

Taipei – Basel Design Processes 2016

Hochschule für Gestaltung
und Kunst FHNW
Freilager-Platz 1
Campus of the Arts
4023 Basel

18.10.2016
Opening: 6 pm

19.10. –
2.11.2016
Exhibition:
Mon – Fri: 9 am – 6 pm

www.fhnw.ch/ivk
www.campusderkuenste.ch

Venue: Hochschule für
Gestaltung und Kunst FHNW,
Auditorium, Building D

Campus of the Arts
Dreispitz Basel,
Freilager-Platz 1, 4023 Basel

Take tram number 11 from
SBB train station in
direction of Aesch. Get off at
stop Freilager.

Admission Fees:
Regular: CHF 50.–
Alumni HGK: CHF 25.–
Students: CHF 15.–

With FH-Card admission
is free of charge.

The admission fee can be pay-
ed in cash or with credit card
at the conference and includes
coffee, simple lunch and apéro.

Program

8:30 Registration/Coffee

9:00 Welcome
Prof. Leo Lin
NTNU Taipei
Prof. Michael Renner
HGK FHNW

9:15 A brief history of
Chinese characters
development
Prof. Dr. Jen Yen

10:00 Application of
Taiwan's typeface
design
Kuo-Yu Leo Huang

10:45 Coffee Break

11:15 Lost in translation –
Chinese typographic
matchmaking
Joe Chang

12:00 Learning the rule is
for breaking the rule
Prof. Ken-Tsai Lee

12:45 Lunch Break

14:00 Communication
Prof. Ling-hung
Sophia Shih

14:45 Storytelling with
Graphic Design and
Typography
Andrew Wong

15:30 Coffee Break

16:00 Infographics of
Taiwan
Prof. Melvyn Liao,
Wei Ming

16:45 Apéro

Concept and Realisation:
Prof. Michael Renner, Prof. Leo
Lin, Juo Yu Chang, Tanja
Gantner and HGK Event Team

Taipei – Basel Design Processes 2016

Conference 22.10.2016

Related Events:

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Prof. Dr. Jen Yen received her MFA (in graphic design) and PhD (in industrial education & technology) from Iowa State University, USA. After starting her teaching career at the National Yunlin University, she transferred to NTNU in 2012. Jen took on multiple positions including chair-person, dean of design college, and director of the design research center. In academic research, Jen is interested in education, visual semiotics, and visual communication strategy.

Kuo-Yu Leo Huang founded his own studio – Transform Design – in Taipei, Taiwan in 2011. The studio specializes in brand identity and has created outstanding design-solutions for Taiwanese and international clients. The work of Kuo-Yu Leo Huang has received several design awards over the past years. His posters were selected for the International Poster Biennial in Warsaw and the International Poster Biennial in Mexico in 2006.

The project is conducted as a collaboration between NTNU and HGK FHNW

Joe (Hsuan-Hao) Chang graduated with a MA in Type & Media from KABK Den Haag in 2012. Before his MA studies at Type & Media, he worked as a type designer at Dynacomware for two years. This led to his passion for multilingual type design. In 2014 he founded Eyes on Type to provide type-related design, a typographic matchmaking consultancy. He also conducts a series of calligraphy and hand lettering workshops in Taipei.

Prof. Ken-Tsai Lee is Associate Professor at the National Taiwan University of Science and Technology, the Visual Director of Taiwan Designers' Week and Regional Representative of the New York Art Directors Club and New York Type Directors Club. Lee established his studio in 1996. His work has since been recognised with the Taiwan National Design Award and numerous other awards.

Prof. Ling-hung Sophia Shih is Professor at the Department of Design and the Graduate School of the Department of Design at NTNU. She is the president of the Graphic Design Association of the Republic of China and member of the executive council of the Taiwan Poster Design Association. Her publications include: Poster Arts, Duality & Simplicity in the Theory and Research of Poster Design and City Cite-A Semiotic Study of Triadic Relationship in Visual Communication.

Taipei is not only the capital of Taiwan, but this year, it is also the World Design Capital 2016. The title reflects the outstanding efforts which have been made over the past decades in the field of design and art. Advancing from a culture following global trends, this new vital environment is now a leader providing the international design and art community with new impulses. Taipei is today a developer of exemplary models, generating new projects connecting design, craft, art and social issues. The conference and exhibition Taipei – Basel will be presenting a wide range of both young and established communication designers, as well as academic positions.

Andrew Wong is the founder of Onion Design Associates in Taiwan. Born in Hong Kong, he worked as a tour guide for five years and only began formally studying design in the US after he was 25. He graduated from the University of Houston with a major in graphic design. His Formosa Medicine Show album design was nominated for Best Album Packaging at the 57th Grammy Awards. He teaches classes in typography at the Xue Xue Institute, Taipei.

Prof. Melvyn Liao, Wei Ming holds a Master Degree from the Institute of Applied Arts for National Chiao Tung University. Among many activities, he served as the Director of the Taiwan Society of Basic Design and Art. Currently he is full time Professor at the Design Department of NTNU. He is active in the improvement of the teaching methods, curriculum development and focuses on both theory and practice.

Biographies

22.10.2016
Conference: 9 am – 5 pm
Seven lectures presenting current
Communication Design
developed in Taipei, Taiwan