

# 館長序

「另類視界觀：新世紀的視覺經驗」是國立臺灣藝術教育館於2004年舉辦之「藝術生活系列」徵稿活動中，由五位學者專家評選的六件傑出作品之一。本館舉辦這項徵稿活動的主要目的，一方面透過優良藝術生活讀物的出版，提供全國各級學校師生課外的藝術學習教材；另一方面藉由政府的支持與公正客觀的評選，鼓勵各藝術領域的學者專家關懷學校與社會，積極從事多元的藝術教育研究與寫作，以協助政府推廣全民的藝術教育，建構優質的藝術學習環境，提升國人藝術與人文素養。

本書作者王士樵博士目前任教於國立聯合大學，他結合個人學養以及在台灣與美國教學的經驗，從當代廣受藝術教育學者討論的視覺文化觀點，說明以視覺文化為藝術教學主軸的概念、學理依據、應用案例與發展之方向，相當符合我國現行九年一貫統整課程的需求，為藝術與人文領域之教學提出新解。「另類視界觀：新世紀的視覺經驗」一書文圖並茂，文句清晰易懂，理論與實務兼具，並且反映出當代視覺環境的現象，對於在職及未來的藝術與人文教師或關心藝術與藝術教育的社會大眾而言，是一本具有參考價值的當代藝術教育專書。

國立臺灣藝術教育館是我國推動藝術教育之政府機構，負責全國性之藝術教育研究、推廣及輔導等業務，「藝術生活叢書」正是本館藉由出版品推廣大眾藝術教育的重點工作。本館積極開發藝術教育領域之軟硬體資源，除了出版品之外，亦配合政府推動e-learning的政策，將包含本書在內之各項出版品同步刊載於本館建置之「臺灣藝術教育網」(<http://ed.arted.gov.tw>)，提供民眾自由閱覽，期以縮短城鄉教育資源的落差，擴大本館服務的範圍，達到全民藝術教育的目標。

國立臺灣藝術教育館 館長  
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2005年7月30日

# Foreword

*Think Outside of the Box: Visual Literacy in the New Century* is one of the six distinguished works selected by several scholars and professionals for the *Arts Life Series*—a commission by National Taiwan Arts Education Center in 2004. One of the purposes of this commission is to promote aesthetic education by providing well-selected extracurricular materials of arts for teachers and students at all school levels. The other purpose of this project is to encourage art scholars and professionals to care more about the educational system and social values in Taiwan. It is also hoped that scholars and educators would dedicate themselves more to the study and writing of arts education to promote the idea of “arts for everyone,” and to prepare a learning environment for arts education to better Taiwanese citizens’ awareness and appreciation of art and culture.

The author, Dr. Shei-chau Wang, currently teaches in National United University in Miaoli, Taiwan. Based on Dr. Wang’s long-term research interest and teaching experience in both Taiwan and the U.S., this book discusses ideas about visual culture, a new trend that has gradually drawn attention from contemporary art educators. The purpose of this book is to provide the readers with a thorough view about how the concept of visual culture can be applied in teaching arts. It also gives the readers a comprehensive idea on the integration of arts and humanity to meet the demands of the nation’s Grade 1-9 Coordinated Curriculum. *Think Outside of the Box* is full of well written texts and wealth of illustrations that offers theoretical knowledge and practical guidance for both in-service and prospective art educators and general public to reflect on the contemporary cultural phenomenon in the visual environment. It is indeed an informative and authoritative arts education book available today.

National Taiwan Arts Education Center, the government agency for Taiwanese arts education, has advocated aesthetic education by encouraging scholarly research and practical guidance to promote arts education in Taiwan. The *Arts Life Series* is one of the works that exemplifies the efforts we have made. In addition, we have actively played an important role in promoting the e-learning policy for the government and provided various resources including hard- and soft-wares and publications. Having helped bridge the gap of the imbalanced distribution of teaching resources between urban and rural areas in Taiwan, the website entitled “Taiwanese Arts Education (<http://ed.arted.gov.tw>)” is an example to demonstrate what we have done to better our service to fulfill the goal of “arts for everyone.”

Wu, Tsu-Sheng

Director of National Taiwan Arts Education Center

July 30, 2005