



淡水騎步走。

Tamsui Let's Go!

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Tamsui
Let's Go

>> CONCEPT / 概念

將淡水印象置入地圖與導覽手冊，透過淺顯易懂的插圖和文字說明讓遊客能夠更快地理解當地文化特色、更便利地掌握住旅遊路線資訊，並搭配活潑鮮明的視覺外觀，讓地圖不只是地圖，更像周邊商品一樣是能夠收藏、保存回憶、與親朋好友分享的紀念品，藉此提升觀光推廣的效益。

The Tamsui impression is placed in the map and guidebook. Through easily understood illustrations and descriptive texts, visitors can understand the characteristics of the local culture more quickly and grasp the information of travel routes more conveniently. Matched with a lively and distinctive visual appearance, a map is not just a map anymore. It is even a souvenir like peripheral commodities that can be collected to save memories and shared with family and friends. The benefits of tourism promotion are enhanced in this way.



>> CREATIVE IMPETUS / 動機

新北市淡水區擁有深厚的歷史文化背景及豐富的洋樓古蹟；為了凸顯出淡水文化的特色，淡水區公所積極地透過文化節慶再現淡水的文化特色並展現其地方文化特色。淡水兼具多元歷史古蹟、特色小吃及自然風光，為了使觀光客再度發掘對淡水地區的集體認同感，我們整合既有的文化資產並紀錄，串聯出淡水特有的觀光路線與在地形象。

The Tamsui District in New Taipei City has profound historical and cultural backgrounds and rich foreign-style buildings and historical sites. In order to highlight the cultural characteristics of the Tamsui culture, the Tamsui District Office actively reproduces the cultural characteristics of Tamsui and shows its local cultural characteristics through cultural festivals. Tamsui has diverse historical sites, characteristic snacks, and natural beauty. In order to make tourists uncover once again the sense of collective identity of the Tamsui area, we integrate existing cultural assets, and record and associate a series of touristic itineraries and local images that are unique about Tamsui.

>> PRODUCT / 產品

01. 旅遊地圖

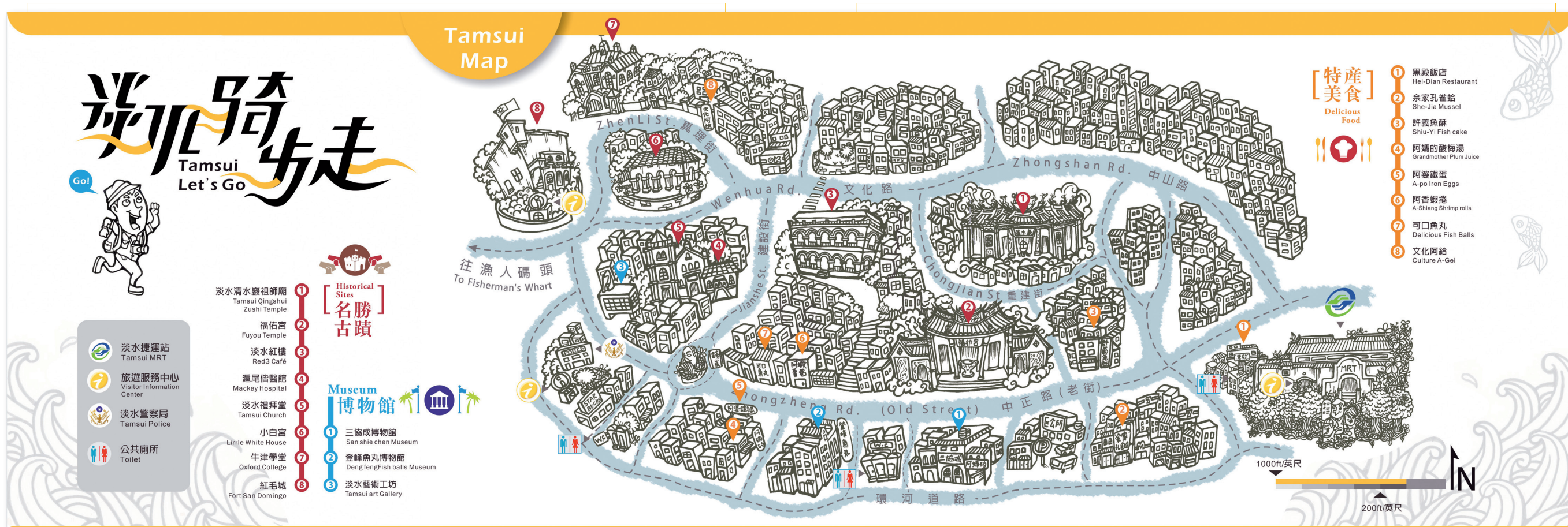
遊客可在淡水的旅遊服務中心索取免費地圖，依語言共區分為正體中文、簡體中文及英文三種，功能上以簡單明瞭地找出目的地為訴求，並能從中取得知名景點與特產的簡介及導覽資訊。

樣式結構 –

規格：100*200mm（收合尺寸），左半部為地圖摺頁，右半部為書冊形式

Visitors can obtain a free map from the Visitor Information Center of Tamsui. According to different languages, the maps are divided into three types: traditional Chinese, simplified Chinese, and English maps. Functionally speaking, they are designed for the demands of finding destinations simply and straightforwardly, and acquiring quick introductions of famous attractions and specialties, as well as navigation information from them. The left half is a folded page of the map, and the right half is in a book form.





小比例尺包含單車與渡船路線，大比例尺則針對當地知名景點以相對位置（實際地址可從地圖內頁中查詢）製作手繪街景地圖。

The map of a small scale includes bicycle and ferry routes, and that of a large scale then, in view of local well-known attractions, produces the hand-drawn street map based on relative positions (actual addresses can be searched for from within the map page inside).

此外，地圖中的編號標示可對應至內頁景點簡介，並標註了公廁、超商等重要設施的所在位置。

In addition, the number markups in the map can correspond to introductions of attractions on inner pages, and they also mark the location of important facilities like public toilets, convenience stores, etc.



02. 特產包裝卡

將淡水當地特產製成仿真包裝的系列卡片，不需要擔心賞味期限，任何時刻都能夠把旅行的回憶寄出去，和親朋好友分享淡水的美好。

樣式結構

規格：105*145mm

The local specialties of Tamsui are made into a series of simulation-packed cards. One does not have to worry about the tasting period, and is able to send others memories of travel anytime, sharing the wonder of Tamsui with family and friends.



03. 旅遊導覽手冊

遊客可在淡水的旅遊服務中心索取免費地圖，依語言共區分為正體中文、簡體中文及英文三種，功能上以簡單明瞭地找出目的地為訴求，並能從中取得知名景點與特產的簡介及導覽資訊。

樣式結構

規格：A5 (148*210mm)

導覽手冊採書冊形式，並在頁面上方設計地標圖示的頁籤，使用者可透過頁籤迅速翻閱至收錄該景點的頁面，同時當導覽書合起來時，因為淡水商圈整體呈直線路徑，所以景點的簡略位置也會在手冊上方呈現。

When tourists still feel not getting enough from the trip, they can buy a guide book as a collection, or use the book as a reference in the next trip. The contents of the guidebook mainly provide more detailed and more complete introductions of the details of each attraction in the map, and also include additional supplementary information like private attractions, and surrounding attractions in the Tamsui District, etc.

The navigation manual adopts the form of a book, and at the top of the page, tabs of landmark icons are designed. The users can quickly scroll to the pages that include a particular attraction through the tabs. At the same time, when the guidebook is closed, the Tamsui business circle as a whole presents a path of a straight line, so the approximate locations of the attractions will also show up above the manual.



04. 印章

置放在各旅遊景點供遊客蓋章留念。

Placed at various scenic spots for tourists to stamp pictures as a souvenir.



05. 名勝立體卡

藉由立體卡片將淡水風光盡收眼底，把在地名勝古蹟的光景保留起來。

樣式結構

規格：150*180mm (收合尺寸)

數量：卡片一套共四張，依街區分為淡水老街、金色水岸、真理街與馬偕街。

Through 3-dimensional cards, the panoramic scenery of Tamsui is all in view, and the scenes of local scenic spots and historic sites are also preserved.

Quantity: There are four cards in a set. According to different blocks, they are divided into the Tamsui Old Street, Golden Waterfront, Truth Street, and Mackay Street.



06. 酷卡明信片

精選印刷品中插圖並印製成系列貼紙，並結合「給你一個讚」、「打卡」等小圖示添加貼紙的趣味性。

We illustrate the selected prints and print the pictures as a series of stickers, and then combine them with small icons like "Like", "Check in", etc. to add to the fun of the stickers.

