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01 謝東閔創辦人與林澄枝校長蒞臨畫展會場  
Shih Chien Founder Shieh Tung-Min and President Lin Chen-Chi visited Lin's exhibition.

## AI 實踐向上提升 享受先進教學模式的震撼

林俊成 | 藝術家・實踐大學校徽設計者

藝術家顏水龍教授為促進純粹美術的發展，終其一生投入生活藝術的推廣。民國 41 年，他提出文化經濟是世界產業競爭的武器，可稱之為當今文化創意產業的先驅。顏教授採用研討會 (seminar) 課程模式上課，他不僅編寫的講義相當精彩，也不採單向灌輸式教學，而是兼顧理論與實務以培育人才。每屆畢業班的分組評圖，不但重視訓練團隊成員彼此間的默契，每位學生也須上臺陳述其作品的創作理念，並接受七、八位任課老師的交互質詢。這樣經常性的磨練，確能培養學生踏出校門後，面對客戶時獨當一面的能力。

### 美術工藝運動與包浩斯理念結合

民國 60 年，顏教授應謝東閔創辦人的邀請至實踐家政專科學校 (今實踐大學) 創辦美術工藝科 (以下簡稱美工科)，並擔任教授兼科主任。他引用以下理念：1. 工業革命後，因產品粗糙價廉，觸發英國設計師威廉·摩里斯將生活用品經由設計提升至藝術位階，使產品大幅提高其附加價值的動機，引發「美術工藝運動」的理念。2. 藝術家格羅佩斯在德國威瑪成立結合建築、工藝與藝術的「包浩斯」學校，他認為現代設計教育必須結合藝術與技術，使理論知識與實務技術在教學上同樣受到重視。上述二大核心思想建構美工科的



# 實踐家專→實踐設計管理學院→實踐大學

Shih Chien College of Home Economics → Shih Chien College of Design and Management → Shih Chien University



02 實踐大學校徽演進過程  
History of SC logo

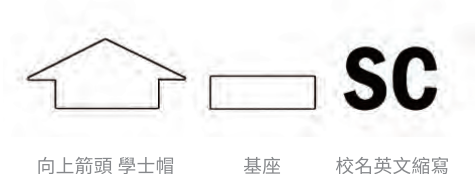
堅實基礎，不但成立實習工廠，也開設材料與廣告市場學相關課程。

## 國寶級水龍頭孕育灌溉美工園地

顏教授對人和藹親切，於科主任任內師生都暱稱他為「阿公」。科刊命名《水龍頭》，代表美工科在「阿公」的領導下，猶如打開的水龍頭，創意源源不絕。科內的優秀老師都是業界一時之選，他們願意撥空來校任教，與學生分享經驗，全是衝著「阿公」的面子而來。在當時，學生能至廣告公司或老師開業的工作室接受實務教育，可說是很不簡單的事。美工科課程分為空間與產品二組，將建案建築空間內、外規劃，整體產品的生產乃至整套 CIS (Corporate Identity System) 都涵蓋在內。至此，「阿公」順理成章締造國內美工科系的課程標竿。

顏教授努力開拓臺灣手工藝，被尊稱「工藝之父」。留日期間為壽毛加牙粉公司畫廣告，是臺灣廣告設計第一人，也是企業識別系統(CIS)的前驅。此外，更跨足環境景觀的創作，前後完成臺中體育場〈運動〉、劍潭公園〈從農業社會到工業社會〉、日新戲院〈旭日東昇〉、臺中太陽堂〈向日葵〉、YMCA 永吉會館〈耶穌〉、花蓮佛教慈濟醫院〈佛陀治病圖〉等十餘幅馬賽克壁畫及臺北市東門游泳池〈跳水〉、臺北市立網球場〈打網球〉等浮雕作品。他當時擔任臺北市高玉樹市長藝術顧問期間，引入巴黎凱旋門前寬闊香榭麗舍大道的氛圍，在臺北市規劃路中有噴水池的仁愛路及不規則種滿臺灣樟樹的敦化南、北路林蔭大道，尊稱他為「公共藝術前驅」乃實至名歸。

民國 70 年，我有幸獲林澄枝校長的聘用，擔任顏水龍教授的助教，三年期間，跟隨帶領實踐家



### 03 實踐大學校徽設計理念 The concept of SC logo design

專美工科學生，完成 YMCA〈耶穌〉及花蓮慈濟醫院大廳〈佛陀治病圖〉壁畫，獲益匪淺。民國 81 年，受到鼓勵開啟臺北市普及畫市首次油畫個展；同時接受推薦，撰寫文建會策劃的 16 本環境藝術景觀叢書之一《鑲嵌藝術馬賽克》。

#### 教學生涯的轉捩點

在專業環境的薰陶下，我發現繡在學生校服口袋上的「實踐」篆體字校徽雖然很美，但對 logo 的簡潔發展並不理想，因而產生設計的動機。在發想過程中，思及謝東閔創辦人體認「修齊治平」哲學觀，並鑑於「家為國之本」，決定創辦家政學校，因此於民國 47 年 3 月 26 日創立國內第一所家政學校——「實踐家政專科學校」。

既然「家」為主體，我即以家形將實踐英文字首 SC 融入對稱有窗的房屋，並將「實踐」二字嵌進屋子底座牆上。整個 logo 是向上提升的箭頭，又像一頂學校升格後，可戴上的學士帽；V 形為結實纍纍的稻穗，象徵勝利與教學成果；心形則代表愛心治校。

設計之初，我已考慮到如果校徽縮小時，圖形可能產生沾黏的問題。當時尚未有繪圖軟體，只能手工製圖。民國 78 年，我接觸 286 電腦，並在 84 年轉調國立臺南高商廣告設計科教授電腦繪圖，重繪為向量圖。113 年輝達 AI 教父黃仁勳來臺演講身後的實踐校徽，如用向量圖將會更加清晰。總之，在實踐三年，欣然追隨國寶級大師顏水龍教授及業界菁英，使我有機會大幅增長見聞，並設計校徽，可謂是我教學生涯的轉捩點。■





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實踐大學校徽演進資料

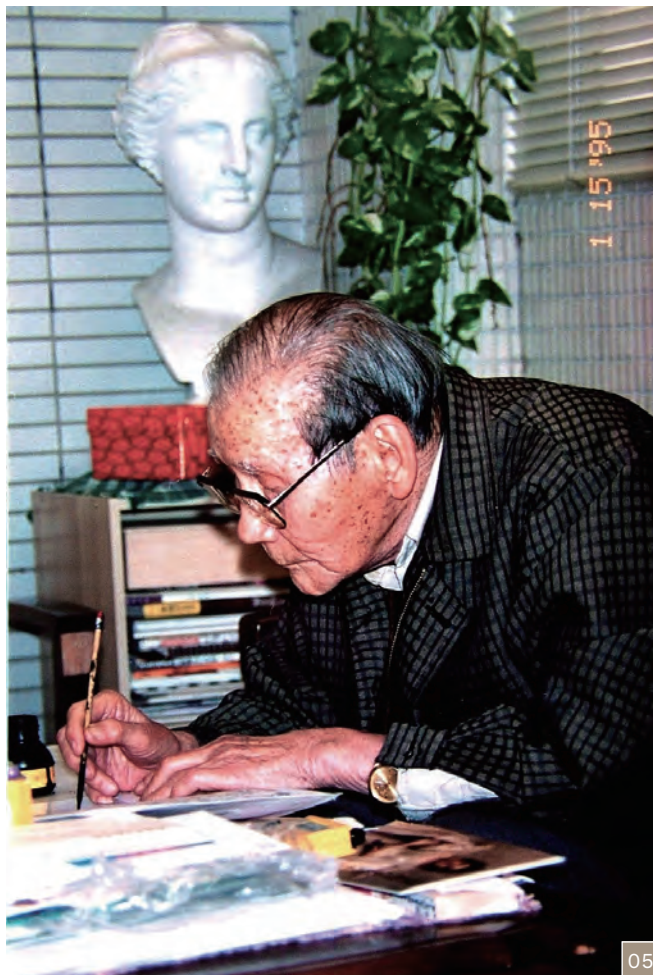
More information on the transformation of SC logo

## My Overwhelming Experience of the Advanced Teaching Methods at Shih Chien University

Lin Chun-Cheng ( 林俊成 ), Artist / Designer of Shih Chien University logo

Artist and Professor Yen Shui-Long ( 顏水龍 ) devoted his entire life to promoting art in everyday life. In 1952, he proposed that cultural economics is a weapon in the global competition of industries, a pioneering idea of today's cultural and creative industry. Having his classes taught in the form of **seminars** instead of using the one-way teaching method, Yen designed excellent course handouts and combined theories and practice to nurture talent. The graduation design review hosted every year was an exercise that focused on teamwork. Each student had to present their design on stage and answer questions from seven to eight teaching staff. The constant training through design reviews ensured students developed the skills and ability to work with clients upon graduation.





05 國寶級大師顏水龍教授  
Professor Yen Shui-Long



06 劍潭公園馬賽克壁畫，顏水龍教授於民國 58 年製作，位置在圓山大飯店下方擋土牆上，長 100 公尺、高 4 公尺。  
Mural at Jiantan Park near the Grand Hotel

### The combination of the Arts and Crafts Movement and Bauhaus style

In 1971, Yen was invited by Mr. Shieh Tung-Min (謝東閔), Founder of Shih Chien University (SC), to establish the Department of Arts and Crafts (DAC) at Shih Chien Junior College of Home Economics (the precursor of SC) and serve as the Chair and Professor of the department. His ideas were as follows: 1. After the Industrial Revolution, due to the fact that many products were badly made, English designer William Morris elevated everyday essentials to art through design, adding value to products and giving birth to the Arts and Crafts Movement. 2. In Weimar, Germany, artist Walter Gropius founded the Bauhaus School, combining architecture,

crafts and arts. He believed that modern design education must combine arts and skills, and theories and practical skills were both important subjects to be taught in class. The above ideas have been the solid foundation of the Arts and Crafts Department. A workshop was set up and courses on materials and advertising were also taught.

### The man who established the Arts and Crafts Department

Professor Yen was kind and friendly. During his time as the Chair of the department, he was nicknamed “Grandpa” by both the students and teaching staff. The publication of the department was titled *Tap* to signify that, led by “Grandpa”, DAC





07 顏水龍教授於 YMCA 壁畫現場親力親為的指導  
Professor Yen giving instructions during the mural making process at YMCA.

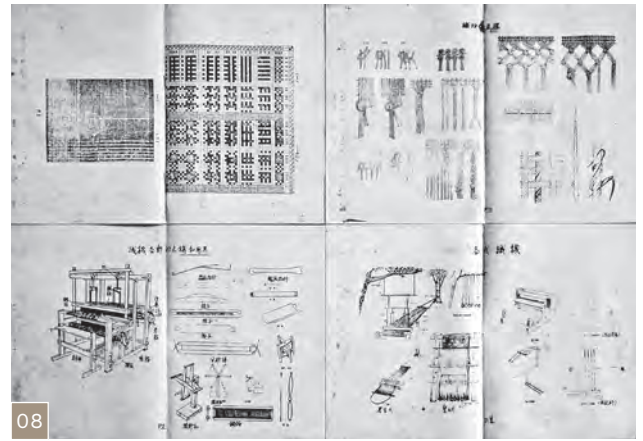
will see the creativity of students flowing like tap water. All the teaching staff at DAC were the best of the best from the industry. Yen was the reason that these professionals were willing to set aside time to teach and share their experience with students. Students were even given internship opportunities at advertising agencies or the studios of the lecturers, which were precious opportunities not commonly seen at the time. DAC modules were divided into two categories — space and product, including the exterior and interior spaces of architecture, the production of an entire product and CIS (Corporate Identity System). “Grandpa” set a benchmark for arts and crafts education in Taiwan.

Professor Yen spared no effort in promoting Taiwan’s handicrafts and was revered as the “**Father of Crafts**”. When he studied in Japan, he drew for the company SMOCA. He was **the first advertisement designer in Taiwan** and **a pioneer in CIS**. In addition, he also dabbled in landscape design. His works included the mosaic murals *Sports* at Taichung Stadium, *From Agrarian Society to Industrial Society* at Jiantan Park, *Sunrise* at Jih-Hsin Theater, *Sunflower* at a famous pastry shop in Taichung, *Jesus* at YMCA Yung-Chi Branch, *Buddha Treats the Ill* at Hualien Tzu Chi Hospital, as well as relief sculptures *Diving* at Taipei Dongmen Swimming Pool and *Playing Tennis* at Taipei Tennis Court.



Yen served as the artistic advisor for the then Taipei City Mayor Kao Yu-Shu (高玉樹). Inspired by the Avenue des Champs-Élysées in front of the Arc de Triomphe in Paris, Yen had a fountain built in the middle of Ren Ai Road and camphor trees planted along Dunhua S. Road and Dunhua N. Road. He was indeed **a pioneer in public art in Taiwan.**

In 1981, I was hired by the then President Lin Chen-Chi (林澄枝) to work as Professor Yen's assistant. For three years, supervised by Professor Yen, DAC students and I worked on the Jesus mural at YMCA and the Buddha mural at Hualien Tzu Chi Hospital. It was a precious experience. In 1992, I was encouraged to hold my first oil painting exhibition. I was also recommended to write the book **Mosaic**, one of the 16 books on public and landscape art published by the Council for Cultural Affairs.



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顏水龍教授發給學生的講義內容精細豐富

Professor Yen's course handouts provided rich materials and details.

### A turning point in my teaching career

My professional career led me to realize that while SC student uniforms were beautifully designed, the logo was not neat enough. I decided to design the logo for the school. During my research, I learned that Shieh Tung-Min, the Founder of the university, believed that “a person should first improve upon themselves, manage their family, then govern their state before they can bring peace and

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花蓮慈濟醫院大廳佛陀治病圖

The Buddha mural at the lobby of Hualien Tzu Chi Hospital



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stability to the world” and that “family is the foundation of a country.” He then decided to establish a junior college of home economics. On March 26, 1958, the country’s first such school, Shih Chien, was established.

Since family (and home) is the critical foundation, I blended the first English letters of Shih Chien to form the windows of a house-shaped logo and added the Chinese characters to the bottom. The entire logo resembles an upward arrow and a square academic cap. The v-shaped ears of rice symbolize victory and teaching results. The heart shape represents the heart and soul put into governing the school.

From the very beginning, I had realized that the lines might blur when the scale of

the logo is reduced. At that time, graphic design software was not available. Manual drawing was the only way to go. In 1989, I started using the Intel 286 computer. In 1995, when I taught computer graphics at National Tainan Commercial Vocational Senior High School, I converted the logo to a vector image. In 2024, Shih Chien University’s logo appeared on the screen as Nvidia CEO Jensen Huang (黃仁勳) gave his speech on the stage. It would have looked clearer if a vector image was used. Overall, I was honored to work and learn alongside Professor Yen Shui-Long, a national treasure, and elite professionals from the industry during the three years working at SC. I had learned tremendously and enjoyed the opportunity to design the school logo. It was a turning point in my teaching career. ■

10 實踐大學是輝達 AI 教父黃仁勳合作的 17 所臺灣公私立大學校院之一。  
SC is one of the 17 public and private universities in Taiwan that Jensen Huang collaborates with.

