

Dr. Regina W.Y. Wang

Specialty

Package Design, Graphic Communication,
Electroencephalographic (EEG) Studies, NeuroDesign
Design for Elderly Consumers.



Education

1994-1998 PhD in Design, University of Central England in Birmingham, United Kingdom
1992-1994 PgDip/MA with Distinction in Visual Communication, University of Central England in Birmingham, United Kingdom
1985-1991 Diploma in Commercial Design, Ming Chuan College University, Taipei, Taiwan

Professional Experience

2013.8-present **Distinguished Professor**, National Taiwan University of Science and Technology (Taiwan Tech).

2012.2-present Full **Professor**, National Taiwan University of Science and Technology.

2007.8-present Director of D:Pal (Design Perceptual Awareness Lab).
22 researches concerning neurodesign and consumer (see full list in **Appendix I**) engage in cross disciplinary of bioengineering technology as electroencephalography(EEG) independent component analysis (ICA).
3 research papers published in high impact factor journals. (See the version of *Journal paper and Appendix II*).
Collaboration with the Psychophysics Lab, Division of Biology & Biological Engineering / Computation & Neural Systems, California Institute of Technology (Caltech), (see *Appendix IV*).

2007.8-2012.1 Associate Professor, National Taiwan University of Science and Technology

1999.8 -2007.7 Assistant Professor, National Taiwan University of Science and Technology.

2010.8-2014.7 Head of Department, Director of Graduate School of Industrial and Commercial Design (served 2 two-year term), National Taiwan University of Science and Technology.

2011.8-2015.7 Founder and CEO of the **Commatrix** (Creative Communication Advanced Design Center).

2013.8-2016.7 Associate Senior Editor, **Journal of Technology (EI, Scopus)**, Taipei, Taiwan.

2013.1-2015.1 Associate Senior Editor, **Journal of Kansei**, Tainan, Taiwan.

2010.8-2012.8 Associate Senior Editor, **Journal of Liberal Arts and Social Sciences (ACI)**, Taiwan.

2013.8-2015.7 Editor in chief, **CM Magazine** (avant-garde visual design magazine across 9 countries), Taipei, Taiwan.

2012.9-2013.7 Organizer of Breaking Culture Shock, an international design workshop, the greatest workshop in Asia gathering outstanding design students from 16 countries at Taiwan Tech, Taipei, Taiwan.

- 2009.8-2011.7 Director and branding system design, The Center of iNnovation and Synergy for IntelliGent Home and living Technology(iNSIGHT), National Taiwan University (the university ranked top #1 in Taiwan).
- 2008.7-2009 Organizer of Taiwan Tech exhibition/workshop at Singapore Design Congress, Design Studios concern of aging 2050 in the Icsid world (the greatest international design workshop with 10 world renown participants including Massachusetts Institute of Technology, Harvard University, Red Dot GmbH & Co. KG, BMW, Royal College of Art, The Idea Factory, Philips Design, Foster+Partners, WOHA Architects, FZD School of Design, Taiwan Tech. The World Design Organization (WDO)[™], formerly the International Council of Societies of Industrial Design (Icsid)
- 2007.1-2009.1 Secretary General of Chinese Institute of Design (served 2 two-year term).
- 2003.1-2005.1;

Creative Achievements

20 Patents ownership

- ✧ 9 Invention patents: US14 #823,190 authorized by USA; CN #101581432B authorized by China; TW #I 547778, #I 541007, #I 536131, #I 530281, #I 518550 authorized by Taiwan.
- ✧ 9 Design patents: TW #D165513, #D164179, #D163615, #D162004, #D161402, #D161093, #D149531, #D149232, #D138434 authorized by Taiwan.
- ✧ 2 Utility model patents: TW #M 495189, #M 428158 authorized by Taiwan.

Art Director of 116 International Design Awards (see details in [Appendix III](#))

- ✧ Red dot Communication Design Awards (one of the world's top 4 design academies), Germany
- ✧ Red dot Design Concept Awards, Germany
- ✧ Lahti Poster Triennial (one of the world's top 5 biggest poster exhibitions), Finland
- ✧ Adobe Design Achievement Awards (world's most prestigious design competition for students), ico-D, International Council of Design
- ✧ IDA-International Design Awards (critically acclaimed award by top fashion designers in the USA, focusing both design and innovative ideas)
- ✧ iF Student Design Award (the Oscan in Design - one of the world's top 4 design academies)
- ✧ iF Concept Design Award, Germany
- ✧ iF Communication Design Award, Germany
- ✧ Prix de la Photographie Paris, Px3 (Europe's biggest and most prestigious photography competition), France
- ✧ International Design Awards by HOW (leading design magazine in North America), USA
- ✧ Output International Student Award (critically acclaimed international competition for students in visual communication design), Netherland
- ✧ Creativity International Awards (creativity International celebrates the best & brightest in global advertising & design), USA

- ✧ SIGGRAPH Asia Conference Selected, one of the world's earliest inventors of animation and visual effects, ACM SIGGRAPH (Association for Computing Machinery's Special Interest Group on Computer Graphics and Interactive Techniques), USA
- ✧ International Poster Biennale in Warsaw (one of the world's top 5 biggest poster exhibitions), Poland
- ✧ I CASTELLI ANIMATI (aka the European Oscar for Short Films), Italy
- ✧ Film Festival Berlin Subway-selection (biggest media for short films in Europe), Germany
- ✧ SIGGRAPH New York Conference Selected, Space: Time Competition, ACM, USA
- ✧ Delaware Valley Arts Alliance DIGit, New York
- ✧ D&AD Student Awards, UK

Academic Research Programs

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|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2010-2015 | Principal investigators(PI) of 5-year large-scale integrated research programs include 12 sub-programs/yr cooperated with different department members of faculty and the development of the most advanced facilities in the Design Department. Those were granted by the Ministry of Education and National Taiwan University of Science and Technology. |
| 2001-present | Principal investigators(PI) of individual Sci-Tech research programs, granted by the Ministry of Science and Technology. |
| 2009-present | Principal investigators(PI) of academic-industrial cooperation programs granted by industrial corporations. |

Supervisor of Dissertation (See full list in [Appendix I](#))

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|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2000-present | 44 dissertations have been advised successfully under her supervision for academic degrees (4 for PhDs and 40 for Masters, 22 researches utilized EEG/ICA analysis and technology) |
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Highlights of 38 of Journal Papers (See full list in [Appendix II](#))

- ✧ USA - International Journal of Neural Systems - SCIE, Impact factor: 6.333, ranking #7 in 113 of Computer Science, Artificial Intelligence (rank top 5%).
- ✧ UK - Social Cognitive and Affective Neuroscience - SSCI, Impact factor: 6.2365, ranking #37 in 256 of Neuroscience (rank top 14%); ranking #9 in 76 of Psychology (rank top 11%).
- ✧ USA - Scientific Reports - SCIE, Impact factor: 4. 259, ranking #10 in 64 of Multidisciplinary Science (rank top 16%).
- ✧ Netherlands - Displays - SCIE, EI, Impact factor:1.526, ranking #29 in 52 of Computer Science, Artificial Intelligence (rank top 56%).
- ✧ UK - The Design Journal - INT1 (previously Grade A) in the European Reference Index for the Humanities (ERIH)

- ✧ USA - Visible Language (Wilson Art Index, ProQuest, ERIC)
- ✧ JAPAN - The Bulletin of JSSD
- ✧ TAIWAN - Journal of the Chinese Institute of Industrial Engineers (EI, INSPEC, TSSCI)
- ✧ TAIWAN - Journal of Design (Scopus, THCI Core)

Highlights of 103 Conference papers (See full list in **Appendix II**)

- ✧ IEEE International Conference on Applied System Innovation 2016, Okinawa, Japan. (Honor for Best Conference Paper Award).
- ✧ International Design Conference of KSDS and ADADA with Cumulus 2015, Gwangju, Korea.
- ✧ Neuromarketing World Forum 2014, New York, United States.
- ✧ International Sleep Medicine & Science Expert Forum 2013, Taipei, Taiwan.
- ✧ The 5th International Congress of International Association of Societies of Design Research (IASDR) 2013, Tokyo, Japan.
- ✧ IEEE Proceedings of 4th International Conference on Intelligent Human Computer Interaction (IHCI) 2012, Kharagpur, India.
- ✧ The International Association of Societies of Design Research (IASDR): the 4th World Conference on Design Research 2011, Delft, the Netherlands.
- ✧ The International Conference on Kansei Engineering And Emotion Reserch (KEER) 2010, Paris, France.
- ✧ The APCHI-ERGOFUTURE International Joint Conference, Part: Design and Ergonomics 2010, Bali, Indonesia.
- ✧ The Design Research Society (DRS) International Conference Design & Complexity, Part: Communication & Information 2010, Montreal (Quebec), Canada.
- ✧ The International Association of Societies of Design Research (IASDR): Rigor and Relevance in Design 2009, Coex, Seoul Korea.
- ✧ The 17th World Congress on Ergonomics, IE 2009, Beijing, China.
- ✧ The 13th International Conference on Human-Computer Interaction 2009, San Diego, CA, USA.
- ✧ The International Conference on Research into Design (ICoRD) 2009, Bangalore, India.
- ✧ The Third Annual Design & Arts Education Symposium 200. Florence, Italy.
- ✧ International Design Congress: Emerging Trends in Design Research 2007, Hong Kong, China.
- ✧ International Conference in Lisbon 2006, UK: Design Research Society.
- ✧ International Conference 2004, UK: Design Research Society.

Reviewer of Journal Papers

- ✧ Food Research International (SCI, Impact factor: 3.086, ranking #21 in 130 of Food Science & Technology, rank top 16%), Canada, 2017.
- ✧ Journal of Neuroscience Research (SCIE, Impact factor: 2.481, ranking #156 in 259 of Neuroscience, rank top 60%), 2017.

- ✧ Journal of Liberal Arts and Social Sciences (ACI), Taipei, Taiwan, 2011-2014.
- ✧ Packaging Technology and Science (ranking #12 in 39 editions of Engineering Manufacturing), UK, 2013.
- ✧ Journal of Design Science (THCI Core, ACI), Taiwan, 2009-2013.

Reviewer of International Conference Papers

- ✧ Kansei Engineering and Emotion Research ,KEER, 2010, 2012, 2017, 2018.
- ✧ International Association of Societies of Design Research, IASDR, 2013, 2015.
- ✧ International Conference on Design & Emotion, 2010.
- ✧ DRS Montreal: Communication & Information, 2010.
- ✧ International Workshop on the Design & Semantics of Form & Movement, Netherland, 2006.

Review Committee of Research Program/ Educational Development

- 2001-present 23 national sci-tech programs, granted by Ministry of Science and Technology.
- 2012-present 10 educational programs of Taiwan university of science and technology, vocational and technological college, granted by Ministry of Education.
- 2007-present **External review committee of promotion to professorship in 22 universities:**
 Asia University, Dayeh University, Fu Jen University, Fo Guang University, Kainan University, Kun Shan University, Ling Tung University, Lunghwa University of Science and Technology, Ming Chuan University, National Chiao Tung University, National Taiwan Normal University, National Yunlin University of Science and Technology, National Taipei University of Technology, National Dong Hwa University, National Taichung University of Science and Technology, National Taipei University of Business, National Formosa University, Southern Taiwan University, Shih Chien University, Tainan University of Technology, Tajen University, Yuan Ze University.

Highlights of Community Service (See details in [Appendix IV](#))

- ✧ Efforts to explore resources at about NT\$ 87 million from the Ministry of Education, and the University of Taiwan Tech. It helped construct top-tiered laboratories, exhibition galleries, seminar rooms of the department and develop comprehensive research plan that is forward-looking and global in its perspective.
- ✧ Efforts to generate NT\$ 43.3 million worth of media advertising benefits that promoted the excellence at the department and student works won awards from the renowned design competitions in the world.

- ✧ Efforts to collaborate with scholars and laboratories at different renown academy such as the California University of Technology (Caltech), Zhejiang University (China), Temple University, Harvard University, Stanford University, University of Michigan, Academy of Art University, and Yonsei University (Korea). In 2014.1-2017.12, the signing of agreement for a three-year research student/fellow exchange with the Psychophysics Lab, Biology Division at California University of Technology (Caltech).
- ✧ More than 300 workshops organized and purposed for training multiple disciplines in the fields of affective design, visual psychology, and bioengineering to develop a high-quality research paper, competitive design work, and collaborative study of neuromarketing in different countries around the world.
- ✧ Founder of the design center, *Commatrix*, in 2011: the center cooperated with the Design Department at Taiwan Tech. The mission was to create resource and collaboration with world organizations of design such as the signing of the 5-year MOU of paid internship with the largest independent design consultancy in US, Pentagram at New York; and the research project cooperated with the Neuromanagement Laboratory at Zhejiang University, China.
- ✧ Efforts to become elected members of the world design associations and to develop cross cultural design education programs. They are the Cumulus(International Association of Universities and Colleges of Art, Design and Media), the ICOGRADA(International Council of Graphic Design Associations), the WDO (World Design Organization, formerly the International Council of Societies of Industrial Design); and the NMSBA(Neuromarketing Science and Business Association).
- ✧ The organizer of the Taiwan Tech exhibition in ***Salone Satellite 2012-2013, Italy***: the mission was to promote the excellence of the Design Department and student project prototypes in the famous world event focus on the unrivalled place for interface with manufacturers, talent scouts and the most promising young designers.
- ✧ The organizer of the cross cultural design workshop, ***Breaking Cultural Shock - From Normality to Novelty 2012-2013***: the largest design workshop in Taiwan collaborated with the Cumulus in Europe and Industrial Designers Association in Japan and Korea. The workshop recruited over 300 design students and young professionals from 23 countries around the world and only 115 participants selected with excellent talents in 16 countries.
- ✧ Construction of the Neurodesign laboratory ***D:pal*** (Design Perceptual Awareness Lab) in 2011: the mission of the lab was to be the lead of neural design and research in Taiwan even in the world, engaging in electroencephalographic(EEG) studies. The application of design concepts and methods of bioengineering investigation to meet the challenges of industrial and commercial products.
- ✧ Curator of ***Global Science Leaders Forum in Taiwan 2011***: organized by the Ministry of Science Technology, formerly the National Science Council, Taiwan. It was the forum on the future trending in technology of various scientific fields gathered national official authorities from 31 countries, with opening keynote given by Dr. Ying-Jeou Ma, the President of Taiwan (R.O.C.)

Appendix I

List of 44 PhD Dissertations/ MA Theses under the supervision of Dr. Regina WY Wang

- **Doctoral Dissertation (2 researches used EEG/ICA analysis and technology)**

- 2016 Shy-Peih Huarng, Title: "Consumer Attitude towards Quality Print Ads Design and the EEG Experiment"
- 2015 Chiung-Fen Wang, Title: "A Study on Graphic Design of Ambiguous Illusions"
- 2010 Mu-Chien Chou, Title: "The Maximum Findability of Bottle Packaging Design "
- 2007 Chun-Cheng Hsu, Title: "Cognitive Study on the Design Operation of Graphic Simplification"

- **Master's Theses (20 researches used EEG/ICA analysis and technology)**

- 2017 Yi-Chung Chen, Title:" An EEG Study on the Awareness and the Preference by Representations of Brand Placement"
- 2017 Tsai-Miau Ke, Title:"An EEG Study of Car Modeling Design"
- 2017 Yi-Chun - Chen, Title:" Brand Color Extension on Application Icon: An EEG Study"
- 2016 Hsien-Chu Kuo, Title:" Humor Art drawing evoked EEG temporal and spectral responses "
- 2016 Yu-Ching Chang, Title:"The Preference of Narrative Video Commercials "
- 2014 Ting-Yu Liu, Title:"A Study on Stickers Design in Instant Messaging"
- 2013 Shi-ru Yan, Title:"A Study on the Suitability between Paper Box Package Structure Design and Commodity Content"
- 2013 Keng-Min Liao, Title:"A Study on Event- Related Potential and Attention Evoked by Booth Form Design"
- 2013 Ya-ting Chuang, Title:"A study on event- related potential and attention evoked by advertising photography image design"
- 2012 Min-min Chang, Title:"A study on Event-Related Potential and Emotion Dimensions Evoked by Color Schemes from Smartphone Application Icons"
- 2012 Yi-Ling Chen, Title:"A Study on Event-Related Potential and Emotion Dimensions Evoked by Perfume Bottle Packaging Design Between Sensory Experiences"
- 2010 I-Ning Liu, Title:"A Study on Event-Related Potential and Emotion Dimensions Evoked by Affective Design in Product Advertising"
- 2010 Wei-hung Fang, Title:"A Study on Event-Related Potential and Emotion Dimensions Evoked by Pictorial Character Design"
- 2010 Ying-Chun Chen, Title:"Research into the ERP and Emotion Dimensions of Lighting Design for Beverage Packaging"
- 2009 Kuan-hao Huang, Title:"A Study on Emotion Dimensions and Event-Related Potential Evoked by Packaging Shapes"
- 2009 Pei-Hwa Chiu, Title:"A Study on Emotion Dimensions and Event-Related Potential Evoked by Functional Visual Designs in Multi-Packs"
- 2008 Chih-Lung Kuo, Title:"The effects of camera movement on attention and product involvement with regard to print advertisements design"
- 2008 Wen-Chun Chen, Title:"A Study on Emotion Dimensions and Event-Related Potential Evoked by Packaging Illustration"
- 2008 Jia-ying Wu, Title:"A Study on Emotion Dimensions and Event-Related Potential by Packaging Pictorial characters"

2008 Yin-Shyuan Liao, Title: "An Investigation of Color Perception Regarding to Attention and Purchase Intention"

• **Master's Theses (20 researches used statistical analysis of variance (ANOVA))**

- 2015 Yu-Fa Shen, Title: "Design a Working Instruction with Figure Illustration for Electronic Product Packaging"
- 2011 Chuan-Tim Huang, Title: "The Study of Purchase Intention in the LED Lighting and Color Temperature for Jewelry Color"
- 2008 Pei-Wen Lan, Title: "Research on the Design Differentiation of Beverage Packing for Mature Age Segment"
- 2006 Chiang-Hui Lin, Title: "A Study on the Design of Pictograms in Transportation Sites with a View from the Theory of Pattern Recognition"
- 2006 Chung-Pei Huang, Title: "The Impact on Visual Surfing Effects of the Character Designs of Web-Games"
- 2006 Chia-Shin Sun, Title: "The Research on Synchronizing of Bottle Shape and Taste from Food Packaging"
- 2006 Tzu-Huai Yang, Title: "A Study on Villain Character and Form Design-Taking Characters from PIXAR Movie Animation as Example"
- 2006 Wen-Tsung Chang, Title: "The Research on the Measurements of Fragility Factors of Types of Corrugated Shipping Containers in Drop Test"
- 2005 Chun-Hsien Liu, Title: "Effects of Silhouette Design on Stylizing with Drawings"
- 2004 Jen-Chiang Rau, Title: "Influences of the Layout Pattern and Color of Poster Text on the Span of Comprehension"
- 2004 Cheng-Chang Liang, Title: "The Legibility of Arabic Numerals Applying to LED Display"
- 2003 Mei-Hui Lee, Title: "The Result of the Experiment on the Color and Shape Produced in Optical Art"
- 2003 Chen-Yuan Weng, Title: "The Effect of Assembling and Dissolution Dynamic Graphic on Memory of Abstract Graphic"
- 2003 Wei-Lang Lee, Title: "Effects of Pictorial Connotation and Substitute in Pictorial Characters on Legibility"
- 2003 Ting-Chien Lin, Title: "Effects of Angles and 3D Level in Character Design on Legibility"
- 2003 Chen-Ning Li, Title: "The Noise of Fog Obstruction to Vision Influence on the Sign Recognition of Drivers in regarding to Design Different Styles of Logotype Structure"
- 2002 Neng-Chiao Weng, Title: "Apply Model of the Corrugated Paperboard Cushion Structure in Packaging Design Concern of the Computer Peripherals"
- 2001 Pai-Yun Tsai, Title: "The Efficiency of Different Layout Design on Visual Search in Elderly People"
- 2001 Yen-Ching Lin, Title: "The Effect of Stylization of Packaging Illustration Design on Recognition"
- 2000 Mu-Chien Chou, Title: "Legibility of Logo Typography in Grocery Packaging Design"

Appendix II

List of 144 Publications

*Titles of original papers in Chinese translated to English in brackets.

- **28 Journal Papers (as First Author)**

1. Wang, R. W. , Kuo, H. C. , & Chuang, S. W. (2017). Humor Drawings Evoked Temporal and Spectral EEG Processes. *Social Cognitive and Affective Neuroscience*, pp. 1-18. Published: Oxford, UK (SSCI)
2. Wang, R. W. , Huarng, S. P. , & Chuang, S. W. (2017). Right Fronto-Temporal EEG can differentiate the Affective Responses to Award-Winning Advertisements. *International Journal of Neural Systems*, pp. 1750031_1-1750031_16. Published: USA (SCIE)
3. Wang, R. W. , Chang, Y. C. , & Chuang, S. W. (2016). EEG Spectral Dynamics of Video Commercials: Impact of the Narrative on the Branding Product Preference. *Scientific reports*, pp. 1-11. Published: USA (SCIE)
4. Wang, R. W. Y., Huarng, S. P. (2013, May). Analysis on the Similarity in Design Forms between Print Advertisements and Ink and Wash Paintings. *Bulletin of Japanese Society for Science of Design*, 59(6), pp.69-78. Published: Japan
5. Wang, R. W., & Chou, M. C. (2013). Findability of commodities by consumers. *Innovative Journal of Business and Management*, 1(2), pp.36-42. Published: India
6. 王韋堯,陳盈君(2013, Jan). 色彩魅惑設計與 P3b 探討. 台灣感性學報 · 1(1), 第 64-79 頁.
[Paper Title: A study of color attractiveness in design and P3b. *Journal of Kansei*. Published: Taiwan]
7. Wang, R. W. Y., Wang, C. F. (2012, Oct). Composition Methodology of Optical Illusion Design. *Visible Language*, 46(3), pp.228-246. Published: USA (Wilson Art Index)
8. Wang, R. W. Y., Chiu, P. H., Lee, C. Y. (2012). Research into the P300 Component for Visually Metaphoric Pictures. *Bulletin of Japanese Society for Science of Design*, 59(1), pp.59-64. Published: Japan
9. 王韋堯, 黃詩珮, & 劉怡寧. (2012). 消費品廣告設計之情緒效價與喚起分析. 設計學報, 17(3).
[Paper Title: Emotional Valence and Arousal Analysis of Consumer Goods Advertising Design, *Journal of Design*. Published: Taiwan (Scopus, THCI Core: Taiwan Citation Index, ACI: Academic Citation Index)
10. 王韋堯, & 黃詩珮. (2012). 插畫式平面廣告設計類型之探討與應用. 設計學報, 17(2).
[Paper Title: A Study on Illustration Graphics Advertising Design Types and its Application , *Journal of Design*. Published: Taiwan (Scopus, THCI Core: Taiwan Citation Index, ACI: Academic Citation Index)
11. Wang, R. W. Y., & Chen, Y. C. (2011, Mar). Service Dimensions for Consumer Emotions. *Journal of the Chinese Institute of Industrial Engineers* 28(2), pp.134-145. Published: Taiwan (EI, TSSCI: Taiwan Citation Index)
12. 劉佩玲,王韋堯,李怡君(2010). 專題報導: 「好」科技 · 「心」生活: 有溫度的科技打造可呼吸的城市一座智慧生活科技整合與創新研究的中心-INSIGHT Center. 工程: 中國工程師學會會刊, 第 83 卷, 第 4 期, 第 62-70 頁.

- Liu, P. L., Wang, R.W.Y., Lee, Y.C. (2010). INSIGHT Center - a breathing city incorporating living technology with creative research, *Journal of the Chinese Institute of Engineers*, 83(4), 62-70. (SCIE, Impact Factor: 0.395, ranking 76/85, 89%)
13. 王韋堯,國立台灣科技大學 D-Pal 設計團隊(2011). 特別報導: 世紀黃金甲·橫跨百年的工程領導者-中國工程師學會百年視覺創作大賞. 工程: 中國工程師學會會刊, 第 84 卷, 第 4 期, 第 9-14 頁.Wang, R.W.Y. (2011).
Engineering in the front: D:PAL - an innovative designing team led by Dr. Regina Wang of the National Taiwan University of Science and Technology. *Journal of the Chinese Institute of Engineers*, 84(4), 9-14. (SCIE, Impact Factor: 0.395, ranking 76/85, 89%)
14. Wang, R. W. Y., Chou, M. C., SUN, C. H., HSU, C. C. (2011, Jan). Research into the Differentiation on Package Design — Taste Synesthesia Induced by Packaging Shapes. *Bulletin of Japanese Society for Science of Design*, 57(5), pp.117-126. Published: Japan
15. Wang, R. W. Y., Chou, M. C. (2011, Jan). Differentiation in the Arched Surface of Packaging: Its Influence on the Findability of Logo Typography Displays. *Displays* 32,24-34. Published: Netherlands (SCIE · EI)
16. Wang, R. W. Y., Chou, M. C., Yang, T. H., Hsu, C. C. (2011, Jan). Design of a Character's Negative Personality and Recognition of Facial Profile. *Bulletin of Japanese Society for Science of Design*, 57(5), pp.1-10. Published: Japan
17. Wang, R. W. Y., Wang, C. F., Lin, C. H. (2011, Jan). A study on Pictogram Category Building and Recognition with Regard to Visual Recognition Design. *Bulletin of Japanese Society for Science of Design*, 57(5), pp.11-20. Published: Japan
18. Wang, R. W. Y., Chou, M. C., Lan, P. W. (2010, Aug). Research into the Elements of Design Differentiation in the Findability of Beverage Packaging. *International Journal of Interdisciplinary Social Sciences*, 2, pp.221-244. Published: USA
19. 王韋堯, 周穆謙. (2010). 包裝品牌命名字形設計差異化及其視認性研究. 設計學報, 15(1). pp.1-23.
[Paper Title: Font Design Differentiation of Brand Name on Package and Its Legibility, *Journal of Design*. Published: Taiwan (Scopus, THCI Core: Taiwan Citation Index, ACI: Academic Citation Index)
20. 王韋堯, 周穆謙. (2010). 包裝可尋性及其設計差異區辨要素探索. 設計學報, 15(3). pp.21-47.
[Paper Title: An Exploration into Package Findability and the Underlying Elements for Design Differentiation, *The Journal of Design*. Published: Taiwan (Scopus, THCI Core: Taiwan Citation Index, ACI: Academic Citation Index)
21. 王韋堯, 蔡百漙. (2009). 直線型之直接線索設計對高齡者視覺搜索與辨識文字訊息之績效比較. 設計學報, 8(3). pp.91-106.
[Paper Title: The Effects of Different Solid Line as Direct Cue for the Elderly on Visual Search of Texts in a Lump of Information, *Journal of Design*. Published: Taiwan (Scopus, THCI Core: Taiwan Citation Index, ACI: Academic Citation Index)
22. Wang, R. W., Hsu, C. C. (2007). The Method of Graphic Abstraction in Visual Metaphor. Visible Language. 41(3), pp. 284-297. Published: USA (Wilson Art Index)

23. Wang, R. W., Hsu, C. C. (2007). Study of the Design Operation of Graphic Simplification. *The Design Journal*. 10(3), pp. 54-73. Published: UK
24. 王韋堯, 許峻誠. (2006). 等距圖形簡化之設計實作研究. *藝術教育研究*, (11), 第 33-55 頁.
[Paper Title: Exploring Graphic Simplification Methods through Design Practice. *Research in Arts Education*. Published: Taiwan (TSSCI: Taiwan Social Science Citation Index, THCI Core: Taiwan Humanities Citation Index, ACI: Academic Citation Index)]
25. 王韋堯, 周穆謙, 翁能嬌. (2005). 資訊產品包裝緩衝結構體設計之應用模組. *設計學研究*, 8(1), 第 59-77 頁.
[Paper Title: The Modules of Corrugated Paperboard Cushion Structure in Packaging Design for Information Products. *Journal of Design Science* (ACI: Academic Citation Index), Published: Taiwan]
26. 王韋堯, 蔡百漣. (2004). 線型式樣化之直接線索設計影響教育書籍目錄之索引績效探討. *藝術教育研究*, (8), 第 119-137 頁.
[Paper Title: Design of Line Stylization and Direct Cue Effect on the Legibility of Index Pages in Educational Volumes. *Research in Arts Education*. Published: Taiwan (TSSCI: Taiwan Social Science Citation Index, THCI: Taiwan Humanities Citation Index, ACI: Academic Citation Index)]
27. 王韋堯, 周穆謙. (2002). 包裝弧面曲度對中英文標準字體設計之視認性比較. *設計學報*, 7(3). 第 13-30 頁.
[Paper Title: The Comparison of Legibility of Logo Typography between Chinese and English Characters Effected by Arched Surface over the Cylindrical Packages. *Journal of Design*. Published: Taiwan (Scopus, THCI Core: Taiwan Citation Index, ACI: Academic Citation Index)]
28. 王韋堯, 林演慶. (2002). 圖形式樣化在零售商品包裝插圖設計之應用. *設計學報*, 7(2). 第 77-94 頁.
[Paper Title: The Application of Illustration Stylization in Retailed Product Packaging Design. *Journal of Design*. Published: Taiwan (Scopus, THCI Core: Taiwan Citation Index, ACI: Academic Citation Index)]
- **10 Journal Papers (as Corresponding Author)**
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[Paper Title: The impact of visual metaphors on advertising effects. *Journal of Design Science*. Published: Taiwan (ACI: Academic Citation Index)]
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- [Paper Title: The Relationship between Shape Features and Degrees of Graphic Simplification. *Journal of Design*. Published: Taiwan (Scopus, THCI Core: Taiwan Citation Index, ACI: Academic Citation Index)]
36. 許峻誠, 王韋堯. (2009). 抽象在藝術與設計之再定義. *設計學報*, 10(3). 第 81-100 頁.
- [Paper Title: Redefining Abstraction in Visual Art and Design. *Journal of Design*. Published: Taiwan (Scopus, THCI Core: Taiwan Citation Index, ACI: Academic Citation Index)]
37. 許峻誠, 王韋堯. (2009). 學習背景差異對簡化圖形偏好研究. *藝術教育研究*, (17), 第 109-130 頁.
- [Paper Title: The Relationship between Learning Background and the Preference to Simplified Graphics. *Research in Arts Education*. Published: Taiwan (TSSCI: Taiwan Social Science Citation Index, THCI Core: Taiwan Humanities Citation Index, ACI: Academic Citation Index)]
38. 周穆謙, 王韋堯. (2008). 設計師與消費者在食品包裝理解力傳達設計之認知差異. *設計學報*, 12(4). 第 21-42 頁.
- [Paper Title: Differences between Designers and Consumers in Comprehending Communication Designs for Food Packaging. Published: Taiwan (Scopus, THCI Core: Taiwan Citation Index, ACI: Academic Citation Index)]
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[Paper Title: A preliminary exploration on the picture attractiveness of advertising; Venue: Taichung, Taiwan]

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[Paper Title: Producing forms of brand placement in title-sponsored-program from the point of visual design]

 3. 王韋堯, 張芸芳(2016, Nov). 品牌活化的時基媒體設計. 2016 明志科技大學技術與教學研討會. 明志科技大學. 臺灣, 台北, 第 21-22 頁.

[Paper Title: Time-based media design for brand revitalization; Venue: Taipei, Taiwan]

 4. 王韋堯, 郭梓杞(2016, Nov). 動畫角色設計模組與性格辨識. 2016 明志科技大學技術與教學研

- 討會. 明志科技大學. 臺灣, 台北.
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[Paper Title: The product brand preference of narrative video commercials; Venue: Taipei, Taiwan]
 6. 王韋堯, 郭憲竹 (2016, April). 插畫手法對幽默程度的影響. 2016 文化創意設計國際研討會. 玄奘大學. 臺灣, 台北.
[Paper Title: The humor impact of art drawing, Venue: Taiwan]
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 8. Wang, R. W., & Liu, I. N. (2015, Oct). The Design of sport graphical symbols. International Design Conference of KSDS and ADADA with Cumulus, Korea, Gwangju, pp. 470-474.
 9. Wang, R. W., & Ke, T. M. (2015, Oct). A study on emotion dimensions evoked by color schemes from car interior. International Design Conference of KSDS and ADADA with Cumulus, Korea, Gwangju, pp. 568-571.
 10. Wang, R. W., & Yuan, Y. (2015, Oct). Impact to the color image of white spirit package by cultural difference International Design Conference of KSDS and ADADA with Cumulus, Korea, Gwangju, pp. 6-9.
 11. Wang, R. W. Y., D: PAL Research Group (2013, Dec). Emotional response by lighting effect and printed color under illumination. International Sleep Medicine& Science Expert Forum., Taipei, Taiwan.
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 16. Wang, C. F., & Wang, R. W. Y. (2012). Study on Emotional Cognition and Event-Related Potential in the Design of An Illusional Figure. Proceedings of the International Conference on Kansei Engineering and Emotion Research (KEER), Venue: Penghu, Taiwan, pp. 1106-1110.
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Appendix III

Art Director of 111 Design Projects Awarded

**Descriptions of design projects in Chinese and English*

1. 王韋堯 (2016, 2013, 2012, 2008). 獲 2016、2013、2012、2008 教育部鼓勵學生參加藝術與設計類國際競賽計畫之傑出指導老師獎。
Wang, R.W.Y. (2016, 2013, 2012, 2008). Award Incentive Program for Encouraging University/College Students to Participate in International Art and Design Contests by the Ministry of Education, Taiwan (R.O.C.): *Best Director Award*.
2. 王韋堯 (2013, 2008, 2007). 獲教育部 2013、2008、2007 全國技專校院電腦動畫競賽之傑出指導老師獎。
Wang, R.W.Y. (2007, 2008, 2013). Animation Competition across all Technological Schools in Taiwan Organized by the Ministry of Education, Taiwan (R.O.C.): *Best Director Award*.
3. 王韋堯·董正勇(2014). 獲德國 2014 Red dot design Award: Design Concept 榮譽獎 (作品名稱: Mind Darts).
Wang, R.W.Y., Tung, C. Y. (2014). Mind Darts. *Red dot design Award Design Concept 2014: Honourable Mention*.
4. 王韋堯(2017). 德國 Red dot design Award 2017: Communication Design 獎之藝術指導(作品名稱: Corona Beer Packaging Design · 學生: 吳霽庭).
Wang, R.W.Y. (as director), Wu, J. T. (2017). Mexican Corona Beer Packaging Design. *Red dot design Award 2017: Communication Design(Germany): Red dot design Award*.
5. 王韋堯(2017). 德國 Red dot design Award 2017: Communication Design 獎之藝術指導(作品名稱: 納豆 · 學生: 張巧玗).
Wang, R.W.Y. (as director), Chang, C. Y. (2017). Natto in Wonderland. *Red dot design Award 2017: Communication Design(Germany): Red dot design Award*.
6. 王韋堯(2017). Lahti Poster Triennial 2017 獎之藝術指導(作品名稱: An Elapsed Childhood: The Chocolate Kids Labors · 學生: 劉子豪).
Wang, R.W.Y. (as director), Liu, Z. H. (2017). An Elapsed Childhood: The Chocolate Kids Labors. *Lahti Poster Triennial 2017 (Finland): Selected*.
7. 王韋堯(2017). 美國 Adobe 卓越設計大獎 2017 Adobe Design Achievement Awards-ADAA 獎之藝術指導(作品名稱: An Elapsed Childhood: The Chocolate Kids Labors · 學生: 劉子豪).
Wang, R.W.Y. (as director), Liu, Z. H. (2017). An Elapsed Childhood: The Chocolate Kids Labors. *2017 Adobe Design Achievement Awards (U.S.A.): ADAA Semifinalist*.
8. 王韋堯(2017). 美國 Adobe 卓越設計大獎 2017 Adobe Design Achievement Awards-ADAA 獎之藝術指導(作品名稱: The New Telox · 學生: 林雨蓁).
Wang, R.W.Y. (as director), Lin, Y. J. (2017). News Telox, The New Telox. *2017 Adobe Design Achievement Awards (U.S.A.): ADAA Semifinalist*.
9. 王韋堯(2017). 美國 Adobe 卓越設計大獎 2017 Adobe Design Achievement Awards-ADAA 獎之藝術指導(作品名稱: Candy Window · 學生: 徐聖喬).
Wang, R.W.Y. (as director), Xu, S. C. (2017). Candy Window. *2017 Adobe Design Achievement*

- Awards (U.S.A.): ADAA Semifinalist.*
10. 王韋堯(2017). 獲美國 Adobe 卓越設計大獎 2017 Adobe Design Achievement Awards-ADAA 獎之藝術指導獎(作品名稱：Owl Nature Seed · 學生：陳巧育).
Wang, R.W.Y. (as director), Chen, C. Y. (2017). Owl Nature Seed. *2017 Adobe Design Achievement Awards (U.S.A.): ADAA Semifinalist.*
 11. 王韋堯(2017). 美國 Adobe 卓越設計大獎 2017 Adobe Design Achievement Awards-ADAA 獎之藝術指導(作品名稱：悠瀾 · 學生：陳妍仔).
Wang, R.W.Y. (as director), Chen, Y. Y. (2017). Teastoria. *2017 Adobe Design Achievement Awards (U.S.A.): ADAA Semifinalist.*
 12. 王韋堯(2017). 美國 Adobe 卓越設計大獎 2017 Adobe Design Achievement Awards-ADAA 獎之藝術指導(作品名稱：Good Omen Soap · 學生：林佳穎).
Wang, R.W.Y. (as director), Lin, J. Y. (2017). Good Omen Soap. *2017 Adobe Design Achievement Awards (U.S.A.): ADAA Semifinalist.*
 13. 王韋堯(2017). 美國 International Design Awards (IDA) 2017 廣告類銀獎之藝術指導(作品名稱：Butterfly Effect · 學生：劉怡寧).
Wang, R.W.Y. (as director), Liu, I. N. (2017). Butterfly Effect. *International Design Awards (IDA) 2017 Advertising-Silver Award.*
 14. 王韋堯(2017). 美國 International Design Awards (IDA) 2017 海報類榮譽賞之藝術指導(作品名稱：Butterfly Effect · 學生：劉怡寧).
Wang, R.W.Y. (as director), Liu, I. N. (2017). Butterfly Effect. *International Design Awards (IDA) 2017 Poster-Honorable mention.*
 15. 王韋堯(2016). 美國 Adobe 卓越設計大獎 2016 Adobe Design Achievement Awards-ADAA 獎之藝術指導(作品名稱：Taiwan Good Fruit · 學生：李杰庭).
Wang, R.W.Y. (as director), Lee, J. T. (2016). Taiwan Good Fruit. *2016 Adobe Design Achievement Awards (U.S.A.): ADAA Semifinalist.*
 16. 王韋堯(2016). 美國 Adobe 卓越設計大獎 2016 Adobe Design Achievement Awards-ADAA 獎之藝術指導(作品名稱：Imagination for Life · 學生：康宜淳).
Wang, R.W.Y. (as director), Kang, Y. C. (2016). Imagination for Life. *2016 Adobe Design Achievement Awards (U.S.A.): ADAA Honorable Mention.*
 17. 王韋堯(2016). 美國 Adobe 卓越設計大獎 2016 Adobe Design Achievement Awards-ADAA 獎之藝術指導(作品名稱：Dragon Boat Festival, Ping An Soaps · 學生：周淨柔).
Wang, R.W.Y. (as director), Chou, J. Z. (2016). Dragon Boat Festival, Ping an Soaps. *2016 Adobe Design Achievement Awards (U.S.A.): ADAA Semifinalist.*
 18. 王韋堯(2016). 美國 Adobe 卓越設計大獎 2016 Adobe Design Achievement Awards-ADAA 獎之藝術指導(作品名稱：Nothing Else · 學生：邱欽煌).
Wang, R.W.Y. (as director), Chiu, C. H. (2016). Nothing Else. *2016 Adobe Design Achievement Awards (U.S.A.): ADAA Semifinalist.*
 19. 王韋堯(2016). 德國 iF 學生設計獎 2016 iF Student Design Award 獎之藝術指導(作品名稱：Taiwan Good Fruit · 學生：李杰庭).
Wang, R.W.Y. (as director), Lee, J. T. (2016). Taiwan Good Fruit. *2016 iF Student Design Award.*

20. 王韋堯(2016). 德國 iF 學生設計獎(2016 iF Student Design Award)獎之藝術指導(作品名稱：Legends of the Forest · 學生：蔡捷安).
Wang, R.W.Y. (as director), Tsai, J. A. (2016). Legends of the Forest. *2016 iF Student Design Award*.
21. 王韋堯(2016). 美國 International Design Awards (IDA) 2016 海報類銅獎之藝術指導(作品名稱：Nothing Else · 學生：邱欽煌).
Wang, R.W.Y. (as director), Chiu, C. H. (2016). Nothing Else. *International Design Awards (IDA) 2016 Poster-Bronze Award*.
22. 王韋堯(2016). 美國 International Design Awards (IDA) 2016 海報類榮譽賞之藝術指導(作品名稱：Nothing Else · 學生：邱欽煌).
Wang, R.W.Y. (as director), Chiu, C. H. (2016). Nothing Else. *International Design Awards (IDA) 2016 Poster-Honorable mention*.
23. 王韋堯(2016). 美國 International Design Awards (IDA) 2016 海報類榮譽賞獎之藝術指導(作品名稱：Lessons we can Learn from Animals · 學生：劉怡寧).
Wang, R.W.Y. (as director), Liu, I. N. (2016). Lessons we can Learn from Animals. *International Design Awards (IDA) 2016 Poster-Honorable mention*.
24. 王韋堯(2015). 美國 International Design Awards (IDA) 2015-Collateral Material 專業組榮譽賞獎之藝術指導獎(作品名稱：五行豆 · 學生：劉冠辰).
Wang, R.W.Y. (as director), Liu, G. C. (2015). Five Beans. *International Design Awards (IDA) 2015 Collateral Material-Pro Honorable Mention*.
25. 王韋堯(2015). 美國 International Design Awards (IDA) 2015-Collateral Material 專業組榮譽賞獎之藝術指導獎(作品名稱：Dragon Boat Festival, Ping An Soaps · 學生：周淨柔).
Wang, R.W.Y. (as director), Chou, J. Z. (2015). Ping An Soaps. *International Design Awards (IDA) 2015 Collateral Material-Pro Honorable Mention*.
26. 王韋堯 (2014). 美國 Adobe 卓越設計大獎 2014 Adobe Design Achievement Awards-ADAA 獎之藝術指導(作品名稱：Talk to you · 學生：柯采妙, 林育如).
Wang, R.W.Y. (as director), Ko, T. M., Lin, Y. J. (2014). Talk to you. *2014 Adobe Design Achievement Awards -ADAA Award*.
27. 王韋堯 (2014). 美國 Adobe 卓越設計大獎 2014 Adobe Design Achievement Awards-ADAA 獎之藝術指導(作品名稱：KONGSI · 學生：柯采妙, Anthony Fook).
Wang, R.W.Y. (as director), Ko, T. M., Fook, A. (2014). KONGSI. *2014 Adobe Design Achievement Awards -ADAA Award*.
28. 王韋堯 (2014). 美國 Adobe 卓越設計大獎 2014 Adobe Design Achievement Awards-ADAA 獎之藝術指導(作品名稱：瓜瓞琴心喜糖袋 · 學生：郭憲竹).
Wang, R.W.Y. (as director), Kuo, H. C. (2014). Guā tie - Qín xīn' Favor Box. *2014 Adobe Design Achievement Awards-ADAA Award*.
29. 王韋堯 (2014). 德國 Red dot design Award 2014 Communication Design 獎之藝術指導(作品名稱：隨波逐流我不介意 · 學生：賴佳韋).
Wang, R.W.Y. (as director), Lai, C. W. (2014). I don't mind Drifting Alone with the Wave. *Red dot design Award 2014 Communication Design-Red dot design Award*.

30. 王韋堯 (2014). 德國 Red dot design Award 2014 Communication Design 獎之藝術指導(作品名稱：彩虹油污-消逝的生命·學生：吳羿蓉).
Wang, R.W.Y. (as director), Wu, Y. J. (2014). Oil Rainbow- Disappearing Creatures. *Red dot design Award 2014: Communication Design-Red dot design Award*.
31. 王韋堯 (2014). 法國攝影 Px3 獎 2014 Prix de la Photographie Advertising - Other_AD - Silver 獎之藝術指導(作品名稱：Obsession·學生：曾筱婷).
Wang, R.W.Y. (as director), Tseng, H. T. (2014). Obsession. *2014 Prix de la Photographie, Paris(France): Advertising - Other_AD - Silver*.
32. 王韋堯 (2014). 法國攝影 Px3 獎 2014 Prix de la Photographie Nature - Other_N - 銅獎之藝術指導(作品名稱：In the Ocean·學生：曾筱婷).
Wang, R.W.Y. (as director), Tseng, H. T. (2014). In the ocean. *2014 Prix de la Photographie, Paris(France): Nature - Other_N - Bronze*.
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99. 王韋堯 (2007). 新一代設計競賽-數位媒體類金獎之藝術指導(作品名稱：前刀 · 學生：陳彥廷)。
- Wang, R.W.Y. (as director), Chen, Y. T. (2007). Cutting. *Young Designers' Exhibition Award: Digital media- Gold Award*.
100. 王韋堯 (2007). 新一代設計競賽-平面設計類銀獎之藝術指導(作品名稱：芭樂坡 · 學生：施韋伶)
- Wang, R.W.Y. (as director), Shih, W. L. (2007). 芭樂坡. *Young Designers' Exhibition Award: Graphic Design- Silver Award*.

101. 王韋堯 (2007). 新一代設計競賽-展覽空間銅獎之藝術指導(作品名稱：未來·學生：彭傳旋, 施韋伶, 邱珮華, 劉哲玲, 戴佩倫)
Wang, R.W.Y. (as director), Peng, C. S., Shih, W. L., Chiu, P. H., Liu, C. L., Dai, P. L. (2007). The future. *Young Designers' Exhibition Award: Exhibition Space Design -Bronze Award.*
102. 王韋堯 (2007). 第六屆龐貝藍鑽馬汀尼杯設計大賽入選之藝術指導(作品名稱：極·學生：邱珮華, 曾銘宇)
Wang, R.W.Y. (as director), Chiu, P. H., Tseng, M. Y. (2007). 極. *Bombay Sapphire Glass Design Competition- Entries.*
103. 王韋堯 (2007). 第四屆春風金盒獎包裝設計大賽優異獎之藝術指導(作品名稱：面紙盒包裝設計·學生：潘千慈)
Wang, R.W.Y. (as director), Pan, C. C. (2007). Tissue Package Design. *Andante Tissue Package Design Competition- Merit Award.*
104. 王韋堯 (2007). 光纖寬頻建築認證標章 LOGO 設計特優之藝術指導(作品名稱：LOGO 設計·學生：楊祖懷)
Wang, R.W.Y. (as director), Yang, T. H. (2007). LOGO Design. *Fiber Broadband Building LOGO Design Competition- Excellent.*
105. 王韋堯 (2007). 多元就業開發方案行銷計畫創意競賽冠軍之藝術指導(作品名稱：LOGO 設計·學生：林江輝, 蕭健興)
Wang, R.W.Y. (as director), Lin, J. H., Hsiao, J. S. (2007). Marketing plan. *The Multi-Employment Promotion Program Competition- Champion.*
106. 王韋堯 (2004). 93 年度台灣國際創意設計大賽 2004 銀獎之藝術指導獎(作品名稱：綠循環·學生：李尉郎, 邱柏清).
Wang, R.W.Y. (as director), Lee, W. L., Chiu, B. C. (2004). Green cycle. *Taiwan International design competition 2004- Silver.*
107. 王韋堯 (2003). 新型態石材生活精品設計比賽第二名之藝術指導 (作品名稱：豆腐杯·學生：李尉郎).
Wang, R.W.Y. (as director), Lee, W. L. (2003). Tofu Cup. *New Type of Stone Life Boutique Design Competition- 2nd prize.*
108. 王韋堯 (2003). 新型態石材生活精品設計比賽優選之藝術指導(作品名稱：墨硯·學生：李尉郎).
Wang, R.W.Y. (as director), Lee, W. L. (2003). 墨硯. *New Type of Stone Life Boutique Design Competition- Merit Award.*
109. 王韋堯 (2003). 創意綠色包裝設計競賽第二名之藝術指導(作品名稱：綠色包裝·學生：陳建宏).
Wang, R.W.Y. (as director), Lee, W. L. (2003). Green Package. *Creative Green Packaging Design Competition- 2nd prize.*
110. 王韋堯 (2002). 新一代設計競賽-數位媒體類入圍之藝術指導(作品名稱：暴力美學·學生：張宏吉)
Wang, R.W.Y. (as director), Chang, H. J. (2002). Violent Aesthetics. *Young Designers' Exhibition Award: Digital Media Design- Entries.*

111. 王韋堯 (2002). 「歡迎來塗鴉」繪畫比賽佳作之藝術指導(作品名稱：塗鴉繪畫·學生：陳德璋)
Wang, R.W.Y. (as director), Chang, D. J. (2002). Graffiti. "Welcome to Graffiti" Painting Competition - Honorable Mention.
112. 王韋堯 (2002). 乾隆皇帝的文化大業大展「我的清明上河圖」四格漫畫比賽社會組第二名之藝術指導(作品名稱：漫畫·學生：陳德璋)
Wang, R.W.Y. (as director), Chang, D. J. (2002). Comics. Along the River During the Qingming Festival Comic Competition - 2nd prize.
113. 王韋堯 (2002). 第一屆廣告流行語學生金句獎銀獎之藝術指導(作品名稱：美得讓人不平衡·學生：周穆謙)
Wang, R.W.Y. (as director), Chou, M. C. (2002). Beauty is unbalanced. Advertising Slogan Golden Medal Student Award- Silver Award.
114. 王韋堯 (2001). 第十屆時報廣告金犢獎平面類入圍之藝術指導(作品名稱：台新銀行信用卡, 工作 VS 消費篇·學生：周穆謙)
Wang, R.W.Y. (as director), Chou, M. C. (2001). Taishin Bank Advertising Design. Times Young Creative Awards- Entries.
115. 王韋堯 (2001). 中國大陸第二屆「包裝與設計」新星獎之藝術指導(作品名稱：自閉症兒童標誌·學生：周穆謙)
Wang, R.W.Y. (as director), Chou, M. C. (2001). Autistic Children LOGO Design. China Package and Design New Star Award- Merit Award.
116. 王韋堯 (2000). 第二屆文鼎獎排版文字字體設計比賽貳獎之藝術指導(作品名稱：淑女體·學生：周穆謙)
Wang, R.W.Y. (as director), Chou, M. C. (2000). Lady Fonts Design. Arphic Awards- 2nd prize.

Appendix IV

Community services in 2011-2014

*as Head of department of Industrial and Commercial Design,
and CEO of the Commatrix, the Advance Design Center at Taiwan Tech*

**See the Commatrix [website](#) for details.*

1	<p>Efforts to collaborate academic research programs with the top scholars from renown academy such as the University of Technology (Caltech), Zhejiang University of China, Temple University, Harvard University, Stanford University, University of Michigan, Academy of Art University, and Yonsei University (Korea) by international exploratory symposiums.</p> <p>與加州理工學院、天普大學、哈佛大學、使丹佛大學、密西根大學、舊金山藝術大學、中國浙大 和韓國延世大學等專業頂尖學者進行學術研究合作與交流。</p>	2013 - present
2	<p>More than 300 workshops held for multiple disciplines in the fields of affective designs, psychophysics, bioengineering research analysis technology for developing high quality academic papers, patents, design projects awarded.</p> <p>神經設計工作坊 300 多場舉辦。</p>	2014-present
3	<p>The collaborative studies of “Neuro Against Smoking: NMSBA joint Project contributing anti-smoking communication with teenagers in 31 countries around the world.</p> <p>與世界最大神經營銷組織 NMSBA 合作全球 31 國青少年香菸包裝行銷設計研究計畫。</p>	2015
4	<p>Collaboration with the Neurosky, Top 50 of new ventures in US located in Silicon Valley, San Jose to develop neurodesign research program.</p> <p>前往華盛頓日報公布的高科技新創企業前 50 神念科技進行腦波商品概念提案，共同研發腦波演算法進行腦波商品化。</p>	2014
5	<p>Organizer of Taiwan Tech Junior Design Exhibition in Salone Satellite 2013</p> <p>2013 米蘭家具衛星展，台灣科大新秀展 主辦。</p>	APR 8-15, 2013.
6	<p>Organizer of International Workshop 《Breaking Cultural Shock - From Normality to Novelty》, participated outstanding young designers from 16 countries around the world</p> <p>新浪潮·文化基因轉換 工作坊 來自 16 國大學設計新秀。</p>	AUG 5-11, 2013.
7	<p>Curation of 2011 GLOBAL SCIENCE LEADERS FORUM from 31 countries organized by National Science Council</p> <p>2011 科技部全球 31 國科技高峰論壇 活動策展。</p>	APR 24-26, 2011.

8	Principal Investigator of Pentagonam - Summer Internship Program 《美國紐約 Pentagonam》美國最大設計顧問公司暑期實習生計畫。	2014-2019 (a 5-year term)
9	Principal Investigator of The Commatrix- Intensive internship program for the design department students 台灣創意母體實習生 計畫。	2011 - Present
10	Editor in chief of CM Magazine - the Commatrix Online Magazine 台灣創意母體 CM 線上雜誌 CM Magazine 總編。	Issue 1 - Jan 2014 Issue 2 - Jun 2014
11	Planning and Design of the Interactive History Museum of Taiwan Tech 台灣科大互動校史博物館 規劃設計。	MAR 23, 2013.
12	Organizer of Eye Movement Research and Workshop 眼動研究與操作訓練工作坊 主辦。	MAR 8, 2013.
13	Organizer of Archives vs. Media - A Fusion in Art and Design Workshop 混種新媒體設計工作坊 主辦。	APR 9-10, 2013.
14	Curation of ROC President Ma and the Youth Forum in Taiwan Tech (Meeting with Ranking Top 1 University n iF Concept Award) 馬總統與設計青年有約論壇 活動策展。	APR 5, 2011.
15	Organizer of The 9th Campus Design Competition 第九屆台灣科大校園化妝競賽 主辦。	DEC 2012 - MAR 2013
16	Organizer of 2012 New York Art Director Club / ADC Young Guns Exhibition 紐約藝術指導俱樂部作品年度展 主辦。	Nov 2012
17	Principal Investigator of Promotional Film for Win 8 Operation System Instruction Program Win 8 教學推廣影片計畫。	Apr-Jun 2012
18	Summer Design Workshop 2012 (the Design Department of Taiwan Tech cooperated with Art Center College of Design, USA) 2012 美國藝術中心學院 vs. 台灣科大設計暑假設計工作坊主辦。	Aug 26-Sep 01 2012
19	Curation of 100 National Conference of University and College Presidents 教育部全國校長會議活動策展。	OCT 20-21, 2011
20	Curation of The Centennial Conference of Chinese Institute of Engineering (CIE) 中工百年永續發展建設研討會活動策展。	JUN 1-2, 2011.
21	Organizer of Taiwan Tech Younger Designer Exhibition in International Craft Design EXPO 2011 台北國際工藝設計展-台灣科大新秀活動策展。	Oct 24-26 2011