic research institutions and business ventures on such topics as reflections of the Bhopal disaster, hazard control and process safety. This is expected to help raise awareness and standards in the fast-growing chemical engineering industry of Taiwan.

To broaden students' vision, Dr. Lin noted, the NYUST is aggressively promoting the internationalization of education through academic and research cooperation, and encouraging participation by students and teachers in international events.

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Chief of Newsletter of NYUST Editing Committee: Chen-Chia Huang
Chief Editor: Szu-Tsung Chen
Executive Editor: Yi-Chen Kao
Translator: Zi Kwan
Cover Design: Sheng-Hsiung Hsu
Tel: +886-5-534-2601
Fax: +886-5-532-1719
Address: 123 University Road Section 3, Douliou, Yunlin, Taiwan 64002, R.O.C.
http://www.yuntech.edu.tw
E-mail: aax@yuntech.edu.tw

