



2003～2009，台灣開了**3000+**的設計相關公司，倒了**90%**。

現在還存在的設計相關公司，年營業額超過300萬的只有**20%**，
超過1000萬的更只有**20%中的20%**；

換言之，搞設計能超過千萬年營業額的機率只有**0.004...**

by_蔣道設計_蔣友柏



過去



陳裕德 Allen Chen

實務專長

連鎖加盟品牌戰略 / 品牌形象顧問 / 品牌形象策略

現任：商瑪廣告_執行長

專業經歷：20年

學歷：復興商工_美工科

現任

商瑪廣告事業有限公司

上海商瑪廣告有限公司

商璞品牌行銷有限公司

台中市廣告創意協會

中華民國美術設計協會

台灣包裝設計協會

中山管理教育基金會

國立虎尾科技大學

品牌總監

執行長

執行長

16屆理事長

理 事

監 事

100-101年度多元諮詢輔導委員

99-101學年度技專校院

遴聘協同教學業界專家

French Kiss 幸福烘培

品牌創辦人

與時尚正面交鋒 直擊流行最前線



現在



現今設計產業市場的三多



刺激多

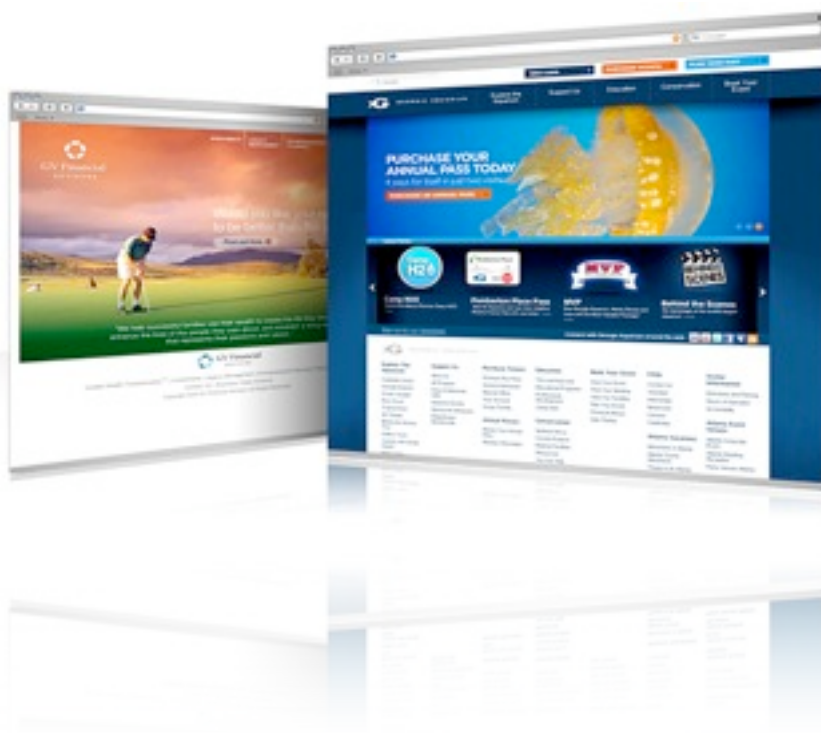
競爭多

要求多



刺激多

電視、報紙、雜誌、
網路、APP、戶外媒體...等，
好設計隨手可即。





SUMMER CODE
ADVERTISING AGENCY
商瑪廣告

競爭多

台灣設計單位成千上百，

設計相關科系畢業學生每年突破萬人，

設計師滿街跑，隨便撞都到——



SUMMER CODE
ADVERTISING AGENCY
商瑪廣告

要求多

文
夏

人客的要求



僧多粥少 · 高手林立



未來



賺錢的機率這麼低，
市場競爭這麼大，
客戶要求又這麼多，
如果還是想進設計圈，
怎麼辦？





想要在設計產業生存與發展 需具備三層面

身

心

靈



身

外在生理層面：五力

- 履歷力
- 專業力
- 處事力
- 溝通力
- 好體力

履歷力

CURRICULUM VITAE



Development of my Interest

Professional Specialty

Education

I am Chaitan, 22 years old. I have engaged in the design field in Hong Kong and trying to develop my career by gaining recognition both in local and international area & jobs.

Mainly focuses Information design, typography, illustration and branding.

Educational Qualification

- Catholic-Bowdler College-of-German American Degree in Design Level II BSW, 1999/06
Graphic Design 1999 - 2000
- C.C.C. Wing Yee Wit College 1997 - 1999

Computer Skill

Photoshop, Illustrator, Painter, Lightroom, Flash, Motion, After Effects, Final Cut Pro, Soundtrack Pro, Sage Pro, Microsoft Office, Keynote

Publish / Awards / Exhibition

- Photography Competition 2008 by DQD (Germany & China)
- Open Category - Outstanding Award
- Bundled 2008 by WUENZI (London)
- Rail Launch at London Regent St. Singapore
- Hip-Hop Day 2007 by MEGAROCK & POPM (Hong Kong)
- Charity Exhibition
- Kia Motors Graphics Design Contest 2007 by KIA-MOTORS (Hong Kong)
- Open Category - Confirmed of World

Self Development

- Branding
 - Wardlaw Company 1997 - current
 - Suncof Company 1997 - current
 - T.T. Real Estate Corporation Limited 1998 - 2000
- Design & Marketing
 - Nasa.com.hk 1999
 - SPV International Corporation Limited 1999
 - Wardlaw Company 1999 - current
 - Suncof Company 1999 - current
 - Shallier Pharmaceutical Company 1999
 - Jubilee International Corporation Limited 1999
 - T.T. Real Estate Corporation Limited 1999 - 2000
 - FramedB&L.com 2000
 - People Recreation Company 1999 - 2000
 - Graphic Design & Exhibition Service Company 1999
- Personal/Creative
 - Wardlaw Grouping 1999
 - Regiment 1997 - current
 - Bolton & Walsh 1998 - current

+ Chaitan, LAU/Chaitan Hong

in : + 852 9615 5555
e: chaitan@wardlaw.com

w: http://www.felix.com/photos/design/

GRAPHIC DESIGNER



Chuck D Lay
1033 Sanders Lane
Ruston, LA 71270

318-243-6675
chuckdlay@yahoo.com
chuckdlaydesign.com

DESIGNER PROFILE

Detail oriented team player. Organized, flexible and able to meet deadlines in a fast paced environment. Excellent customer service skills with a background in retail management.

Objective: to obtain full time employment as a graphic designer in a position that will allow me to utilize my experience in identity systems and logo design.



EDUCATION

B.S.A. in Communication Design
Louisiana Tech University
August 2008



AFFILIATIONS • HONORS • ACTIVITIES

AIGA Student Member
Dean's List Spring 2007
UGS Underground Graphics Student Organization for Graphic Design Majors at LA Tech



TECHNICAL QUALIFICATIONS

Proficient in both Mac OS X and Windows XP/2000 operating systems



PROFESSIONAL INTERNSHIP

Trinity Heights Baptist Church
Shreveport, LA • 01.07-08.07

- Generated complete identity system from concept to print including: logo, business cards, letterhead, programs, posters, web design and animation.

SOFTWARE

- Proficient in Adobe CS3, Illustrator, Photoshop, InDesign, Dreamweaver, and Flash
- In depth knowledge of HTML and CSS
- Experience in using QuarkXpress



Other skills in Microsoft Office: Word, Excel, Powerpoint

FREELANCE DESIGN

Trinity Heights Baptist Church
Shreveport, LA • 01.08-Present

- Redesign and continued maintenance of website and identity elements.

Dwelling's Smokehouse
Ruston, LA • 01.06-08.07

- Designed new logo, t-shirts, and ad layouts for newspaper.

Swann's Hotel
Jasper, TX • 08.06

- Created commemorative watercolor painting and poster.



OTHER EMPLOYMENT

Office Coordinator
• Louisiana Tech University
Office of Disability Services
• 05.06 - Present

Student Assistant
• Louisiana Tech University
• 09.07 - 09.08

Server • Applebees
• Ruston, LA
• 06.07 - 05.08

Stock Manager
• Wal-Mart
• Ruston, LA
• 03.05 - 12.06



FREEHAND

Illustration:
• Pen and Ink
• Watercolor



WANT MORE DESIGNERD?

MAIL TO: **CHUCK D LAY**
Subscription Dept.
1033 Sanders Lane
Ruston, LA 71270

NAME:

ADDRESS:

CITY:

STATE: ZIP:

If you would like more issues of DESIGNERD, allow 3-7 days for delivery.

If you would like to see us at an exhibition or request either my business services, just call or send me.

achievements

MEDIAJETIS
Your Sweetest Media Strategy
Baguio City
Oct 5, 2008

ADPR
Music Video Awards 2008
Baguio Hill, PUP
Dec 3, 2008

College Musikale Concert
March, 2008

AD in Motion: Chill
Baguio City
Oct 18, 2007

Densell trading
Tatienil Glutathione
Produced brochures

Estima Content/universTV
On-the-job training
Accomplished 150 hours

ADCOM 2006
March, 2006

Production Head

Art Director

Creative Director

Graphic Designer

Production Assistant

Over-all Coordinator

Art Director

Graphic Designer

awards

ADCLASH 2009 Champion, Business Mirror Award,
Best TVC, RC, Print Ad, and IMC Proposal
Client: TVS

ADSPEAK 2009 Finalist
Print Category

Junior ADCLASH 2007 Champion,
Best TVC and RC
Client: CDO

Mini ADCLASH 2007
1st Runner up,
and 2nd Best Print Ad
Client: Stabla point 88

Mini ADCOM 2006
1st Runner up,
Best Ad Agency Name,
and Best Look
Client: Mega Sardines

2nd Year Academic Excellence
Talent Award

DIGIMAO
Design Contest 2006
3rd Placer

honor

Academic Excellence
3rd year, 2008

Academic Excellence
2nd Year, 2007

Academic Excellence
1st year, 2006

Gold Medalist

Bronze Medalist

Chair's Sister

seminars

2nd Student Advertising Congress
St. Paul University, Sta. Rosa, Manila, February 18, 2009

REKADOS, PUP 4th Student Ad Congress
Borromeo, Baguio City, October 3-5, 2008

Animation, Motion Graphics and Special Effects
Borromeo, Baguio City, October 16, 2007

2nd Student Advertising Congress
AFP Theaters, September 27-28, 2007

1st Student Advertising Congress
Alor Theater, November 22-23, 2006

Animation and Cartooning
PUP Sta. Mesa, Manila, November 21, 2006

Non-Traditional Ads and PR Issues
Bay Zon, Baguio City, October 12-13, 2006

Does Ad Need to Be Expensive to Be Effective
PUP Sta. Mesa, Manila, February 17, 2006

Trends and Issues being an AE
Borromeo, Baguio City, October 14, 2005

proficiencies

Adobe Photoshop, and Imageready
Adobe After Effects and Premiere
Microsoft Office Suite

skills

Photography and Image manipulation
Video editing and Motion Graphics
Advertising Research and Creative analysis
Multitasking and good with people
Leadership and motivation

interests

star gazing, macs, computers,
games, movies, ads of the world,
youtube, blogs, slideshare, viral ads,
cars, animation, photography,
free taste, astronomy,
new stuffs and gadgets,
outing and food trip,
vector illustrations, visual effects,
TV Commercials,
successful individuals,
relating with people.

專業力

PROFESSIONAL DEGREE



像不像三分樣、佛要金裝人要衣裝，還沒經驗沒關係，
先把設計人該有的LOOK搞定



處事力

GOOD ATTITUDE



職場倫理、做人處事、廣儲人脈（業務、企劃、設計皆需俱備）

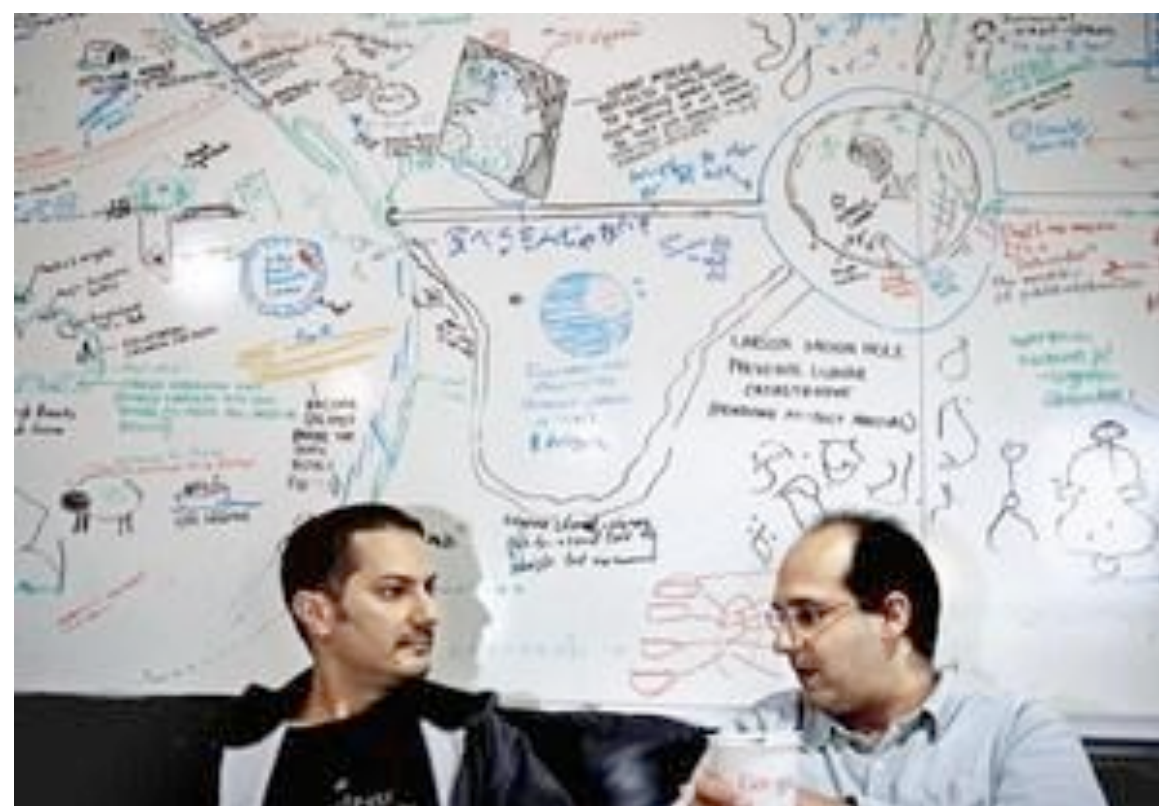
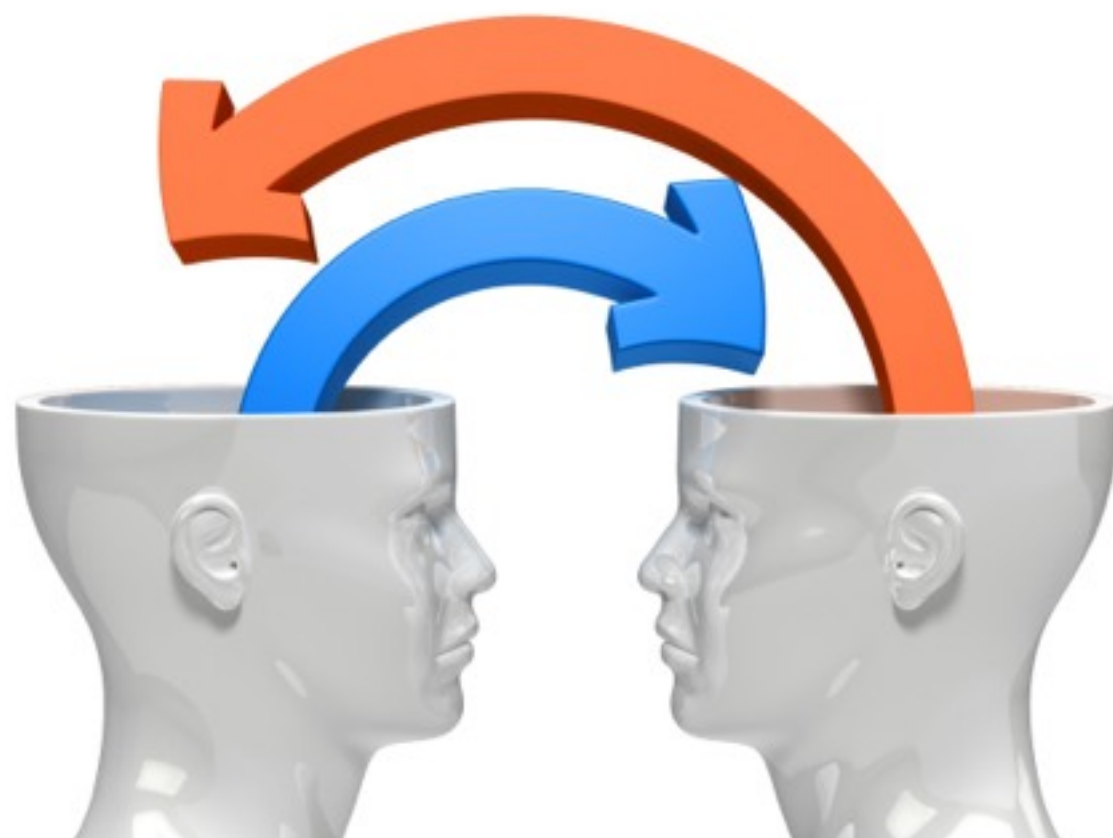


沟通力

COMMUNICATION



承接案件、內部腦力激盪、前置提案會議、提案時的魅力展現



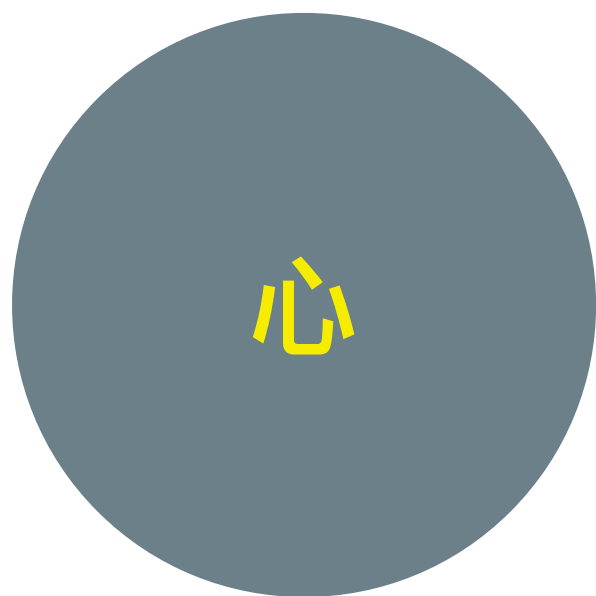
好體力

PHYSICAL STRENGTH



最重要的，設計路要走的夠久夠長，
體力絕對是最基本的需求





內在心理層面：四心

- 積極心
- 好奇心
- 虛心
- 包容心

積極心

ACTIVE



持續擁有對設計的態度、熱情、追求卓越的決心與勇氣



好奇心

CURIOSITY



永遠保持對設計事物的興趣，像海綿一樣不斷的吸收



虛心

MODESTY



虛心～設計人都有過於主觀的病；

其實有些時候，同事的建議與客戶的意見，其實都會讓設計變的更好



求知若飢，虛心若愚
Stay Hungry, Stay Foolish.

包容心

INCLUSIVE



包容心～擁抱奧客是設計人
最佳的學習機會
(戴勝益_同仁是家人，客人是恩人啊！)





靈

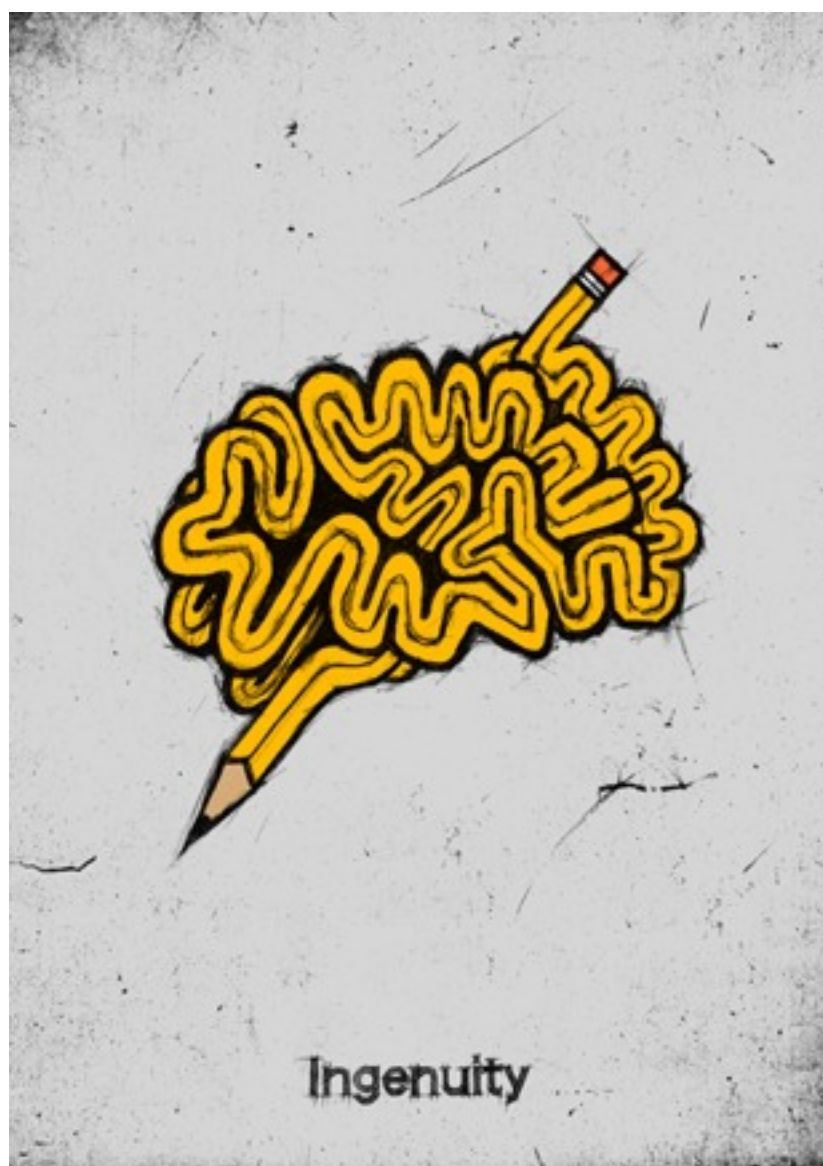
精神層面：三要

- 要創意
- 要旅行
- 要練功

要創意
GOOD IDEA



隨時充電、看書、上網、逛展覽、上圖書館，
讓設計隨時充滿創意與巧思



要旅行

TRAVEL



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透過旅行來洗滌心靈與開闊眼界
沒事就找間沒去過的咖啡館坐坐
偶而也要冒個險



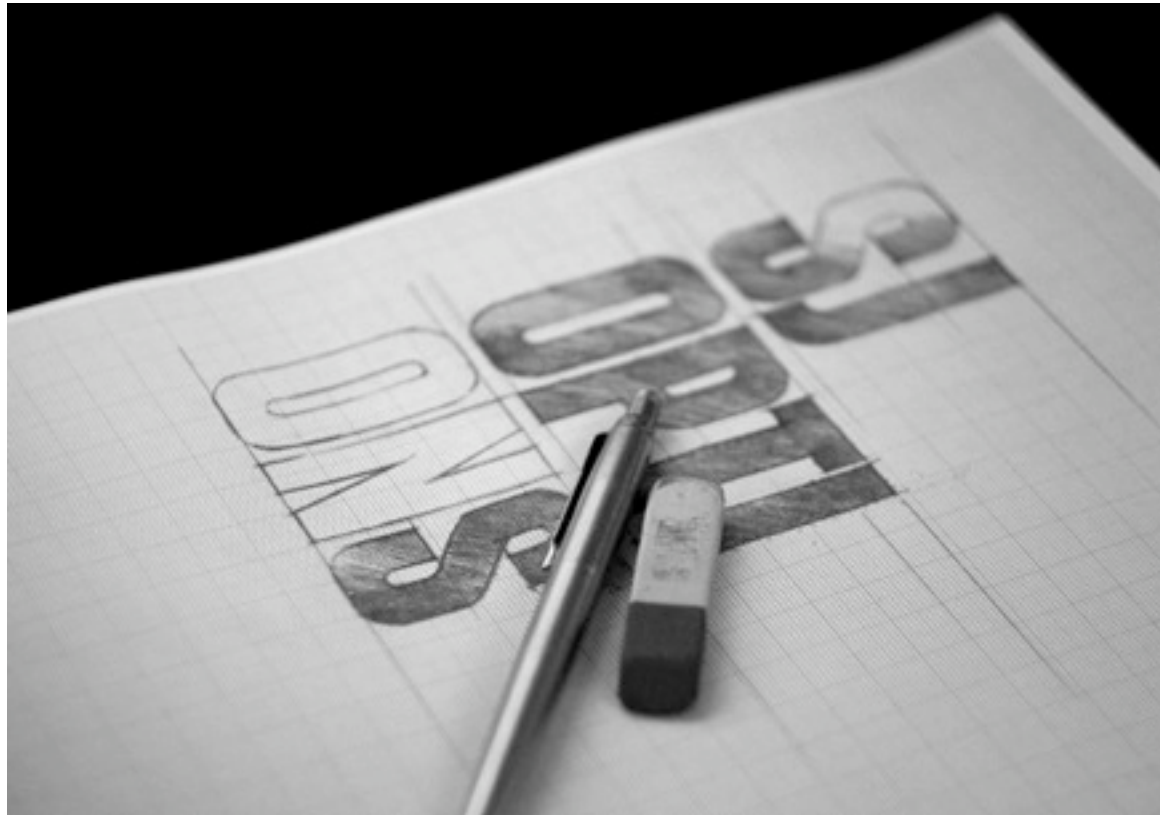
要練功

BEEN PRACTICING



手繪功力要紮實，
不要陷入軟體升級的迷思，
手作功力才是最重要的

The tools of a designer.



結語



想進設計產業挑戰，
記得帶上你的**五力**、**四心**與**三要**，
追求專屬於你的卓越成就吧！





The Dreams which come true.

實現夢想的舞台



商瑪廣告



商璞品牌有限公司





THANKS.

