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New Voices from Zhong Xiao Xin sheng

## 系所介紹 DEPARTMENT INTRODUCTION

### 文化事業發展系

國立臺北科技大學文化事業發展系自民國 100 年成立以來，始終秉持文化是國家根本的信念，致力於培養具備文化傳承、創新與管理能力的專業人才。本系課程融合理論與實務，強調培養學生深厚的文化素養與實際企劃執行力，以「連結古今、多元創新」為發展核心，呼應國家整體文化產業政策，推動產官學研合作，聚焦於文化推廣、文化經紀、生活美學與文化研究等領域的專業培訓。本校地處台北市，地理位置優越，文化資源豐富，交通便捷，是推廣與傳承文化的理想基地。

隨著臺灣文化創意產業的快速成長，文化事業已成為產業發展的重要推力。本系因應教育趨勢與就業市場需求，發展出符合產業脈動與學生特質的教學模式。透過課程設計與師資規劃，整合跨領域資源，幫助學生建立文化專業能力與實務應用力，提升就業競爭力。

本系以「文化復育」、「文化治理」、「文化實踐」為三大教育目標，並以「文化素養」為核心，致力於培育能夠整合知識、具備實作能力，既能獨立創作又能團隊協作的文化專業人才。

### Department of Cultural Vocation Development

The Department of Cultural Enterprise Development at National Taipei University of Technology was established in 2011. We aim to train professionals who can preserve, innovate, and manage cultural projects.

Our program combines theory and practice, focusing on cultural knowledge and project planning skills. With the goal of “connecting the past and present through diverse innovation,” we work closely with industry, government, academia, and research to develop talent in cultural promotion, management, lifestyle aesthetics, and research.

Located in the center of Taipei, the university has easy access to rich cultural resources, making it a great place for cultural learning and exchange.

As Taiwan's cultural and creative industries grow, we design courses to meet job market needs and help students build strong professional skills. Our key goals are cultural revitalization, cultural governance, and cultural practice, with cultural literacy at the core. We aim to develop students who can work independently or in teams in the cultural field.

# 忠孝新聲

New Voices from Zhongxiao Xinsheng

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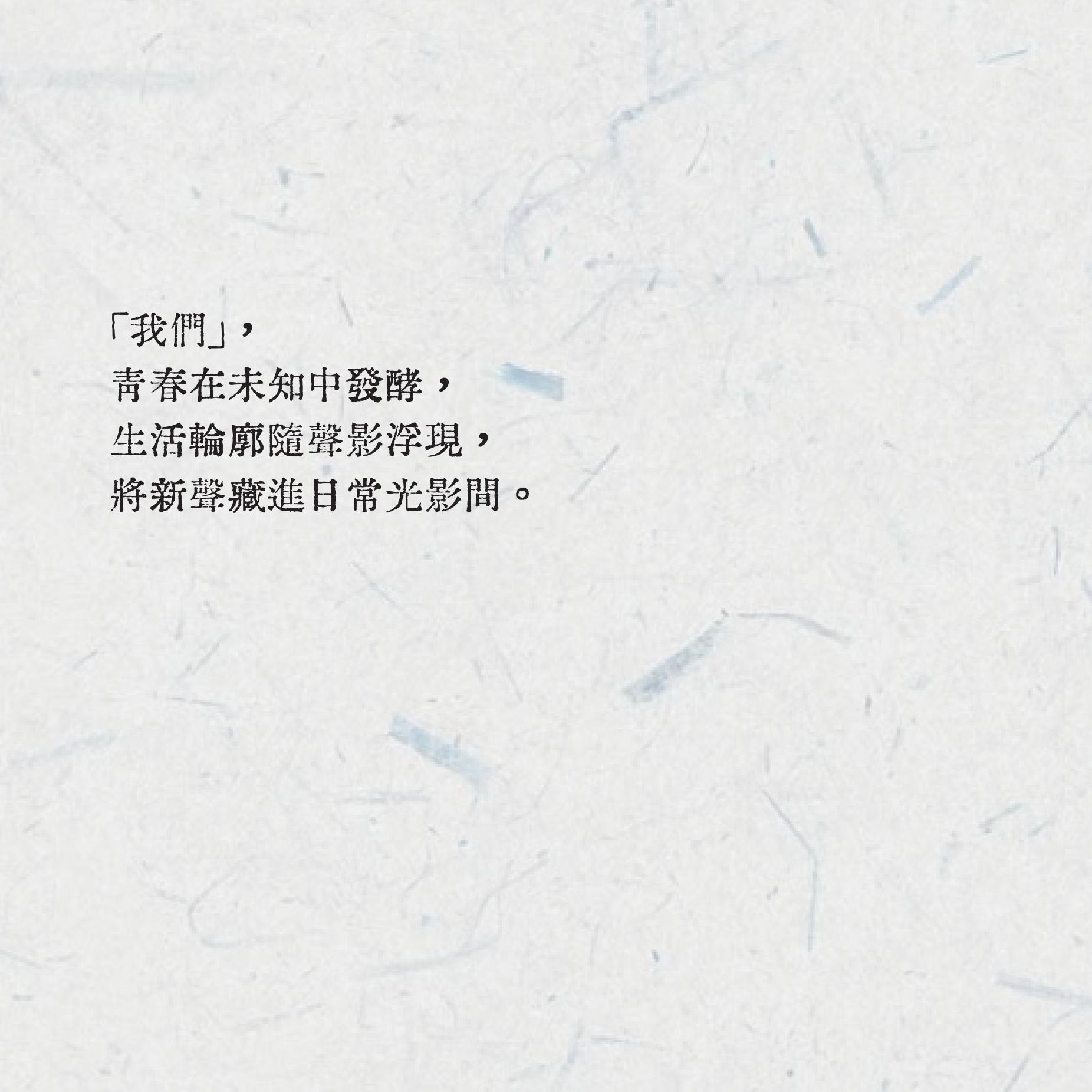
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「我們」，  
青春在未知中發酵，  
生活輪廓隨聲影浮現，  
將新聲藏進日常光影間。



## 策展論述 CURATORIAL CONCEPT

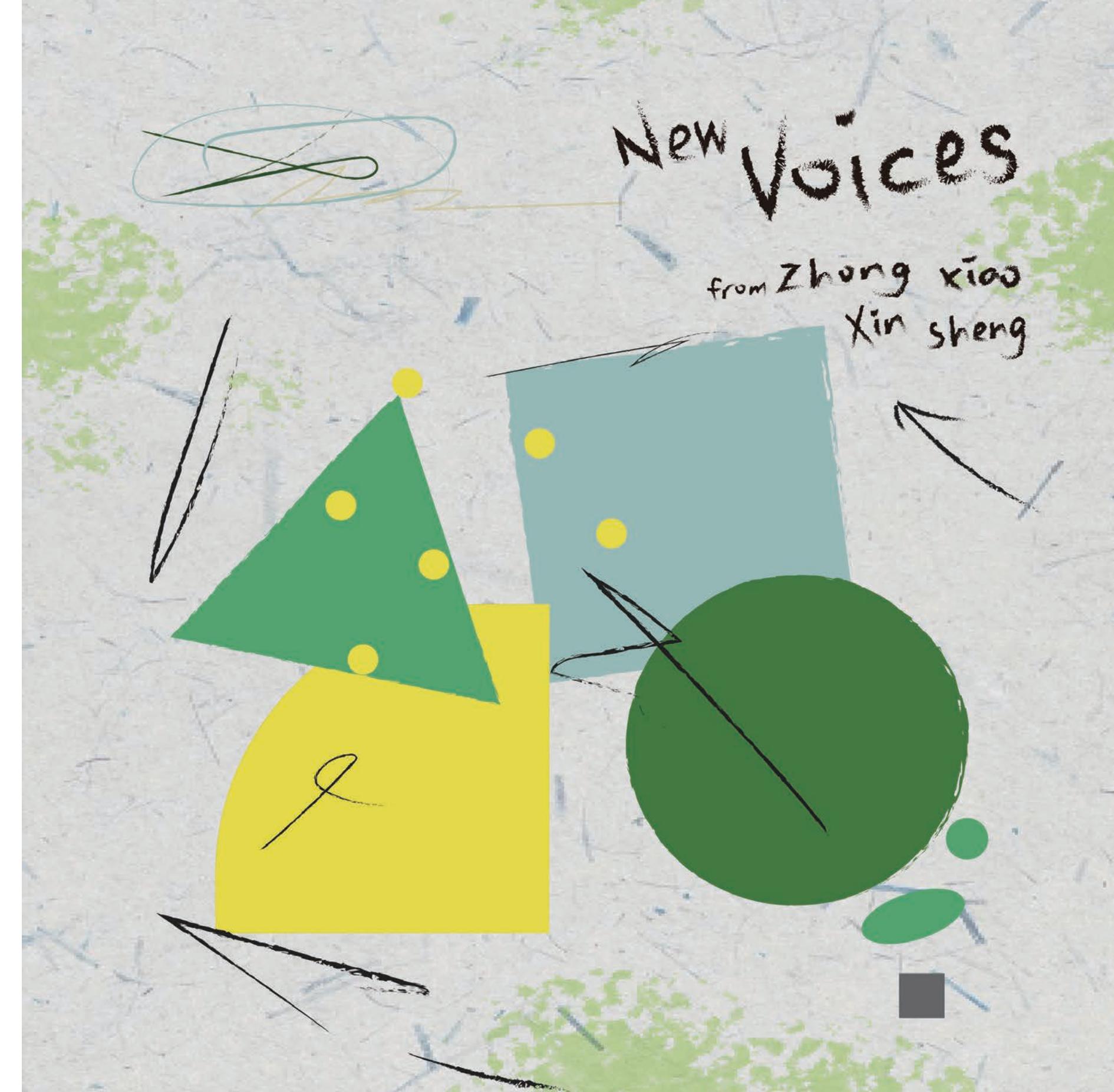
### 忠孝新聲

在文化傳承的長河中，本次專題以創意為筆，重繪臺灣多元文化之美與歷史印記的當代表現。傳承與創新尋找交集，並在《忠孝新聲》交織成光，成為時代對話的詩篇，以嶄新的文化設計語彙，回應這塊土地的當代思維。

## 策展論述 CURATORIAL CONCEPT

### New Voices from Zhongxiao Xinsheng

Flowing through the river of cultural heritage, this project wields creativity as its brush, reimagining the contemporary expression of Taiwan's diverse cultural beauty and historical imprints. It explores the intersection of tradition and innovation, interweaving them into a light through Zhongxiao Xinsheng — a poetic dialogue across time. With a bold new visual language rooted in cultural design, it responds to the evolving spirit of this land.





# 發酵之間

工藝誕生於雙手，亦是文化的萌芽。

## 啤卡 chill 建啤十八探險鮮隊活動之優化

學生：傅予、廖翊婷、蔡侑廷

指導老師：張怡敏 老師

### 專題理念

本專題以建國啤酒廠「建啤十八探險鮮隊」活動為核心，透過導覽優化與視覺再設計提升參與體驗。從歷史圖說語音導覽、分層印章明信片設計、三十秒宣傳影片到品牌形象整合，期望打造一個兼具知識性與趣味性的參觀體驗，讓參與者能夠重新認識建啤的文化底蘊，並創造深刻、有趣的城市記憶。





## 啤卡 chill 建啤十八探險鮮隊活動之優化

學生：傅予、廖翊婷、蔡侑廷

指導老師：張怡敏 老師

Capstone Project

This project enhances the "JianBeer 18 Adventure Team" at Jianguo Brewery through improved guided tours, visual redesign, and promotional materials—offering an engaging and educational cultural experience that highlights the historical significance and brand identity of JianBeer.

## 共釀

學生：伍晨妘、周心盈

指導老師：王怡惠 老師

### 專題理念

本專題以「台啤文化的再發現」為核心，設計 143 毫升酒杯，結合建國啤酒廠元素與趣味拼貼風格，展現懷舊與年輕兼具的日常美學。透過小容量設計回應慢飲潮流，喚起地方記憶，活化品牌形象，創造台啤與新世代之間的文化連結。





## Co-Brewed

學生：伍晨妘、周心盈

指導老師：王怡惠 老師

**Capstone Project**

This project centers on rediscovering Taiwan Beer culture through a 143ml glass design. Incorporating elements of the Jianguo Brewery and a playful collage style, it blends nostalgia with youthful aesthetics. The small capacity embraces the slow-drinking trend, evokes local memories, revitalizes the brand image, and connects Taiwan Beer with a new generation.



## B&B

學生：劉雨欣、巫晨誌、林立言

指導老師：吳欣怡 老師

### 專題理念

本專題旨在探討台灣棒球的發展脈絡，包括球迷文化與球場飲食，並思考如何讓一日球迷有效認識並融入棒球文化。研究過程中，我們設計出內容精煉、易於理解的展版，讓觀眾能一目了然。除此之外我們還拍攝了影片，帶領觀眾實地感受啦啦隊的熱情氛圍，並將主視覺延伸應用於啤酒罐設計，讓飲食文化的呈現更加具象、易於共鳴。



## B&B

學生：劉雨欣、巫晨誌、林立言

指導老師：吳欣怡 老師

**Capstone Project**

This project explores the development of Taiwanese baseball, focusing on fan culture and stadium food, and examines how “one-day fans” can better engage with the sport. We designed clear exhibition boards, produced a video capturing the cheerleading atmosphere, and applied our visual identity to beer cans to make the food culture more tangible and relatable.

# 2027 羊年開酌，酌得勝利

學生：晏祥燦、謝珮貽

指導老師：張怡敏 老師

## 專題理念

長鬃山羊作為台灣唯一的牛科特有種，極為珍貴卻鮮為人知。為推廣物种保育與生物多樣性，我們以 2027 羊年為契機，結合建國啤酒設計年度限定吉祥物「比爾羊」，並推出羊年限定啤酒系列。六款產品融合亞洲瀕危或特有羊種與當地水果風味，深化大眾對台灣與亞洲羊物種的認識，實踐生物多樣性的推廣與文化參與的雙重價值。





## Taiwan-Vietnam Ceramic Light Journey

學生：晏祥燦、謝珮貽

指導老師：張怡敏 老師

Capstone Project

The Taiwanese serow, Taiwan's only endemic bovine species, is rare and under-recognized. To address this, we created "Beer Sheep," a Year of the Goat mascot in collaboration with Jianguo Brewery. Through a limited beer series featuring six goat species from across Asia and local fruits, we aim to raise public awareness of Taiwan and Asia's goat species, while also promoting biodiversity and cultural engagement.

# 啤包

學生：何樟充、張庭齊、蔡帛宏

指導老師：鄭麗玲 老師

## 專題理念

本專題以建國啤酒廠為文化背景，探討如何透過商品創新吸引年輕消費者，提升台灣啤酒品牌形象。以「十八鮮」啤酒為核心，設計皮革手提袋包、軍牌吊飾與冰磚等文創商品，結合潮流外型與高質感包裝，翻轉台灣啤酒「老派」形象，讓啤酒不只是飲品，更成為展現文化認同的象徵，達到品牌年輕化與文化推廣的目標。





## Beer Bag B&B

學生：何樟充、張庭齊、蔡帛宏

指導老師：鄭麗玲 老師

Capstone Project

This project uses Jianguo Brewery as a cultural base to attract young consumers and refresh Taiwan beer's image. Centered on "Shiba Xian," it features trendy items like a leather tote, dog tag, and ice brick to turn beer into a symbol of cultural identity.



# 心境之旅

穿越文化層層，回歸內心共鳴。



## 藝術羅曼史

學生：黃晨馨、謝沛倪

指導老師：楊琇惠 老師

### 專題理念

病童面對疾病，不只需承受身體疼痛，更需克服長期住院所帶來的焦慮與孤單。本專題實地走入醫院，陪伴病童創作曼陀羅，透過色彩與圖像抒發情感、穩定情緒。期望藉此提升病童心理韌性與治療意願，讓藝術成為他們心靈安放與轉移注意的處所並建立支持病童心理健康的新方式。



## 藝術羅曼史

學生：黃晨馨、謝沛倪

指導老師：楊琇惠 老師

**Capstone Project**

Children facing illness endure not only physical pain but also the anxiety and loneliness of long hospital stays. This project involved hospital visits to create mandalas with children, allowing them to express emotions and find calm through colors and images. We aim to enhance their psychological resilience and willingness to heal, making art a sanctuary for the mind and a tool for distraction from pain, while exploring new ways to support children's mental well-being.

# 誰把聲音藏起來了？

學生：劉燕秋

指導老師：楊琇惠 老師

## 專題理念

在數位時代中，人們缺乏真實的情感交流。本研究探討同理心如何影響人際聯繫。透過繪本《誰把聲音藏起來了？》以「葉子的心聲」引導讀者從觀察中感受角色的內心歷程，讓兒童學會理解他人，也希望成人藉此反思自我。我們期望同理心不僅是一種情感感知，更能成為人與人之間建立理解與連結的重要力量。





# Who Hid the Voices?

學生：劉燕秋

指導老師：楊琇惠 老師

Capstone Project

In the digital age, true emotional connection is rare. The picture book Who Hid the Voices? guides readers to understand feelings through the “voices of the leaves,” helping children develop empathy and encouraging adults to reflect. We hope empathy can become a bridge for deeper understanding and connection.



# 聲境浮映

聲影交織，喚醒文化與個人記憶

## 30% 三聲有幸

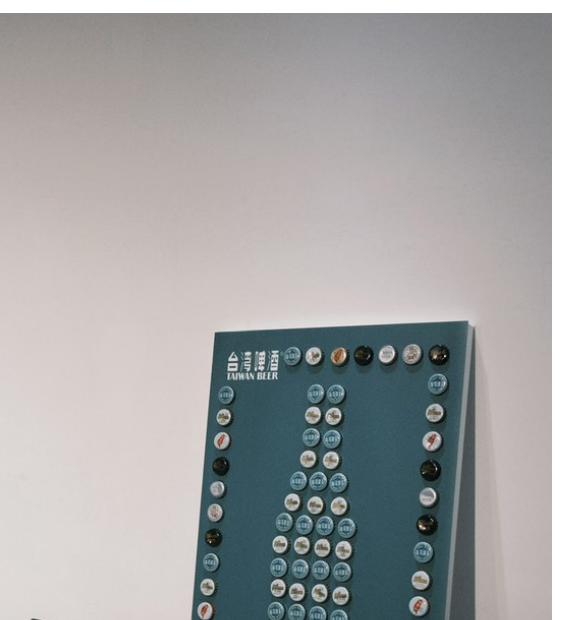
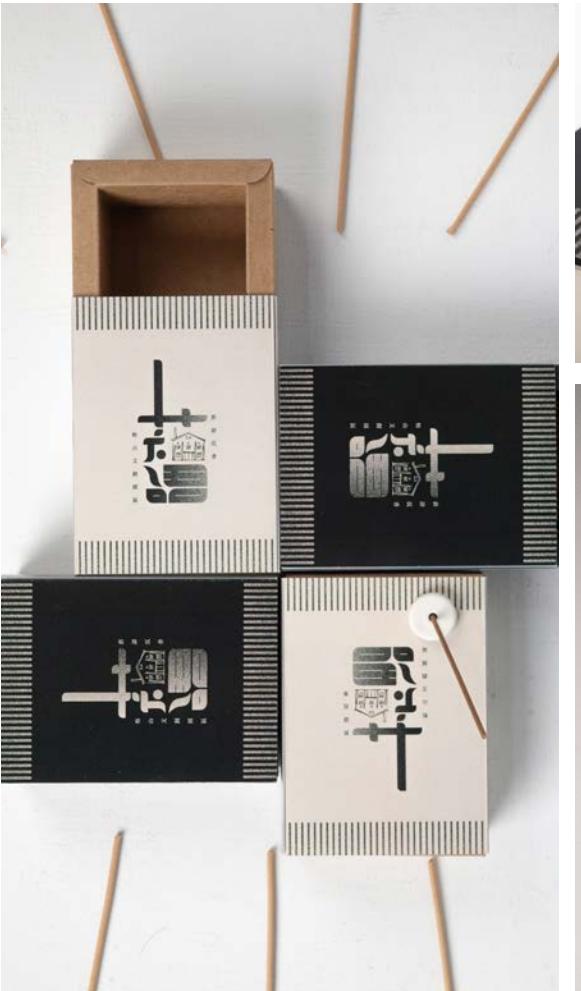
學生：廖志賢、蔡承宏、林昊辰

指導老師：陳涵秀 老師

### 專題理念

當聲音遇上歷史，當建築訴說故事，30%- 三聲有幸，拾起建國啤酒廠、北投溫泉博物館及松山文創園區，三座在臺北市以享樂主義聞名古蹟的記憶，以 Podcast 串連文化，以設計延續時代，讓過去在今日發聲。





## 30%: Three Voices of Time

學生：廖志賢、蔡承宏、林昊辰

指導老師：陳涵秀 老師

**Capstone Project**

When sound meets history and architecture tells its story—30%: Three Voices of Time. This project brings back the memories of three iconic heritage sites in Taipei, each known for their hedonistic spirit: Taipei Brewery, the Beitou Hot Spring Museum, and the Songshan Cultural and Creative Park. Through podcasts, we connect culture; through design, we carry time forward—giving voice to the past in the present.

## 洄聲印跡

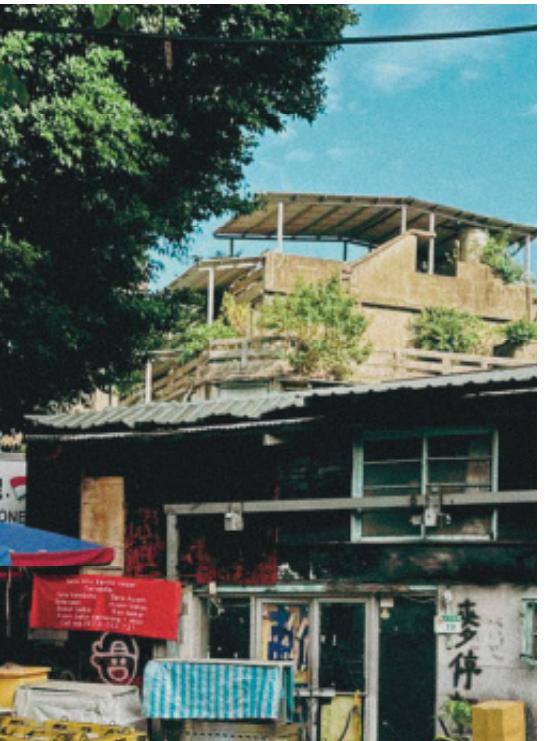
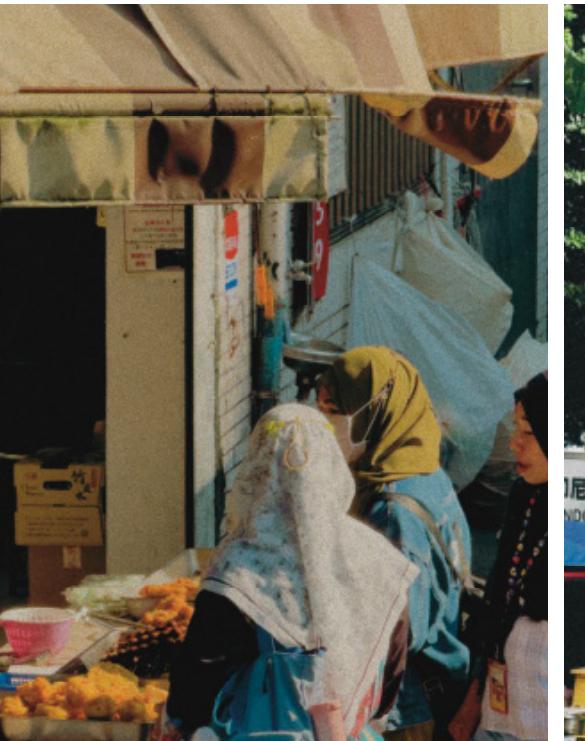
學生：卓承佑、陳禹翰

指導老師：吳欣怡 老師

### 專題理念

「當『回家』不再指向一個明確的地方，聲音是否能引領我們重返記憶？」

本專題嘗試透過以聲音為線索的互動地圖，記錄台北車站印尼街上流動的語言、音樂與環境音。透過田野錄音與故事採集，我們描繪出印尼遷徙者如何在異地建構身份與文化歸屬。藉由地圖上的聲音節點，踏上一段跨越邊界與時間的聲音之旅。





## 洄聲印跡

學生：卓承佑、陳禹翰

指導老師：吳欣怡 老師

Capstone Project

When 'home' no longer points to a single place, can sound lead us back to memory?

This interactive map traces the languages, music, and ambient sounds of Indonesian Street in Taipei, revealing how Indonesian migrants rebuild identity and belonging across distance and time.



# 民韻織影

民俗在日常流轉，映照著群體記憶。

## 義財共融

學生：李昱勳、王以太、馮秉杰

指導老師：楊琇惠 老師

### 專題理念

當代社會變遷迅速，傳統信仰正面臨年輕世代的隔閡疏離。本專題聚焦關聖帝君與其神格，探討其信仰核心、文化意涵與現代轉化，結合數位媒體、短影音等創意手法，嘗試以現代文化重新詮釋傳統信仰。期盼透過推廣與創新，讓關公精神乃至傳統信仰走入年輕人的生活之中，實踐忠義誠信，延續信仰文化的生命長流。





## The Integration of Ethical Wealth

學生：李昱勳、王以太、馮秉杰

指導老師：楊琇惠 老師

### Capstone Project

In today's rapidly evolving society, traditional beliefs are facing growing disconnection from younger generations. This project centers on Guan Sheng Dijun and his deified identity, exploring the core values, cultural significance, and modern transformation of his faith. By incorporating creative approaches such as digital media and short-form video content, we seek to reinterpret traditional belief systems through the lens of contemporary culture. Through promotion and innovation, we aim to bring the spirit of Guan Gong—and traditional faith as a whole—into the everyday lives of young people, embodying the values of loyalty and integrity, and sustaining the enduring vitality of spiritual culture.

# 金門閩南語桌遊大冒險

學生：李芷岑

指導老師：鄭麗玲 老師

## 專題理念

語言不只是工具，也是文化的記憶載體。本專題透過桌遊設計，將金門在地景點、閩南語詞彙與文化元素融合進遊戲中，創造出一套兼具教育性與趣味性的地方文化桌遊，進而在遊戲中體驗語言學習與文化傳承的價值。





## 金門閩南語桌遊大冒險

學生：李芷岑

指導老師：鄭麗玲 老師

Capstone Project

Language is more than a tool it is a vessel for cultural memory. This project transforms Kinmen's local landmarks, Minnan vocabulary, and folk traditions into an educational and engaging board game, allowing players to experience the value of language learning and cultural preservation through gameplay.



# 實境之藝

工藝誕生於雙手，亦是文化的萌芽。

## 金萬糖餅集

學生：陳孟汝、邵顥華、蔡宜紋

指導老師：陳涵秀 老師

### 專題理念

提到北臺灣溫泉，大家常會想到北投和烏來，但其實金山萬里也擁有五種各具特色的溫泉喔！專題以碳酸泉、硫礦鹽泉、白礦泉、青礦泉和鐵礦泉為靈感，將其轉化為繽紛的糖玻璃餅乾，打造兼具觀光及視覺特色的伴手禮。「金萬」象徵地方，以「糖餅」呈現溫泉特色，將溫泉特色聚「集」在一起～「阿姆阿姆，一口吃進金山萬里溫泉特色！」





## 金萬糖餅集

學生：陳孟汝、邵顥華、蔡宜紋

指導老師：陳涵秀 老師

Capstone Project

Jinshan and Wanli are home to five unique hot springs. Inspired by their colors, we created vibrant sugar glass cookies as local souvenirs, "Jinwan" stands for the region, and "Tangbing" brings the springs' charm together in one sweet bite. "Aum Aum - taste Jinshan&Wanli hot springs".

## 新·生

學生：陳依敏、林諭滌

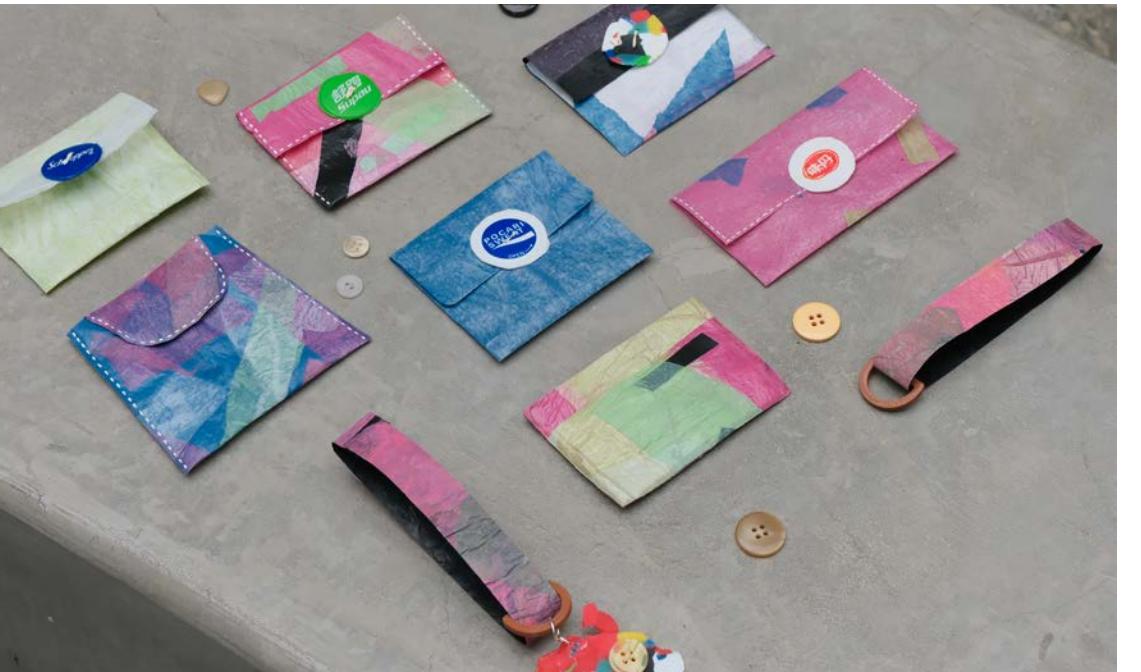
指導老師：王怡惠 老師

### 專題理念

「廢棄塑膠，不只是垃圾。」

本專題嘗試探索日常可見塑膠廢棄物的再生可能性汲取臺灣日常生活的色彩文化為靈感，從平燙成型技術、熱塑處理，到藝術裝飾等，透過創新工藝將回收材料昇華為創意作品，期望透過融合文化元素的環保設計，提升大眾對永續議題的關注與支持。





## Azure Rebirth

學生：陳依敏、林諭瀅

指導老師：王怡惠 老師

Capstone Project

"Waste Plastic: More Than Just Trash."

This project explores the regeneration of common plastic waste, inspired by Taiwan's cultural colors. Through innovative techniques from heat-pressing to artistic finishing, recycled materials are transformed into cultural creations, aiming to raise awareness about sustainability.

## 臺·越悠瓷時光

學生：林婕筠、林家鳳、李禹臻

指導老師：王怡惠 老師

### 專題理念

悠巷花磚映笑顏，瓷盤共話兩鄉言。時來異土同根色，光落人間不問年。本專題以陶瓷為載體，讓台灣與越南花磚紋樣得以重新被閱讀、使用，使其像種子一樣，植入器物與生活之中，在日常之間生根發芽。從街巷的老屋紋飾，到餐桌上的盛器圖樣，文化的軌跡得以被觸摸、被記憶。讓文化符號美感在生活中的每一次使用，與人相遇、共存、延續。





## Taiwan-Vietnam Ceramic Light Journey

學生：林婕筠、林家鳳、李禹臻

指導老師：王怡惠 老師

### Capstone Project

Tiles smile in quiet lanes, Porcelain hums in shared refrains. Though sown afar, their colors align, Light falls on life, untouched by time. This project uses ceramics to reinterpret floral tile motifs from Taiwan and Vietnam—planting them like seeds into vessels and daily life. From alleyway walls to dining tableware, these designs take root in memory, becoming aesthetic symbols that meet, coexist, and endure.

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