

设计马拉松

2019

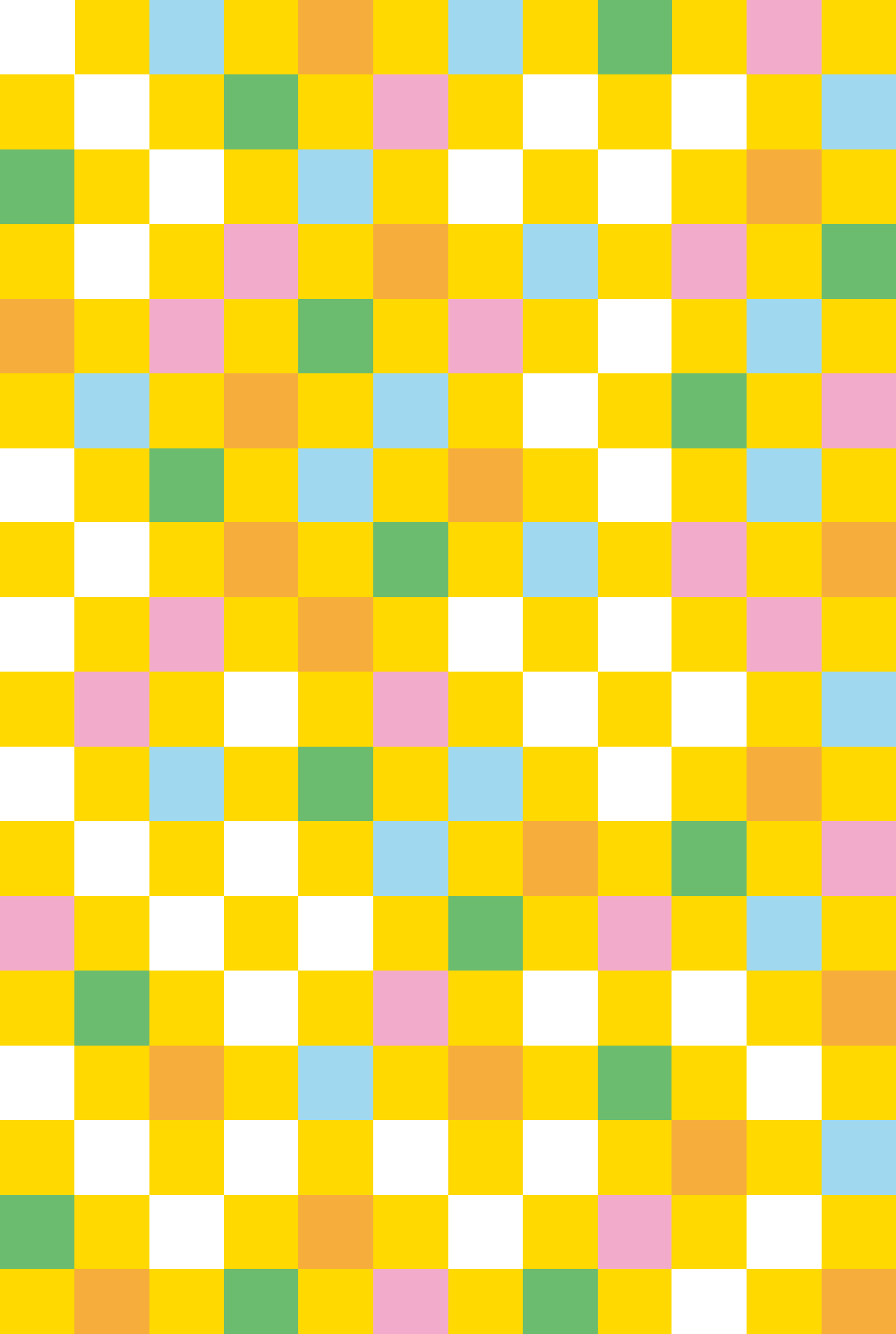
DESIGN DAY MARATHON

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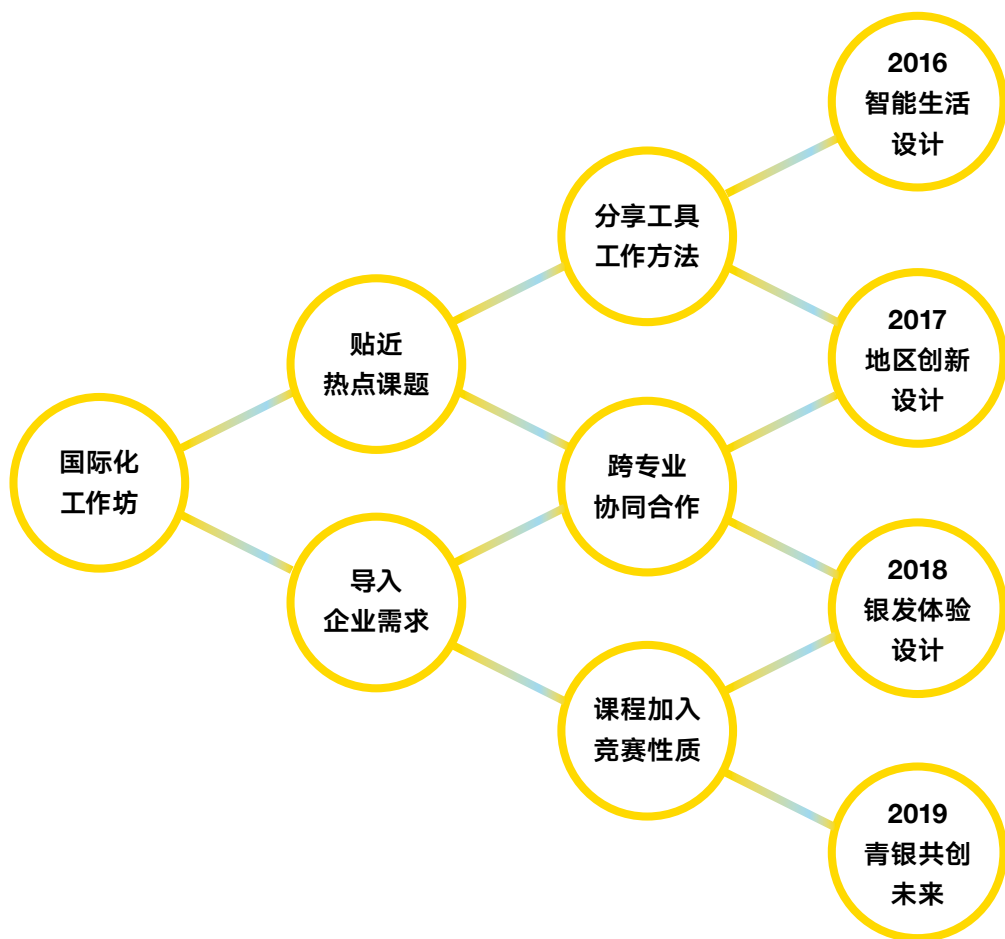
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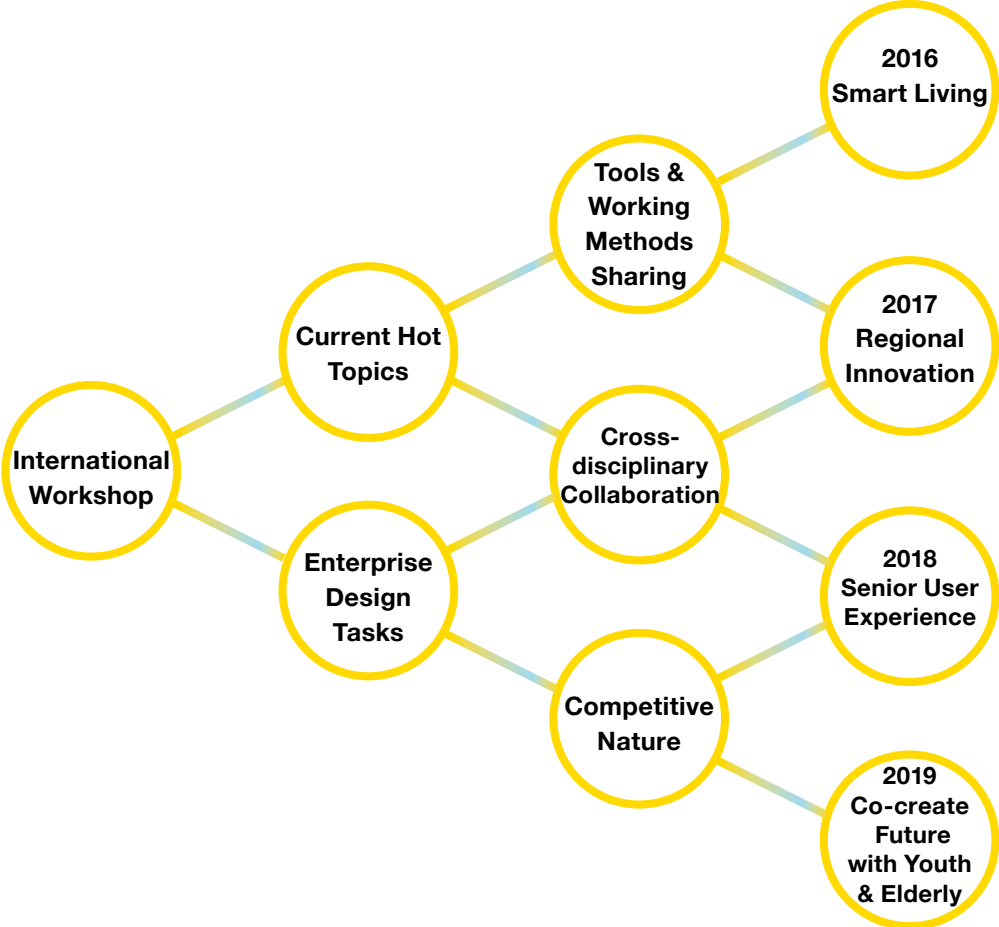


DESIGN DAY 设计马拉松是什么

作为北京设计周的重要学术活动之一，设计马拉松是由北京服装学院和国内外多所高校联合举办的大型设计竞赛工作坊。自 2016 年首届马拉松开始至今，每年都由企业与院校共同发起，近百名青年设计师参与其中，成果丰硕且落地。设计马拉松致力于推动企业与学术共赢，能快速集结师生与专家，一起为企业棘手的设计问题找到解答！也为输出企业所需设计人才提供有效渠道。

As one of the most significant academic activities of Beijing Design Week, Design Day Marathon (DDM) is a major international competition jointly hosted by Beijing Institute of Fashion Technology and many other universities domestic and overseas. Since the first DDM in 2016, it has been launched by both enterprises and universities every year. Nearly 100 young designers have participated in it and achieved fruitful results. Committed to promoting a win-win situation between enterprises and academia, DDM facilitates the gathering together of teachers, students and experts to brainstorm and find solutions to the problems of enterprises. It also builds an effective channel to prepare talented Young Designers for enterprises.





设计马拉松解决什么

挖掘企业设计痛点

设计马拉松试图满足企业需求，选题皆贴近社会热点与产业痛点，并且透过国际工作坊的背景优势促进企业与学术之间的共赢。设计马拉松更为关注落地的设计产出，一方面锻炼设计师解决问题的能力，另一方面提供产学研三方联系的平台，解决学校设计学科中学术与产业相脱节的困境。

竞赛性质设计实践

设计马拉松要求参与学生在有限时间内进行课题调研、挖掘用户需求、找寻设计机会与商业价值，进而得到能满足企业需求的解决方案。同时，工作坊还设置了多重淘汰环节，让无法投入设计马拉松的学员被快速淘汰，让有心投入设计团队学员之间合作更为紧密。

Uncovering Corporate Pain Points

In order to meet the needs of corporations, DDM selected topics relevant to social hotspots and industry pain points, promoting the win-win situation between enterprises and academics through the advantages of international workshops. DDM focusses attention on the practical design output. It provides a platform for industry-university-research cooperation to solve the dilemma of the disconnection between industries and design disciplines in education.

Real World Design Simulation

We require students participating in DDM to conduct subject research, explore user demand, look for design opportunities and business values within a limited time-frame, to obtain solutions that address the needs of enterprises. This real world design simulation integrates multiple review points, to eliminate students who are not able to concentrate on the DDM and to tighten the cooperation between the design team and the trainees.

跨界设计实践什么

跨国跨界设计团队

设计马拉松积极应用即时通讯和移动线上教学资源，完成跨界跨时区的合作任务。除了常规的线下指导环节之外，设计马拉松还借助移动互联网社交协作平台，快速搭建好虚拟工作团队，让跨地域与跨专业的设计师们完成组队，使每个成员能在自己领域之内发挥最大的专业优势，有效进行团队合作。

多元丰富的活动安排

设计马拉松工作坊一般包含四个部分：它们是论坛、路演、企业参访、成果汇报。除了常规的工作坊安排之外，设计马拉松每年还会因主题的变化安排不同内容的线下，如国际专家讲座、设计行走、马拉松补给站等。

International Cross-disciplinary Design Team

In addition to the regular offline guidance, the DDM utilizes the mobile Internet social collaboration to quickly build a virtual workforce, allowing cross-regional and inter-disciplinary designers to team up so that they can secure professional advantage and effectively carry out teamwork.

Diversified Organization of Activities

Generally the DDM workshop consists of four parts: forums, roadshows, enterprise visits, and final presentation. Besides the regular arrangements of the workshop, we will prepare different offline activities each year according to changes in the theme, such as International Expert Lectures, Design Tour, Marathon Depots, etc.

2019

**DESIGN DAY
MARATHON**



2019 年设计马拉松

青银共创未来 2019/08/01-09/21

2019年设计马拉松的主题是“青银共创未来”，活动跨越2个多月，集结了来自4个国家60所高校17位导师260名学员，从五大课题方向为老龄化社会的设计挑战提出独特见解与再设计，产出数十个具有商业价值的创新适老设计方案。本次马拉松由北京服装学院艺术设计学院、西南交通大学国际老龄科学研究院共同发起，通过有系统的国际工作坊规划和安排，有效帮助师生们找到“老的价值”，推动他们对于“包容社会”的理解，并进一步透过成果展示带领一般大众重新认识“老的美好”。

Co-create Future with Youth & Elderly 2019/08/01-09/21

With the theme of "Co-create Future with Youth & Elderly", DDM 2019 has spanned over 2 months and brought together 260 students and 17 tutors from 60 universities in 4 countries. The unique design thinking and redesign process is proposed to solve the challenges of the aging society from five different direction. It is expected to produce dozens of innovative and aging-friendly designs with commercial value. DDM 2019 is jointly host by the School of Art and Design of Beijing Institute of Fashion Technology and National Interdisciplinary Institute of Aging of Southwest Jiaotong University. Through systematic arrangement of the International workshop, students and tutors are able to uncover "the Value of Aging", promote the understanding of "Inclusive Society", and lead the general public to re-recognise the "the Beauty of Aging" through presentation of workshop results.

跨代共创设计

善用银发资源，和青年人共同进行设计创新，是一个新颖而且有意义的实践课题。跨代共创能让青年设计师群体透过本次机会更深入了解银发群体的用户特性，让老年人参与规划他们未来生活服务蓝图，帮助社会健康和谐并且长远发展。

领会“老的经验”

一般年轻设计师没有“老的经验”，无法去想象老年人的下半生到底需要什么。因此课题组将邀请高龄设计师，以及曾经在设计界、服装界，或者其他设计领域有经验有想法的专家们加入，帮助更多的年轻设计师逐步熟悉“老的”经验。

柔性的社会创新

设计师不仅要满足自我或者甲方的设计需求，还要考虑未来五年、十年后的生活与社会发展情况，思考“未来的”社会问题。我们希望透过设计师来带领一般大众，透过设计建立一个柔性的社会创新力量，让参与设计马拉松活动的所有人都能有等同思考方式，让社会创新思维与思考方式成为设计常态。

免除科技排他性

包容性设计并不是要求设计能够被全世界每个人使用，而是力图充分认识用户群体之多样性，在设计的过程和结果中减少对用户产生无意识的排除。在当前生活高度拥抱科技的同时，包容性设计对于适老化设计尤其重要，物联网、人工智能等科技应用的发展应该为所有人服务，包含经常被忽略的老人。

Inter-Generation Design

Taking full advantage of "senior resources" and innovating with the young generation is an original and meaningful practical theme. Inter-generation co-creation enables young designers to better understand the user characteristics of the aging generation through this opportunity, and allows the elderly to participate in planning their future life service, facilitating the long-term development of a harmonious society.

Comprehend "Being Old"

Without the experience of "elderly life", it's difficult for most of the young designers to picture the needs of the elderly. So we invite senior designers and experienced experts who used to work in the fashion, design or other fields to help more young talents get familiar with the experience of "Aging".

The Power of Social Innovation

When it comes to design, one designer has responsibility to consider the life and social development and impact in the consecutive five to ten years. We hope that through the designers' guidance for the general public and the formation of the social innovative power, everyone involved in the design marathon will be able to think in an equivalent way, so that social innovative thinking mode will become the popularized in design.

Inclusion Design on Technology

Inclusive Design is not about worldwide extensive usage. Instead, the diversity of user communities is highly required in order to reduce the unintentional exclusion of users in the design process and results. Highly embracing technology in our current life, inclusive design is especially important for aging-friendly design. The development of technology applications such as IoT and AI should serve everyone, including the elderly who usually get neglected.

线下工作坊

时间 Time	9/19	9/20	9/21
08:00	报到 Registration	工作坊 Workshop	
09:00	论坛 Forum		
10:00			成果汇报报到 Registration for Presentation
11:00			成果汇报 Final Presentation
12:00	午餐 Lunch	午餐 Lunch	
13:00	项目路演 Roadshow	工作坊 Workshop	
16:00			颁奖与合影 Awarding
17:00			
地点 Location	创新园艺术报告厅 Lecture Hall, BIFT Campus	北京服装学院 5 号楼 Building 5, BIFT Campus	燕京里 Yanjingli Lane

重要节点

6/15-7/10	7/10-9/18	9/18-9/21
<p>第一阶段 选题分组期</p> <p>7/05 发布课题任务书 学员选择导师</p>	<p>第二阶段 专家授课期</p> <p>7/10-8/31 学员假期调研</p>	<p>第三阶段 线下工作坊期</p> <p>9/18 工作坊报到 需完成 90% 的设计工作</p>
<p>7/10 确定导师及学员分组</p>		<p>9/19 项目路演 占总成绩 30%</p>
	<p>9/01-9/18 导师在线指导</p>	<p>9/20 依据专家意见 进行设计调整</p>
	<p>9/06 中期检查 占总成绩 20%</p>	<p>9/21 成果汇报与评奖 占总成绩 50%</p>

Timeline

6/15-7/10

**The 1st Stage: Task
Selecting & Grouping**

7/05
Task Release
and Tutor Selecting

7/10
Confirming the Tutor
& Grouping

7/10-9/18

**The 2nd Stage: Online
Coaching**

7/10-8/31
Paper Researches

9/01-9/18
Online Tutorial And
Discussion

9/06
Interim Inspection
Accounting for 20% of the
final

9/18-9/21

**The 3rd Stage:
Offline Workshop**

9/18
Registration
90% of the work should
be finished

9/19
Roadshow
Accounting for 30% of the
final

9/20
Adjustment based on
experts suggestions

9/21
Final Presentation and
awarding
Account for 50% of the
final

TASK GROUPS

情绪识别：Affectiva、Human、Emotion、EyeSight、
dEmotion、nViso、iMotions、Eyeris、Kairos、EyeSight

类型：

愤怒，悲伤，厌恶，
惊喜，恐惧（和蔑视）

表情（动作单元e.g.
眉毛，脸颊上升。
效价



临终老人关怀辅助

课题方向：服务设计

导师：吴立行

关键词：临终关怀、小程序

涵盖专业：交互设计、视觉传达、影视后期

课题说明：思考一下什么是临终关怀？临终关怀涉及到哪些方面？需要接受临终关怀的老年人有哪些需求层次？在我们力所能及的范围内，可以通过何种形式来对临终关怀这种具综合性质的医疗行为提供辅助，以及我们如何通过设计帮助临终老人走完最后的生命旅程？在这个过程中，家属和社会扮演的角色是什么？我们如何通过有效的策略将家属和社会连结起来？

Hospice Care Assistant

Direction: Service Design

Tutor: Wu Lixing

Keywords: Hospice Care, Mini Programme

Majors Including: Interaction Design, Visual Communication and Video-Post Production

Course Description: Think about what is hospice care? What does hospice care involve? What are the needs of the elderly in hospice care? In what form can we assist this kind of comprehensive medical treatment, and how can we help them to finish the last journey of their lives? What is the role of families and society in this process? How can we connect families and communities through effective strategies?

老年人新闻设计

课题方向：服务设计

导师：王晨

关键词：内容，终端，交互方式，场景，用户体验

涵盖专业：产品设计，交互设计，信息设计，视觉传达，市场营销

课题说明：老年人新闻应该如何关注哪些设计要素：内容，交互方式，终端，场景和用户体验等。因为这是一个空白的应用领域，希望设计师能够发挥自己的想象空间，把老年人新闻这个产品具象化，真实的落实到一个真实的，并且是刚需的应用场景中。从内容设计，到交互方式，以及具体的载体和用户体验等，形成闭环的设计。最终的成果以低保真原型图和高保真的设计图来实现。设计成果首先需要体现设计师们的思想和灵魂，最终在产品上得以体现。

News Design for the Senior

Direction: Service Design

Tutor: Wang Chen

Keywords: Content, Terminal, Interaction Mode, Scene, User Experience

Majors Including: Product Design, Interaction Design, Information Design, Visual Communication, Marketing

Course Description: Which design elements should senior citizen news focus on: content, interactive mode, terminal, scene and user experience, etc. Since this is a blank application field, we hope designers give full play to their imagination to materialise the product of the news of the elderly and implement it into a real and practical application scene. A closed-loop should formed by content design, should formed by interactive mode, as well as specific carrier and user experience. The final result will be realised with a low-fidelity prototype and a high-fidelity design drawing. Design results should first reflect the thoughts and souls of designers, and finally be reflected in products.

老龄化社区公共服务系统设计

课题方向：服务设计

导师：汪晓春

关键词：老龄化社区、公共服务、产品服务系统、服务设计

涵盖专业：老龄化社区是指 60 岁及以上人口占总人口的 10% 或 65 岁及以上人口占总人口的 7% 的社区。目前国内大城市内环的大部分老旧社区都是老龄化社区，社区的公共服务不能满足老年人的需求，需要重新定义并设计。

Public Service System Design for Aging Community

Direction: Service Design

Tutor: Wang Xiaochun

Keywords: Aging Community, Public Service, Product Service System, Service Design

Majors Including: Aging Community are those where 10% of the population is aged over 60 or 7% of the population is aged over 65. At present, most of the old communities in the inner part of large cities in China are aging communities, whose public services cannot meet the needs of the elderly and need to be redefined and designed.

老人音乐类产品服务系统设计

课题方向：服务设计

导师：熊红云

关键词：音乐、社交、智能

涵盖专业：工业设计、产品设计、交互设计、信息设计、视觉传达、信息工程、影视后期

课题说明：关注于老年人的生理、心理及认知特征变化，针对老年人听力下降、音乐类产品下载焦虑、高科技产品的认知摩擦、老年文化的年轻态和多样性、隔代教育等话题，设计符合老年人的听音乐习惯、听音乐行为、听音乐场景等老年人娱乐生活的音乐辅助类产品或服务。不拘泥于形式，可以是硬件、软件或服务。

Service System Design of Musical Product for the Elderly

Direction: Service Design

Tutor: Xiong Hongyun

Keywords: Music ,Socializing, AI

Majors Including: Industrial Design, Product Design, Interaction Design, Information Design, Visual Communication, Information Engineering and Video-Post Production

Course Description: This task pays high attention to the changes in the physical, psychological and cognitive characteristics of old people. Focus on the topic such as the hearing loss of the elderly, the download anxiety of music products, the cognitive impairment of high-tech products, the diversity of the senior's youthful culture and cross-generational education and so on. Aim at designing the musical entertainment auxiliary products or services for the elderly, which caters to their habits, behavior and senses of listening to music with the forms of hardware, software, or services.

银发艺术生活

课题方向：服务设计

导师：朴智瑄

关键词：老年人生活方式，艺术活动，人工智能，人类感官，情感与心理，艺术与工艺，物质性，新技术，交互艺术与设计，老人与青年，艺术项目与产品等

涵盖专业：产品设计、交互设计、信息设计、时尚与面料设计、视觉传达等

课题说明：该课题旨在通过各种互动的艺术活动建议，以新技术和老年人友好的物质性，拓宽生活体验，了解银青跨代。老人的日常生活中充满了自我或社交艺术活动，但他们不会轻易注意到这些，比如种植，写作，绘画，烹饪，缝纫，唱歌等。老年人的生活可以通过简单有趣的艺术活动变得更积极，更不孤单，提高自信心，追求充满活力的生活方式。研究和设计的范围可以在产品或系统以及所有其他设计过程中反映。

Elderly Lifestyle Curator in Art and Technology

Direction: Service Design

Tutor: Park Jisun

Keywords: Elderly lifestyle, Art Activities, AI, Human Senses, Emotion & psychology, Art and Craft, Materiality, New Technology, Interactive Art and Design, Elderly and Youth, Art Programme and Product etc.

Majors Including: Product Design, Interaction Design, Information Design, Fashion and Textile Design, Visual Communication etc.

Course Description: The course specific aims to broaden life experience and to understand the elderly and youth cross generation through various and interactive Art activity suggestions with new technology and senior friendly materiality. The elderly's daily lives are full of self or social art activities, however it is hard for them to awared, such as planting, writing, drawing, cooking, sewing, singing etc. The elderly lives can be more positive and less isolated through easy and fun art activities. Those art activities can also be helpful to improve self-confidence and to pursue vibrant lifestyle. The range of research and design can be reflected on product or system and all other ways of design process.

银发身体性稳定与幸福感

课题方向：服务设计

导师：安·法伦

协同导师：苏冠华

关键词：跌倒，伤害预防，幸福生活，老年人

涵盖专业：服装设计，产品设计、传播设计

课题说明：跌倒造成的伤害可能会严重影响人们生活的健康问题，例如失去行动能力，平衡能力差，昏厥和失去知觉。随着年龄的增长，我们的平衡感可能会下降，导致跌倒和骨折或侵入性较小的伤害，这些伤害会影响到行动能力，信心和幸福感，尤其对于老年人。

考虑有健康问题的人可能会因跌倒而导致受伤。探寻有防止、支持或保护他们免受伤害的可穿戴设计解决方案的潜力。我们的目标是生成支持保持信心和福祉的设计解决方案。

Seniors Physical Stability and Well-being

Direction: Service Design

Tutor: Anne Farren

Co-Tutor: Su Guanhua

Keywords: Falls, Injury prevention, Well-being, Elderly

Majors Including: Fashion Design, Product design, Communication Design

Course Description: Injury caused by falls can significantly impact on the lives of people with health issues such as loss of mobility, such as poor balance, fainting, black outs or lose consciousness. As aged, our sense of balance can decline resulting in falls and fractures or less invasive injuries that impact on mobility, confidence and well-being, particularly in the elderly. Consider people with health issues that may result in injury as a result of falling. Examine the potential for wearable design solutions that prevent, support or protect them from injury. Our aim is to generate design solutions that support the retention of confidence and well being.

进城老人生活与隔代教养问题

课题方向：服务设计

导师：吴建莹

关键词：进城老人、城乡差距、继续教育、家庭经济、家庭教育、儿童心理发展

涵盖专业：服务设计、产品设计、交互设计、信息设计、视觉传达、社区发展

课题说明：进城老人生活与隔代教养问题并非仅发生于弱势家庭，而是人口快速城市化的今日的普遍现象。其形成原因涉及中国亲子相互依存的传统观念、相互的情感需求、城市化的进程、家庭的经济结构与条件、社会保险制度等。

然而，面对这个课题，我们不轻易将隔代教养视为负面的社会问题。同时，试图以进城老人视角来看该族群的生活质量，并研究隔代教养生成的复杂原因与隔代教养的特质，从中寻求一个能够跨越祖孙三代的创新解决方案。

Elderly City Migration & Interenerational Education

Direction: Service Design

Tutor: Chien-Ying Wu

Keywords: Elderly City Migration, Urban-Rural Gap, Continuing Education, Family Economy, Family Education, Children's Psychological Development.

Majors Including: Service Design, Product Design, Interaction Design, Information Design, Visual Communication, Community Development.

Course Description: The problem of elderly life and intergenerational education in urban areas does not only occur in disadvantaged families, but happens widely due to rapid urbanization. The reasons for its formation include the traditional concept of Chinese parent-child interdependence, mutual emotional needs, the process of urbanization, the economic structure and conditions of the family, and the social insurance system. However, to face this issue, we shouldn't easily treat intergenerational education as a negative social issue. At the same time, trying to evaluate the life quality of this group from the perspective of the city elderly, and study the complex causes of intergenerational education and the characteristics of intergenerational education, and seek an innovative solution that can accross three generations of grandparents.

老人的记忆整理设计

课题方向：服务设计

导师：何颂飞

关键词：人生记忆、口述历史、家史传承、家庭互动

涵盖专业：产品设计、交互设计、信息设计、视觉传达、信息工程、影视后期

课题说明：信息时代的生活不同以往，空间的迁徙化和时间的碎片化对我们传统家庭的摧毁很严重，家庭的价值在大大减弱。每个老人都拥有自己的人生经历和诸多故事，人在老年时会经常回忆一生的经历和往事，这是人独特的记忆。这些记忆对于社会并不都具有价值，但对于个体和家庭十分重要。这些祖辈的经历就是家庭的历史，这些故事的整理有助于家族成员的互动、家庭观念的传承和增加家庭的凝聚力。

Consolidation Design for the Senior

Direction: Service Design

Tutor: He Songfei

Keywords: Memory of Life, Oral History, Family Inheritance, Family Interaction

Majors Including: Product Design, Interaction Design, Information Design, Visual Communication, Information Technology, Video-Post Production

Course Description: Life in the information age is different. The migration of space and the fragmentation of time have seriously damaged our traditional families, and the value of the family has been greatly weakened. Every old man has his own life experience and stories. When he is old, he often recalls his life experiences and past. This is a unique memory. These memories are not all valuable to society, but important to individuals and families. The experience of these former generations is the history of the family. The arrangement of these stories facilitates the interaction of family members, the concept of family inheritance and the cohesion of the family.

AI 微笑伴侣

课题方向：服务设计

导师：安晟喜

关键词：人工智能的文化交流，社会包容性设计，以人为本的人工智能交互

涵盖专业：交互设计、服务设计、用户体验设计

课题说明：背景：老年人的问题主要在于健康和经济问题，但许多老年人因退休和回到家乡等而感到孤独。此外，对新型技术和他们曾经生活的社会的变革，也有某种压力和安慰。根据 'Age UK' (英国最大的老年网站)，在 75 岁以上的人中，有一半是独自生活。46% 的老人每天与一个人（或更少）交谈，11% 的人说每个月五天都没有人说话。就亚洲而言，韩国也正在变成一个老龄化社会，成为仅次于日本的经合组织国家中老年人自杀率最高的国家。其中，独居老人的比率要高得多。2018 年，独居韩国的老年人比例超过 20%。农村地区超过 35% 的老年人独居。社会包容性群体是独居的老年人，作为一个单独的家庭。与欧洲相比，亚洲的老年人社会支持系统发展较慢，因为包括子女在内的广泛家庭的文化是作为老年人的私人支持。在英国，超过 65 岁的人中有 50% 与电视和宠物互动，而不是与人互动。因此，我们可以在这里看到需求。

任务：在这个团队中，我们尝试通过包括视觉和音频通信来进行智能音响的人脸沟通设计。我们想设计用户（老人）的情感体验设计和服务。一个小小的沟通可以让老人微笑。我们的设计师有责任将引领技术发展成以人为本的方向。

Can AI Smile to Grany?

Direction: Service Design

Tutor: Ahn Sunghee

Keywords: Cultural Communication of AI, Social Inclusive Design, Human-Centered AI Interaction

Majors Including: Interaction Design, Service Design, UX Design

Course Description: Background: The problem of elderly mainly lies in health and economic issues, but many elderly people feel lonely due to their retirement and back to hometown and so on. Moreover, there are also some kind of stress and reassure about new technology and change of society where they used to belong. According to 'Age UK' (UK's largest senior site), among the age over 75, half of them are living by themselves. 46% of elderly talking to one person (or less) a

day and 11% saying no one to talk in five days amonth. In the case of Asia, Korea is also turning into an aging society, after Japan.Korea is the country with the highest rate of elderly suicide among OECD countries. Among them, the elderly living alone is much higher. The proportion of elderly living alone in Korea exceeded 20% in 2018. More than 35% of elderly in rural area live alone. The Socially inclusive group is the elderly who is living alone, as a single family. Compared with Europe, Asia has a slower to develop the social support system for the elderly, this is because of the culture that children suppose to be privated support for elderly. In UK, 50% of over the age of 65 are interacting with TV and Pet, not withhumans. Therefore we can see the needs here.

Task: In this team, we try to do Facial Communication Design of AI Speaker by including Visual as well as Audio Communication of Social AI Speaker communicating with the elderly. We would like to design user (elderly) semotionally engaged experience design plus service. One small communication can make elderly smile. We designers have responsibility to lead the technology can develop into a human-centered direction.

失智老人怀旧疗法设计

课题方向：数字达人

导师：丁肇辰

协同导师：李信谦医师

关键词：失能失智、怀旧疗法、人工智能

涵盖专业：产品设计、交互设计、信息设计、影视后期（具备小程序开发能力者优先选择）

课题说明：有研究表明，我国失能失智老年人口已超 4000 万，他们的养老及医疗问题直接影响的家庭约 1 亿户。老年痴呆的社会成本几乎相当于癌症、心脏病和中风成本的总和。病人从轻度记忆力减退及认知障碍到最后的植物状态，要经历几年甚至几十年，这对病人和家属都是一个痛苦的过程。

怀旧疗法是通过回忆过去的经历，来达到治疗的作用。作为设计师，我们将通过视觉、听觉、触觉等感官介入心理学治疗，透过设计手段来实现怀旧疗法。其结果可能是一套游戏卡牌、一个互动小程序、一套疗程或者是一系列互动视频！

导师目前已经联合台北医学大学李信谦医师开始进行智能音箱怀旧疗法的课题，有较好的研究参考书籍与数据，相信透过同学们的创意，我们能真正地在医学怀旧疗法方法内有所突破，并得到临床验证。

Reminiscence Therapy Design For Mentally & Physically Disabled Elderly

Direction: Digital Master

Tutor: Ding Zhaochen

Co-Tutor: Li Xinqian

Keywords: Disability & Alzheimer, reminiscence therapy, AI Technology

Majors Including: Product Design, Interaction Design, Information Design, Information Technology, Video-Post Production (Mini Program development capability preferred) .

Course Description: Studies have shown that the number of disabled and demented elderly people in China has exceeded 40 million, and their family care and medical problems directly affect about 100 million households. The social cost of Alzheimer's disease is almost equal to the sum of the costs of cancer, heart

disease and stroke. From mild memory loss and cognitive impairment to the final vegetative state, patients have to go through years or even decades, which is a painful process for patients and their families.

Reminiscence therapy is to achieve healing by recalling past experiences. As a designer, we will implement sensory, auditory, tactile and other sensory interventions in psychotherapy, through design methods to achieve the therapy. The result could be a set of game cards, an interactive little program, a course of treatment, or a series of interactive videos!

The instructor has already started the task of Reminiscence therapy for smart speakers with the doctor of the Taipei Medical University with a good research reference book and data. Through the creativity of the students, we can truly make breakthroughs in the Reminiscence treatment of medicine, and obtain clinical verification.

“科举”

课题方向：数字达人

导师：宁兵

关键词：沟通、共享、数字生活

涵盖专业：产品设计、交互设计、数字媒体、视觉传达

课题说明：“科举”是一个老派的词，老年人都明白易懂，这里我们赋予它一个新的时代含义，“科”—数字科技，“举”—高手“达人”。“科举”项目，是一次考试？是一次新尝试？还是一个游戏？都有可能。有一点愿景：我们希望老年人的生活也能多姿多彩，希望让老年人接触、接受、使用、享受数字生活应用，既让他们享受时代红利，也和儿孙辈们增进交流，产生话题。

"KE JU" — Science Master (tentative name)

Direction: Digital Master

Tutor: Ning Bing

Keywords: Communication, Sharing, Digital Life.

Majors Including: Product Design, Interaction Design, Digital Media, Visual Communication.

Course Description: "Imperial examination" is an old school word, witch all the old people understand, here we give it a meaning of new era, "ke"—digital technology, "ju"—master & talent. "Imperial examination" project, is a test? A new endeavor? Is it a game? It could be anything. Here is our vision: we want the elderly to have a colorful life, to have access to accept use and enjoy the apps of digital life, so that they can not only enjoy the benefits of the times, but also increase communication and share topics with their children and grandchildren.

老年人群乐龄游戏产品开发

课题方向：数字达人

导师：李芳宇

关键词：乐龄游戏、社交、用户体验

涵盖专业：产品设计、交互设计、心理学、社会学、视觉传达、计算机科学与技术、影视后期

课题说明：随着信息化和智能化社会的发展，在老龄化社会来临的当下和未来，老年人在生理、心理和认知等方面的功能衰退，对老年娱乐休闲及强健身心的需求日益凸显。本课题尝试从乐龄游戏开发的角度，探索符合老年人生理、心理和认知等特征的游戏娱乐产品和服务，为提升老年人晚年生活的关怀和幸福感做一些力所能及的研究和设计。

Aging Friendly Game Product Development

Direction: Digital Master

Tutor: Li Fangyu

Keywords: Aging Friendly, Socializing, UX

Majors Including: Product Design, Interaction Design, Psychology, Sociology, Visual Communication, Computer Science and Technology, Video-Post Production.

Course Description: With the development of information and intelligent society, the function of the elderly in the physical, psychological and cognitive is declining in the present and future of the aging society, the demand for the elderly entertainment and fitness is increasingly. This topic attempts to explore game products and services that meet the physiological, psychological and cognitive characteristics of the elderly from the perspective of the development of aging friendly games, and to do some research and design to improve the care and happiness of the elderly in their later years.

虚拟爷奶

课题方向：网红爷奶

导师：杜尽知

关键词：虚拟偶像、短视频、角色设计、人工智能

涵盖专业：交互设计、视觉传达、影视后期、动画、漫画

课题说明：虚拟现实社交是目前学术界和工业界都非常关注的热点话题，市场上各类虚拟偶像层出不穷。从线上到线下，虚拟偶像已经逐渐进入到了普通人的生活当中，从初音未来，Gorillaz 再到现在大热的绊爱，虚拟偶像和真实偶像之间的界限也越来越模糊。而本课题基于此背景，以老年人为原型，试图打造一个与众不同，全年龄段都能接受并喜爱的虚拟网红爷奶。

Virtual Elderly

Direction: Senior Celebrity

Tutor: Du Jinzhi

Keywords: Virtual Idol, Short Video, Character Design, Artificial Intelligence.

Majors Including: Interaction Design, Visual Communication, Video Post-Production, Animation and Comics.

Course Description: Virtual reality socialization is a hot topic that is of great concern to both academic and industrial circles. Various virtual idols are emerging in the market. From online to offline, virtual idols have gradually entered the lives of ordinary people. From the Hatsune Miku, Gorillaz to Kizuna AI, the boundary between virtual idols and real idols is becoming more and more blurred. Based on this background, this topic is based on the elderly, trying to create a virtual network red milk that is different and can be accepted and loved by all ages.

银发 disco 社团

课题方向：网红爷奶

导师：郝杰

关键词：打造网红老年人，品牌化，信息可视化，参与感

涵盖专业：用户调研，视觉传达，信息设计，交互设计，品牌设计

课题说明：迪斯科 disco 作为 70 年代初兴起的一种流行舞曲，风靡当时的年轻人，转眼跳 disco 年轻人已步入银发。爷爷奶奶依然引领各个方向的潮流，发现老人技艺特点并打造网红老人。如何打造老年人品牌文化让其融入年轻人文娱社会？通过用户调研及品牌打造让社会认识新银发。

Senior Disco Community

Direction: Senior Celebrity

Tutor: Hao Jie

Keywords: Create Senior Online Celebrity, Branding, Information Visualization, Sense of Participation.

Majors Including: User Research, Visual Communication, Information Design, Interaction Design, Brand Design.

Course Description: As a kind of popular dance music rising in the early 1970s, disco was very popular among young people at that time. Grandpa and grandma are still leading that trend in many ways. This task is about discovering the techniques that old people have and creating senior online celebrities. How to build the brand culture of the elderly and integrate that into the modern society of young people? Let the society know the new elderly through user research and brand building.

不插电 Facetime

课题方向：地区生活

导师：史蒂芬·卡兹

关键词：社交聚会，真实生活中的个人互动，跨代沟通，公共空间建设，人与人之间的联系

涵盖专业：产品设计，视觉传达

课题说明：中国人常有见面交流的习惯。公共或私人空间都服务于社交聚会和跨代交流。在设计马拉松中，我们想要找到这些空间和时刻。我们要特别回顾历史，看看是否有一些强烈的习惯、传统惯例或特别的庆祝活动，这些可能已经被遗忘和遗忘了，但具有巨大的复兴和融入现代世界的潜力。广泛调研后，我们希望了解那些可以加强年轻人和老年人之间的沟通起关键作用的基本组成部分。作为一个基于产品设计的工作室，我们对这些场合中使用的物品和家具有着特殊的兴趣。最终成果，我们将设计一个现存的历史作品的现代版本，或一系列新的物品和家具。

Facetime unplugged

Direction: Local Lifestyle

Tutor: Steffen Kaz

Keywords: Social gathering, real life personal interaction, cross generational communication, communal space building, connecting people.

Majors Including: Product design, Visual communication.

Course Description: Chinese life is full of spaces and moments where people meet and communicate. Spaces either public or private serving the idea of social gatherings and cross generational communication. In the occasion of the design marathon we want to discover these spaces and moments. We want to specifically look into history and see if there have been strong habits, traditional routines, or special celebrations, which might have been lost and forgotten, but having a great potential of revitalization and integration into our modern world. After an extensive research phase, we want to gain an understanding of the essential components playing a key role to enhance the communication between the young and the elderly. As a product design-based workshop we have a specific interest in the objects and furniture being used in these occasions. As consequence and final result, we will design a modern adaptation of the found historic pieces, or a series of new objects and furniture.

街角的观众席

课题方向：地区生活

导师：李伟洽

协同导师：高原

关键词：观看，察觉，公共空间，行为

涵盖专业：建筑设计、交互设计、信息设计、视觉传达、产品设计、摄影等

课题说明：我们的城市中，在饭前午后，总会看到很多悠闲的老人，坐在街角的树墩上、街边的长椅上、面对街道的门外，观察着这个城市的一切。无论他们是一个人靠着墙坐着、聚在一起闲聊，还是在树下打麻将，当你在他们周围活动时，他们充满了好奇的目光会追随着你，却一句话不说。我们这个课题，就是希望搞清楚他们在看什么？想什么？也许他们会有一些话想对我们说呢？

The Auditorium at The Street Corner

Direction: Local Lifestyle

Tutor: Li Weihan

Co-Tutor: Gao Yuan

Keywords: Observation, Detection, Public Space, Behavior.

Majors Including: Architectural Design, Interaction Design, Information Design, Visual Communication, Product Design, Photography, etc.

Course Description: In the afternoon before dinner, we will always see a lot of leisurely old people sitting on the tree stumps on the corners, on the benches on the street, facing the streets, and observing everything in the city. Whether they are sitting alone against a wall, gathering together, or playing mahjong under the tree, when you are around them, their curious eyes will silently follow you. Our topic is to find out what they are looking at? What they are think about? what they want to talk to us?

锦囊妙计

课题方向：长者叮嘱

导师：黄文宗

关键词：代际共融、青银共居、共享经济、知识运营

涵盖专业：产品设计、交互设计、信息设计、市场营销、媒体传播

课题说明：2003年夏天欧洲气温极端炎热，法国有将近 15,000 名独居老人热死，因此催生出“青银共居”的概念，希望一方面解决银发族独居的风险；一方面也缓和青年住屋问题，实践跨代共融与共享经济的理念，如荷兰 Humanities、美国 Judson Manor、日本“街 ing 本乡” Home Share 计划等。德国 Geku-Haus 公寓，青年多从事广告营销或是艺术家，长者有织布高手、艺术史教授、会计师等具特殊工艺的职人，有人利用过往人脉写推荐信为年轻人谋职；有人聆听年轻人提案后巧手为他们做模型；有人曾是会计师为年轻人的创业预算表指点迷津，这样的模式可以实体产生当然有更多其他可能。电影实习生（The Intern）中七十岁的 Robert De Niro 在求职自我介绍里说：“音乐家不会退休，直到他心中没有音乐才会停止。”俗话说“家有一老如有一宝”每位老人都身怀由经验与智慧交织而成的锦囊妙计，所带来的产值不只是“橘色商机”，更可能是用钱买不到的价值。

That Old Ace in The Hole

Direction: Senior Advices

Tutor: Huang Wenzong

Keywords: Intergenerational Integration, Intergenerational Co-Habitant, Sharing Economy, Knowledge Operation.

Majors Including: Product Design, Interaction Design, Information Design, Marketing and Media Communication.

Course Description: In the summer of 2003, the temperature in Europe was extremely hot. Nearly 15,000 elderly people living alone in France died of heat. This led to the concept of "Intergenerational Co-Habitant", hoping to solve the risk of the silver-haired people living alone; on the one hand, it also eased the problem of youth housing, and practiced across the concept of communion and sharing economy, such as Humanities in the Netherlands, Judson Manor in the United States, and Home Share in Japan. At the Geku-Haus apartment in Germany,

young people are mostly engaged in advertising marketing or artists. The elders are masters of weaving, professors of art history, accountants and other special craftsmen. Some people use the past contacts to write letters of recommendation for young people; some listen to young people. After the proposal, people make a model for them; some people used to be accountants for the young people's entrepreneurial budget table to guide the maze, such a model can be generated by entities, of course, there are more possibilities. Robert Inter Niro, 70, of the movie "The Intern", said in his job-seeking self-introduction: "The musician will not retire until he has no music in his heart." As the saying goes, "Where there is an elderly, there is a treasure." The old man is surrounded by experience and wisdom, and the output value is not only the "Orange Business Opportunity", but also the value that can never be bought with money.

MARATHON TUTORS





丁肇辰

北京服装学院教授、新媒体系主任

北京服装学院教授新媒体系主任、北京大学软件与微电子学院兼职硕士导师。美国德克萨斯州大学建筑学硕士、清华大学设计学博士、意大利米兰理工大学博士后研究员。曾受聘负责多个全球 500 强企业的互联网建设。主持多项国际合作项目和国家级科研课题，并受邀在甲骨文、思科、戴姆勒、雅虎等企业发表演讲。

Ding Zhaochen

Professor of Beijing Institute of Fashion Technology,
Director of New Media Department

Zhaochen Ding is the Professor and the Director of the New Media Department of Beijing Institute of Fashion Technology and an adjunct graduate advisor of the School of Software and Microelectronics of Peking University. He earned his master's degree in Architecture from University of Texas, and Ph.D. in Design from Tsinghua University. He is also a postdoctoral fellow in Polytechnic University of Milan. He was hired to be responsible for the Internet services of Fortune 500 companies. He has hosted a number of international cooperation projects and national research projects, and was invited to give speeches at companies such as Oracle, Cisco, Daimler, Yahoo, etc.

**安·法伦** (澳大利亚, 珀斯)

澳大利亚科廷大学时尚系主任

澳大利亚科廷大学时尚学专业主任。担任教职期间曾经采取了一系列重大举措来促进技术和设计之间的合作与研究。2012年建立时装设计与研究中心, 2016年为澳洲珀斯时装节举办加工技术展览。目前工作是向澳大利亚研究委员会提交一个重大的国际合作研究项目, 运用数字技术来探究提高服装“耐穿性”的创新方案。

Anne Farren (Perth, Australia)

Director of Fashion Department, Curtin University

Dr. Anne Farren is the Coordinator of Fashion at Curtin University, Australia. She has taken a series of initiatives to promote research collaboratuon between science and design. She co-curated Fashioning Technology with international consultant Bradley Quinn, for the Perth Fashion Festival in 2016. An exhibition including works from individuals and institutions in China, Australia and Europe. Her current research involves interdisciplinary collaboration, which aims to develop innovative design solutions to improve the "wearability" and performance of specialist apparel.



吴建莹

西安欧亚学院艾德艺术设计学院副院长

台湾艺术大学与法国巴黎高等美术学院硕士。自 2012 年起活跃于艺术领域，并同时思考社会、教育与艺术的边界关系。2012 年获巴黎跨界舞蹈大赛第二名，2013 年获台北美术奖优选，并受邀参加语法学：当代录像趋势、2014 台北双年展等当代艺术展。自 2014 年底从事艺术设计教育工作，策划多项展览与国际性教学活动。

Chien-Ying Wu

Vice Dean, College of Art and Design,

Xi'an Eurasia University

Master of National Taiwan University of Arts and the École Supérieure Libre d'art de Paris. She has been Active in the art industry since 2012, thinking about the boundaries between society, education and art. In 2012, she won the second place in the Paris Cross-border Dance Competition. In 2013, she won the Taipei Arts Award Distinction Award and was invited to participate in Grammar: Contemporary Video Trends, 2014 Taipei Biennale and other contemporary art exhibitions. Since the end of 2014, She has been engaged in the education of art design, planning a number of exhibitions and international teaching activities.

**安晟喜** (韩国, 首尔)

韩国弘益大学助理教授

韩国弘益大学助理教授, 英国金匠大学研究员、湖南大学副教授。英国布鲁内尔大学设计创新战略学博士, 论文曾经发表于 CHI、DMI 和 Cumulus。曾经在光州国际设计双年展和伦敦建筑节以及米兰设计周策划展览。参与过多个韩国、中国和美国的公共设计项目, 同时为政府和大型国际公司(如三星)做咨询。

Ahn Sunghee (Seoul, Korea)

Assistant Professor, Hongik University

Sunghee Ahn is now an assistant professor at Hongik University. She was a researcher at Goldsmiths, University of London, and Associate Professor at Hunan University. Ahn graduated from Brunel University with a Ph.D. in Design Strategy and Innovation. She was published in various conferences and journals CHI, DMI and Cumulus. She was curated some project and exhibitions for the Gwangju Design Biennale and the London Architecture Festival, and Milan Design Week. She participated in several public design projects in Korea, China and the United States, as well as consulting for government and international companies such as Samsung.



朴智瑄 (韩国, 首尔)

韩国祥明大学创意设计品牌开发研究所首席研究员

前祥明大学创意融合设计中心特聘教授。她还是韩国国家研究基金会弘益大学产学合作的联合研究员，主要研究：采用双向进化结构优化算法和机器人制造的预制建筑的设计和建造。获得弘益大学博士学位，澳大利亚皇家墨尔本理工大学交换项目与学士学位，诺丁汉特伦特大学纺织品设计荣誉学士学位，英国 MMU 纺织品硕士学位。Jisun 的作品通过体现了对于多维材料结构在多相空间的理解。致力于探究设计的可持续性，在高速发展时代，新技术和手工工艺之间的整合价值。

Park Jisun (Seoul, Korea)

Principal researcher at The Center of Creative Design Brand Development in Sangmyung University

Dr. Park Jisun is a principal researcher at The Center of Creative Design Brand Development and former special professor at the Center of Creative Convergence Design in Sangmyung University. She is also a Co-Researcher at Industry-academic cooperation of Hongik University under National Research Foundation of Korea with the topic: Design and Construction of Prefabricated Building with Bi-directional Evolutionary Structural Optimization Algorithms and Robotic Fabrication. Jisun has international education background. She has done Ph.D. in Hongik University of Korea, undergraduate course and exchange program completion at RMIT University of Australia, BA(hons)Textile Design at Nottingham Trent University and MA Textiles of MMU in the UK. Jisun's artworks are embodied through understanding multidimensional constructed textile structure in heterogeneous other spaces. Her research interests are in design sustainability, integrated value between new technology and manual craftsmanship in the era of speed.

**斯特芬·卡兹** (德国, 斯图加特)

米兰新美术学院教授

在米兰创立了设计工作室 Lorenz+Kaz, 合伙人是 Catharina Lorenz。工作室与各大国际品牌有过合作, 设计领域包括家具设计、室内设计、安装设计、平面设计、战略设计、艺术指导和工业设计。他们的作品获得多项大奖例如德国红点最佳设计奖、美国芝加哥雅典娜优秀设计奖, 德国设计特别提名奖。他们的作品也经常受邀参加国际知名展览。从 2017 年起, 于意大利新美术学院执教。2003-2017 曾执教于意大利博尔扎诺大学。

Steffen Kaz (Stuttgart, Germany)

Professor, Nuova Accademia di Belle Arti

He founded the design studio Lorenz + Kaz together with Catharina Lorenz in Milan, working for renowned international brands. Their work ranges from furniture design, interior design, installations, graphic design, strategic design, art direction and industrial design.

Their work received several international awards including the Red Dot Best of Best Design Award, Germany, Chicago Athenaeum Good Design Award USA, German Design Award Special Mention and furthermore their work is part of prestigious international exhibitions. From 2003 until 2017 he was Professor a.c. at the University of Bolzano, teaching at the Faculty of Art and Design. Since 2017 he teaches at the Nuova Accademia di Belli Arti/ Naba Milan.



吴立行

南开大学文学院艺术设计系副教授

南开大学文学院艺术设计系视觉传达设计教研室主任、副教授。从台北、北京到天津，多年来专注于美术学、设计学、传播学、营销策划学、人类学、社会学、艺术创作、文化研究等，游走于艺术家、设计师、大学教师、文化创意人、艺术馆馆长、策展人等不同身份及领域。乐于将诸多不同因素，创造性地统整在生活与事业中，通过跨领域学习与整合思考的方式，来开拓新视野、寻找新观点，发现新的可能性。

Wu Lixing

Associate Professor, Nankai University

Director and Associate Professor of the Department of Visual Communication Design, School of Art and Design, Nankai University. From Taipei, Beijing to Tianjin, he has spent many years focusing on art, design, communication, marketing planning, anthropology, sociology, artistic creation, cultural studies, etc. Serving as an artist, a designer, a university teacher, an art curator, and other different identities in fields he is interested in integrating many different elements in his life and career in order to explore new horizons, ideas and possibilities.



王晨

新华网融媒体未来研究院副院长

新华网融媒体未来研究院副院长，领衔科学家。荷兰国家数学计算机研究所计算机科学博士，荷兰代尔夫特理工大学电子工程硕士。研究方向为情感计算与人工智能。在基于物联网方向的传感器设计研发，人的情绪识别和情感计算等领域有显著成果，曾经参与剧场，博物馆，在线学习，广告评测，车媒体，大健康，儿童教育等领域的研究成果获得了学术和业界的双重认可。

Wang Chen

Associate Dean of the Future Media Convergence
Institute (FMCI) of Xinhua Net

Chen Wang is the Vice Director at FMCI, Xinhua Net. Her interest is on user experience by using wearables. She received a bachelor degree of science in telecommunication engineering from Nanjing University of Posts and Telecommunications of China, and the master of science in electrical engineering from Delft University of Technology of the Netherlands. During her PhD study in the National Research Center of Mathematics and Computer Science, the Netherlands, Chen Wang shifted to physiological computing on user experience evaluation. Her research is unique, combining Human-Computer Interaction, data science, hardware design, and networking. Chen Wang has published her results in top venues like ACM CHI, ACM CSCW, ACM C&C, NordiCHI, PhyCS, and QoMEX.



黄文宗

台湾中原大学副教授

中原大学商业设计系副教授兼设计学院全球化推动办公室主任、博导。澳大利亚阳光海岸大学艺术创作博士。研究领域为：品牌与整合营销、用户体验与社会设计、文创 IP 与动漫产业等。现任 AIS 亚洲插画协会副秘书长、台湾海报设计协会理事、中华平面设计协会监事、行政院公共工程采购委员。

Huang Wenzong

Associate Professor, Chung Yuan Christian University

Wenzong Huang is associate professor of Commercial Design Department, Director of the Globalization Promotion office of School of Design and Ph. D. student advisor at Chung Yuan Christian University. He earned his Ph.D. in Art Creation from University of the Sunshine Coast. His work includes brand and integrated marketing, user experience and social design, cultural and creative industry, animation industry and so on. He is currently served as Deputy Secretary-General of Asia Illustration Society (AIS), Director of Taiwan Poster Design Association, Supervisor of China Graphic Design Association and Executive Yuan Procurement Committee of Public Construction.



何颂飞

北京服装学院副教授

北京服装学院产品设计专业教师、中国生活方式设计研究院副院长。清华大学协同创新与生态设计中心研究员。中关村工业设计产业协会副会长。擅长跨学科协同创新和系统创新设计，主要研究方向：跨界协同创新、文化可持续设计、产品系统与服务设计、生活方式设计、智能可穿戴与时尚设计。

He Songfei

Associate Professor, Beijing Institute of Fashion
Technology

Songfei He is professional teacher of Product Design Major of Beijing Institute of Fashion Technology, Vice President of China Lifestyle Design and Research Institute, Vice President of Zhongguancun Industrial Design Industry Association and served as Researcher at the Center for Collaborative Innovation and Ecological Design at Tsinghua University. He is good at interdisciplinary collaborative innovation and system innovation design. Mainly he researches on cross-border collaborative innovation, cultural sustainable design, product system and service design, lifestyle design, smart wearable and fashion design.



熊红云

北京服装学院副教授

北京服装学院艺术设计学院新媒体系副教授，硕士导师，教育部中国大学生计算机设计大赛专业评委。出版专著《锦绣广西》，运营互联网订阅号专刊《锦绣》。多年来一直致力于交互设计、儿童智能产品设计、未来数字生活方式设计、民族服饰的数字化保护、互联网产品设计等方面的研究。

Xiong Hongyun

Associate Professor, Beijing Institute of Fashion
Technology

Associate Professor and M.sc Supervisor of the New Media Department of the School of Art and Design of Beijing Institute of Fashion Technology, Professional Judge of the Chinese University Student Computer Design Competition hosted by Ministry of Education. He published the monograph Golden Embroidery Guangxi and operated the special edition of the Internet subscription Jinxiu. For many years, he has been working on interactive design, children's smart product design, future digital lifestyle design, digital protection of ethnical costumes and web product design and so on.



李信谦

台北医学大学教授

李信谦医师目前服务于台湾台北医学大学，为医学院医学系精神学科专任副教授并兼任医学院睡眠研究中心主任，主要专长除睡眠医学，也是资深精神科专科医师，并有公共卫生与社会医学训练背景。除教学外，实务工作服务于台湾新北市双和医院并担任精神科主任。李医师也活跃于台湾睡眠医学学界领域，担任台湾睡眠医学学会理事多年，过去发表百篇 SCI 论文，并主持多起睡眠医学与精神医学相关研究以及药物试验。

Li Xinqian

Professor, Taipei Medical University

Dr. Lee serves as the Director of the Research Center of Sleep Medicine at Taipei Medical University. He is a Psychiatric and Sleep physician and an active member of the Taipei Society of Sleep Medicine. He currently serves as the Chair and Attending Psychiatric at the Department of Psychiatry at Taipei Medical University. He's published dozens of research papers on Sleep and Psychiatry.



汪晓春

北京邮电大学副教授

数字媒体与设计艺术学院工业设计系副教授、硕士生导师。多年来从事综合造型基础、系统设计、计算机辅助设计、品牌形象与设计战略等课程的教学，在教学的同时也承担了数十项企业横向设计课题，和北京市社科基金、教育部人文社科基金等纵向项目。有较丰富的设计项目实践经验，近年来关注老龄设计以及跨学科的交叉可能。

Wang Xiaochun

Associate Professor, Beijing University of Posts and Telecommunications

Associate Professor and Master's Supervisor, Department of Industrial Design, School of Digital Media and Design Art. He has been engaged in the teaching of the Foundation of Comprehensive Modelling, System Design, Computer-aided Design, Brand Image and Design Strategy for many years. He has also undertaken dozens of design projects enterprises while teaching, as well as Beijing Social Science Fund and Humanities & Social Science, Ministry of Education. With abundant practical experience in design projects, he has been focusing on ageing design and the crossover possibilities of interdisciplinary in recent years.



李芳宇

西南交通大学副教授

西南交通大学建筑与设计学院工业设计系副教授，西南交通大学国际老龄科学研究院研究员，博士，硕士生导师，系主任。澳大利亚昆士兰科技大学计算机系CHI方向访问学者。中国机械工程学会工业设计分会理事，长江经济带创新设计产业联盟副秘书长。长期从事 HCI 人机交互设计、老龄化背景下产品交互设计研究、医疗健康产品交互设计研究、服务设计研究和应用人机工程研究。

Li Fangyu

Associate Professor, Southwest Jiaotong University

Associate Professor, Department of Industrial Design, School of Architecture and Design, Southwest Jiaotong University. Research Fellow of National Interdisciplinary Institute of Aging of Southwest Jiaotong University, Ph.D. Supervisor, Master's Supervisor, Deputy Dean. CHI Visiting Scholar, Department of Computer Science, Queensland University of Science and Technology, Australia. Director of Industrial Design Branch of China Mechanical Engineering Society and Deputy Secretary-General of Innovative Design Industry Alliance of Yangtze River Economic Belt. She has been engaged in HCI human-computer interaction design for a long time, product interaction design research with the background of ageing, research of medical and health product interaction design, service design research and applied human-computer engineering research.



宁兵

北京服装学院数字生活方式专业方向负责人

北京服装学院数字生活方式方向负责人，立方游戏工作室负责人，BiG 独立游戏社团导师。专注于智能交互、游戏化设计领域的研究与创作。曾为长城、清华同方、东方医疗等多家上市公司提供产品服务并执行量产面市。近年主持服饰数字智能搭配系统、艺术作品虚拟展示系统、为数字设计结合市场提供有效解决方案。

Ning Bing

Head of Digital Lifestyle Profession of Beijing Institute of Fashion Technology

Bing Ning is the Head of Digital Lifestyle of Beijing Institute of Fashion Technology, head of Cube Game Studio, and the mentor of BiG Independent Game Club. Focus on research and creation in the field of intelligent interaction and gamification design. He has provided products and services for many listed companies such as China Great Wall Industry Corporation (CGWIC), Tsinghua Tongfang and Guangdong Orient Medical Industry Management Co., Ltd., and has implemented mass production on market. In recent years, he has been working on a digital smart matching system for clothing, a virtual display system for art works, and an effective solution to combining digital design and the market.



李伟滄

北京服装学院环境设计系讲师

景观建筑师，北京服装学院环境设计系讲师。德国慕尼黑工业大学景观建筑硕士。研究方向为城市更新，城市公共空间，工业景观等。近期专注于城市空间开放性与公共性研究。主要作品有威尼斯 italgas 场地改造，德国科布伦茨城堡景观改造。研究课题包括淮南采煤沉陷区景观规划等。

Li Weihang

Lecturer, Environment Design Department, Beijing Institute of Fashion Technology

Weihang Li is a landscape architect, lecturer of Environmental Design Department of Beijing Institute of Fashion Technology. He obtained a master degree of Landscape Architecture from Technical University of Munich. His research direction including urban renewal, urban public space, industrial landscape and so on and he is recently focusing on the openness and publicity of urban space. The notable works include the transformation of the Italgas site in Venice and the renovation of the castle in Koblenz, Germany. His research topics include landscape planning for coal mining subsidence areas in Huainan, etc.



杜尽知

北京服装学院动画系讲师

动画导演，北京服装学院动画系讲师，美国南加州大学电影学院动画与数字艺术专业硕士，焕象动画工作室联合创始人。曾工作于美国 Halon Entertainment 工作室，为迪士尼、二十世纪福克斯等多家企业提供电影、交互产品动态预演服务。

Du Jinzhi

Lecturer, Animation Department, Beijing Institute of Fashion Technology

Animation Director, Lecturer, Department of Animation, Beijing Institute of Fashion Technology, Master of Animation and Digital Arts, USC School of Cinematic Arts, Co-founder of Huanxiang Animation Studio. He used to work in Halon Entertainment studio in the United States, provide dynamic preview services for movies and interactive products for Disney, 20th Century Fox and other enterprises.



郝杰

北京服装学院新媒体系讲师

新媒体艺术家，北京服装学院新媒体系讲师，英国皇家艺术学院硕士，专业方向为视觉设计和交互机械装置。曾工作于英国皇家格林威治博物馆，北京设计周，伦敦埃森哲公司等。其作品专注于感觉，可参与性和装置与空间的关系，曾在北京，伦敦，曼彻斯特等多地展出。

Hao Jie

Lecturer, New Media Department, Beijing Institute of Fashion Technology

New Media Artist, Lecturer, Department of New Media, Beijing Institute of Fashion, Master of Arts, Royal College of Art, majoring in Visual Design and Interactive Machinery. She used to work at the Royal Greenwich Museum, Beijing Design Week, Accenture Company, London, etc. Her works focus on feeling, participability and the relationship between devices and space, exhibited in Beijing, London, Manchester and other places.

**REFLECTION
FROM THE
MARATHON
STUDENTS**



进城老人生活与隔代教养问题

王思雨 / 南京艺术学院

设计马拉松活动说是一场活动，不如说是面向逐步进入老龄化社会的一次深入了解。每一个参加此次活动的人，相信都能获益良多。我们小组的选题是“进城老人生活与隔代教养问题”。导师吴建莹老师风趣幽默、认真负责。小组成员一共6人，虽然分别来自不同的学校，但是配合默契。

我们深知每一个机会都来之不易，所以非常开心可以参与此次活动。从报名成功到现在调研基本结束，一直充满激情！导师尽职尽责的辅导我们，对我们项目的进展起到了不可估量的作用。小组的每一位成员都能积极的完成任务并提出自己的看法，调研过程进展顺利。

在进行实地访谈调研的短短的几天时间里，让我学习到了很多。中国目前正在慢慢的进入老龄化社会，老年人的需求是我们每一个人未来的需求。作为设计者我们不过是在尽一份心，出一份力。既然老龄化无法避免，老人进城照顾孩子的现象也无法躲避，那么就想办法改善，这是我们作为设计从业者的责任。并不是一定要做一些轰轰烈烈的改变，即使是小小的动作都会有巨大变化。

访谈中，难免会遭到别人的质疑和误会，甚至是冷眼相看。这时候我们要想好预案，尽可能的从源头避免，展现自己的耐力和口才，用平常心和耐心才可能让别人相信自己！虽然过程不易，但是结束后有很多收获与感想。首先是从访谈过程中，学会了一种新的访谈方法，得到了访谈能力上的提高。其次，在此次访谈过程中认识了很多长辈，也是最值得珍惜的。最后，从这次访谈的结果来看，老人进城照顾孙辈这一现象非常普遍，在这个大环境之中，问题也是层出不穷。老人们对孙辈的喜爱和对于子女忙碌生

活的心疼，使得他们愿意克服身体上的劳累或者是精神上的疲倦。这个课题项目意义重大，我们也将更加认真的去面对与探讨。

再次感谢马拉松组委会给予我的这次参与活动的机会。即使比赛结束，我也会一直把“进城老人生活与隔代教养问题”课题继续下去，不辜负这次机会。

Elderly City Migration & Interenerational Education

Wang Siyu / Nanjing University of the Arts

Design Day Marathon is not only an activity but also in-depth knowledge of the usual entrance into an aging society. Everyone who participated in this event believed that they could benefit a lot. The topic of our group is "Elderly City Migration & Interenerational Education" Our tutor Chien-Ying Wu Wu Jianying is humorous and responsible. We have 6 groups. Although we come from different schools, we have a tacit understanding.

We know that it is hard to meet the opportunities, so I am very happy to participate in this event. From the achievement of the registration to the end of the research, there is no sense of tough work and fatigue, but full of sufficient enthusiasm. The teacher has guided us responsibly and has performed a valuable position in the development of our project. All the members of the team can accomplish the business and put forward their ideas in an effective manner, which the investigation process is proceeding smoothly.

In the few days of administering field interviews and investigation, I have learned, felt, understood, and grown a lot. If described them step by step, I am afraid it may not be able to finish in a few hours. China is gradually enrolling an aging society, which the requirements of the elderly are the future demands of everyone. As a designer, we are just arranging our sector and contributing. Since the aging problem cannot be avoided, the phenom of older people taking care of children in the city cannot prevent. Therefore, people need to discover methods to improve the situation. Thus, it is our duty as a design practitioner, which is not required to do some dynamic changes. Because even small moves will have a huge influence.

In the conversation, they will inevitably be questioned and misinterpreted by others, even ignored by others. Meanwhile, we must consider the method to

prevent it as much as possible from the source. Then, people should give lots of endurance and eloquence to treat them with normality. Also, have perseverance and patience so that others can believe and trust in themselves. Even the process is not accessible, and there are numerous gains and awareness after the end. First of all, to learn a new way of interviewing from the interview procedure and get an advance in questioning technique. Secondly, we have met several elders during this interview. Hence, it is something that we cannot change, and it is also deserving cherishing. Eventually, from the consequences of the meeting, it is prevalent for the elderly to participate in the city to take care of their grandchildren. In this extensive background, the difficulties are continuous. Older people's love for their grandchildren and their distressed lives for their children cause them willing to defeat physical weakness or mental exhaustion. Thus, the project is of considerable importance, and we will meet and discuss it more thoughtfully.

Thanks again to the DDM Committee for providing me this chance to engage in this activity. Even after the game is done, I will maintain the task of Elderly City Migration & Interenerational Education and live up to this opportunity.

老人的记忆整理设计

高苗雨 / 燕山大学

这个暑假在导师的推荐下了解到北京设计马拉松活动，今年的设计马拉松主题是“青银共创未来”。看到报名信息后我便兴致勃勃地马上提交了自己的个人信息以及作品集，很快在7月初收到了入围比赛的短信通知。组委会在微信群发布了本次活动的任务书，我们可以自己选择导师。很开心加入了北京服装学院何颂飞导师的课题组。我们组的任务是围绕“老年人记忆整理”进行服务设计。

调研过程：

前期调研工作并不是十分理想，大家容易先入为主，固有概念太深，想当然说我要为老年人设计一个 app 帮助他们来记录人生的经历，或者我要给老年人设计一款智能产品辅助记忆等等。老师指出不是上来就说我们要做个 app。因为我们做的不是 app，不是 AI，做的是老年人的生活方式，是我们和老年人的关系，更是现代社会中的家庭关系，家族文化的一种传承。于是我马上展开调研，小组人员首选了自己的长辈们作为访谈对象，我决定对居住地周围的长辈们进行调研，听一下不同的“声音”。

用户访谈

接下来显然就要了解我们用户想要什么了。谁是用户：为了调研顺利，访谈对象找了几个逻辑清晰，表达顺畅的爷爷作为我的用户。访谈什么：首先关心的就是他们现在的生活状态和生活方式，引导他们回忆一下自己年轻时候的故事，最值得纪念的事物或者一些不为人知的小秘密。找谁访谈：缩小在自己居住小区周围的几个社区。统计分析：大家生活状态多是自己和老伴居住，对往事的回忆侃侃而谈，对家里的后辈都希望他们记住家里的传承和家训。

显然，调研过程中发现很多意外的收获，整理在了电子文档里，及时和导师组员互相探讨我们的进程，在老师一步步指点下慢慢丰富调研内容，分类整理出各种信息，从而找出真正希望解决的痛点，信息不具体，不吸引人就做不出好的设计。马上要迎来大赛的中期检查，小组成员都在整理着自己的思路，相信最后一定可以产出大家都满意的设计方案。

Consolidation Design for the Senior

Gao Miaoyu / Yanshan University

In the summer, with the recommendation of the advisor, I discovered the Beijing Design Day Marathon. The theme of Design Marathon is Co-create Future with Youth & Elderly this year. After viewing the registration message, I instantly proposed my information and collections with great interest and soon gained a text message notification of the finalists in early July. The DDM committee issued the task of the activity through WeChat group chat, which participants can choose the instructor by themselves. I am delighted to join a group of tutor He Songfei from the Beijing Institute of Fashion Technology. The assignment of our team is to produce services around Consolidation Design for the Senior.

Research process:

Actually, the previous work of investigation was hardly satisfactory. Everyone had these preconceived notions with high subjective perspective. Such as preferred to state that create an app for the elderly to support them to record their life experiences, or to make a smart product of memory of the elderly. Furthermore, the teacher pointed out that it is not necessary create an app immediately. Because we are not doing apps or AI, but doing the lifestyle for the elderly, the association between the elderly and us, and the family connection in contemporary society, a heritage of family culture. I began the research immediately, and the group members fancied their elders as their interviewees. I determined to investigate the different grandparents around my community of residence and listen to various "opinions."

User interview:

Certainly the next step was to know what our users need. Who is the user: Indeed, it is the elderly. To make the research smooth, the interviewee obtained a

few clear-minded old men as our users. What to interview: The first thing to care about is their current status of life and lifestyle, and lead them to recall their stories of youth. Also the most significant things or some little undiscovered secrets. Who to interview: Narrowing down numerous neighbourhoods around my community. Statistical analysis: Most of them live in a state with their partner, and they would like to talk about their old memories all the time. And hope that the young people will cherish the inheritance and family training carefully.

Apparently, we gained several surprising results during the investigation and they were sorted out in the electronic document. All of the team members and the tutor discuss each other's progress in time. With the teachers' supervision, the research content continuously improved, and numerous information was found out. The main points that we hope to focus. If information is not tangible and attractive enough, and we cannot produce sufficient designs without attracting people. Since the mid-term inspection of the competition is around the corner, the members of the group are tidying up their concepts, and I suppose that in the end, we will be capable of creating a design that everybody is satisfied with.

失智老人怀旧疗法设计

刘思涵 / 中央美术学院

参加阿兹海默症怀旧疗法的项目是我第一次参与到一个团体中，做一个完整的设计。一开始接触到这个课题时，我对于阿兹海默症的了解几乎为零，对于老年人的群体也没有深入的研究。在准备阶段，丁老师给我们每一周都做了很详细的安排，我们一步步地做了比较广泛而全面的调研。在调研的过程中，我也逐渐了解到了阿兹海默症人群所面临的痛苦和无助。在中国大陆，阿兹海默症人群是一个经常被忽视的群体，但是阿尔茨海默病患者已超过千万，居世界首位，并且每年以30万以上的新发病例快速增长。我们这一次，不仅仅是想做一个可以帮助到阿兹海默症患者的设计，更希望能引起社会对于阿兹海默症更多的关怀。

在调研阶段我们了解到，目前在医学上没有药物可以彻底治疗阿兹海默症，几乎所有药物只能起到缓解作用，并且会对患者身体健康有所伤害。所以，我们将研究的重点放到物理治疗上，通过对国内外物理治疗的课程，产品，组织活动，相关网站，论文文献等多方面的调研，整理思路，从中挖掘可以进行设计的点。

我在进行前期对于阿兹海默症本身的调研时，渐渐了解到，阿兹海默症是一种极其复杂的病症，而大多数人对于它的了解是很少的，也更不会理解到患病者随着病情加重所面临的恐惧。而且，阿兹海默症的表现，并不是身体上的疼痛，而是记忆退化，情绪波动大，理解力降低等等。它会使病人出现很多让人无法理解的表现，这些表现往往会使得病患的照看者（在中国，多数是家人）产生不耐烦的情绪，让患者和照看者无法产生有效的沟通，患者的需求无法得到满足，进而加重患者的病情。而怀旧疗法则是通过引导患者回忆年轻时的记忆，从而使他获得更多的自信以及安全感，进一步让他讲述自

己的故事，与外界产生互动，促进交流，提升患者的情绪，起到缓解病情的作用。

我们调研到一些欧洲与亚洲等地所做的对与阿兹海默症的怀旧疗法设计，但是这些设计在很多地方不符合中国社会一些固有的观念，或是在大陆的老年人他们年轻时的回忆也不同于西方国家的老人。所以，我们希望可以做出符合中国老年人的设计，可以让失智老人更加舒适的生活。

为更加准确的了解怀旧疗法以及阿兹海默症目前的治疗方法，丁老师还帮我们找到了李信谦医师，在百忙之中抽出时间进行电话会议，解答了我们很多疑问，也让我们的设计方向更加清晰。

目前我们的项目仍在进行中，我们还有很多困难和挑战，但是这个小组里的每一个同学都在提供不同的想法，相信我们最后可以做出一项适合中国大陆的失智老人的设计，让这个经常被“遗忘”的群体感受到温暖。

Reminiscence Therapy Design For Mentally & Physically Disabled Elderly

Liu Sihan / Central Academy of Fine Arts

It is my first time to participate in a team to produce a complete design, Reminiscence Therapy Design For Mentally & Physically Disabled Elderly. In the beginning, my knowledge of Alzheimer's disease was almost none, and I have never done an in-depth research of the elderly population. In the preparation step, each week Mr. Ding provided us a highly specific arrangement each week, and we performed a complete and comprehensive investigation stage by stage. With the progression of the investigation, I constantly acquired the pain and weakness of people with Alzheimer's disease. Furthermore, people with Alzheimer's disease are often neglected in China. However, China have more than 10 million people suffered Alzheimer's disease, ranking no.1 in the world. And it develops immediately with more than 300,000 new cases every year. Meanwhile, we are not only trying to make a design which can help people with Alzheimer's disease, but also hope to take more care for Alzheimer's disease.

In the phase of the investigation, we discovered that there is generally no medicine can fully cured Alzheimer's disease. Nearly all drugs are just be able to reduce the impacts. Yet cause some side effect. Consequently, we put the center of analysis on physical therapy, via the examination of courses, products, organizational activities, associated websites, and papers on physical therapy at

home and abroad, sorting out ideas, and mining the points that can design.

When I was attending preliminary research of Alzheimer's disease, I gradually understand that Alzheimer is remarkably complicated. Moreover, most people have little knowledge about both disease itself and the concern of the sick as the situation get worse. What is more, the appearance of Alzheimer's disease is not physical pain, but memory degradation, mood swings, decreased intelligence, and so on. It can cause many unintelligible performances in patients, which often cause hard emotions in the caregivers (mostly family members in China), making it impossible for patients and caregivers to effectively communicate. The demand cannot be met, which in turn increases the patient's condition. The nostalgic therapy is to guide the patient to recall the memories of the young, so that they can gain more confidence and security, tell more of their own story, interact with the outside world, promote communication, enhance the patient's mood, and relieving illness.

We have studied some of the nostalgic treatments for Alzheimer's disease in Europe and Asia. However those designs do not suitable for the inherent concepts of Chinese society in many places The Chinese elderly's young memories are also distinct from those of the Western countries. Consequently, we hope that we can produce a design that satisfies the requirements of the elderly in China and can secure the elderly with demented people more pleasant.

To recognize the nostalgic therapy more precisely and the contemporary treatment of Alzheimer's disease, Mr. Ding also assisted us in finding out Dr. Li Xinqian, and taking time out of the hectic schedule to explain the issues, and also make our direction more precise.

Currently, our scheme is still in progress. We still have multiple problems and difficulties, but each member of this team is providing various perspectives. I believe we can eventually create a design fit for the demented elderly in China. Let the group who is usually neglected feel better.

老年人群乐龄游戏产品开发

唐楚 / 西南交通大学

写感想听起来就像小学生作文，与其官话连篇，不如来一个项目回顾，接地气的內容都在此处了。序言：故事发生在 2019 的 6 月，我在朋友圈里发现设计马拉松的课题都挺有意思，比工科学学校里冷冰冰的金属有趣多了。于是我报了名，选择了感兴趣的课题“乐龄游戏设计”，小组里一共 6 个成员。我用这一篇文章记录了整个项目的历程。

Chapter1 文献收集 & 用户访谈。拿到一个不熟悉的领域和人群，百度谷歌都不好使。每位成员都先查查文献，看看别人都做了什么，有什么成果，这是最有效的收集正确资料的办法。对于不了解的用户，需要先做一个粗略的访谈。在这个部分我们需要解决：老年人日常都在做什么；回忆一些感兴趣的文娱活动，表达感受；老年人对于电子产品、游戏的态度；国内外在老年人游戏领域的出发点和解决方案都有哪些。如果情境允许可以做一些简单的可用性测试，重点关注：老年人在使用电子产品时对信息的认知差异，以及对交互方式理解多少，能否独立完成任务。

Chapter2 定义目标群体 & 定义问题。对以上的资料进行整理，会发现老年人的偏好层次不齐。他们表达出的机会点都需要记录下来，在小组语音讨论中进行筛选和拓展。这就是隔空的头脑风暴，这一步就需要 define 下来很多东西：明确哪些机会点是我们有能力把握的（太重要了，不能眼高手低）；确定需要解决的问题；确定用户的特征（明确细节）；脑暴出一些方案；拟出有针对性的访谈问题大纲。首先要确定好目标用户范围不能做泛老人的设计，然后需要对其做深度访谈寻找痛点。在讨论中，我们使用协作文档定下来了深度访谈的问题，尽量提出方案猜想，并记录下来，讨论完成后需要对其做市场收集和竞品分析。

我们小组此次讨论的结果是：情感设计、运动、爷孙互动是机会点。目标是设计出用户粘性的游戏，同时提升晚年生活质量和增加幸福感。目标群体 50-70 岁，心态年轻，每天有大量的时间自由支配，能使用微信社交，身体健康腿脚利索。提出了怀旧元素、儿时小游戏、果园运动任务的方案。主要访谈问题包括日常喜好、习惯（了解老人的行为、态度、观点、动机）、对游戏的态度、对方案意向的测试。

8 月的时间主要在完成以上内容。以下是 9 月的计划：

深度访谈 & 确定设计方向。此前讨论并确定好的信息应该形成报告文档了，这次将对竞品进行讨论和 brainstorming，主要解决问题：访谈中的出彩点、体验地图（如果需要）的绘制、我们要做一个什么产品、技术的调研和规划。方案表现 & 原型产品：细化使用场景和流程、创作故事版或脚本便于理解、原型制作、产品使用视频。

收获：这个活动可以看做一个学校的大作业，由于太像作业了，过程中我们也跑偏了路子，体会到“不能闭门造车，一拍脑门就做出了设计”。比如只做了一次粗略的调研就私下定好了方案，甚至都在讨论细节的时候，被老师及时叫停，让我们再去做深度的访谈，以确定“老人是否真的需要怀旧”、“我们提出的设计点目标人群是否真的能 get 到”等问题。虽然在学校做作业时，用户研究的部分大家都没有太在意，甚至有时候是倒推出来的前期调研。但在设计工作中要真正为用户去做设计，了解到他们的行为和真实需求，同时也是给我们的设计寻找支撑点。

我担任了组长，但不是能力最强的，我清楚我的定位不是 carry 而是 push。以往我都秉着只做事不当官的态度，认为管理的工作没有什么好做的。我从等着别人安排任务到我给项目编排进度计划，细分每个同学的任务，也是从急躁到安心的过程。谢谢这一个活动让我改变了看法。

Aging Friendly Game Product Development

Tang Chu / Southwest Jiaotong University

Writing the feedback sounds like an essay in primary school, and it is more satisfying to come back to a project review with a straight forward perspective. Abstract: The story began in June of 2019 that I noticed the tasks of Design Day Marathon are very attractive, much more interesting than the cold metal in engineering schools. Therefore, I signed up and picked the subject of interest Aging Friendly Game Product Development. There are six members in the group., and I this article is about to document the history of the whole project:

Chapter 1. Literature review & User Interview. Arrange an unusual industry

and crowd, any kind of information from search engines is lack of value. Every Team member first checks the literature to comprehend what others have done and what is the outcome. This it is the most efficient method to assemble the right information. For users we do not familiar with, a rough interview is necessary. In this part, we have to handle: What do elderly do every day, Recall some enjoyable cultural exercises and express emotions, The attitude of the elderly to electronic products and games, What are the origin points and solutions for the game in the elderly at hometown and abroad? Any simplistic usability measurement is double if the condition permits, concentrate on: Cognitive differences in information when older people use electronic products. How much can you know, interactively? Can you achieve the assignment individually?

Chapter 2. Defines the objective group & definition issue. Sorting out the earlier data will show that the choices of the elderly are not even. The chance points they reveal to record, screen and develop in the team's voice discussion. Thus, this is so called the brainstorming in the air, which has to explain a lot of things: Distinguish which chances are our capacity to grasp, Identify the issues that need to address, Recognize user characteristics (precise details), Brain out of some programs, Develop a targeted interview question outline. Firstly, we must define the objective user scale can not be the design of the elder. Then need to do in-depth interviews to discover the bottleneck. In the discussion, we used the collaborative document to set up the problem of in-depth interviews, try to make a plan conjecture, and record it. After the debate, we require to do market collection and competing for investigation.

The consequences of our team's investigation are: Emotional design, sports, grandchild intercommunication are double. we intended to: Create a game with user stickiness, while increasing the quality of life in the later years and growing happiness. Main group features: 50-70 years old, with young mind, a lot of free time to manage each day, can use WeChat, and healthy. Project: nostalgic elements, childhood games, orchard movement tasks. Important interview topics: daily favorites/habits related (getting the behavior, attitudes, ideas, motivations of the elderly), attitudes towards the game, and testing of program intentions.

August time is essential to what have done alone. Here are the plan for

September:

In-depth interview & determination of design direction. Beforehand reviewed and decided useful knowledge a report document should be created, this time will discuss the competition and brainstorm, chiefly to resolve the difficulty: Lottery points in the interview, Experience drawing of the map (if needed), What kind of products do we want to do? Technology analysis and planning. Program Performance & Prototyping Products: Improve usage scenarios and processes, Produce storyboards or scripts for easy comprehension, Prototyping, introduction video.

Results: This activity is quite similar to a assignment from school. We also wasted our method in the process. And recognized that "you cannot create a car behind closed doors and produce a design when you shoot your head." For instance, and we merely did a rough investigation, we determined to set up the plan confidentially. Even when it comes to reviewed the details, we were stopped by the advisor on time. Let us do in-depth interviews to determine whether the elderly is needed to be nostalgia. No matter the objective point of the design point we offered can capture to the question. Although I did not care too much of the user's research when I was deal with these assignment from school. I seldom even came up with the preliminary examination. On the other hand, in the design work, we should design for the users, know their behavior and actual requirements, and also find support points for our design.

I am the group leader, however not the most capable one, I know that my position is not carry but push. In the past, I have perpetually adhered to the attitude of being an official. In addition, I believe that there is nothing to do in management work. I am waiting for people to manage a duty to arrange a plan for the design. Also, to divide the tasks of every classmate. It is also a method from anxiety to peace of mind. Thanks to this event that turned my brain.

银发 Disco 社团

艾克白尔·阿布德依木 / 北京服装学院

在做“SILVER DISCO COMMUNITY”课题的时候，我非常困惑。因为之前一直做产品的我们习惯用产品设计思维来解决问题。也就是说我们习惯解决人和产品之间的关系。而且每次做产品相关的课题时常用设计流程模板。

而当产品设计师遇到做解决人和人之间的问题的时候，好像之前运用的产品设计流程(wan)程(neng)方(mu)法(ban)没有那么有效。总是觉得思路框架缺点什么。差不多等课题ppt雏形快出来的时候，内心还是不安。找同学给他看了一下ppt，也没有得出来有效的结果。

后来我发现，其实问题出在我的潜意识里固定的实际流程框架。在以前的“设计管理”课，前海尔设计总监兰老师也跟我们提过这个问题，其实并不是每个问题都适合我们以前本科里学过的设计流程方法，不能总是靠套路做项目，不要被自己套路给害了。因为每个项目都有自己的特性，在分析具体问题的时候要具体分析，这也是设计管理者和员工一起提高项目效率的关键之一。所以所谓设计流程与方法要求我们的并不只是用一种调研分析、用户访谈、定位、解决问题这样按部就班方法，而是根据需要灵活的运用各类工具，流程的顺序、方式都可以按照实际情况来决定，要让工具为自己所用，而不是被工具所限定。

在读研究生的时候相信也有很多人把论文写成设计报告书的样子，其实这也是套路给我们带来的后果。也许我们太依赖所谓“套路”，到最后把自己困在方法框架里。在这次课题当中也是一样，有一段时间我也把自己困在以前的思维当中。并不是直接通过调研就决定自己要解决什么样的问题。也就是课题的目标并不是寻找出一个问题然后再

解决问题，而是通过一个现象总结趋势并且为这种趋势总结归纳出其特点和发展规律，最后提供具有参考性的方法。

所以刚进入设计的门槛时有个简单的方法可能让我们容易上手，顺利进入完成任务。但是我们也要注意丰富自己的方法和方法运用的灵活性。要不然，等方法用久了，反而让“套路”害自己。

最后，走向设计金字塔顶尖是并不是一件容易的事情。但相信只要坚持，连蜗牛也能爬到金字塔顶尖，得到自己的一片天空。同样，如果我们坚持丰富自己的设计思维，注重思维和方法的灵活性，在成长过程中完善自己，相信有一天我们也可以在设计圈开出自己的一片天地。

Senior Disco Community

Akbar abdurhym / Beijing Institute Of Fashion Technology

When I was doing the project of "SILVER DISCO COMMUNITY," I was quite blind. Since we have been doing commodities before, we are used to resolving difficulties with the thinking of product design. Likewise, we are used to handling the connection between people and goods. And there will apparently be a design process template every time people create a product-related issue.

While we have to handle the obstacles between people and people, it appears that the product design method is not easy. Perpetually think of the weaknesses of the thinking framework. If the ppt prototype is about to fulfill, the heart is still a bit blind. Searching for a classmate to show him a ppt, and did not come up with any valuable conclusions.

Next, I discovered out that the difficulty lies in the framework of the real process that fixes in my subconscious. In the former Design Management program, former Haier design director Lan teacher also considered this question to us. Actually, not each problem is fit for the design process method we have studied in the prior undergraduate course. We cannot always rely on routines to do the project. Don't be harmed by your routine. Because each project has its features, it is essential to examine it in detail when investigating particular problems. Additionally, it is one of the symptoms to create managers and employees to increase project profitability. Accordingly, the so-called design process and method require us not only to use a research and analysis. And user interviews,

positioning, problem-solving, and other step-by-step methods. However, to flexibly use various tools according to needs, the order and method of the process can be based on actual conditions. Decide to make the tools work for yourself, not by devices.

While I was a graduate student, I understand that several people have written the paper as a design report. It is the outcome of our routine. Maybe we are too dependent on the so-called routines and finally, trap ourselves in the method framework. The same is true in this subject. For a while, I also caught myself in my early thinking. It is not up to the investigation to decide what variety of puzzle you have to solve. In fact, the purpose of the scheme is not to discover difficulty and then solve the problem, but to summarize the trend through a phenomenon and summarize the characteristics and development rules for this trend, and finally provide a reference method.

Hence, when you first enroll in the design threshold, there is a natural process that makes it simple for us to get started and quickly enter the task. But we also need to pay attention to the flexibility of using our methods and methods. Unless, if the process uses a long time, it will make the routine harm yourself.

Eventually, it is not a simple assignment to move to the top of the design pyramid. However, I consider it insists, and even snails can climb to the top of the pyramid and get their sky. Similarly, if we insist on enriching our design thinking, focusing on the flexibility of thought and methods. And perfecting ourselves in the procedure of growth, I believe that one day we can also begin our world in the design circle.

PAST MARATHON & RESULTS



2018 年设计马拉松

设计更好的银发互联网用户体验 2018/08/01-09/24

2018年设计马拉松的主题是“为银发而设计”，活动跨越2个多月的时间，集结了来自4个国家27所高校的158名学员，从网站使用体验、社交软件体验、智能设备体验等三大方向的设计调研着手，提出了十二个具体的设计痛点，为老年人的生活、娱乐、健康、环境、幸福感等课题进行设计。本次设计马拉松由北京服装学院、台湾中原大学、澳大利亚科廷大学、韩国国民大学、韩国祥明大学、腾讯社会研究中心联合主办。同时间获得澳大利亚驻华使馆、大韩民国驻华使馆、腾讯视频、腾讯新闻、U40文化产业工作营、班德文创等机构的大力支持。

Designing Better Seniors Internet Experience 2018/08/01-09/24

The theme of the 2018 Design Day Marathon is "Designing Better Seniors Internet Experience". The activity spans over 2 months and brings together 158 students from 27 colleges and universities in 4 countries. We research into three main subjects, including website user experience, social software experience, and intelligent device experience, and put forward 12 specific design pain points, so as to promote better design for senior's life, entertainment, health, environment, happiness ,etc. The Design Day Marathon is jointly sponsored by Beijing Institution of Fashion Technology, Chuang Yuan Christian University, Curtin University (Australia), Kookmin University(South Korea), Sangmyung University(South Korea) and Tencent Social Research Center, and at the same time supported by the Embassy of Australia, the Embassy of the Republic of Korea, Tencent Video, Tencent News, U40 Cultural industry workshop, BIND Institution of Culture and Creativity and other institutions.

设计课题

移居老人族产品服务系统设计

Design of Product and Service System for the Immigrant Elderly

乡村老人服务设计

Service Design for The Countryside Seniors

宜居老人生活空间设计

Living Space Design Suitable for The Elderly

老年人社交 APP

Senior Social App

银发就寝辅助

Senior Sleep Assisting

沟通连接和幸福感

Connectivity and Wellbeing

老人数位身份证

Senior ID card

老年人全面生活护理

Seniors' Total Lifecare

老人情绪和健康关爱系统

Elderly Emotional and Health Care System

老人电视类产品服务系统设计

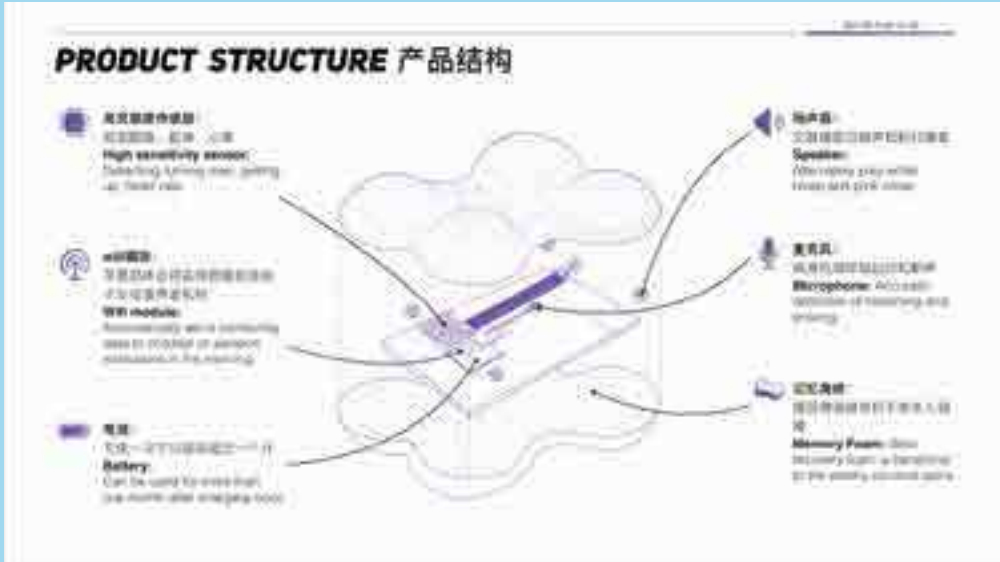
Design of TV service System for The Elderly

老人音乐类产品服务系统设计

Design of Service System of Music Products for the Elderly

老人餐饮产品及服务系统设计

Elderly Catering Products and Service System Design



2018 年设计马拉松 全场大奖

GROUP1 银发就寝辅助

导师: 丁肇辰

成员: 张伟明 / 李坤 / 肖志轩 / 侯乐新

GROUP1 Senior Sleep Assisting

TUTOR : Ding Zhaochen

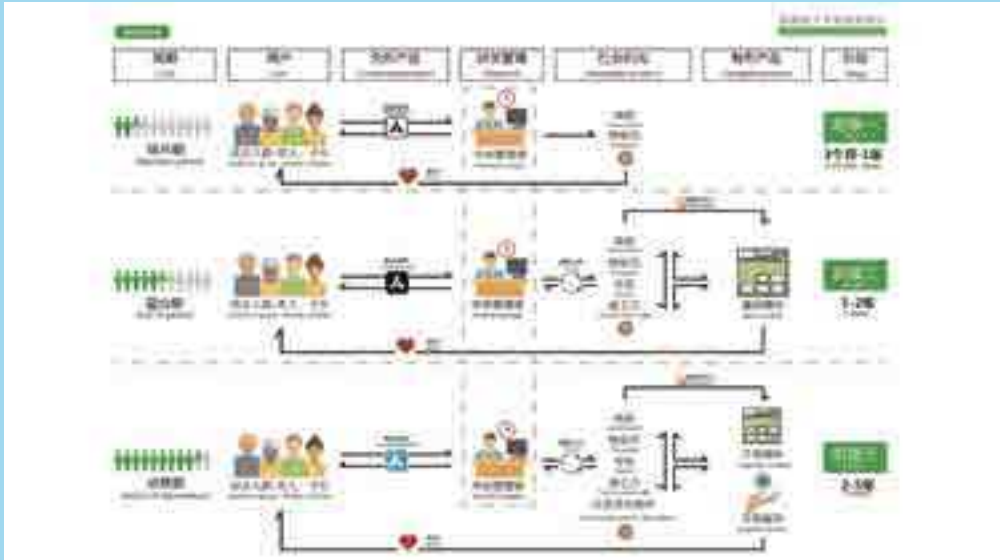
TEAM MEMEBER : Zhang Weiming/Li Kun/Xiao Zhixuan/Hou LeXin



2018 年设计马拉松 金奖

GROUP10B 沟通链接和幸福感
 导师: 安·法伦
 成员: Stephanie Jones/ 周瑞萍 /
 Jai Mehra/Annika Harrison/
 郑雨佳 /Gracen Woodcock

GROUP10B Connectivity & Wellness
 TUTOR : Dr Anne Farren
 TEAM MEMEBER : Stephanie Jones/Zhou Ruiping/Jai Mehra/
 Annika Harrison/Zheng Yujia/Gracen Woodcock



2018 年设计马拉松 银奖

GROUP5A 宜居老人生活空间设计

导师：李伟沧

成员：石爽 / 黄琦 / 高原 / 陈佳兴 / 朱泽一 / 陈佳露 / David Nguyen

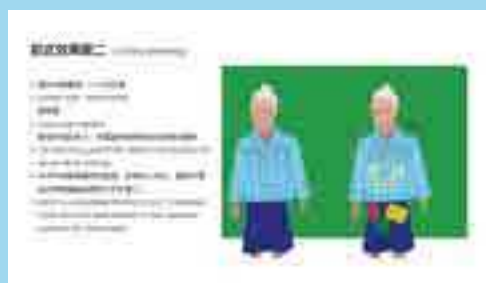
GROUP5A Living Space Design Suitable for The Elderly

TUTOR : Li Weihuan

TEAM MEMEBER : Shi Shuang/Huang Qi/Gao Yuan/ChenJiaxing/Zhu Zeyi/ Chen Jialu/David Nguyen

款式效果图一 Clothing renderings

- 中国传统款式——汉服
- Chinese traditional style - Chinese costume
- 中国传统工艺手工制作，提升服装气质和舒适度
- Chinese traditional custom handmade
- necessary to enhance clothing presence and refinement
- 弘扬中国传统文化，让小孩感受传统中国服饰魅力
- Promote Chinese traditional culture, let children get in touch with traditional Chinese clothing and feel its charm
- “衣”多穿，传递温暖
- A garment can have a lot of ways to wear anytime and anywhere
- 宴会、户外旅行、聚会等
- Banquet, Outdoor travel, Home, etc



2018 年设计马拉松 铜奖

GROUP10A 沟通链接和幸福感

导师：安·法伦

成员：邹连双 / 周琦 / 叶婧瑶 /

张思静 / 杨宜榛 / Joshua Rees

GROUP10A Connectivity & Wellness

TUTOR : Dr Anne Farren

TEAM MEMEBER : Lance/Darco/Aglia/Jessy/Jhen/Joshua Rees

2017 年设计马拉松

24 小时快速设计 2017/09/20–09/22

2017年设计马拉松是一个跨界快速设计大赛，活动地点在京城青年文创社区“燕京里”。来自国际的130位设计名将齐聚一堂，24小时不合眼工作坊进行创意拼搏展现无比体力。2017年设计马拉松也是北京服装学院科学·艺术·时尚节系列活动，由北京服装学院、澳大利亚科廷大学、韩国国民大学联合主办；并且获得澳大利亚驻华使馆、大韩民国驻华使馆的支持。作为全线设计“短平快”的竞赛形式，设计马拉松为当下的设计思维和教育创新办学提供一个全新的尝试。它是一个设计加速器，协助企业脑暴设计项目，同时也是个广阔的社交平台，让参与大赛设计师们加速结交小伙伴，并还得到设计大咖的指导。

24 Hours Rapid Design 2017/09/20–09/22

The 2017 Design Day Marathon is a cross-discipline rapid design competition held in the high-end cultural and creative community Yanjing Lane, Chaoyang district, Beijing. 130 international topnotch designers gathered together, working 24 hours in the workshop with astonishing energy to quickly finish the design. The 2017 Design Day Marathon is also part of a series of Sciences, Arts, Fashion Festival held by Beijing Institution of Fashion Technology. The activity is jointly sponsored by Beijing Institution of Fashion Technology, Curtin University (Australia), Kookmin University (South Korea), and supported by the Embassy of Australia and the Embassy of the Republic of Korea. With the "Rapid Design" competition form, Design Day Marathon provides a brand-new attempt for the current design thinking and the possible educational innovation. It is a design accelerator that promotes cooperation in designing, as well as a broad social platform that allows designers to socialize with peer groups and get instruction from experts.

设计课题

品牌设计：《眼球记忆》属于色彩的产品故事

影视设计：《大院微电影》北京大院 72 秒影像

空间设计：《声动世界》城市直播青年的小空间

产品设计：《移动都会寝室》让工作睡眠又香又好

Brand Design: Eye Memory, a Product Story Belonging to Colors

Film Design: Microcinema of Courtyard House, Beijing Courtyard House in 72 Seconds

Space Design: Living in the Sounds, Mini-space for City Live-Streamers

Product: Urban Sleep Sanctuary, Better Sleep and Better Work



2017 年设计马拉松 全场大奖

GROUP11 让工作睡眠又香又好
成员：Hee Jin/Dong Kwan/Yoona/Ji Yoon

GROUP11 Better Sleep and Better Work
TEAM MEMEBER：ZHee Jin/ Dong Kwan/Yoona/Ji Yoon



2017 年设计马拉松 金奖

GROUP32 调调

成员：李博 / 王鹏飞 / 秦伟杰

GROUP32 diào diào

TEAM MEMEBER : Li Bo/Wang Pengfei/Qin Weijie



2017 年设计马拉松 铜奖

GROUP24 出口

成员：陈佩珊 / 陈兴洲 / 周忻

GROUP24 Exit

TEAM MEMEBER : Chen Peilin/Chen Xingzhou/Zhou Xin



2017 年设计马拉松 优秀奖

GROUP12 睡立方

成员：艾春林 / 温焱灵 / 张杰

GROUP20 Urban Sleep Sanctuary

TEAM MEMEBER : Ai Chunlin/Wen Yiling/Zhang Jie

**MARATHON
ORGANIZERS
SUPPORTS
COMMITTEE**



主办

北京服装学院

北京服装学院 1959 年建校，是全国唯一以服装命名，艺工为主，艺、工、经、管等多学科协调发展的全日制普通高等学校。目前设有 9 个全日制本科教学学院（服装艺术与工程学院、服饰艺术与工程学院、材料科学与工程学院、艺术设计学院、时尚传播学院、商学院、信息工程学院、语言文化学院、美术学院），以及基础教学部、思想政治理论课教学部、研究生院、国际学院、继续教育学院。现有各类学生近 9000 人，其中博士、硕士研究生近千人。设有多个国家级特色专业建设点、实验教学示范中心、人才培养模式创新实验区。

西南交通大学

西南交通大学是教育部直属全国重点大学，国家首批“双一流”“211 工程”“特色 985 工程”“2011 协同创新计划”重点建设并设有研究生院的研究型大学，座落于中国历史文化名城、国家中心城市——成都。学校创建于 1896 年，前身为山海关北洋铁路官学堂 (Imperial Chinese Railway College)，是中国第一所工程教育高等学府，是中国土木工程、矿冶工程、交通工程高等教育的发祥地，同时也是“交通大学”最早两大源头之一。学校以工见长，形成了工、理、文、生四大学科群，设有 26 个学院，1 个中外合作办学机构、1 家附属医院、2 个异地研究生院。学校现有全日制本科生 29101 人、硕士研究生 13517 人、博士研究生 2227 人、留学生 900 人。

西安欧亚学院

西安欧亚学院是一所以管理、经济为主，艺术、文学、教育、工学等协调发展的国际化应用型大学。欧亚学院懂得学生的个性化特征，和当今市场经济最新鲜的变革，并且前瞻性地把握现代社会对人才的需求。同时，致力于培养独一无二的毕业生，使其具备专业才能、终身学习能力和批判性思维，以应对全球化的工作环境。

自建校起，欧亚就始终坚持初心，为学生提供高质量的教育服务，24 年来获得持续发展和良好的社会口碑，更成为国家教育体制改革试点项目与国家教育信息化试点院校。在中国校友会网“中国财经类民办大学排行榜中”，欧亚连续六年蝉联第一名，是中国大陆地区办学水平和办学层次最高的民办大学之一。

南开大学

南开大学是国家教育部直属重点综合性大学，也是“211工程”和“985工程”重点建设的综合性研究型大学。2017年，入选国家42所世界一流大学建设高校，且为36所A类高校之一。

台湾中原大学

1953年创立于中国台湾省桃园市中坜区的一所综合性私立大学，期以基督救世爱人的精神，为国家造就高深科学与工程人才。以培养具备专业知识、品格涵养和生命智慧的知识份子为目标，并已将全人教育的核心价值转换成核心竞争力。现今拥有理、工、商、法、设计、人文与教育、电机资讯及产业学院等8个学院、29个学士班（含27个学系、1个电资学院学士班、1个原住民专班）、38个硕士班、13个博士班及19个硕专班；历届毕业校友已达13万余人，连续五年荣获世界大学排名中心（CWUR）台湾私立综合大学第一名，连三年荣获“1111人力银行”评比企业最爱大学私校第一，连七年获“教育部”的“奖励私立大学校院校务发展”最高奖补助金额，在台湾地区重大建设中竭尽心力贡献所学，深获各界赞誉。

韩国国民大学

韩国国民大学是大韩民国解放以后建立的第一所私立大学。1946年以海公申翼熙先生为中心的上海临时政府成员提议创建了国民大学。“凝聚民族独立之魂”是国民大学的宗旨。1959年以来，由韩国双龙集团创始人金成坤先生接管，在省谷金成坤先生“人本主义·民族主义·文化主义·产业主义”的英才教育理念之下，学校建设取得了飞跃的发展，现有超过22000名在校生。在2017年，韩国《中央日报》排名中位列第19位是韩国一流的综合性大学。韩国BK21工程（Brain Korea 21）成员之一。

韩国祥明大学

祥明大学成立于1937年，以已故桂堂（号）裴祥明博士“教育救国”为灵魂理念而建立。在过去80多年的成长和发展历史中，祥明一直并且仍在努力以其教育哲学，即真理，正义和爱心培养年轻人才。韩国首尔市和天安市共设有两个校区，学生人数接近25,000人。祥明大学师资力量强，教学质量高，国际交流频繁，以及近300所海外大学的教育全球网络。祥明大学作为ACE University, Prime University开辟教育产业的新视角，是教育部指定的为融合创意设计人才发展的专业化大学。

韩国弘益大学

“弘益大学的教育目标是培养能够为国家和人类发展做出贡献的独立，创意型和协同型的人才”自1946年成立以来，弘益大学以“人道主义”和“学术—产业一体化”原则为基础，创立了实践经院，培养了许多创新人才，毕业生一直是国家发展的动力，在社会各个领域发挥着举足轻重的作用。

弘益大学拥有世界一流的教师队伍，具有最高的教育背景和在不同领域经验丰富，在不同校区的两百多万平方米的校园教书育人。大学有三个校区，包括首尔校区，位于新首都世宗的世宗校区，大学路校区和水原附近新建的华城校区。特别是在艺术设计院系，自建成以来，它在韩国是无可匹敌的第一大学。弘益大学也是世界著名的设计学院。每年，学生都会获得“红点”和“IF”奖。

澳大利亚科廷大学

澳大利亚科廷大学建校于1967年，原名西澳大利亚理工学院，从那时起，不断扩展，现在在珀斯，马来西亚，新加坡，迪拜和毛里求斯设有校区，并与全球各地的机构建立了合作关系。在其扩展和提升到世界上最高的百分之一的大学（ARWU 2019）期间，科廷不忘初心，即澳大利亚第14任总理约翰科廷，他认为大学应“永远向前看”。这个口头禅是科廷大学教学和研究创新文化的基础，并继续推动学生和员工更好地创造明天。

意大利米兰新美术学院

NABA 新美术学院是欧洲最大的美院之一。坐落于设计之都米兰以及历史艺术的中心罗马。连续多年被 Frame 杂志评为全球最佳时尚和设计类学校。学校开设英/意双语授课的本科、研究生课程，均获意大利以及中国教育部的认证。与全球超过50所知名大学有交换项目。鼓励跨界，提供在国际企业的实习、就业以及项目的机会。师资力量强大，诸多名师如：Italo Rota, Marco Scotini, Nicoletta Morozzi, Margherita Palli, Guido Tattoni.

凤凰网青春 BANG

青春 BANG 是凤凰网与广告人文化集团联合发起的、中国首个推动青年成长与社会创新孵化的前瞻性、国际化平台。致力于推进联合国可持续发展目标（Sustainable Development Goals）的实现，通过联动千余所院校，支持高校师生社会实践，联合品牌、创新创意团体等机构，以及社会设计赛事、青年创意行动、传播 IP 的打造，实现可持续的品牌传播，找到品牌与年轻人的价值共振。让青年创意有背书、无国界、可扶持。

Beijing Institute of Fashion Technology

Beijing Institute of Fashion Technology (BIFT) was established in February 1959 and is the first specialist institute for fashion design and engineering in China. As a full-time general higher education institution, BIFT is dominated by arts and engineering, and coordinated development of arts, engineering, economics, management, and other disciplines. BIFT now has nine academic schools for full time undergraduate education: School of Fashion & Engineering, School of Fashion Accessory Art & Engineering, School of Material Science & Engineering, School of Art & Design, School of Fashion Communication, School of Business, School of Information Engineering, School of Languages & Cultures, and School of Fine Arts. In addition, there are other schools/departments in BIFT: Basic Science Courses Faculty, Humanities and Social Sciences Faculty, Graduate School, School of International Education and School of Extended Education. Approximately 9000 students are studying in BIFT – around 1000 of which are Masters and PhD candidates. It also has a number of national specialty construction sites, national experimental teaching demonstration center, and national talent training mode innovation experimental area.

Southwest Jiaotong University

Southwest Jiaotong University is a national key university directly under the Ministry of Education. It is the first batch of "Double-Class", "211 Project", "Featured 985 Project" and "2011 Collaborative Innovation Program" with a focus on the construction of a research university with a graduate school. It is located in Chinese history. Cultural city, the national center city - Chengdu. Founded in 1896, the school was formerly known as the Imperial Chinese Railway College. It is the first institution of higher education in engineering in China. It is the birthplace of China's civil engineering, mining and metallurgy engineering, and transportation engineering higher education. One of the first two sources of the university. The school is known for its work, and has formed a group of four universities, including engineering, science, literature and life. It has 26 colleges, 1 Sino-foreign cooperative education institution, 1 affiliated hospital, and 2 different graduate schools. The school has 29,101 full-time undergraduates, 13,517 graduate students,

2,227 doctoral students, and 900 international students.

Xi'an Eurasia University

Xi'an Eurasia University is an international application university with a coordinated development of management, economy and art, literature, education and engineering. It understands the individual characteristics of students and the latest changes in the market economy today, and forward-looking the demand for talent in modern society. At the same time, it is committed to nurturing unique graduates with professional skills, lifelong learning skills and critical thinking to cope with a global work environment.

Since the establishment of the school, it has always adhered to the initial heart, providing high-quality education services for students. In the past 24 years, it has achieved sustainable development and good social reputation. It has become a national education system reform pilot project and a national educational informationization pilot institution. In the China Alumni Association Network "China's financial and economic private university rankings", it ranked first in the sixth consecutive year, is one of the private universities with the highest level of education and education in mainland China.

Nankai University

Nankai University is a comprehensive comprehensive university directly under the Ministry of Education. It is also a comprehensive research university with key constructions of the "211 Project" and the "985 Project". In 2017, it was selected as one of the world's top universities in 42 universities and is one of 36 A-class universities.

Chung Yuan Christian University

It is a comprehensive private university in the Zhongmu District of Taoyuan City, Taiwan Province, China, founded in 1953. In the spirit of Christ's salvation, it creates high-level scientific and engineering talents for the country. They aim to cultivate intellectuals with professional knowledge, character conservation and life wisdom, and have transformed the core values of whole-person education into

core competitiveness. Today, there are 8 colleges and 29 bachelor's classes in the fields of Science, Engineering, Business, Law, Design, Humanities & Education, Engineering & Computer Science and Industry (including 27 departments, 1 Engineering & Computer Science college, and 1 aboriginal class), 38 master classes, 13 doctoral classes and 19 master classes; the number of successive graduates has reached 130,000. It ranked the first in the Taiwan University Private University (CWUR) for five consecutive years, won "1111 RenliBank" enterprises' favourite university private school for 3 consecutive years, and won the highest award of the Ministry of Education "Rewarding Private Colleges and Universities for Development" for seven years. In the Taiwan construction, it did the best to contribute, which was highly praised by the society.

Kookmin University

Kookmin University is the first private university established after the liberation of the Republic of Korea. In 1946, members of the Shanghai Provisional Government, which was centered on Mr. Sin Ig-hye, proposed the creation of Kookmin University. "Cohere the national independence spirit" is the purpose of Kookmin University. Since 1959, it has been taken over by Kim Chun-kun, the founder of Ssangyong Group. Under the concept of "humanism, nationalism, culture.

Sangmyung University, Korea

Sangmyung University was established in 1937, based on the philosophy of national education conceived by Dr. Bae Sangmyung. Through the last over 80 years' history of growth and development, Sangmyung has been and is still exerting itself to nurture young talent with its philosophy of education, that is truth, justice and love. With a total of two campuses located in Seoul City and Cheonan City in South Korea, the number of students is almost 25,000. It has amazing faculty, high quality teaching, frequent international exchanges, educational global network with almost 300 universities overseas. Sangmyung University is ACE University, Prime University to Open a New Perspective of Education-Industry, Specialization University designated by the Ministry of Education for Development

of Converged Creative Design Talents.

Hongik University, Korea

"The educational aim of Hongik University is to cultivate independent, creative and cooperative talents who can contribute to national and human development. "

Since its foundation in 1946, Hongik University has created practical scholasticism and nurtured creative talent based on a founding philosophy of 'humanitarianism' and principle of 'academic-industrial integration.' Over 150,000 students have graduated under the name of 'Hongik', and these graduates have been a driving force in the nation's development playing a pivotal role in various fields of society.

Hongik University boasts a world class faculty with the highest educational backgrounds and experience in diverse fields, and our respected faculty members educate students at various locations of over 2 million square meter in campus area. University have three campus including Seoul Campus, Sejong Campus located in the new capital city of Sejong, and Daehakro Campus and newly made Hwasung campus near Suwon

Especially in art and design colleges and departments, it was unbeatable number one university in Korea since it was built. Hongik university is also well known design school in the world as well. Every year, students got prize from 'red dot' and 'IF'. officially named Curtin University. As a member of the Australian Technology Network (ATN), CU is known as "the MIT in Australia". It is the largest comprehensive university on the west coast of Australia and ranks among the top universities in science and technology in Australia. Also, it is ranked as one of the top universities in the country by the Australian Higher Education Quality Certification Committee, a owns a high reputation internationally. Being one of the top 200 universities in the world, it was ranked by the British "The Times" for 12 consecutive years.

Curtin University, Australia

Curtin University was established as the Western Australian Institute of Technology in 1967. Since then, it has expanded significantly and now has campuses in Perth, Malaysia, Singapore, Dubai and Mauritius, as well as partnerships with institutions

around the globe. Throughout its expansion and ascension into the top one per cent of universities in the world (ARWU 2019), Curtin has stayed true to the writings of its namesake, Australia's 14th prime minister, John Curtin, who believed that universities should "look ever forward". This mantra is the foundation for a culture of teaching and research innovation, and continues to drive students and staff to make tomorrow better.

Nuova Accademia di Belle Arti

NABA – Nuova Accademia di Belle Arti is one of the biggest Art Academy in Europe, located at the world's design center – the city of Milan and historical city of art – Rome. Selected by FRAME as one of the World's Best Schools of Fashion and Design. NABA offers bachelor's and master's degree programs in Italian and English that are accredited by the Italian Ministry of Education, University and Research(MIUR), and Chinese Ministry of Education. NABA has activated International cooperation agreements with more than 50 Institutions all over the world. NABA encourages multidisciplinary experiences, offers Internship, placement, projects in internationally renowned companies. NABA attracts prestigious faculty to teach here such as: Italo Rota, Marco Scotini, Nicoletta Morozzi, Margherita Palli, Guido Tattoni.

Phoenix New Media Youth BANG

Youth BANG is a forward-looking and international platform launched by Phoenix Network and the Adman Group, in order to promote youth growth and social innovation incubation. Committed to the realisation of the United Nations Sustainable Development Goals, through the linkage of more than 1,000 colleges and universities, support the social practice of college teachers and students, joint brands, innovative creative groups and other institutions, as well as social design events, youth creative action, communication The creation of IP, to achieve sustainable brand communication, to find the value of the brand and young people.

承办

北京服装学院艺术设计学院

北京服装学院艺术设计学院成立于1988年，时为工艺美术系。2004年更名为艺术设计学院。学院设有视觉传达设计、环境设计、新媒体三个教学系，其中环境设计和视觉传达设计专业是国家级特色专业、北京市特色专业和北京市品牌专业。拥有设计学一级学科硕士点，为北京市重点建设学科，面向全国招收本科生和硕士研究生。实行多层次、多渠道、多形式的开放办学方针，在学科与专业设置、人才培养等方面实现了较大的发展，并取得了显著的改革成效。

西南交通大学国际老龄科学研究院

西南交通大学国际老龄科学研究院（以下简称交大老龄研究院）于2015年5月15日正式获得全国老龄工作委员会批准，成为全国首批四个“国家老龄科学研究基地”之一。作为学校二级实体教育科研机构，交大老龄研究院的成立旨在发挥西南交通大学在老龄科学交叉研究领域的优势，建设具有国际影响力的一流师资队伍，培养拥有国际视野的一流人才，开辟学科改革与发展的实验田。发展目标是“国内一流，国际知名”，发展原则是“高起点、跨学科、国际化”。

School of Art and Design, Beijing Institute of Fashion Technology

School of Art and Design, Beijing Institute of Fashion Technology was founded as Department of Arts and Crafts in 1988. In 2004, it was renamed as school of Art and Design. It has three teaching departments: Visual Communication Design, Environmental Design and New Media. The major of Environmental Design and Visual Communication design are national characteristic specialty, Beijing characteristic specialty and Beijing brand specialty. As a key construction discipline in Beijing, it has a master's degree program in the first level. It is aimed at recruiting undergraduates and postgraduates nationwide. The implementation of the multi-level, multi-channel and multi-form school-running policy has made significant progress in the setting of discipline and specialty, personnel training and other aspects.

Southwest Jiaotong University National Interdisciplinary Institute on Aging

Southwest Jiaotong University National Interdisciplinary Institute on Aging (NIIA), founded on May 15, 2015, is one of the first four national research bases on cross-disciplinary aging studies approved by the National Committee on Aging. Being a secondary school of Southwest Jiaotong University (SWJTU), NIIA takes full advantage of SWJTU's interdisciplinary studies on the aging population to build a world-class faculty, to cultivate top students with international views, and to explore a test field for discipline reform and development. Upholding the principle of being competitive, inter-disciplinary and international, NIIA aims to become the leading institute in China and to make its work recognized globally.

独家媒体支持

凤凰网，凤凰新闻客户端

凤凰新媒体（纽交所代码：FENG）创建于1998年，是全球领先的跨平台网络新媒体公司，整合旗下综合门户凤凰网（www.ifeng.com）、手机凤凰网（i.ifeng.com）凤凰视频（v.ifeng.com）及凤凰新闻客户端四大平台作为一级产品矩阵，秉承“中华情怀，全球视野，包容开放，进步力量”的媒体理念，为主流华人提供互联网、移动互联网、视频跨平台整合无缝衔接的新媒体优质内容与服务。

Phoenix New Media

Phoenix New Media (NYSE: FENG) established in 1988, is the world's leading cross-platform network new media company, with its own comprehensive portal: Phoenix (www.ifeng.com), Mobile Phoenix (i.ifeng.com), Phoenix Video(v.ifeng.com) and Phoenix News Client are the first-level product matrix, adhering to the media concept of "Chinese feelings, global vision, inclusive openness, and progressive strength", providing the integrated new media content and service of Internet, mobile Internet and videos for mainstream Chinese.

协办

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JIMIHOME

统计数据

报名总人数 260

马拉松课题组 17组

外卡赛课题组 10组

260 Registered Marathoners

17 Task Groups of Normal Track

10 Task Groups of Wildcard Track

招生涵盖学校及单位 61所

米兰新美术学院 Nuova Accademia di Belle Arti Milano

韩国祥明大学 Sangmyung University

澳大利亚科廷大学 Curin University

韩国国民大学 Kookmin University

韩国弘益大学 Hongik University

台湾中原大学 Chung Yuan Christian University

北京服装学院 Beijing Institute Of Fashion Technology

北京邮电大学 Beijing University of Posts and Telecommunications

北京工业大学 Beijing University Of Technology

北京师范大学 Beijing Normal University

北京理工大学 Beijing Institute Of Technology

北京印刷学院 Beijing Institute Of Graphic Communication

北京吉利学院 BeiJing Geely University

北京工商大学 Beijing Technology and Business University

北京联合大学 Beijing Union University

中央美术学院 Central Academy of Fine Arts

中国传媒大学 Communication University of China

中国戏曲学院 National Academy of Chinese Theatre Arts

中国人民大学 Renmin University of China

北京大学 Peking University

清华大学 Tsinghua University

上海大学 Shanghai University
天津大学 Tianjin University
同济大学 Tongji University
南开大学 Nankai University
长江大学 Yangtze University
江南大学 Jiangnan University
海南大学 Hainan University
燕山大学 Yanshan University
中山大学 Sun Yat-sen University
南京大学 Nanjing University
西南交通大学 Southwest Jiaotong University
华南农业大学 South China Agricultural University
华北理工大学 North China University of Science and Technology
辽宁科技大学 University of Science and Technology Liaoning
大连理工大学 Dalian University of Technology
大连交通大学 Dalian Jiaotong University
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燕京理工学院 Yanching Institute of Technology
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山东工艺美术学院 Shandong University of Art&Design
上海大学上海美术学院 Shanghai Academy of Fine Arts, Shanghai University

河北工艺美术职业学院 Hebei Art&Design Academy

武汉工程大学艺术设计学院 Wuhan Institute Of Technology, School of Art & Design

吉林工程技术师范学院艺术学院 Jilin Engineering Normal University

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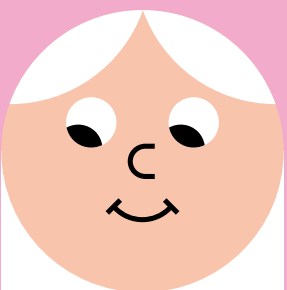
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