

活動標誌設計之初探

A Preliminary Study on Activity Mark Design

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摘要

本研究主旨在探討活動標誌的分類方式，以文建會的文藝活動為例，探討出一個最合理的活動標誌分類法，目的是找出活動標誌類型的限制以利繼續研究。研究樣本選自《台灣創意百科》叢書之〈形象設計年鑑〉，三冊共計 181 個活動標誌。經由文獻整理出規模、種類與表現形式三種活動標誌的分類方式，再依據文建會將文化藝術節慶活動分為民俗節慶活動、國際藝文及博覽會與國際賽會活動三種類別後，篩選出 58 個符合上述三種文藝活動的活動標誌。經由分析後所得如下：(一)經由百分比得知活動標誌以地方性、短期性與圖文並置的表現方式為多數。(二)活動標誌中的地域性為重要的表現形式，可呈現出標誌的不同屬性與差異化。(三)綜合本研究的活動標誌分類方式，得知活動的目的性是影響活動標誌分類方式的主因，所以在後續階段將針對活動標誌的目的性加以分析，並加入一般民眾的看法，可讓設計人員在從事相關設計時提供參考的依據。

關鍵詞：活動、標誌、文建會

Abstract

This study is about the classification of the activity marks. According to the literary activity of Council for Cultural Affairs as an example, the result of this study is to look for the most suitable classification of the activity marks. The purpose of this study is to discover the limitation of the activity marks and then to become the basic theory for other studies.

The samples of this study are picked out by one of the series of “Taiwan Creative Graphic Arts” — “Creative Corporate Identity” which has 181 activity marks for three books. Through the arrangement of sources, the activity marks are classified in mode, type, and form of expression. Besides, Council for Cultural Affairs classified the cultural art activity in three kinds—folk festival, international exhibition of art and literary, and international competition. In the samples, 58 activity marks are suitable in all three kinds of cultural art activity and analyzed as follows:

1. The proportion of the activity marks shows that regional and temporal marks

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with picture and text are in the majority.

2. Regional mark is an important form of expression. It appears the variation of the activity marks from different regions.
3. The main reason about affecting the classification of the activity marks is the purpose of the activity.

This study will focus on the purpose of the activity and collect some opinions from the mass. Also, it will be the reference for other relevant studies.

Keyword : Activity 、 symbol 、 Council for Cultural Affairs