



莫急莫慌，  
這裡沒有任何狗被打。  
Don't worry for there are not  
any dogs beaten here.

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身為高雄人卻在他人問起高雄特色時支支吾吾而無法回答？  
對於高雄這個城市有所好奇，問了高雄的朋友他卻也無法回答你？  
透過創作無厘頭的打狗現代詩並依各首詩主題去設計文創商品及繪製插圖以引起大眾好奇進而去了解高雄，同時也讓不夠瞭解高雄的本地人更加認識自己的居住的城市。

When you, a local resident of Kaohsiung, are asked about the features of it, you might begin to stutter.  
When you ask your friend living in Kaohsiung the same question out of curiosity, he/she might not able to answer you, either.  
The cultural and creative products were designed based on the topic of each humorous poem in Takau Modern Poetry, and pictures were drawn to arouse people's curiosity about Kaohsiung. Furthermore, local people in Kaohsiung would get to know more about the city where they live.





專題名稱的「打狗」為高雄舊名，而詩則為現代詩。是將高雄不同面向（包含人事物、特有現象、傳說故事等等）的特點轉化成數首「打狗現代詩」，並將其結合文創商品讓觀者除了可以透過詩文與註解了解高雄外也能達到實用功能或體驗互動。

"Takau" the project name, is the former name for Kaohsiung. "Poetry" in this project represents modern poetry. Features of Kaohsiung (people, event, substance, etc.) were turned into "Takau Modern Poems". Besides, each cultural and creative product contained one to two local features along with poems and the annotations. Furthermore, it also had practical function and provided interactive experience.



以其中的一首詩「夜貓比賽」為例，因詩中特點提及夜市故設計上參考了夜市小吃的包裝，詩中主角則是因為熬夜工作才不得不和夜市比賽誰晚睡，除了設計上也有結合作文件常見的表格外，此項文創商品選擇了便利貼組也象徵了 " 使用便利貼組，讓你工作更有效率不再熬夜加班！ " 。

Take one of the poems "Ye Mao Bi Sai" for instance. Since the feature of a night market was stressed in the poem, snack packaging in a night market was referred for design. The protagonist in this poem stayed up all night working, so he had no choice but to compete with the night market to know "Who went to bed latest ? " In addition, tabulation, a common technique at work, was used in the design. The cultural and creative product of this project was the sticky note kit, which implied "using this sticky note kit makes you more efficient at work and no longer have to work overtime ! "



每樣文創商品都包含一到兩項高雄特點，除了詩外也有註解補充說明內容。而打狗詩集則是彙整了所有詩文及插圖內容供只想單純閱讀詩文的人選擇。同時也會運用網路社群以達到更大範圍的宣傳。

All cultural and creative products have 1 to 2 features of Kaohsiung. On top of that, the annotations can further explain the poems. The poetry collection of Takau has all the poems, the annotations and illustrations for people who just want to read the poems. Furthermore, the social network was used to extend the scope of propaganda.

