

作者簡介
About the Author



馮永華，字冠超，一九六〇年生於臺灣澎湖（祖籍福建永安）；現任天主教輔仁大學應美系教授兼所長、系主任。並任教育部學審會委員、國立編譯館高中、職及國中美術類教科書審查委員、臺灣創意設計中心審查委員及輔仁大學「設計學群」召集人。

作者大學就讀國立臺灣師範大學美術學系設計組，碩士學位於美國紐約普瑞特學院（Pratt Institute）傳達設計研究所攻讀，目前為國立雲林科技大學設計學研究所博士候選人。著有《新莊地區書法發展史》、《彰化縣美術發展調查研究—書法篇》等書；曾發表設計、藝術、文化評論四十餘篇。在創作上曾負責設計一九八五年臺灣區運會、一九九八年大學博覽會等全國性活動之識別系統。亦曾獲第四十屆全省美展設計部大會獎、全省教師教學媒體競賽商業類首獎及全國大專教師教學資源競賽佳作獎。作品曾獲臺灣省立美術館、臺北縣政府典藏。

作者長期從事設計文化、品牌形象策略、視覺傳達等研究。在教育上曾獲輔仁大學傑出研究獎、國科會研究獎勵及輔仁大學推廣教育獎等。曾任經濟部、新聞局、外貿協會及各級縣市政府、民間企業相關活動之評審委員。並曾兼任中原大學、國立臺北教育大學、國立臺中技術學院等校，並任多所大學論文審查委員、碩士學位口試委員。

Feng, Yung-Hua, also known as Kuan Chao, born in Penghu, Taiwan (original native YongAn, Fujian) in 1960, now acts the professor concurrently director and dean of Department Applied Arts of Fujen Catholic University, in addition to the member of Council of Academic Reviewal & Evaluation of Ministry of Education, examiner of fine arts text for senior high school, vocational high school and junior high school of National Institute for Complication and Translation, examiner of Taiwan Design Center, and the convener of "Design Cluster" of Fujen Catholic University.

The author was graduated from the Design Section, Fine Arts of National Normal Teacher's University, and master degree of Graduate School of Visional Communication Design of Pratt Institute, NY. Presently, he is a doctor candidate of Graduate School of Design, National Yunlin University of Science & Technology. His works include "Xinzhuang District Calligraphy Development History", "Changhua County Fine Arts Development Investigation Study-Calligraphy", and presented more then 40 papers with respect to design, arts and culture commentaries. As for creation, he had designed the IS of national events as 1985 Taiwan Area Sports Meet and 1999 University Fair. Moreover, he had been awarded the Conference Prize of Design Section, the 40th Term National Fine Art Exhibition, the 1st prize of Commerce Category, National Teacher's Teaching Media Competition, and Fine Piece Prize of National Teacher's Teaching Resources Competition. His works had been reserved by Taiwan Fine Arts Museum and Taipei County Government.

The author has been engaged in the study of design culture, strategy of brand image and visual communication for long. In education, he has been awarded Excellent Study Prize by Fujen Catholic University, National Science Council Study Reward and Fujen Catholic Promotion Education Prize. He had acted on of judge members for related actives held by Ministry of Economic Affairs, Bureau of Information, Taiwan External Trade Development Council, Association and every-level county and city government, moreover, acted the part-time instructor of Chung Yuan Christian University, National Taipei University of Education and National Taichung Institute of Technology College, as well as the paper examiner and oral examiner of master degree for many universities.