2012 ADADA & TADMD

歡迎來到 Welcome to

發表於 2012 年 07 月 09 日 由 admin

第十屆亞洲數位藝術設計協會暨第六屆台灣數位媒體設計學會國際學術研討會
10th International Conference of Asia Digital Art and Design Association &
6th International Conference of Taiwan Association of Digital Media Design

Theme

Beyond Human and Media=Σ I4 (Intuition, Interaction, Integration, Intelligence)

以古為鏡，可以知興替；歷史文化讓我們汲取過去所累積的一切文明智慧，繼而思考未來發展可能的學科領域。隨著電腦的產生，開啟人類以不同的形式交流思想、傳遞信息，進而逐漸演化成今日以數位科技支援設計的多元表現形式。近年來，結合視覺與聽覺媒介作為訊息傳遞的各種數位媒體設計已成為人們生活中不可分割的必然性元素，科技結合設計與媒體產業更是躍升為設計主流的表現形式，其背後的文化本質與型式原理，更是我們反思媒體設計本質的重要課題。

愛因斯坦以幽默的方式解釋相對論：『當你追求一個漂亮的女孩時，一小時仿如一秒；當你坐在熱的煤渣上時，一秒仿如一小時。』相對論改變了我們對世界的認識，從空間、時間、物質與能量等概念都被革命性的顛覆。數位媒體與互動科技，更是衝擊出人類新的思考模式與新的文化價值觀，Jay David Bolter與 Diane Gromala在《Windows and Mirrors: Interaction Design, Digital Art, and the Myth of Transparency》文中提及人類與電腦的互動應是一種直覺經驗，更認為一個成功的數位媒體是被設計給予人們經驗的，不是被使用的。Nathan Shedroff主張一個成功的數位媒體就是提供獨特經驗的媒介，媒體理論家Tony Feldman也認為數位媒體的互動功能提供了資訊、娛樂與創造新紀元的潛能。其揭示著一個好的數位媒體不應只是一種科技，相反的應該邀請人們參與、行動與反思。數位媒體的設計是去編導一個直覺的、沒有被限制且愉悅的經驗，所以數位經驗不是簡單的只是強化資訊的傳達，而是將資訊轉化整合成為一種經驗，繼而累積人類的智慧。

《Beyond Human and Media = Σ I4 (Intuition, Interaction, Integration, Intelligence)》除了展望「科技」於「媒體設計」領域的影響與發展外，也將從「人文」的角度探索數位媒體設計之發展脈絡，讓我們得以在現今數位化設計思潮中，一探媒體設計之於科技、人文的相互對應關係；繼而在未來更深化數位設計之本質與內涵，將朝以人文藝術思考為基底，援引 I 的四次方《直覺I互動I整合I智慧》，以此四個層面延伸出數位創造力、人類新的經驗與新形式媒體之表現。

History mirrors the rise and fall of human civilization. Historical culture allows us to access the accumulated wisdom of past ages, and to in turn, ponder the possible disciplines and

sciences for future development. With the birth of the computer age, mankind has opened the entryway to different forms of thought interaction and information dissemination, convoluting in the multiplicity of representational forms supported and enabled by the digital technology of today. In recent years, various digital media designs that transmit messages by integrating visual and audio mediums have become a necessary element of people's daily lives, and technology that combines the design and media industries have furthermore been elevated to the mainstream representational form for creative design. The cultural nature and type principle of this phenomenon is therefore and important issue to consider in the context of rethinking the true nature of media design.

Einstein has a humorous interpretation of the theory of relativity, "Put your hand on a hot stove for a minute, and it seems like an hour. Sit with a pretty girl for an hour, and it seems like a minute. That's relativity." Relativity changed the way we see the world, and has revolutionized our concepts of space, time, matter, and energy. The digital media and interactive technologies have moreover had a great impact on mankind by creating new modes of thought and new cultural values. In the article "*Windows and Mirrors: Interaction Design, Digital Art, and the Myth of Transparency,*" Jay David Bolter and Diane Gromala suggested that interactions between humans and computers should be an intuitive experience, and that a successful digital media should be designed to be experienced, not used, by man. Nathan Shedroff argued that a successful digital media should be a medium that provides a unique experience, and media theorist *Tony Feldman* proposed that the interactive functions of digital media harbors potential for information, entertainment and the creation of a new era. This shows that a successful digital media should not be just a technology, but should be an invitation to participation, action, and reflection. The design of digital media aims at providing an intuitive, non-limited, and pleasant experience, therefore the digital experience is not as simple as a reinforcement of information transmission, but should transform and integrate information into an experience, in order to add to the accumulation of human wisdom.

主辦單位(Organizer)：
亞洲大學數位媒體設計學系 Dep. of Digital Media Design, Asia University
台中市政府新聞局 Information Bureau of Taichung City Government

指導單位(Supervisor)：
文化部 Ministry of Culture
台中市政府 Taichung City Government
台灣數位媒體設計學會 Taiwan Association of Digital Media Design
亞洲數位藝術設計協會 Asia Digital Art Design Association
奧地利電子藝術中心 Ars Electronica Linz GmbH

協辦單位(Assisting Organizer)：
萬能科技大學 Vanung University
國立雲林科技大學 National Yunlin University of Science and Technology
日本人機介面學會 Human Interface Society, Japan
俠林國際藝術設計有限公司 Chi River Art International
僑光科技大學 Overseas Chinese University

發表於 未分類| 發表迴響