



FU JEN LIFE

ISSUE 14

FJCU Athletes Perform with Excellence at  
Taipei 2017 29<sup>th</sup> Summer Universiade !

Special Edition: Graduation Projects

EDUNIVERSAL Best Business Schools

FJCU College of Management Ranked for Seventh Consecutive Year



FU JEN CATHOLIC UNIVERSITY

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CONTENT





PROFESSOR DR. SU-LEE TSAI  
DEAN OF THE COLLEGE OF  
FASHION AND TEXTILES

Based on the long history and remarkable achievements of the Department of Textiles and Clothing, the College of Fashion and Textiles was born on August 1, 2017 to march into a new era as a leader in education for the future. To achieve this goal the College aims to innovate, to lead in quality of life, and to foster the sustainability of human society. Ultimately, the College strives to nurture talents and curatorial experts in fashion who are equipped with professional knowledge, world views, humanistic literacy, and care for the textiles and clothing industry in the Greater China Region. In addition, the FJCU College of Fashion and Textiles is making every effort to build its own international brand, and to become one of the top 50 in the BOF (Business of Fashion). In fact, the students and faculty of the College are united in their endeavor to increase its brand visibility and reputation in the international community.

“Reconstruction” and “Win-win” are the reasons why the College reorganized itself successfully and has been reborn. In the past 47 years, the Department of Textiles and Clothing with its three tracks - - textiles design, clothing design and marketing - - cultivated almost 7,000 students who have become important players in the industry of textiles and clothing in Taiwan and the world. Since its establishment, the College has spared no efforts in promoting the Passing the Torch program. Applying the ideal of passing the good from generation to generation, the College has set its goal to bring its efforts

together for the benefit of future generations. Indeed, the College anticipates that the new generation will dedicate itself to values to enable the textiles and clothing industry to touch more lives. The Program of Passing the Torch consists of 7 parts, specifically reform of space, the building of green energy, the establishment of a research center, improvement of teaching facilities, increase in the level of student competitiveness for employment, and a higher placement in the world ranking of the College. The College is also committed to the creation of designer brands.

The Sustainable Fashion Research Center is the incubation center the College has established as it advances into education for the future. The development of fashion indicates that the industry has shifted its focus from mass production and manufacturing to a circular economy. As for the development of sustainability, the focus has also shifted from dispersed efforts into requests of an integrated supply chain. Clearly, the new circular economy model not only fosters technological innovation, but also serves as a means to create differentiations. This center will provide the needed technology and design, operation and management, big data and communication as well as culture and related assets for the Department, the Graduate Institute of Museum Studies and the master’s program for Brand and Fashion Management. Meanwhile, with the reformation of programs and curricula, the College will provide for the future with special programs,



for instance, in 3D printing and smart wear, sport leisure and smart knitwear, beneficences design, and smart service and management, the preparation and launching of fashion shows expertise in communication, big data and e-commerce, brand and management programs taught in English, and so on. The purpose of the reformation of programs and curricula is to nurture more students with wider views of the world, and who are adept at self-learning. FJCU Talents is a platform that the College has created to nurture designer talents. The College applies top international methods to cultivate students so as to help pave their way from being new designers to matured designers in the future.

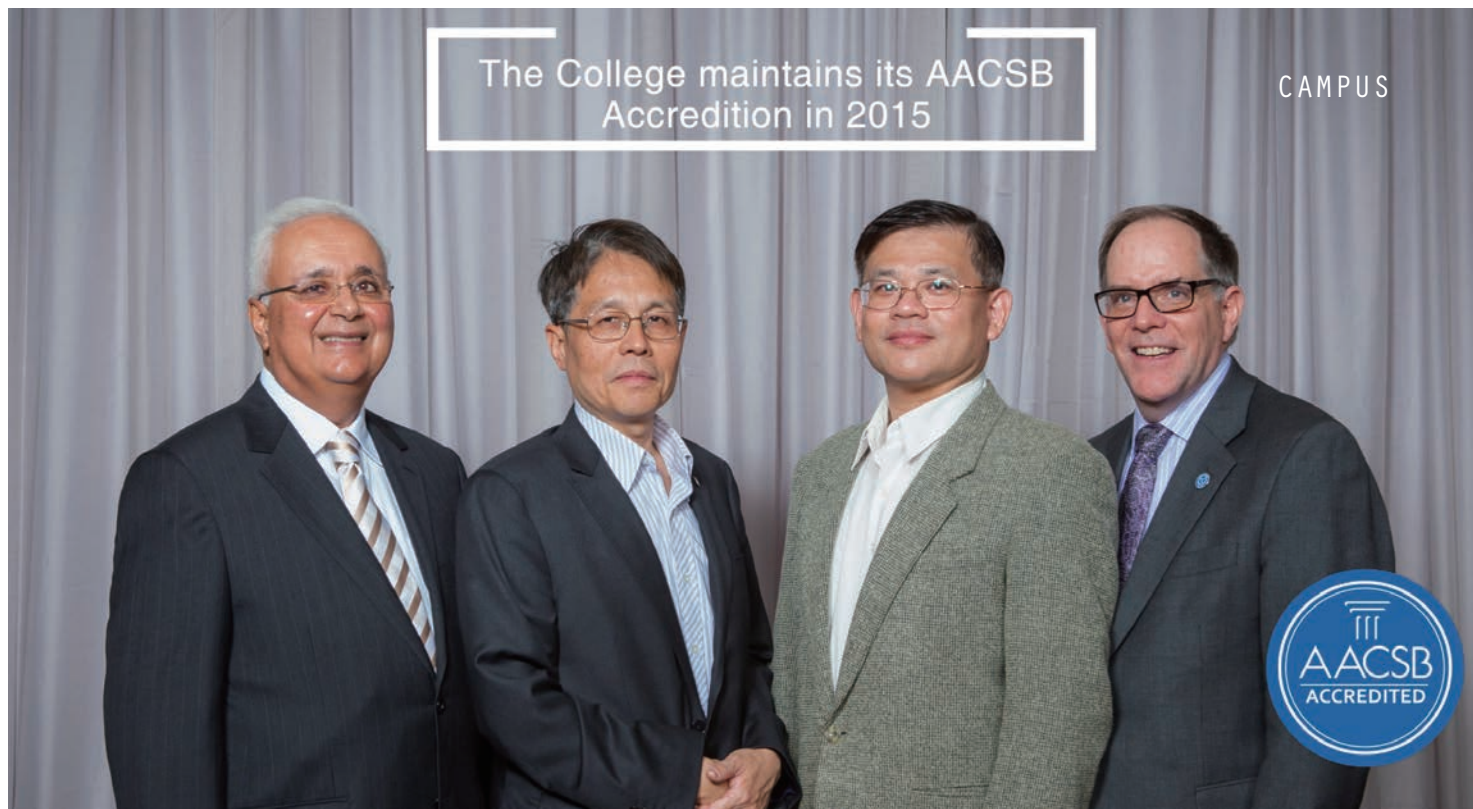
Furthermore, with research results accumulated in the past decades, the College will play a neutral role in academia by actively embarking on collaboration between industry and academia and on innovative R&D projects with industry, government, academic and R&D institutes. The College will nurture talents for the industry, bring distinguished students and alumni to join international fashion shows, and encourage aesthetic sensitivity and fashion platforms that characterize Taiwan. Moreover, the College will establish a data bank to assist the development of Taiwan's fashion industry to accomplish its mission as a true leader in the professional arena of textiles and clothing.





The College maintains its AACSB  
Accreditation in 2015

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## EDUNIVERSAL Best Business Schools FJCU College of Management Ranked for Seventh Consecutive Year

Eduniversal's ranking of top business schools for 2016 once again saw the College of Management at Fu Jen Catholic University earn a place. Earning three palms of excellence, the college represented one of seven universities from Taiwan in the rankings. Placing third among Taiwanese institutions, FJCU is the only private university in Taiwan to have won a position seven years running. This prestigious honor serves as the highest recognition of the College's achievements in internationalizing.

Eduniversal is an authoritative university ranking agency based in Europe. Each year since 2007 Eduniversal has published its list of top 1,000 business schools from 154 countries. There are three components to the ranking system: the International Scientific Committee determines the top 1,000 schools, and then schools are ranked based on Palms of Excellence and Dean's Choice. The College of Management earned official accreditation from the Association to Advance Collegiate Schools of Business (AACSB) in 2005, making it the first such college on either side of the Taiwan Strait to crack the top five percent of best business schools in the world.

The Master in Global Entrepreneurial Management (MGEM) joint degree program between the College of Management, the University of San Francisco (US) and Institut Quimic de Sarria (Spain) was ranked number 58 on the 2015 Financial Times Masters in Management,

making FJCU the only university from Taiwan to make the list. Placing again on Eduniversal's list is further proof that the college continues its climb up global rankings.

Dean Pei-Gi Shu of the College of Management believes that the college's achievements can be ascribed to the major focus the college has placed on internationalizing. For instance, the college offers many bridge program, such as the 3+1+1 program, in order to attract international students. FJCU and the college have likewise established relationships with partner institutions throughout the Americas, Asia, and Europe, creating many exchange opportunities for students. At the same time, setting up systems for mutual recognition of credits means that students can take courses overseas and earn credit towards their own degree at the college. "Private universities are more flexible (than public ones)," says Dean Shu, "we're always working hard to boost global exchange."

"Our students are very accomplished. They enjoy high employment rates upon graduation, and find promotion and career advancement afterward quite smooth." Dean Shu also notes that the starting salary for graduates from the college is higher than the national average in Taiwan. In the near future, the college will be creating new strategies for growth, working to satisfy social demands, and continue making the most of its unique strengths. ❶





## The World is Looking to Fu Jen's International Medical Translation Program

“Before our students even graduate, Hokkaido University Hospital is looking to hire them,” says Director Cheng-Shu Yang of the Graduate Institute of Translation and Interpretation Studies at Fu Jen Catholic University. Director Yang explains, “We’re trying to free ourselves from the traditional focus on literary translation and conference interpreting. Translation is entering an era of global service, with business opportunities in all corners of the globe. Professional medical translators who possess cross-cultural knowledge represent a rare breed of talent, and their salaries can be up to five times that of the average translator or interpreter.”

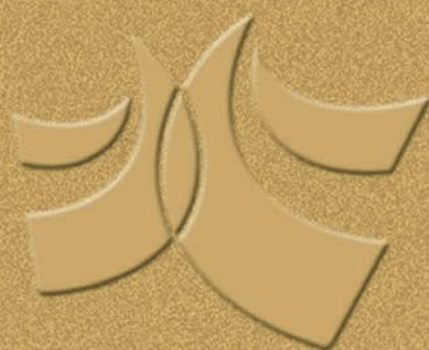
The whole world is paying attention to the high costs and scarcity of medical resources. Compared with hospitals in North America and Europe, those in Asia are relatively inexpensive. As a result, Asia is seeing an increasing number of North Americans and Europeans coming for medical services. The International Priority Care Center at the Taiwan Adventist Hospital is staffed by only four doctors, who serve 15,000 foreign patients a year. But with just twelve translators, it’s simply not enough to meet demand. There is no scarcity of translation talent in mainland China, but international medical translation programs for these translators do not exist there. Many students from the mainland have chosen the program at Fu Jen because of its focus on internationalization.

Approximately four million Taiwanese travel to Japan each year, about forty-four thousand of whom will require

emergency medical care while there. But knowledge of medicine and medical procedures is a highly specialized field; someone with only a grasp of basic Japanese probably isn’t up to communicating in a hospital setting. Japanese institutions are therefore willing to partner with Fu Jen to create training courses. The graduate institute at Fu Jen is quite unique in actively developing a program to foster such talent. Instructors include a medical professor from Hokkaido Medical University as well as Taiwanese doctors who are proficient in English and Japanese. Lectures are simultaneously interpreted for students: when speakers use Japanese, it’s interpreted into Chinese (for students in the Chinese-English module), and when lectures are in English, it’s translated into Chinese (for students in the Chinese-Japanese module).

Do medical translators merely function as communicator between patient and medical staff? “Not at all,” responds Director Yang. Translators must be proficient in collecting information, group communication, handling administrative paperwork and writing reports, while possessing knowledge of medical services and care, international medical institutions, medical insurance, hospital signage, legal contracts, standardized knowledge, and trends within long-term care. No system to certify the quality of medical translation currently exists in Taiwan, so a student’s degree is the greatest quality guarantee. That’s why countries everywhere are looking to Fu Jen for talent. ❷





## FJCU Athletes Perform with Excellence at Taipei 2017 29<sup>th</sup> Summer Universiade !

### Table Tennis player Cheng Yi-jing wins a Silver at Women's single, new Universiade record for Taiwan

2017 Summer Universiade saw FJCU table tennis player Cheng Yi-jing playing again against left-handed Korean star Jeon Ji-hee. This match finished at 2-4 with Cheng winning a silver medal, and setting a Universiade record for Taiwan.

At the women's singles final four, Cheng played against North Korean Kim Song-i, a bronze medal winner at the 2016 Olympics Games in Rio. This match finished at 4-1. Cheng made it to the finals, where she played against the world's top 20th player, Jeon Ji-hee from Korea. Although Cheng won the first round and tied with Jeon Ji-hee in the second, well matched in strength, the two parties battled fiercely to a final score of 2-4, with Jeon Ji-hee winning the gold medal.

Although Cheng did not win the gold medal at the women's single, the audience applauded her warmly, cheering to show appreciation for a fine performance for Taiwan against the top players in the world. In the Table Tennis Singles, Taiwan only saw men winning medals in the past. The stars were Zhuang Zhi-yuan and Jiang Hong-jie, who won silver and gold respectively. In the 2017 summer Universiade, Cheng Yi-jing became the first FJCU athlete to make it to the finals. He won a silver medal. This made sports history for Taiwan.

### Cheng's leadership shines for the Bronze in women's table tennis

Taiwan's women's table tennis team was invincible in its first match against the British Team, finishing at 3-0. It even made it to the top 8. Unfortunately, Taiwan lost the match against South Korea, finishing at 1-3, which however still enabled Taiwan's women team to take home a bronze medal.





The table tennis matches in the 2017 summer Universiade were as impressive as those at the Olympic games. Each player did exceptionally well. Taiwan's women's team was led by Cheng Yi-jing, also a Fu Jen athlete, ranked number 8 in the world. Cheng got off to a flying start with a tough battle against the South Korean player Jeon Ji-hee in the semi-finals. Cheng won the first two rounds, and Jeon roared back to take the lead in the final three rounds.

"Taiwan's tennis players had trouble coping with cuts. Jeon won by two points. Cheng had the chance to win, but was defeated when Jeon found her pace. It's a pity that we lost," said coach Zheng Pin-wei.

It was indeed a pity. The Taiwan women's team came close, but failed to win gold in the 2017 summer Universiade. The fact that countries sent only their top players guaranteed exciting and colorful competition in the 2017 summer Universiade.

## FJCU Men Break Taiwan Records in Freestyle Relay in 400 and 800 Meters

Several of the swimmers in the 400 and 800 meter Men's Freestyle Relay at the 2017 summer Universiade were top FJCU athletes. Although, alas, they did not win medals, they won audience applause by breaking several athletic records for Taiwan athletes.

FJCU's top four swimmers Lin Jian-liang, An Ting-yao, Huang Yan-xin and Wang Yü-lian did themselves proud. With a total time of 3:20.84 spent on the 400 meters freestyle relay, they broke the previous record of 3:21.18, set at the National Intercollegiate Athletic Games in May. An Ting-yao had said earlier he planned to be in the finals,

but in the end the result fell a bit short of expectations. Although disappointed, he said they did their best, and were extremely happy to have broken the record. Coach Li Cheng-feng also recognized the performance of his top four swimmers.

As for the men's freestyle 800 meters relay, FJCU athletes An Ting-yao, Wang Yü-lian and Huang Yen-xin, as well as Wang Xing-hao from National Taiwan University of Sports, were all finalists. The four athletes took eighth place. Although they didn't win medals, their record of 7:23.22 shattered previous speeds in the 17th Asian Games in Incheon in 2014. The Incheon Asian Games record was set by the team of Wang Yü-lian, Wen Ren-hao, Xiao Fu-you and Huang Yen-xin.

Thousands of fans witnessed the swimmers' record-breaking performances two times in the 2017 summer Universiade. The people of Taiwan once again saw the value in swimming, and gave heart-felt support and recognition to their athletes.



## Guo Xing-chun Wins Gold in Weightlifting, Sets World Record in Clean and Jerk

World record broken! FJCU weightlifting athlete Guo Xing-chun broke the record in the 58kg range with a 107kg snatch and 142 kg clean and jerk. Lifting a total of 249 kg, Guo has won a gold medal for Chinese Taipei.

In the snatch, Guo made it with 102 kg at her first attempt and with 105 kg, breaking her personal record of 103 kg at her second attempt. In her third attempt, she even made it to 107 kg. In clean and jerk, Guo successfully started the lift with 130kg. A total weight of 240kg would surely win gold. At her second attempt, she broke the Games record with 136kg. With her third attempt, she challenged the world record of 141kg, and made a world record of 142 kg in clean and jerk.





At the press conference after the game, Guo told the press that she and the coach had hoped to break the world record on home ground. Especially after learning that Xu Shu-jing couldn't finish because of injuries, Guo wanted to work extra hard for both Xu and herself. She promised herself she'd get the gold medal for Chinese Taipei. In the meanwhile, she expressed appreciation for her supporters. Coach Lin Jing-neng told us that Guo did not win because of any winning strategies. The athletes did their best,

just as they'd done while training. "The opponent is not really those facing us in the arena, but Guo herself," added Coach Lin. Both Lin and Guo knew that they were fighting for the world record. The fact that they were able to present this result to the people of Taiwan at home made the gold medal even more honorable.

Guo added, "My appreciation also goes to my coach, National Sports Training Center, and my fitness trainer. Without their help, I would never have walked out of the shadow of my previous failure."



## Bronze Medal Won! Chen Heng-xuan takes on Indian team at the compound bow mixed-double

Fu Jen's archery team won medals at the 2017 summer Universiade! Chen Xiang-yi and Chen Yi-xuan are the compound bow mixed-double players. Coming short of 2 points, they lost the chance to win the gold medal. However, they did defeat the team from India, finishing at 156:150, and won the bronze medal.

When Chen Yi-xuan played in the semi-finals against South Korea, she scored only 6 points on her last attempt.

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She ended up losing 2 points to her opponents and missed the chance to win a gold medal. She made some adjustments, and came back strong. Both scored 10 points in the first round, a superb performance. At the end, 12 out of 16 attempts made full scores, taking the bronze with flying colors.


They are most appreciative to people who showed up at the venue to show support. "Taiwan draws small crowds for archery competitions," said Chen Xiang-xuan after the award ceremony. "Thank you very much for showing up." It's worth mentioning that FJCU athlete Chen Xiang-xuan once enjoyed the recurve bow in the past. In his sophomore year, his coach suggested he change to the compound bow. He took the advice, and changed his training regimen in August, 2016. Not long afterwards, he participated in the Gwangju Summer Universiade, where no awards came his way. This time however he made a triumphant return to the stage. Although he missed the chance to win gold, he hung on and managed to prove his skill and strength. He took the bronze for Taiwan, and proved he has what it takes to be a champion.

## Cheng Zhao-cun wins Gold and New Asian Record with His Javelin

Cheng's last throw was a remarkable 91.36 meters long, which set a new record in Asia and won him a gold. Huang's fourth throw was 86.64 meters in length, which won a bronze medal.

Cheng holds the men's javelin record of 86.92 meters in Taiwan. This is his third Universiade. Before the game started, his goal was to become an Asian legend. He finally realized his dreams. In the qualification game, he advanced himself to the finals with a throw of 81.54 meters. In the final, his first attempt was 83.91 meters, and his fourth 84.37, which was surpassed by German athlete Andreas Hofmann out throw for a distance of 88.33 meters. Cheng's sixth throw was 91.36 meters in length, which not only broke the Asian record of 89.15 meters, but also established a higher standard to meet. This new record carries a special notation for the Cheng Zhao-cun record.

FJCU President and head of the Athlete's Village, Dr. Han-sun Chiang said that Cheng had a hand injury which made his grades at FJCU hit a bottom low. But he continued his training until his hand could gradually get its feel back. This year, he broke the national record two times and threw an extra five meters, beating his own previous record. This not only is beyond belief but also says that Cheng's future is immeasurable. His achievements encourage many injured athletes. He is

a personal example of turning a mission impossible to a mission accomplished. FJCU is proud of him, and so are enthusiasts of track and field in Taiwan. Cheng undoubtedly has what it takes to continue to participate in the international sports arena in the future. 







Illustration/ the Department of Applied Arts won many awards at Yodex 2017. Here is the work, “Calendar for the people.”, and “Taiwan NEHO”.

# Special Edition: Graduation Projects

2017 Yodex Recognizes FJCU's  
Designs by Students of Department  
of Applied Arts

**F**JCU students of the Department of Applied Arts recently held their graduation exhibition at Yodex



in the first and third exhibition halls of the Taipei World Trade Center. Yodex 2017 included individual works of the new graduates, combining them with similar projects of 144 academic departments from 64 other schools. In total, Yodex 2017 amassed a total of 5284 presentations. Efforts of FJCU's newest graduates drew wide attention and won several awards, including the golden award for visual design, “Yodex Enterprise Award,” “Best Design,”



“Special Sponsor Award,” and “New Talent Award,” for visual communication design.

The category new visual design selected a project of several FJCU students, the group that included Guo Zhan-yuan, Chen Shu-shan and Liao Yi-han. Their design centers on the concept of getting away from the computer. These students handmade beautiful works that computers cannot manufacture. In other words, they wanted to convey the idea that the most valuable and creative asset of the designer is their hands and brain. Professor Tu Min-xiang of visual design said, “FJCU students’ works not only convey the ideal and spirit of Yodex, but also show its attitude.” This is exactly what the Department wants the students to acquire—“in addition to nurturing students’ designing skills, what’s equally important is the design concept and their attitude in dealing with everyday matters,” said the director of the Department, Professor Fang Cai-xin.

Students’ work entitled “Not a department of fine arts” also won the “new talent award.” “The department of Applied Arts” is usually misunderstood as a department of “fine arts.” Hence, both students and teachers often find themselves explaining to others that what they learn is all about design. To solve the doubts of outsiders, the Department decided to start a movement to rectify its title. “Taiwan NEHO” received an award for “best design” in the category of visual communication design. Revolving around the concept of “night-market,” Lin Heng-yi and Chen Lian-kai, authors of this project, repackaged tacky objects and recycled them as representations of Taiwanese culture. “Calendars for the people” ( 鄉民曆 ) has its own “special sponsor award.” “Calendars” is a joint creation by Zhuang Chun-an, Chen-ying, Cai Cai-yuan and Lin Zi-li. To unveil the secrets of folk medicine, “calendar for the people” combines personal experiences and the results of consultations with professionals.

“Chief of the Village Candidate of Shezidao,” a joint submission of Li De-yi, Xie Jie-yun, and Mai Xiao-wen, won the “New Talent Award.” Li De-yi expressed why she initiated this project, saying in very firm terms, “I have lived in Shezidao, a place where development has been prohibited for the past 47 years. I have witnessed the situation of my home town being neglected, of not being permitted to improve itself. Therefore, I want to be a candidate. My hope is to represent Shezidao and give the people of my home town a better lot in life.” Not only that, but the co-designer Mai Xiao-wen also told us, “Through this design, we are hoping to change society so that our graduation exhibition can be more than what it is, and become a force that collects power for social change.” Illustration/ the Department of Applied Arts won many awards at Yodex 2017. Here is the work, “Calendar for the people.”

## Bōcháo: Mass Com students shine in transcending exhibition

The 42nd Cohort of the Bachelor’s program in mass communication at FJCU presented its graduation project entitled, Bōcháo ( 珀 潮 ), a combination of incorporated images, advertisement ideas, PR, multimedia works and installations. Bōcháo has two layers of meaning. While bō stands for the idea that the knowledge and skills students acquired in four years at FJCU are as shiny and bright as amber, cháo (tides) indicates that students are able to break the tides of this era as they take a variety of paths into the future.

A special exhibition showcased a short video, “Us in the Future,” featuring nine alumni aged 30 to 50, answering a question posed by the film team. The question? “What would you say to yourself if you could go back in time to your graduation day?”

This question for the alumni pushed them to clarify ideas, visions, and imagination about the future.

The book design exhibition featured Peng Bo-ming, an author who challenged himself to take pictures for 365 consecutive days. This project turned photographing from a coercive reaction for Peng into a habitual action. The photo album does not contain one specific topic. Nor does it offer many explanations. “I don’t want to restrict the imagination of the viewers in a frame,” said the author. “Take a photo of leaving one’s hometown for example. This incites different feelings in different people.”



Illustration/ graduation exhibition of the mass communication students, Bōcháo encompasses images, advertisement, PR, multimedia works and installations.





Illustration/ 20<sup>th</sup> graduation exhibition and anniversary showcasing the industrial-academic collaboration results, “alumni talks” and “alumni articles.”

Professor Gao Quan-wang, instructor for the Department's student graduation projects, commented on the need for students to be free. "One needs not to overdo the role of the professor, not to interfere. All fish eventually find their way." Students were divided into 9 groups during the preparation stage, while the instructor gave feedback and advice on the works in process. Professor Gao hopes that after the conclusion of the graduation project, students could carry on the momentum and continue learning. They should go beyond innovation by learning from sharp minds and exploring a greater vision.

## A grand celebration of the 20<sup>th</sup> Anniversary of the Department of Advertising and Public Relations

When it celebrates its 20<sup>th</sup> anniversary, the Department of Advertising and Public Relations wants its 20<sup>th</sup> graduation exhibition to be particularly memorable. "Grand" is the word! In addition to demonstrating the results of cooperation with local industry, the Department also invited alumni to participate in “alumni talks” and contribute written materials to attract a wider audience.

The graduation exhibition this year is entitled “twenty power” (niàn lì, power of twenty). Students of the Department believe the title delivers the meaning of the 20th anniversary and, due to its identical pronunciation with “will power” (niàn lì), students also think of the power of advertising to change people's ways of thinking and behavior. Although professionals involved in the world of advertising may make up a small group in society, students think this fact alone makes them more assured of what they do.

“Alumni talks” invited outstanding alumni to share their experience at work and their foresight into the future. The alumni represented a variety of backgrounds, including advertising, entreprenuering, brand marketing, and internet celebrity. Exhibition assistants collected all manner of written materials from alumni to trace achievements in advertising, illustration, and photography. The diverse presentations showed the immense potential for opportunities and success in the field of advertising.

Audience members and various participants were quick to praise the graduation exhibition. Students' enthusiastic explanations convinced them that each advertisement has a meaning behind it. This insight drastically changed their impressions of "advertising" in general, and proved beneficial to them.

Spokesperson for the exhibition Qin Zhao-yü said the graduation exhibition for academic year 2018 was not only grand. It was full of sensitive, even exquisite detail, as well. Shouldering the pressure of holding a 20<sup>th</sup> anniversary exhibition, coupled at the same time with responsibilities for internship programs, students began preparation for the exhibition 2 months in advance. When the exhibition opened its doors, people flooded into the venue. All in all, everyone felt the time and effort necessary for the project was worth it.

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Illustration: The Department's plays are an adaptation of fairy tales, which explore lessons we all face in life. The photo shows members of royalty.

## Department of Child and Family Studies brings audience back to childhood with diverse exhibitions

The 12<sup>th</sup> graduation exhibition of the Department of Child and Family Studies featured the topic, "Shier Er-Shi" (literal meaning: sometimes, childhood). The exhibition consisted of showcase displays and drama presentations aimed at promoting child and family education for a wider spectrum of society.

This exhibition was inspired by childhood memories. All children have high hopes for the future. These hopes slowly diminish because of setbacks and discouragement which we all encounter in the course of growing up. Senior student Huang Kai-jie, general coordinator of the exhibition, told us, "The Department offers a variety of counseling courses which allow students to carry on dialogues with their old selves. Only when we leave past pain behind can we assist in the healing of other people." The exhibition brought the audience back to the past, and encouraged them to regain courage and passion so that the old can serve as nutrition for the future. Everyone can find ways to continue to march forward.

The exhibition included a "corridor of memories." Individual projects here were represented by individual letters "T I M E." Five zones comprised the corridor, including camps for joint-learning/teaching, child education, individuals, families, and counseling. The exhibition highly valued its visitors and participants, and hoped that everyone reached a deeper appreciation and understanding of children and family education. The counseling zone was but a single example. Counseling in itself is a complex theory. Students in the counseling zone applied Line conversation boxes to present the essence of counseling, which made the process interesting and easy to understand.

The exhibition of drama and materials related to theater offered edited fairy tales that mirror our life lessons, such as self-affirmation, parent-children communication, and confusion in the context of romantic relationships. Through involvement in theater and drama activities, the general public at the exhibit received professional guidance. Individual members of families also received useful insight into the psychology of family life.

To reach a wider audience, students edited and portrayed fairy tales in ways that attempted to be more appealing to adults. Sensitivity to audience receptivity is, after



all, so important. "The adaptation was made in hopes that children would find the plays interesting," said one participant. "And adults would find them both inspiring and enlightening."

## Tri Relay, first joint exhibition by 44<sup>th</sup> Cohorts of the Department of Textiles and Clothing

The Department of Textiles and Clothing organized its 44<sup>th</sup> graduation exhibition entitled Tri Relay. Aiming at attracting parents, the general public, and business owners to attend the exhibition and discover design talents, Tri Relay consisted of the exhibition of works, and a fashion show with three rounds.

Being the first graduation exhibition organized by three groups of the Department, including the marketing group, textile design group and fashion design group, Tri Relay was intended to be larger in scale compared to previous graduation exhibitions. Organizers hoped it would attract more attention. The subject, Tri Relay, also makes clear

that the production of a piece of clothing takes three parties to collaborate.

Some 152 students set up 30 booths to exhibit their works. In addition, the Department also had an exchange platform to display graduation projects by students of Zhejiang Sci-Tech University. The general coordinator Liao Yong-an, a senior majoring in textiles marketing, said that instead of demonstrating concrete works, marketing students generally presented papers as a way to show their learning results. Tri Relay provided the marketing group with a platform to showcase their own learning results.

Narrowing down the number of entries from 51 to 23 projects, the graduation exhibition awarded 7 of the 23. Three runway shows included an evaluation show and an awarding show.

It is worth mentioning that the Board of Trustees for FJCU has approved the establishment of the College of Textiles and Clothing. Hence, by the academic year 106, FJCU will house the first College of Textiles and Clothing in Taiwan, said Cai Yü-shan. This will bring in more resources to benefit students' learning and future development.



Illustration/ fashion design special award winner: Lin Jia-yü (Textile Senior)

## FOCUS

### Graduation Performance of Department of Italian Language and Culture Takes You to Explore Your Life

The 18<sup>th</sup> graduation performance of the Department of Italian Language and Culture was held last year in the Li Tu Theater. The performance was an adaptation of a Norwegian play, Peer Gynt, which allows the audience to explore with the antagonist his adventures in life.

Peer Gynt, a truly representative work of Henrik Johan Ibsen, originates in medieval Norwegian folklore. The drama - graduation performance describes Peer Gynt's carefree teenage years, the years of dissipation and unrestrained behavior in his middle years, and continues to old age and his dismal downfall at the end. This verse drama (詩劇) play is rich with elements of satire, comedy, and farce. The plot is not only filled with twists and turns, but also philosophical ideas. No wonder Peer Gynt is one of the classic dramas widely played around the world.

General coordinator Liao Xin-ci told us that the play requires a large number of roles and diverse backstages, which certainly calls for the involvement of a lot of people. Sometimes, one person even needs to play multiple roles. Due to the large number of people involved in this play, coordination skills appear most important. "I often had to remind my crew to memorize the lines. On top of that, I needed to motivate and supervise every role, which I consider as the most difficult part of my job as coordinator," said Liao.

"We are very fortunate to be able to work with this group of people," Xu Ci-ting remarked, saying "everyone works very hard. Even though we are in our senior year and each one of us might be engaged in some other personal plans, yet, everyone works hard for the team. This truly touches me. The person who plays the male protagonist works very hard as he almost covers the entire script himself. Wherever he goes, he has the script in his hands, memorizing the lines." Liao also added, "He certainly worked on the lines all the time, even when he was at the airport getting ready for a trip abroad." It is not only the players who worked hard. The prop group also sacrificed their valuable time during the holiday, and went to school on holidays to work on the props. Moreover, costume and make up group also spared no efforts serving the large number of players.

At the end, Liao said sentimentally, "We did not attempt to teach our audience anything, or try to impress our audience tremendously with our performance. However,

we want our audience to at least reckon the results of our concerted efforts. After all, we have been preparing for a long time."



Illustration/ Peer Gynt, played by seniors of the Department of Italian language, allows the audience to experience the protagonist's adventurous life that makes him wander from place to place.





## “Speaking of the Good Old Days” by the Department of Communication Arts

The Department of Communication Arts organized its graduation exhibition, “Speaking of the Good Old Days” at the Songshan Tobacco Factory. The exhibition portrayed happiness, anger, sadness and exuberance in the form of videos in hopes that the original aspiration remains, even as time goes by. Movies, TV, multimedia and movie-playing areas in the exhibition were designed with post-it zones where the audience could leave comments, an on-line check-in mechanism, and stamp collections to encourage greater interaction with the audience.

Members of the audience were asked to vote for the works they prefer. “No screaming now” received the second highest number of votes. “No screaming now” resembles reality shows on TV. The film team designed a venue with a “hide & seek studio” which featured various adventurous challenges for the audience to conquer. Each contestant was given a decibel meter. The one whose meter reading was the highest won the game. This activity was challenging because it decorated the venue and did all the filming itself, said Li Jia-ying, one of the team members. As for capturing the authentic moments of the screaming contestants, setups were not possible. Nothing was planned beforehand, not the feasibility of each adventure, nor the routes the contestants took, not to mention facial expressions. One had to wait until the end

of filming to see the results. Due to the restrictions of this venue, the graduation team borrowed many sets of Go Pro which made the budget tight in comparison with the budgets of other teams. But, with everyone’s concerted effort in the triangle studio, the film was successfully completed.

Li also said that during the course of producing a TV show, “everyone chooses the more challenging route to take.” The students walked out of the studio on campus and chose to present their works in the form of reality shows. This, compared to TV programs filmed in the studio, requires more manpower, dedication and preparation. Savory Cake Studio was another TV production team. Its work, “Work for your accommodation” filmed three strangers who work for their accommodation. The work was filmed in Hualian, and recorded the course of the contestants’ lives and how they fulfilled the task of working for their accommodations. With its touching stories, excitement and adventures, this work received the highest number of votes from the audience, and was chosen as the closing film for the graduation exhibition.

The interesting part is that the Department worked with a beer factory during the opening ceremony in hopes of bringing joy to everyone while participating in this exhibition. What’s different about this exhibition in thinking of past ones exhibitions is that this one included “Time Café,” which allowed alumni and audience to sit down, and relive memories, stories, and films as they reminisced while sipping coffee. ☺



Illustration/ The triangle iron studio booth at the graduation exhibition



## College of Fashion and Textiles

Founded in August 2017, the College of Fashion and Textiles is dedicated to the ideals of internationalization, professionalism, and innovation. The College strives to nurture talents in the field of textiles and fashion for exhibitions in the Greater China Region. The College hopes to deepen its impact on the international community in its efforts to lead the way for fashion education in Taiwan. Being the first College of Fashion of Textiles in Taiwan, the College has its own B.A. and M.A. programs, which include on-the-job training in Fashion and Textiles, a Master's program in Museum Studies, and a Master's program in Brand and Fashion Management.

### Education Missions and Goals

#### • College of Fashion and Textiles

In line with the FJCU motto, "Veritas, Bonitas, Pulchritudo, Sanctitas," the College aims at nurturing talents with a world view, professional knowledge, humanistic literacy, and care for society. It is dedicated to the fostering of a sustainable, innovative and quality life for all.

#### • Department of Textiles and Clothing

The Department upholds the spirit of holistic education and sustainable fashion, setting its core values on three pillars—character, quality, and taste. On this basis, the

Department emphasizes that students must appreciate the value of honesty, responsibility, and autonomy. The College puts special value on the development of skills in communication and cooperation, innovative design, and international mobility. Its ultimate goal is to produce professional talents for the international textile industry so as to foster the sustainable development of the industry.

#### • Graduate Institute of Museum Studies

Setting its sights on the idea of "application to the world," the Institute focuses on both practice and theory. Its main goal is to cultivate exceptional professionals for the museum community, as well as the cultural and creative industries in Taiwan, the Asia-Pacific region, and the international community as a whole.

#### • Master's Program in Brand and Fashion Management

The Master's Program in Brand and Fashion Management is conducted entirely in English. It is the first of its kind in the entire Greater China region and the Asia-Pacific region. The goal of this program is to cultivate professionals for middle and high-ranking management who demonstrate integrative abilities in humanistic literacy, innovation, and brand management.



## Teaching Characteristics

The Master's Program in Brand and Fashion Management puts a high value on four key areas: professionalism, internationalization, social care, and humanistic literacy. Moreover, it pays equal attention to both practice and theory, actively establishing its international joint dual-degree program with top overseas universities, organizing international workshops with the assistance of visiting professors who are masters in the field, and encouraging students to participate in overseas exchange programs, internships, international competitions, cross-team cooperation and service-learning. In doing so, the Program realizes its goals and mission.



## Core Programs

The Program is designed on three bi-level aspects, marketing and management, technology and techniques, and design and culture. It aims at cultivating talent for the worlds of fashion, design, brand and innovation. It hopes to empower students with abilities useful in integration, application, and international mobility. It equips students as well with the skills necessary to advance economic power in culture, aesthetics, and competition, as well as the innovative market.



## Teaching Resources

The College is the only College at FJCU that has its own independent building. To conform to the trend of the times, the College has spared no effort in searching for business sponsorship to update its hardware and facilities. In addition, the College has also established its Chinese Textiles and Clothing Culture Center. All of these resources provide students with a diverse and professional learning environment.



## Faculty Members

The College has a comprehensive and international array of faculty members. It has a total of 29 full-time faculty members who have received their degrees from various parts of the world, including the U.S., France, England, Japan, Hong Kong and Taiwan. Among them, 22 faculty members have doctoral degrees, with three professors, fourteen associate professors and twelve assistant professors. All members of the faculty teach subjects of their respective professional areas.



## Future Career

Graduates of the College could continue their education or serve in the government sector. Furthermore, our graduates also work in different fields, including textiles,



## ABOUT COLLEGE

clothing, fashion, cultural and innovative industry, brand, media, and museums. Regardless of their fields, graduates of the College perform exceptionally well in their respective professional settings.

### Outstanding Performance

#### A. Internationalization:

1. The College has exchange student programs with sister universities such as Borås University in Sweden, Ryerson University in Canada, and the University of Iowa in the United States. It plans to sign joint dual-cooperation programs with these sister universities.

2. Reviewed and approved by the professional association International Foundation Fashion Technology Institutes (IFFTI) in 1999, the College is not only a proud member of IFFTI, but also the first university academic unit in Taiwan to become a member of the prestigious organization.

3. FJCU Talents Platform— In order to broaden the horizons of its students and the visibility of new design talents in Taiwan, and to increase the spirit of student competitiveness in the international fashion market, in 2016, the College established FJCU Talents Platform in cooperation with the industry in 2016. The Platform provides students with the room to grow and develop in the international community and to follow paths in various careers in fashion design. Until the present, the Platform has worked with Fashion Scout in England as well as fashion talents for the LFW in September 2017. FJCU student performances were well received, and attracted the attention of the international media.

#### B. Culture:

The College has organized large-scale exhibitions with national museums, such as National Museum of Natural Science, National Taiwan Museum, National Museum of Prehistory, and National Palace Museum. Members of the College faculty, and students too, availed themselves wisely of the resources in the Chinese Textiles and Clothing Culture Center to portray the rich and diverse cultures of traditional textiles.

#### C. Outstanding alumni:

Over the past 47 years since its establishment, the Department of Textiles and Clothing has cultivated numerous excellent students. In particular, new designers who have released their works in the international arena such as Zhan Pu, Gu You-wen, Pan Yi-liang, Huang Shi-shun, and Zhou Yü-ying, to name just a few, are all alumni of the Department, the masters' programs, or the on-the-job-training program.

### Visions and Prospects

The College is dedicated to international fashion education, and takes seriously its mission to be a leader in the fashion industry. With its solid cultural foundation and superb learning environment, the College has improved the industrial cluster, deepened its various academic offerings, and nurtured talents that are able to prosper in a spirit of cooperation and mutual respect. The College has strengthened ties with industrial, governmental, and academic resources to provide space for the creation of unique values in the fashion industry and market. Taiwan's status and market competitiveness in the international fashion industry have improved as a result of our efforts.

To respond to fierce market competition in the international fashion industry as well as to increase the international impact of the College, the College has striven for rank among the top 50 fashion colleges in the Business of Fashion (BOF). In addition to that, the College also aims at four specific areas, namely a) business and management, b) culture and heritage, c) technology and design, and d) analytics and communication. The College hopes that by focusing on these four areas, our academic programs, as a united front, can create a platform that furthers international research and cooperation, encourages the establishment of a Global Research Center in Sustainability, increase R & D power and, finally, elevate the reputation and impact of the College as a road for graduates to walk as they enter the international market to promote Taiwan's fashion brands.

### FJCU Talents Shine on LFW Fashion Scout Runway

A year ago, the FJCU Talents platform, a creation of the FJCU College of Fashion and Textiles, selected four alumni as representatives for London Fashion Week (LFW) in September 2017. The group included three recent graduates, Shun Yuina Hsu, Shing Luen Liou, and Ina Hsu, and one alumna, Yu Mei Huang. Their showcase drew international media attention. Taiwan's soft power in design was very much on display.

FJCU Talents had invited fashion designer Johan Kuto to instruct students for three months. It then selected four graduates from an array of designer students to present an individual 10-piece set on the Fashion Scout runway. A brief introduction of these four FJCU talents follows.

#### 許廷伊 INA HSU

A recent graduate of the FJCU Department of Textiles and Clothing, Hsu masters lace trimmings and cutting





lines to make practical clothing pieces for stylish teenage girls. Hsu's designs are a mixture of sweet young love and the darker side of romance.

Series SS18 was inspired by the Japanese Thriller, *The World of Kanako*. The group manifests conflicts in a chaotic dream that is filled with romantic love and dark desire. Made with ethereal and floating pure white, Hsu's indistinct dreamy colored-prints combine with a flurry of pleats to represent the sugar-coated dreamland of teenage girls. In contrast, discontinuous lines hint at Hsu's theme of the cruelty one faces in a broken dream. Hsu finds ways to accommodate conflicting characteristics of romance and darkness in a distinctive style.

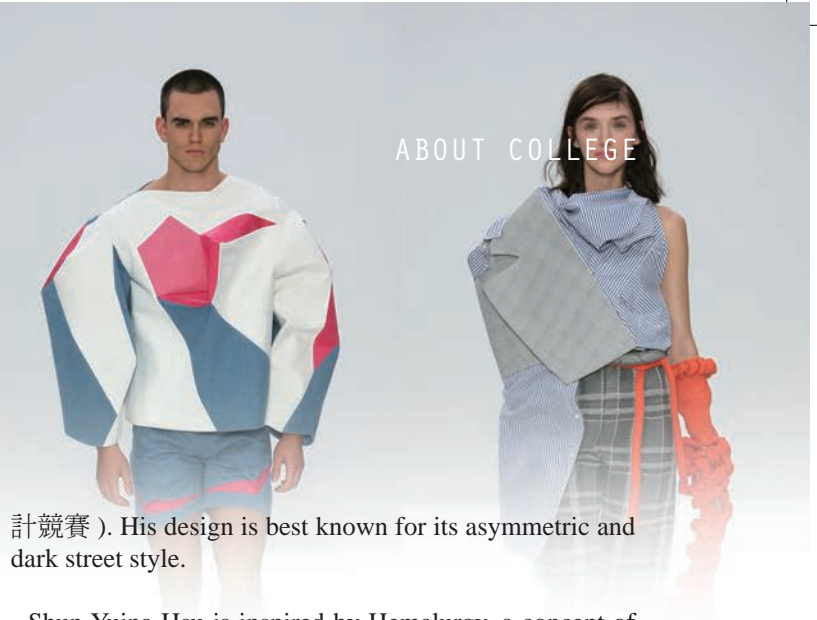
#### 劉興倫 SHING LUEN LIOU

A recent graduate of the FJCU Department of Textiles and Clothing, Liou has competed in several exhibitions in Taiwan, Hong Kong and China. First Place honors for the 2015 Taiwan Fashion Design Award went to Liou for his graduation project, "Gentry in the Mountain." Liou's designs are filled with elements from diverse cultures and voices that speak to a variety of contemporary social issues. Liou has remarked that the main purpose of incorporating cultural and social issues in his work is to allow the audience to experience internal reflection on top of the visual reception of his work.

Liou's creations in SS18 are an inspiration derived from celebrated Taiwanese sculptor, Ju Ming, whom Liou credits for the deep impressions of applied patterns and colors to represent simple yet powerful sculpting effects. In "Transforming Tai Chi," Liou uses geometric lines as well as outlines to develop pattern structure and various features of a walking pleat or bar. Liou applies interesting colors in the "World" series to present clothing to the world that is a living symbol of contemporary Taiwanese aesthetics.

#### 游舜安 SHUN YUINA HSU

Shun Yuina Hsu, also a recent graduate of the FJCU Department of Textiles and Clothing, has been awarded Third Places two times in the CLATE Eternity Designer Fashion Competition, and a First Place in the Taiyuan Digital Printing Design Competition ( 台元數位印花設計競賽 ). His design is best known for its asymmetric and




dark street style.

Shun Yuina Hsu is inspired by Hemalurgy, a concept of retrieving power by means of pain and sacrifice, illustrated in *Mistborn*, by Brandon Sanderson. Pattern dislocation, spikes, asymmetries, and twists are widely apparent in his works. These techniques deliver a sense of power in three-dimensional structures. The design aims to achieve an impression that power has the ability to twist a mind and soul.

#### 黃郁媚 YU MEI HUANG

A graduate of the Department, Yu Mei Huang majored in knitwear design while still a student. As an intern at a Japanese brand company, Motohiro Tanji, Huang had the opportunity to master her knitting skills and acquire knowledge in the application of clothing structures. After Huang graduated from FJCU, she served at Ruentex Industries Limited as a knitwear designer in New York.

Huang's SS18 works show the inspiration she has received from the feminist movement in Taiwan during the 1960s. They frequently focus on the theme of oppression in the world of women at work. Patriarchic oppression is represented by outlines of extremely large suits and stacks of shirts. Huang's creation of a special knitting technique stresses images of Taiwanese women as "bundled by social values and self oppression." (Source: College of Fashion and Textiles) 



Illustrations/ from left to right: works of Ina Hsu, Shing Luen Liou, Shun Yuina Hsu, and Yu Mei Huang.



## Meeting Motor Neuron Disease Head-On Fu Jen Student Writes Her Unique Life Story

Enrolled in the Department of Communication Arts at Fu Jen Catholic University, Yi-Jie Li spent five years documenting her life with motor neuron disease in *The 7,300 Most Common Luxuries*. Winner of the 2006 President's Education Award, Yi-Jie was diagnosed with spinal muscular atrophy (SMA) at age one. As chance would have it, a prison inmate was greatly inspired after seeing her story in the news and wrote her a letter of thanks. That letter motivated Yi-Jie to write a book about her life, with the aim of positively affecting more people.

CEO of the China Times Publishing Co., James C. M. Chao, says, "If someone's personal story can impact others, then I think it's something that a small publishing company like ours should be happy to put out there." He notes that sometimes it feels like life isn't going that smoothly. But when you compare yourself to Yi-Jie, every moment, 24 hours a day, 365 days a year, should be cherished.

Yi-Jie's attending physician, Dr. Yuh-Jyh Jong, explains that even though the disease creates physical obstacles for Yi-Jie, her imagination and determination are limitless. Dr. Jong says the quality of life for a patient with this disease has no direct relationship with whether or not they sit in a wheelchair; he even goes so far as to say they can live a fuller life than most people. "Yi-Jie is the perfect example of this." In her book, Yi-Jie compares herself to a seed that never got watered. Dr. Jong claims otherwise:

"She's more like a magic bean that God created in limited supply, bringing joy – and what seems like the impossible – to the whole community."

Vice-Chairperson of the Taiwan Motor Neuron Disease Association, Lin Yong-Yi, expresses happiness at seeing someone with motor neuron disease face it in such a positive way. He is confident that Yi-Jie's story and life over the past two decades will create positive social energy. He urges the average person to pay closer attention to SMA, ALS, and related issues. He also gives words of encouragement to Yi-Jie: "As long as we stay confident that we will stand up, we'll be able to wait for the day it becomes a reality." ㊦







## Lessons in Life: The Silent Teacher Film Director's Talk

Maso Chen, director of the documentary film *The Silent Teacher*, gave a recent lecture at Fu Jen Catholic University. Given that most major scenes in the film were shot at the College of Medicine, the talk attracted the interest of quite a few students. The unbroken sounds of sobbing heard the entire time were indicative of the hard-hitting nature of the film and subject matter.

Professor Chia-Chuan Wang first entered the field of gross anatomy over two decades ago. The question he hears most often is what it feels like for a “silent teacher” (the name given to people who donate their body for medical students to practice on) to sign the body donation form. Since in Taiwan a person’s body can only be donated with family consent, how are family members persuaded to agree? Speaking in sober tones, Professor Wang said that despite his many years of experience, whenever he gets to topics that touch on the mystery of life, he is unable to give a precise answer.

Maso Chen emphasized that his purpose in making the film was not to encourage more people to donate their bodies to science, but to stir them to reflect on the value of life. This reflection can be epitomized by Lin Hui-Tseng, husband of the silent teacher in the film, who loved his wife so dearly that he respected her decision to donate her body. It is also exemplified by Professor Yi-Ju Tsai, who considers whether she could bear to watch her students practice on the body of her own father.

The silent teacher also gave Maso Chen a precious lesson – especially at the moment when he saw a human body completely opened up. He suddenly realized that death is not nearly as frightening as our imaginations make it

out to be. Chen told himself right on the spot that he must make the most of his limited time on earth by making enjoyable films, conveying a positive message, and trying to have an impact on more viewers.

“The contribution of silent teachers serves as their second life,” says the head of the FJCU College of Medicine Student Association, Chi-Ting Lin. Traditional Taiwanese beliefs hold that a body should be preserved intact after death. But Ms. Lin expressed hope that after this talk, people will be more open to different points of view on issues of life and death, as well as to body donation for medical science.

Instructor at the Religious Guidance Center, Professor Wen-Fang Wang, notes that a silent teacher’s sacrifice means that their life crosses over to another realm – their life doesn’t end the day they depart the world, but continues on by unselfishly giving students the chance to learn and practice. ㊦



FU JEN LIFE



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