Designing Culture into Product: Turning Art into Business

Understanding the business models for creative industries and helping designers to design culture into products are important. The talk will show how, by enhancing the original meaning and images, cultural features can be transformed into modern products that meet the needs of the contemporary consumer market. (Professor Rungtai Lin)

User Experience in the Era of Internet as Experience

The speech first addresses how internet changes daily lives and what major international companies sell currently to illustrate user experience and service design with cases. Second, the distinction and fusion between experience and service are explained. Finally, the potential opportunities of user experience in future internet era. (Professor Hsien-Hui Tang)