



九道浪花讓你從客人變成客家人！
Bring you a Haka-transforming within nine surfs.

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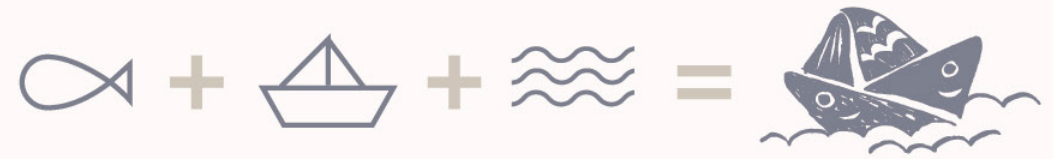


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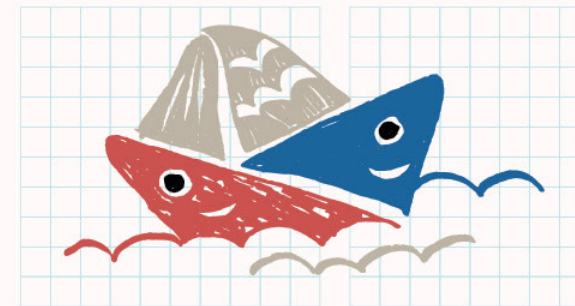
永安漁港為全台唯一客家漁港，有特別的海客文化，但在體驗上卻和其他的漁港並無分別。為此我們使用三個解決方案來改造永安漁港：首先是建立全新的品牌形象，創造只屬於海客文化的概念以及視覺形象，並建立屬於永安漁港的識別系統。接著重新定義漁港遊憩方式，創造一對新吉祥物，讓這對客家夫婦帶領遊客逛漁港、體驗園區。最後在漁港內重新創造九個子景點和體驗活動，並以一日遊及半日遊的方案來讓遊客體驗重新規劃過後的永安漁港，讓漁港不只能吃新鮮海鮮還有DIY能玩！並且希望來遊玩的客人能在不知不覺中，除了血緣之外都成為客家人！

We used three concepts to rebuild the corporate identity system in Yongan Fishing Port. The first step was to create a brand new image, a new visual identity and the concept that only belongs to the Hakka people, and we hoped to break through the stereotypes and provided a new insight. Next step was to redefine the way of experience by creating two new characters in the new attractions we planned and using illustrations in stories and origins about the local Hakka residents. Last but not least, we replanned nine attractive spots at the Yongan Fishing Port for people to enjoy the entertainments and cuisines in a one-day or half-day trip.

LOGO元素



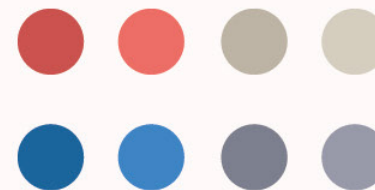
LOGO



LOGOTYPE



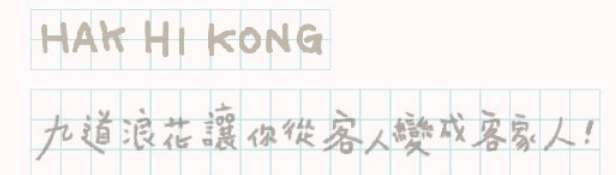
標準色



輔助圖形



輔助字體



僱黑Pro 我們為永安漁港的海客文化創造了一套專屬的識別形象以及全新概念。

Arial create a new visual identity and the concept which only belongs to the Hakka people.

海客文化

在永安漁港的客家人被稱為海客，並擁有特殊的海客文化，例如：吹海螺、牽罟等，因此使用海客文化來改造「沒有客家味的客家漁港」，希望能幫永安漁港做出獨特的特色，讓這裡能夠變成真正的客家漁港。

標準色

為了讓新的標準色與永安漁港原先的建築配色設計一致，讓視覺配色上能夠統一，因此擷取入口處新建設指標物上的四種顏色作為標準色。

The culture of Hakka people at seaside: the Hakka people who lived near the Yongan Fishing Port were called Oakka, and the Oakka people had their own unique features, such as conch shell instrument and long net fishing. We used these unique elements to replan the original fishing port that had no Hakka culture and hoped to establish an exclusive feature in Yongan Fishing Port so that it might become a truly Hakka fishing port.

In order to make the new identity color scheme coherent with the original colors of the existed buildings in Yongan Fishing Port and a consistent view, four distinguishing colors were picked from the surrounding buildings for the standard color plan.

從客人變成客家人

在體驗各項活動之後，我們希望來到永安漁港的客人能夠開心的帶著體驗物和客家風味回家；我們在漁港內張貼有趣的客家小語錄，以及使用客家話命名景點，讓客人從體驗的過程中，不知不覺成為客家人！

Except for consanguinity, every guest who visited the Yongan Fishing Port became a Hakka inadvertently through Hakka culture experiences and funny Hakka jokes (The characters of "guest" and "Hakka" are the same in traditional Chinese characters, but represent two different explanations.)

