設計學院 VISION BASE 與 NVIDIA、ASUS 共築數位設計協作空間
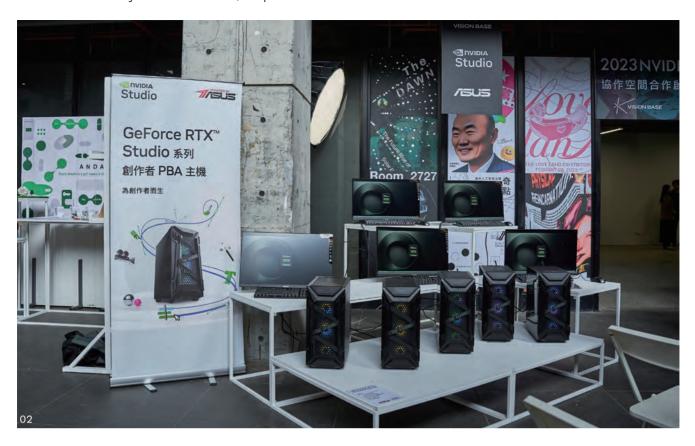
陳威志｜媒體傳達設計學系主任

數位設計跨域整合

在今日數位化的時代，傳統設計手法的界線亦隨之日益模糊，設計師如何應用先進的工具，從事跨領域的設計創作，已成為重要課題，這也挑戰了藝術設計類校院的教育模式與學生的學習方法。

實踐大學設計學院面對數位化的趨勢，早已意識到設計教育不再僅僅是學習技術的問題，如何有效引導學生思維，培養跨界整合能力，才是現今設計教育的重要關鍵。雖然現今技術的普及，使得師生不再手無寸鐵，但也同時面對如何應用數位工具的挑戰。對於這些看似碎片化的數位工具，如何組織和運用它們，進而創作出有指引性的作品，已成為設計學院追求的目標。在創意與科技融合的趨勢中，本校設計學院仍能在國際舞臺上保持領先地位，已引起業界廣泛關注，著名的技術巨頭 NVIDIA（輝達）與 ASUS（華碩）決定聯手進駐本校「**VISION BASE**」實驗基地，共同搭建全臺首創「**NVIDIA Studio X ASUS 協作空間**」。為實現此一目標，設計學院透過「VISION BASE」將服裝設計、工業產品設計、建築設計及媒體傳達設計四大系所資源緊密結合，打造出一個真正多領域的協作環境。在這樣的場域中，不同背景的學生可以真實地互相交流、學

習，並突破自己的思考框架，有助於未來能快速地適應業界與職場，進而學用合一。

企業進駐高效協作

在硬體設備上，NVIDIA 和華碩的進駐，更是為實踐大學帶來前所未有的助力。這兩大企業共同打造的「NVIDIA Studio X ASUS 協作空間」，不僅為設計學院注入強悍的創作動能，更為學生提供一個真實世界的創作場地，其中配備最先進的 NVIDIA Studio 美國總部認證的 GeForce RTX Studio 創作者主機和 Omniverse 平臺，提供學生在設計創作中享有無與倫比的便利，並提升效率。此合作也引起媒體(含線上媒體)關注，總計有百篇以上的報導。

設計學院學生對這些嶄新的超級硬體，也有極為正面的反饋。如媒體傳達設計學系學生表示，在使用 NVIDIA Omniverse 平臺後，無論是在物理模擬運算，還是在創意呈現上，都感受到效果有顯著

的提升。此外，這個平臺所提供的豐富素材庫和便捷的雲端功能，也為他們在設計實務上帶來更大的彈性和空間。

當然，技術和工具只是手段，真正的目的還是培育出新時代的設計人才，但無論是教育方法或硬體設施，設計學院都已經做好全方位的準備，為學生提供優質的學習環境，期待他們能在未來的設計領域中放眼世界，創造出更多的無限可能。

硬體技術數位創作

對於這次的合作，NVIDIA 臺灣區業務協理郝亦為表示非常榮幸能夠與華碩共同開創這個空間，相信 GeForce RTX Studio 創作者主機的導入，將為設計學院師生帶來前所未有的創作體驗。這款主機所具備的 RTX 和 AI 技術，使其在 3D、AR 和 VR 等高效能需求的應用上具有強大的性能和潛力，進一步擴大創意的可能性。

「NVIDIA Studio X ASUS 協作空間」不僅為學院提供業界領先的創作工具，也藉由持續更新的 NVIDIA Studio 平臺，使師生能夠獲得最先進的數位創作工具與技術。其中 NVIDIA Omniverse 平臺在 3D 設計與模擬協作上，為使用者提供一個無縫、高效的工作環境。

有了此一數位科技與藝術設計的結合，實踐大學設計學院師生無疑將在這片創意的沃土上，開闢更多跨領域的合作機會，為未來的設計界帶來更多創新與突破。

以 AI 打造 MV 新高度

今（2023）年本校媒體傳達設計學系（以下簡稱媒傳系）與知名歌手陳芳語合作，挑戰由學生與 NVIDIA 合作共同創作 AI 音樂錄影帶（MV）的實驗，結果令業界驚豔。媒傳系大三學生使用生成式 AI 技術，只花三週便成功打造出 3 支不同風格的 MV，獲得音樂公司與業界激賞，而這次合作的過程，陳芳語評為「很酷，真的很酷」，TVBS 電視新聞、商業周刊及自由時報等多家媒體也廣為報導。

媒傳系學生在 MV 製作中，運用 Stable diffusion、Runway Gen1 等當紅 AI 技術，讓陳芳語進行一系列指定的動作，拍攝歌手本人僅花了一天的時間，而其他畫面效果和動畫元素則由 AI 圖像生成。意外的是，這種方式不僅增加影片中的「彩蛋」，更大大提高製作效率，降低製作成本。

媒傳系由陳威志主任、趙華軍老師及高捷老師帶領 15 名大三學生組成這次的 AI 影像實驗團隊，不僅展現 AI 技術在藝術創作上的潛力，更使學生對 AI 有更深入的瞭解。學生透過實戰經驗，認識 AI 在影視製作中的優勢，但也瞭解自己的核心能力，如敘事技巧、設計思考、美感判別與選擇，以及與業主團隊「人」的溝通，卻是 AI 在短時間內無法取代的。

這次的 MV 製作實驗也讓業界見證 AI 不僅可以提高製作效率，還能創造出意想不到的效果。但最終，創作的靈魂仍來自於人類。當技術與人的創意相結合，必將引領影像設計領域進入一個嶄新的時代。■

03　MV 內部試映發表會
Internal music video preview screening

04　幕後製作
Behind the scenes

05　媒傳系主任陳威志講解與 NVIDIA 合作之 AI 創作
DCD Chair Rex Takeshi Chen（陳威志）talked about the AI collaboration project with NVIDIA.

College of Design's VISION BASE Joins Hands with NVIDIA and ASUS to Build a Digital Design Collaboration Space

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

Interdisciplinary collaboration of digital design

In a digital age, the definition of traditional design methods has become less clear. It becomes important for designers to use advanced tools for cross-disciplinary designs. This also challenges the way art and design schools teach their students and how students learn.

Shih Chien University's College of Design has realized that design education should not focus solely on the learning of techniques. Instead, the key is to effectively help students think and develop interdisciplinary skills. With so many tools available, designers are better equipped, but at the same time they might find it challenging to make use of digital tools. Therefore, it is the goal of the College of Design to find a way to organize and use the seemingly fragmented digital tools and allow designers to create iconic work. In

the emerging field of combining creativity and technology, the College of Design enjoys a leading advantage. And companies have noticed this too. Noted technology companies NVIDIA and ASUS have joined hands to take part in our **VISION BASE** to build Taiwan's first **NVIDIA Studio X ASUS Collaboration Space**. Through VISION BASE, the College of Design connects the resources of the Department of Fashion Design, Department of Industrial Design, Department of Architecture and Department of Communications Design to creat a multidisciplinary collaboration space. In such an environment, students from different backgrounds have the opportunity to interact and learn from each other and are encouraged to think outside the box. The experience will help them adapt more quickly to practices in industry and truly apply what they've learn in real life.

Supercharged by corporate partnership

We also saw an incredible update of hardware and equipment thanks to the partnership with NVIDIA and ASUS. The NVIDIA Studio X ASUS Collaboration Space offers strong momentum and a realworld space for creation. For instance, the US Headquarters certified NVIDIA GeForce RTX Studio and Omniverse platform make design much easier and more efficient. The collaboration was widely covered by the media (including online media), with more than 100 pieces of media coverage.

Students from the College of Design also gave very positive feedback on this advanced hardware. Students from the Department of Communications Design pointed out that they saw significant improvements in both physical simulations and presentations when using the NVIDIA Omniverse platform. In addition, the rich materials and easy-to-use cloud service make it more flexible for designers.

Of course, techniques and tools are simply the means. The goal is always to nurture designers for the new era. The College of Design is well prepared to offer the best education, tools and equipment and create the best learning environment. We encourage our students to bring their designs to the global stage and pursue limitless possibilities.

06 VISION BASE X NVIDIA Studio X ASUS 協作空間
VISION BASE X NVIDIA Studio X ASUS Collaboration Space

媒傳系學生嘗試 AI 生成影像，分組提腳本（TVBS 新聞畫面）。
DCD students explored generative AI content and proposed their scripts (from TVBS News).

Digital creation powered by advanced equipment

Alex Chu（邾亦為）, Sr. Sales Manager at NVIDIA, said the company is honored to work with ASUS to establish this space and is confident that the introduction of GeForce RTX Studio desktops will supercharge the creative process for both the faculty and students at the College of Design. Thanks to the RTX and AI technology, GeForce RTX Studio offers powerful and great potential for 3D rendering as well as stunning AR and VR experiences, significantly unlocking potential for creators.
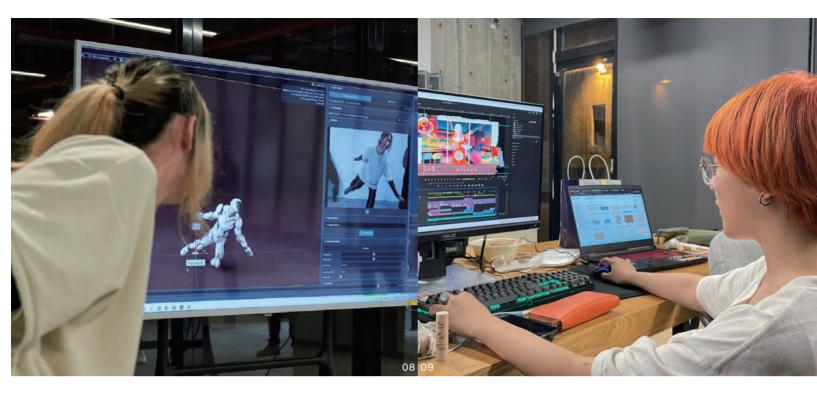
NVIDIA Studio X ASUS Collaboration Space offers the College of Design industry-leading tools. The constantly updated NVIDIA Studio platform also ensures the faculty and students have access to the latest digital tools and technology. Among them is the NVIDIA Omniverse platform that creates a seamless, highly efficient working environment for 3D design and simulation collaboration.

With the combination of digital technology and design, our faculty and students at the College of Design will no doubt unlock more opportunities in cross-disciplinary collaboration and find even more innovation and breakthroughs in the field of design.

An AI generated music video

This year, the Department of Communications Design (DCD) collaborated with noted singer Kimberley Chen（陳芳語）. Students worked with NVIDIA to create an AI generated music video that was well received in the industry. Juniors from DCD leveraged generative AI to produce three music videos with very different in styles

08 09

08　現場展示華碩首款 NVIDIA Studio 認證的 GeForce RTX 40
系列創作者 PBA 主機
Demonstration of ASUS's first NVIDIA Studio certified
GeForce RTX 40 creator PBA PC

09　幕後製作
Behind the scenes

in just 3 weeks. The music company and the industry were amazed by the result. Kimberley Chen also said it was such a cool experience. TVBS News, Business Weekly, Liberty Times and other media outlets have covered the story.

DCD students used Stable diffusion, Runway Gen-1 and other popular AI technology to produce the music video. Kimberley Chen spent only a day performing the required gestures while the rest of the effects and elements were AI generated content. To everyone's surprise, this new way of production creates more surprises in the video and signifinicantly improves efficiency and reduces costs.

For this project, DCD Chair Rex Takeshi Chen（陳威志）and lecturers Joshua Chao（趙華軍）and Kao Chieh（高捷）led a team of 15 junior students to explore the potential of AI technology in art creation and helped students gain a better understanding of the technology. This experience helped students learn about the advantage of AI in audiovisual production. Meanwhile, they came to understand that some of their core skills, including narrative skills, design thinking, aesthetic judgement and communication with clients, are aspects that cannot be replaced by AI in the short term.

The music video production was also a demonstration to the industry that AI can improve production efficiency and create unexpected effects. Eventually, however, the soul of any creation comes from humans. The combination of technology and creativity is bound to lead us to a whole new era for design. ■