輔仁大學108年度高教深耕計畫

# 自主學習課程計畫

# 成果報告書

_108學年度第__1_學期

時尚品牌

授課教師：楊偉顥

系所單位：織品服裝學系

# 目錄

壹、 課程指導成果說明 ..... 3
(1) 課程實際規劃與說明 ..... 3
(2) 具體教學成果與評估 ..... 3
(3) 課程遇到問題與困難 ..... 4
(4) 優秀自主學習組別(二組)推薦與原因 ..... 4
貳、 學習反饋 ..... 5
參、 學生學習成果紀錄 ..... 6

# 壹、 課程指導成果說明

## (1) 課程實際規劃與說明

本課程進行分成三階段：一、教師基本知識講授。二、業師專題演講。三、學生自主學習專案執行。

自主學習專案執行部分希望讓學生練習以小組方式，透過與師長討論發想自主學習方案計畫，透過參訪文藝表演、影音文獻查找或進行消費者生活觀察，蒐集足夠資訊來定義屬於Z世代的時尚提案。每組成員共同透過探索自我生活習慣、美學態度、關注的美學媒介，Z世代的文化概念，嘗試在期末發表小組共同調研後開發出的Z世代時尚內涵，並設計相關時尚行銷推廣方案。

本課程設計目標為，提高學生對時尚理論的理解與實務應用，了解時尚品牌在建立一個時尚品味的流程，如何從文化、消費者生活型態中，找出生活脈絡，創造出時尚風格。有別於以往講授型或案例講演的課程設計，本自主學習課程，無既定學習框架，鼓勵學生自我探索，辯證，相互學習，因而可以提高學生的學習動機，並做中學，學習如何將自己的想法在有限時間內落實，克服問題，最終具象化成為可行的時尚品牌商業企劃。

## (2) 具體教學成果與評估

本學習修課人數共81人，完成16案自主學習專案。依照學生自主學習專案的內容可出分為六大類：一、音樂時尚特徵、二、時尚風格特徵、三、消費者行為特徵、四、時尚產業特徵、五、媒體時尚特徵、六、影視時尚特徵等。(詳如表一所示)

表一、學生自主學習主題列表

| 主題類型 | 學生自主學習主題內容 |
|---|---|
| 音樂時尚特徵 | Group_7_Z generation - golden melody award |
| 音樂時尚特徵 | Group_8_Hip-hop culture |
| 音樂時尚特徵 | Group_11_Popular music video of Z generation |
| 時尚風格特徵 | Group_3_The retro definition of generation Z |
| 時尚風格特徵 | Group_12_Z generation's fashion makeup |
| 時尚風格特徵 | Group_14_ Nail art |
| 時尚產業特徵 | Group_1_Fast fashion of Gen Z |
| 時尚產業特徵 | Group_16_Generation Z & Compound Cafe |
| 消費者行為特徵 | Group_4_Fashion attitude of generation Z |
| 消費者行為特徵 | Group_15_Factors that influence Generation Z’s apparel preferences |
| 媒體時尚特徵 | Group_2_The Photographers & those stories behind the photos in IG |
| 影視時尚特徵 | Group_5_How Generation Z affects Movie |
| 影視時尚特徵 | Group_6_Joker from then to Gen Z |
| 影視時尚特徵 | Group_9_ Trend watching X Film |
| 影視時尚特徵 | Group_10_Korea Drama |
| 影視時尚特徵 | Group_13_Mysteries between Movies and Gen Z |

本學期每組同學在正式執行前表所列的自主學習主題前，都必須先與授課教師討論學習主題至少一至兩次。此外，在期中前，為幫助學生能對Z世代時尚有更深刻的感受，特別邀請專為時尚雜誌攝影的盧禮綜設計師，以及台灣第一位登上紐約時裝週的知名設計師吳日云先生至班上與同學分享在攝影與時尚品牌設計上的業界經驗與知識內涵。



盧禮綜攝影師專題演講



吳日云設計師專題演講

(3) **課程遇到問題與困難**

本課程執行遇到最大的問題是修課人數較多，所以授課教師需花費較長的時間才能與所有學生都討論到，也較難即時追蹤學生專案規劃執行時遇到的即時性問題。為解決此問題，本學期有另創專屬討論LINE群組，讓學生能夠即時有問題可以老師討論，以幫助學生解惑提高自主學習成效。

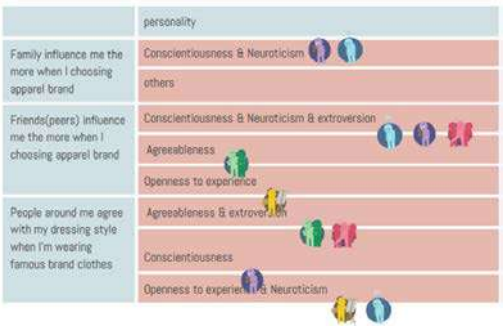
(4) **優秀自主學習組別(二組)推薦與原因**

本案推薦，第八組 嘻哈文化主題研究，以及第十五組，以人格特質分析Z世代時尚偏好的學習成果。第八組的嘻哈文化主題研究，整份報告完整，從嘻哈文化的起源文本回顧到執行一項專家研究訪談，以及一項消費者訪談調查，透過嘻哈專家訪談內容，使學生對嘻哈又更深入的了解，在一般民眾對嘻哈的看法的訪談中，從實際民眾的直接反應，也幫助學生拓增對嘻哈看法，獲得更多元觀點的學習，而本組同學將所有學習歷程，透過影片、PPT簡報以及文字說明非常詳細完整，故予以推薦。

另外，第十五組從消費者人格特質分析Z世代時尚偏好的學習成果，主動查找學術文獻閱讀以提升學習專案內容的品質，本組報告依心理學中常見的五大人格特質做分類項目，透過線上問卷調查方式，了解Z世代消費者時尚特徵與人格特質間的關聯，報告內容呈現完整紮實，故予以推薦。




第八組 Hip Hop文化簡報示意圖




第十五組 五大人格與時尚喜好簡報示意

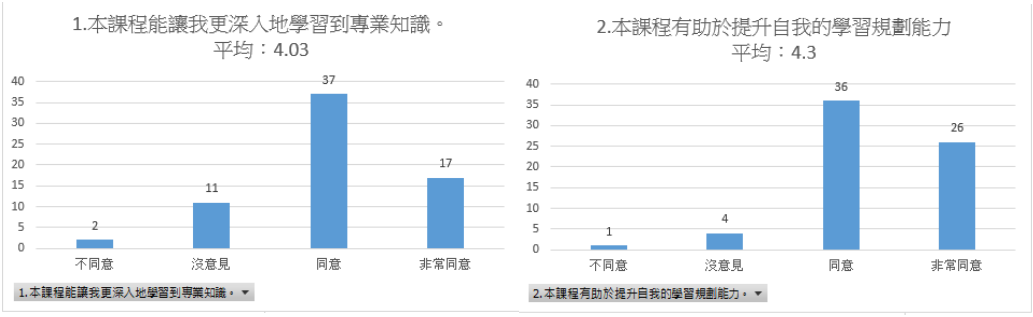
## 貳、 學習反饋

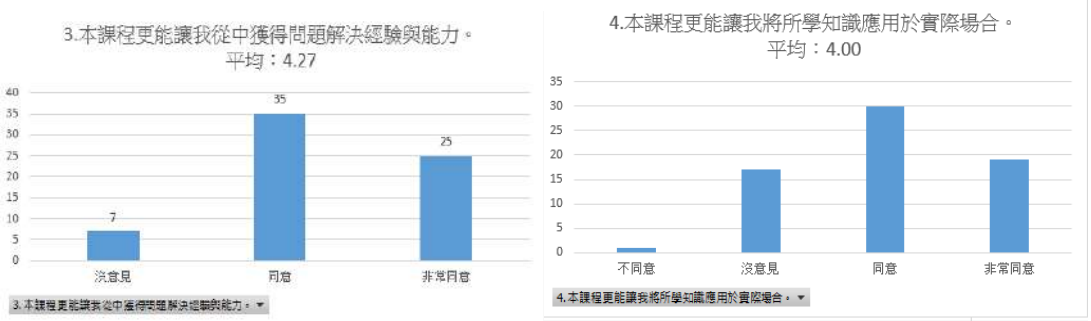
本學期共 81 人修課，共 67 份回收學習問卷單，回收率約 83%，其中有 26 學生主動留下開放式意見(詳見附錄問卷掃描檔)。本課程學習回饋評鑑，**總平均為 4.15 分。**各題分析結果如下：

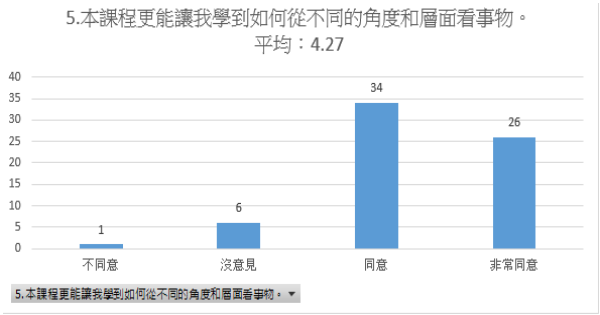
表二、學習成果問卷整理表

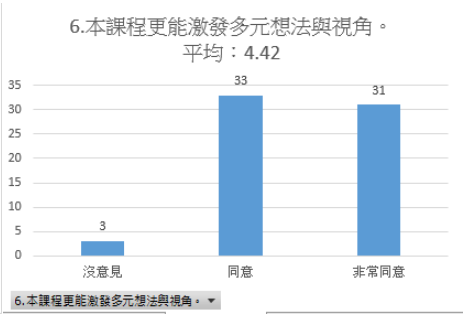
| 題目 | 得分 | 附註 |
|---|---|---|
| 1. 本課程能讓我更深入地學習到專業知識。 | 4.03 | 81%勾同意以上 |
| 2. 本課程有助於提升自我的學習規劃能力。 | 4.30 | 93%勾同意以上 |
| 3. 本課程更能讓我從中獲得問題解決經驗與能力。 | 4.27 | 90%勾同意以上 |
| 4. 本課程更能讓我將所學知識應用於實際場合。 | 4.00 | 73%勾同意以上 |
| 5. 本課程更能讓我學到如何從不同的角度和層面看事物。 | 4.27 | 90%勾同意以上 |
| 6. 本課程更能激發多元想法與視角。 | 4.42 | 96%勾同意以上 |
| 7. 本課程讓我願意投入更多時間在學習上。 | 3.87 | 70%勾同意以上 |
| 8. 本課程能讓我在團體中以協調、溝通與合作的方法來達成目標。 | 4.33 | 91%勾同意以上 |
| 9. 授課老師或助教的指導有助解決我學習上遇到問題與困難。 | 4.42 | 94%勾同意以上 |
| 10. 本課程有助於我養成主動學習的習慣。 | 3.94 | 67%勾同意以上 |
| 1. 我喜歡這樣的教學方式，我會推薦別的同學來修讀這門課。 | 4.09 | 75%勾同意以上 |
| 2. 我期待未來能有機會再修讀自主學習的課程。 | 3.90 | 64%勾同意以上 |

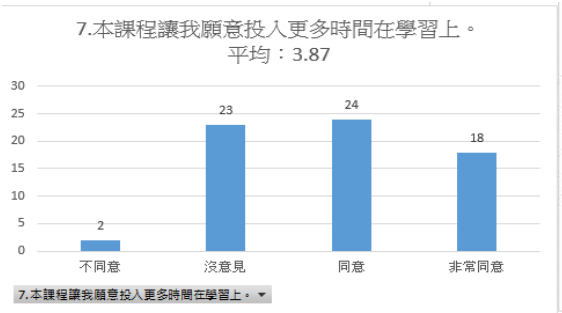
由上表學習問卷結果整理結果可見，各題平均滿意度皆有 4(同意)程度以上，僅在學習動機、學習習慣養成與修習自主學習課程的動機等，三題項表現低於 4 分，但平均也都有 3.8 以上的表現水準。整體來說，學生對於本學期課程安排與學習成果抱持正向肯定的態度，各題填答詳細內容如下：

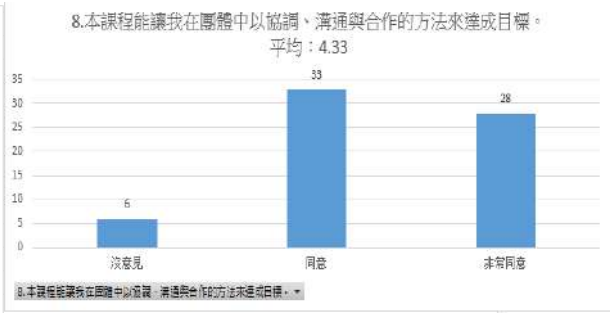


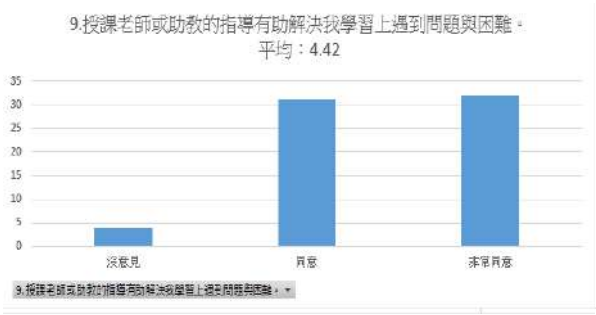



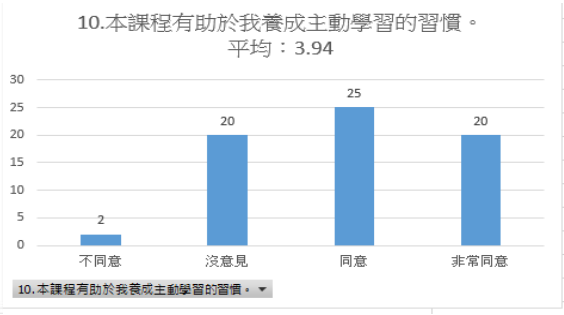


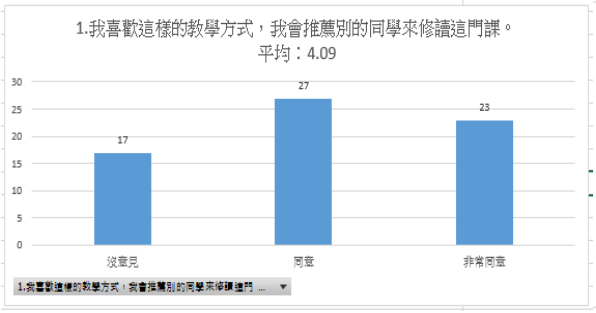



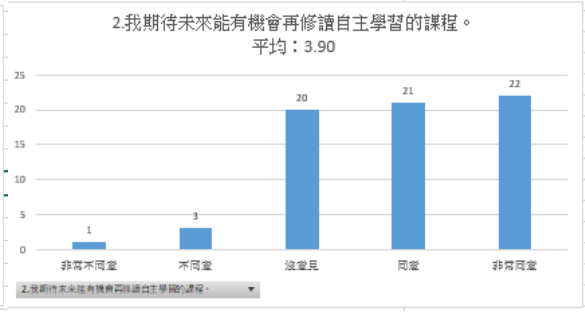




## 參、　學生學習成果紀錄

後續內容，將統整本學期各組自主學習提案、自主學習成果報告書，以及自主學習成果簡報檔案，案組別依序呈列。

輔仁大學 108 年度高教深耕計畫

# 自主學習課程計畫

# 成果報告書

108 學年度第 1 學期

時尚品牌-英

第一組

授課教師：楊偉顥

系所單位：織品服裝學系行銷組

中華民國 108 年 12 月

附件一
助教填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 課程指導紀錄表

學習助教：　　聯絡方式：

| | | | |
|---|---|---|---|
| 時間 | 108.09.20(五) | 受指導組別 | 第一組 |
| 地點 | 2F 多功能研討室 | 受指導次數 | 第__1__次 |
| 受指導對象 | 林品妤、周玳寧、周敏明、賴姿穎 | | |
| 指導老師 | 楊偉顥 | | |
| 指導內容摘要 | | | |
| 主要問題 | 1. 和老師討論主題方向並且確認之後討論時段。<br>2. 提出組內想法，詢問老師是否在執行上為可行。<br>3. 了解報告整體撰寫模式。 | | |
| 具體建議與解決方案 | 1. 因我們想要選擇快時尚作為這次的主題，老師建議我們先去蒐集快時尚的資料並且了解何謂「快」時尚，多久出一次新品才較快，可以多去涉略一些相關的報導去做深入了解。<br>2. 我們提出來的一些品牌像是 H&M、GU、NIKE 等等，老師建議我們回去思考他們的價位差異並且確認這些品牌是否為快時尚的代表，好比說 Nike 在定位上就不是在快時尚。 | | |
| 後續追蹤 | | | |
| 備註 | | | |

*指導紀錄表請自行影印使用

**指導老師：**_____

附件一
助教填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 課程指導紀錄表

學習助教：　　聯絡方式：

| | | | |
|---|---|---|---|
| 時間 | 108.09.23(一) | 受指導組別 | 第一組 |
| 地點 | TC407 | 受指導次數 | 第__2__次 |
| 受指導對象 | 林品妤、周玳寧、周敏明、賴姿穎 | | |
| 指導老師 | 楊偉顥 | | |
| 指導內容摘要 | | | |
| 主要問題 | 1. 和老師討論我們之後三週的執行計畫，並且確認執行上的細項是否需要修改，再與組員進行討論。<br>2. 給老師過目我們的訪綱問題，並且與老師討論是否有地方需要補充或是更深入的了解。<br>3. 詢問老師再訪談的技巧與建議。 | | |
| 具體建議與解決方案 | 1. 因為我們設計的題目主要是以封閉式為主，老師建議我們以開放式或半結構的方式去做題目設計，讓受訪者可以自由地回答問題，透過這樣的訪問我們才可以更仔細地去分析背後的意涵。<br>2. 老師希望我們問的問題比較像是旁敲側擊的方式，好比說雖然看似問興趣和我們這主題沒有太大的關聯，但是我們可以從興趣去思考會不會有影響到他們選擇上的一些關鍵因素。 | | |
| 後續追蹤 | | | |
| 備註 | | | |

*指導紀錄表請自行影印使用

**指導老師：**_____

附件一
助教填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 課程指導紀錄表

學習助教：　　聯絡方式：

| | | | |
|---|---|---|---|
| 時間 | 108.09.30(一) | 受指導組別 | 第一組 |
| 地點 | TC407 | 受指導次數 | 第__3__次 |
| 受指導對象 | 林品妤、周玳寧、周敏明、賴姿穎 | | |
| 指導老師 | 楊偉顥 | | |
| 指導內容摘要 | | | |
| 主要問題 | 1. 討論最後三週要執行的最終確認版本是否無誤。<br>2. 和老師討論期中書面是否需要補充其他項目。<br>3. 詢問老師在執行上的最後提點。 | | |
| 具體建議與解決方案 | 1. 老師建議我們需補上訪問的要求與限制，好比說我們要如何去找受訪者而這些受訪者又符合愛好快時尚的消費者，這都是我們要去思考的地方。<br>2. 老師提醒我們書面要補上一個人要訪談多久的時間以及詳細的訪綱，這樣書面才會更加地完整。<br>3. 訪問時，老師建議如果受訪者回答的很少，可以用引導的方式。 | | |
| 後續追蹤 | | | |
| 備註 | | | |

*指導紀錄表請自行影印使用

指導老師：_____

附件二
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習計畫書

一、自主學習計畫主題：Z 時代的快時尚

二、組別：1

三、課程名稱：時尚品牌-英

四、指導老師：楊偉顥

五、學生姓名與工作分配

| 姓名 | 工作內容 |
|---|---|
| 林品妤 | Write the proposal and lead the team |
| 周敏明 | Be the interviewer and present this project |
| 賴姿穎 | Do the ppt edition |
| 周玳寧 | Record and make the interview video |

六、計畫主題概要

Which fashion brands will Gen Z people buy from? This is the most important and interesting question that makes us want to figure out. For us, we think that “fast-fashion” brands may be main target aspect that we can find the connection between Gen Z and fashion brands that they may choose.

Before starting our self-orientation learning plan, we discuss that the main influencing factors probably can be divided into two aspects. First of all, it’s the medium of receiving information. Most of the young people of Gen Z are different from the Gen X and Gen Y groups, which get a mountain of information though TV, newspapers, magazines or so on.

Secondly, it will be today's global economy, we all know that today economic situation is worse than before so those people may be more sensitive to price; besides, most of the young people of Gen Z mainly are students; therefore, their expenses on clothing may be restricted.

Above these two points, we can roughly predict and know why those young people of Gen Z will choose “fast-fashion” brands to be their first choice when they are buying clothes., but these are just our prediction before doing our self-learning project, so we want to through interview to much realize what Gen Z people think about fast fashion and whether agree that fast fashion brands are the main choice for them to buy.

七、快時尚定義

Fast fashion is a contemporary term used by fashion retailers to express that designs move from catwalk quickly to capture current fashion trends.

About fast fashion clothing collections, they are based on the most recent fashion trends presented at “Fashion Week” in both the spring and the autumn of every year. Emphasis is on optimizing certain aspects of the supply chain for these trends to be designed and manufactured quickly and inexpensively to allow the mainstream consumer to buy current clothing styles at a lower price.

八、快時尚有多快

According to the news report that we attached in reference part, we can know that the fast and stylish product development cycle can be shortened to 14 days from demand research, creativity, planning, design, proofing, production, logistics to shelves, it means that fast fashion production cycle just only two weeks, while other clothing industries are generally 6 to 9 months.

Therefore, compared with traditional costumes, fast fashion can design a variety of different clothing in the shortest time to bring the goods to consumers.

For example, Zara can develop 40,000 new garments every year, and the actual launch of new style clothing ranges from 12,000 to 20,000, it's more than 30 styles per day.

九、快時尚品牌代表

Based on "OpView" Community Word of mouth database", we can know that the survey report released in 2017, in response to the results of the analysis of popular online community and discussion content. It shows that the top five brands in China's current ready-to-wear market are: Uniqlo, GU, H&M, Zara and Gap.

| **2017 Top 5 choices for fast fashion brands in Taiwan** | | | |
|---|---|---|---|
| **1** | Uniqlo | 4 | Zara |
| **2** | GU | 5 | Gap |
| **3** | H&M | | |




十、快時尚特色

a. Quick and convenient

b. Diverse and unique styles

c. Cheap

d. Popular and fashionable

十一、計畫內容與進度規劃

***Week 1 / Date:**12/02~12/08

1. **Collect information on 5 major fast fashion brands in Taiwan (H&M、Zara、Gap、GU、UNIQLO)**
   - Collect styles and features designed by each store to identify designs that may be related to this group of consumers
   - Find the average price of these five stores so that we may be more directional when asking about price questions
   - Collect the strengths and weaknesses of these five stores then discuss whether these factors will influence their buying choice
2. **Begin to think and design interview questions.**
   -Number of questions: 7
   -Designed in an open & semi-structured way
   -Interview question outline:
   1.What the definition of fast fashion for you?
   2. Which fast fashion brands you know?
   3. What are your considerations when purchasing clothes? (ex. price. pretty.....)
   4. Which channel do you usually buy fast fashion clothing? (ex. website, app…)
   5. How often do you buy clothes? What the reason that make you buy new clothes?
   6. What's your wearing style?
   7. How do you usually get the fashion information? Any celebrity or KOL that you will refer to their style or wearing.
   8. Do you have any hobby or forgettable experience that you want to share with us?

***Week 2/ Date:** 12/09~12/15

1. **interview week**
   - Interview method: oral way & video
   - Interviewee: 6 people (3 males & 3 females/ FJU students)
   - Interviewee requirements:
   * under 21(meet Gen Z age)
   * prefer low price and popular good looking to good quality and also popular looking but high price (Price comparison is based on 500/2000)

***Week 3/ Date:** 12/16~12/22

1. **Organize interview content and analyze the results**

-turn some results into charts

2. **Make the video that we record**
3. **Review our 3 weeks self-learning process in group discussion**

**-**everyone shares their opinions and thoughts

十二、預期效益：

1. Find out the link between fast fashion and young people of Gen Z
2. Verify nearly news reports or articles about fast fashion definition of Gen Z whether are same as our interview results or not, maybe will find something new
3. Learn from the perspective of Gen Z

附件三
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習成果報告

撰寫日期：108 年 12 月 20 日

## 一、課程基本資料

(一)自主學習計畫主題：Z 時代的快時尚

(二)組別：1

(三)學生姓名：林品妤、周敏明、賴姿穎、周玳寧

(四)課程名稱：時尚品牌-英

(五)指導老師：楊偉顥

## 二、計畫成果

(一) 自主學習歷程：

- **How we choose the topic of this project**

The main reason we will choose this topic is because we have observed that there are lots of our friends, who are chatting and wearing fast fashion brands like Uniqlo, Zara, GU and so on, even our team members are no exception. Besides, in recent years, many reports of fast fashion show that fast fashion brands are really trendy for young people and have a lot of connections with them so we want to use this self-learning project to verify and understand why those people will choose those brands then we will analyze the meaning behind their thoughts through interviews. By the way, we think this topic will be very interesting.

- **work distribution:**

| Student name | Job |
|---|---|
| 林品妤 | Write all proposals and lead the team |
| 周玳寧 | Be the interviewer and present this project mainly |
| 周敏明 | Do the ppt edition |
| 賴姿穎 | Record and make the interview video |

- **process description:**

In the whole process of self-learning process, we first collected the information of the five fast fashion brands that Taiwan consumers will purchase from, and then carried out designing interview questions based on the information that we found. About the interview questions, we think they are pretty hard to design because we don't have any interview experience before so we originally designed some questions that interviewees just could only answer yes or no but after discussing with our teacher, he told us that we could design questions in an open or semi-structured way that could make interviewees share their opinions more. However, although some questions were not actually asked during interviews, but we still could figure out some key points why fast fashion brands are so popular for Gen Z people.

During the interview process, we found that some interviewees actually did not know how to answer our questions and we thought the reason is related to their ability of expression. even if we asked them in another way again, their answers were still very simple. After the interview, we began to make a conclusion analysis, the way we used for our discussion it was writing keywords answered from interviewees on the blackboard, and we tried to find out the link between their answers and fast fashion.

Finally, it was part of our group review, each of our teammates needed to point out some problems that we might found in the process, about this part, we will discuss them in the next section.

• **Problems and how we deal with them**

1. **The speed of receiving the update group message is inconsistent, which causes the problem like our originally designed questions not being asked.**

   **-Solution:**

   Before doing any task that we need to fulfill in our project, we need to confirm with all our teammates that we are in the same pace so each team member won't misunderstand or miss any update group message.

2. **There are too few screening conditions when we picked our interviews; thus, we could feel that they did not really love fast fashion so much.**

   **-Solution:**

   we think that we can discuss more about the characteristics of people who are really fast fashion lovers and we can get more advices from our teacher that will make our level of thinking to be deeper and more precise.

3. **The interview questions are too shallow so we just got insufficient results that make us difficult to draw the conclusion.**

   **- Solution:**

   Before discussing how to design our interview questions, each of our group teammates need to do more research in advance, and when we discuss it in face to face, we can share more different opinions and thoughts that can help us to extend questions' depth and aspects.

(二)成效說明與實際產出：

• **Interview questions/ answers/ explanations/:**

(number of questions: 8)

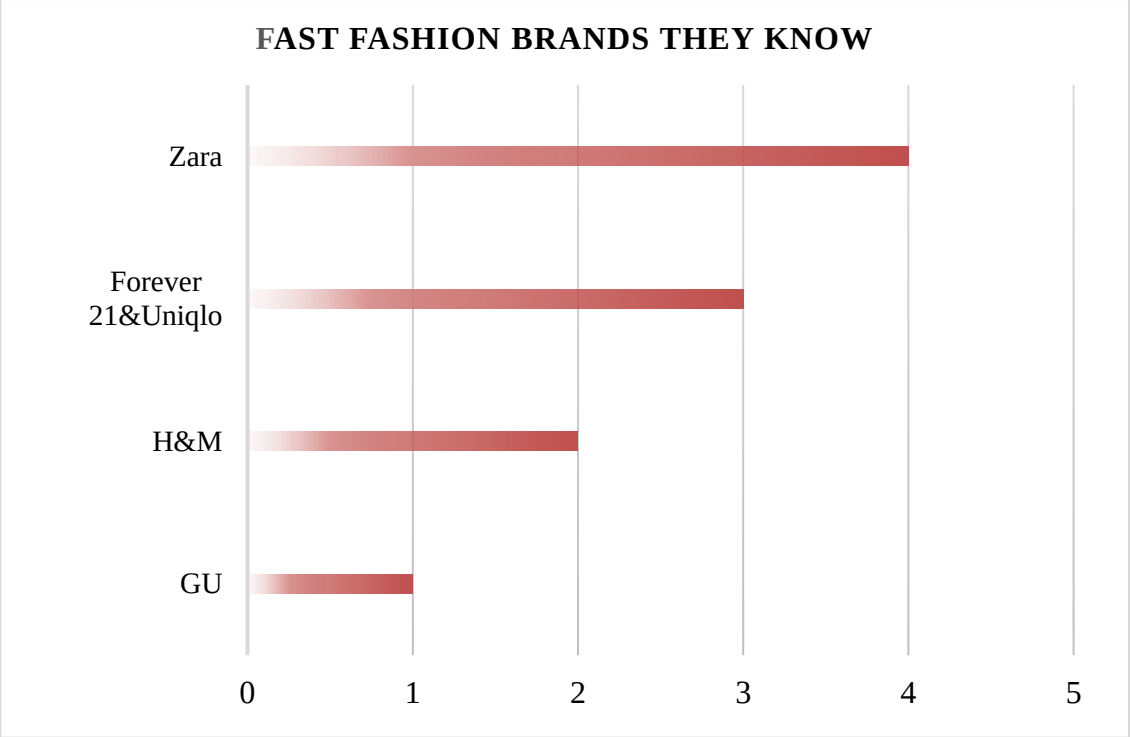
1. **What the definition of fast fashion for you?**

| Interviewees answers | |
|---|---|
| Keep up with trends | More styles |
| Cheap and affordable | Very wasteful but still buy |
| Updates are fast and changeable | |

**-Explanation:**

About the definition of fast fashion for Gen Z young people, we can clearly get some points from the 5 key answers in the table, which are similar to online reports and articles' results about fast fashion such as fast, varied, cheap, affordable, and so on. Besides, we found an interesting thing is that some interviewees know that fast fashion clothing will causes a lot of waste on the earth but still will buy it, it means that Gen Z young people are environmentally conscious. but their buying behavior doesn't be affected by this this thought.

**2. Which fast fashion brands you know?**




**-Explanation:**

From this question, we can find that the most impressive fast fashion brand is Zara, which makes Gen Z people think that there has a strong connection between Zara and fast fashion., so for those people, Zara has been defined as a pioneer of fast fashion, that is to say, the speed of Zara's style change has made Gen Z young people feel fast and diversified.

At least, there are just one interviewee mentioned GU but in our previous research "2017 Taiwan consumers fast fashion brands preference ranking" shows that GU is second so we think that there's

contradictory, and we surmise that GU brand image isn't strong enough that can make Gen Z young people easy to remember.

**3. What are your considerations when purchasing clothes? (ex. price. pretty.....)**









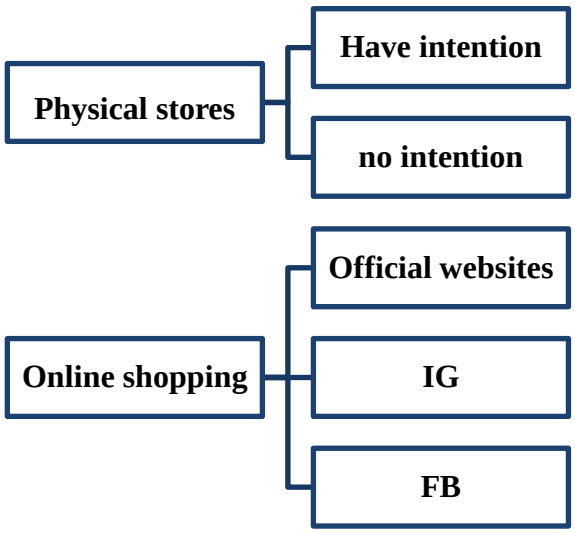

**-Explanation:**

The factors that Gen Z young people will consider when choosing clothes are the above three pictures, it is clearly show that they value on comfort, quality and styles that suit themselves. However, from their answers of quality and comfort, we can find

something interesting that fast fashion clothing is actually cheap because quality is the less consideration for fast fashion clothing but Gen Z people still buy and think that the quality and comfort of fast fashion is not bad, and why?

Two reasons that we discussed are personal feeling differences and they comparing way(relative); for example, one of our interviewees just pointed out that fast fashion clothing has better quality than clothing that she brought from Taobao or Shopee. In addition, we think that the definition of comfort is completely different, but there are many interviewees have mentioned this factor so we can roughly speculate that the young people of Gen Z are relatively low in terms of comfort and quality.

**4. Which channel do you usually buy fast fashion clothing? (ex. website, app…)**




**-Explanation:**

Gen Z young people can roughly divide into two different channels to buy clothing, one is the physical store, the other is for online shopping. The former, we can segment it into two small parts, separately are intention shopping and no intention shopping, and the behavior motivation between these two may not be the

same.

The latter, the online shopping can be divided into official website, social media like IG, FB, and IG is the platform that most Gen Z young people will choose to buy.

**5. How often do you buy clothes? What the reason that make you buy new clothes?**

**-Explanation:**

There is no certain answer to this question, but on average it will be bought once a month, and the reason for the purchase is they said that they just buy what they like so whether it's really needed or no not; therefore, we think that Gen Z people maybe has manifest buying impulses.

**6. What's your wearing style?**

**-Explanation:**

There is no specific standard for this question. Everyone mainly buys their clothing from fast fashion brands according to what they like, and every interviewee just gave us different answer, for instance, some people like street style or functional clothing. Thus, we can surmise that Gen Z young people do not have a specific style.

**7. How do you usually get the fashion information? Any celebrity or KOL that you will refer to their style or wearing.**

| **Interviewees answers** | | **Poll** |
|---|---|---|
| 1 | IG or YouTube Influencers | 6 |
| 2 | Bloggers | 1 |
| 3 | Fashion Magazines | 1 |
| 4 | Get outfit opinions from friends | 1 |
| 5 | FB official outfit posts | 1 |

**-Explanation:**

The answer to this part is the same as the answer we originally speculated. The way that Gen Z people generally get fashion information is mainly based on social media and the answer IG and YouTube influencers are the most so we can know that nowadays the way to get information for Gen Z young people are totally different.

**8. Do you have any hobby or forgettable experience that you want to share with us?**

**-Explanation:**

There are few people who answered this question, but a few of them that gave us answers, we still can find something in common like playing guitar and listening to independent or folk music, maybe we can estimate that some of those Gen Z young people are hipster, and hipster characteristics are simplicity and classic so they may find those clothing at Uniqlo, H&M and other fast fashion brands.

## 三、學習心得

**1.林品妤**

In this self-learning project, I feel that the biggest achievement for me is to learn how to understand things in a deeper level. For example, our interview questions were no longer using simple methods to be designed, we use open and semi-structural way to make those questions and ask our interviewees, this makes me realize that doing the interview is not just asking directed questions to find the result, but also asking their life experiences or habits to find the connection. About this part, I really appreciate our teacher gave us lots of suggestions to make us have good interviews.

In this course, I think that the biggest change for me is the concept of learning. Previously, I was passively waiting for teachers to teach us knowledge. This time, this project was completely different from previous learning mode, we mainly actively learn what we want and what to learn, I think that this kind of learning mode will not be worse than passive receiving knowledge mode; Instead, we can know more clearly what we want to learn and find problems. The most important and awesome thing is that we won't forget what we learn through this kind of learning mode.

**2.周玳寧:**

I'm from fashion design department so the marketing assignment is challenging to me but it's really fortunate that I work with a group of talented and hard-working teammates. Because I'm the last one joined the team, and our other teammates already distributed most of the work so I tell them that I can be in charge of hosting interviews and do the presentation mainly, and they agreed.

About this course, I think that it not only helps me learn more than brand knowledge but also improves my English ability, especially for the self-learning project. For instance, I asked my friends to be our guests in our interview, which I thought it was so cool and fun, during the interview, I could know my friends' shopping habit much deeper and why they would choose fast fashion brands at the same time.

For me, hosting interviews are easier for me because it doesn't need to do in public but doing the presentation in English is really hard. For example, our Lululemon presentation, when I went to the stage to start it, I could feel my voice shaking but I think now I have more courage than before.

To sum up, I want to thank our teacher because I have learned so much about brand marketing from this class and known how to think it in creative way; besides, the most wonderful thing that I learn from I will say this self-learning project without hesitation because it makes me know how to work as a team and be much responsible for my distributed job.

**3.周敏明:**

This semester I selected the fashion branding class and we had a big project. About this project, the teacher wants us to choose a topic that can know more about Gen Z and we need to plan three weeks schedule to do this. After our discussion, we chose a topic “Fast Fashion”. I think this topic is interesting because nowadays many teenagers like to wear those brands in casual or formal style. Secondly, many fast fashion brands have sprung up like Zara, Uniqlo and so on.

In conclusion, fast fashions are trendy in generation z’s life. About our group, I think my teammates are diligent, and we all did a great job in our assigned job; finally, I hope that we all can learn a lot in this class and get a good score!

**4.賴姿穎:**

This self-learning project has taught me a lot. In this project because it let me know more about fast fashion and understand why they will pop up nowadays.

Through interviews with our selected interviewees, I understood more about their choosing clothing standards and reasons why they would choose fast fashion brands. However, doing fashion industry, we need to understand what our consumers are thinking and their choosing clothing standards so we can make much suitable marketing strategy, and this project was a good practice!

In addition, I really thank our teacher always gave us lots of advices to let us understand differences between interviews and questionnaires and tell us how to do interviews in a proper way so we can realize our interviewees deeply.

Last but not least, though this project, I not only learn how to filter questions but also how to ask the question in better way; besides, I think the most important thing in this project is we can know how to arrange time efficiently.

## 四、其它附件 (ppt)

(一)每組學生成果 PPT

1. file:///C:/Users/Fion/Desktop/Group1-Mid-term%20report%20PPT%20%20(Fast%20fashion%20of%20Gen%20Z).pdf (Mid-term PPT)
2. file:///C:/Users/Fion/Desktop/Final%20Self-orientation%20Learning%20Report.pdf (Final PPT)
3. https://drive.google.com/open?id=10jloZWuikfVLtAznvRyTgzkwHLYOTn_e (Project Video)

(二)分組討論及相關活動照片













# Final Self-orientation Learning Report

## Fast Fashion of Gen Z

Group 1
服飾行銷三乙 林品妤 406210237
服飾設計三A 張玳寧 406230172
服飾行銷二乙 周敏明 407222029
服飾行銷二乙 賴姿穎 407222134

# Self-orientation learning process

How we choose the topic of this project?

張玳寧

## The work distribution

| Student name | Job |
|---|---|
| 林品妤 | Write all proposals and lead the team |
| 周玳寧 | Be the interviewer and present this project mainly |
| 周敏明 | Do the ppt edition |
| 賴姿穎 | Record and make the interview video |

# Self-orientation learning process

## *process description

張玳寧





# Interview questions , answers & explanations:

number of questions: 8

張玳寧

1.What is the definition of fast fashion for you?

2. Which fast fashion brands do you know?

3. What are your considerations when purchasing clothes? (ex. price. pretty.....)

4. Which channel do you usually buy fast fashion clothing? (ex. website, app…)

# Interview questions , answers & explanations:

number of questions: 8

張玳寧

5. How often do you buy clothes? What are the reasons that make you buy new clothes?

6. How do you describe your style?

7. Where do you get your fashion inspiration? Are there any celebrities or KOL that inspired your style?

8. Do you have any hobby or unforgettable experience that you want to share with us?

# Interview questions , answers & explanations:

number of questions: 8

張玳寧

Let’s watch the video first!

# 1. Gen Z definition of fast fashion

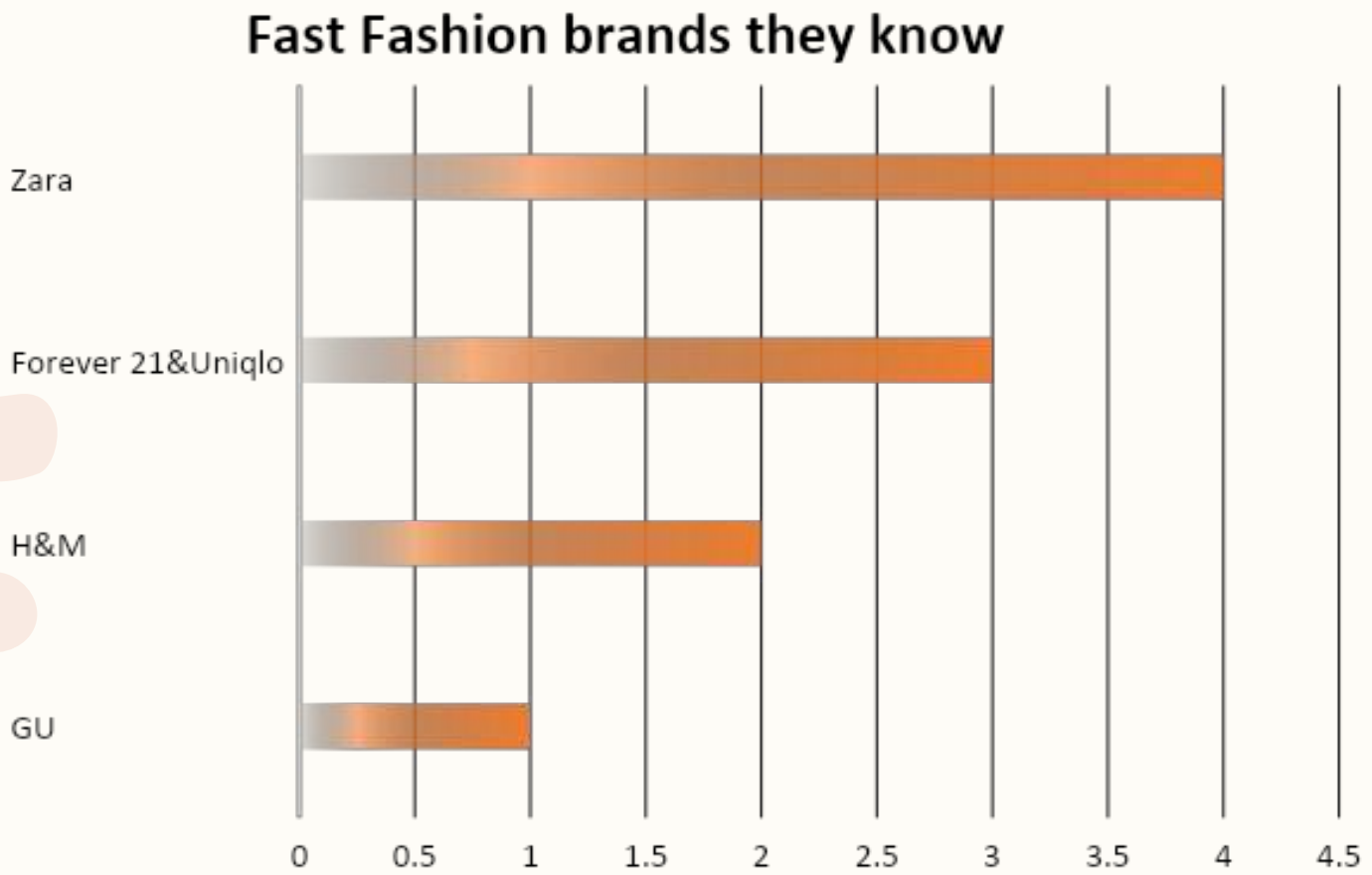
張玳寧

| Interviewees answers |
| --- |
| Keep up with trends |
| Cheap and affordable |
| Updates are fast and changeable |
| More styles |
| Very wasteful but still buy |



# 2. Fast fashion brands they know

張玳寧



# 3. Considerations of purchasing clothing

張玳寧

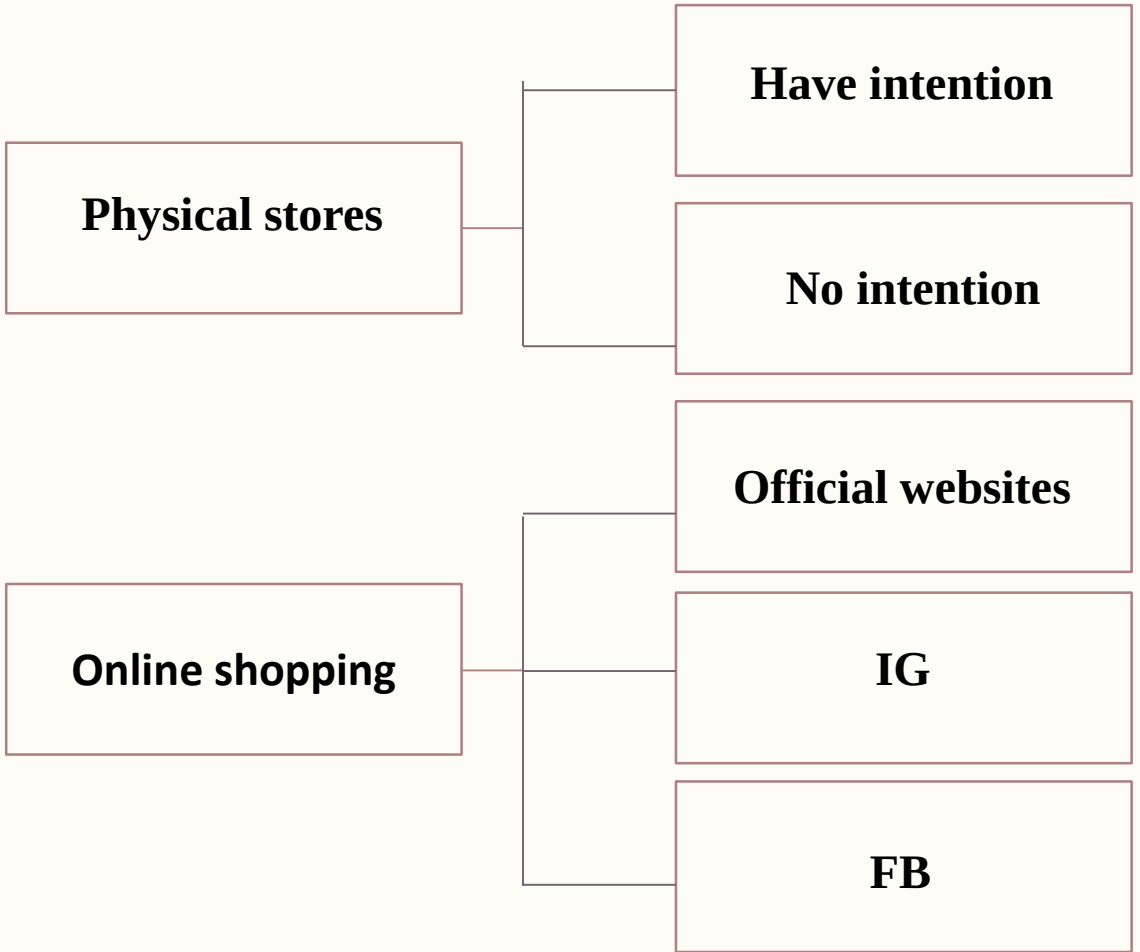
Comfort




Style

# 4. Channels they buy from

張玳寧



# 5. How often & why they buy new clothes

張玳寧




| Interviewees answers |
| --- |
| Buy clothes once a month on average |

*they just buy what they like whether it’s really needed or not

# 6. Gen Z wearing styles

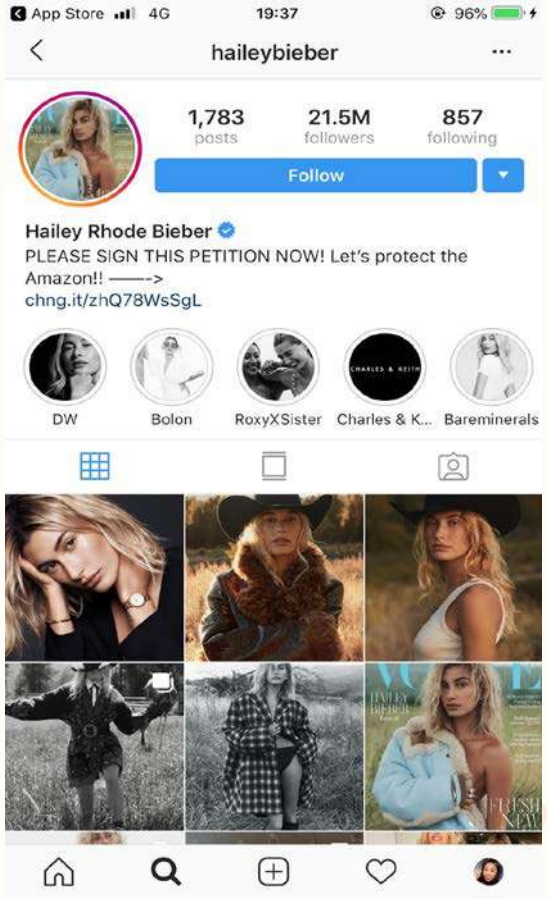
張玳寧

| Interviewees answers |
| --- |
| The style is not specific (they just buy they want and like) |

# 7. Where Gen Z gets the fashion information

張玳寧

| Interviewees answers | |
|---|---|
| 1 | IG or YouTube Influencers |
| 2 | Bloggers |
| 3 | Fashion Magazines |
| 4 | Get outfit opinions from friends |
| 5 | FB official outfit posts |



# 8. Their hobbies

張玳寧

| Interviewees answers | |
|---|---|
| 1 | Listen to music (independent, folk…) |
| 2 | Play the guitar |





# Problem and how we deal with them

張玳寧

1. The speed of receiving the update group message is inconsistent, which causes the problem like our originally designed questions not being asked.
2. There are too few screening conditions when we picked our interviews; thus, we could feel that they did not really love fast fashion so much.
3. The interview questions are too shallow so we just got insufficient results that make us difficult to draw the conclusion.

輔仁大學 108 年度高教深耕計畫

# 自主學習課程計畫

# 成果報告書

108 學年度第 1 學期

時尚品牌-英

第二組

授課教師：楊偉顥

系所單位：織品服裝學系服設組

中華民國 108 年 12 月

附件一
助教填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
## 課程指導紀錄表

| | | | |
|---|---|---|---|
| 時間 | **108 / 11 / 04** | 受指導組別 | **2** |
| 地點 | **TC407** | 受指導次數 | **第 1 次** |
| 受指導對象 | **宋倖儀、江亞臻、陳順安、李 昀、江孜妘、呂佳穎** | | |
| 指導老師 | **楊偉顥** | | |
| 指導內容摘要 | | | |
| 主要問題 | **1. 向老師提出我們最終確定的主題。**<br>**2. 解釋我們挑選主題的動機。**<br>**3. 敘述我們將進行的方式。**<br>**4. 詢問老師對於目前進行過程的想法。** | | |
| 具體建議與解決方案 | **1. 建議我們對於挑選的攝影師設立一些條件。**<br>**2. 必須解釋我們的主題對於 Z 世代有何關聯及影響。**<br>**3. 對於「風格」這項主題，需要有明確的分類，**<br>**例如是同一個攝影師拍出不同風格的照片，**<br>**抑或是不同攝影師拍出同樣風格的照片。** | | |
| 後續追蹤 | **無** | | |
| 備註 | **無** | | |

**指導老師：楊偉顥**

附件二
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習計畫書

一、自主學習計畫主題：**攝影師與照片背後的故事**

二、組別：**2**

三、課程名稱：**時尚品牌-英**

四、指導老師：**楊偉顥**

五、學生姓名與工作分配：

| 姓名 | 工作內容 |
|---|---|
| **宋倖儀** | 翻譯報告 |
| **江亞臻** | 做 PPT |
| **陳順安** | 分析照片 |
| **李　昀** | 分析照片 |
| **江孜妘** | 分析照片 |
| **呂佳穎** | 分析照片 |

六、計畫內容與進度規劃 (請描述透過何種行動或方法達成)

**搜尋社群網站上較著名、較廣為人知的攝影師，找取三個風格較為獨特的，**

**先對於他們進行初步的了解，**

**接著將我們的分析內容分為「部位」及「風格」兩大方向，**

**開始進行照片的分析。**

七、預期效益：

**希望在我們的報告分析過後，Z 世代的大家都可以增進自己對於「美」的看法，**

**在滑手機的同時，不只是對喜歡的照片點讚，更能停下來好好地思考一張照片**

**背後可能想敘述的故事及想法。**

附件三
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習成果報告

撰寫日期：108 年 12 月 22 日

## 一、課程基本資料

(一)自主學習計畫主題：**攝影師與照片背後的故事**

(二)組別：**2**

(三)學生姓名：**宋倖儀、江亞臻、陳順安、李 昀、江孜妘、呂佳穎**

(四)課程名稱：**時尚品牌-英**

(五)指導老師：**楊偉顥**

## 二、計畫成果

(一) 自主學習歷程：

**How we chose topic :**

Our topic is to analysis the photos and try to think of what may be the stories or issues that the photographer is trying to tell us. It could be just a picture to express their feelings , or to stimulate people to thimk of some important issues.

As for us, humans are visual animals. We tend to look at colorful pictures than boring papers with long sentences. And whats more, some pictures or photos may lead us to another world, or even make us lost in nowhere. And that'll be the highest level of photography.

**Description :**

First of all, we will introduce three well-known photographers we have selected.

First, Yong Hua Chen, she is a photographer from Taiwan. She likes to indulge the lens in dreams, likes to shake, likes the vague feelings, likes distorted limbs and playing hide and seek with the lights and shadow. Her style is to think about how to performance the mainstream and non-mainstream in the images. It's easy to find that she mostly used girls as the majority of her subjects. She once said" I shoot a lot of girls because I'm a girl, so I know what the girls' posture is the most charming.

Second, Lin Junyan.The love of vintage Hong Kong style culture has become one of the signs of Lin Junyan's photography. In those pictures, there is both daily life and modernity of the old days and the alienation of modern life. As he said in his interview, he hopes to borrow more to tell his story, language and culture. Therefore, such as movies and scenes of life in Hong Kong streets, all are his inspiration and element for photography.

In Zhong Lin's lens, most of the stars show a different side. Her secret to this is not to do homework in advance, and only to remain unknown can there be the possibility of discovering the other side of celebrities. Just like Jolin Tsai's album: Ugly Beauty's inside photos, full of strangeness and beauty.

**Problems :**

The biggest problem we met was to choose the styles we wanted to analysis, cause there are too many styles. But then we decided to choose the one that we were all curious about and really satisfied with it.

(二)成效說明與實際產出：

**Analysis results :**

Photos by sections :

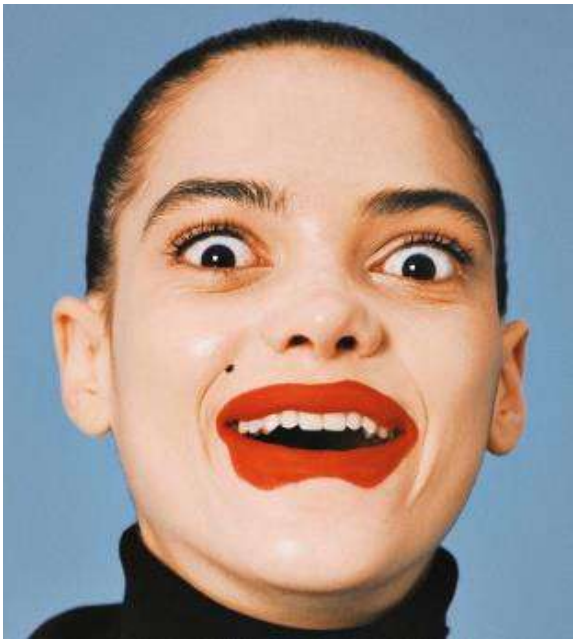
First, we're going to analysis the photos by sections. As you can see, different sections may present different feelings. When we look at the pictures with close shoot, the photographers may focus on the facial expressions, we think that was the most different performance cause models have to tell stories by only facial changes and elements that photographers have to capture its instantaneously. And about the body sections, we also can tell that pictures with whole body may be the easiest way to perform cause they can use more ways to convey their feelings by poses.







**So, we focus the analysis on facial expressions :**



As the highlight of this photo, Zhong Lin used the big red and irregularly shaped lip of a girl. Especially, the laughing expression of that lip and the mole on the upper left corner of the mouth, made us feel like that she is playing a clown. Showing a sneer, or trying to ridicule society's stereotypes about the clown.

From her facial expression telling us that her wide eyes are revealing a kind of inner guilt along with the craziness. This is also a characteristic of Zhong Lin's photo that is good at capturing and presenting people's emotions through these creative photographies.



In this photo, we thought that what Zhong Lin wants to express “when facing the society, although the girl is wearing a smile mask, in fact, her face is full with helplessness and ridicule, after taking off her mask.” He used the element of Japanese Ko Omote, referring a horrible and sad ghost personality that hidden inside such a beautiful woman.

In Japanese society, people are always polite and very courteous, but in fact, their inner thoughts may be completely different from what we can see from the surface.

The brightest color in this photo is the red lips of Ko Omote, which emphasizes the weird smile, and the hold on the eye of the mask also give us ridiculous expression, showing the strange features of Zhong Lin.

Photos by styles :

.





Chen’s style of photo showed some kind of blurry in the past years, the saturation of photos were low and the main shooting object was female. The style was fresh, the object she shoot was simple and the shooting background was clear. It makes people feel relaxed and comfortable.

Recently, she got some changes. Her tone of photo became yellowish, like there were shades of yellow in those pictures. But the main object of shooting was still female. The change of tone makes those photo looks vantage and give stronger visual impact on people.



From the composition of the photos, you can feel what the photographer wants to convey, perhaps depression and love.
The girl stood at the corner, as if to be drowned by space. The boy turned his back to the camera, couldn't see his face, and couldn't guess his emotions. He only knew that there were only girls in his eyes.
They had red lines on their hands, and the distance between them seemed to be almost distant, but they were indispensable.

三、學習心得

〈宋倖儀〉

這次自主學習的動機可以說是從聽完盧禮綜攝影師的演講之後有感而發。平常就有追蹤很多攝影師的作品，除了點讚或把圖片存下來之外，好像沒有真正留心在作品背後的故事或想法。經過這次的自主學習，真的思考了一下不同照片給人的感覺，發現其實攝影師捕捉的不只是最好看的瞬間，甚至在照片中流露著感情及思緒，讓我不禁思考著，我平常也喜歡拍下美的事物，但我有沒有拍下存在感情的照片呢 ?還是只是一張空泛的美景而已。在分析這幾張照片下來，不僅更認識了三位厲害的攝影師，更進一步了解了他們習慣的拍攝手法及風格，讓我在接下來看到他們照片的時候，更能深有同感的欣賞照片。除此之外，也更了解他們對於一張照片使用的手法，從不同的展現方式得到不同的感覺。真的是不同的一種學習。

〈江亞臻〉

這次的自主學習我們選擇介紹攝影師和他們照片想呈現的風格。我覺得，每個人都喜歡看美的照片，但卻很少人懂他們在拍什麼，甚至是想表達什麼。藉由這次的機會想和大家分享這其中的靈魂所在，想讓大家了解到也讓自己了解到原來攝影不只是畫面的呈現，還有構圖、比例、色感、故事等等，我想這是很棒的地方。

〈陳順安〉

這次的自主學習給我動力去挑戰分析很多的藝術性的照片。對於我們設計系來說這些照片並不陌生但因為自己作業的壓力下，我們都忽略了這些藝術照帶來的背後訊息。這次自主學習我們選擇了做這些分析不只能理解這些照片背後的故事還可以學習到這些攝影師的轉換法。怎麼沒樣轉換成虛像或具象去表達和呈現一個故事一個議題。這些是我們平時老師上課安排這樣的課程也學得不一定會效果怎麼好。畢竟老師上課只能聽和看，但不一定會記住和運用。不過自己親手去分析，理解，研究出來的會牢牢記得住熟悉的運用。所以我覺得老師的這樣的學習計畫不只能讓我們學習到喜歡的議題也可以讓我們記住和運用在以後的學習過程中，這個計畫我還蠻滿意的。

〈李　昀〉

由於這學期老師邀請了攝影師到校演講，分享了很多關於攝影師的秘辛，其實一開始對攝影沒有太多的想法，覺得照片就只要畫面平衡、漂亮就好，但其實不是，照片可以表達的事情有很多，攝影也可以說是一種藝術的展現，於是我們就從這個想法出發，去發掘不同新銳攝影師的拍攝風格去做分析，也從拍攝的內容去理解攝影師想表達的事情，我覺得在這個 Z 時代，也就是網路當道的時代，人們在瀏覽頁面時最先會被吸引的點就是照片，所以攝影也就扮演一個相當重要的角色，這次我們的自主學習內容也透過這個重點，讓我們更瞭解 Z 時代的需求。

〈江孜妘〉

這次的自主學習我們選擇了分析攝影師風格分析以及攝影作品分析，會選擇這個主題是因為課堂上請了盧禮綜攝影師來分享個人經驗，讓我們對於攝影更有興趣跟想法。透過這次自主學習的活動，讓我們知道對於風格分析這件事有很多可能性，相同的照片對每個人來說都有不同的面向，每個人看到的觀點都不一樣，產生出來的分析也有所不同。這次的自主學習除了課外的學習更重要的是合作，雖然大家的想法不同但是能夠合力完成報告及統整大家的想法跟重點是很重要的。當然，如何表達自己的想法並讓對方理解你的想法也是這次自主學習能夠學到的地方，不能只是堅持己見，而是應該想辦法提出更能說服別人的觀點，而更多時候聽聽別人不同的想法跟觀點也許能夠讓自己學到更多原本看不到或沒思考到的層面。

〈呂佳穎〉

透過這次自主學習的計畫，我們決定以攝影作為主題，剛好與到老師之前請的攝影師來為我們演講時所學習到的知識有相關連結，再延伸到不同攝影師各自的風格特色，並分析攝影師想透過照片來呈現什麼議題或故事給觀看者。而我也在這次蒐集資料的過程中認識了許多台灣的攝影師，像是鍾靈和陳詠華，也更了解他們透過鏡頭想表達的故事。每個攝影師都有自己獨特的風格，這不僅僅是時尚的呈現，更是藝術的領域。獲益最良多的是，我可以更清楚的知道，若自己以後拍攝作品集的時候，所請的攝影師需要的條件。希望以後也有機會自主學習，讓我能夠消化吸收自己感興趣的知識。

**四、其它附件(必要)**

(一)每組學生成果 PPT

# The Stories of Those Photos



GROUP 2　　江亞臻 / 宋倖儀 / 江孜妘 / 李昀 / 陳順安 / 呂佳穎

人類是視覺動物，
比起長篇的介紹，
人們更喜歡看圖。

並且，有那麼一些照片
可以讓人迷失在影像裡，
這或許是攝影的最高境界。







Zhong Lin

Issac Lam 林俊彥

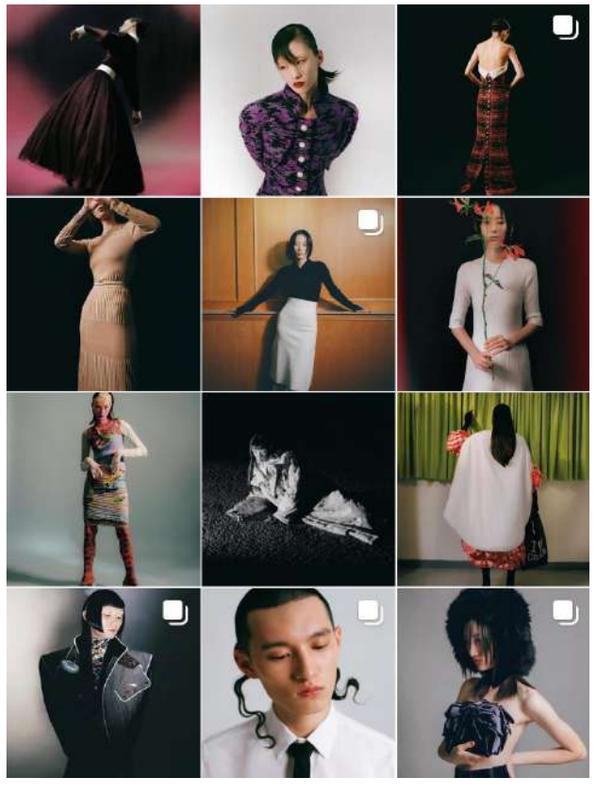
Yung Hua Chen 陳詠華

# The Photographers



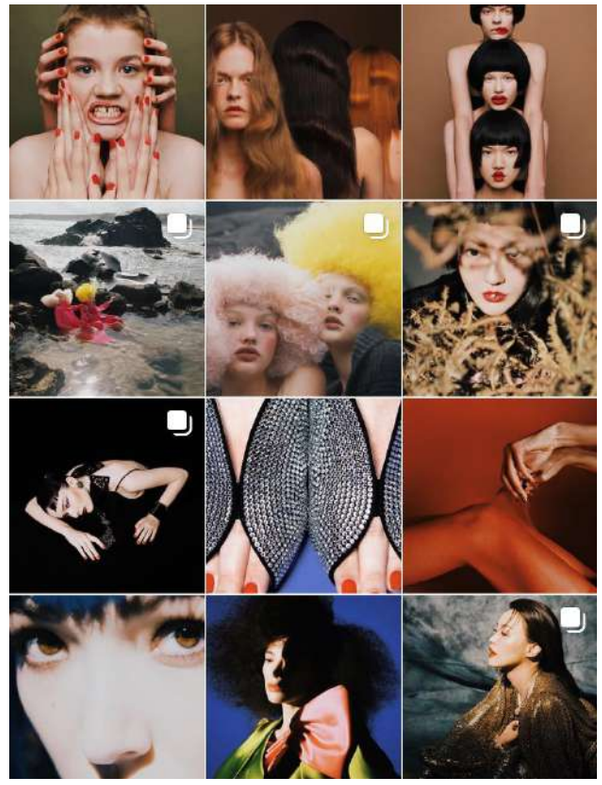
Yung Hua Chen 陳詠華

Taiwan



Issac Lam 林俊彥

Hong Kong



Zhonglin 鍾靈

Taiwan



Yung Hua Chen 陳詠華

帶著濃厚的色彩、
柔美的線條、強烈的光影質感。

透過觀景窗找到人物的優雅線條，
捕捉下女性姿態的動人魅力，
而那些畫面都是一般人極少注意到的。



Issac Lam 林俊彥

90年代的香港文化，
迷戀港片里的煙火人間、
霓虹城市和多情人物。

對復古港式文化的鐘情，
已經成為林俊彥攝影的標誌之一。
在那些圖片里既有舊日的日常與摩登，
也有現代生活的疏離感。



Zhonglin 鍾靈

作品帶有著油畫般的質感，
濃墨重彩也是她的特色之一，
這也賦予了她的作品較強的辨識度。

雖然色彩濃烈，
卻不會讓人覺得太過，
反倒有種超脫俗塵的感覺。

# 方法一 __ 用部位比較



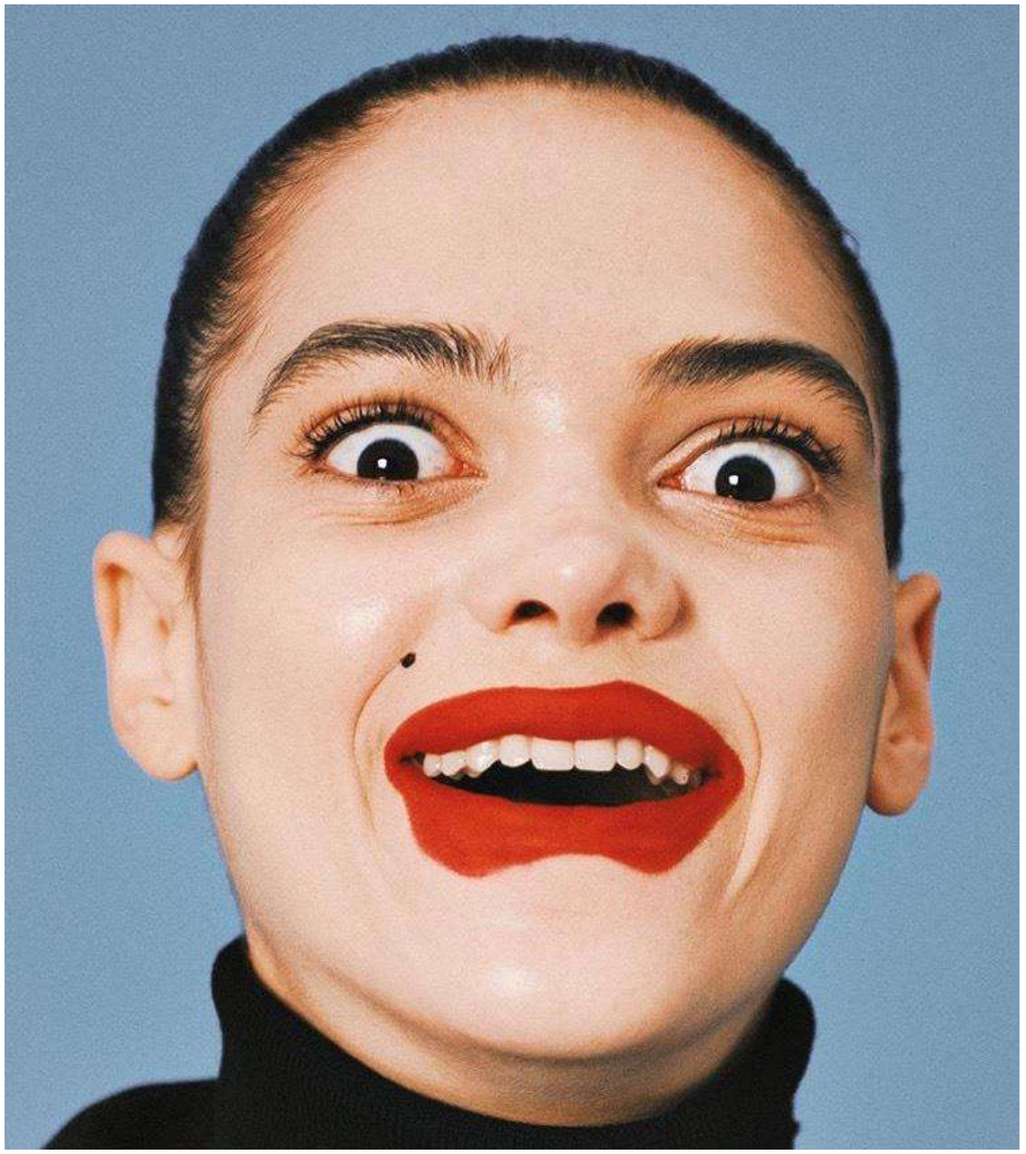
顔

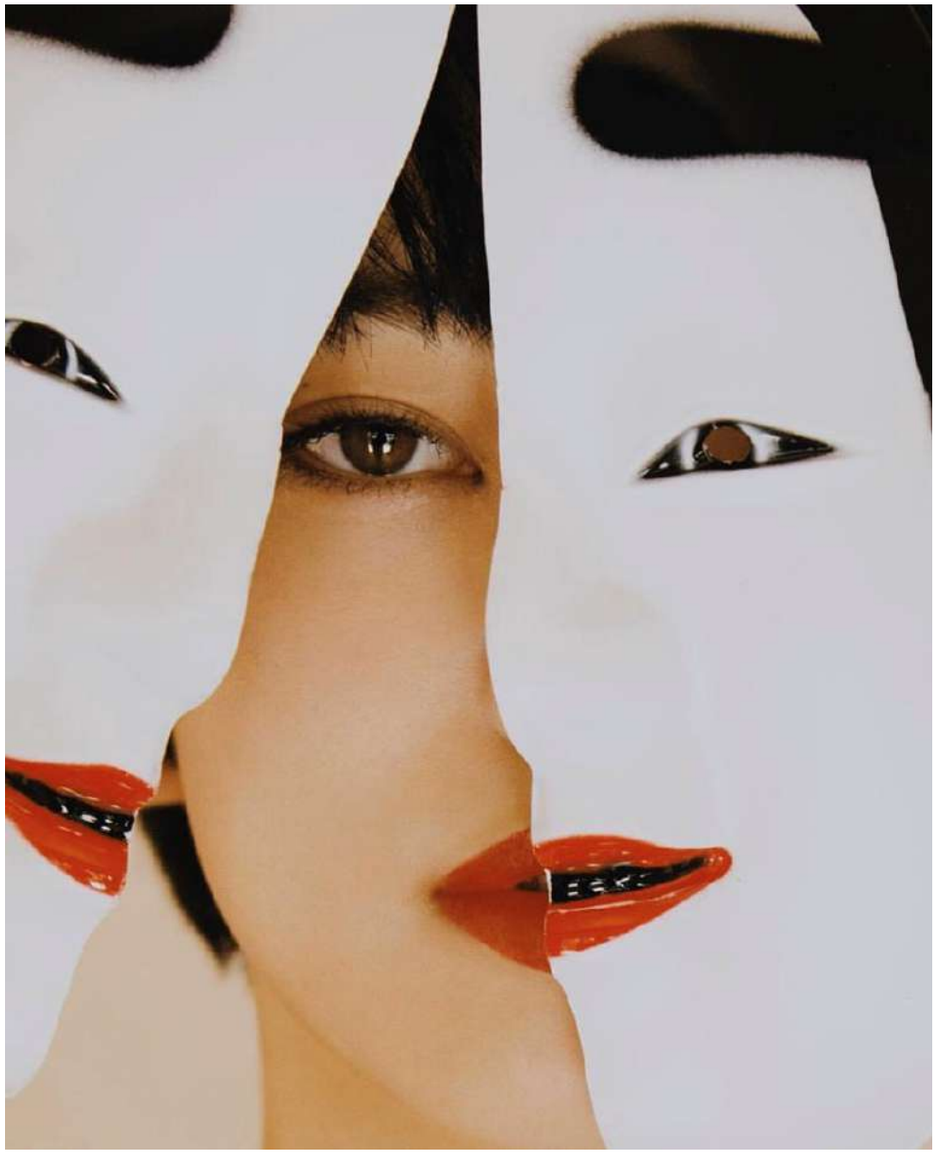


局部



全身

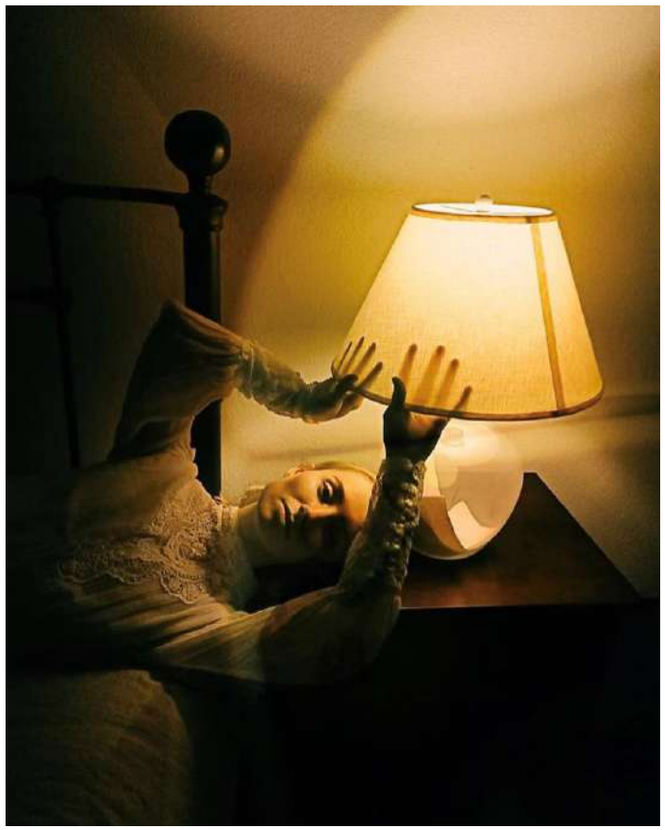




# 方法二 __ 用風格比較









從照片的構圖來看，可以感覺到攝影師想傳達的，
或許是壓抑，還有愛。

女孩站在牆角，彷彿要被空間淹沒，
男孩背對鏡頭，看不到臉，也猜測不了情緒，
只知道他的眼中只有女孩。

他們的手上繫著紅線，
兩人的距離似近似遠，
卻缺一不可。



照片模糊，畫面彩度低，以女性為拍攝主題。

風格清新，攝影主題單純，背景也十分單調乾淨，
有一種Fresh的感覺，
讓人感到慵懶、放鬆。



色調偏黃，依然以女性為主題。

色感的改編營造出復古的風格，
給人的視覺衝擊也較強勢。

END

輔仁大學 108 年度高教深耕計畫

# 自主學習課程計畫

# 成果報告書

108 學年度第 1 學期

時尚品牌

第三組

授課教師：楊偉顥

系所單位：織品服裝學系

中華民國 108 年 12 月

附件一
助教填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
## 課程指導紀錄表

學習助教：　　聯絡方式：

| | | | |
|---|---|---|---|
| 時間 | 108/11/4 | 受指導組別 | 3 |
| 地點 | TC407 | 受指導次數 | 第 1 次 |
| 受指導對象 | 戴瑋、張采芹、李沛宜、阮嬿穎 | | |
| 指導老師 | 楊偉顥 | | |
| 指導內容摘要 | | | |
| 主要問題 | 西洋織品服飾課也有做相關自主學習，是否能延伸利用？ | | |
| 具體建議與解決方案 | 建議把西洋織品服飾課做的復古主題結合 Z 世代的思維，做出一份關於 Z 世代對於復古的定義與看法的報告。 | | |
| 後續追蹤 | | | |
| 備註 | | | |

*指導紀錄表請自行影印使用

**指導老師：**＿＿＿＿＿＿＿＿＿＿

附件一
助教填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
## 課程指導紀錄表

學習助教：　　聯絡方式：

| | | | |
|---|---|---|---|
| 時間 | 108/11/25 | 受指導組別 | 3 |
| 地點 | TC407 | 受指導次數 | 第 2 次 |
| 受指導對象 | 戴瑋、張采芹 | | |
| 指導老師 | 楊偉顥 | | |
| 指導內容摘要 | | | |
| 主要問題 | 隨機調查和投票太過簡潔，只是單純紀錄結果會沒有統整的感覺，要如何有明確的整理方式？ | | |
| 具體建議與解決方案 | 建議分科系調查各自的想法，除了分類出 Z 世代對於復古的定義外，還可以了解各科系對於時尚不同的表達方法。 | | |
| 後續追蹤 | | | |
| 備註 | | | |

*指導紀錄表請自行影印使用

**指導老師：**＿＿＿＿＿＿＿＿＿＿＿＿

附件二
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習計畫書

一、自主學習計畫主題：Z 世代對於復古的定義

二、組別：3

三、課程名稱：時尚品牌

四、指導老師：楊偉顥

五、學生姓名與工作分配：(可以個人或團體方式執行，至多 5 人)

| 姓名 | 工作內容 |
|---|---|
| 戴瑋 | 服裝搭配、調查訪問 |
| 張采芹 | 廠商洽談、調查訪問 |
| 李沛宜 | 投票結果分析、ppt 製作 |
| 阮嬿穎 | 文書、ppt 製作 |

六、計畫內容與進度規劃 (請描述透過何種行動或方法達成)

Z 世代的年輕人很喜歡在穿搭中融入復古的元素，我們決定與廠商合作穿搭出六套不通風格的復古造型，做出看板在校園進行隨機調查。隨機調查中包括不同科系的同學，請每個人選出一套認為最復古的搭配並說出為什麼，然後統整得票數最多的搭配，用以分析其中哪些元素是大家心中認定的復古，來了解 Z 世代對於復古時尚的定義與想法。

七、預期效益：

服裝即使距離我們很久的時間，但風格是永存的，該如何搭配也是希望能利用這個計畫傳達給大家的，除了提供同學們不同風格的復古造型穿搭想法，也能提供廠商宣傳的機會並讓我們學習合作與解決問題的能力，完成這個三方都受惠的計畫。最後透過同學們的投票結果來進行具體檢核，幫助我們完成自主學習計畫。

附件三
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習成果報告

撰寫日期：108 年 12 月 22 日

## 一、課程基本資料

(一)自主學習計畫主題：Z 世代對於復古的定義

(二)組別：3

(三)學生姓名：戴瑋、張采芹、李沛宜、阮嬿穎

(四)課程名稱：時尚品牌

(五)指導老師：楊偉顥

## 二、計畫成果

(一) 自主學習歷程：

1.如何訂定主題？

Z 世代的年輕人很喜歡在穿搭中融入復古的元素，我們決定與廠商合作穿搭出六套不通風格的復古造型，做出看板在校園進行隨機調查。隨機調查中包括不同科系的同學，請每個人選出一套為最復古的搭配並說出為什麼，然後統整得票數最多的搭配，用以分析其中哪些元素是大家心中認定的復古，來了解 Z 世代對於復古時尚的定義與想法。

2.分工分配及執行狀況？

| 姓名 | 工作內容 |
|---|---|
| 戴瑋 | 服裝搭配、看板製作和調查 |
| 張采芹 | 廠商洽談、看板製作和調查 |
| 李沛宜 | 投票結果統整和分析 |
| 阮嬿穎 | 文書與 ppt 製作 |

3.是否遇到什麼難題？

西洋織品服飾課也有做相關自主學習，是否能延伸利用？

隨機調查和投票太過簡潔，只是單純紀錄結果會沒有統整的感覺，要如何有明確的整理方式？

(二)成效說明與實際產出：

服裝即使距離我們很久的時間，但風格是永存的，該如何搭配也是希望能利用這個計畫傳達給大家的，除了提供同學們不同風格的復古造型穿搭想法，也能提供廠商宣傳的機會並讓我們學習合作與解決問題的能力，完成這個三方都受惠的計畫。最後透過同學們的投票結果來進行具體檢核，幫助我們完成自主學習計畫。

合作廠商(搭配服裝來源)：





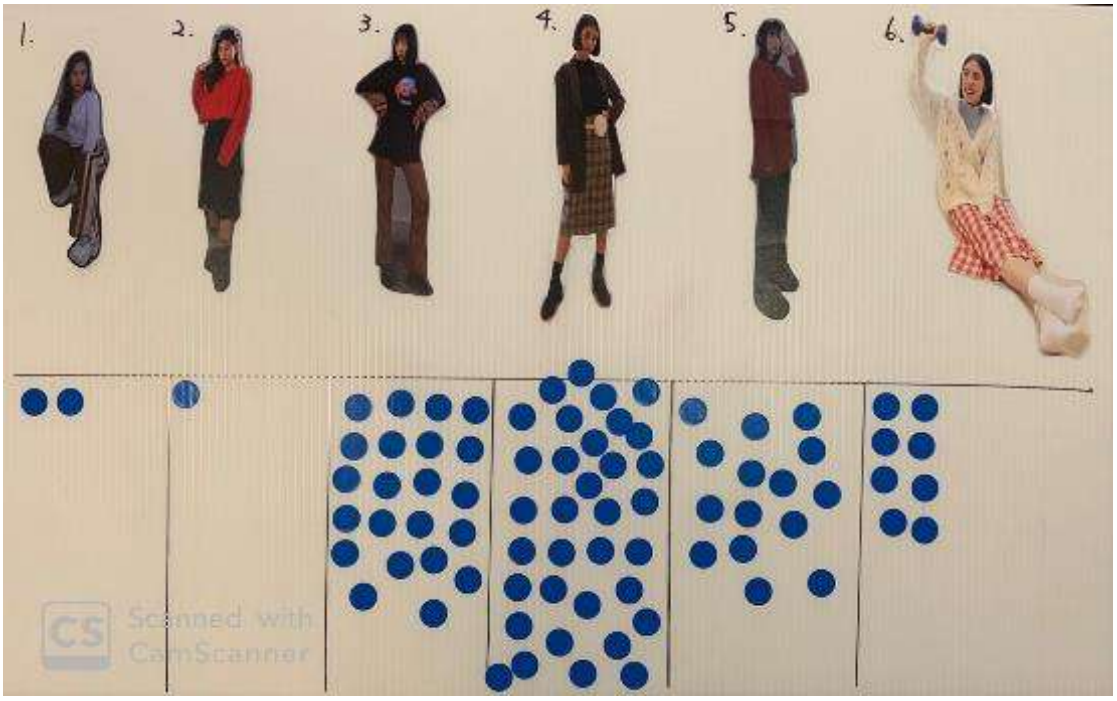








調查結果：















**三、學習心得(組內每位學生皆須提供至少 200 字的學習心得)**

張采芹：

雖然我們這個自主學習的作業是藉由另一個作業進行延伸，但我們也因為有這樣的延伸，學習到了新的事物。像是在我們系裡面，隨便找一位同學找出最復古的一套搭配並說明原因是非常的簡單，還能說出為什麼選擇這套。但是到了外系，例如電機系，請他們選出一套、貼上貼紙，他們都覺得超級困難，更別說要說出原因了。其實這個研究結果蠻出乎我意料的，可能是因為我身旁的家人、朋友以及同學對於服裝以及復古造型較有概念，所以我以為所有的人皆是如此。在調查的過程當中也是蠻有趣的，我們還需要跟他們介紹這種很奇怪很寬的褲子叫做喇叭褲。也在調查後老師也發現了一些可以加以改進的問題：像是製作板子時上面的照片應該使用一樣的大小以及一樣的色調，或是全部都使用同一位模特兒，因為在進行調查時有些人會因為模特兒的頭髮長度或是妝容進行投票，但其實我們的重點是身上的服裝搭配。還有也學習到，下次進行校園投票時，可以使用更準確的方式記錄同學的回答，而不是他們口述，我們用記事本紀錄而已。

戴瑋：

我們會做 Z 世代對於復古的定義這個主題，有一部份是剛好藉由另一個作業進行延伸，但主要原因是因為復古真的已經和我們的日常習習相關了，服裝即使距離我們很久的時間，但風格是永存的，會一直進行輪迴。所以我們搭配了六套截然不同風格的復古搭配進行訪問，40 個織品系同學;40 個外系同學，除了能簡單知道 Z 世代對於復古的定義外，還能了解不同科系對於時尚的投入程度。織品系的同學可以很快速的選擇、清楚的回答原因;外系的同學則是要花很多時間選擇，更別說要說出原因了。而透過這次的自主學習，不僅是我們的第一次街訪，也意識到了許多問題，例如製作板子時上面的照片應該使用一樣的大小以及一樣的色調，或是全部都使用同一位模特兒，因為在進行調查時有些人會因為模特兒的頭髮長度或是妝容進行投票，但其實我們的重點是身上的服裝搭配，且這次的訪談略為匆促，紀錄的部份也很簡潔，但還是學到蠻多東西，是一次很酷的經驗。

李沛宜：

這次的自主學習是在探討 Z 世代對復古的定義。其實每個人都有不一樣的看法，復古沒有既定的形式，因此透過訪問各系的同學，我們能更清楚的知道不同人對復古不同的定義。有些人認為復古是經典的帶有過去流行及當時年代的各個事件意義；而也有人認為復古是老派的，不是每個人都能駕馭。但不得否認的是復古正證明著不管過去現代或未來，我們在生活中所留下的足跡都會永存並不斷的紀錄者循環著。因此復古對於我們也是回味著過去人們所經歷的，是件有趣的事。當然在服飾方面，流行其實也是一種輪迴，不斷於過去添加新的靈感來變成新的趨勢。這次的企劃整體而言，讓我有了更多對穿搭想法，也更深的了解過去的歷史與服裝的關聯性，獲益良多。

阮嬿穎：

因為主題是有關於ｚ世代的想法，所以我們選擇使用了另一堂課的內容再做延伸。內容是探討ｚ世代對於復古的定義，每個人心目中的復古都截然不同，最喜歡的原因不一定是穿搭的樣子，也可能是背後深刻的故事，雖然流行復古是周而復始的，但每個時期復古的意義也都不盡相同。這個活動是從各科系去做訪問，從研究結果也發現，外系的學生對於穿搭風格都是簡單明瞭的詞語去形容，而織品系的學生能從服裝搭配去做更深入的解釋，這個過程也讓我們應用了所學的知識，發揮本科系的專長。

**四、其它附件(必要)**

成果 ppt：

時尚品牌.pdf

復古雜誌(從中擇六套進行調查)：

復古雜誌.pdf

調查訪問照片：



# THE RETRO LOOK




MEMBERS：李沛宜、阮嬿穎、戴瑋、張采芹

THEME

## Why we choose to do this program?

In now , there’re so many kinds of style about dressing and ‘’retro’’ style is among in these popular styles.

## The reasons that retro style is so popular right now.

- The trend of fashion is repeatable.
- Designers sometimes find their inspiration from 19 cen.
- People pursue the spirit in old century.
- Classic

*Based on what we have learned,*
*the following outfits are 6 different kinds of retro styles we chose.*




Old school shirt



Cardigan with flowers



Coat

Lattice skirt



Sporty pants



Lattice pants

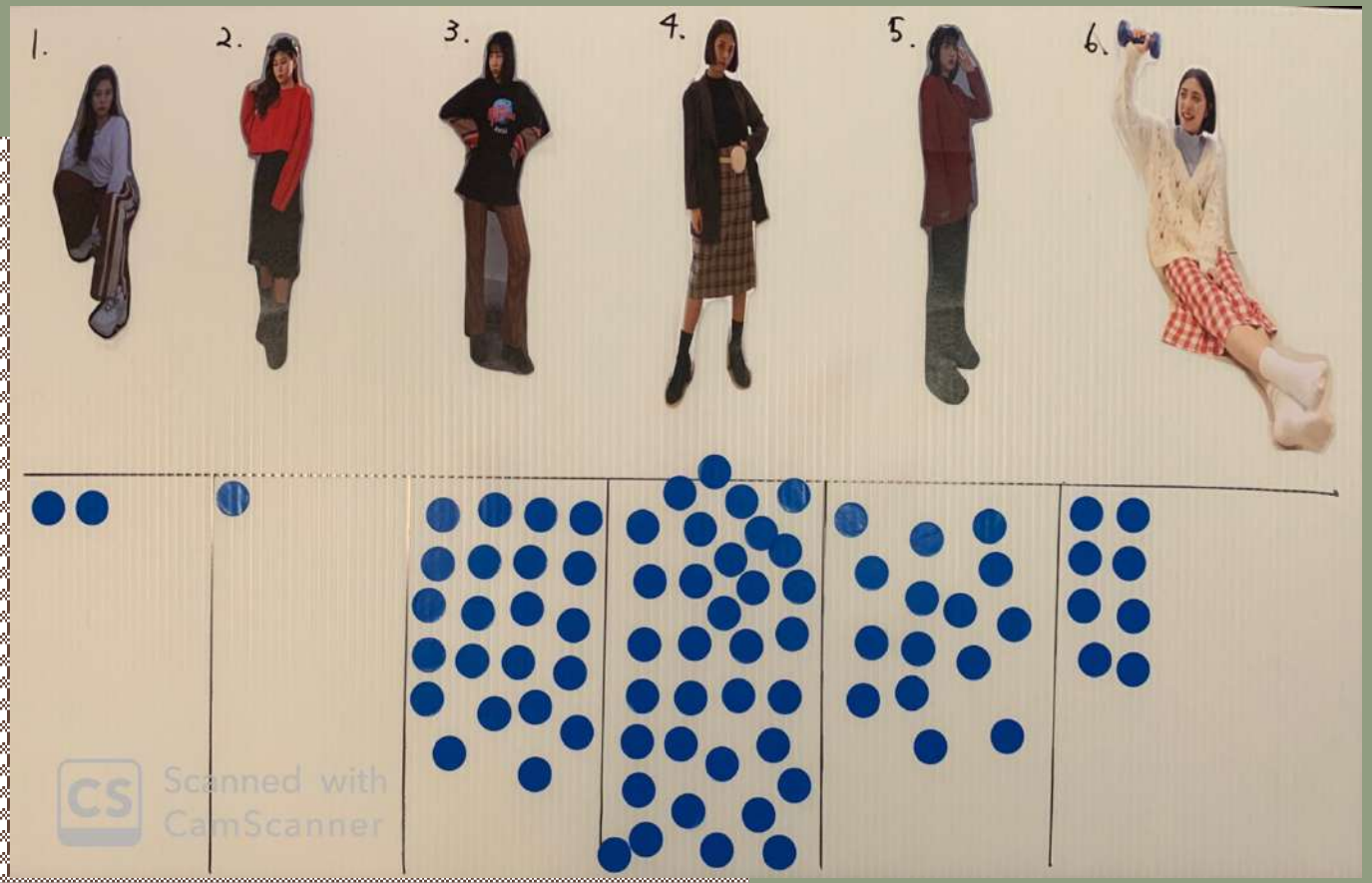


# Which one do you think can stand for “retro” the most ?

*The answers from 80 people*.

*Our street interview*





# Top three

Rucker hat



Vermeil

Culottes



Breasted blazer

Breasted blazer

Shoulder pad

Dress pants

# Top two





American retro

the pattern of the t-shirt

Striped long-sleeve

Bell bottom

color matching

Chunky heel Booties

# Top one



Blazer

Fanny pack

Above knee

Plaid skirt

Booties

Brown

## After interviewing , we can know that ...

*Students of TC can answer the questions precisely. They observed the clothing carefully.*

*ex. the length of the skirt 、the name of clothes 、the matching of the clothes*

*On the contrary, students of other department express the thinking subjectively.*

*ex.Comparative speaking、the apperance of clothes*

輔仁大學 108 年度高教深耕計畫

# 自主學習課程計畫

# 成果報告書

108 學年度第 1 學期

時尚品牌

第四組

授課教師：楊偉顥

系所單位：織品服裝學系

中華民國 108 年 12 月

附件一
助教填寫

# 輔仁大學108年高教深耕計畫【自主學習課程補助計畫】
## 課程指導紀錄表

學習助教：　　聯絡方式：

| | | | |
|---|---|---|---|
| 時間 | 10/23 | 受指導組別 | Group 4 |
| 地點 | At school | 受指導次數 | 第___1___次 |
| 受指導對象 | Group 4 Hermes | | |
| 指導老師 | 楊偉顥 | | |
| 指導內容摘要 | | | |
| 主要問題 | **1.Who should we interview?**<br>**2.The way we interview(on campus or off-campus/ questionnaire or online survey)**<br>**3.Where should we street interview?**<br>**4.How to design the questions of interview?**<br>**5.How many people should we street interview?**<br>**6.through which channel we issue online survey** | | |
| 具體建議與解決方案 | **1.students in Fu Jen University**<br>**2.Street interview on campus and online survey**<br>**3.Interview at each department**<br>**4.Questions should be open-ended and focus on research topics**<br>**-basic information(which department are you from)**<br>**-opinion of fashion(the degree that fashion influences you/the importance of fashion to you)**<br>**5.approximately 50-70 students from 12 departments**<br>**6.Dcard and facebook**<br><br>**SURVEYCAKE**<br>**https://www.surveycake.com** | | |
| 後續追蹤 | | | |
| 備註 | | | |

*指導紀錄表請自行影印使用

指導老師：_____

附件二
每組填寫

# 輔仁大學108年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習計畫書

一、自主學習計畫主題：Fashion attitude of generation Z

二、組別：4

三、課程名稱：時尚品牌--英

四、指導老師：楊偉顥

五、學生姓名與工作分配：（可以個人或團體方式執行，至多5人）

| 姓名 | 工作內容 |
|---|---|
| 王俞雯 | **Design street interview questions** |
| 邱渝恩 | **Report ＆ organize and summarize data** |
| 李沛瑾 | **Design online survey questions** |
| 蔣逸萱 | **organize and summarize data** |

六、計畫內容與進度規劃 **(**請描述透過何種行動或方法達成**)**

**11/30~12/2 design street interview and online survey questions**

**12/2 make the online survey using SurveyCake and it on Dcard and Facebook**

**12/3.4.12.13 street interview(videoing and noting)**

**-12/14~12/18 Analyze and organize the results**

**-12/19~12/22 make a presentation**

七、預期效益：

**To understand the current attitude and importance of generation Z(from different departments of FJU) towards fashion.**

附件三
每組填寫

# 輔仁大學108年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習成果報告

撰寫日期：年　月　日

一、課程基本資料

(一)自主學習計畫主題：Fashion attitude of generation Z

(二)組別：4

(三)學生姓名：邱渝恩 王俞雯 李沛瑾 蔣逸萱

(四)課程名稱：時尚品牌--英

(五)指導老師：楊偉顥

二、計畫成果

(一)自主學習歷程：

**1.Due to the curiosity about the perception of fashion between students from different departments.**

**2. We discussed and designed the questions, then we went street interview and posted the questionnaires online. And the last part is organized and analyzed the results of street interview and questionnaire. We sorted out these replies and got the following data.**

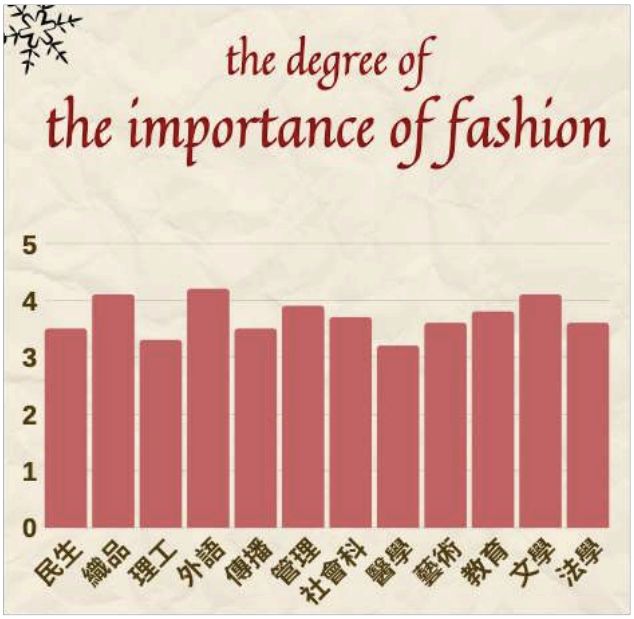
**3.The problems we realized of our proposal are that there are a lot of people had seen this questionnaire, but still less people would spend time answering it, the response rate of this questionnaire is only 35%, we think maybe open-end questions have to be fewer. And the second problem we found in our proposal is that the diversity of our question is a little bit low, it causes the breadth of results have be limited, but at the same time we also scared of that too many questions will make the interviewers don't want to answer the questions, so it is quite difficult to strike a balance.**

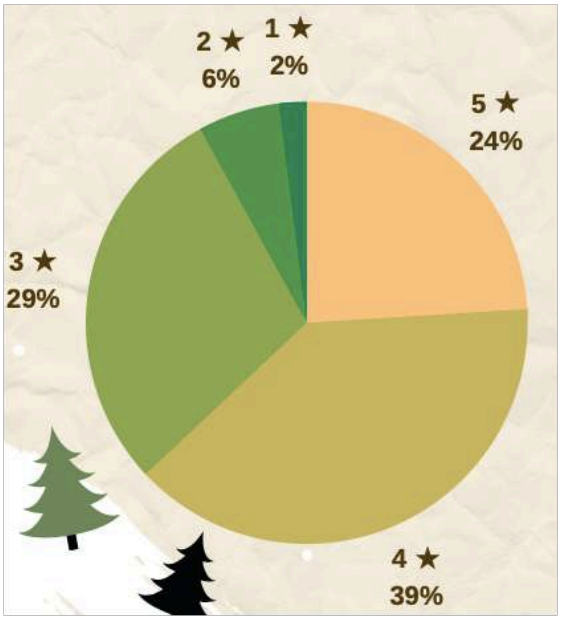
(二)成效說明與實際產出：（可附加佐證資料、文書記錄、照片或相關計畫運作情形資料等）

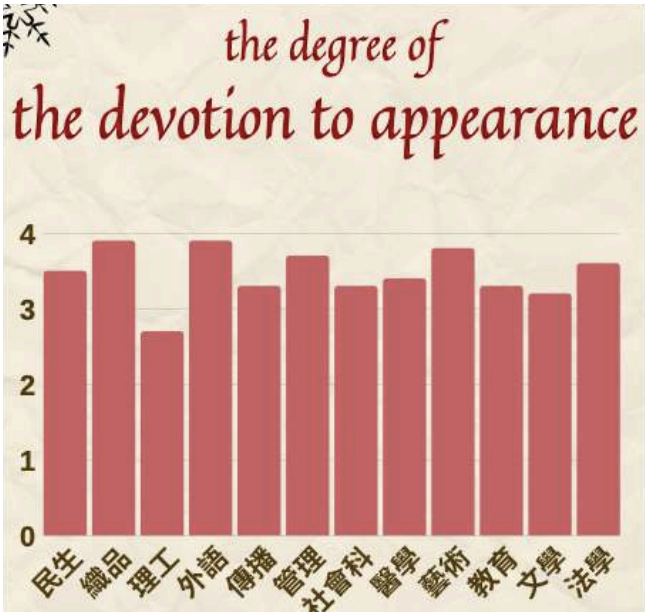
**This self-orientation learning proposal not only let us understand more about what the generation Z is thinking and what problems with the generation Z , but also make us do something we never done before, particularly street interview.**

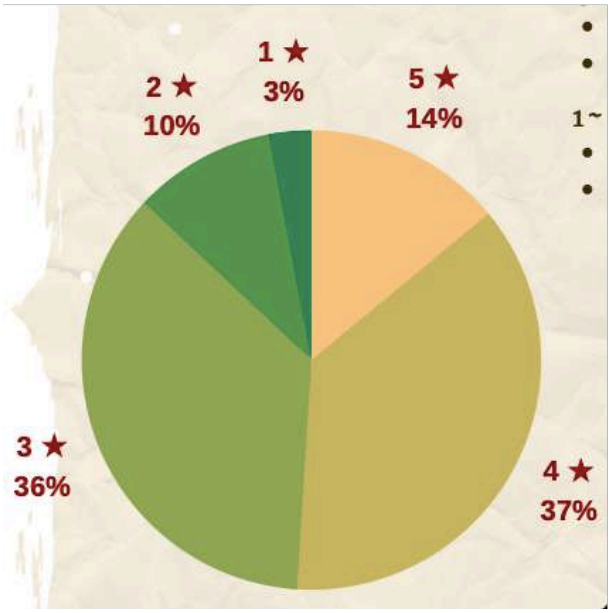
**Street interview is new to us, we all are scared of talking to strangers at the first time, but when we plucked up our courage to start the interview, it doesn't seem so fearful like we thought. We are very grateful for teacher letting us do this proposal and helped us working on our proposal. We learned both the fashion attitude of generation Z and had the courage to talk to strangers, it is a meaningful proposal for us.**

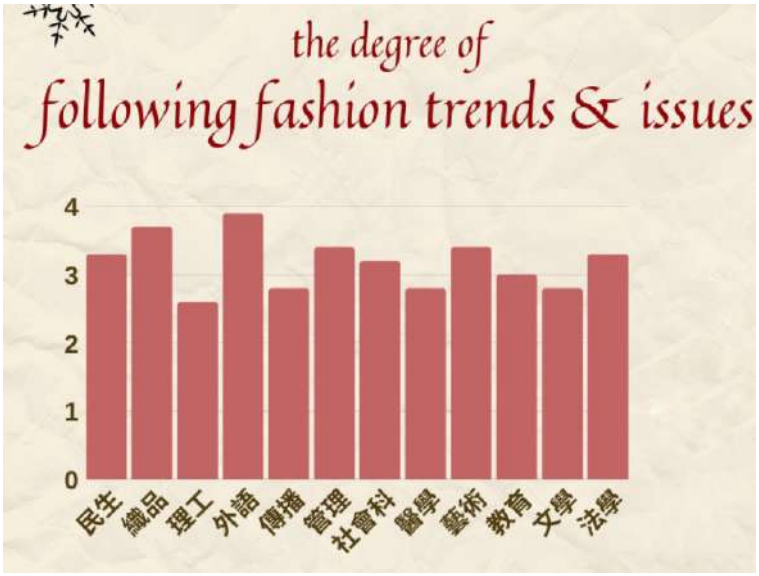
街訪＆問卷分析結果：

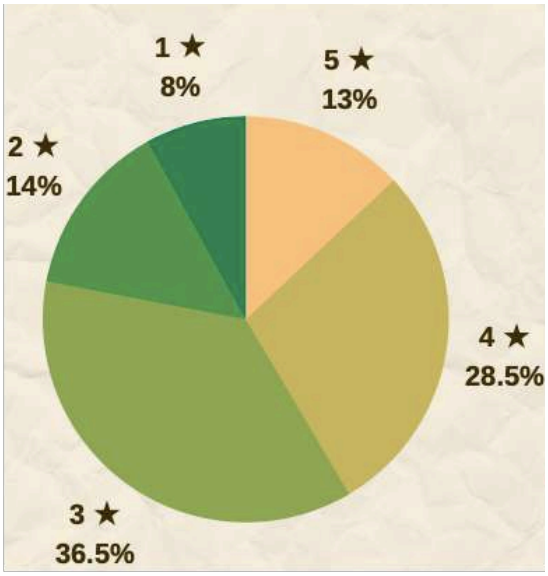

the degree of
the importance of fashion
5
4
3
2
1
0
民生
織品
理工
外語
傳播
管理
社會科
醫學
藝術
教育
文學
法學


2 ★
6%
1 ★
2%
5 ★
24%
3 ★
29%
4 ★
39%

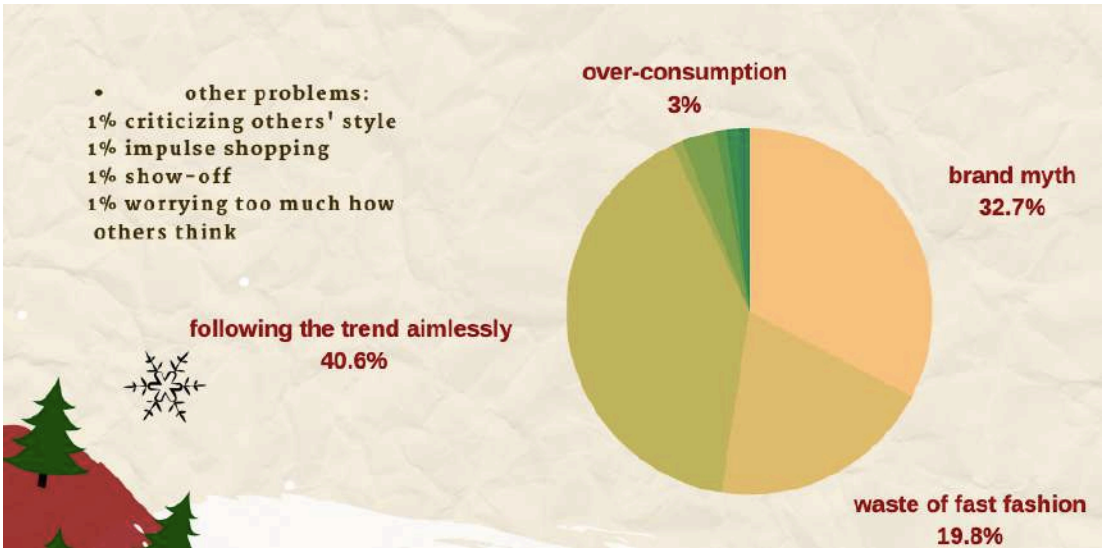

the degree of
the devotion to appearance
4
3
2
1
0
民生
織品
理工
外語
傳播
管理
社會科
醫學
藝術
教育
文學
法學


1 ★
3%
2 ★
10%
5 ★
14%
3 ★
36%
4 ★
37%


the degree of
following fashion trends & issues
4
3
2
1
0
民生
織品
理工
外語
傳播
管理
社會科
醫學
藝術
教育
文學
法學


1 ★
8%
5 ★
13%
2 ★
14%
4 ★
28.5%
3 ★
36.5%




三、學習心得(組內每位學生皆須提供至少**200**字的學習心得)

邱渝恩：

透過這次的自主學習活動，我發現自己從其他系所同學身上學到的勝於我們自己組別的活動主題內容，因為透過不論是問卷或者是街訪都得到了很多不同觀點；甚至是從未理解或想過的立場。很多回答都不如我們一開始設想能夠得到的反饋，尤其是在最後詢問受訪者對我們的問卷有什麼建議或對時尚的想法，有些人提到有關時尚的反思，讓我印象深刻也著實受益良多，知道了原來其實大家對這方面的議題都很有自己的想法。雖然可惜的是我們的題目豐富度和街坊人數不如預期，可能造成最後的結果數據沒有太大的參考價值，但還是很高興能夠透過自主學習聽到了其他同學對時尚的態度及想法。

王俞雯：

透過這次的自主學習，探討關於Z時代的時尚態度，以學院的方式來分析出來的結果和我們原來在採訪之前所做的預測蠻不同。平時身邊大多接觸的人都是同學院織品的學生，因而想法和我們很相似，做完分析後，才了解並且學習到原來還有更多不同面貌與問題。例如，這時代對於品牌迷思、只追求快時尚卻未曾想到對環境污染、血汗勞工這些衍生出來的問題，又或者是知道問題卻不知如

何去改善，因而造成問題越來越嚴重。除此之外，經過街訪和網路問卷調查，我學到了該如何去設計並思考問題的合適性與廣度，才能真正的得到我們主題所要分析的資料。

蔣逸萱：

先謝謝老師給我們這個機會可以讓我們自由發揮想做的事，這次的自主學習過程中很謝謝我的組員們，他們分擔了很多的工作，也一起討論了很多想法，很謝謝他們的幫忙。
對於老師也是很感謝，第一次在大學裡遇到這麼認真的老師願意幫助我們，雖然是自主學習但老師還是一直在我們身邊給予我們建議，不只是這個自主學習，整個課程都感受得到老師的用心！這次的學習報告也讓我學到很多，包括分析問卷結果和和陌生人講話的勇氣，當然還有這堂課最重要的英文，上完這學期的課真的有讓我的英文大大提升，謝謝老師給我們學習的機會～

李沛瑾：

自主學習真的是可以學到很多東西，很高興我們這組選擇了這個題目，跳脫一般上網查資料做報告的模式，一直以來都很好奇不同科系間對於時尚看法的差異，而也藉由這個機會能夠接觸到不同的想法，有些人看起來不太打扮但其實很關注時尚議題，又相反地有些人只是在乎外在打扮但其實沒什麼在關注時尚，街訪與問卷中有很多我們預料之中的答案也有很多不同的意見與想法。在問題豐富度跟科系人數和性別的平均程度上是我們還有待加強和要加強探討的地方，這次的經驗很棒也有助於未來的各項研究分析，謝謝老師的用心指導！！

四、其它附件(必要)

(一)每組學生成果PPT

(二)分組討論及相關活動照片







成果報告
助教彙整

# く輔仁大學108年度高教深耕計畫

## 「自主學習課程」成果報告 (電子檔即可)

一、計畫成果報告撰寫應包含下列各項：

| 項　目 | 說　明 |
|---|---|
| 1.報告封面 | 格式請參考下頁。 |
| 2.目錄 | |
| 1. 課程指導成果說明<br>(老師填寫) | (1) 課程實際規劃與說明<br>(2) 具體教學成果與評估<br>(3) 課程遇到問題與困難<br>(4) 優秀自主學習組別(二組)推薦與原因 |
| 4.照片 | 請提供本課程學生每人(或每組)實作作品照片<br>(於報告中呈現，另需提供電子檔照片至少5張) |
| 5.附件 | 請以每組為單位將以下附件彙整：<br>(1) 教師與助教課程指導紀錄表<br>(2) 學生成果：<br>● 學生自主學習計畫書<br>● 學生自主學習成果報告書<br>(3) 學生學習問卷<br>(4) 其他相關附件 |

二、撰寫格式說明

1、格式

(1) 版面設定：各邊界均為2.5公分，文字左右對齊。

(2) 段落行距：單行間距。

2、字體

(1) 字體大小12。

(2) 字型：中文為標楷體，英文為Times New Roman。

3、頁碼請以阿拉伯數字，依順序標記在每頁下方中央。

三、繳交方式

1、將檔案上傳至雲端硬碟後，寄雲端連結予承辦人。

2.、將檔案燒錄至光碟後，送予承辦人。

四、承辦人聯絡資訊

姓名：邱詩涵 fj03434@mail.fju.edu.tw #3190

地點：教師發展與教學資源中心 (外語學院LA107)

GROUP
FOUR

# Final self-orientation learning report

## fashion attitude of generation Z

# THINGS WE WANT TO SHARE...

#about our topic

#the process

#basic data

#questions we asked

#performance review

#conclusion

# REMINDER

*what are we going to do?*

discuss and understand
generation Z's attitude towards fashion

*how to accomplish?*

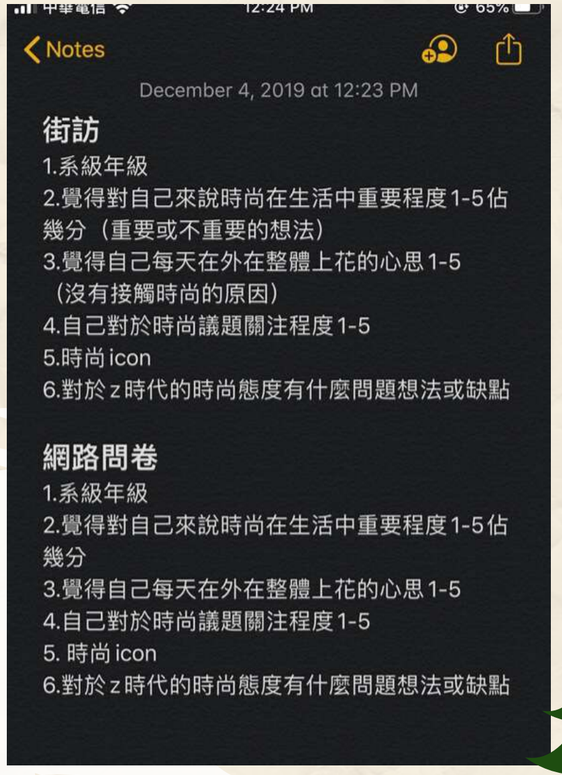
by analyzing and summarizing the results of street interviews and questionnaires from different departments

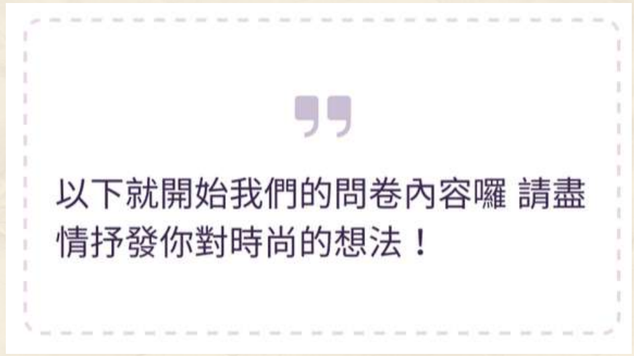
# PROCESS

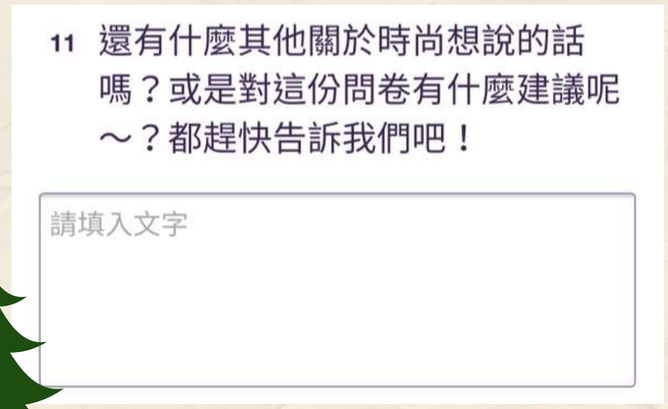
design questions

street interview & questionnaire

organize&analyze the results



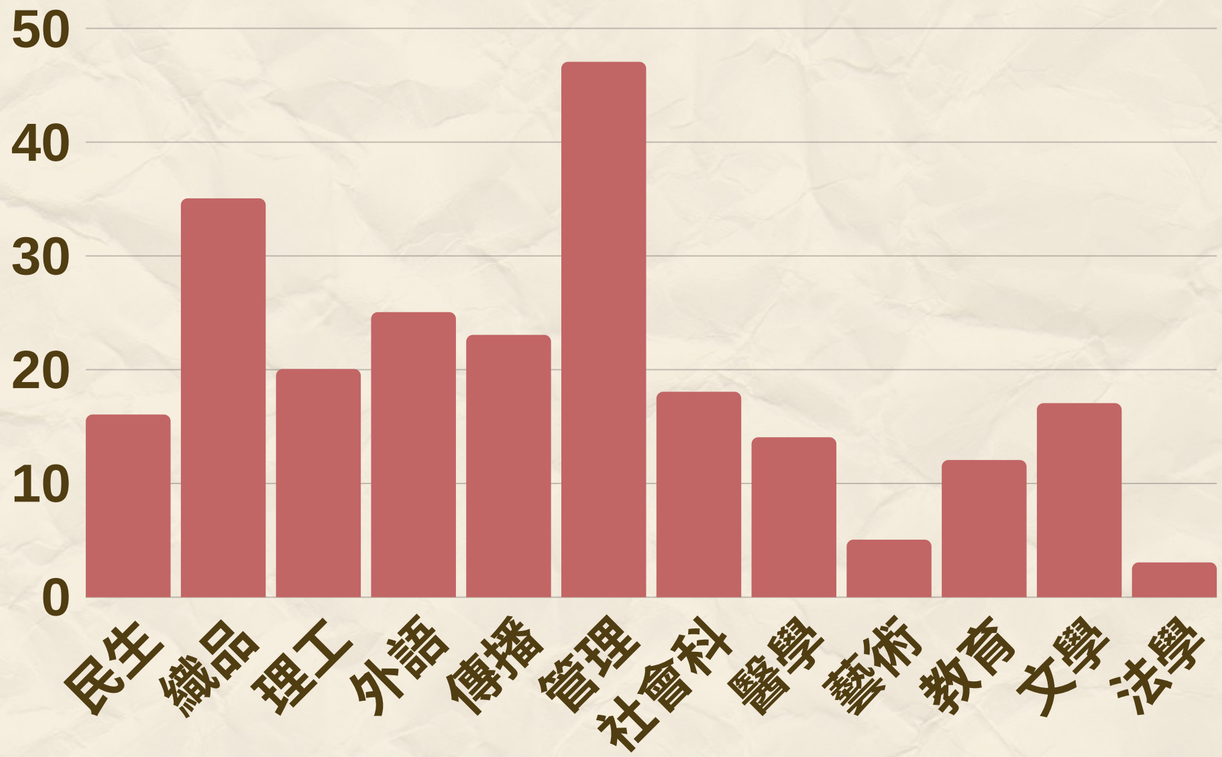




時尚重要程度

| 重要性/學院 | 民生 | 織品 | 理工 | 外語 | 傳播 | 管理 | 社會科學 | 醫學院 | 藝術 | 教育 | 文學院 | 法律 | % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 5 | 1 | 12 | 3 | 10 | 3 | 14 | 3 | 1 | 0 | 3 | 6 | 1 | 24 |
| 4 | 6 | 16 | 6 | 9 | 8 | 19 | 8 | 4 | 3 | 4 | 8 | 1 | 39 |
| 3 | 8 | 6 | 7 | 6 | 9 | 11 | 5 | 7 | 2 | 4 | 2 | 0 | 29 |
| 2 | 1 | 0 | 2 | 0 | 3 | 3 | 2 | 1 | 0 | 1 | 1 | 1 | 6 |
| 1 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 2 |
| 總人數 | 16 | 35 | 20 | 25 | 23 | 47 | 18 | 14 | 5 | 12 | 17 | 3 | 100 |
| 平均 | 3.5 | 4.1 | 3.3 | 4.2 | 3.5 | 3.9 | 3.7 | 3.2 | 3.6 | 3.8 | 4.1 | 3.6 | |

# BASIC DATA




number of people:

235-total

48-street interview

187-questionnarie

# SURVEY QUESTIONS

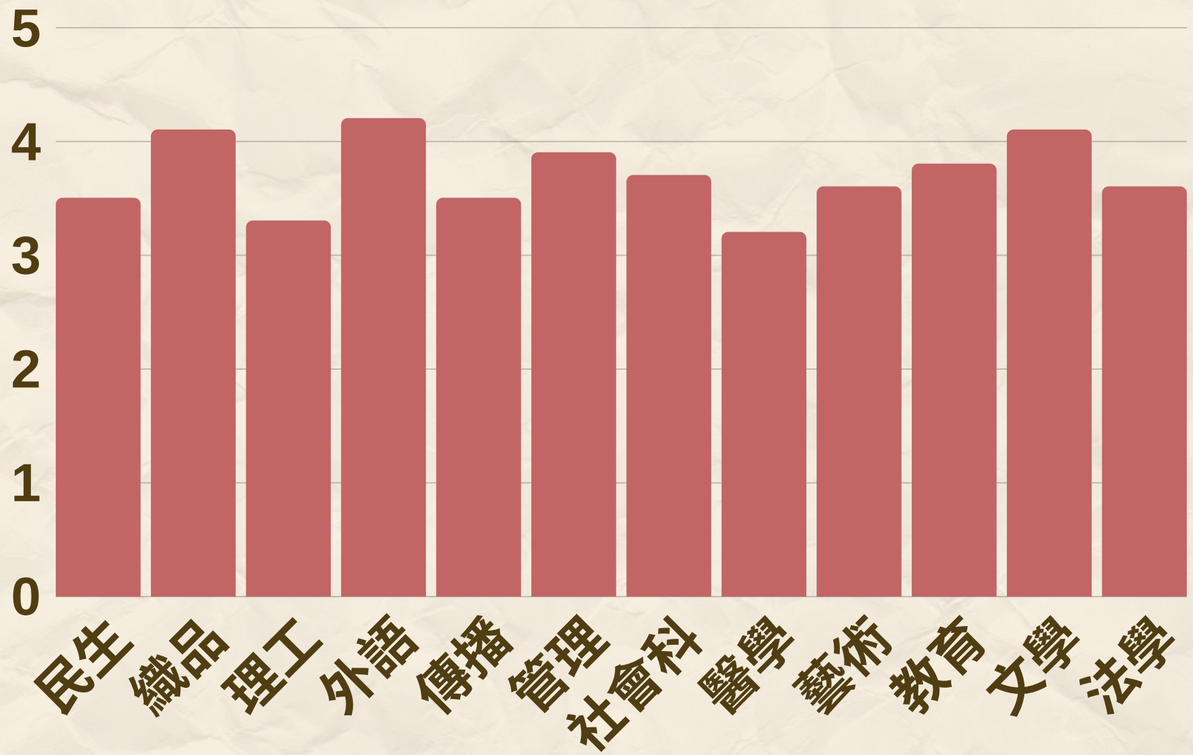
- explore the differences between departments:
  1. importance of fashion
  2. devotion to appearance
  3. following fashion trends & issues

- fashion icon in genZ's mind

- issues that genZ concerns 'bout fashion
  discuss the issues briefly

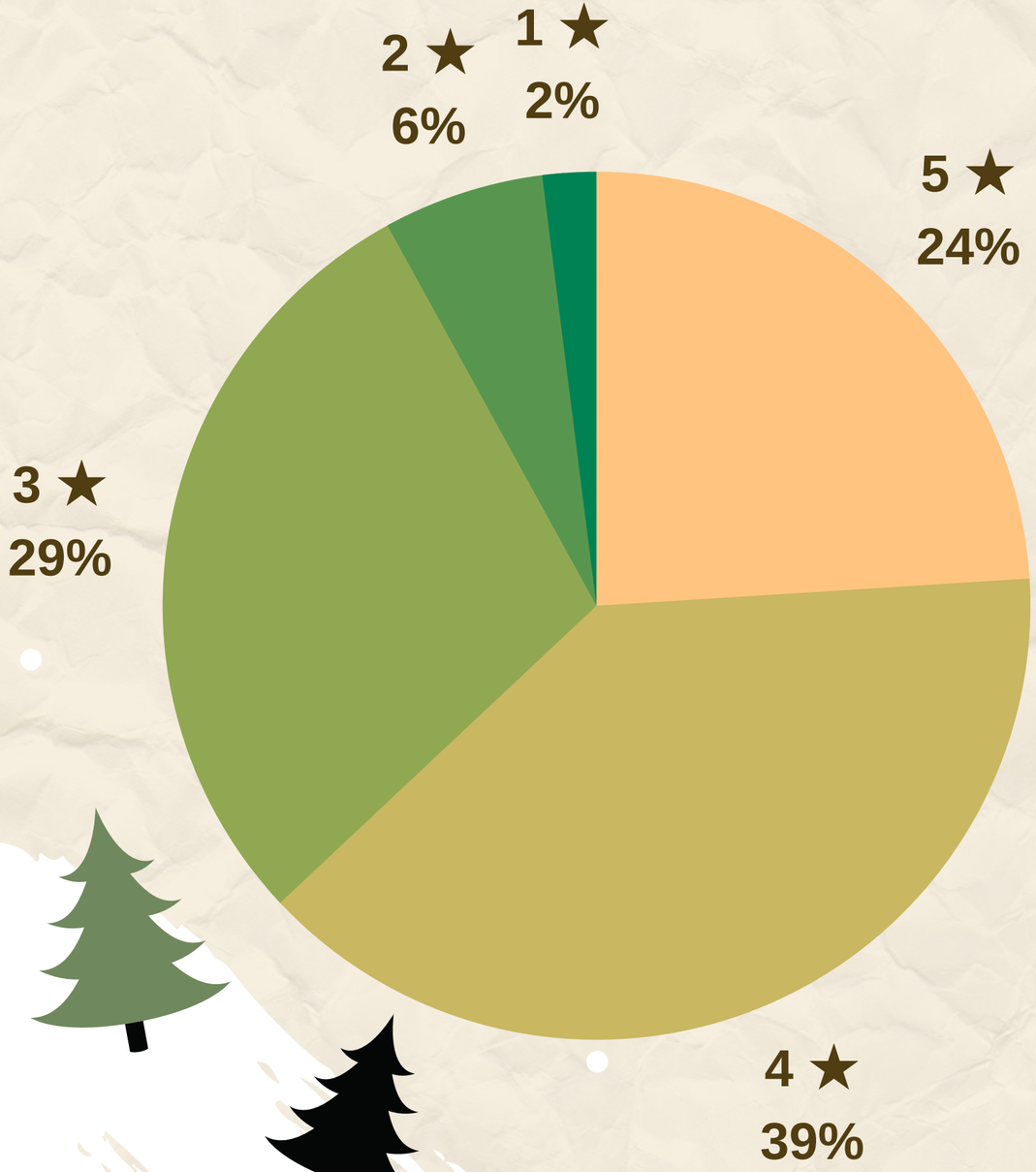
# the degree of the importance of fashion

4 ”時尚“在生活中對你來說的重要程度有多少呢？




HIGHER: 4.2外語學院
4.1織品學院
4.1文學院

LOWER: 3.2醫學院
3.3理工學院




5 （承上題）有原因嗎～？

為什麼重要、不重要、還好？

4~5★:

- think that first impression, personal taste, and aesthetic of life is crucial in life
- fashion is a part of life
- increase confidence

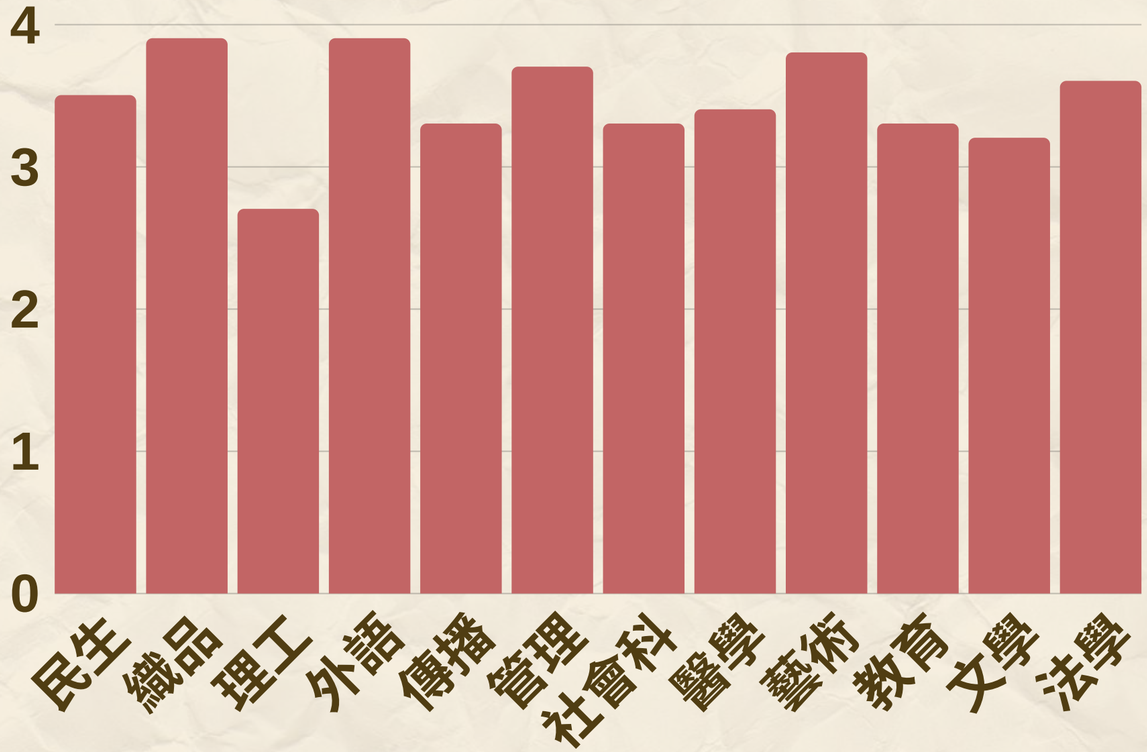
1~2★:

- need to get dressed but not dressing up
- instead of beauty, COMFORT is the main goal

# *the degree of*
# *the devotion to appearance*

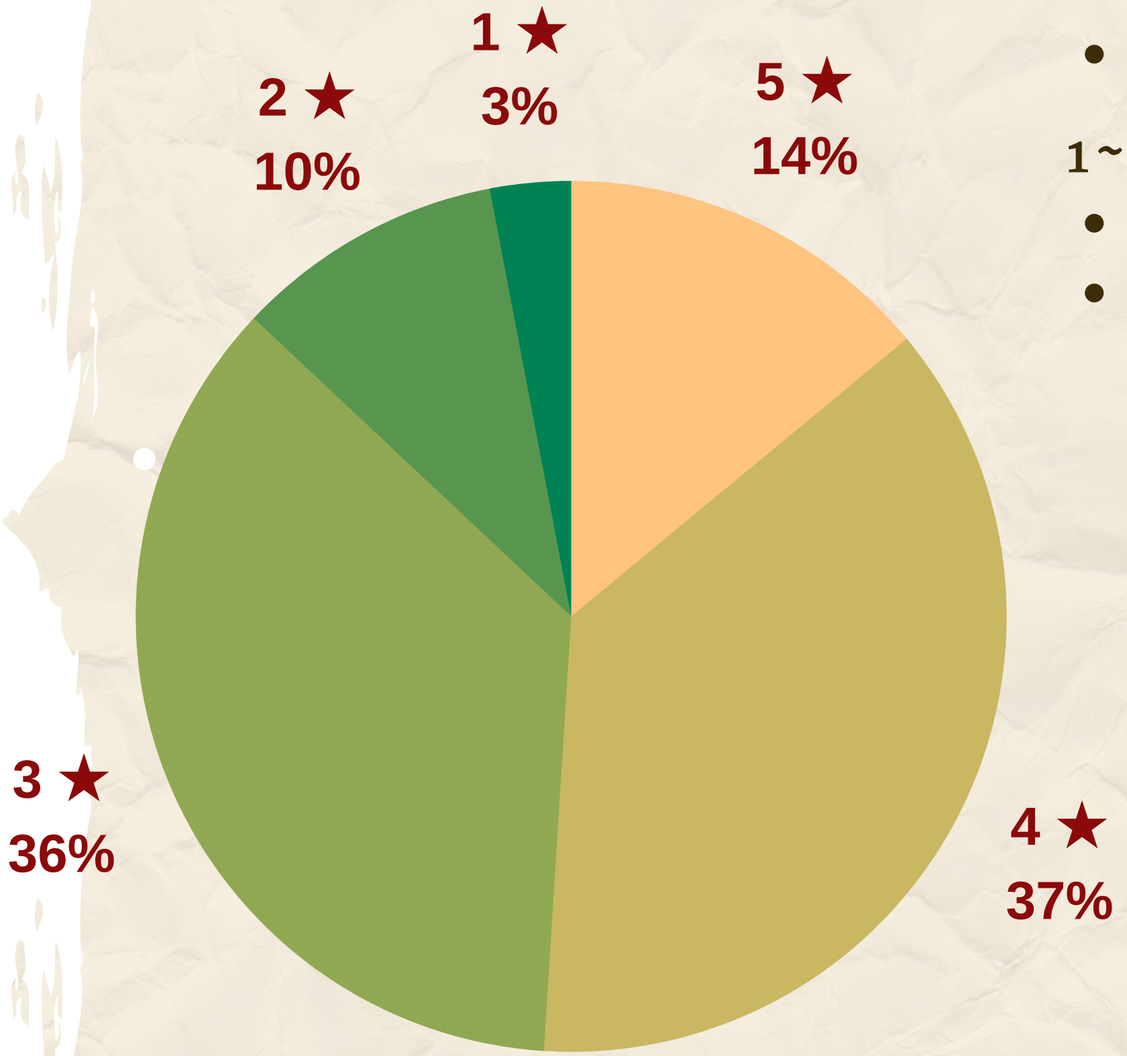
6 覺得自己在外在整體上花多少心思呢？

ex.挑選購買衣服、打扮所花的時間與精力...等




HIGHER: 3.9外語&織品學院
3.8藝術學院
3.7管理學院

LOWER: 2.7理工學院
3.2文學院




4~5★:

- taking 1 hour or more before going out
- shops a lot(kinda shopaholic)

1~2★:

- taking less than 15 mins before going out
- seldom go shopping

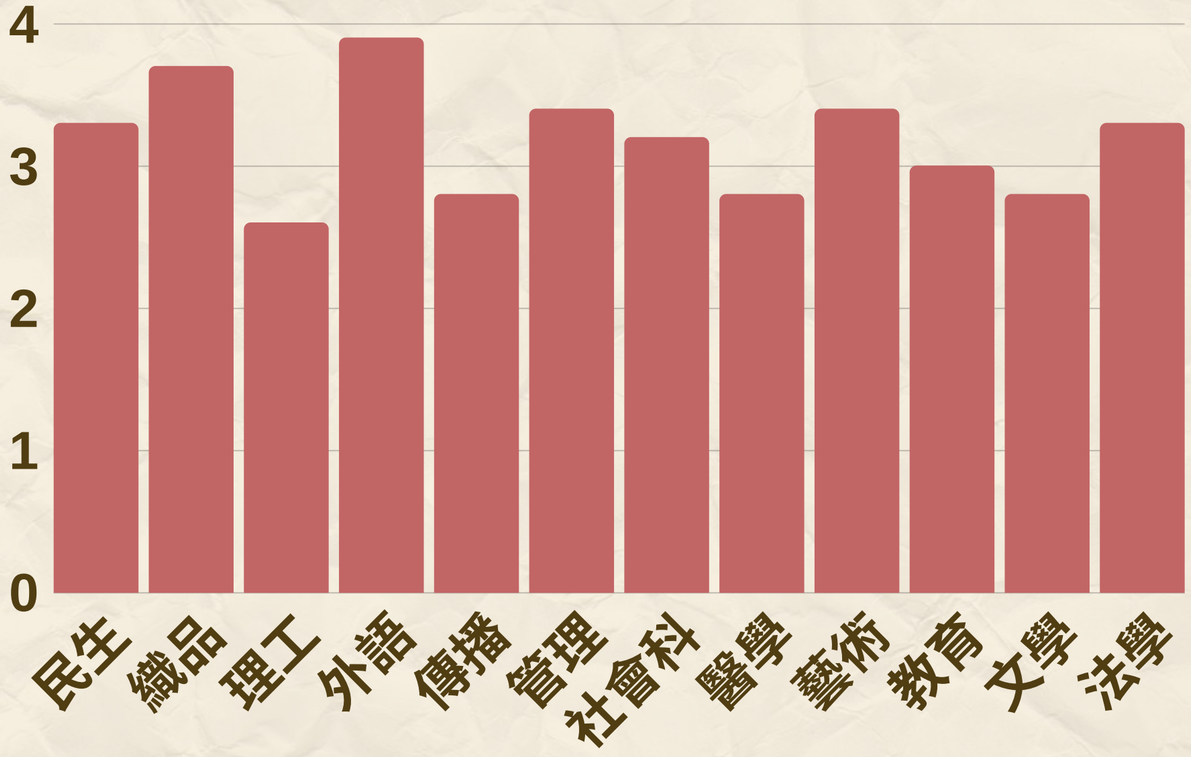
## fashion≠appearance

This data can show that it's not really relevant between last data and this one.

ex:students of 文學院care about fashion a lot, but it doesn’t mean the devotion to their appearances are also high.

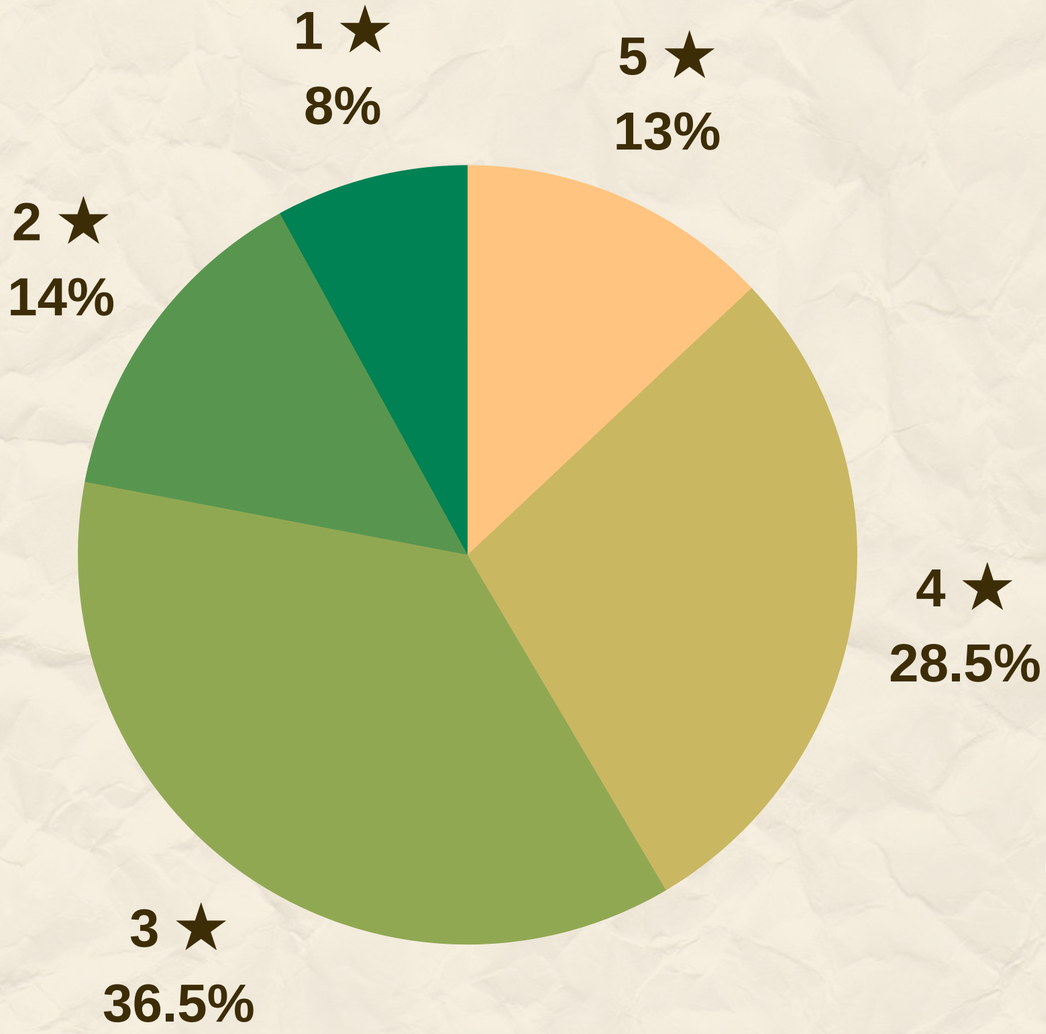
# *the degree of following fashion trends & issues*

7 你關注時尚的程度




HIGHER: 3.9外語學院
3.7織品學院

LOWER: 2.6理工學院
2.8傳播＆文學＆醫學院




8 （承上題）平常是透過什麼管道接觸時尚/都關注些什麼呢？如果沒接觸時尚又是什麼原因讓你卻步了呢？

ex.雜誌、ig等/時裝秀、穿搭等。 ex.沒時間、沒錢、沒興趣。

## *reasons not following* (1~2★)

1. lack of money
2. not interested
3. lack of time
4. laziness

## *channels* (4~5★)

- online-social media(instagram)
  fashion websites(popdaily)
- offline-magazines(elle,vogue)
  window shopping

# Who are genZ's Fashion icons?

## Han Lee



## G-Dragon



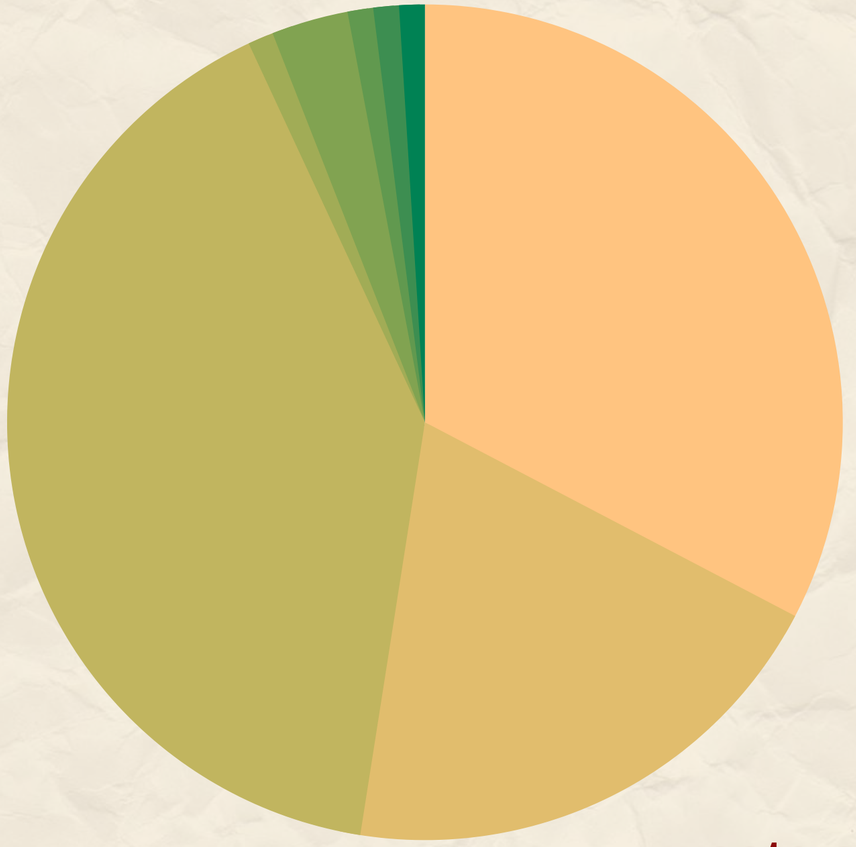
**The characteristics between two of them are that they all have their own special and unique taste of style. They don’t follow the trend easily, it is them who lead the trend.**

# Problems & issues of genZ's fashion attitude

Despite so many differences between students from different departments, there are some fashion issues that everyone agrees.

- other problems:

1% criticizing others' style
1% impulse shopping
1% show-off
1% worrying too much how others think



# following the trend aimlessly

Some teenagers don’t care whether these outfits fit for them, they just see what is trending now, and follow it without a second thought.

This behavior can cause the problem of resource-wasting, because they may buy some trendy outfits that don’t fit for them, so they will put it inside the closet and never wear it again.

# BRAND MYTH *with genZ*

POPULAR

SYMBOL OF WEALTH

DISPLAY/CHANGE SELF-IMAGE

PEOPLE THEY LIKE OWN IT

- wear bold and maximalist designs to make a statement on social media
- affluent teenagers don’t mind brand contamination
- fall for limited editions and limited delivery
- instant gratification and drops are the new norms to get the attention of others

# recommendation & solution

- Parents should pay attention to their children and teach them how to use their pocket money so that their children do not become blind in the pursuit of brand-name goods.

- Young people themselves should also learn to establish their own position and not blindly follow the trend, to develop independent thinking and a critical spirit.

# *the waste of* FAST FASHION

**As consumers worldwide buy more clothes, the growing market for cheap items and new styles is taking a toll on the environment.**

- People bought 60% more garments in 2014 than 2000.
- Fashion production makes up 10% of humanity's carbon emissions, dries up water sources, and pollutes rivers and streams.
- 85% of all textiles go to the dump each year.
- Washing some types of clothes sends thousands of bits of plastic into the ocean.

# recommendation & solution

- SWAP SOCIETY:

Clothing swaps, typically involve individuals exchanging their already-purchased (and now unwanted) clothes for either new garments, a new wardrobe, or sometimes monetary incentives.

- SUSTAINABLE FIBERS:

Clothing made from natural, organic materials(ex:bamboo, organic cotton) is better for the environment, doesn't use as much energy as its synthetic cousins, and doesn't use any toxic chemicals.

# PROBLEMS THAT WE FACED

- low response rate(35%): about 580 people enter the website but only nearly 200 people actually fill in the survey

☞**maybe fewer open-ended questions**

- low diversity of questions: limited breadth of our results

☞**maybe designing deeper or wider questions**
(but we also worried about that too many questions will make interviewees refuse to answer, so it's hard to strike a balance)

# CONCLUSION

This self-orientation learning proposal not only lets us understand more about how generation Z responds to fashion, but also gives us a chance to try new things, particularly street interview. At the beginning, we are scared of talking to strangers, but when we plucked up our courage to start the interview, it doesn’t seem so fearful like we thought.

We are very grateful for teacher letting us do this proposal and helped us working on it. We've learned both the fashion attitude of generation Z and the elements we need to complete a survey, it is a meaningful proposal, thanks for the teaching!

# Thanks for listening & Merry Christmas!

成果報告
助教彙整

成果報告封面範例

輔仁大學 **108** 年度高教深耕計畫

# 自主學習課程計畫

# 成果報告書

＿１０８＿學年度第_一_學期

（時尚品牌）

第五組

授課教師：楊偉顯

系所單位：織品學院

中華民國 **108** 年 **12** 月

成果報告
助教彙整

# t 輔仁大學 108 年高□深耕計畫【自主學習課程補助計畫】
# 課程指導紀錄表

學習助教：　　聯絡方式：

| | | | |
|---|---|---|---|
| 時間 | 2019 / 11 / 25 | 受指導組別 | 5 (Dior) |
| 地點 | 織品服裝系館 | 受指導次數 | 第___2___次 |
| 受指導對象 | 歐□彤、謝佳樺、施詠棋、劉于□、王伊方、黃文君、高□□ | | |
| 指導老師 | 楊偉顥 | | |
| 指導內容摘要 | | | |
| 主要問題 | 1. **We want to do research on Disney's movies that were adapted from original fairy tales, and see how generation z affects the way that movie presents.**<br>2. **How to decide the movies that we're going to do research on?**<br>3. **How to decide the 4 main comparisons, including music, plots, character settings, shooting techniques** | | |
| 具體建議與解決方案 | 1. **It's hard to compare movies with novels or original stories, since the backgrounds of the original are usually made up. Try to compare movies that have different versions in generations.**<br>2. **Choose the most representative movies of the generation z that are remakes.**<br>3. **It is not easy to decide appropriate comparisons subject, because these subjects matter of the comparisons needs to be the same for both parties. After the group discussion, try to figure out the 4 main comparisons and compare the differences between the old and new movies.** | | |
| 後續追蹤 | | | |
| 備註 | | | |

*指導紀錄表請自行影印使用

指導老師：__楊偉顥___

附件二
每組填寫

# 輔仁大學 108 年高口深耕計畫【自主學習課程補助計畫】
# 學生自主學習計畫書

一、自主學習計畫主題：

二、組別：5 (Dior)

三、課程名稱：時尚品牌 Fashion Brand

四、指導老師：楊偉顥

五、學生姓名與工作分配：（可以個人或團體方式執行，至多 5 人）

| 姓名 | 工作內容 |
|---|---|
| 歐栩彤 | Comparing with the 1976 ver. to 2018 ver. of A STAR IS BORN through music, characters' setting, etc./Evaluating expected performance/Work distribution |
| 謝佳樺 | Comparing with the 1976 ver. to 2018 ver. of A STAR IS BORN through music. |
| 施詠棋 | The Great Gatsby's comparison between 1974 ver. and 2013 ver. ( music choices) |
| 劉于芃 | Compare the two versions ( 1998 ver. & 2012 ver. ) of Les Miserables 's video taking techniques and art value. / consolidating PPT |
| 王伊方 | The Great Gatsby's comparison between 1974 ver. and 2013 ver. ( music choices) |
| 黃文君 | The Great Gatsby's comparison between 1974 ver. and 2013 ver. (music choices) |
| 高婕禕 | schedule / character & author of The Great Gatsby |

六、計畫內容與進度規劃 (請描述透過何種行動或方法達成)

In order to understand how different trends in generations affect elements in movies, especially to compare generation z with the previous generation, we've chosen three movies that have the highest reputation for film remakes. Which are " A STAR IS BORN ", "The Great Gatsby" and "Les Miserables". Three movies are all classic and they highly rely on similar elements such as music and custom. Plus, they were all remade after 2010 and become a hit.

七、預期效益：

1. Understand the trends in earlier periods: Watching old movies allows us to understand the trend decades before.
2. Understand the trends of generation Z: The three movies we chose have the newest version recently, could help us understand the trend nowadays.
3. Analyze how trends influence the production of movies: The three movies we chose are all classic and they showed the background of the era. Through the comparison between different versions of the movie, it can show how the same script needs to be presented in different ways, in order to satisfy the audience nowadays.
4. Find out the extra cultural value in films: Movie elements could show the cultural value under each period of time
5. Practice English: Last but not least, is that we hope we can improve our English ability while doing this program.

成果報告
助教彙整

# 輔仁大學 108 年高□深耕計畫【自主學習課程補助計畫】
# 學生自主學習成果報告

撰寫日期：109 年 月　日

## 一、課程基本資料

(一)自主學習計畫主題：How Generation Z Affects Movie

(二)組別：5

(三)學生姓名：歐□彤、謝佳樺、施詠棋、劉于□、王伊方、黃文君、高□□

(四)課程名稱：時尚品牌

(五)指導老師：楊偉顥

## 二、計畫成果

(一) 自主學習歷程：

The theme we originally chose was to compare the differences between the princess in Disney animation and the remake, but there is not much connection with Gen Z, so we decided to change to some classic ones that can be seen in the old and new versions: "A Star Is Born", "Les Miserables" and "The Great Gatsby". Our work assignment is 2 ~ 3 people responsible for a movie to compare the new and old versions of the movie with custom,plots, casting and music.  In the course of this learning project, the most difficult part was to query the old versions of these three movies. Because the old versions released by the Internet has not yet become popular, so it was difficult to know the information, even the photos in the movies were very difficult  to find.

(二)成效說明與實際□出：（可附加佐證資料、文書記錄、照片或相關計畫運作情形資料等）

In this self-learning project, we can tell the difference between the remake of the original film and the original film, which is different from the current generation, and how the current generation affects the 4 parts of the two films, including the role setting, music, plot, costume, etc. detail

In addition, the differences in values and beliefs between the old and new generations can be found in the beliefs that are worth learning between generations.

And we not only understand the trends of generation Z but also analysis the trends in earlier periods.

At the same time, the trend : classical style, this topic is also in our study.

## 三、學習心得(組內每位學生皆須提供至少 200 字的學習心得)

高□□：I think this is a great chance to know my favorite old more. The original novel of ‘The Great Gatsby’ has many detailed descriptions of the

20s fashion lifestyle. There is so much information I could learn about those different ages. I also learned how to merge two generations from these two movies. They got the features of 20s and the attractions of contemporary era to make them retro and unexpired. I could use those skills in my future works including clothing, makeup, show music, studio shooting, layout…. and many more fields about fashion in Z generation.

黃文君： Our study of comparing old versions and the latest version of the same movie somehow makes me wonder how the Z generation influences society and the trend of each kind of choices that the entertainment field would make. By discussing it with my teammate, I learned that movies nowadays are more likely to focus on distinctive effects that would make audiences feel excited. However, old movies actually are way more respectful to the value of culture. Old movies focus more on the smoothness of the whole scene and the storyline. Those facts make me think of the problems young age people might make, seeing things in one single perspective and forgetting to see the whole story. So the study we designed is really helpful and important.

謝佳樺:It is a meaningful class to learn how to complete the project that we choose in the beginning. Because of the project, I watched the great movie, a star is born, and try to compare with two different versions of different times. With the process, I learn a lot of things which I can learn from the class. For example, cooperate with my classmate, we spent much time discussing how to compare with the versions and presented it well on the stage. I think that is the most difficult process to me. Meanwhile, I learn that it is the second wave feminism in 1970's when I was searching the information on the internet. It was surprise me because I was never taught this history before. I can not wait but try to learn more by myself and I were very enjoy the moment. It was awesome experience. Thank for the class that let me had the chance to have this special experience.

劉于□：This self-learning project chose the comparison between movies as the theme. The selected movie types are very classic and remakes. From the process of searching for materials, some of the movies are relatively old, so they are not easy to obtain, but still can see the differences from the movie costumes and casting, and also find the differences between the new and old versions. In addition, I feel that the impact brought by Generation Z is not only in clothing and appearance, but also in various characters, which

strengthens some doctrines and consciousness that the old version did not have, making people feel what kind of generation we are.

王伊方:I had never joined self-learning project before, so at the beginning, I had no idea at all. After we planned the whole self-learning project, I learned that discussing with our teammates is a complicated but worthy experience. And the topic we discussed definitely represented well the connection between gen Z and entertainment nowadays. As for the content, in my point of view, the movie of the old version had the better taste for creating romantic atmosphere. And the old movies took more respect on the real old cultures, such as the Flapper culture from The Great Gatsby.

歐□彤:

To be honest, I didn't have much expectation on doing this self-learning project. However, as soon as we figured out the topic, it became an exciting task to accomplish. . The three movies we choose to be the objects of the study are classic, and as a person who watches almost every movie that shows in movie theaters, they were all checked in my to-be-watched list.

After knowing that I'm supposed to do research on "A Star Is Born", I dug into as much as possible and found joy through the process. It is an amazing journey to watch the movies themselves, but it's more than adventure to discover the story and the ideology behind every movie. Since "A Star Is Born" is a movie about a singer's rise, music becomes an essential element and the core value of the movie. Through the lyrics, we can see how people's lifestyles are changing and how that effects on the entertainment industry. Moreover, as a feminist, it feels wonder to finf out that according to the shifting concept of male and female, the same charscter in different ages show distinct personalities and make multiple different reaction and decisions.

In conclusion, for me, it is not the end of a single school project, but a fresh start to watch remake movies and learn from eras.

施詠棋：In this self-learn project ,our topic is to compare the 4 main points between movies ,and I think it is a good opportunity for me to learn more about movies, including how to observe remake movies and original movies from different perspectives and angles, and how to explore the society of previous and present from different era films different. In addition, this also makes me feel interested and get more closer to our topic which is to understand how Generation Z affects movies of different generations in

character setting , music, clothing and plot. The self-learning project give me a opportunity to learn new things and it is not only a great chance to learn more about the generation z, but also a good experience for us to develop our own perspectives .

四、其口附件(必要)

(一)每組學生成果 PPT







TOPIC

Exploring the progress of the three remake films over time and time, the same film will be different in terms of characters, costumes,music, plots and overall film presentation.

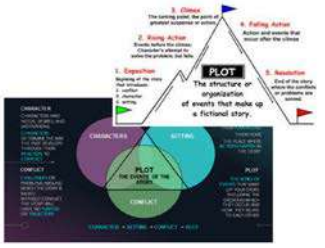
Z generation




The three movies will be different in the old and new shooting.
With the coming of the Z generation, it also has an impact on movies, clothing,music, plots, etc.

MAIN COMPARISON

1. Plot
2. Characters setting
3. Music



成果報告
助教彙整

## 1976's background

1. Second-wave feminism




2. bohemian fashion



## Characters

1976 Old Version



Barbra Streisand
**Wild**

V.S.

**Ally**

New Version



Lady Gaga
**Raw**

## Music




"Time, won't change the meaning of one love
Ageless and ever, evergreen"

https://www.youtube.com/watch?time_continue=5&v=6HLM2wEsWoA&feature=emb_logo

1976

- Hipster love song
- Less instruments/ mixer

2018

- Soft Rock→Inspiring, implying
- Complex arrangement/ Use more instruments




"I'm off the deep end, watch as I dive in
I'll never meet the ground
Crash through the surface, where they can't hurt us
We're far from the shallow now."

https://www.youtube.com/watch?v=bo_eFYsY
U2A

## Characters

sense of vicissitudes & mercy

restrained & compassion




Liam John Neeson

**Jean Valjean**

- A prisoner who has been in jail for 19 years for stealing a loaf to help his nephew
- Became the factory owner and mayor of Montreuil-sur-Mer anonymously
- He adopted Costette, daughter of Fantine




Hugh Michael Jackman

## CLOTHING







The 2012 version of the costume has bright colors, and the lines of the clothes highlight the figure of the actor.

**Les Miserables**

2012 ver. is more like musical, but the 1998 ver. is more faithful to novel.




## Clothing



The 1974 version shows more respect of the real Flapper look. From hairstyle to clothings and accessories, there are more details in the former version.



## Characters

**Nick Carraway**

Old Version



Fawningly, Panic, Delicated

Real Reference



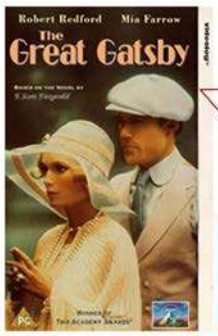
Weakness of Young Fitzgerald

New



Tactful, Sensitive, Obscure Gay

## Music




https://www.youtube.com/watch?v=rRXiMAW4oI

1974

- Vintage Songs
- Classical music

2013

Modern songs
( EDM, Pop, Rap, Trip hop... etc)




https://youtu.be/Tc11UaHOHMQ
https://youtu.be/0ZqimE6xdaw

(二)分組討論及相關活動照片

成果報告
助教彙整












輔仁大學 **108** 年度高教深耕計畫

「自主學習課程」成果報告 **(電子檔即可)**

**成果報告**
**助教彙整**

一、計畫成果報告撰寫應包含下列各項：

| 項　目 | 說　明 |
|---|---|
| 1.報告封面 | 格式請參考下頁。 |
| 2.目錄 | |
| 1. 課程指導成果說明<br>(老師填寫) | (1) 課程實際規劃與說明<br>(2) 具體教學成果與評估<br>(3) 課程遇到問題與困難<br>(4) 優秀自主學習組別(二組)推薦與原因 |
| 4.照片 | 請提供本課程學生每人(或每組)實作作品照片<br>(於報告中呈現，另需提供電子檔照片至少 5 張) |
| 5.附件 | 請以每組為單位將以下附件彙整：<br>(1) 教師與助教課程指導紀錄表<br>(2) 學生成果：<br>● 學生自主學習計畫書<br>● 學生自主學習成果報告書<br>(3) 學生學習問卷<br>(4) 其他相關附件 |

二、撰寫格式說明

1、格式

(1) 版面設定：各邊界均為 2.5 公分，文字左右對齊。

(2) 段落行距：單行間距。

2、字體

(1) 字體大小 12。

(2) 字型：中文為標楷體，英文為 Times New Roman。

3、頁碼請以阿拉伯數字，依順序標記在每頁下方中央。

三、繳交方式

1、將檔案上傳至雲端硬碟後，寄雲端連結予承辦人。

2.、將檔案燒錄至光碟後，送予承辦人。

四、承辦人聯絡資訊

姓名：邱詩涵 fj03434@mail.fju.edu.tw #3190

地點：教師發展與教學資源中心 (外語學院 LA107)




# Final Report: How generation Z affects movies

## Group 5 :

歐栩彤、施詠棋、謝佳樺、劉于芃、黃文君 、王伊方、高婕禕




# TOPIC

Exploring the progress of the three remake films over time and time, the same film will be different in terms of characters, costumes, music, plots and overall film presentation.

# Z generation

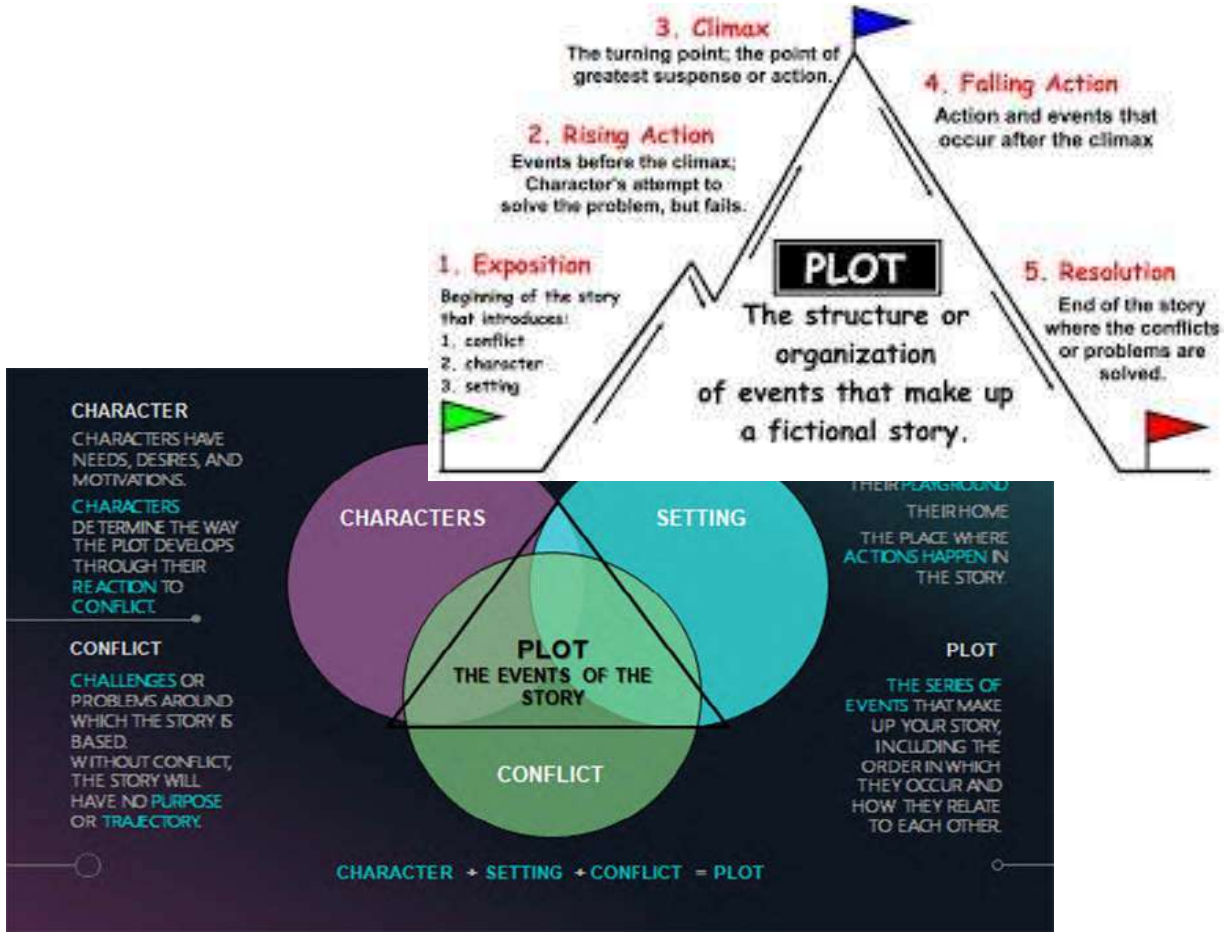



The three movies will be different in the old and new shooting.

With the coming of the Z generation, it also has an impact on movies, clothing,music, plots, etc.

# MAIN COMPARISON

1. Plot
2. Characters setting
3. Music
4. Costums



# CONTENTS

PART ONE

A STAR IS BORN

PART TWO

LES MISERABLES

PART THREE

THE GREAT GATSBY

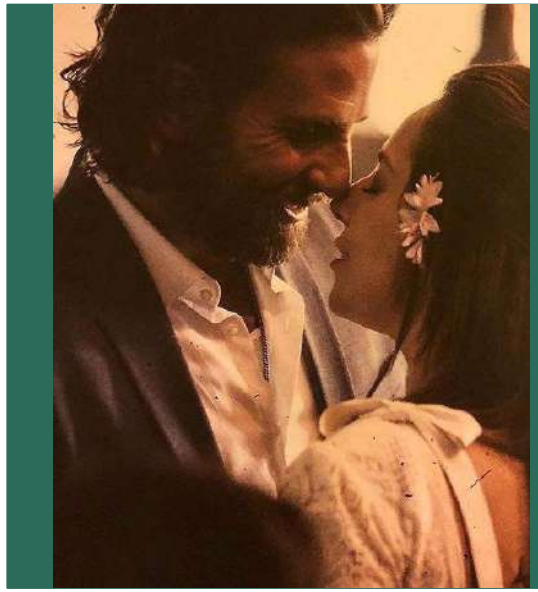
PART FOUR

Schedule & Expected Performance


STAR IS BORN
BRADLEY COOPER
LADY GAGA
IN THEATERS
A STAR IS BORN

# Plot

After falling in love with struggling artist  female lead, man lead, a musician, coaxes her to follow her dreams, while he battles with alcoholism and his personal demons.





# A Star Is Born

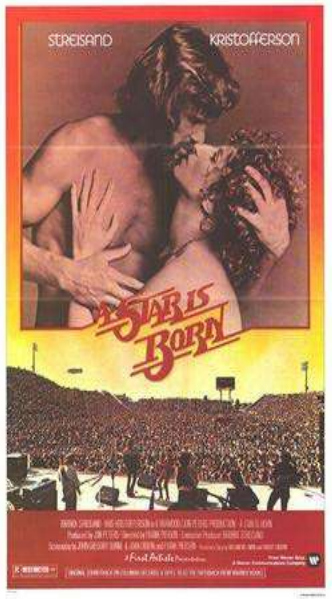
1976 v.s. 2018

- Directed by Frank Pierson
- Produced by Jon Peters
- Starring: Barbra Streisand

  Kris Kristofferson

- Release: date December 18, 1976
- IMDb: 6.2/10

1976




1976

# A Star Is Born

1976 v.s. 2018

2018

- Directed by Bradley Cooper
- Produced by
  Bill Gerber / Jon Peters
  Bradley Cooper / Todd Phillips
  Lynette Howell Taylor
- Starring:
  Lady Gaga / Bradley Cooper
  Andrew Dice Clay
  Dave Chappelle / Sam Elliott
- Release date : August 31, 2018
- IMDb : 7.7/10



# Why we want to discussed «A star is born»?

- The two versions was released in different generations.
- We assume that the ways of presenting would be different in different generations even they have the same title.
- We are going to discussed it with several aspects.





# Characters setting

# 1976's background

1. Second-wave feminism

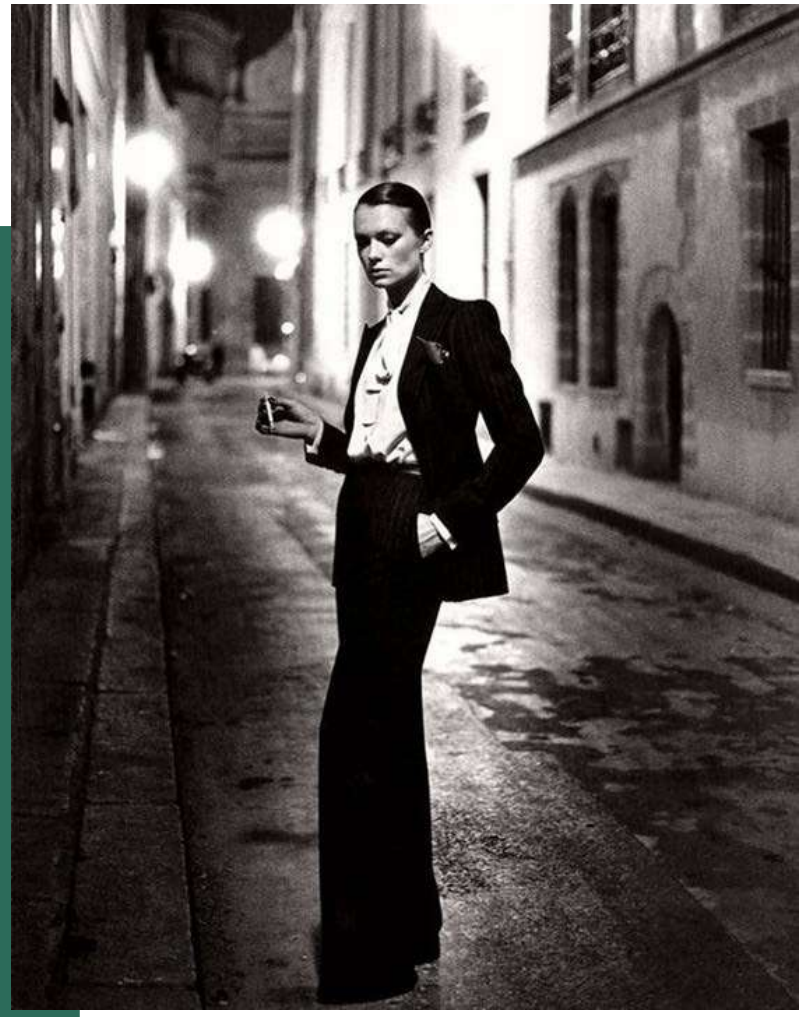



2. bohemian fashion



# 3.

More and more women entering the workforce and invading the boys' club, they needed a symbol that proved they were just as serious and competent as the guys riding up the elevator with them to the office. And apparently the only way to convince male-dominated boardrooms of that was to copy their look.




ASSISTANT TO MS. STREISAND
JOAN MARSHALL ASHBY
CHOREOGRAPHY BY
DAVID WINTERS
MS. STREISAND'S CLOTHES
FROM...HER CLOSET
WARDROBE
SHIRLEE STRAHM
SETH BANKS
HAIRDRESSER FOR MS. STREISAND
KAYE POWNALL
HAIRDRESSER
BARBARA LAMPSON

# Suit







# Clothing



# What is the trend now?

## Minimalist



## Vintage




## Animal print



## Sheer



# Minimalist



# Vintage





# Leopard print



# Sheer





# Character Setting/Casting

# Characters

## Jackson Maine

1976 Old Version



Kris Kristofferson

**Untamed**

V.S.

New Version



Bradley Cooper

**Vulnerable**

# Characters

## Ally

1976 Old Version

New Version



V.S.



Barbra Streisand

**Wild**

Lady Gaga

**Raw**

# Music

# Music




"Time, won't change the meaning of one love
Ageless and ever, evergreen"

**1976**

- Hipster love song
- Less instruments/ mixer

**2018**

- Soft Rock → Inspiring, implying
- Complex arrangement/ Use more instruments




"I'm off the deep end, watch as I dive in
I'll never meet the ground
Crash through the surface, where they can't hurt us
We're far from the shallow now."

https://www.youtube.com/watch?time_continue=5&v=6HLMZwEsWoA&feature=emb_logo

https://www.youtube.com/watch?v=bo_efYhYU2A


Les Miserables

# Movie Synopsis

The story is mainly based on the period of the Monarchie de Juillet. It tells the story of Jean Valjean. He was a prisoner . After serving 19 years in prison, he was released on parole. He later tore up the parole documents and became the mayor of France incognito. Jean Valjean promised to take care of Fantine's daughter Cosette, and at the same time he had to escape the pursuit of inspector Javert.

# 1998 ver.





- directed by Bille August.
- shooting way doesn't like musical.
- many plots are reproduced.
- focus on plot.

Les Miserables

# 2012 ver.




## Les Miserables



- directed by Tom Hooper.
- use the shooting way like musical.
- balance music and plot.



# Characters

sense of vicissitudes
&
mercy

Liam John Neeson

## Jean Valjean

- A prisoner who has been in jail for 19 years for stealing a loaf to help his nephew
- Became the factory owner and mayor of Montreuil-sur-Mer anonymously
- He adopted Costette, daughter of Fantine

restrained
&
compassion

Hugh Michael Jackman

# Characters




Uma Thurman

## Fantine

- After abandoned by her lover, Fantine is forced to look after their child, Cosette, on her own.
- Fantine is eventually forced by circumstances to become a prostitute, selling her hair and front teeth, losing her beauty and health.
- The money she earns is sent to support her daughter.




Anne Jacqueline Hathaway

# Characters




Claire Catherine Danes

## Cosette

- Fantine's daughter
- After being taken in by M. & Mme. Thénardier, she lived a miserable life like Cinderella
- later became Valjean's adopted daughter
- Love at first sight with revolution student Marius




Amanda Michelle Seyfried

# Characters




Geoffrey Rush

## Javert

- A strong believer who considers himself a policeman of justice
- Follow the law with an almost blind obedience
- Persevering pursuit of fugitive Jean Valjean
- Javert finally realized that the legal process was immoral. The inner conflict left him at a loss, and he committed suicide.




Russell Crowe

# CLOTHING

1998





2012

- Since they are all based on the French R evolution, they have similar clothing styles.
- 2012 version of clothing tailoring is more neat

# CLOTHING

1988






2012

- 1998 ver. : T he clothes are dull
- 2012 ver. : T he colors of the clothes are brighter and the colors are bolder

# CLOTHING

1998







2012







T he 2012 version of the costume has bright colors, and the lines of the clothes highlight the figure of the actor.

# Music-prologue/look down



# music-prologue/look down

- The content of the three stories are the same, which is talking about compassion
- This melody has appeared in three places:

1. Work Songs
   序曲- 囹圄苦囚 賈維、尚萬強、主教、全體演員
1. Look Down
   天可憐見 大合唱團、全體演員、加夫洛許、馬里歐、恩佐拉
1. Dog Eats Dog
   惡犬相殘 泰納迪

# music - prologue/look down

## [Differences between 1998 ver. and 2012 ver.]

The setting of musical instruments:
[1998 ver.]
the verse begin with Electric Guitar, Strings Band, Symphonic Band, drums and hummed
[2012 ver.]
the verse begin with Strings Band, Symphonic Band,unlike the 1998ver. one.

# Music


I dreamed a dream
in time gone by,
when hope was high
and life worth living.
I dreamed that love
would never die,
I dreamed that God
would be forgiving.
Then I was young and
unafraid, and dreams were
made and used and wasted.
There was no ransom to be paid,
no song unsung, no wine untasted.

# Music

## I dream a dream




The story can be seen from the lyrics, that is, Fantine was deceived into becoming an unmarried mother.
Back then, vulnerable women and child laborers had to work in harsh environments and receive very little pay.
Fantine entered Jean Valjean's factory, but was kicked out due to raising children and causing disputes.
At this time, Fantine was at a loss, remembering the past, and sighed infinitely, so she sang this sad song

# music -i dream a dreamed

## [Differences between 1998 ver. and 2012 ver.]

The phrase :
[1998 ver.]
the intro begin with the String Band and the vocal come in then.
[2012 ver.]
the intro begin with the Vocal and the String Band
and play simultaneously

# Les Miserables

2012 ver. is more like musical, but the 1998 ver. is more faithful to novel.




A movie about a love story
in the flapper culture
The Great Gatsby



# Plot

Midwest native Nick Carraway arrives in 1922 New York in search of the American dream. Nick, a would-be writer, moves in next-door to millionaire Jay Gatsby and across the bay from his cousin Daisy and her philandering husband, Tom.

Thus, Nick becomes drawn into the captivating world of the wealthy and -- as he bears witness to their illusions and deceits -- pens a tale of impossible love, dreams, and tragedy.

# Clothing













T he 1974 version shows more respect of the real Flapper look. From hairstyle to clothings and accessories, there are more details in the former version.

# Author

## F. Scott Fitzgerald

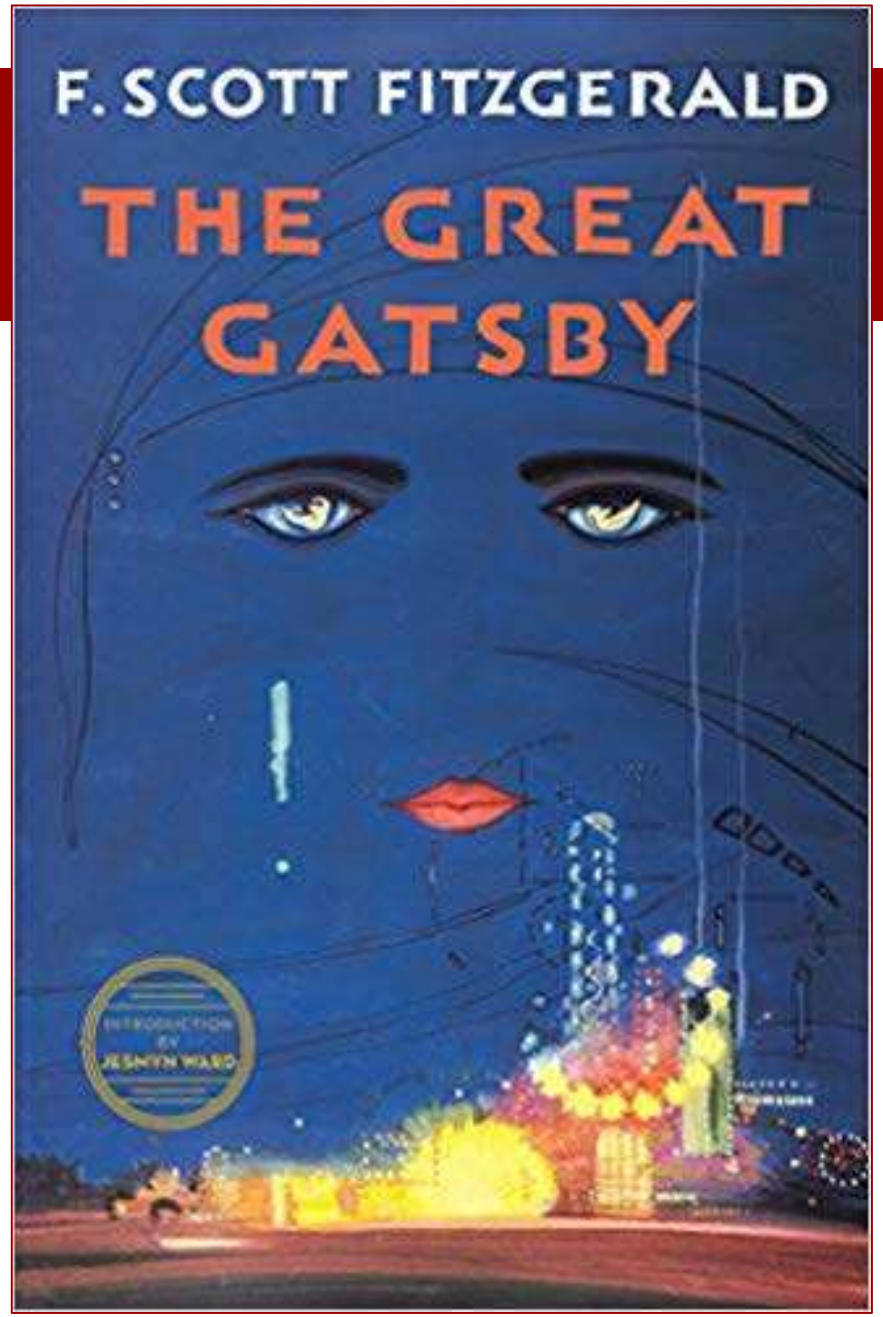
1896-1940,
Age, 44

One of the greatest American writers of 20S



## Famous Works

- The Great Gatsby
- This Side of Paradise
- The Curious Case of Benjamin Button




# Symbol of the "Jazz Age" in American Literature

1.Based on Fitzgerald's real life in New York and Long Island.

2.A detailed record of American society in the Roaring 20s.

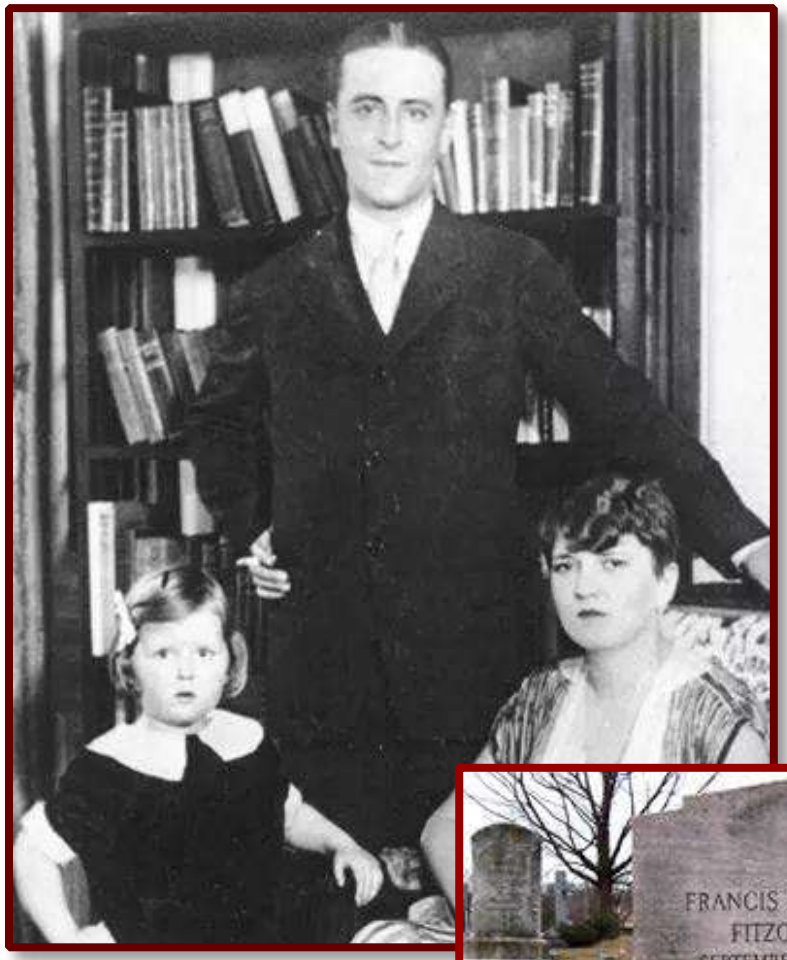
3.A tragedy preview of Jazz Age and Fitzgerald's life.

4.Cautionary tale of the decadent downside of the American dream.

So we beat on,
boats against the current.
Borne back ceaselessly
into the past.

## Lost Generation

After WWI, young people were
curious and helpless about the whole world.
So they overindulged and
thought unrealistic things.
This Led to the birth of many
artistic genres and culture,
like Art Deco, Surrealism and Speakeasy.



▲The author's family of three

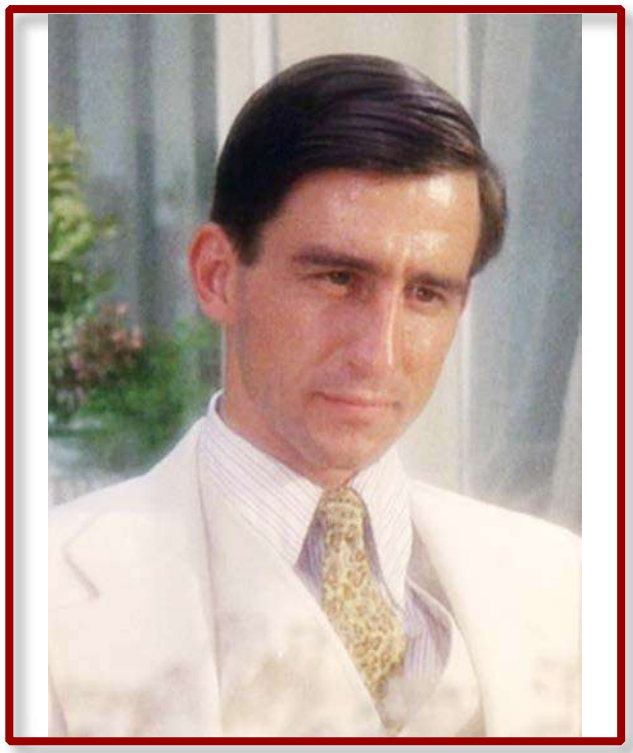
Epitaph of Author and his wife▼



# Characters

## Nick Carraway

Old Version



Fawningly,
Panic,
Delicated

Real Reference



Weakness of
Young Fitzgerald

New



Tactful,
Sensitive,
Obscure Gay

# Characters

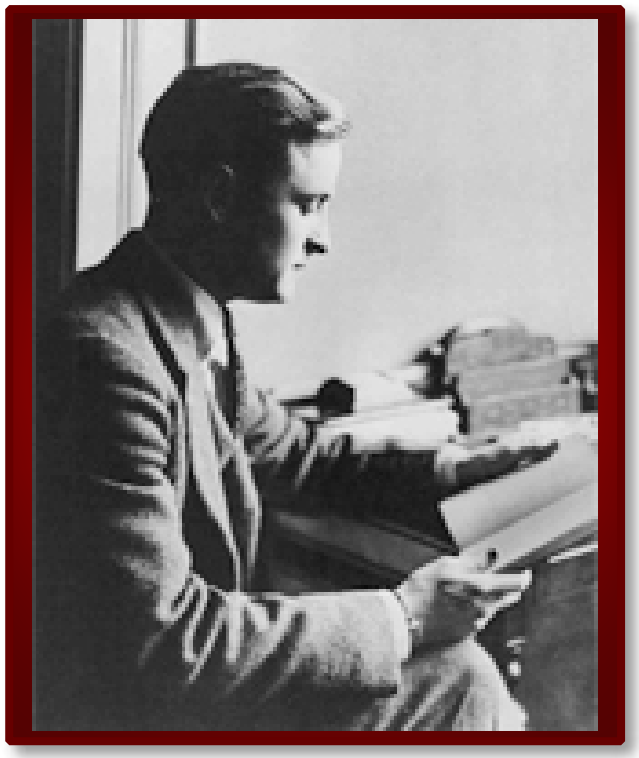
## Jay Gatsby

### Old Version



Mysterious, Deep, Arrogant

### Real Reference



Struggle Side of Fitzgerald

### New Version



Emotional, Naive, Optimistic

# 02.Characters

## Daisy Buchanan

### Old Version



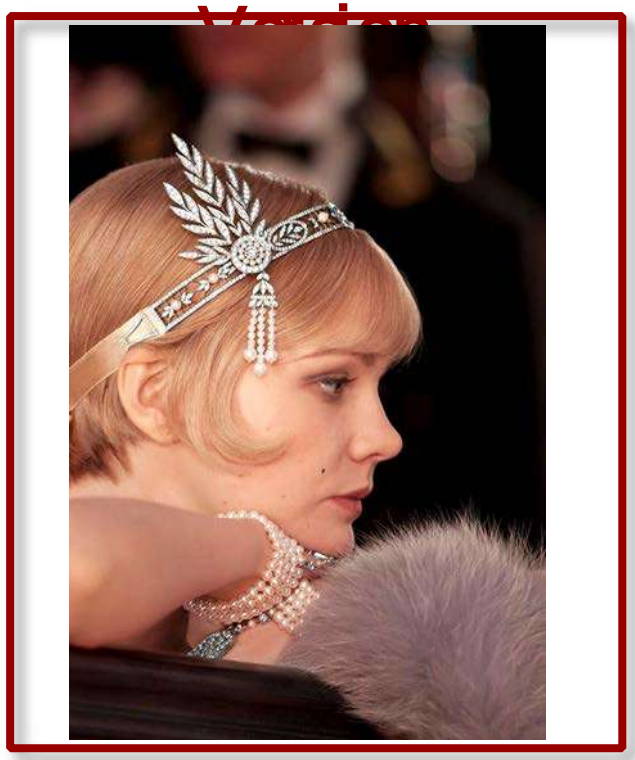
Emotional,
Play Dumb,
Smart

### Real Reference



Zelda Fitzgerald,
Ginevra King,
Wife and First Love

### New Version



Dumb,
Reckless,
Indecisive

# Characters

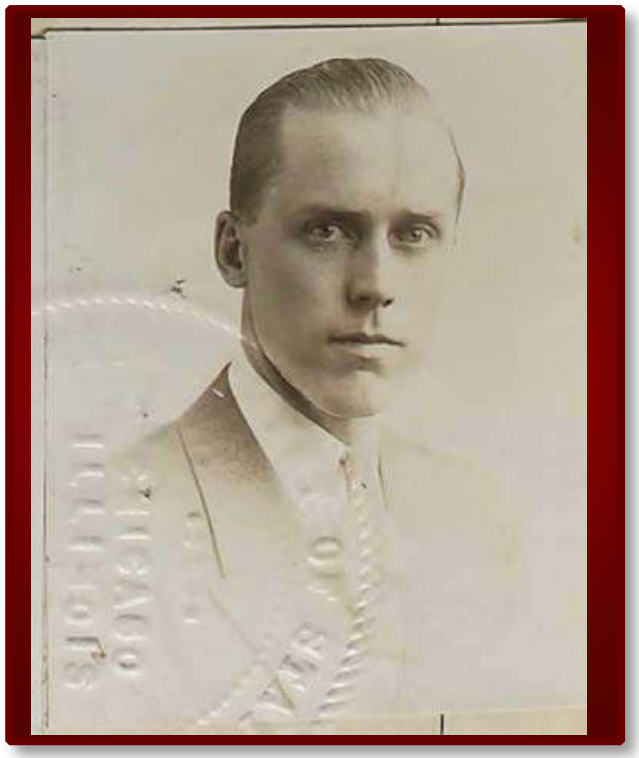
## Tom Buchanan

### Old Version



White Supremacist,
Rude,
Idiot

### Real Reference



William Mitchell,
Ginevra's Husband,
Author's Imaginary Enemy

### New Version



Salty,
Scheming,
Affected

# Characters

## Jordan Baker

### Old Version



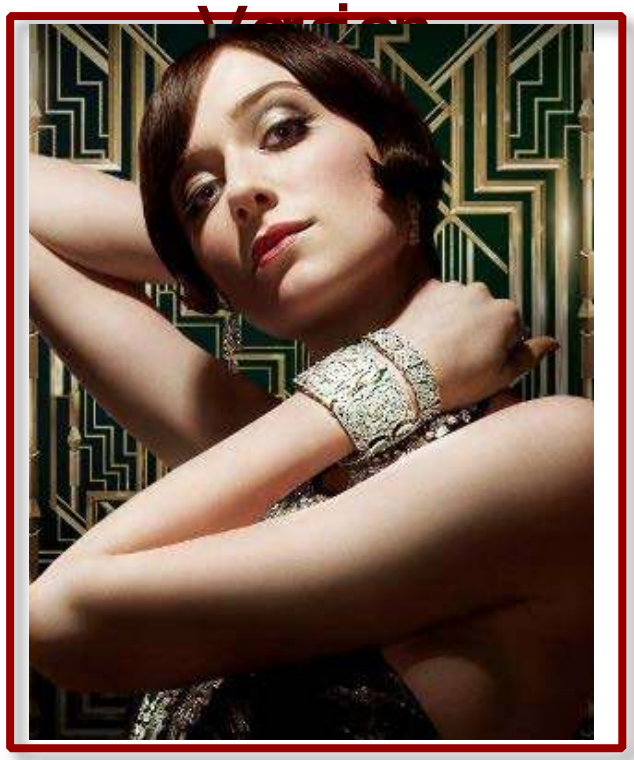
Cheater,
Nosy,
Bold

### Real Reference



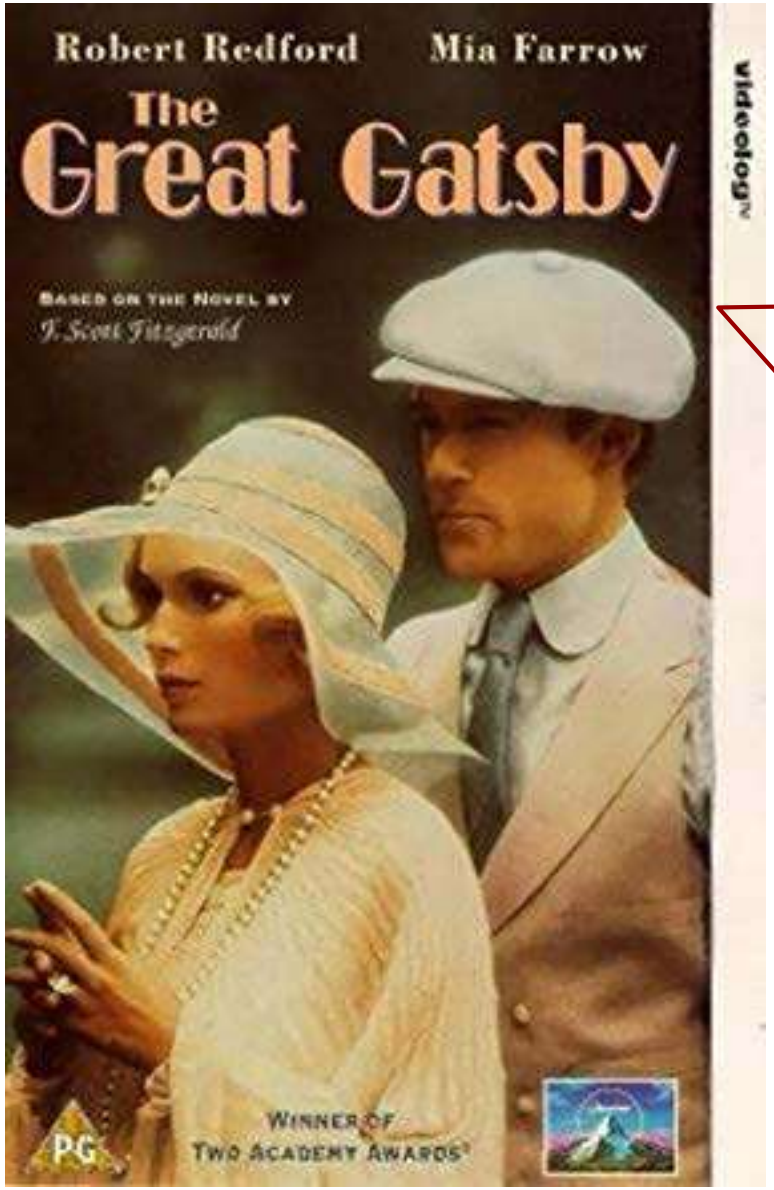
Edith Cumming,
Ginevra's Friend,
Golf Player

### New Version



Proud,
Gossiping,
Indifferent

# Music

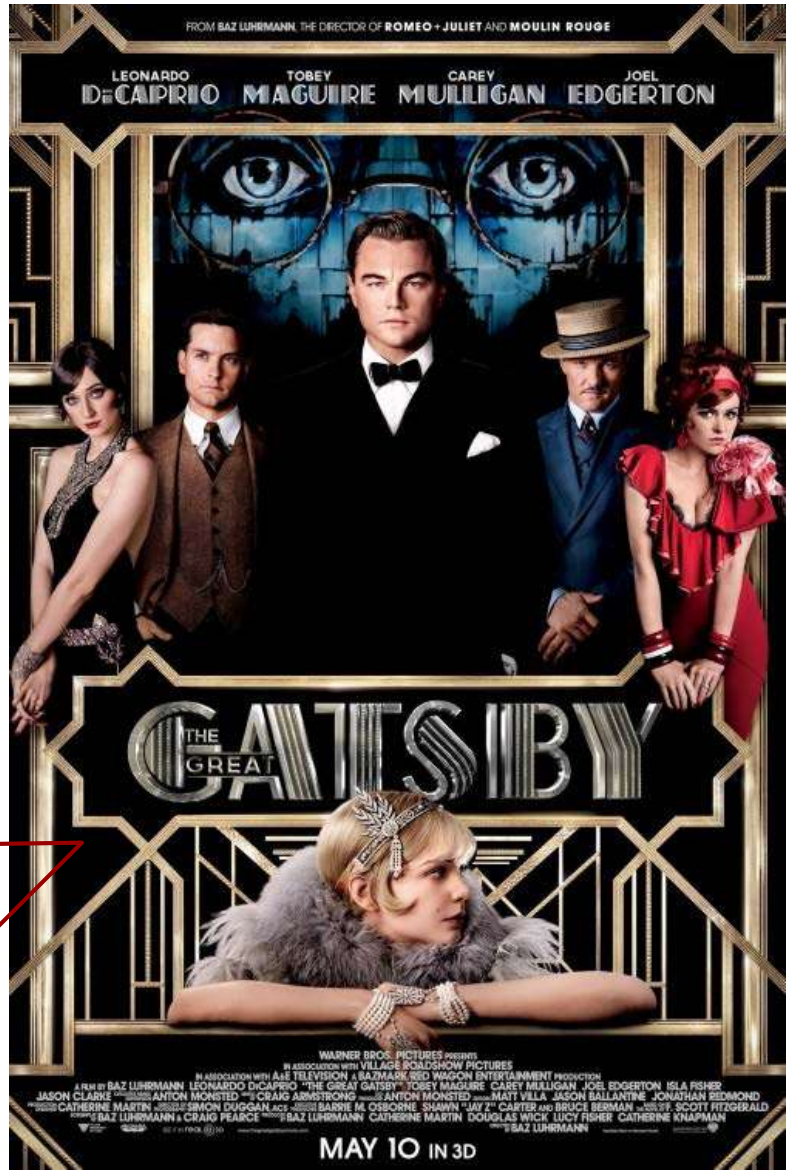



1974

- Vintage Songs
- Classical music

2013

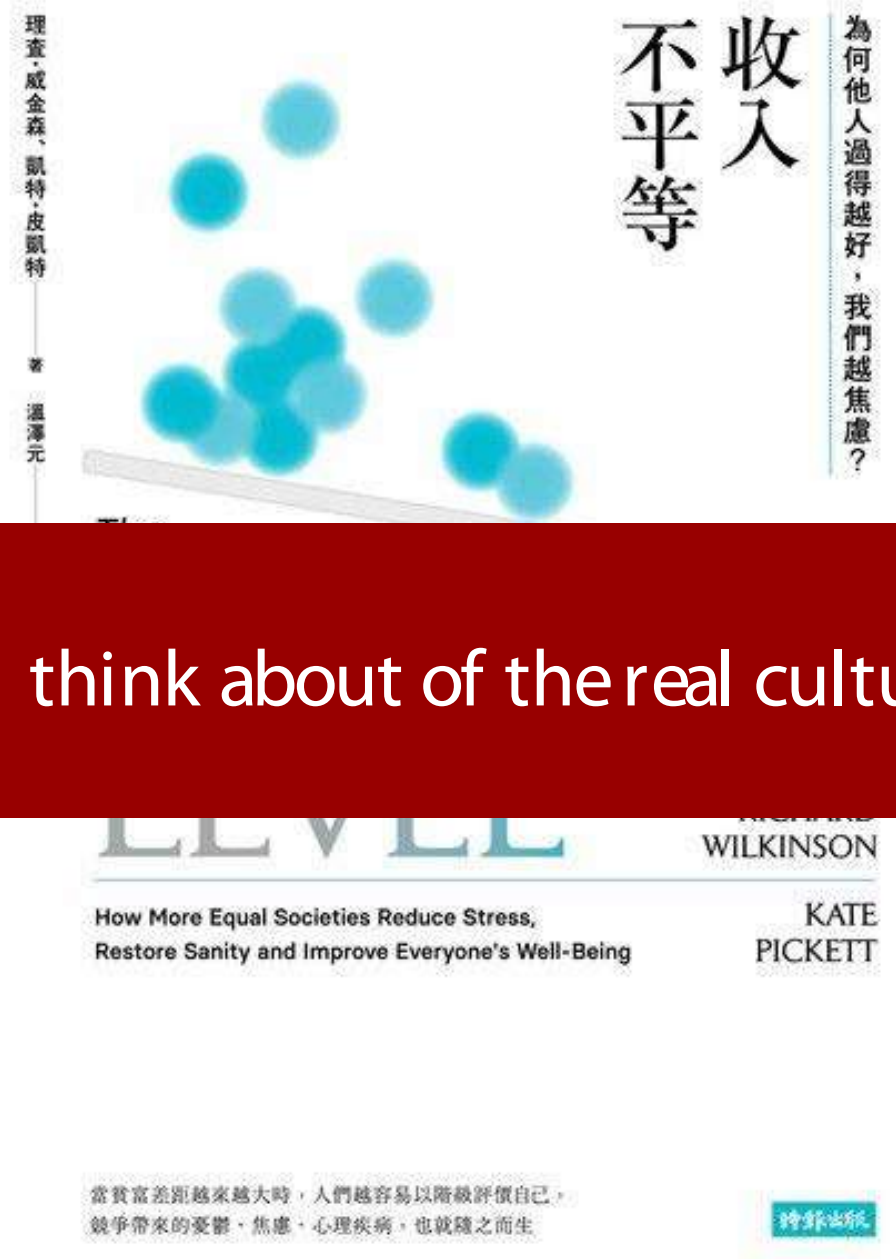
Modern songs
( EDM, Pop, Rap, Trip hop…etc)




https://www.youtube.com/watch?v=rRXjiMAW4oI

https://youtu.be/Te11UaHOHMQ
https://youtu.be/0ZgjmE6xdaw

# :ion affect the movies?







think about of the real culture from the past that we ignored for so long.

Excitement?

tinctive Features?

輔仁大學 108 年度高教深耕計畫

# 自主學習課程計畫

# 成果報告書

108 學年度第 1 學期

時尚品牌

第六組

授課教師：楊偉顥

系所單位：織品服裝學系

中華民國 108 年 12 月

附件三
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習成果報告

撰寫日期：109 年 1 月 2 日

**一、課程基本資料**

(一)自主學習計畫主題：JOKER from then to Gen Z

(二)組別：6

(三)學生姓名：高裴、陳曉宣、黃櫟秦

(四)課程名稱：時尚品牌

(五)指導老師：楊偉顥

**二、計畫成果**

(一) 自主學習歷程：

We choose to analyze Joker as our research topic is because we are really into movies and are so fascinated by the character. Joker has different versions through these years and we would like to compare the differences between the role that was played by different person andanalyze something deeper rather than only watching the movie. We actually had a really great time working with the project because first of all, this is something we would really like to learn and second, this is a chance when we call all exchange our ideas and perspectives aboutJoker. Our teammates did a really great job and we didn't run into any problem.

(二)成效說明與實際產出：

Compared the difference jokers

Jack Nicholson- Batman (1989)
/Heath Ledger - The Dark Knight (2008)
/Jared Leto- Suicide Squad (2016)
/LEGO joker (2017)
/Joaquin Phoenix- Joker (2019)

About Joker:

The Joker  first appeared in the debut issue of the comic book Batman, published by DC Comics. Credit for the Joker's creation is disputed. Although the Joker was planned to be killed off during his initial appearance, he was spared by editorial intervention, allowing the character to endure as the archenemy of the superhero Batman.




Joaquin version:loser suffered from IEED

1. Name changed from Jack Napier from the original book to Arthur Fleck.

2. The Joker from the original book got married but Joaquin’s version was a loser with delusion problem.

Joaquin’s version of Joker was the least closest to the original book. His name was Jack Napier in the original book while the newest version was Arthur Fleck. The

resemble part was that the two jokers both wanted to become talk show comedians, while both lack sense of humor.

The Joker from the original book got married, lived in poverty but had an intimate relationship with his wife. While Joaquin's version was a loser with delusion problem that lived with his mother.



Psychological analysis:

Arthur suffered from a condition that it causes him to cry, stutter, and react with guttural chokes.

The condition was called Involuntary Emotional Expression Disorder (IEED),

also known as pseudobulbar affect, is indeed a real neurological disease

characterized by emotional lability, and pathological laughing.



Heath Ledger vs Jaoquin Pheonix

Stages: One joker is on the road to become a demon, while the other joker had already become a demom. The jokers are in different states.



(Heath Ledger’s Joker)Psychological  Analysis：

He is hyper-focused on the destruction of a civil society. In his most intense moments with his adversaries, the Joker narrates a “story” about his facial scars.Each time he tells the story about his scars, the version is different. Joker wants to prove that humanity is inherently sick. He is an extremist, but describes his philosophies with clarity and rationality.



(Jaoquin Phonix’s Joker)Psychological Analysis:

Arthur suffered from a condition that it causes him to cry, stutter, and react with guttural chokes.The psychological outcome often includes outbursts of frustration, anger, and the development of depression. it is revealed in the film that Arthur was physically abused as a child, and experienced a significant violent assault that caused head trauma.



Different background, same miserable childhood:

There are some fearful scars on Ledger’s joker face,there are some versions of why he had mental illness,one of the version said that his father was furious about his expressionless when abusing him so he use d knife and ma d e a smile on his son’s face.The other version is that he draw a big smile for his fate but cause the counter effect.




Joaquin Phoenix’s joker suffered from mental illness was result from his mom’s boyfriend who often abuse him.






Jared Leto’s joker also talk about his miserable childhood which converted his psychologist ，Harley Quinn into Joker either.





三、學習心得(組內每位學生皆須提供至少 200 字的學習心得)

高裴

這次的自主學習比較了各個小丑的內心、外觀、行為和拍攝手法隨著 z 世代的來臨有何不同，小丑對我們來說一直是神秘的，究竟是什麼背景使他的人格如此扭曲，也是我們希望可以探討出來的。透過自主學習的深入探討，的確學到了很多課堂中得不到的知識，不僅是得到、我們還將得到的加以分析變成我們創造的。期末的報告之後，楊老師給我們了一些實際的反饋，例如對於小丑，我們可以研究在什麼樣的時空背景下，人們會重新招喚小丑這個角色、使之重新出現在大螢幕上，我覺得這個觀點很特別，是我在報告之前所未曾想到的，這使我謹惕自己未來要用更開創的思想去分析每一個報告。

陳曉宣

這次的自助學習讓我學到很多東西，平常看電影可能只會看很表層的東西，經由這次的自主學習課程讓我更加的瞭解到一部電影的角色是如何被塑造出來的。不管是心理的分析、服裝的分析或是妝容的不同，每個時期的小丑都有自己的風格和想呈現給大眾的效果，這次我們把不同時期的小丑相互比較歸納出我們認為演的最好的、服裝設計搭配最好的小丑。不再只是看完電影就結束，而是需要花時間精力去深入研究探討一些自己想要學習、想要知道的事情，我想就是自主學習的目的。

黃櫟秦

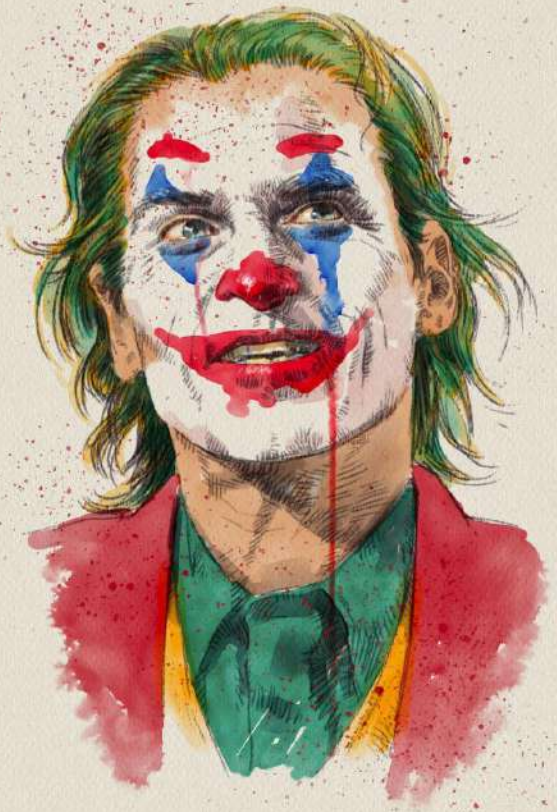
這次的自主學習我覺得很有趣，平時都只有看電影而已，看過後不會再去探討電影中想表達的東西，所以透果這次的自主學習，我們分析了小丑的各種電影，我們這組組員也是很愛小丑這系列的電影，剛好去年有了新的小丑電影上映，剛好可以來做比較，我覺得這次的作業讓我收穫很多，也不只是我們這組的，看了其他組的成果我也覺得很棒，讓我了解到之前不了解的事物，所以謝謝老師出這個有趣的作業。




JOKER
GROUP 6

# Contents

- about joker
- each different joker
- comparisons
- compare different outfits
- compare with the characteristics
- conclusion



# ABOUT JOKER

The Joker  first appeared in the debut issue of the comic book *Batman*, published by DC Comics. Credit for the Joker's creation is disputed. Although the Joker was planned to be killed off during his initial appearance, he was spared by editorial intervention, allowing the character to endure as the archenemy of the superhero Batman.











打字來輸入說明。

# Jack Nicholson- Batman (1989)

Jack Nicholson's portrayal is regarded as being one of the greatest super-villain performances of all time.He scored a Golden Globe nomination and set the standard for super-villain performances.

https://www.youtube.com/watch?v=63iuB-cSY7Q





# Heath Ledger - The Dark Knight (2008)

The Joker is a fictional character who appears in Christopher Nolan's 2008 superhero film The Dark Knight, based upon the DC Comics character and supervillain of the same name. He was played by Australian actor Heath Ledger.

The Joker is considered Ledger's finest performance, and Ledger himself regarded it as his most enjoyable.



# Jared Leto- Suicide Squad (2016)

Suicide Squad is a 2016 American superhero film based on the DC Comics supervillain team of the same name, distributed by Warner Bros. Pictures. The film opened to generally negative reviews from critics, but Leto's performance was praised despite his character's limited screen time.





# LEGO joker (2017)

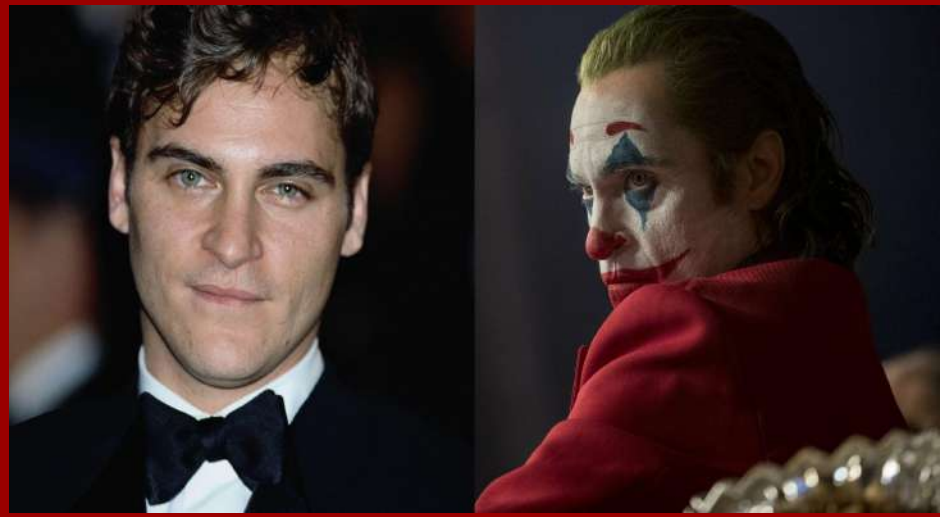
The Lego Batman Movie is a 2017 3D computer-animated superhero comedy film produced by the Warner Animation Group and distributed by Warner Bros. The story centers on the DC Comics character Batman as he attempts to overcome his greatest fear in order to stop the Joker's latest plan. Voice of joker is by Zach Galifianakis .

https://www.youtube.com/watch?v=H3JlAr1oJJw



# Joaquin Phoenix- Joker (2019)

***Joker*** **is a 2019 American psychological thriller film .Set in 1981, it follows Arthur Fleck, a failed stand-up comedian whose descent into insanity and nihilism inspires a violent countercultural revolution against the wealthy in a decaying Gotham City.**





# Comparison

## ‘Which Joker Depicts Mental Illness The Best?’

### Joker (2019)

Phoenix and Phillips’s Joker is primarily a study of mental illness. Arthur Fleck is a man plagued by multiple physical, mental, and emotional illnesses for which he receives treatment and medication. The troubles, delusions, and isolation that are brought upon by Arthur’s mental illness are motivating factors in his transformative journey.

# Comparison

## ‘ Which Joker Looks The Best? ‘

### Suicide squad ( 2016 )

Jared Leto’s Joker look was at least complete. There was an obvious logic behind the Juggalo gangster inspiration, the tattoos, and the fashion, but there’s a reason most people don’t hold positive memories of that aesthetic. It seems far too neatly prepared and coordinated in a way that lacks true chaos.

# Comparison

## ‘ So Who Is The Best Joker? ‘

## Heath Ledger

it’s tough to argue with the fact that the most impactful version of the Joker is Heath Ledger’s. He utterly reinvented the character for a new audience to the point where many people see him as The Joker. Regardless of comic book accuracy, Ledger’s version is so perfectly balanced for the narrative he inhabits, the Bruce Wayne he opposes, and the Gotham of the changing times. That will be hard for any actor to compete within the aftermath.



# Outfits & Makeups- Jack Nicholson

In the 80’s, plaid and preppy fashion are the trends, we think that it definitely has some connections to the joker which Nicholson played.While competition for the best portrayal of the Joker is very stiff, for many this was the performance and style to beat. With his high pants, wide-brimmed hat, and over-the-top comic book look, Nicholson’s joker both redefined and held true to what we thought the Joker should look and act like.



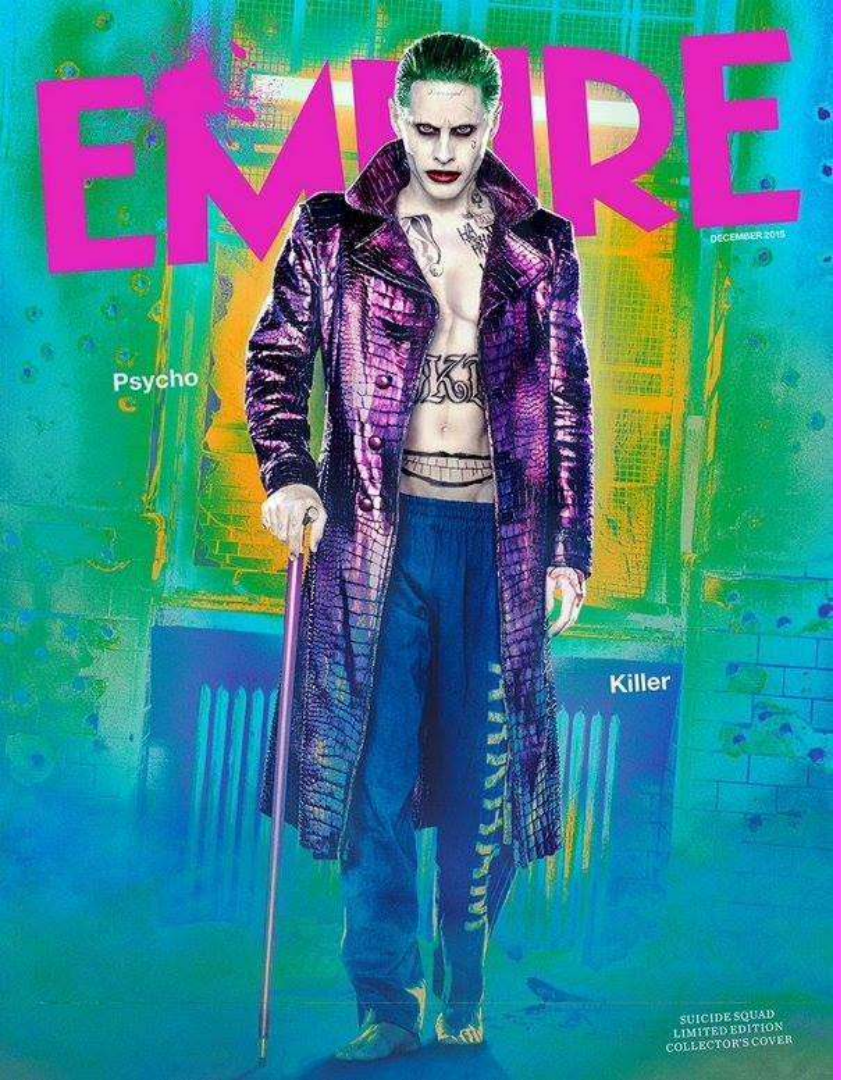
# Outfits & Makeups- Heath Ledger

Heath Ledger's makeup breaks the classic image of all clown characters in the past, broken white faces, black eyes, and red lips that can not cover the scars on the corners of the mouth.With his grungy unkempt hair and horrifying facial scars, Ledger’s joker was a visual departure from the more spiffy Joker we got used to with Jack Nicholson. Thematically though, Ledger’s Joker was more similar to what the comics had been doing with the character since the 1990’s.



# Outfits & Makeups- Jared Leto

**Makeup artist Bertolazzi said "I try to make him a little scary and romantic." "He loves Harley Quinn. I like the poetic, romantic and evil contrast." And the clown has silver teeth, and "Damaged" on his forehead. The tattoos convey to Batman the message "I was perfect, you ruined my face."**

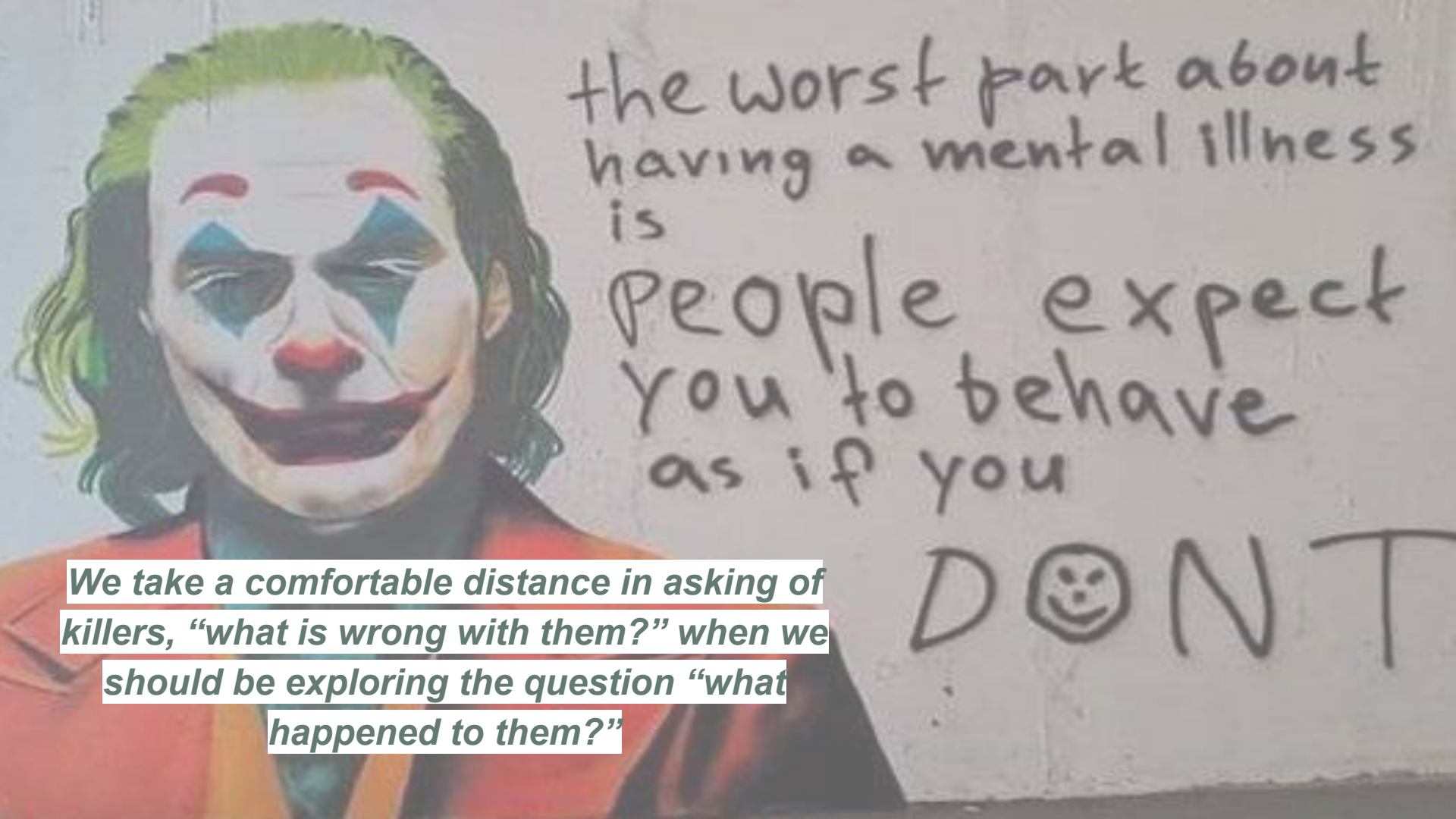



https://www.youtube.com/watch?v=aU13MMfaymk

# Outfit & Makeup- Joaquin Phoenix

Joaquin Phoenix is not depicted battling Batman or hanging out with Harley Quinn. Nor is he wearing the character’s signature purple suit. Rather, this Joker dons a maroon red two-piece suit with shoulder pads, a gold waistcoat, and a green collared shirt. Visually, he is a totally new iteration of the maniacal DC villain. And he looks undeniably cool.





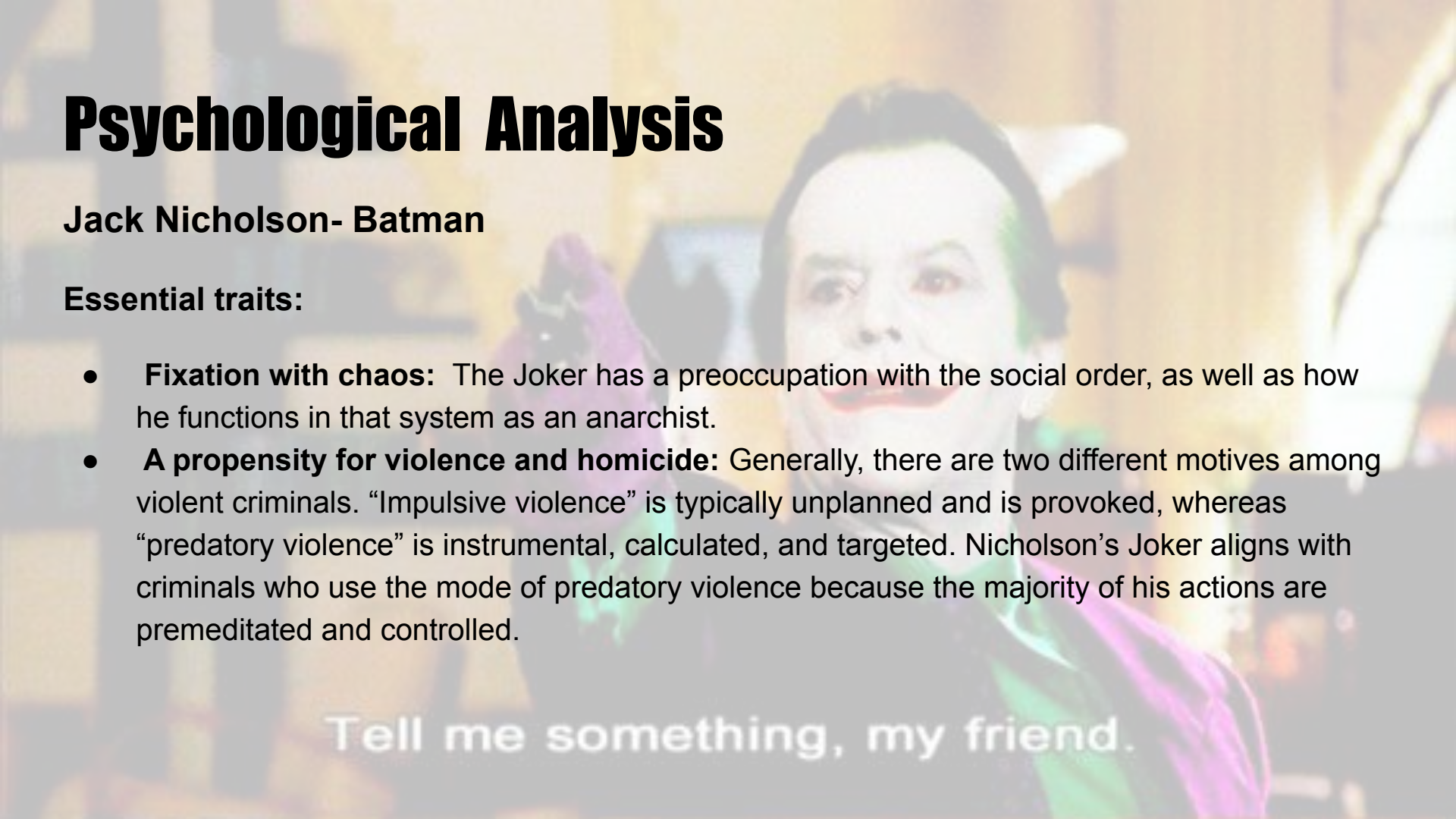

*We take a comfortable distance in asking of killers, "what is wrong with them?" when we should be exploring the question "what happened to them?"*

# Psychological Analysis

**Jack Nicholson- Batman**

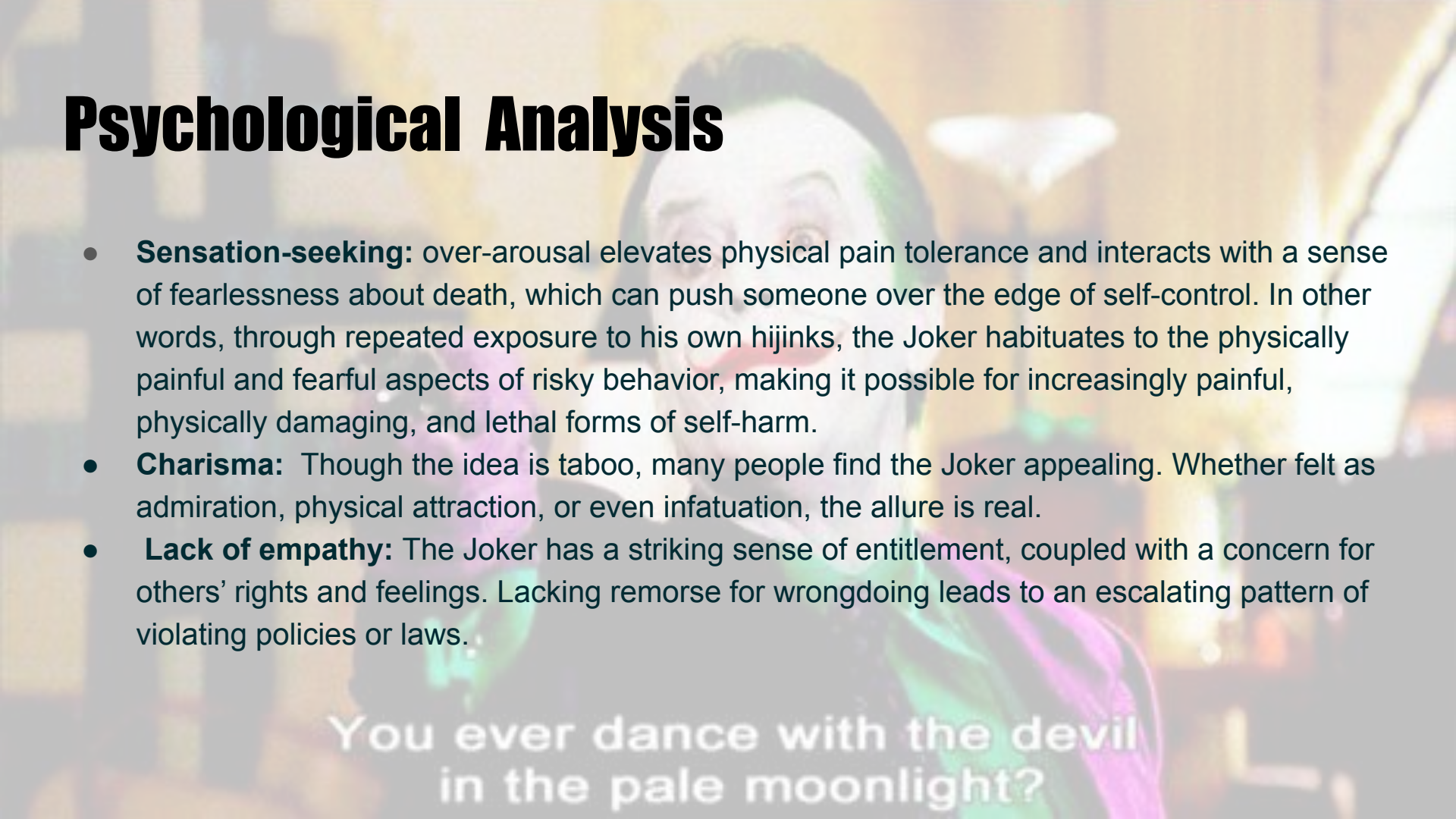
**Essential traits:**

- **Fixation with chaos:** The Joker has a preoccupation with the social order, as well as how he functions in that system as an anarchist.
- **A propensity for violence and homicide:** Generally, there are two different motives among violent criminals. “Impulsive violence” is typically unplanned and is provoked, whereas “predatory violence” is instrumental, calculated, and targeted. Nicholson’s Joker aligns with criminals who use the mode of predatory violence because the majority of his actions are premeditated and controlled.



# Psychological Analysis

- **Sensation-seeking:** over-arousal elevates physical pain tolerance and interacts with a sense of fearlessness about death, which can push someone over the edge of self-control. In other words, through repeated exposure to his own hijinks, the Joker habituates to the physically painful and fearful aspects of risky behavior, making it possible for increasingly painful, physically damaging, and lethal forms of self-harm.
- **Charisma:** Though the idea is taboo, many people find the Joker appealing. Whether felt as admiration, physical attraction, or even infatuation, the allure is real.
- **Lack of empathy:** The Joker has a striking sense of entitlement, coupled with a concern for others' rights and feelings. Lacking remorse for wrongdoing leads to an escalating pattern of violating policies or laws.



# Psychological Analysis

## Heath Ledger - The Dark Knight

**In The Dark Knight (2008), Heath Ledger's Joker embodies and intensifies the villain's philosophies of anarchy.**

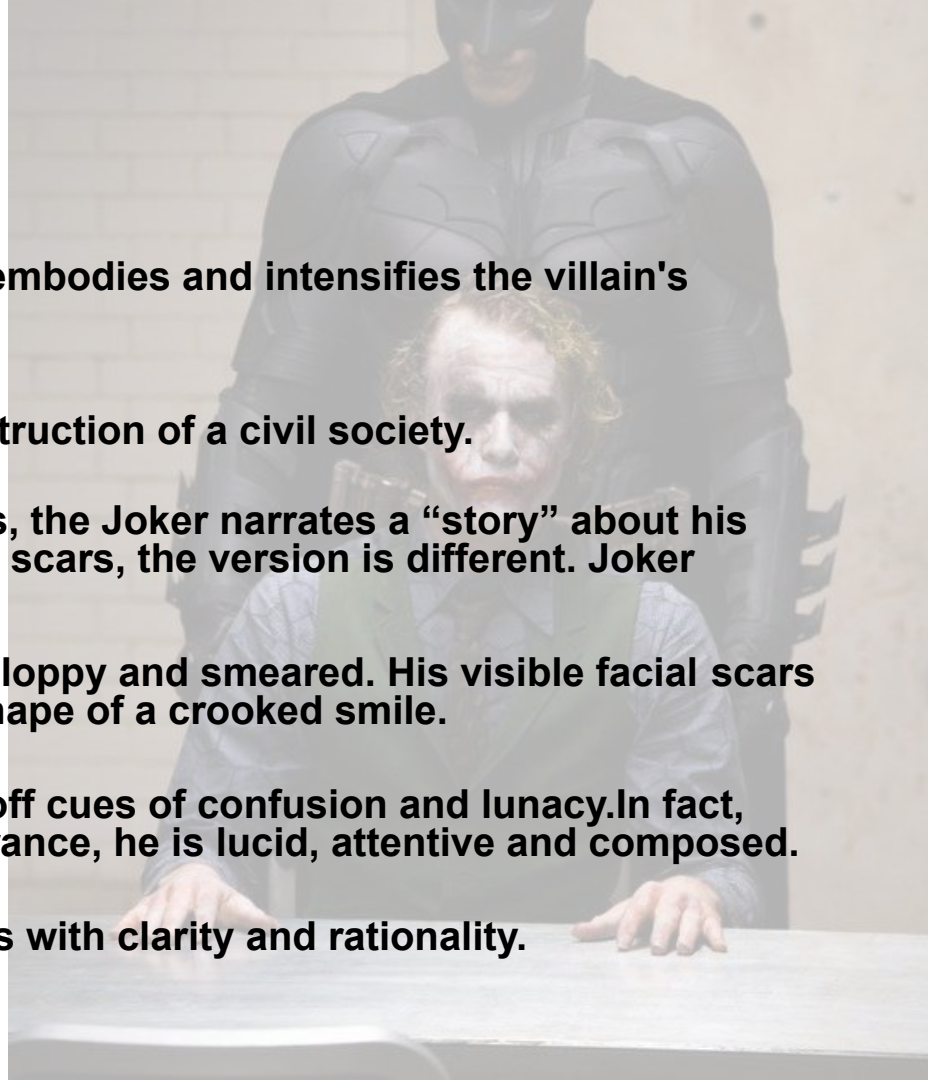
**This Joker, however, is hyper-focused on the destruction of a civil society.**

**In his most intense moments with his adversaries, the Joker narrates a “story” about his facial scars.Each time he tells the story about his scars, the version is different. Joker wants to prove that humanity is inherently sick.**

**His purple suit is dull and dusty.  His makeup is sloppy and smeared. His visible facial scars are covered with jaggedly drawn lipstick in the shape of a crooked smile.**

**His mutterings and lip-smacking behaviors give off cues of confusion and lunacy.In fact, despite the Joker's disheveled and “mad” appearance, he is lucid, attentive and composed.**

**He is an extremist, but describes his philosophies with clarity and rationality.**





# Psychological Analysis

## Joaquin Phoenix- Joker (2019)

**Arthur suffered from a condition that it causes him to cry, stutter, and react with guttural chokes.**

**The condition was called Involuntary Emotional Expression Disorder (IEED), also known as pseudobulbar affect, is indeed a real neurological disease characterized by emotional lability, and pathological laughing.**

**The psychological outcome often includes outbursts of frustration, anger, and the development of depression.**

**IEED's cause is unclear; but it is associated with traumatic brain injury. Consistent with this theory, it is revealed in the film that Arthur was physically abused as a child, and experienced a significant violent assault that caused head trauma.**

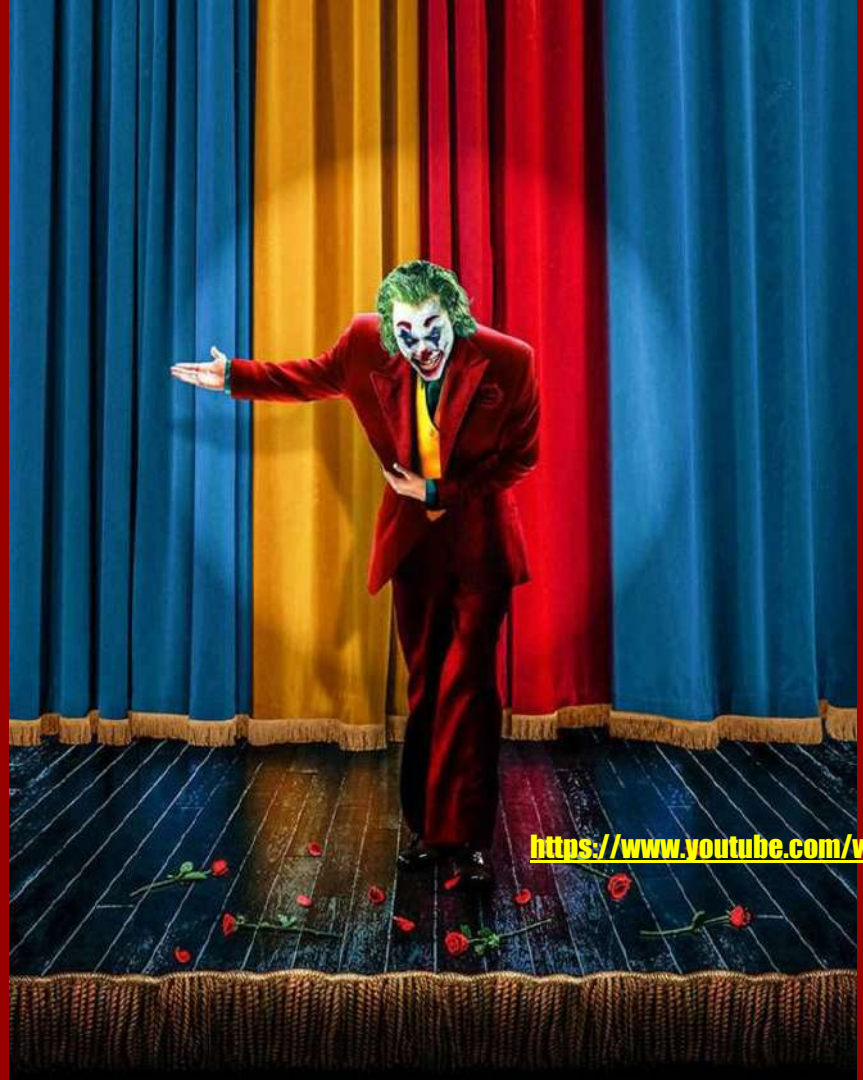


https://www.youtube.com/watch?v=XhA1GNZA6TM

# Conclusion

The Joker has historically been through many, many different looks already. Debuting first in Batman (1989), till now, the newest Joker (2019), the Joker went on to change subtly over the decades. Movies are definitely subjective, but we can surely see that the development of technology has some connections with the evolution of the joker movies. Joker is like a virtual large-scale social experiment. In it we see how a person is slowly going crazy, and what the environment has done to our best and worst behavior.





https://www.youtube.com/watch?v=Eoook2Ee6g0

**輔仁大學108年度高教深耕計畫**

# 自主學習課程計畫

# 成果報告書

**108學年度第1學期**

**時尚品牌 英**

第七組

**授課教師：楊偉顥**

**系所單位：織品服裝學系**

**中華民國 109年 1 月**

附件一
助教填寫

# 輔仁大學108年高教深耕計畫【自主學習課程補助計畫】
# 課程指導紀錄表

學習助教：　　聯絡方式：

| | | | |
|---|---|---|---|
| 時間 | 2019/11/4 | 受指導組別 | 第7組 |
| 地點 | TC207 | 受指導次數 | 第__1__次 |
| 受指導對象 | **戴明婕 王薏茹 何昕澤 彭雅圓 郭勁吾 洪瑩蓁** | | |
| 指導老師 | **楊偉顥** | | |
| 指導內容摘要 | | | |
| 主要問題 | **The theme is generation Z. we think about many themes, such as film, tattoo... And so on. Finally, we decided to make generation Z pop music. The music is close to our life, and it is also the common ground between our team members. We can understand the pop music and trend of generation Z by studying the current music.** | | |
| 具體建議與解決方案 | **The teacher has done an in-depth study on the music style and lyrics. According to the teacher's suggestions, we decided to analyze the projects won by the Golden Melody Award. Because we want to know the trend and change over a period of time, we chose to study the awards of the Golden Melody award in the past decade. We also discussed the music style, lyrics and other aspects, and found out the commonality and significance after analysis Bond analysis, and further predict the trend of popular in the future.** | | |
| 後續追蹤 | **無** | | |
| 備註 | **無** | | |

*指導紀錄表請自行影印使用

**指導老師：**_____

附件二
每組填寫

# 輔仁大學108年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習計畫書

一、自主學習計畫主題：Z世代流行音樂曲風與未來趨勢預測之研究

二、組別：第七組

三、課程名稱：時尚品牌-英

四、指導老師：楊偉顥

五、學生姓名與工作分配：（可以個人或團體方式執行，至多5人）

| 姓名 | 工作內容 |
|---|---|
| 戴明婕 | 蒐集資料、PPT製作、報告 |
| 王薏茹 | 蒐集資料、PPT製作、報告 |
| 何昕澤 | 蒐集資料、PPT製作、報告 |
| 彭雅圓 | 蒐集資料、PPT製作、報告 |
| 郭勁吾 | 蒐集資料、PPT製作、報告 |
| 洪瑩蓁 | 蒐集資料、PPT製作、報告 |

六、計畫內容與進度規劃 (請描述透過何種行動或方法達成)

Content of the project:

This project aims to conduct in-depth research on the popular music of generation Z, including understanding the current popular music, finding out the commonality and key analysis, and predicting the future trend. The research method is to analyze the works (lyrics, styles, arrangements and other factors) won by the Golden Melody Awards in the past decade, and then predict the trend of fashion pop music in the future.

Schedule planning:

In the first week, we will collect the award-winning materials of Golden Melody Awards in the past ten years, including the best male and female singers, orchestras, newcomers, composers, arrangers and songs of the year, etc., to conduct research and analysis, so as to achieve the goal of understanding the types of popular music today.

The progress of the second week is based on the results of the first week, comparing and analyzing each other, finding out the common peers of the studied projects and collecting them, and then sorting out the key analysis.

In the third week, the prediction and analysis of the future pop music will be carried out according to all the data collected before.

In the third week, the prediction and analysis of the future pop music will be carried out according to all the data collected before.

七、預期效益：

1. Be able to understand the music popular in generation Z
2. Increase knowledge of music through this study
3. Experience in predicting future trends
4. Enhance the ability to analyze and integrate data

# 目錄

一、課程基本資料
二、計畫成果
　(一) 自主學習歷程
　(二) 成效說明與實際產出
三、學習心得

附件三
每組填寫

# 輔仁大學108年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習成果報告

撰寫日期： 年 月 日

## 一、課程基本資料

(一)自主學習計畫主題：Z世代流行音樂曲風與未來趨勢預測之研究

(二)組別：第七組

(三)學生姓名：戴明婕 王薏茹 何昕澤 彭雅圓 郭勁吾 洪瑩蓁

(四)課程名稱：時尚品牌-英

(五)指導老師：楊偉顥

## 二、計畫成果

(一) 自主學習歷程：

1. Because the common interest of  members are listening to music, so we decided to do music related topics. After discussing with the teacher, decided to study a representative Golden Melody Award and predictions of future trends. This is our final decision.
2. The division of labor and implementation status are related to the above attachments.
3. We think analyzing the awards of ten years is indeed a bit hard, also predicting future trends. It is very challenging. And it’s difficult to translate into English.

(二)成效說明與實際產出：

- Best Male Artist

| 屆次 | 得獎者 | 專輯/公司 |
|---|---|---|
| 21<br>(2010) | 陶喆 | <六九樂章 zero to hero><br>金牌大風音樂有限公司 |
| 22<br>(2011) | 周杰倫 | <跨世代><br>杰威爾音樂有限公司 |
| 23<br>(2012) | 亂彈阿翔 | <把我換成你><br>赤腳不辣有限公司 |
| 24<br>(2013) | 蕭敬騰 | <以愛之名><br>華納國際音樂股份有限公司 |

| | | |
|---|---|---|
| 25<br>(2014) | 林俊傑 | <因你而在><br>華納國際音樂股份有限公司 |

| 屆次 | 得獎者 | 專輯/公司 |
|---|---|---|
| 26<br>(2015) | 陳奕迅 | <米。閃><br>環球國際唱片股份有限公司 |
| 27<br>(2016) | 林俊傑 | <和自己對話 From M.E. To Myself><br>華納國際音樂股份有限公司 |
| 28<br>(2017) | 方大同 | <JTW西遊記><br>香港商賦音樂有限公司 |
| 29<br>(2018) | 陳奕迅 | <C'mon In><br>環球股份有限公司 |
| 30<br>(2019) | Leo王 | <無病呻吟 友情抒情><br>顏社企業有限公司 |

- About Taiwanese Songs
- 1925~1937 is the heyday of Taiwanese music. In addition to the songs that satirize the colonial system, there are many till familiar today, such as "Wang Chunfeng"
- 1937~1945 Taiwanese songs hit the bottom in the period of Martial Law.
- 1945~1987 Taiwanese songs had been limited.
- 1987~ became more popular and diversified.
- The award of 'Best singer of Taiwanese' was established in 1990.

- Best Taiwanese Female Artist

| 屆次 | 得獎者 | 單曲名稱 |
|---|---|---|
| 21 | 曾心梅 | 《牽線》 |
| 22 | 黃妃 | 《相思聲聲》 |

| | | |
|---|---|---|
| 23 | 謝金燕 | 《月彎彎》 |
| 24 | 李婭莎 | 《愛》 |
| 25 | 黃乙玲 | 《惦在你身邊》 |

| 屆次 | 得獎者 | 單曲名稱 |
|---|---|---|
| 26 | 李愛綺 | 《微風・城市》 |
| 27 | 黃妃 | 《無字天書》 |
| 28 | 曹雅雯 | 《思念的歌》 |
| 29 | 張艾莉 | 《艾莉，愛你》 |
| 30 | 江惠儀 | 《露螺》 |

- Best Taiwanese Male Artist

| 屆次 | 得獎者 | 專輯/公司 |
|---|---|---|
| 21<br>(2010) | 蕭煌奇 | <愛作夢的人><br>黑色吉他工作室 |
| 22<br>(2011) | 黃文星 | <天地><br>金牌大風音樂文化股份有限公司 |
| 23<br>(2012) | 荒山亮 | <天荒地老><br>動脈音樂文化傳播有限公司 |
| 24<br>(2013) | 謝銘祐 | <台南><br>三川娛樂有限公司 |

| | | |
|---|---|---|
| 25<br>(2014) | 陳建瑋 | <30出頭><br>小宇宙音樂工作室 |

| 屆次 | 得獎者 | 專輯/公司 |
|---|---|---|
| 26<br>(2015) | 蕭煌奇 | <上水的花><br>華納國際音樂股份有限公司 |
| 27<br>(2016) | 陳建瑋 | <古倫美亞><br>喜歡唱片股份有限公司 |
| 28<br>(2017) | 謝銘祐 | <舊年><br>三川娛樂有限公司 |
| 29<br>(2018) | 蕭煌奇 | <人生我敬你一杯><br>華納國際股份有限公司 |
| 30<br>(2019) | 流氓阿德 | <溫一壺青春下酒><br>洗耳恭聽股份有限公司 |

- Best female Chinese singer

| 屆次 | 得獎者 | 專輯/公司 |
|---|---|---|
| 21<br>(2010) | 張惠妹 | 《A-MIT 阿密特 張惠妹意識專輯》<br>金牌大風音樂文化股份有限公司 |
| 22<br>(2011) | 莫文蔚 | 《寶貝》<br>環球國際唱片股份有限公司 |
| 23<br>(2012) | 蔡健雅 | 《說到愛》<br>亞神音樂娛樂股份有限公司 |
| 24<br>(2013) | 林憶蓮 | 《蓋亞》<br>環球國際音樂股份有限公司 |
| 25<br>(2014) | 戴佩妮 | 《純屬意外》<br>薩摩亞商妮樂佛創意有限公司台灣分公司 |

| 屆次 | 得獎者 | 專輯/公司 |
|---|---|---|

| | | |
|---|---|---|
| 26<br>(2015) | 張惠妹 | 《偏執面》<br>環球國際唱片股份有限公司 |
| 27<br>(2016) | 彭佳慧 | 《大齡女子》<br>金牌大風音樂文化股份有限公司 |
| 28<br>(2017) | 艾怡良 | 《說 艾怡良》<br>台灣索尼音樂娛樂股份有限公司 |
| 29<br>(2018) | 徐佳瑩 | 《心裡學》<br>亞神音樂娛樂股份有限公司 |
| 30<br>(2019) | 林憶蓮 | 《0》<br>環球國際唱片股份有限公司 |

- Song of the Year (Golden Song Award)

| 屆次 | 得獎歌曲 |
|---|---|
| 21 | 好膽你就來<br>《A-MIT 阿密特 張惠妹意識專輯》金牌大風音樂文化股份有限公司 演唱：張惠妹 |
| 22 | 給自己的歌<br>《南[下]專線》滾石國際音樂股份有限公司 演唱：李宗盛 |
| 23 | 諾亞方舟<br>《第二人生》相信音樂國際股份有限公司<br>演唱：五月天 |
| 24 | 大藝術家<br>《Muse》華納國際音樂股份有限公司 演唱：蔡依林 |
| 25 | 山丘<br>《山丘》相信音樂國際股份有限公司 演唱：李宗盛 |

| 屆次 | 得獎歌曲 |
|---|---|

| | |
|---|---|
| 26 | 島嶼天光（搖滾版）<br>《島嶼天光》有料音樂有限公司<br>演唱：滅火器樂團 |
| 27 | 不要放棄 Aka pisawad （母語版）<br>《太陽的孩子 Wawa No Cidal電影原聲帶》<br>舒米恩工作室 演唱：舒米恩・魯碧 |
| 28 | 大風吹<br>《醜奴兒》石皮有限公司 演唱：草東沒有派對 |
| 29 | 魚仔<br>《魚仔》添翼創越工作室 演唱：盧廣仲 |
| 30 | 玫瑰少年<br>《Ugly Beauty》台灣索尼音樂娛樂股份有限公司 演唱：蔡依林 |

- Best composer

| 屆次 | 得獎者 | 單曲名稱 | Song emotion | Music genre |
|---|---|---|---|---|
| 21 | 陳小霞 | 在樹上唱歌<br>《在樹上唱歌》<br>福茂唱片音樂股份有限公司 | An ordinary love song, but because of the relaxed but not frivolous melody, the whole work has a love song nursery rhyme flavor. | Pop music<br>Folk music |
| 22 | 李宗盛 | 給自己的歌<br>《南下專線》<br>滾石國際音樂股份有限公司 | Joining the orchestra from the piano slowly, the sense of vicissitudes. | Pop music |
| 23 | 五月天瑪莎 | 諾亞方舟<br>《第二人生》<br>相信音樂國際股份有限公司 | It is a magnificent song, the whole song is arranged layer by layer. | Pop music<br>Rock music |
| 24 | 黃韻玲 | 回味<br>《永恆。承諾》<br>果核有限公司 | Written with string music, moving through time and life, full of charm in the vicissitudes of life. | Pop music |
| 25 | 蕭賀碩 | Musicians<br>《繆思尋》<br>碩果音樂工作室 | Create amazing melody with perfect articulation in difficult tempo changes, and it’s lighthearted. | Pop music |

| 屆次 | 得獎者 | 單曲名稱 | Song emotion | Music genre |
|---|---|---|---|---|

| | | | | |
|---|---|---|---|---|
| 26 | 韋禮安 | 狼<br>《有所畏》<br>福茂唱片音樂股份有限公司 | It is heavy metal rock, the arrangement rhythm is more weight and the level is richer. | Pop music<br>Rock music |
| 27 | 林俊傑 | 不為誰而作的歌<br>《實驗專輯 和自己對話》<br>華納國際音樂股份有限公司 | The creation of the string arranger, the song's main and sub-songs have their own personality and are very integrated. The emotional rendering is strong and unforgettable. | Lyrical music |
| 28 | 黃建為 | 離心力<br>《離心力》<br>亞神音樂娛樂股份有限公司 | The blank space between the vocal interpretation and the music melody also gives the audience space to think, allowing the listener to integrate into the atmosphere of the song. | Pop music |
| 29 | 盧廣仲 | 魚仔<br>《魚仔》<br>添翼創越工作室 | The instrument is simple, it is a song full of emotions | Pop music |
| 30 | 艾怡良 | Forever Young<br>《垂直活著，水平留戀著。》<br>百代唱片股份有限公司 | Piano plus orchestral music, beautiful and delicate. | Pop music |

- Best Arranger

| 屆次 | 得獎者 | 單曲名稱 | Song emotion | Music genre |
|---|---|---|---|---|
| 21 | Martin Tang（鄧志明） | 好膽你就來<br>《A-MIT 阿密特 張惠妹意識專輯》<br>金牌大風音樂文化股份有限公司 | Taiwanese Electronic Rock Songs. It’s very unrestrained. | Rock music |
| 22 | 蔡科俊 | 免費教學錄影帶<br>《跨時代》<br>杰威爾音樂有限公司 | it’s Lively impromptu blues style. | Blues-rock |
| 23 | 五月天<br>陳建騏 | 諾亞方舟<br>《第二人生》<br>相信音樂國際股份有限公司 | It is a magnificent song, the whole song is arranged layer by layer. | Pop music<br>Rock music |
| 24 | 常石磊 | 蓋亞<br>《蓋亞》<br>環球國際唱片股份有限公司 | Slowly transform from simple piano strings to majestic style, and it’s poignant. | Pop music |
| 25 | 趙兆 | 風吹麥浪 | Arrangement of classical music. The | Folk music |

| | | | | |
|---|---|---|---|---|
| | | 《拾光》<br>美妙音樂股份有限公司 | song weaves a light and romantic scene with instruments such as piano, harp, string quintet, and woodwind group. The melody replaces the original vocal, which is more beautiful. | |

| 屆次 | 得獎者 | 單曲名稱 | Song emotion | Music genre |
|---|---|---|---|---|
| 26 | 佛跳牆 | 給你看<br>《給你看》<br>薩摩亞商妮樂佛創意有限公司台灣分公司 | The genre incorporates funky and disco from the 80s and 90s, showing an unprecedented sense of jolly. | Pop rock<br>Indie rock |
| 27 | 蘇打綠<br>林暐哲 | 痛快的哀艷<br>《冬 未了》<br>環球國際唱片股份有限公司 | The arrangement is rich and classical. The opening symphony is domineering. The orchestral and rock music are wonderfully matched, showing a delicate and regretful feeling. | Pop music |
| 28 | 盧凱彤 | 還不夠遠<br>《你的完美有點難懂並不代表世界不能包容》<br>洛克妹有限公司 | The band plays relaxed and lively style, jumping rhythm. | Pop music |
| 29 | 溫奕哲 | 閻羅王<br>《我有我自己》<br>華研國際音樂股份有限公司 | Piano and string arrangement, beautiful tunes. | Pop music |
| 30 | 尊室安 | 遙遠的所在Styx<br>《西部》<br>角頭文化事業股份有限公司 | Electronic arranger skills with classical instruments, it’s a very emotional song. | Pop music |

➔ Conclusion

After analyzing the award-winning songs of the best composer and the best arranger of the past decade, I find that the music genre is only pop music, folk music, and rock music. The song’s emotion become more peaceful and simple. The instruments of most songs are piano, guitar, and band form. And the rise of independent music in recent years. So in terms of tune, I think the future trend will be towards independent music with strong personal style.

Best new artist

| 屆次 | 得獎者 | 單曲名稱 |
|---|---|---|

| | | |
|---|---|---|
| 21 | 徐佳瑩 | 《徐佳瑩 LALA創作專輯》 |
| 22 | 韋禮安 | 《韋禮安》 |
| 23 | 以莉·高露 | 《輕快的生活》 |
| 24 | 葛仲珊 | 《KnockOut葛屁》 |
| 25 | 李榮浩 | 《模特》 |

| 屆次 | 得獎者 | 單曲名稱 |
|---|---|---|
| 26 | BOXING樂團 | 《BOXING》 |
| 27 | 謝震廷 | 《查理 PROGRESS REPORTS》 |
| 28 | 草東沒有派對 | 《醜奴兒》 |
| 29 | 茄子蛋 | 《卡通人物》 |
| 30 | ØZI | 《ØZI The Album》 |

2009,is the last few years of Taiwan folk song style,at that time, the music basicly was combined with a simple musical instrument like guiter or piano and vocal .and their purpose is let the music back to the basics of the song.so their music style is clean and fresh.until around 2013, it was a turning point, Ge Zhongshan's winning implied the style of Taiwan's music scene would be different from the past,this free

and casually style become more and more common untill about five years ago,taiwan’s music style gradually turn into clear melody and full of personality traits, also, the lyrics touch the most of young people from bottom of their heart which is unrestrainedly and intensely.

Best band

| 屆次 | 得獎者 | 單曲名稱 |
|---|---|---|
| 21 | 1976 | 《不合時宜》 |
| 22 | MATZKA | 《MATZKA》 |
| 23 | 五月天 | 《第二人生》 |
| 24 | 猴子飛行員 | 《Big Child》 |
| 25 | 麋先生 | 《馬戲團運動》 |

| 屆次 | 得獎者 | 單曲名稱 |
|---|---|---|
| 26 | 佛跳牆 | 《給你看》 |
| 27 | 蘇打綠 | 《冬 未了》 |
| 28 | 草東沒有派對 | 《醜奴兒》 |
| 29 | 董事長樂團 | 《祭》 |
| 30 | 閃靈 | 《政治 Battlefields of Asura》 |

| | | |
|---|---|---|

Before 2015, most of the music style in taiwan was refreshing,slim and graceful,the melody will make you feel happy and enjoyable After listening to the song .
And then 2016 is an important turning point,
A lot of music mainly reflect the young people’s difficult situation in modern society, The music style also merge this concept, giving people the feel on verge of collapse, but pull back from the blink at the last moment.
In the past two or three years, Taiwan's music scene gradually get more Taiwan's local culture in to the song, and Taiwan's folk instruments are more frequently show up in performance, so the style of music will be fierce and unrestrained.

**三、學習心得(組內每位學生皆須提供至少200字的學習心得)**

405222594 彭雅圓

經過這次Z世代研究的自主學習，我負責的部分是最佳作曲跟最佳編曲，因此知道了更多不同的曲風，還有很多沒聽過的歌曲，因為很多得獎歌曲其實都沒聽過，但透過這次的報告都將這些好歌都收入口袋名單，也發現了曲風及歌曲情緒的轉變，這些平常都不會特別去注意到。但因為缺乏許多音樂的知識，所以不管是查資料或研究的過程都有點辛苦……我認為金曲獎算是很有指標性的代表，研究金曲獎的獎項讓我覺得能更理解Z世代的音樂。

407210650 王薏茹

這次的Z時代流行時尚分析研究，我們做的主題是金曲獎的流行分析，而我被分配到的是金曲獎最佳樂團的近十年分析預測，一開始還覺得應該還蠻容易的，我平常就會聽一些樂團的音樂創作，不過自從開始找資料後，我才發現沒有想像中那麼簡單，每年得獎的不一定是熱門歌曲或是大家耳熟能詳的團體，有更多的是獨立樂團，或是較冷門的曲風，不過也因為這樣，讓我能接觸到更多以往沒機會聽的歌曲，也深深體會到不同音樂帶給人們的影響。我覺得最困難的部分是要用英文來介紹報告，本身英文就沒有很好，然後還要把許多專業的名詞轉換成英文，再把它們消化融合進PPT裡面報告，做的過程中遇到許多困難跟阻礙，不過也是因為如此，我覺得有訓練到我的英文閱讀能力跟

口說能力，算是努力沒有白費。

407230246 郭勁吾

第一次做Z時代流行時尚分析研究，我們是做金曲獎相關的研究，不同的獎像有著截然不同的曲風和演唱方式，而在每個時代的曲風和評判標準，也都是不盡相同。我這次研究的是最佳台語女歌手，對於這個音樂風格我本事完全未接觸，讓我在研究的時候順便探討了閩南語歌的由來和歷史，也是受益良多，從一開始的崛起，到戒嚴時期的限制，到現在的多元化，真的為台語歌壇感到驕傲！

407210648戴明婕

透過這次的Z世代研究的自主學習課程，我們組別做的是金曲獎十年來的曲風研究，我被分配到的是最佳新人獎，從很久以前就會關注金曲獎，但僅有聽聽音樂而已，並沒有很深入去研究為什麼得獎、曲風或者是趨勢等等這些內容，而經過這次課程，我聽了不同屆金曲獎得獎及入圍的作品，分析出各年代的曲風變化，也更了解台灣歌曲的轉變及未來趨勢，收穫很多。

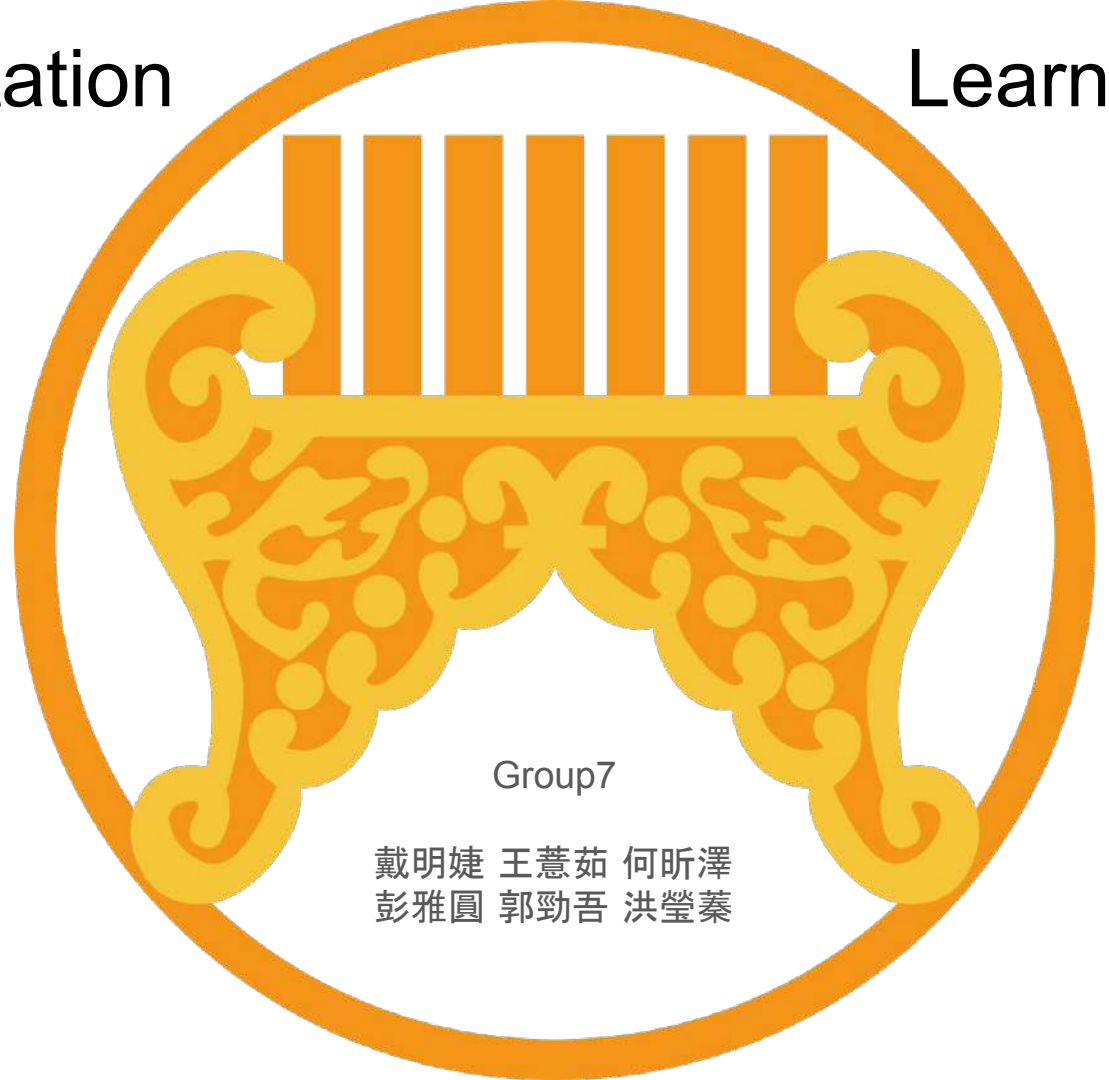
404221189 何昕澤

這次Z世代的自主學習，我認為是要讓我們了解時代的不同，不僅僅只有音樂，娛樂圈、經濟圈還有企業圈都在做轉型和改變，像是娛樂圈電影特效的進步、主題多談到未來或是緬懷過去，亦或是像汽車產業，從原本的汽油到油電混合到慢慢朝向電動車之類的，我認為這些東西是帶領我們朝向Z時代的步伐。這次對於音樂的研究我認為學習到了很多不一樣的曲風唱法，這些音樂上的轉變會使每個時期出現的流行曲風不同，也讓我感受到即便金曲獎只有30年但誕生出來的歌曲、曲風是可以千變萬化的，這也讓我更加關注台灣音樂產業未來的發展以及更加燃燒了我對於音樂的熱愛。

407230088洪瑩蓁

Honestly, I really like singing and listening to music, so I am very keen to participate in the final report of the Gen Z.  This time, I assigned two major projects, namely the annual golden song and the best Chinese female singer, including several songs that I usually cover, which allow me to better understand the sweat and effort behind the songs.  In fact, music is omnipresent, but people often forget its original value and beauty, and sometimes it is easy to lose value, become commercial, and not be respected. In fact, everyone should know more about all the efforts to make each song ．Let musicians, singers and artists be more confident and enthusiastic and motivated to create more classic songs that can be remembered in history.  In addition, I also learned more about the differences between the term Mandarin and Chinese and Taiwanese from this report. I am honored that I can participate in this report so that I can further explore the things I like.

# Self-Orientation Learning Project



Group7

戴明婕 王薏茹 何昕澤
彭雅圓 郭勁吾 洪瑩蓁


GOLDEN
20 19
MELODY
AWARDS
19th
金曲獎
Golden Melody Awards
第二十六屆
金曲獎
GOLDEN
MELODY
AWARDS
金曲獎頒獎典禮
26th GOLDEN MELODY AWARD
MOTION M×G GRAPHICS

# Golden Melody Award

We want to know the trend and change over a period of time, we chose to study the awards of the Golden Melody award in the past decade. We also discussed the music style, lyrics and other aspects, and found out the commonality and significance after analysis Bond analysis, and further predict the trend of popular in the future.

## Expected benefits

1. Be able to understand the music popular in generation Z
2. Increase knowledge of music through this study
3. Experience in predicting future trends
4. Enhance the ability to analyze and integrate data



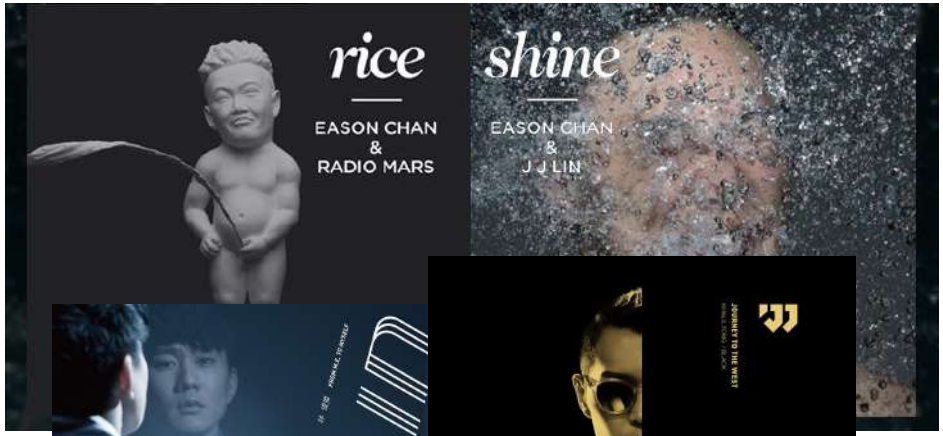
# Best Male Artist

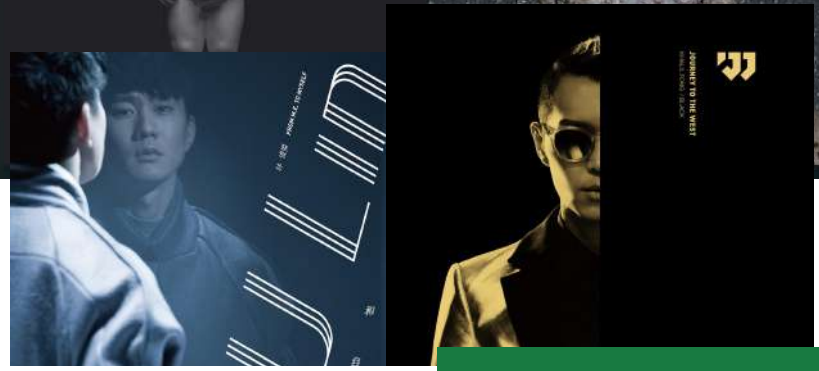
| 屆次 | 得獎者 | 專輯/公司 |
|---|---|---|
| 21<br>(2010) | 陶喆 | <六九樂章 zero to hero><br>金牌大風音樂有限公司 |
| 22<br>(2011) | 周杰倫 | <跨世代><br>杰威爾音樂有限公司 |
| 23<br>(2012) | 亂彈阿翔 | <把我換成你><br>赤腳不辣有限公司 |
| 24<br>(2013) | 蕭敬騰 | <以愛之名><br>華納國際音樂股份有限公司 |
| 25<br>(2014) | 林俊傑 | <因你而在><br>華納國際音樂股份有限公司 |

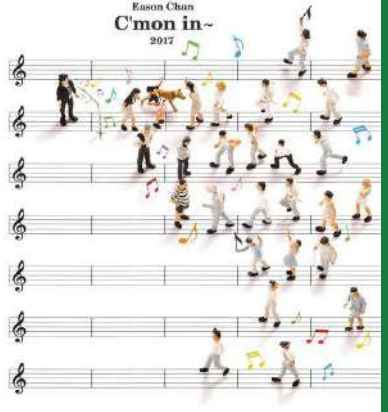


# Best Male Artist

| 屆次 | 得獎者 | 專輯/公司 |
|---|---|---|
| 26<br>(2015) | 陳奕迅 | <米。閃><br>環球國際唱片股份有限公司 |
| 27<br>(2016) | 林俊傑 | <和自己對話 From M.E. To Myself><br>華納國際音樂股份有限公司 |
| 28<br>(2017) | 方大同 | <JTW西遊記><br>香港商賦音樂有限公司 |
| 29<br>(2018) | 陳奕迅 | <C'mon In><br>環球股份有限公司 |
| 30<br>(2019) | Leo王 | <無病呻吟 友情抒情><br>顏社企業有限公司 |








# Best Female Artist

| 屆次 | 得獎者 | 專輯/公司 |
| --- | --- | --- |
| 21 (2010) | 張惠妹 | 《A-MIT 阿密特 張惠妹意識專輯》<br>金牌大風音樂文化股份有限公司 |
| 22 (2011) | 莫文蔚 | 《寶貝》<br>環球國際唱片股份有限公司 |
| 23 (2012) | 蔡健雅 | 《說到愛》<br>亞神音樂娛樂股份有限公司 |
| 24 (2013) | 林憶蓮 | 《蓋亞》<br>環球國際音樂股份有限公司 |
| 25 (2014) | 戴佩妮 | 《純屬意外》<br>薩摩亞商妮樂佛創意有限公司台灣分公司 |















# Best Female Artist

| 屆次 | 得獎者 | 專輯/公司 |
| --- | --- | --- |
| 26<br>(2015) | 張惠妹 | 《偏執面》<br>環球國際唱片股份有限公司 |
| 27<br>(2016) | 彭佳慧 | 《大齡女子》<br>金牌大風音樂文化股份有限公司 |
| 28<br>(2017) | 艾怡良 | 《說 艾怡良》<br>台灣索尼音樂娛樂股份有限公司 |
| 29<br>(2018) | 徐佳瑩 | 《心裡學》<br>亞神音樂娛樂股份有限公司 |
| 30<br>(2019) | 林憶蓮 | 《0》<br>環球國際唱片股份有限公司 |

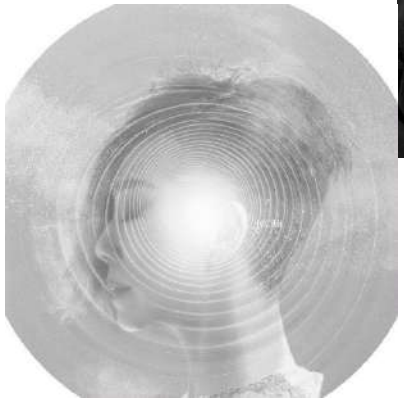










# Song of the Year (Golden Song Award)

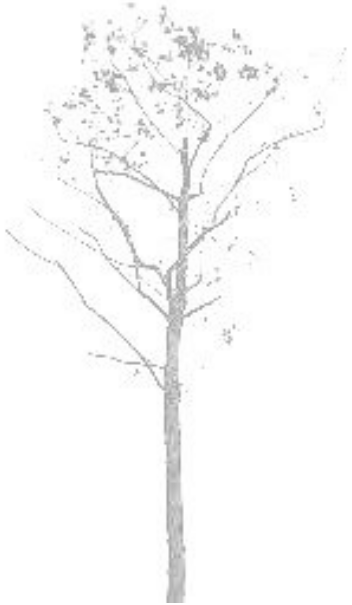
| 屆次 | 得獎歌曲 |
| --- | --- |
| 21 | 好膽你就來<br>《A-MIT 阿密特 張惠妹意識專輯》金牌大風音樂文化股份有限公司 演唱：張惠妹 |
| 22 | 給自己的歌<br>《南[下]專線》滾石國際音樂股份有限公司 演唱：李宗盛 |
| 23 | 諾亞方舟<br>《第二人生》相信音樂國際股份有限公司<br>演唱：五月天 |
| 24 | 大藝術家<br>《Muse》華納國際音樂股份有限公司 演唱：蔡依林 |
| 25 | 山丘<br>《山丘》相信音樂國際股份有限公司 演唱：李宗盛 |

| 屆次 | 得獎歌曲 |
| --- | --- |
| 26 | 島嶼天光（搖滾版）<br>《島嶼天光》有料音樂有限公司<br>演唱：滅火器樂團 |
| 27 | 不要放棄 Aka pisawad（母語版）<br>《太陽的孩子 Wawa No Cidal電影原聲帶》<br>舒米恩工作室 演唱：舒米恩‧魯碧 |
| 28 | 大風吹<br>《醜奴兒》石皮有限公司 演唱：草東沒有派對 |
| 29 | 魚仔<br>《魚仔》添翼創越工作室 演唱：盧廣仲 |
| 30 | 玫瑰少年<br>《Ugly Beauty》台灣索尼音樂娛樂股份有限公司<br>演唱：蔡依林 |

# Taiwanese Songs




- 1925~1937 is the heyday of Taiwanese music. In addition to the songs that satirize the colonial system, there are many till familiar today, such as "Wang Chunfeng"
- 1937~1945 Taiwanese songs hit the bottom in the period of Martial Law.
- 1945~1987 Taiwanese songs had been limited.
- 1987~ became more popular and diversified.
- The award of ‘Best singer of Taiwanese’ was established in 1990.



# Best Female Singer of Taiwanese

| 屆次 | 得獎者 | 單曲名稱 |
|---|---|---|
| 21 | 曾心梅 | 《牽線 |
| 22 | 黃妃 | 《相思 |
| 23 | 謝金燕 | 《月彎 |
| 24 | 李姬莎 | 《愛》 |
| 25 | 黃乙玲 | 《惦在 |

| 屆次 | 得獎者 | 單曲名稱 |
|---|---|---|
| | | 微風·城市》 |
| | | 無字天書》 |
| | | 思念的歌》 |
| | | 艾莉，愛你》 |
| | | 露螺》 |

**金曲獎－最佳台語女歌手獎**

| 歌手 | 獲獎次數 | 入圍次數 |
|---|---|---|
| 江蕙 | 5 | 9 |
| 黃乙玲 | 4 | 9 |
| 黃妃 | 2 | 8 |

# Best Taiwanese Male Artist

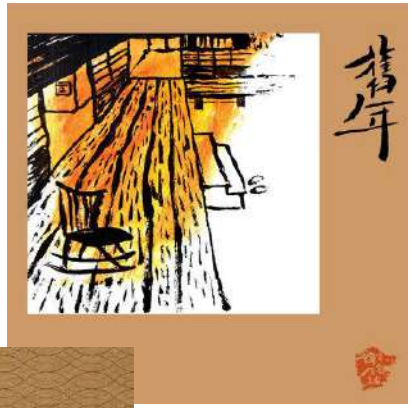
| 屆次 | 得獎者 | 專輯/公司 |
|---|---|---|
| 21 (2010) | 蕭煌奇 | <愛作夢的人><br>黑色吉他工作室 |
| 22 (2011) | 黃文星 | <天地><br>金牌大風音樂文化股份有限公司 |
| 23 (2012) | 荒山亮 | <天荒地老><br>動脈音樂文化傳播有限公司 |
| 24 (2013) | 謝銘祐 | <台南><br>三川娛樂有限公司 |
| 25 (2014) | 陳建瑋 | <30出頭><br>小宇宙音樂工作室 |



# Best Taiwanese Male Artist

| 屆次 | 得獎者 | 專輯/公司 |
|---|---|---|
| 26 (2015) | 蕭煌奇 | <上水的花><br>華納國際音樂股份有限公司 |
| 27 (2016) | 陳建瑋 | <古倫美亞><br>喜歡唱片股份有限公司 |
| 28 (2017) | 謝銘祐 | <舊年><br>三川娛樂有限公司 |
| 29 (2018) | 蕭煌奇 | <人生我敬你一杯><br>華納國際股份有限公司 |
| 30 (2019) | 流氓阿德 | <溫丨壺青春下酒><br>洗耳恭聽股份有限公司 |












# Best Composer

| 屆次 | 得獎者 | 單曲名稱 |
| --- | --- | --- |
| 21 | 陳小霞 | 在樹上唱歌<br>《在樹上唱歌》<br>福茂唱片音樂股份有限公司 |
| 22 | 李宗盛 | 給自己的歌<br>《南下專線》<br>滾石國際音樂股份有限公司 |
| 23 | 五月天瑪莎 | 諾亞方舟<br>《第二人生》<br>相信音樂國際股份有限公司 |
| 24 | 黃韻玲 | 回味<br>《永恆。承諾》<br>果核有限公司 |
| 25 | 蕭賀碩 | Musicians<br>《繆思尋》<br>碩果音樂工作室 |

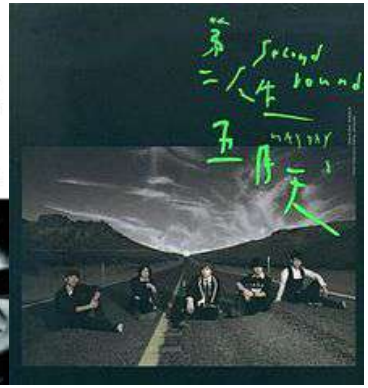
| 屆次 | 得獎者 | 單曲名稱 |
| --- | --- | --- |
| 26 | 韋禮安 | 狼<br>《有所畏》<br>福茂唱片音樂股份有限公司 |
| 27 | 林俊傑 | 不為誰而作的歌<br>《實驗專輯 和自己對話》<br>華納國際音樂股份有限公司 |
| 28 | 黃建為 | 離心力<br>《離心力》<br>亞神音樂娛樂股份有限公司 |
| 29 | 盧廣仲 | 魚仔<br>《魚仔》<br>添翼創越工作室 |
| 30 | 艾怡良 | Forever Young<br>《垂直活著，水平留戀著。》<br>百代唱片股份有限公司 |




在樹上唱歌




給自己的歌




諾亞方舟

回味




Musicians



狼



不為誰而做的歌



離心力




魚仔




Forever Young

# Best Arranger

| 屆次 | 得獎者 | 單曲名稱 |
| --- | --- | --- |
| 21 | Martin Tang<br>（鄧志明） | 好膽你就來<br>《A-MIT 阿密特 張惠妹意識專輯》<br>金牌大風音樂文化股份有限公司 |
| 22 | 蔡科俊 | 免費教學錄影帶<br>《跨時代》<br>杰威爾音樂有限公司 |
| 23 | 五月天<br>陳建騏 | 諾亞方舟<br>《第二人生》<br>相信音樂國際股份有限公司 |
| 24 | 常石磊 | 蓋亞<br>《蓋亞》<br>環球國際唱片股份有限公司 |
| 25 | 趙兆 | 風吹麥浪<br>《拾光》<br>美妙音樂股份有限公司 |

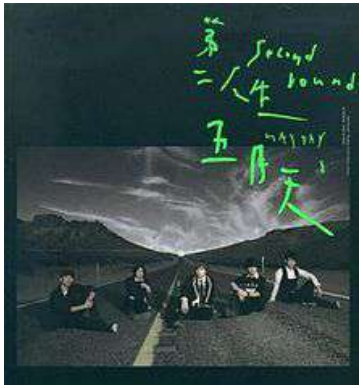
| 屆次 | 得獎者 | 單曲名稱 |
| --- | --- | --- |
| 26 | 佛跳牆 | 給你看<br>《給你看》<br>薩摩亞商妮樂佛創意有限公司台灣分公司 |
| 27 | 蘇打綠<br>林暐哲 | 痛快的哀艷<br>《冬 未了》<br>環球國際唱片股份有限公司 |
| 28 | 盧凱彤 | 還不夠遠<br>《你的完美有點難懂並不代表世界不能包容》<br>洛克妹有限公司 |
| 29 | 溫奕哲 | 閻羅王<br>《我有我自己》<br>華研國際音樂股份有限公司 |
| 30 | 尊室安 | 遙遠的所在Styx<br>《西部》<br>角頭文化事業股份有限公司 |



好膽你就來




免費教學錄影帶




諾亞方舟




蓋亞




風吹麥浪




給你看



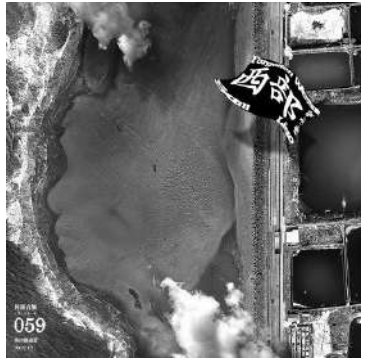

痛快的哀艷




還不夠遠




閻羅王



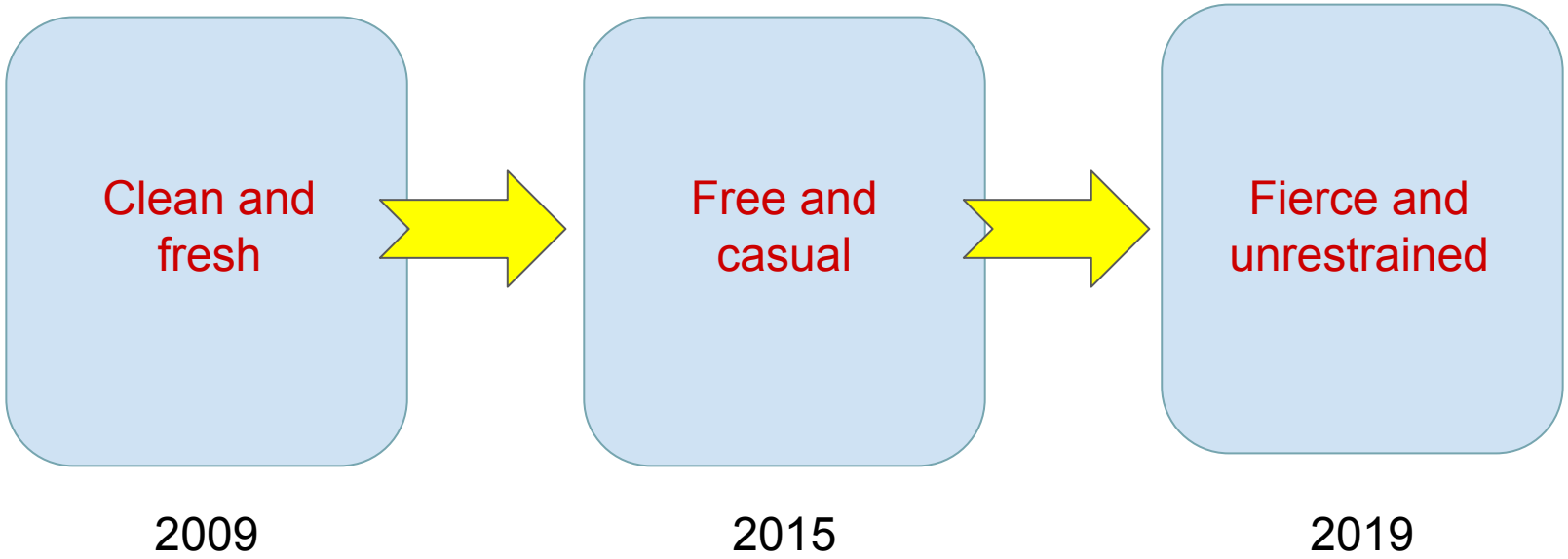

遙遠的所在Styx

# Best New Artist

| 屆次 | 得獎者 | 單曲名稱 |
| --- | --- | --- |
| 21 | 徐佳瑩 | 《徐佳瑩 LALA創作專輯》 |
| 22 | 韋禮安 | 《韋禮安》 |
| 23 | 以莉·高露 | 《輕快的生活》 |
| 24 | 葛仲珊 | 《KnockOut葛屁》 |
| 25 | 李榮浩 | 《模特》 |

| 屆次 | 得獎者 | 單曲名稱 |
| --- | --- | --- |
| 26 | BOXING 樂團 | 《BOXING》 |
| 27 | 謝震廷 | 《查理 PROGRESS REPORTS》 |
| 28 | 草東沒有派對 | 《醜奴兒》 |
| 29 | 茄子蛋 | 《卡通人物》 |
| 30 | ØZI | 《ØZI The Album》 |

# Best New Artist change

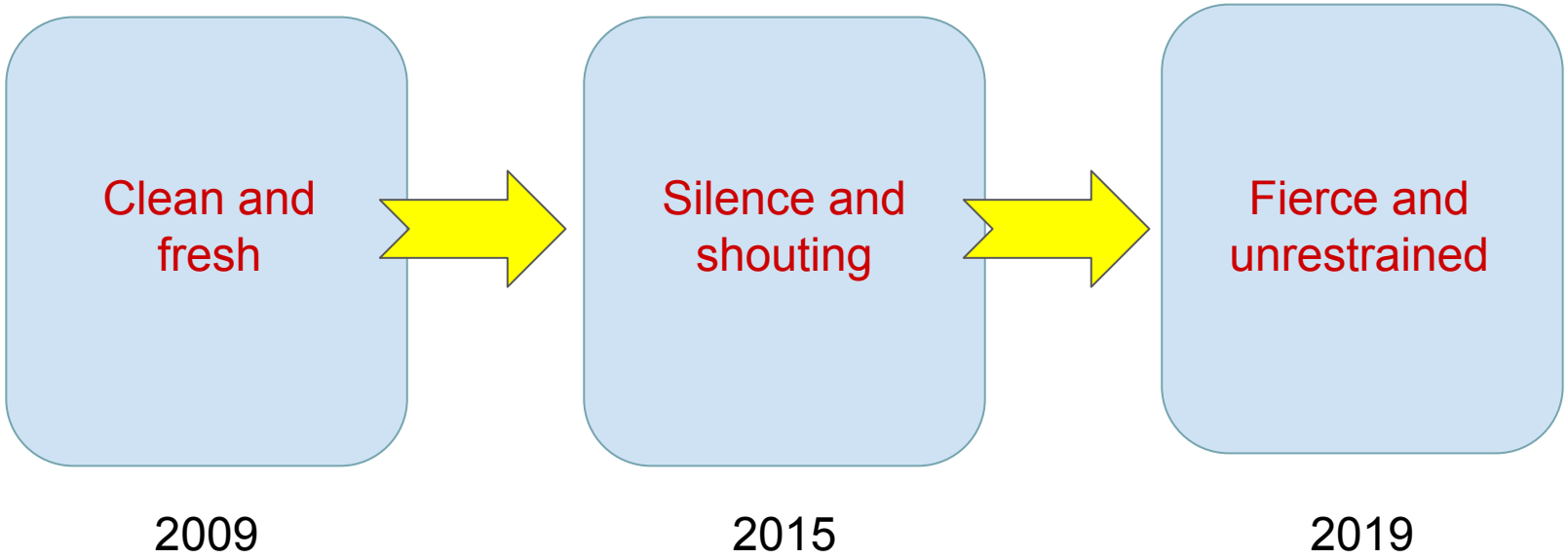


# Best Band

| 屆次 | 得獎者 | 單曲名稱 |
| --- | --- | --- |
| 21 | 1976 | 《不合時宜》 |
| 22 | MATZKA | 《MATZKA》 |
| 23 | 五月天 | 《第二人生》 |
| 24 | 猴子飛行員 | 《Big Child》 |
| 25 | 麋先生 | 《馬戲團運動》 |

| 屆次 | 得獎者 | 單曲名稱 |
| --- | --- | --- |
| 26 | 佛跳牆 | 《給你看》 |
| 27 | 蘇打綠 | 《冬 未了》 |
| 28 | 草東沒有派對 | 《醜奴兒》 |
| 29 | 董事長樂團 | 《祭》 |
| 30 | 閃靈 | 《政治 Battlefields of Asura》 |

# Best Band change



# Future





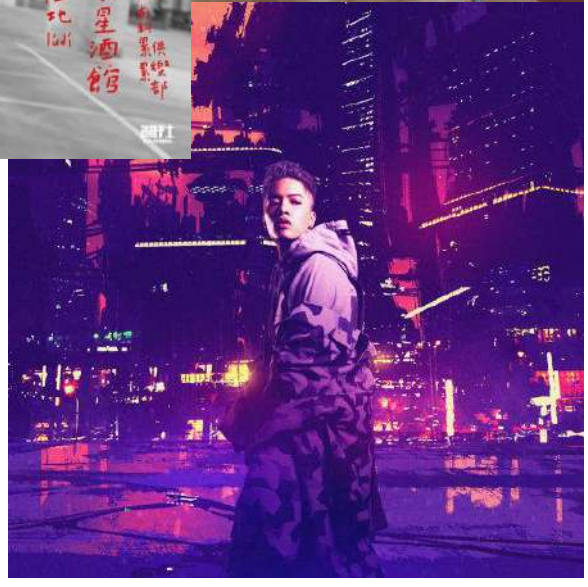










Thank you!

附件一
助教填寫

**輔仁大學108年度高教深耕計畫**

# 自主學習課程計畫
# 成果報告書

**108學年度第1學期**

**( 時尚品牌 )**

第八組

**授課教師：楊偉顥 老師**

**系所單位：織品服裝學系**

**中華民國 109年 1 月**

# 課程指導紀錄表

學習助教：　　聯絡方式：

| | | | |
|---|---|---|---|
| 時間 | 2019/11/04 | 受指導組別 | 第8組 |
| 地點 | TC407教室 | 受指導次數 | 第_1_次 |
| 受指導對象 | 張育姍、陳亭希、蔡儒億、鍾明琪、林瑀庭、許允蕾 | | |
| 指導老師 | **楊偉顥** | | |
| 指導內容摘要 | | | |
| 主要問題 | **1.討論自主學習主題**<br>**2.訂定時間計畫**<br>**3.工作分配** | | |
| 具體建議與解決方案 | **1.兩兩一組共同完成一項主題**<br>**2.使用線上google雲端簡報檔案完成討論和內容**<br>**3.排定好預計的事情規劃** | | |
| 後續追蹤 | | | |
| 備註 | | | |

*指導紀錄表請自行影印使用

**指導老師：____楊偉顥_____**

附件二
每組填寫

# 輔仁大學108年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習計畫書

一、自主學習計畫主題：Hip hop of Generation Z

二、組別：第8組

三、課程名稱：時尚品牌

四、指導老師：楊偉顥

五、學生姓名與工作分配：

| 姓名 | 工作內容 |
|---|---|
| 張育姍 | 計畫主要執行架構、Z世代和非Z世代街訪、Z世代嘻哈仔訪談、影片剪接、統整全部計畫總結 |
| 陳亭希 | 計畫主要執行架構、Z世代和非Z世代街訪、Z世代嘻哈仔訪談、影片剪接、統整全部計畫總結 |
| 蔡儒億 | 嘻哈文化歷史、派流演變、嘻哈時尚、不同地區和世代比較資料統整 |
| 鍾明琪 | 嘻哈文化歷史、派流演變、嘻哈時尚、不同地區和世代比較資料統整 |
| 林瑀庭 | 對於Z世代問卷調查、回饋資料統整 |
| 許允蕎 | 對於Z世代問卷調查、回饋資料統整 |

六、計畫內容與進度規劃 (請描述透過何種行動或方法達成)

計畫內容:

為了深入探討嘻哈文化以及Z世代對於嘻哈文化的了解，除了自行蒐集資料研究嘻哈文化歷史與其發展，我們更進行多項實際作業，如街訪、問卷調查和專人訪問等，多方面獲取有關大眾對於嘻哈文化看法的資訊，並透過組內以及與老師的意見交換和討論、組員間的分工合作(內容包刮:問卷製作、街訪進行、問卷回復統計、專訪影片剪輯、簡報整理)，整理出最終的簡報成果呈現給班上同學並予以介紹。

進度規劃:

| 日期 | 進度 | 內容 |
|---|---|---|
| 11/4 | 訂定主題 | 和老師討論報告主題、確立方向 |
| 11/17 | 小組線上討論 | LINE群組討論主題執行方向 |
| 11/18 | 小組討論 | 討論執行大方向的內容 |
| 11/22 | 期中報告ppt製作 | |
| 11/25 | 期中報告 | 報告自主學習進度和研究內容規劃 |
| 12/7 | 小組線上討論+分工 | LINE群組討論分工 |

| | | |
|---|---|---|
| 12/9 | 小組討論 | 討論線上問卷調查題目和訪談、街訪內容 |
| 12/16 | 問卷調查上線 | 放到各組員ig連結宣傳 |
| 12/17 | 訪談 | 嘻哈仔訪談--詹柏彥 |
| 12/18 | 訪談 | 嘻哈仔訪談--邱正昕Harry |
| 12/19 | 街訪 | 信義區街訪:<br>蒐集不同年齡層(z世代、25~35歲、45歲以上)對嘻哈文化的認知及感想 |
| 12/25 | 訪談 | 嘻哈仔訪談--李柏廷 |
| 12/27 | 報告統整+完成 | |
| 12/30 | 上台報告 | ppt嘻哈文化歷史簡介、問卷調查結果、訪談及街訪影片分享 |

七、預期效益：

嘻哈文化近年漸漸於Z世代中從次文化轉變成主流文化，利用此次自主學習，更深入了解嘻哈文化的起源及歷史演變，及社會大眾,Z 世代對嘻哈文化的刻板印象，並探討如何影響 Z 世代的生活方式,穿著,講話方式等等。

以下4個預期達到的目標

1.蒐集100則以上問卷回饋

2.訪問5位以上非Z世代,Z世代路人進行街訪

3.試圖和非Z世代的路人解釋並消除對於嘻哈文化的負面刻板印象

4.尋找3位熟悉並深入瞭解嘻哈文化的專業人物進行訪問並藉由訪問內容更深入瞭解嘻哈文化

附件三
每組填寫

# 輔仁大學108年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習成果報告

撰寫日期： 年 月 日

## 一、課程基本資料

(一)自主學習計畫主題：Hip Hop of Generation Z

(二)組別：Group 8

(三)學生姓名：鍾明琪、蔡儒億、陳亭希、林瑀庭、張育姍、許允蕎

(四)課程名稱：時尚品牌

(五)指導老師：楊偉顥

## 二、計畫成果

(一) 自主學習歷程：

**1.如何訂定主題:** 一開始計畫發想時，我們綜合了近年來在z世代中較流行的幾個元素，包含音樂、名人 、電視節目等等，其中又以嘻哈文化影響年輕人最為深廣，我們不禁好奇z世代的同儕朋友們是如何被嘻哈文化影響，於是決定往這方面進行研究，包含一般大眾的問卷調查、了解嘻哈文化的人的分析及街訪，希望透過這些方式可以進一步了解嘻哈文化對z世代的影響。

**2.分工分配及執行狀況:** 由於有些組員對於嘻哈文化並不是非常了解，另外花了許多時間查資料及統整資訊，分工方面分成三大類分別是:主要架構執行、歷史資料彙整、問卷製作及分析。

**3.是否遇到什麼難題？:** 如前述，組員們對嘻哈各自有不同的理解，因此花了蠻多時間溝通；另外，這學期我們系許多課都有自主學習的活動，因此大家有些分身乏術，時間緊迫。

(二)成效說明與實際產出

成效說明：

自主學習的主要三個目標：

1.了解大眾對於嘻哈文化的印象（Z時代 vs 非Z時代）

2.嘻哈文化怎麼影響目前Z時代的生活方式

3.嘻哈文化的穿搭（Z時代流行的 vs 非Z時代流行的）

在目標一和目標二，我們藉由訪問三位熱愛嘻哈文化的追隨者、街訪信義區裡Z時代和非Z時代的普遍大眾、利用問卷調查Z時代普遍大眾的生活習慣。

做完以上的調查後，大部分非Z時代的群體通常不是很了解嘻哈文化，但他們對於嘻哈文化在台灣近幾年的興起也不會排除。雖然有些家長還是認為嘻哈音樂裡不當的用詞有些反感，且認為太小的孩子不應該接觸，但對於年輕人擁有自己的興趣、想法和文化感到非常支持，不會覺得源自街頭文

化的喜歡嘻哈文化就一定關聯到幫派、販毒、幹架等不良行為，但不代表玩嘻哈文化的人就一定會做出這些反常、脫序的行為。

而關於Z時代的嘻哈文化，普遍大眾對於嘻哈文化都十分熟悉，且在生活當中也隨時在接觸嘻哈文化。不管是音樂類型、穿著搭配、觀看的節目和影片，多少都被嘻哈文化這幾年在台灣再度興起的浪潮受影響。

普遍台灣Z時代在第一次接觸嘻哈文化時通常是因為當時1990年～2005年間（正是Z時代出生的年間），美國的Hip hop舞風逐漸商業化，向外擴散，而使其來台灣。讓當時國內外的電視電影都充滿了hip hop舞風和hip hop音樂。在那時台灣也開始出現許多饒舌歌手。第二次則是前幾年因為韓國的饒舌比賽節目，促使中國也仿效韓國的饒舌比賽節目，在亞洲造成轟動，也影響了華語屆的嘻哈饒舌風潮。人們開始因為嘻哈文化改變自身音樂、穿衣以及生活習慣。這兩次的嘻哈風潮興起，促使台灣Z時代年輕人受嘻哈文化的影響有一定的程度。

而關於三位嘻哈文化愛好者的訪談，使我們了解嘻哈文化裡更深層的意義和價值。嘻哈文化影響人們比較敢說真話、對抗不公不義的事情和批判這個社會。使人們有獨立思考，講出自己的聲音。許多家長會覺得嘻哈音樂滿是髒話，但其實歌詞內容就是在反應這個社會的聲音，批判社會上的不公不義，捍衛自己的生活和權益，而不是受人擺佈。

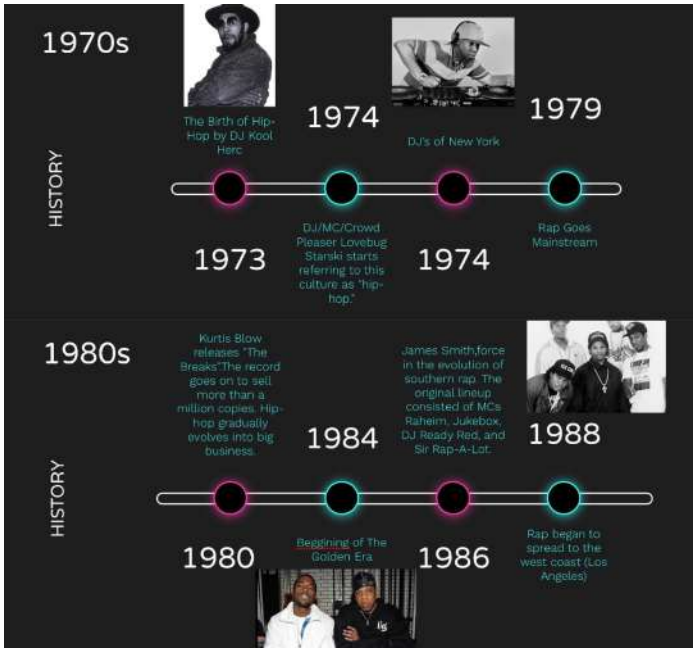
嘻哈文化源自美國受壓迫的黑人，而饒舌音樂則成為他們一個解悶發洩的出口。而他們今天賺到了錢、出人頭地就是想要讓更多人聽到他們的聲音。不管是罵髒話、各種炫富、金錢、女人，都是有他們自己想說的故事存在，而並非全然的只是片面歌詞上的意思。台灣社會對於嘻哈文化刻板印象的破除，還是需要經由時間累積才能達到。

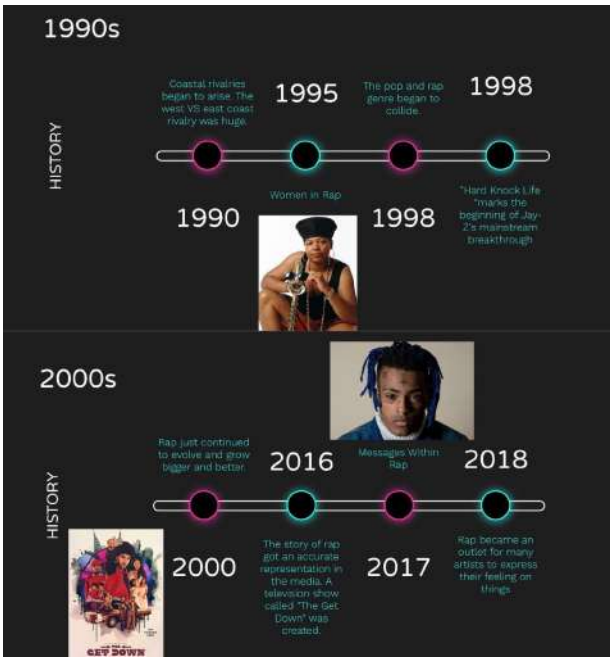
目標三，我們在這次的自主學習也做了關於z時代和非z時代的嘻哈流行穿著對比。在嘻哈文化黃金時期的80年代，最知名的就是穿著adidas或nike運動套裝，頭戴kangols漁夫帽，腳上adidas的superstar金標板鞋。90年代則是，取向街頭風格，服飾比較寬鬆，大件白上衣和垮褲，身上配戴金項鍊、鑽石等。因為那個時期是他們開始轉了錢，擁有財富和地位的轉變，所以配戴的精品多少有些浮誇。2000年開始的話服裝開始也走向比較浮誇，各式各樣的穿著都有，有簡單低調的，也有粉色貂皮大衣這種極為奢侈浮誇的。2010年開始，大部分饒舌歌手都為全身奢侈品，多穿著Gucci、LV、YSL等品牌。能貫穿70年代到現今的就是純金勞力士了，40 day date 的純金勞力士。

實際產出：

1.研究歷史、派別及穿搭

藉由訪問嘻哈仔及上網搜尋資料，我們統整出各年代的重要事蹟及嘻哈文化的演變。在1970年代，是嘻哈起源及成熟的時期，hip hop是起源源於美國布朗克斯，是著名的貧民窟，因工業革命及二次世界大戰許多黑人匯集於此，當時的青少年整天無所事事且本身具唱歌及跳舞的天賦，而發展出hip hop的音樂，至1973年由Kool Herc創造出hip hop，在70年代末期，hip hop漸漸成為主流文化。80年代時期，爲hip hop的黃金時期，不只是hip hop成為主流文化，也有許多知名的hip hop歌手在此年代誕生，創造出許多膾炙人口的歌曲。1990到2000時期，hip hop越來越成熟，也影響到全世界及現今Z世代。另外，在穿搭上，1970年代，因當時年輕人沒什麼衣服，都只能穿爸爸媽媽的，所以當時以寬鬆的版型為主。至1980年代，hip hop的盛行，歌手普遍都穿adidas、nike的套裝，且身上都會戴著金項鍊、手飾。1990年代則盛行著穿戴精品、誇張圖案、配色鮮豔的衣服。2000年代則又以寬鬆的衣服為主，且大家喜歡穿潮牌。



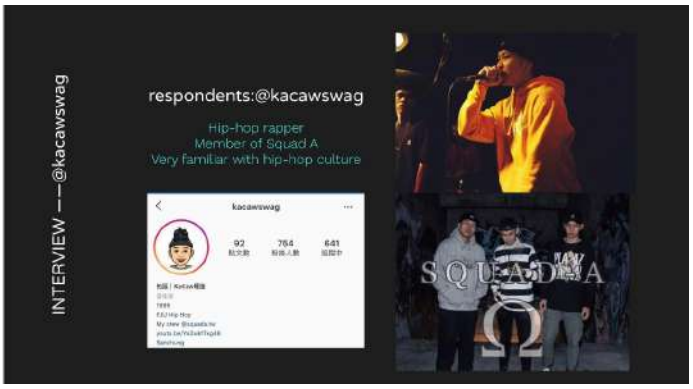






2.訪問Z世代嘻哈仔

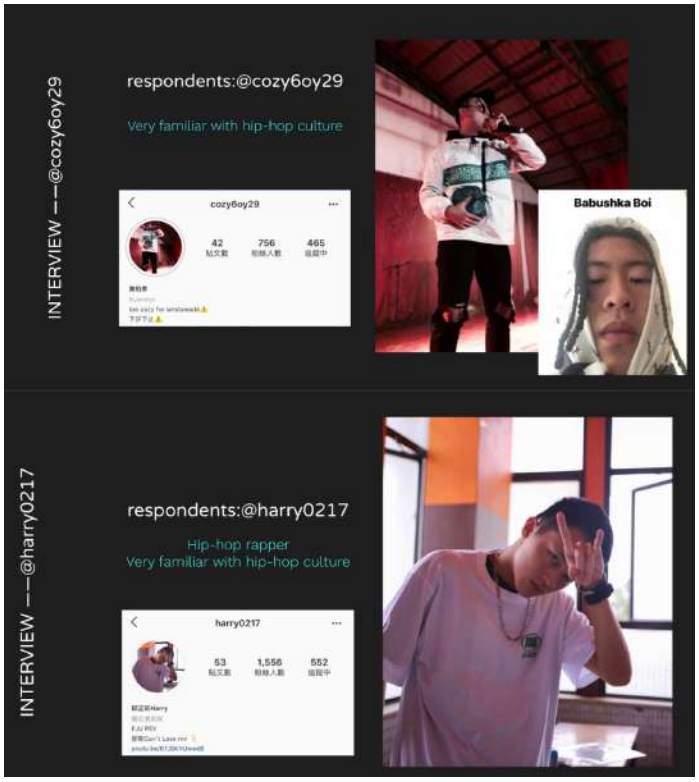
影片連結：https://www.youtube.com/watch?v=M_7NkrOObMg&feature=youtu.be

藉由訪問三位嘻哈仔，可以最快速且直接知道Z世代的嘻哈仔為什麼會接觸hip hop這種曲風，且他們在唱歌、說話方式及穿搭上會有什麼不同，特別在穿搭上，他們習慣穿著叫寬鬆的衣服，帶金項鍊，都是hip hop穿搭的特色。


INTERVIEW ——@kacawswag
respondents:@kacawswag
Hip-hop rapper
Member of Squad A
Very familiar with hip-hop culture
kacawswag
92
764
641
SQUAD A


0:26 / 11:14

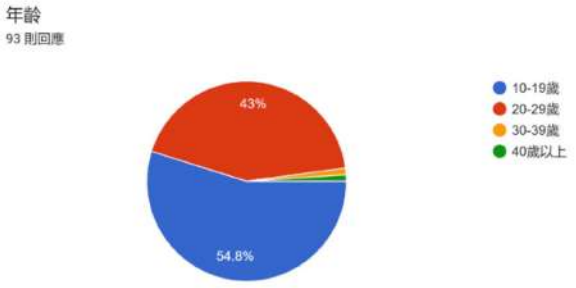
2019嘻哈仔訪談

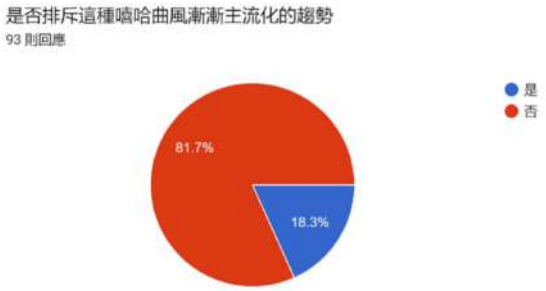

INTERVIEW ——@cozy6oy29
respondents:@cozy6oy29
Very familiar with hip-hop culture
cozy6oy29
42
756
465
Babushka Boi
INTERVIEW ——@harry0217
respondents:@harry0217
Hip-hop rapper
Very familiar with hip-hop culture
harry0217
53
1,556
552

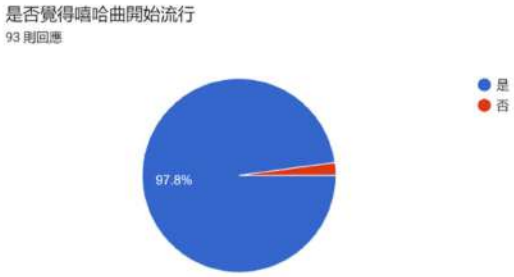
3.問卷調查

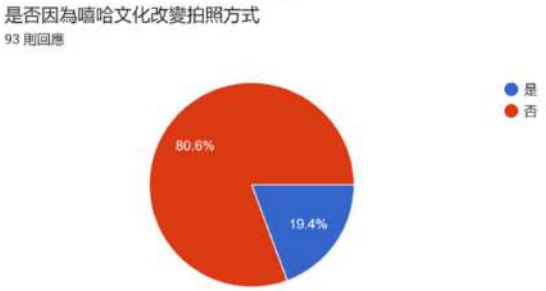
對於hip hop我們討論出幾個簡單又明確的問題給大家填寫，我們搜集了93份的問卷，經由分析後，發現hip hop影像的年齡層普遍是10-19的年輕人，且絕大部分的人是喜歡hip hop，在說話及拍照方式上面，雖然大部分人不會有改變，但也有不少人是受hip hop影響的，尤其說話方式的影響佔比大於拍照方式的改變。另外，對於hip hop的盛行絕大部分人也不排斥，也有將近一半的人是喜歡的，而且大家接觸到hip hop由影音平台和社群媒體佔比最多，近幾年hip hop的歌唱節目（如：中國有嘻哈）直接的影響到Z世代，也快速提升大家對hip hop的接觸，可見hip hop到流行影響Z世代是非常大的。

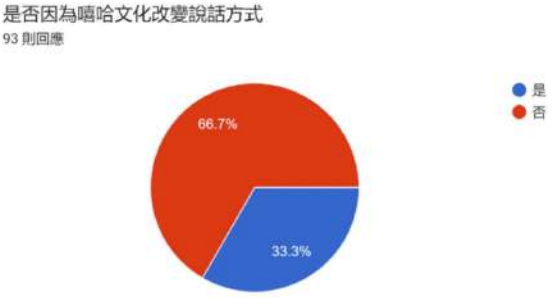


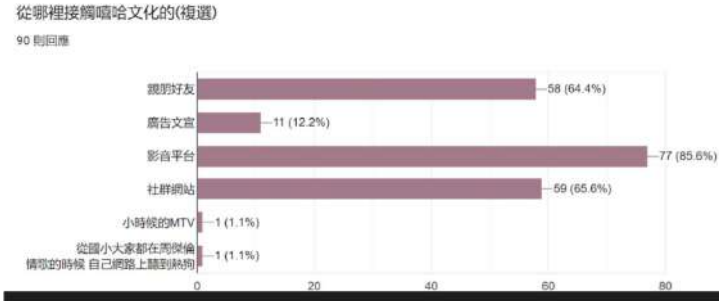


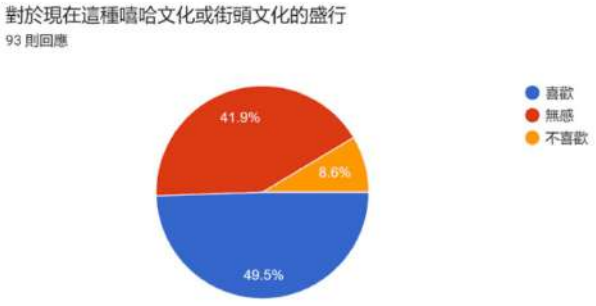







4.街訪

影片連結：https://www.youtube.com/watch?v=xLv5Do-I_4k

藉由街訪五位以上Z世代及非Z世代的路人，我們簡單的問了幾個hip hop的問題。經由綜合路人的回答後，我們發現非Z世代的路人對於hip hop普遍不了解，大部分在他們印象中是現今社會流行的一個文化，他們對於hip hop的盛行都是支持的，覺得是一個不錯的文化。而在Z世代，大部分人都是喜歡的，有些在穿搭上就能直接看出是hip hop的穿搭，也會聽相關的音樂及觀賞節目，有些人還會因此改變說話的方式（如：skr、666…）而hip hop盛行有人認為可以讓更多年輕人充滿自信、感表達自己的想法，可見hip hop影像的層面非常廣。






2019非Z世代街訪

## 三、學習心得

407221104鍾明琪:

一開始主題訂為嘻哈文化的時候，因為是自己完全不了解的領域，其實還蠻緊張但又覺得很有挑戰性，也能和其他組之間有差異。分工到做歷史資料彙整，要從0開始了解一個文化的確不是一件簡單的事，一方面蠻幸運能從最基本開始探索這個新的文化，在查資料的過程中也問了身邊比較熟悉嘻哈文化的朋友，所有的發展階段一點一滴去了解，這些都影響著現今的嘻哈流行。我們生活中流

行的電視節目、新興的饒舌歌手、街舞，熟悉的穿搭方法和風格，甚至是熱門的打卡景點那種塗鴉牆，原來都是嘻哈文化發展而來，一開始覺得嘻哈文化跟自己超無關的結果確實是充斥在生活當中!最印象深刻是在做嘻哈音樂研究的過程，一開始是求助朋友，真的超熱心的細細跟我分析，傳了不同流派他喜歡的作品，那時候覺得甚麼東岸西岸完全聽不出差別，還覺得很難聽會聽到一半關掉...，但聽到比較近期的歌慢慢比較可以接受，感受到嘻哈人對這個領域的熱情也覺得這就是嘻哈文化現在變得普遍被大眾接受也越來越流行的原因吧~

張育姍：本身也是一位hip hop和R&B曲風音樂的愛好者。透過這次機會來更深層了解、研究嘻哈文化的內在意義。眼看嘻哈文化逐漸在市場上成為主流。不只在台灣，近幾年在亞洲也是受到非常大的影響，所以特別想探討嘻哈文化在現今世代和過去世代的整個對比和演變。
最剛開始在想z世代為啟發點的主題時，第一個就想到了嘻哈文化。因為在大約這5年，台灣開始受到嘻哈啟發的藝人越來越站上檯面，嘻哈音樂和文化透過現今的資訊時代，快速的傳播以及傳播的地方很廣，而且這個文化也已經經歷至少40年演變，算是個發展成熟一點的文化。這幾年的嘻哈文化資料也非常豐富，大量報章雜誌、媒體、新聞都有許多關於hip hop的文章。
真的很高興這次選擇了這個主題做，在嘻哈文化中學習到了許多令人景仰和值得效法的精神，過程當中也遇到許多願意幫忙的朋友，真的很感謝他們的幫助，我們才能完成這次的自主學習計畫！

蔡儒億：
剛開始在做hip hop的歷史及派別時，發現自己根本不了解hip hop這個文化，甚至上網搜集資料時，資料實在太多了，不知道要從哪開始，也發現自己只懂皮毛，但經過上網搜集分析資料、訪問嘻哈仔，就能快速了解hip hop這個文化的演變。最深刻的部分是街訪，因為第一次到非校園的地方去訪問路人，首先要先想好問題，而且半路攔路人還會被拒絕，還有街訪時要鎖定我們想訪問的人。在訪問較年長的路人時，因為他們大部分對於hip hop是非常陌生的，問問題得到的答案很簡單也比較難得到比較好的資料，所以我們訪問了一位之後還有再修改問題，讓較年長的人比較好回答。訪問年輕人的時候，就很容易得到很多答案，因為hip hop在我們這個世代很盛行，大部分的年輕人都有接觸相關資訊，也能獲得較多的收穫。藉由這次的自主學習，我學習到了hip hop的文化及演變，認識了很多相關的歌手，而且hip hop的影響比我想像中的還要深遠，他是從以前一直影響到我們這個世代，尤其在我們這個世代，因為網路的發達、電視節目，更多人容易接觸到這個曲風，且有很多人也因此影響到他們生活上不同的地方。

許允蕾：
一開始訂定這個主題時我很擔心自己沒辦法做好這個計畫，因為我平常比較沒有接觸嘻哈文化，但隨著計劃越走越深入，我發現其實我自己也有許多地方都默默地被影響，也逐漸了解到為甚麼嘻哈文化能在z世代中這麼廣為流傳，透過問卷及街訪等等的方式也了解到不同年齡層對嘻哈文化的認知

及被影響程度。嘻哈文化比我想的還要多面向，不僅是我們熟知的音樂，甚至說話方式等等都會被影響，而不同世代間對嘻哈文化的認知也近一步凸顯我們這個世代的獨特性，透過這個自主計畫，我不僅認識許多以前不曾觸碰的領域，也更了解自己所生活的世代

陳亭希：在選擇自主學習主題前，一直對嘻哈文化都是想了解但卻不知從何下手，透過這次的自主學習了解到了很多以前都不知道的嘻哈文化知識！這次我負責的部分主要是嘻哈仔訪談和街訪，從一開始尋找適合的人選進行訪談，並接洽詢問他們是否有意願接受採訪，一開始從輔大嘻哈研究社下手，透過朋友的關係，讓我們聯繫到兩位願意受訪的嘻哈仔，當下真的是超級感動對方願意接受我們的採訪。設計問題時也遇到一些困難，不知道要怎麼設計問題讓受訪者能順利回答，在此我們也做了不少功課！至於街訪的部分，我們一開始要開口問路人是否願意接受問嘻哈文化相關的問題並拍攝影片真的費了不少時間才敢踏出第一步，但後來駕輕就熟漸漸能大方詢問路人，雖然被拒絕了不少次，但願意協助我們拍攝的人也很多！在最後剪輯影片的部分我們也花了不少時間剪輯，選出最精華的片段，一直縮減影片內容，花了我們整整兩天的時間才把兩部影片剪輯完成。
在這之中我真的學到好多在學校裡課程裡不能學習到的技巧，一些訪談設計問題的技巧、剪輯影片的能力、街訪的技巧等等，都是以前我沒能學習到的能力，透過這次的作業獲得許多！

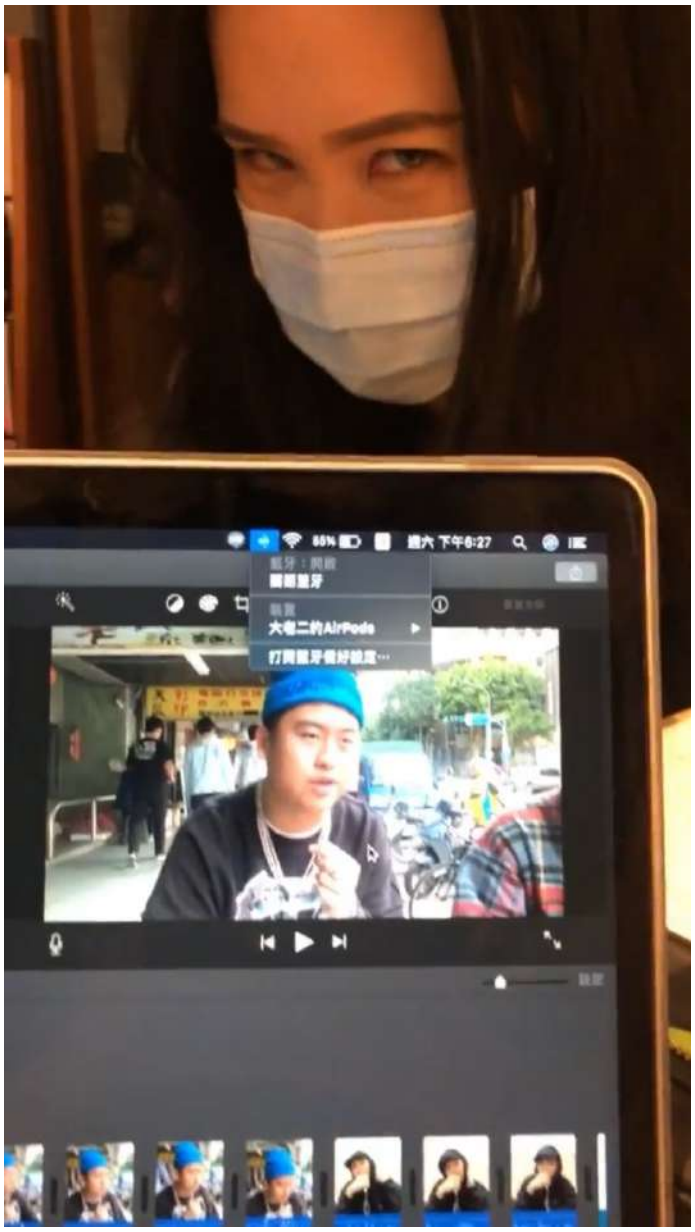
林瑀庭:
對於原本對音樂就十分有興趣的我來說，這次自主學習真的是很值得的學習機會，因我原本對各種風格的音樂就都不排斥，剛好對嘻哈方面又比較沒有研究，透過這次的自主學習，直接深入了解了各種嘻哈的歷史、種類、發展等等，更知道我們這個世代甚至是其他年齡層是怎麼看待嘻哈文化的，與只是死板的坐在教室裡對著書本，學到的知識難以相比。也非常謝謝我們的指導老師 非常細心從剛開始就逐一與各組討論研究內容，認真給予我們執行的意見，到了上台報告的時候也很認真聽我們的成果，讓人有一種即使自主學習很繁雜也不想讓老師失望的感覺。最後透過小組分工合作，也更熟悉團隊互助精神，對於這次自主學習，真的感到獲益匪淺。

**四、其它附件**

(一)分組討論及相關活動照片


BELLINI PASTA PASTA




大毛二的AirPods



# Hip Hop of Gen Z

**GROUP 8**

行銷二甲
張育姍/陳亭希/蔡儒億/鍾明琪/林瑀庭
行銷二乙 許允蕎

# THREE MAIN GOALS OF OUR STUDIES OF HIP-HOP CULTURE

## FASHION
## PAST v.s NOWADAYS

Compare past and present hip hop fashion.

## PUBLIC IMAGE
## GEN Z v.s NOT GEN Z

Understanding what Gen Z and not Gen Z think of hip hop by interviewing them.

## INFLUENCE OF GEN Z

Understanding how Gen Z are influenced by hip hop through the questionnaire.

TABLE OF CONTENTS


01 INTRODUCTION

Introduce the origin, music and the outfit of hip-hop.

02 INTERVIEW

Interview three people who really into hip-hop culture

03 QUESTIONNAIRE

Directly know the answer

04 STREET INTERVIEW

Knowing more thoughts about not gen z people

# 01

# INTRODUCTION

The origin of Hip-Hop culture.



# 1970s

HISTORY



The Birth of Hip-Hop by DJ Kool Herc

1973

1974

DJ/MC/Crowd Pleaser Lovebug Starski starts referring to this culture as "hip-hop."



DJ's of New York

1974

1979

Rap Goes Mainstream

# HISTORY

## 1980s

Kurtis Blow releases "The Breaks".The record goes on to sell more than a million copies. Hip-hop gradually evolves into big business.

## 1984

James Smith,force in the evolution of southern rap. The original lineup consisted of MCs Raheim, Jukebox, DJ Ready Red, and Sir Rap-A-Lot.




## 1988

## 1980

Beggining of The Golden Era



## 1986

Rap began to spread to the west coast (Los Angeles)

# 1990s

HISTORY

Coastal rivalries began to arise. The west VS east coast rivalry was huge.

1995

The pop and rap genre began to collide.

1998

1990

Women in Rap



1998

"Hard Knock Life “marks the beginning of Jay-Z's mainstream breakthrough

# 2000s

HISTORY



Rap just continued to evolve and grow bigger and better.

2016

Messages Within Rap

2018



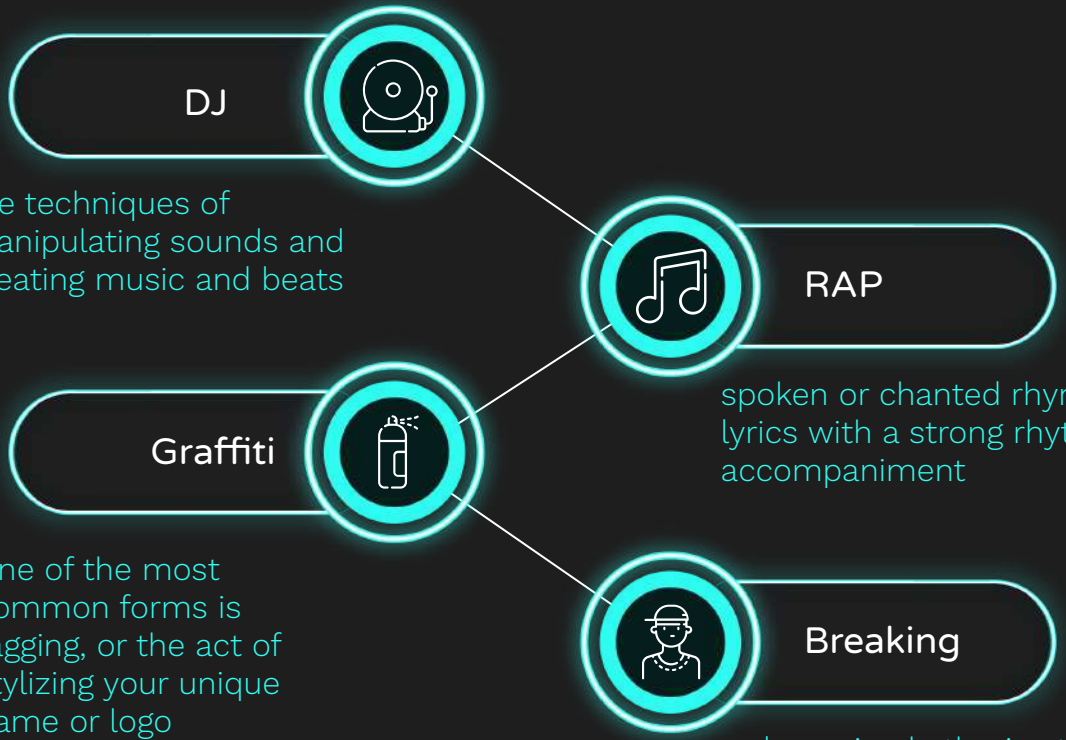

2000

The story of rap got an accurate representation in the media. A television show called "The Get Down" was created.

2017

Rap became an outlet for many artists to express their feeling on things

# THE CULTURE OF HIP HOP



# GENRE AND STYLE OF HIP HOP MUSIC



## New Wave

Trap
American Gang
Drug dealing

## Old School

East Side
West Side
South Side



# GENRE AND STYLE OF HIP HOP MUSIC

## OLD SCHOOL

According to development time



### East Side

1970
bestially
complicated
heavy





### West Side

1970
relaxed
irony





### South Side

1980
simple
Catchy

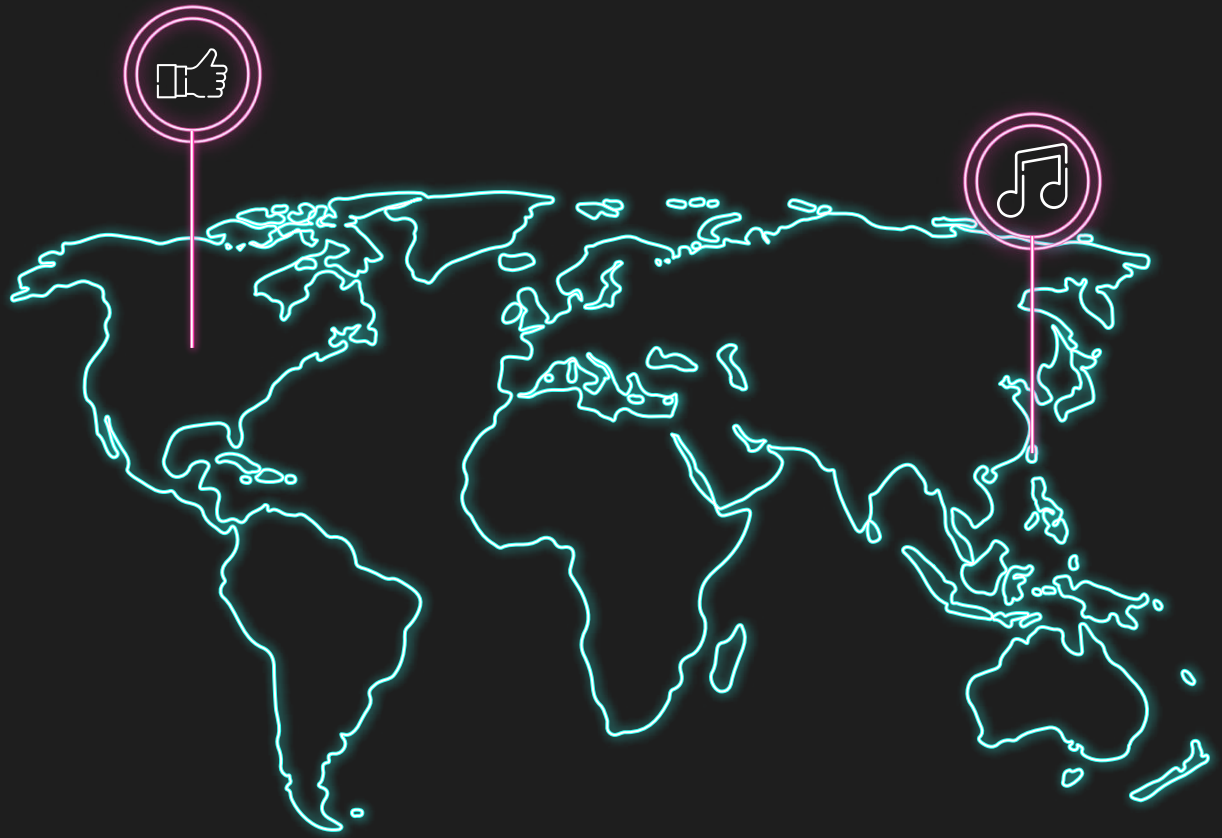


NEW WAVE ——TRAP



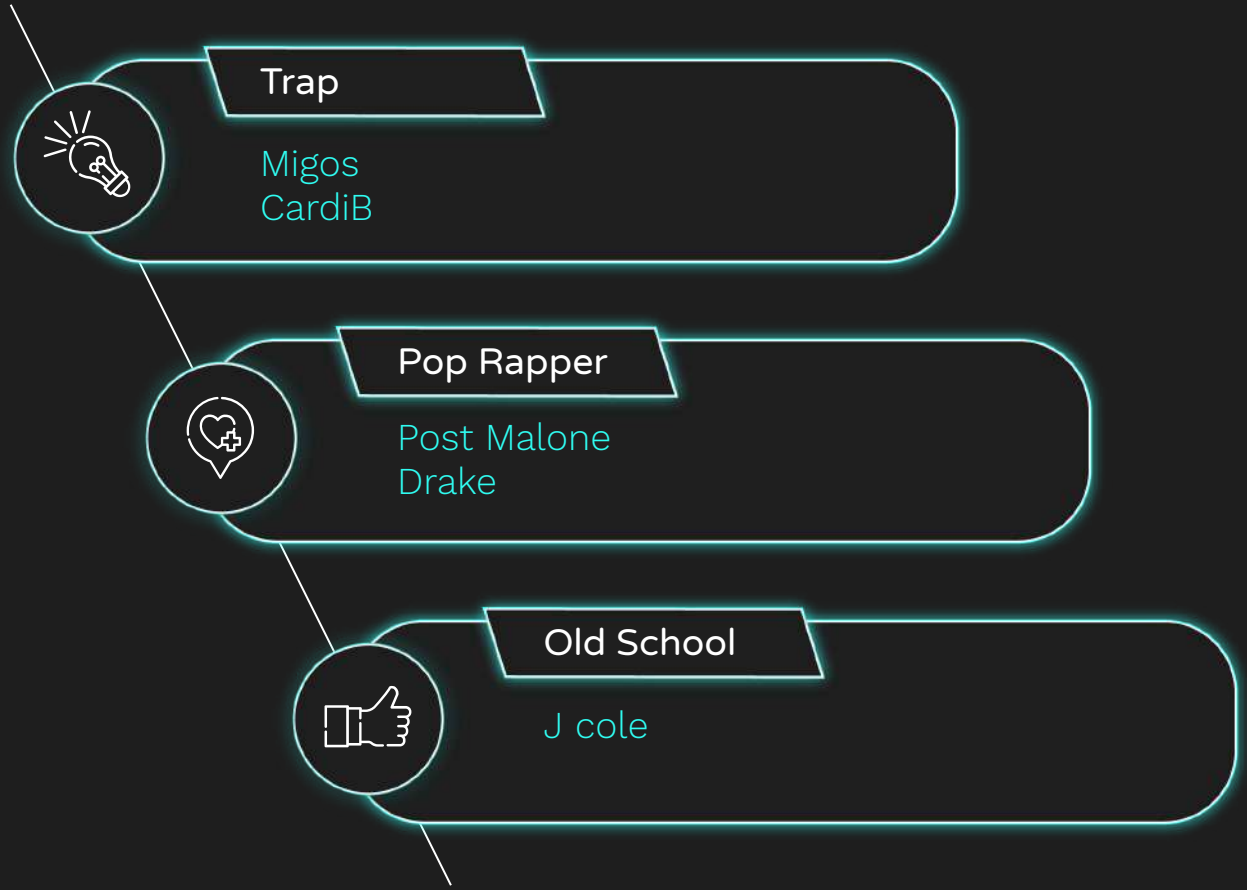
Trap music is all about gangster’s life,but they use sex,money and drug to describe it instead of saying it directly.

# THE IMPACT OF HIP-HOP CULTURE ON THE WORLD



Mainly compare the United States to Taiwan

# HIP-HOP MUSIC IN AMERICA NOW



# HIP HOP MUSIC IN TAIWAN

## Music Label

人人有功練
顏社
混血兒
本色音樂

## Initial Stage

大支
McHotdog
蛋堡

## Mid-term

頑童
黑錢幫

## Recent Developments

Leo王、李英宏
OZI
熊仔
高浩哲、海底隊

## Initial Stage

大支



## Mid-term

頑童



RECENT DEVELOPMENTS

## Decadent hipster style

Leo王 李英宏



## Close to the US mainstream market

OZI



RECENT DEVELOPMENTS

## Rhyming、College style

熊仔



## Trap

高浩哲、海底隊



# THE OUTFIT OF HIP HOP

1970s

Oversized
jeans
T-shirt
Leather coat









# THE OUTFIT OF HIP HOP

## 1980s

Baseball uniform
Fisherman hat
Adidas suits
hell toe sneakers
Kangol hat
oversized gold jewelry












# THE OUTFIT OF HIP HOP

1990s

Exaggerated retro fonts
Color schemes,patterns
Extra-oversized clothes
Bright colors
Wild prints









# THE OUTFIT OF HIP HOP

2000s

Oversized
Cargo pants
beanie










# Different Perception

Different perception between other generation and generation Z

## People who understand hip hop culture

Differences in TRAP Acceptance Between Seniors and Younger Generations

## People who DON’T understand

Criticize social issues in ways that older people are not used to.
Revelation of materialized women

# 02

02

INTERVIEW

https://youtu.be/M_7NkrOObMg

INTERVIEW ——@cozy6oy29

respondents:@cozy6oy29

Very familiar with hip-hop culture






INTERVIEW ——@harry0217

respondents:@harry0217

Hip-hop singer
Very familiar with hip-hop culture






INTERVIEW ——@kacawswag

## respondents:@kacawswag

Hip-hop singer
Member of Squad A
Very familiar with hip-hop culture







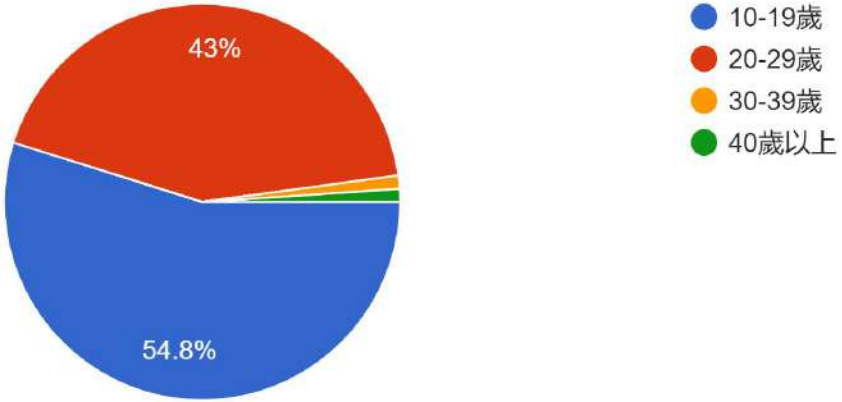


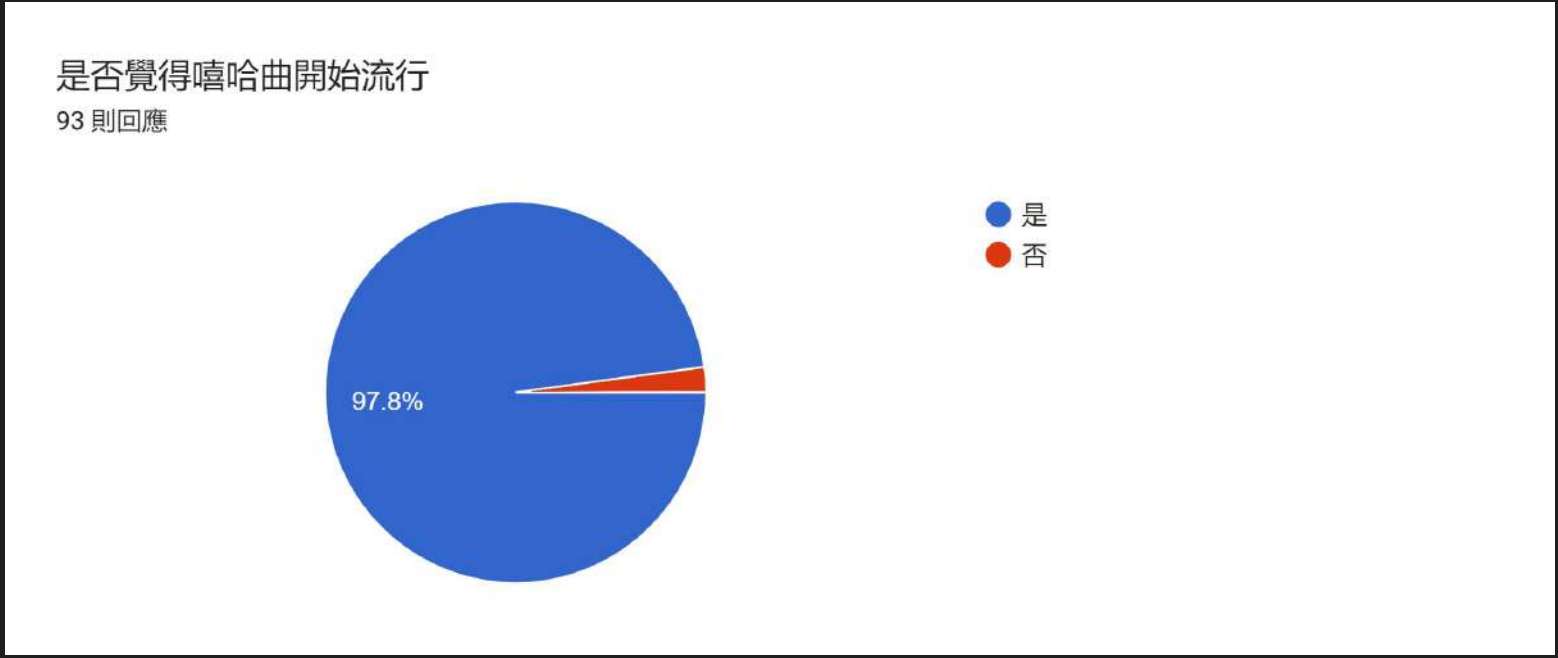

# Research of survey

You could enter a subtitle here if you need it

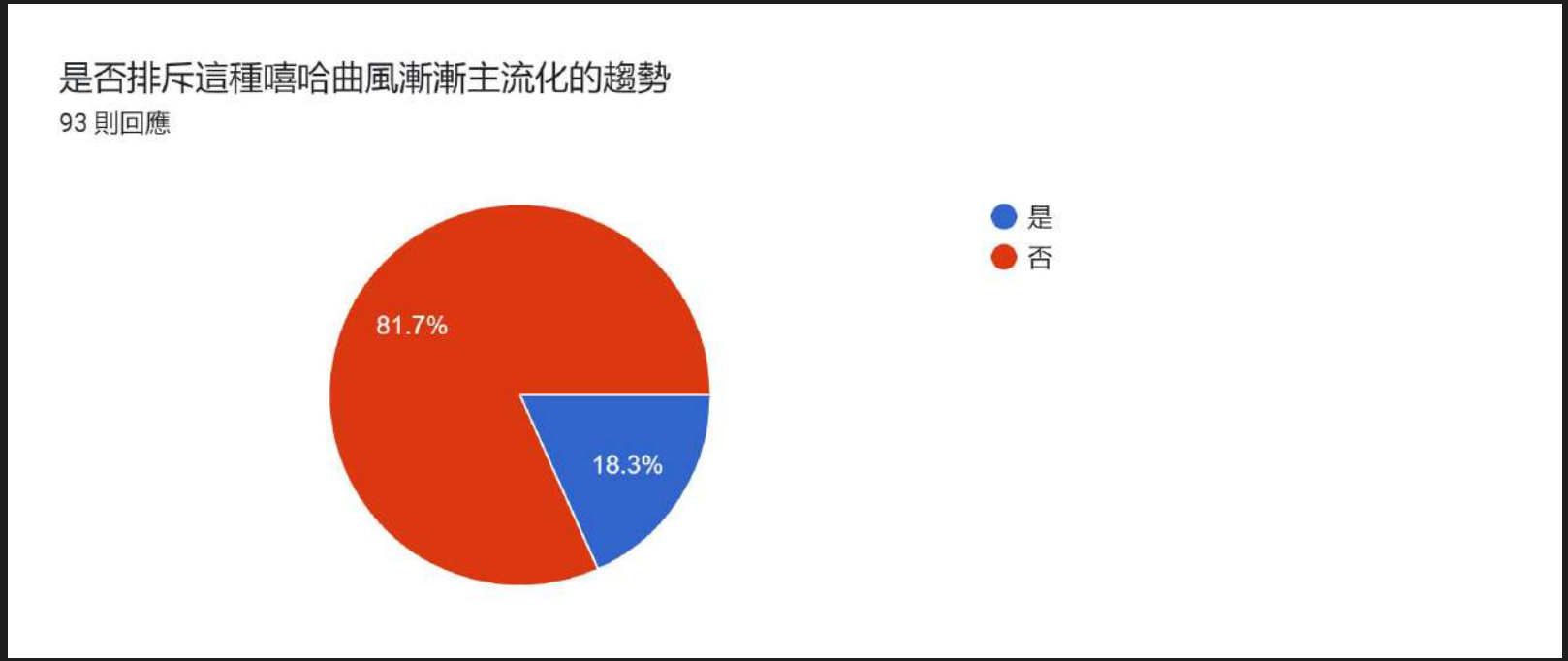
年齡

93 則回應

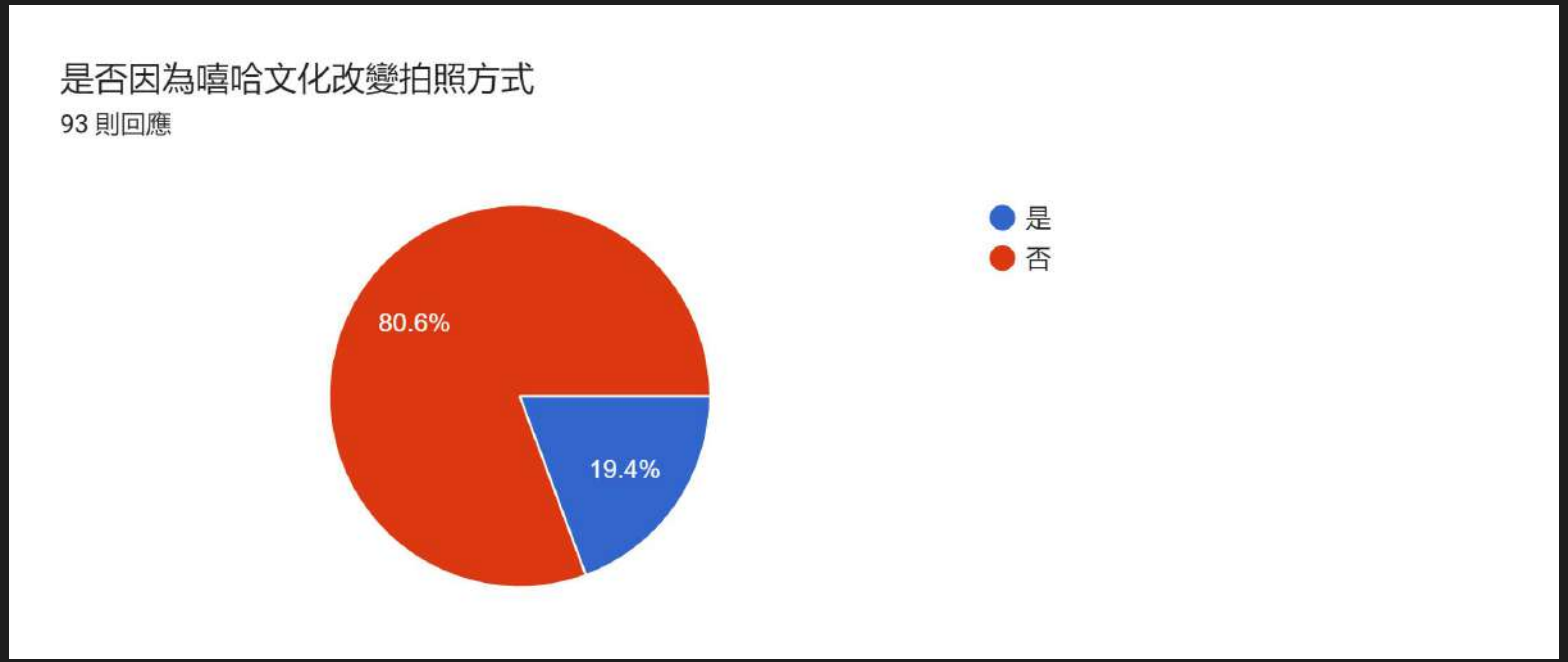




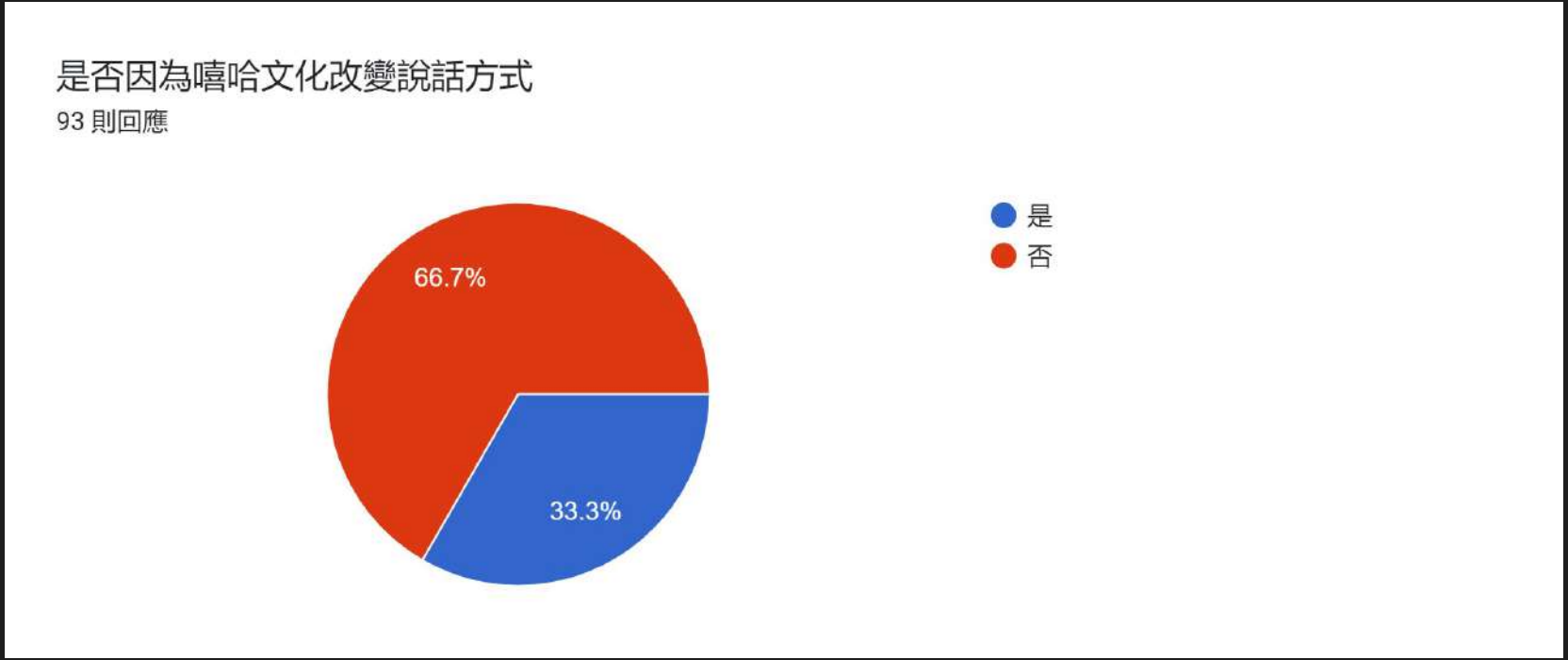

Most of examinate feels that hip hop music started to become a trend.



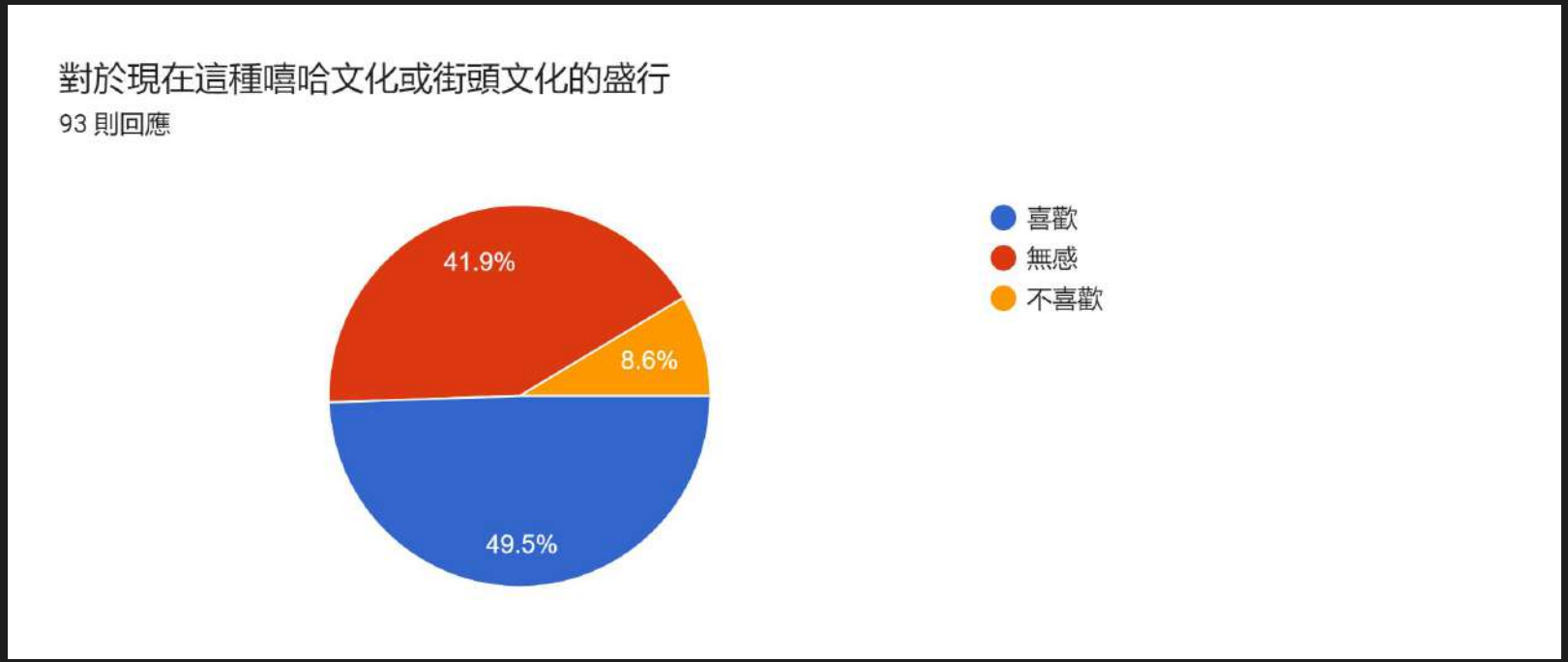

They do not repel this kind of situation.




They even change some lifestyle because of hip hop.



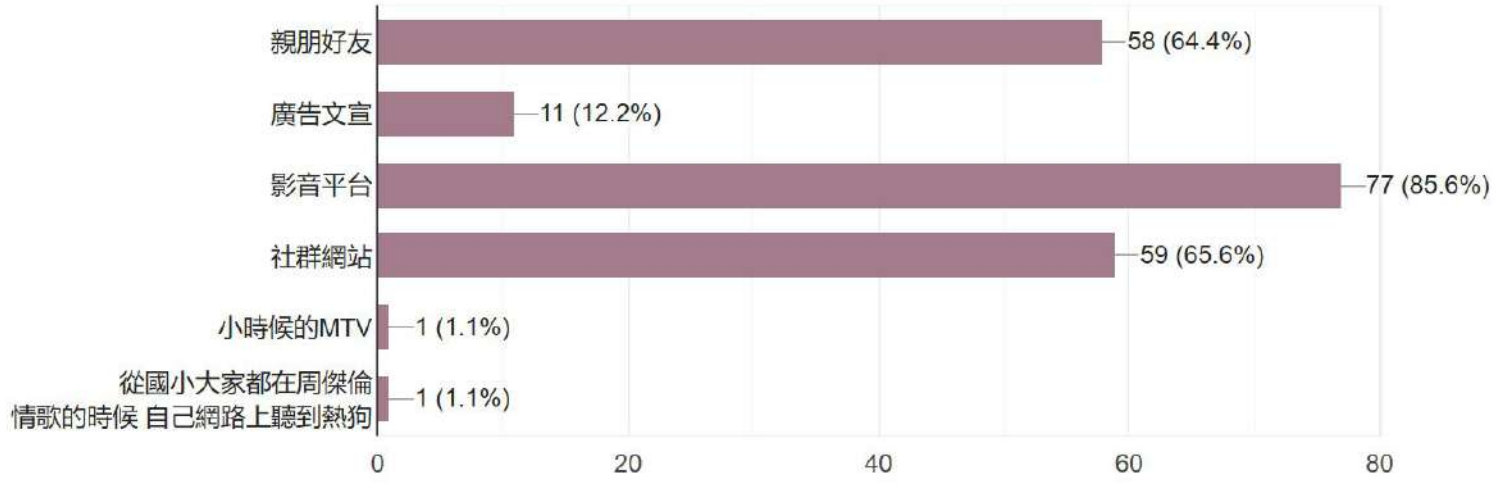

People age between 10 to 20 tend to change the way they talk.




Half of our examinate like the way that hip hop had influences our life.

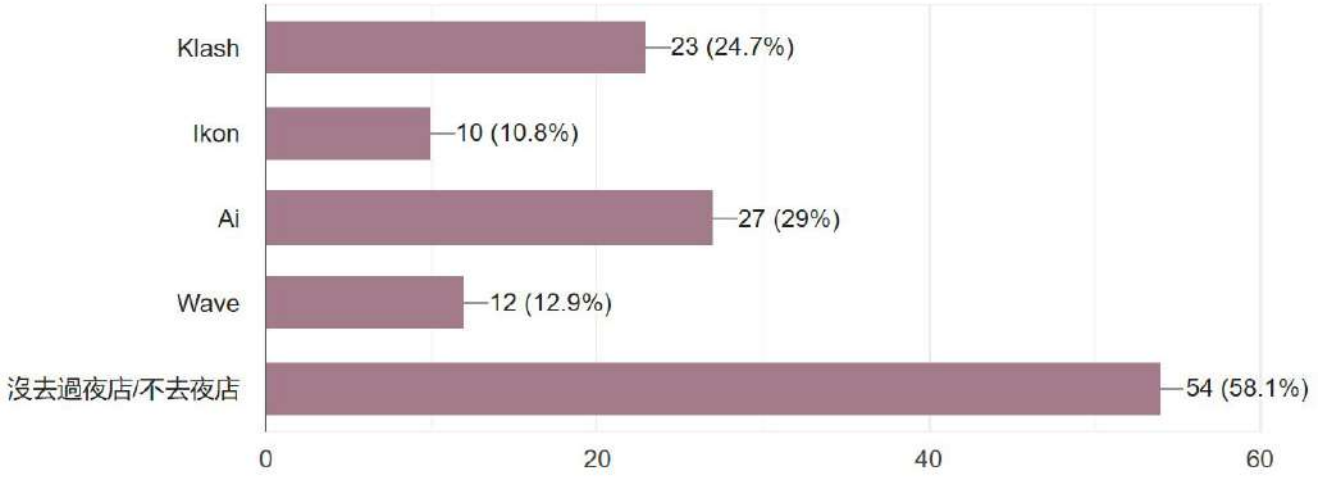
## 從哪裡接觸嘻哈文化的(複選)

90 則回應

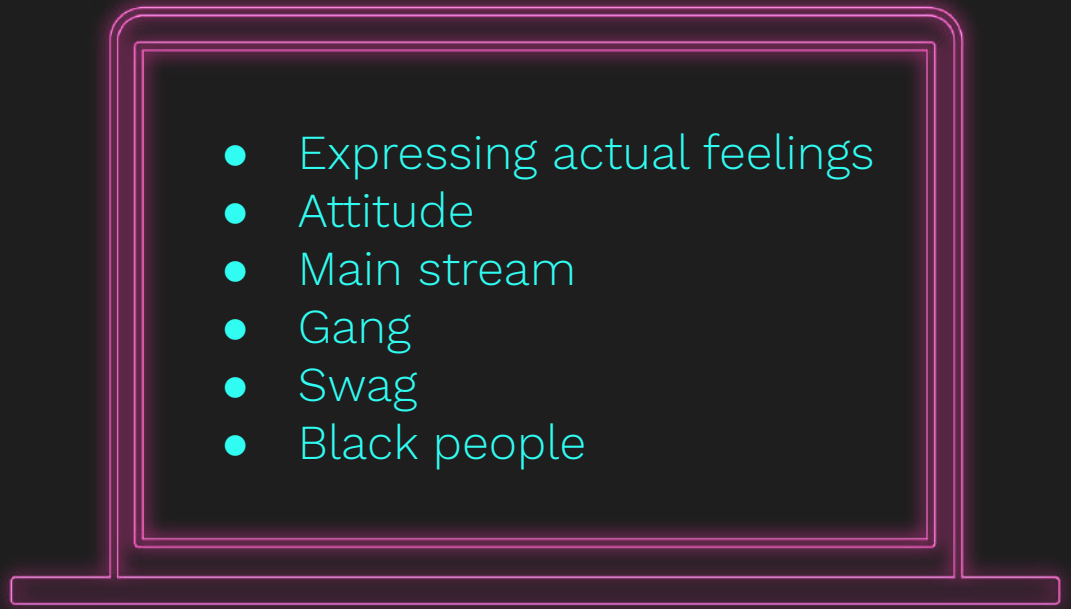


## 夜店會選擇(複選)

93 則回應



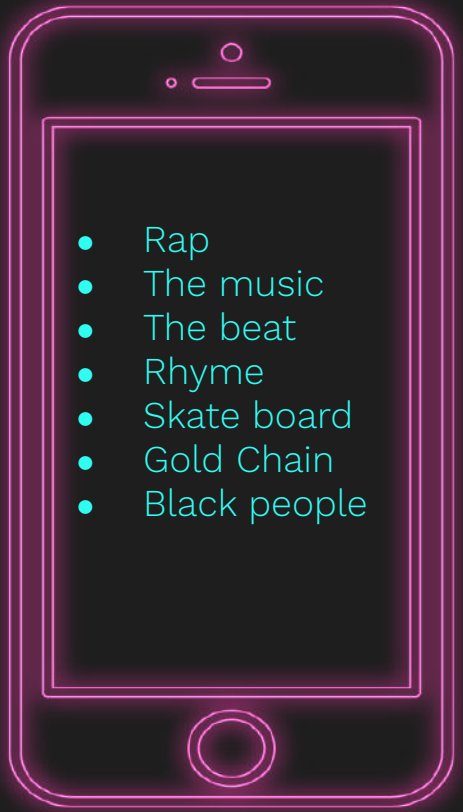
# One word to describe the hip hop culture you know?



# The influences that hip hop brings to generation Z



# What represent hip hop cultrue the most?



# conclusion

We receive nearly hundred of feedbacks

most our examinate are age between 10 to 20

It can tells that they actually like hip hop culture, and also had change some of their lifestyle

Hip hop does influence lots in generation z, and we sure it will continue to change the way we see the world.

In our opinion, hip hop is not just some culture that is untouchable; but more like the new lifestyle.

Some answer shows that our generation do have strong feeling about hip hop, they even described it as the way to speak our voice out, and social awareness has increased due to hip hop music.

So, as a part of generation z, we feel proud to promote hip hop culture, and actually see this culture make our hometown a better place.

04

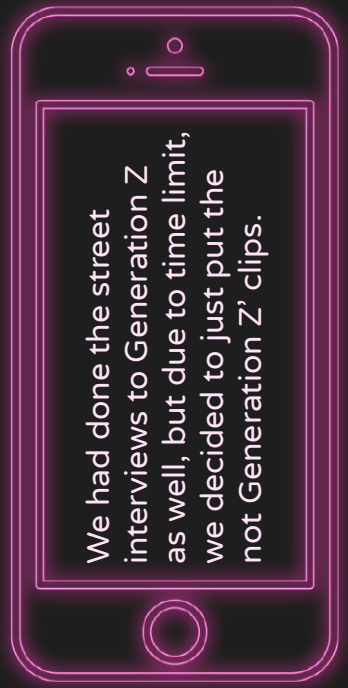
# STREET INTERVIEW



We do the street interviews to people who aren’t eneration Z and ask them what they think of hip-hop culture.

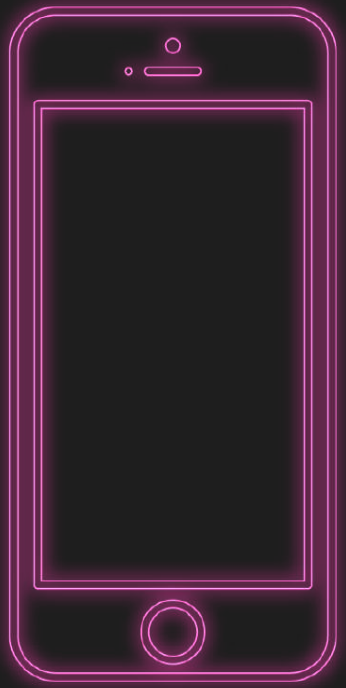
https://youtu.be/xLv5Do-I_4k

Most of people who aren’t Gen Z are often don’t understand hip hop culture, but they don’t detest it. They reckon it’s nice that young people have different culture, and think not everyone who likes hip hop is gangster or people who doing drugs.




Generation Z are often think this culture is cool and trendy. Most of them knowing the culture because of hip hop dance at the beginning.

The commercialization of hip-hop dance continued into the 1990s and 2000s with the production of several television shows and movies. It's the timing of hip hop dance became popular in Taiwan, and it's right on the birth period of Gen Z.



Gen Z are more influenced by hip-hop culture than not Gen Z are. No matter is music, clothing or lifestyle. Hip hop is become mainstream. Whether are Gen Z or not, people are usually accepted the culture.

# CONCLUSION



Hip-hop culture is now gradually moving from the subculture to the mainstream. From the past 60s (hippie culture), 70s (punk culture). Every generation of young people has what they want to say, and the spirit we want to promote.
Generation z is hip-hop culture that being the one you wanna be, having independent thinking, having critical ability, and fighting against injustice.

# Conclusion



## stereotype

Avant-garde
Individuality
street culture



## outfit

Oversized
Retro



## Gen Z lifestyle

Listen more hip-hop music
More courageous in
expressing themselves

# THANKS!



Do you have
any questions?

輔仁大學 **108** 年度高教深耕計畫

# 自主學習課程計畫

# 成果報告書

**108** 學年度第 **1** 學期

（時尚品牌**-**英）

第九組

授課教師：楊偉顥

系所單位：織品服裝學系織品服飾行銷組

中華民國 **108** 年 **12** 月

附件一
助教填寫

# 輔仁大學 **108** 年高教深耕計畫【自主學習課程補助計畫】
## 課程指導紀錄表

學習助教：　　聯絡方式：

| | | | |
|---|---|---|---|
| 時間 | 108 年 10 月 18 日 | 受指導組別 | 第 9 組 VERSACE |
| 地點 | 織品系館 TC203 | 受指導次數 | 第 1 次 |
| 受指導對象 | 陳軒儀、林彥冰、李婕安、潘世婕 | | |
| 指導老師 | 楊偉顥 | | |
| 指導內容摘要 | | | |
| 主要問題 | 1. 自主學習計畫主題訂定 （市場調查-年輕族群對於精品品牌持有率、品牌喜好忠誠度 / 藉由影視作品整理出時尚變遷）<br>2. 主題訂定後細部討論<br>A. 選擇標準<br>B. 進度安排、建議安排方式<br>C. 對於該主題的建議<br>1. Choose the topic of self-learning project<br>(market survey about the ratio of young people who have luxury product, the brand loyalty/investigate the changing of fashion by films)<br>2. Detail discussion<br>A. The choosing standard<br>B. How to arrange the schedule, advice for the way we schedule<br>C. Advice for the topic | | |

| | |
|---|---|
| 具體建議與解決方案 | 1. 因為我們尚未學習到深入的市場調查運作方式、分析手法，因此在討論後，將主題訂為藉由影視作品整理出時尚變遷，透過整理影視作品內的服裝、風格，彙整出各時代的時尚特性，最終統整成時尚的變遷，以及對現在、未來的影響。<br>2. 細部討論<br>A. 年代跨越的基本時長(10 年?)<br>影視作品選擇何種(電影?影集?紅毯系列?)<br>若選定電影，則需考慮系列電影，或是各年代代表電影<br>若選定個年代代表電影，則需討論一個年代幾部代表(風格統一?)<br>B. 從期中過後開始準備，統計所需觀看影視作品數量，並計算各部電影探討、觀察所需時間，最終計算、安排出時間表。<br>C. 討論影視作品是如何影響、激發時尚藝術創意。<br>推薦觀看影集「時尚惡魔的盛宴 抽象：設計的藝術」。<br>探討畫面中有甚麼是可以被萃取出來的元素。<br>例：顏色<br><br>1. Because we have not deeply learn about the approach of market survey and analyze skills. Therefore, after the discussion we decide our topic is “investigate the changing of fashion by films”. Through the costume and dressing style in the films to find out the characteristic of different generations and finally integrate the changing of fashion and how those fashion trends influence present and the future.<br>2. Detail discussion<br>A. The period we are going to observe (10 years?)<br>What kind of film are we going to watch? (Movies? TV series? Red carpet?)<br>If we choose movies then we have to consider the movie series or the iconic movie of the year.<br>If we choose the iconic movie of the year that we have to discuss how many movies are we going to choose in the same year and whether the genres are the same or not.<br>B. Prepare the project after the mid-term, calculate the number of the films we have to watch and the time we need and arrange the schedule.<br>C. Discuss how those films impact and stimulate the fashion idea.<br>Recommend the TV series, “ The first Monday in May”, “Abstract: The Art of Design”<br>Discuss what elements can be extract in a scene, like the colors. |
| 後續追蹤 | |
| 備註 | 確定細節○2 細部討論，並將問題、計畫整理出來<br>define the detail discussion and sort out the problems and plan |

指導老師：_____

附件二
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習計畫書

一、自主學習計畫主題： Trendwatching X Film

二、組別：第 9 組 VERSACE

三、課程名稱：時尚品牌-英

四、指導老師：楊偉顥

五、學生姓名與工作分配：(可以個人或團體方式執行，至多 5 人)

| 姓名 | 工作內容 |
|---|---|
| 陳軒儀 | 1. 觀賞電影 5 部、整理分析各部電影服裝<br>2. PPT 報告美編製作<br>1. Watching 5 movies and analyze the costumes<br>2. Graphic design of the PPT |
| 林彥冰 | 1. 觀賞影集 Friends、整理分析各集服裝<br>2. PPT 報告美編製作<br>1. Watching the TV series “Friends” and analyze the costumes<br>2. Graphic design of the PPT |
| 李婕安 | 1. 觀賞影集 Friends、整理分析各集服裝<br>2. PPT 報告文編製作<br>1. Watching the TV series “Friends” and analyze the costumes.<br>2. Text editor of the PPT |
| 潘世婕 | 1. 觀賞電影 5 部、整理分析各部電影服裝<br>2. PPT 報告文編製作<br>1. Watching 5 movies and analyze the costumes<br>2. Text editor of the PPT |

六、計畫內容與進度規劃 (請描述透過何種行動或方法達成)

A. 藉由觀賞 時間軸位於 z 世代 的 **10** 部電影 **(1994** 年**–2005** 年**)**、美國影集 **Friends(1994** 年**–2004** 年**)**整理作品內的服裝、風格，彙整出各時代的時尚特性，最終統整時尚的變遷，以及與現在的差異。

B. 組員分為兩位一組：電影組 (陳軒儀、潘世婕)、影集組 (林彥冰、李婕安)。
電影組各成員觀賞五部電影 (終極追殺令、獨領風騷、楚門的世界、辣妹過招、三十姑娘一朵花、卡特教練、英倫情人、王牌大間諜 2、捍衛戰警、我心屬於你)；影集組各成員觀賞共計十季的 Friends 影集，從中選擇各季 2 集觀賞。

C. 進度規劃：12 月 25 日影視作品觀賞完畢、並將整理資料(圖片、文章)上傳至群組；12 月 28

日 PPT 報告總整理、講稿確定；12 月 30 日於課堂時間上台報告。

A. By watching 10 movies in generation Z (from 1994~2005) and American TV series “Friends”(from 1994~2004), analyze the costumes, dressing style and find out the characteristic of different generation. Lastly, integrate the changing of fashion trends and the comparison between past and present.

B. Divide members into 2 groups, movie group (陳軒儀、潘世婕), TV series group (林彥冰、李婕安)
Movie group watch 5 movies each member (Leon: The professional, Clueless, The trueman show, Mean girls, 13 going on 30, Coach Carter, The English patient, Austin powers, Speed, Only you)
TV series group watch 2 episodes every seasons each member.

C. Schedule arrangement:
12/25 finishing all the films and upload the picture and content to the line group
12/28 PPT making, define the lecture
12/30 report on the class

七、預期效益：

藉由影視作品整理出時尚變遷，透過整理影視作品內的服裝、風格，彙整出各時代的時尚特性，最終統整成時尚的變遷，以及與現在的差異。

By watching 10 movies in generation Z (from 1994~2005) and American TV series “Friends”(from 1994~2004), analyze the costumes, dressing style and find out the characteristic of different generation. Lastly, integrate the changing of fashion trends and the comparison between past and present.

附件三
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習成果報告

撰寫日期：年　月　日

一、課程基本資料

(一)自主學習計畫主題：Trendwatching X Film

(二)組別：第 9 組 VERSACE

(三)學生姓名：陳軒儀、林彥冰、李婕安、潘世婕

(四)課程名稱：時尚品牌-英

(五)指導老師：楊偉顥

二、計畫成果

(一) 自主學習歷程：（請回顧整個自主學習之執行步驟，摘要寫出歷程）

1.如何訂定主題？

在經過組內的第一次小討論後，決定兩個主題：市場調查-年輕族群對於精品品牌持有率、品牌喜好忠誠度／ 藉由影視作品整理出時尚變遷。但在經過與老師的會議後，考慮到我們尚未學習到深入的市場調查運作方式、分析手法，因此在討論後，將主題訂為藉由影視作品整理出時尚變遷，透過整理影視作品內的服裝、風格，彙整出各時代的時尚特性，最終統整成時尚的變遷，以及與現在的差異。

After the first group discussion, we chose two topics, one is the market survey of the ratio of young people who own luxury products and the brand loyalty; another is by watching films to analyze the fashion changing.

But after the discussion with teacher, consider that we have not deeply learn abut the approach of market survey and the analyze skills so we decided to choose the topic as “by watching films to analyze the fashion changing” By watching films and analyze the costumes, dressing style and find out the characteristic of different generation. Lastly, integrate the changing of fashion trends and the comparison between past and present.

2.分工分配及執行狀況？

其中兩位同學對於 Friends 影集有興趣且本身有觀看，因此就由同學們負責，而另外兩位同學則負責觀賞電影。依照各自的行程去排定影視作品觀賞的時間，僅須在安排的時間前觀賞完畢。

Two members are interested in “Friends” and have already watched the series before.

Other two members chose to watch movies. Members can arrange their time by themselves and only have to finish all the films before deadline.

3.是否遇到什麼難題？

原規劃的電影列表有幾部無法找到片源，因此經過許多更替。

Movie group members can not find the resource to watch some of the movies, so some movies had been replaced.

(二)成效說明與實際產出：（可附加佐證資料、文書記錄、照片或相關計畫運作情形資料等）

在觀賞影視作品前，藉由網路上的資料(維基百科、youtube、各家時尚雜誌的網路文章、社群媒體)歸納出 1990s、2000s、2010s 三個時代各別的時尚特性，並觀賞影視作品統整了 1994 年-2005 年的服裝穿搭元素，進行了各風格轉變的小分析，最終印證時尚循環、提出各時代間的差異。

Before watching films, we organize the fashion trends in 90s, 2000s and 2010s by searching of the Internet like Wiki, Youtube, article from fashion magazines and social media)

Watching films and sort out the fashion trend in 1994~2004 and analyze the trend changing, finally prove the fashion cycle and find out the difference between every generation.

A. 1990s、2000s、2010s

B. Film

Overall…It can be seen that there are some obvious fashion trends were all the rage during mid-late 90s and early 2000s.

For instance, plaid mini skirt or plaid flannel shirt which have been wore by many movie characters in that time. In addition, hip-hop culture started to impact fashion trend, as a result, oversized baseball jacket and baggy jeans also became acceptable for public.Grunge style started to transform from subculture to mainstream at the same time, and the singer Avril Lavigne is the icon of this changing.Last but not least, denim outfit has always been a popular choice for young people and it seems men's baggy jeans and women's bell bottoms were trending in this era.

C. Comparison & Difference

I. Athleisure：

Because of hip-hop culture and popularization(平民化) of sportswear brands, people started to wear sportswear as their outfit.

II. The changing of preppy：

Compared to preppy style, it seems that Parisian style is more popular nowadays.Nevertheless, it can be seen that there are still some preppy elements in Parisian style like beret and trench coat.

III. Unisex：

Due to the awareness of gender equality, the boundary between men's cloth and women's cloth became blurry. Therefore, the style of Unisex emerged.

D. The approvemnt of fashion cycle

Shoulder bag、Mule、choker、court sleeves、thin straps、cardigan

三、學習心得**(**組內每位學生皆須提供至少 **200** 字的中文學習心得**)**

A. 潘世婕

在這次的自主學習報告中，非常感謝老師給予我們的建議、叮嚀和包容，提出製作 PPT 的重要技巧，在台上報告的態度展現，以及能夠使報告更加完整的準備方向…，也謝謝組員間的相互合作、體諒，一同分工完成原定目標，在觀賞影集的享受過程中，去思考每一個細節變化性、可能性，藉由這樣的機會去學習、印證時尚的循環、了解服裝的變化，真的非常難得。其中，我負責觀賞五部電影並進行分析，我選擇了我一直都很想觀賞的辣妹過招、獨領風騷、三十姑娘一朵花，因為這幾部電影都與時尚服飾有相關，其中許多穿搭至今都非常經典，所以很開心能有這樣的機會。在進行資料蒐集與整理時，也發現了很多有趣的網頁，像是 vogue 將歷年雜誌封面匯集至一網站中，其中最早的竟然到 1870 年代，當時的雜誌封面還尚未是使用拍攝的方式，其中也有幾個年代是使用幾個的圖形、顏色構圖，讓我感覺與現在的時尚有很大的差異，讓我相當震驚！

B. 李婕安

雖然已經不是第一次做自主學習，但這次的計劃感覺有比較多的收獲，從一開始跟老師的討論得到了很多想法，到前置作業時遇到的困難，最終的主題跟內容也是經過不斷的修正和改變才但生出來的。以前在觀賞電影或影集時比較少去注意到人物的穿著可能跟他們的人格特質或是當下的時尚潮流有關係。六人行是一部非常經典的電視影集，即使影集已經結束十幾年了，但話題熱度依舊不減，影集中的六個角色都有它們獨特的特質，而這些特質也影響著他們的穿搭，甚至影響了現實中的時尚潮流，雖然 因為時間的關係只能一季挑兩集來看，但每一集的情節和造型都非常有趣，也了解到為何十幾年過去，六人行依舊是許多人心中的經典。

C. 陳軒儀

做完這次自主學習收穫很多！老師給予了很多建議，之前大一的自主學習幾乎都是靠自己想完整個完整計畫，所以這次開始執行的時候多了份安心感！真的很謝謝老師。我這次負責的 part 是 2000 年前的五部電影，在找電影的時候其實也滿怕找不到電影的，畢竟歷時久遠，也不知道找到的電影畫質能不能夠截圖當做素材讓我們來報告，但是還是順利找到也看完了！我印象最深的就是終極追殺令，這部電影在做報告之前我已經看過滿多次的了，但是我一直不知道他是這麼久以前的電影，我也從未研究過在電影裡面男女主角的穿搭，所以這次再看一次這部電影的感覺很新奇，很像重新用不同的視角來看電影一樣。再來還有一部我很喜歡的就是楚門的世界！我一直都知道這部電影的內容但卻從來沒有完整的看完過，這次邊研究演員的穿搭邊欣賞電影，裡面充滿濃濃的復古感，就是現在又流行回去的復古穿搭，讓我覺得很酷。能從電影跟影集看出時尚是一個圈，是一個循環，很喜歡這次做的主題！

D. 林彥冰

在這次的自主學習當中，我們的組別選擇了跟我們的科系較有相關的主題，是利用 Z 時代學生們喜愛的影集來學習服裝時尚的變化與循環。雖然在去年的工商課中也曾做過自主學習的活動，但是相比之下覺得這次更有收穫！從一開始老師不嫌麻煩的一組組與我們討論主題和仔細的幫我們分析利弊，到後來我們分配好進度並開始執行，過程中真的學習到許多也有很多寶貴的體會。我是分配到觀察影集六人行的組別，相信六人行這部影集大家一定不陌生，他早在 1994 年就播出，也陪觀眾們走過許多歲月，或許許多人只是喜歡這齣劇本身的劇情，但是其中其實還有許多細節值得注意，像是隨著每個年代中發生不同的事件或是流行，也對當代的服飾穿著有很多影響，同時也反應在主角們的穿搭上！而我們再細看每一季六人行和整理年代資料的同時也發現了很多有趣的故事，像是現在大眾很習以為常的將 T 恤外加上小洋裝的造型，其實早在第五季的六人行中就有出現，只不過當時大家可能還很不習慣這種特立獨行的穿法。能夠在體會自己喜歡的事物之外研究並學習是件很棒的事，也謝謝老師的辛苦指導，讓我有個寶貴的自主學習經驗。

四、其它附件(必要)

(一)每組學生成果 PPT

(二)分組討論及相關活動照片

# TRENDWATCHING X FILMS

織品行銷二甲 陳軒儀 林彥冰 潘世婕 李婕安

# CONTENT


1.

Background Characteristic of Time

2.

movies

3.

10-season-TV drama

FRIENDS

4.

overall

5.

2010s

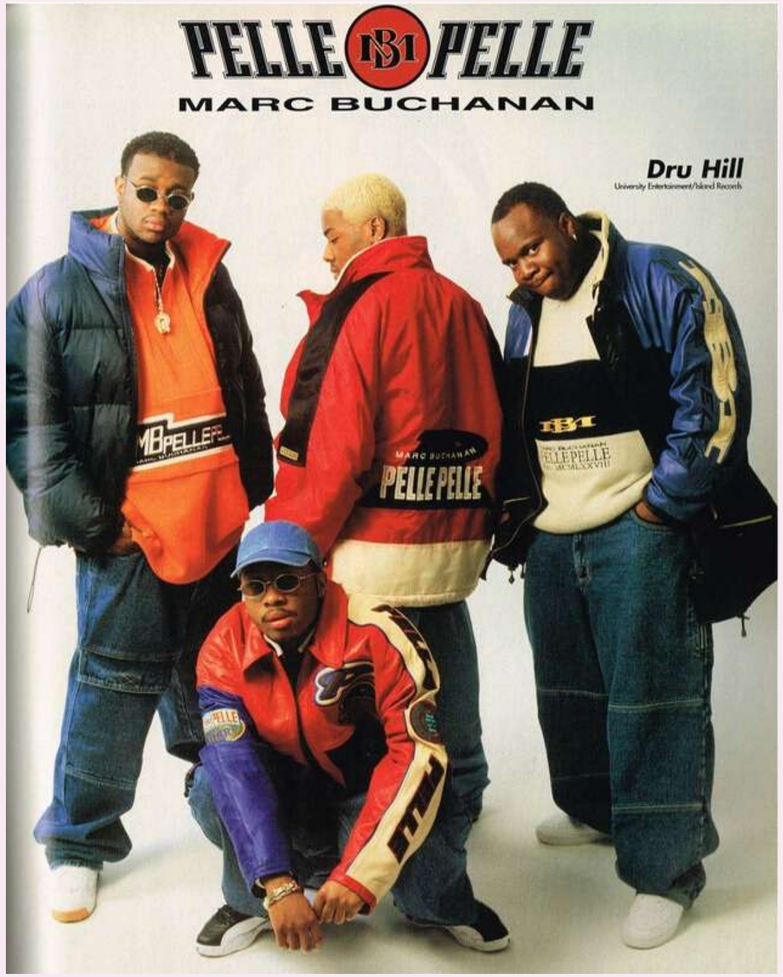
6.

Comparison & Difference

7.

proofs of fashion cycle

# Background Characteristic of Time




BASKETBALL JACKET &TRACKSUIT (HIP-HOP STYLE) • 1994-1999









1994~1999
Worlds first satellite digital television service lauched
the “tamagotchi” trend
Ebay started their website, where people can sell their goods on the Internet.
Dr. Marten&choker (grunge style)
The first Harry Potter book was published
preppy wear
basketball jacket &tracksuit (hip-hop style)

# 2000~2004

- Crocs
- Y2K, the millennium bug didn’t actually bite
- big chains and dog tags& skater chic (hip-hop culture)
- emo grunge&highlight and frosted tips
- swatch&G-shock
- livestrong bands
- shutter shades

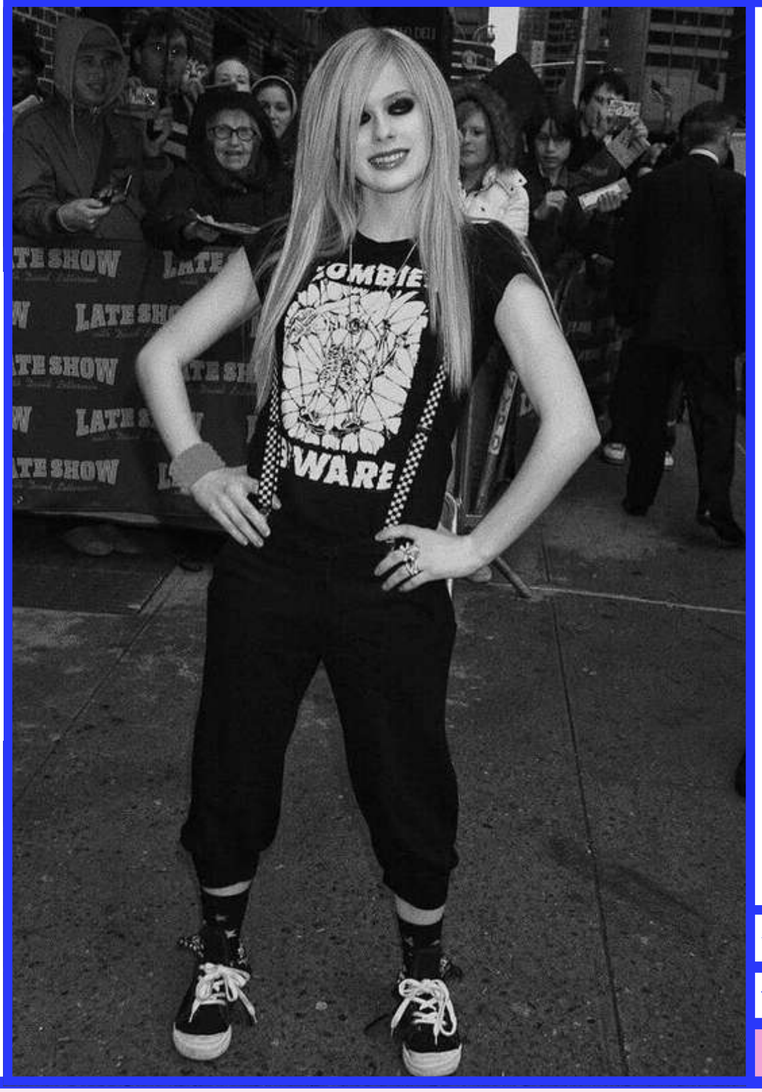










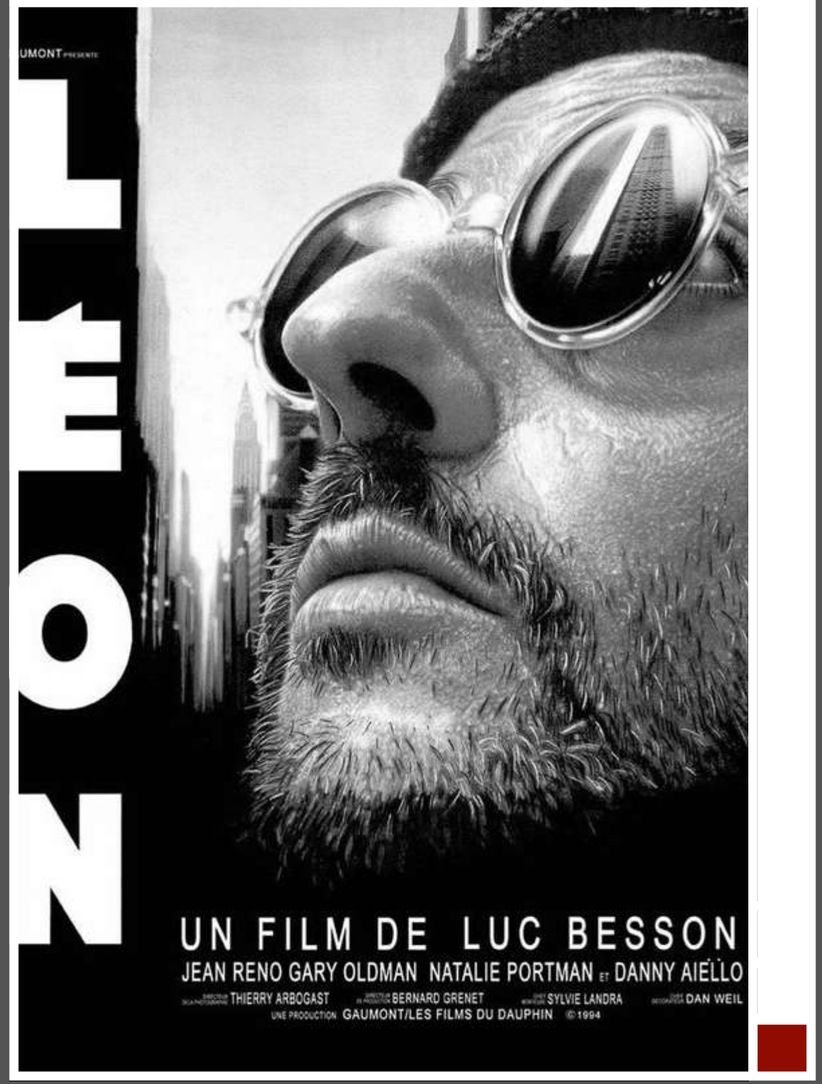


Leon:

The Professional(終極追殺令)

1994American action movie

This movie is about a man and a little girl. A man, who was a cold- blooded killer and saved a little girl after her families were murdered by the bad guy.In the end, he revenged for fulfilling the little girl’s only wish.

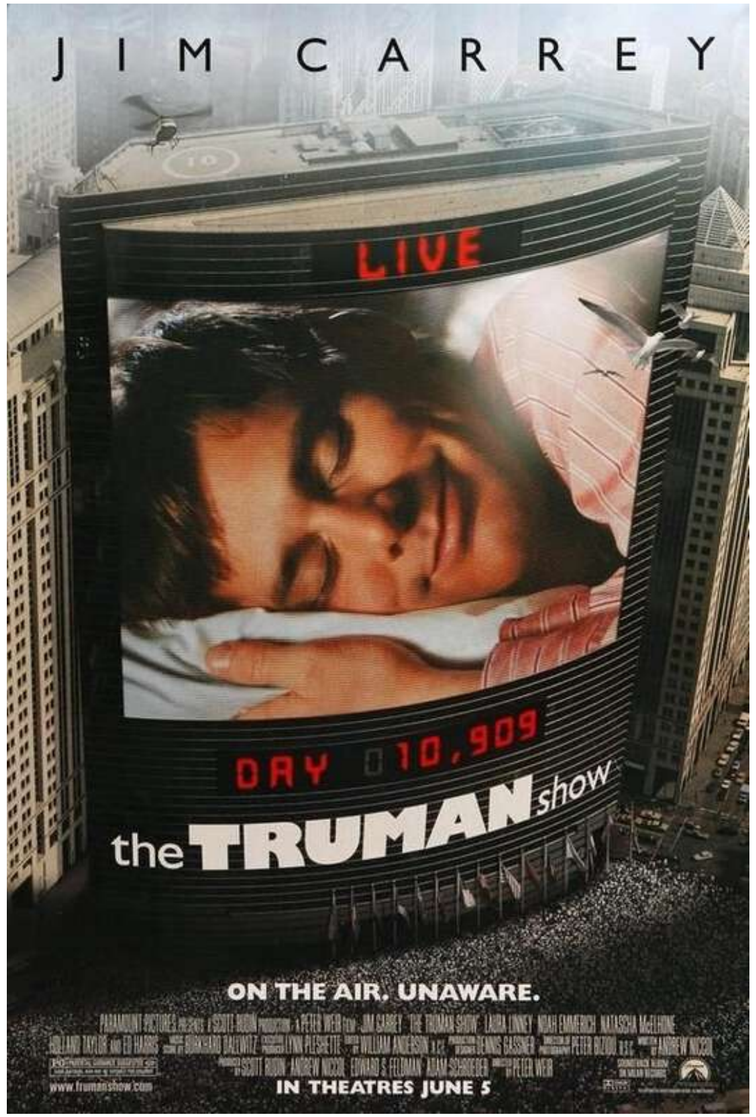





Clueless(獨領風騷)

1995American teen comedy

The plot centers on Cher Horowitz, a high school student, who be friends with a new student named Tai Frasier and decides to give her a makeover.

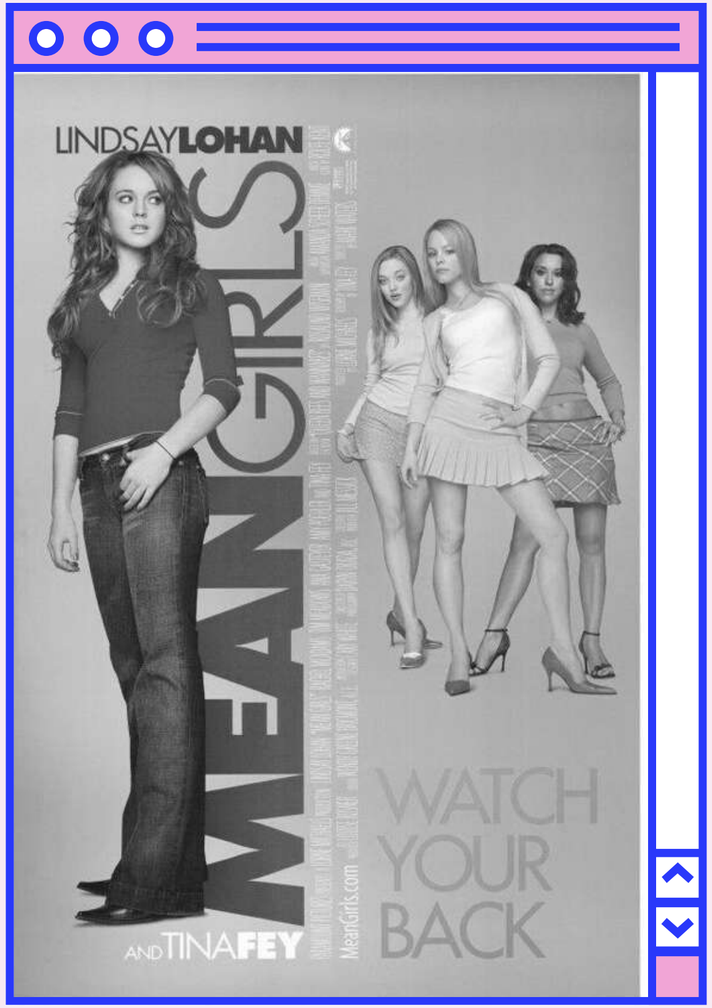



The Truman Show(楚門的世界)
1998American comedy
This is an unrealistic show, Jim Carrey is the main character in The Truman Show. The film talks about the producer created the world that there were nothing real, but Truman was the only person who didn’t know the truth. In the end, he actually found the way to get away from that unreal world.

Mean Girls(辣妹過招)

2004American teen comedy

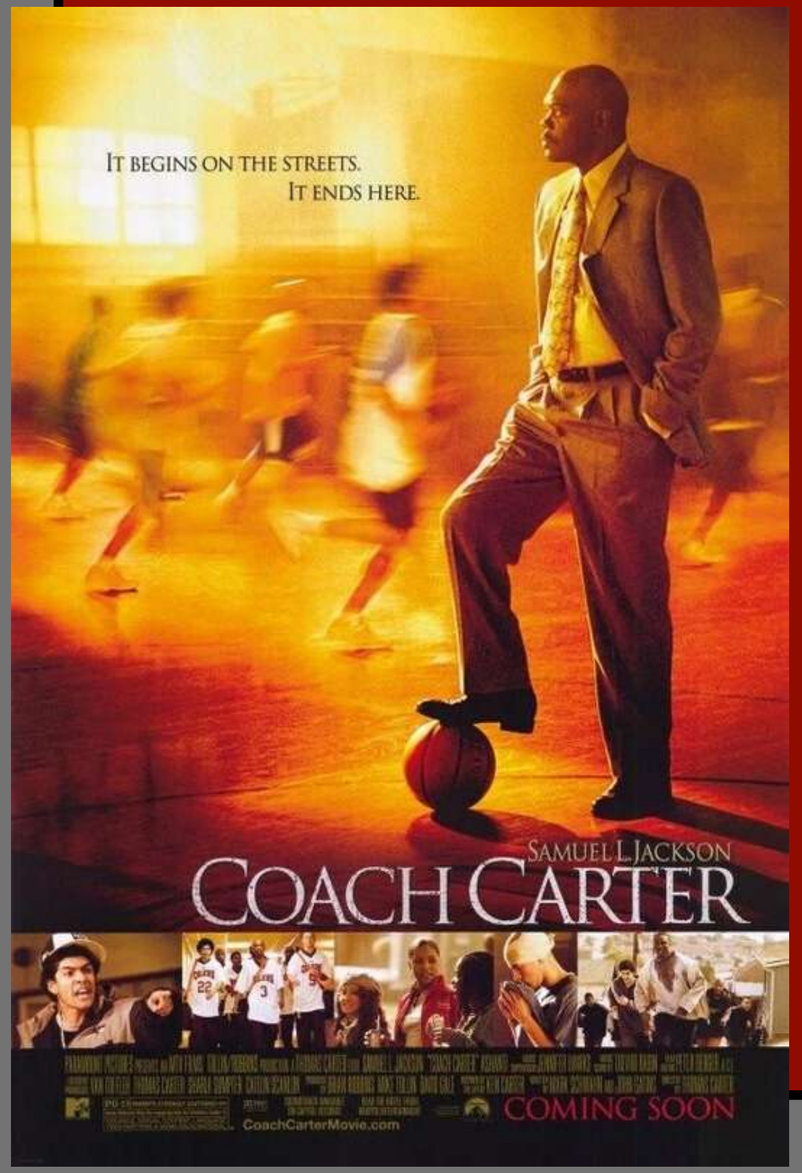
The movie describes female high school social cliques and the damaging effects they can have on girls.



Coach Carter(卡特教練)

2005 American biographical sports drama film

It is based on the true story of Richmond High School basketball coach Ken Carter, who made headlines in 1999 for suspending his undefeated high school basketball team due to poor academic results.






13 Going on 30(三十姑娘一朵花)

2004American fantasy romantic comedy

It follows a 13-year-old girl who dreams of being popular. During her birthday party, she is humiliated by her classmates and wishes that she was 30 years old. When she eventually does emerge, she finds herself suddenly 30 years old and in 2004, uncertain how she got there.

# movies in 1994~2005

# LEON (1994)

#CHOKER
#CROP TOP
#MIKI HATS
#MA-1










# Clueless (1995)

#BERETS
#SPORTSWEAR
#PLAID
#MINISKIRTS




























# The Trueman Show (1998)

#plaid
#flat cap(鸭舌帽)











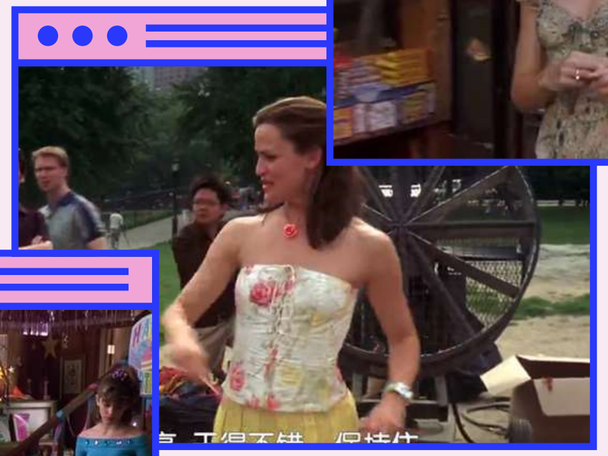












# 13 GOING ON 30(2004)

#court sleeves（宫廷袖）

#thin straps

#baseball jacket

#shoulder bag

#wide hair band

# Mean Girls (2004)

#pink#cardigan#miniskirts#crop top
#off-shoulder top#shoulder bag
























# COACH CARTER (2005)

#baseball jacket

#denim

#vintage cap

#baseball cap

#trousers



# FRIENDS

10-season-TV drama

# characters in FRIENDS



MONICA GELLER

CLASSIC/ELEGANT

OFTEN WEARS BLACK, GRAY

WHITE AND RED OUTFIT



RACHEL GREEN

SIMPLE/STYLISH

OFTEN WEARS DENIM AND HIGH-NECKED SWEATER



PHOEBE BUFFAY

COUNTRY STYLE/BOHEMIAN

OFTEN WEARS LONG NECKLACE AND ONE-PIECE SKIRT

## JOEY TRIBBIANI

masucline

often wear leather jacket and sweater



## CHANDLER BING

vintage

often wear Cuban collar shirt




## ROSS GELLER

comfy/formal

often wear rolled-neck sweater and suits



# Friends S1 (1994)



















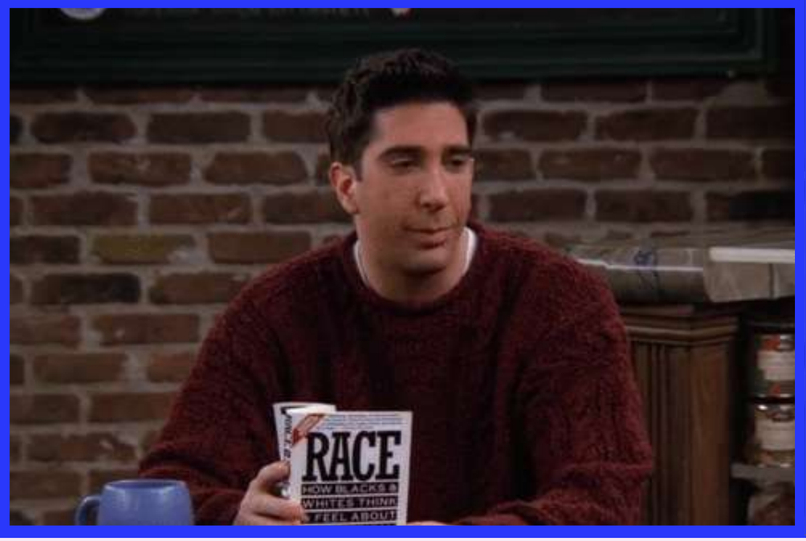

# Friends S2 (1995)


















# FRIENDS S3 (1996)














# FRIENDS S4 (1998)









# FRIENDS S5 (1999)

















# Friends S6 (2000)













# Friends S7 (2001)








# FRIENDS S8 (2002)











# Friends S9

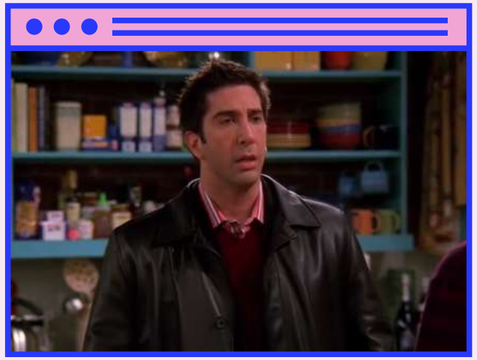
(2003)















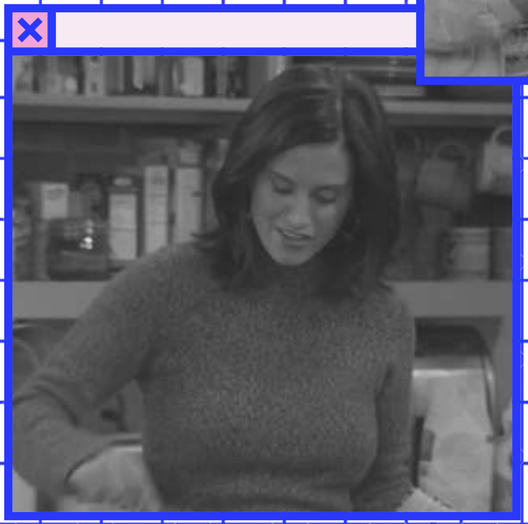
# Friends S10 (2004)













“

Overall…It can be seen that there are some obvious fashion trends were all the rage during mid-late 90s and early 2000s.
For instance, plaid mini skirt or plaid flannel shirt which have been wore by many movie characters in that time.
In addition, hip-hop culture started to impact fashion trend, as a result, oversized baseball jacket and baggy jeans also became acceptable for public.

GRUNGE STYLE STARTED TO TRANSFORM FROM SUBCULTURE TO MAINSTREAM AT THE SAME TIME, AND THE SINGER AVRIL LAVIGNE IS THE ICON OF THIS CHANGING.

LAST BUT NOT LEAST, DENIM OUTFIT HAS ALWAYS BEEN A POPULAR CHOICE FOR YOUNG PEOPLE AND IT SEEMS MEN'S BAGGY JEANS AND WOMEN'S BELL BOTTOMS WERE TRENDING IN THIS ERA.










# 2010S

UNISEX

PREPPY

(PARISIAN STYLE,BERETS)

ATHLEISURE

DAD SNEAKER

MULE

HIPHOP

(OVERSIZED,VINTAGE CAP)

GRUNGE











# Comparison & Difference

## ATHLEISURE

Because of hip-hop culture and popularization(平民化) of sportswear brands, people started to wear sportswear as their outfit.

## THE CHANGING OF PREPPY

Compared to preppy style, it seems that Parisian style is more popular nowadays.Nevertheless, it can be seen that there are still some preppy elements in Parisian style like beret and trench coat.

## UNISEX

Due to the awareness of gender equality, the boundary between men's cloth and women's cloth became blurry. Therefore, the style of Unisex emerged.

# proofs of fashion cycle



Shoulder bag



Mule



choker

# proofs of fashion cycle



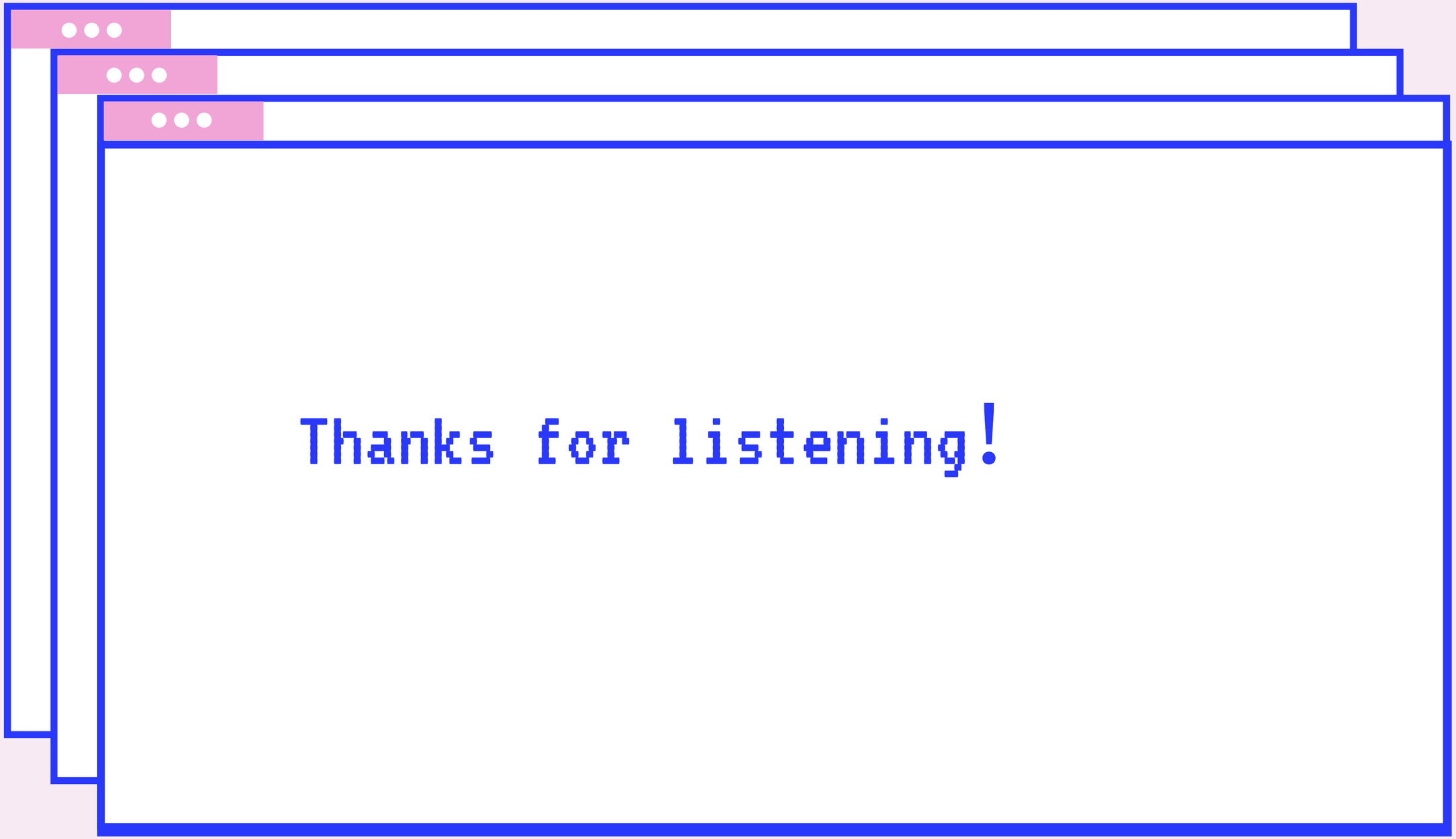
court sleeves



thin straps



cardigan


Thanks for listening!

輔仁大學 108 年度高教深耕計畫

# 自主學習課程計畫

# 成果報告書

108 學年度第 1 學期

時尚品牌

第十組

授課教師：楊偉顥

系所單位：織品服裝學系

中華民國 108 年 12 月

附件一
助教填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
## 課程指導紀錄表

| | | | |
|---|---|---|---|
| 時間 | 2019/11/25 16:30~17:30 | 受指導組別 | supreme |
| 地點 | 織品系館 407 | 受指導次數 | 第___1___次 |
| 受指導對象 | **饒詠雯、鄭翔云、梁瑀芯、楊斯淇、王毓淇、林芸瑄、施信羽** | | |
| 指導老師 | **楊偉顥老師** | | |
| 指導內容摘要 | | | |
| 主要問題 | **1. 原主題方向與範圍太廣，無法明確觀察出結果**<br>**2. 原主題已先有結果、結論，並非我們觀察出的因素（因果顛倒）** | | |
| 具體建議與解決方案 | **1. 縮小範圍▸只將觀察的對象限定在韓劇對Z世代所帶來的影響**<br>**2. 改變思考方式▸撇除我們原有的印象，重新看劇並觀察其中的奧妙，討論韓劇是如何影響Z世代的時尚以及為何會造成影響等等** | | |
| 後續追蹤 | | | |
| 備註 | | | |

*指導紀錄表請自行影印使用

**指導老師：楊偉顥老師**

附件二
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習計畫書

一、自主學習計畫主題：Z世代時尚--韓劇風潮

二、組別：supreme

三、課程名稱：時尚品牌

四、指導老師：楊偉顥

五、學生姓名與工作分配：(可以個人或團體方式執行，至多 5 人)

| 姓名 | 工作內容 |
|---|---|
| 鄭翔云 | 分析、整理資料 |
| 林芸瑄 | 分析、整理資料 |
| 施信羽 | 分析、整理資料 |
| 陳弘昀 | 分析、整理資料 |
| 王毓淇 | 分析、整理資料、統整 PPT 檔 |
| 梁瑀芯 | 分析、整理資料、統整 WORD 檔 |
| 饒詠雯 | 分析、整理資料、統整討論紀錄 |
| 楊斯淇 | 分析、整理資料 |

六、計畫內容與進度規劃 (請描述透過何種行動或方法達成)

階段一▸找近幾年最夯的韓劇→證明他為何最夯(數據、評論、、、)
階段二▸分配看劇 觀察劇裡的特色→探討為什麼我們這個世代會追隨劇裡面的置入性行銷或是為什麼會產生潮流(例如：為什麼那個唇膏會流行、穿搭、或是主題曲造成的效果、、、)
階段三▸將我們觀察出的結果做成表單（問卷）→證明我們的想法是對的

七、預期效益：

探討出為何Z世代會追隨韓劇的特色或思考模式，甚至產生一股新潮流、時下流行的風潮，定義屬於Z世代的時尚。

附件三
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習成果報告

撰寫日期：2020 年 01 月 06 日

## 一、課程基本資料

(一)自主學習計畫主題：從韓劇看 Z 時代的時尚

(二)組別：Supreme 組

(三)學生姓名：楊斯淇、饒詠雯、梁瑀芯、林芸瑄、王毓淇、施信羽、鄭翔云

(四)課程名稱：時尚品牌

(五)指導老師：楊偉顥 老師

## 二、計畫成果

(一) 自主學習歷程：（請回顧整個自主學習之執行步驟，摘要寫出歷程）

1.如何訂定主題？

因為我們發現我們組員都有一個共同的嗜好，那就是「追韓劇」，也發現其實許多年輕人都被韓劇的穿搭、妝容、音樂喜好等影響很深，身為 Z 世代一份子的我們就決定透過研究韓劇來探討我們這時代的時尚。

2.分工分配及執行狀況？

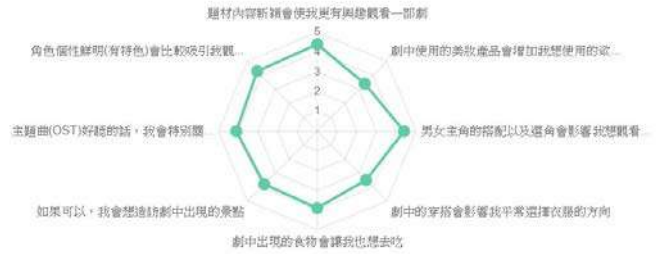
我們主要是透過抽籤來決定每個人在各個階段要做什麼，以免會發生某一個人壓力過大而有人卻因為不知道要做什麼而無所事事的情況發生，整體來說我們合作得很愉快。

3.是否遇到什麼難題？

在我們當初決定要從韓國演藝切入後，最一開始的想法是要從綜藝節目為主題，藉由透過台灣、中國、韓國、日本的綜藝節目做比較來探討綜藝節目對我們的影響，但後來發現這範圍實在是太廣泛，無法有效的聚焦，在經過和老師討論過後，我們才決定把範圍縮小到韓劇。

(二)成效說明與實際產出：（可附加佐證資料、文書記錄、照片或相關計畫運作情形資料等）

14 關於您的看劇經驗




透過設計問卷調查普遍大眾對於韓劇的看法及對我們的影響。

**三、學習心得(組內每位學生皆須提供至少 200 字的學習心得)**

**王毓淇：**

在這次的自主學習中，一開始我們每個人的意見都不同，彼此之間有許多的摩擦，但後來我們找到大家共同的興趣，使我們的計畫漸漸步入正軌，通過我們的討論很快的有了很多的想法，因為都是大家喜歡的主題，討論起來非常愉快，但是在期中報告的時候發現我們的方向錯誤，所以立即改變自主學習的方向，按著確切的步驟執行，我們建立表單，請大家填寫，一開始以為會沒有人填，但竟然有 119 人填表單，從數據結果的圖表我們得知很多訊息，也是第一次學習到可以整理出這麼詳細的圖表，在這次學習中，也學習到解決複雜問題，因為我們必須把這個計畫從零開始打造，對於我們未來的畢業專題，是非常好的練習。

**施信羽：**

我覺得這次的自主學習讓我學到很多，小組作報告與自己一個人唸書真的很不一樣，在小組溝通計畫的過程中，因為每個人都有自己的想法，且希望我們的想法能被大家所接受，因此，摩擦是常常有的事情，但是每經過一次摩擦，達到共識後都使我們成長的更多，並在摩擦過程中學會了與人溝通、合作以及聆聽其他人的想法。這一次的自主學習不僅讓我更了解韓國的影視如何影響了我們 Z 世代，更重要的是讓我體會到了自己規劃計畫，並一步一步的與組員把它做出來的感動，謝謝我的組員們。

**鄭翔云：**

我們這次自主學習的主題是在研究韓劇與 Z 世代的關係。記得在第一次上台報告的時候，我們這組完全搞錯老師的要求，再加上原先的主題太過廣泛難以聚焦，我們經過很多的討論與溝通才將主題確認好，並且自主性的重做了一個 ppt 交給老師。自主學習計畫期間，所有組員分工合作，從一開始蒐集各種能證明韓劇火紅並具有影響力的資料，到分配韓劇，實際觀察韓劇來研究出韓劇或裡面的風潮會紅的原因，再到最後的表單統計、PPT 製作與報告，真的都花了很多的心血，真的非常感謝我們的每個組員以及給我們許多建議的老師，也謝謝所有曾經幫助我們的人。

**林芸瑄：**

一開始認為自主學習一定是無趣且麻煩的事物 後來因為組員們都有共同興趣 而得出了一個有趣的主題 讓報告不再只是無聊的內容 能夠研究我們喜歡的東西 並且介紹給班上同學還有老師聽 覺得收穫很多是一個不錯的經驗 從中還能學習到如何與組員好好的溝通 人與人之間該如何溝通才會是好的結果 也許一開始一定會有一些觀念上的不同 但後來也是好好的克服了 謝謝組員們 也謝謝老師總是不厭其煩的給我們問問題 也總是很樂觀的說 該如何解決問題與如何訂定方向

**饒詠雯：**

在這次的自主學習中，我們學習到了很多查詢以及搜集資料的方法，不再只是單純的 google 查詢，除了搜集各類報導，還可以查詢熱搜度排行榜、做問卷調查，如何設計一份好的問卷也很重要，另

外，在 PPT 呈現的技巧上也有很大的進步空間，希望下次再做報告的時候可以更加細心地處理問題。

**楊斯淇：**

原本我個人很討厭自主學習，因為覺得它很麻煩又很花時間，但經過這一次的自主學習我逐漸發現，透過與組員討論出一個我們自己有興趣的主題進行更深入的研究探討，這讓平常死板的報告更有趣，做起來也意外的很開心。這次與組員間的合作也是很愉快，在這過程中雖然有意見不合，但透過組員間的溝通順利達成共識，並沒有發生爭吵，透過大家分工讓我們能在時間內完成，很謝謝我的組員們很凱瑞。經過這次的自主學習，我學到了如何與組員溝通以及分工，為了不要讓進度延遲，我會更加努力的把我的部分按時做出來交給下一個作業的人，這讓我更有責任感，這些都是一般課堂上以及一般報告學不到的。同時透過每組不同的報告主題，在這一堂課中我們學到了很多超過一堂課的知識。這次的自主學習讓我真的受益良多。

**梁瑀芯：**

這次的自主學習時間頗趕，我們組員除了按照收視率排行找尋韓劇之外也自行觀察出了一些潮流趨勢，再度看了一次這些韓劇的感覺很有趣，因為我們注意到了平常不會注意到的小細節，我們還學到了搜索的技巧，我覺得我們可以再搜索的更深入我們應該要在更深入的查這個潮流會流行多久，流行多長時間，哪些劇流行的比較久哪些比較短。

**四、其它附件(必要)**

(一)每組學生成果 PPT

(二)分組討論及相關活動照片

成果報告
助教彙整

# 輔仁大學 108 年度高教深耕計畫
## 「自主學習課程」成果報告 (電子檔即可)

一、計畫成果報告撰寫應包含下列各項：

| 項　　目 | 說　　明 |
|---|---|
| 1.報告封面 | 格式請參考下頁。 |
| 2.目錄 | |
| 1. 課程指導成果說明<br>(老師填寫) | (1) 課程實際規劃與說明<br>(2) 具體教學成果與評估<br>(3) 課程遇到問題與困難<br>(4) 優秀自主學習組別(二組)推薦與原因 |
| 4.照片 | 請提供本課程學生每人(或每組)實作作品照片<br>(於報告中呈現，另需提供電子檔照片至少 5 張) |
| 5.附件 | 請以每組為單位將以下附件彙整：<br>(1) 教師與助教課程指導紀錄表<br>(2) 學生成果：<br>● 學生自主學習計畫書<br>● 學生自主學習成果報告書<br>(3) 學生學習問卷<br>(4) 其他相關附件 |

二、撰寫格式說明

1、格式

(1) 版面設定：各邊界均為 2.5 公分，文字左右對齊。

(2) 段落行距：單行間距。

2、字體

(1) 字體大小 12。

(2) 字型：中文為標楷體，英文為 Times New Roman。

3、頁碼請以阿拉伯數字，依順序標記在每頁下方中央。

三、繳交方式

1、將檔案上傳至雲端硬碟後，寄雲端連結予承辦人。

2.、將檔案燒錄至光碟後，送予承辦人。

四、承辦人聯絡資訊

姓名：邱詩涵 fj03434@mail.fju.edu.tw #3190

地點：教師發展與教學資源中心 (外語學院 LA107)

LOGO

# Final presentation

**Group members:**

**王毓淇、鄭翔云、楊斯淇、施信羽、**

**梁瑀芯、饒詠雯、林芸瑄**

# Contents


1 Plan

2 Korea drama

3 Boom

4 Survey results

5 Conclusion

# Plan

**Step1**

Find out the 10 best Korean dramas in recent 5 years → Use data or comments or chart to prove why is it so popular?

**Step2**

Team member will be assigned to watch a drama. → Explore why our generation will follow the embedded marketing in the drama or why is it make a trend.

**Step3**

Use the result we observe to make a questionnaire. → To prove that our result was correct.

# How do we pick these dramas?

收視率
Rating

排行榜
Leaderboard

音樂排行榜
music record

GOOGLE搜尋趨勢
trending up

# Descendants Of The Sun

## Story line




The story line of Descendants Of The Sun is very special, there’s no other drama make doctor and soldier in couple. It catch audience’s eyes easily.

The plot tightly revolves the background of the story of doctor and soldier.

Due to this special background of the plot, even if the plot is still towards love in the end, it will not look particularly old-fashioned, but make people felt fresh.

# Descendants Of The Sun

## Characters

Choosing Song Junggi as a main actor not only he is handsome but also he was just retired from the service.





Song Hye-kyo has a special temperament that match with the character in the drama.

# Descendants Of The Sun

## Machandise

People wants to have more connections with the character, so they will buy the things they used in the drama.






The cosmetics which used by Song Hye-kyo in the drama also cause a trend.

# Strong Woman Do Bong Soon




## Clear character settings

### Actress-Do Bong Soon

A petite woman with a strange power, a lively personality, full of sense of justice, and occasionally pops out hot words, making the weak and lovely appearance and hot personality become a sharp contrast

### Actor-An Min Hyuk

A self-owned game company has made him less of a custom. It usually seems like he only eats, drinks, and plays, but he's smart and considerate are always revealed when necessary.

### Supporting role

Second Actor-Yin Guodou,Bai Zhuo-Gang bossand the others.






## comedy

The duel between Bong Soon and the gangs always easily defeated the martial arts masters of the gangs, which made Bai Zhuo and their men feel humiliated, and they tried to take revenge

## love

The super sweet interaction. Whether it was a video message called a nickname on a mobile phone or a flash in the company.

## Suspense

Chain abductions frequently occur in the community, and the prisoner's abnormal psychology makes people want to watch episode after episode and see how Bong Soon and the police want to fight with the prisoners.

## Rich & compact plot





# Fight For My Way

## Coquettish heroine & Funny actor






• Aila’s coquettish  appears very frequently in the play, also set off a trend of imitation on the mobile phone to mouth app

•The lines are simple, easy to remember, and relatively easy to impress, and can even be said to be very practical.

•There is a scene in eastern Manchuria (actor) Johnson loved Lazarus school, spanking and very cute, so he has a tough exterior rendering contrast Meng

# Close to life and reality






Not a description of the very successful rich second generation, but a realistic description of the young people who are unemployed. They must struggle and choose between their dreams and reality. How brutal and powerless the competition is for people with rich resources, until they finally find their way.

# Sky Castle

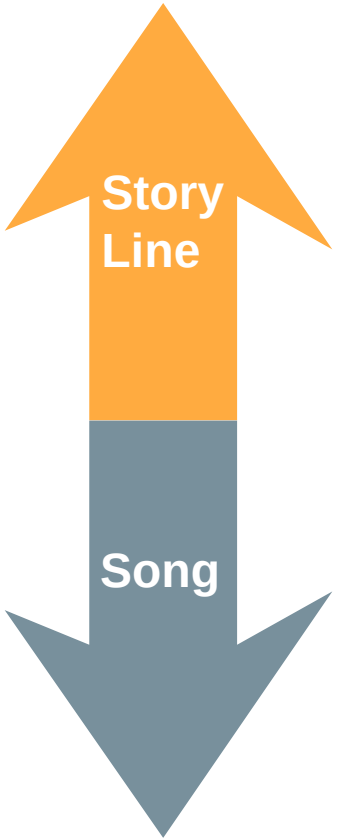



## Story line

The plot of Sky castle is really close to real life of Korean.
The polt describes some rich families try hard to make their children go to top universities.

Not as ususal korean drama most bring us love story but the aspects of reality

# Sky Castle




Story Line

Tight and excited story

Song

The theme song is very appeal because it always repeat the same part.

# When the Camellia Blooms




## Story line

Describing a single mom try hard to solve some knotty problem in her life.She often feels hope and even seldom wants to give up.

Close to our life

Love story with some crime plot

# When the Camellia Blooms

**Character**

Popular actress




Plot

Excited

**Song**

Popular singer
Heize



Outfit

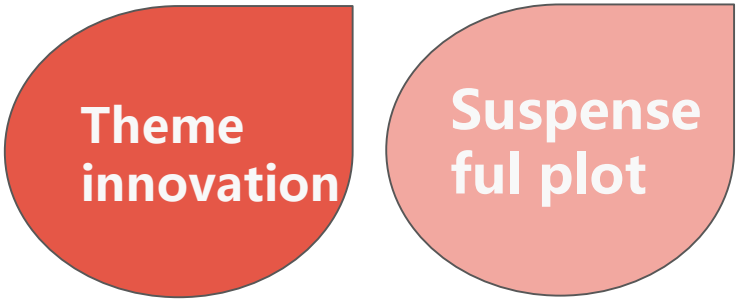
Retro



# W

## Story line

Describing a female doctor in real world, occasionally entered the world of the popular comic "W". Suspicious love stories in reality and imagination after encountering manga characters.



# W

**Hair style**

Air bangs



**Merchandise**

Nude makeup



Outfit

Couple dress up



# Love In The Moonlight

## Story line




In the 19th-century North Korea, the play tells the romance of the palace of the eldest son of the 23rd-generation monarch Junjo Seungyo, the youngest son of the Ming Dynasty, and the woman ' s pretending to be a man.

Romantic love

Laugh with tears

# Love In The Moonlight

**Merchandise**

Bracelet



OST

Famous Singer



The actor sang in person




Actor visibility

Park Bow
Sword Effect



# My Love From The Star

## Character

Women nowadays want their boyfriend to do everything, because the actor is an alien. So his setting could easily fulfilled women audiences imagines.



# My Love From The Star

## Fried chicken with beer

In the TV series, the actress often eat fried chicken with beer. After the show this became popular in Asia.





The actress used YSL's 52 color in the play, which caused a global snap-up after being dialed out. Fans even call this color “Starry”

## Makeup

# The Lonely and Great God

## Character

This setting is similar to “My love from the star”. The actor is also not human but have lots of super power, which made the actor became women’s dream boat.

What’s more,  the supporting actor’s interaction with the actor also become the talk among the audience.



# The Lonely and Great God

## Uncle Boom

Because the female lead is set as the senior year of the senior male lead is a lot older. Accidentally rolled up an uncle's hot, uncle refers to older mature man who is also attractive , So drive modern women crazy.



# Pretty Sister Who Buys Me Food




## Story line:

A love affair between older sister and younger brother that had only been known.

## The heroine :

A buyer in the coffee company's store group who haven't achieved  at work and love in her thirties.

# Pretty Sister Who Buys Me Food

## The main actor ：

The younger brother of the heroine’s best friend He’s a game designer who just finished his business trip.

Because the heroine is very famous and beautiful as well. everyone will want to watch this drama.



# Pretty Sister Who Buys Me Food

## overcoat makes a trend



If you watch the drama,you can found that the heroine always wears overcoat.

It repeatedly appear in front of the audience, making everyone want to buy a  overcoat, and try to imitate  the heroine.

# Hotel Del Luna

1. OST has formed a trend.Why?
(1) Repeatedly playing →strong impression
(2) catchy and melodic
(3) Well-known singer



# Hotel Del Luna

2. President Zhang Manyue's gorgeous dressing has formed a trend. Why?

(1)IU has a considerable influence, people like IU and want to be as beautiful as her.

(2) beautiful, unique and delicate

(3) change fast



Boom
帶來的風潮

overcoat





air bangs



咬唇妝



星星色YSL52





little white shoes



Nude makeup



Boom
帶來的風潮

## Uncle Boom



## OST(Music)



## 姊弟戀



## Retro decorating and dressing




## Fried chicken with beer



# Survey results

We have 119 people filling out the questionnaire.

Which of the following Korean dramas have you seen?

First place: Descendants Of The Sun (70.5%)

Second place: My Love From The Star(68%)

→ The two most well-known dramas are themes of "Romantic"

→ The favorite genre to watch in the generation Z is romantic story

In Korea drama, which one is easiest to form a trend?

OST(Music): 52.9%

Food: 42.8%

Attractions: 37.8%

Last place is makeup?

# Survey results

What is the most important factor that attracted me to watch Korean dramas?

1.Special plot

Special plot is an important factor that attracts me to watch

Strongly agree + agree = 92%

What impressed you the most in the play? (Proportion of choosing special plot)

Descendants Of The Sun 67.2% (1st)

W 55.4% (1st)

Strong Woman Do Bong Soon 52.1% (1st)

The Lonely and Great God 61.3% (1st)

2.Actors and heroines

Actors and heroines are important factors that attract me to watch

54.8% agree

## 14 關於您的看劇經驗


題材內容新穎會使我更有興趣觀看一部劇
劇中使用的美妝產品會增加我想使用的欲...
男女主角的搭配以及選角會影響我想觀看...
劇中的穿搭會影響我平常選擇衣服的方向
劇中出現的食物會讓我也想去吃
如果可以，我會想造訪劇中出現的景點
主題曲(OST)好聽的話，我會特別關...
角色個性鮮明(有特色)會比較吸引我觀...
5
4
3
2
1

# Conclusion

1. Plot: special,romantic, close to life and can resonate with the public

2. Actor/Actress: famous, handsome and beautiful, distinctive

→Plot and Actor/Actress is the most important factor that attracted people to watch Korean dramas.

3. Products (such as clothing and makeup): People want to buy the same as the actor and actresses, the products is really high quality

4.OST: Repeat, catchy and melodic, well-known singer

→is easiest to form a trend

# THANK YOU !

Chinese companies will no longer remain in the hard stage and they are also promoting a culture Chinese companies will no longer remain in the hard stage and they are also promoting a culture

輔仁大學 108 年度高教深耕計畫

# 自主學習課程計畫

# 成果報告書

108 學年度第 1 學期

時尚品牌

第十一組

授課教師：陽偉顥

系所單位：織品服裝學院 織品服裝學系 行銷組

中華民國 108 年 12 月

附件一
助教填寫

# 輔仁大學108年高教深耕計畫【自主學習課程補助計畫】
## 課程指導紀錄表

學習助教：　　聯絡方式：

| | | | |
|---|---|---|---|
| 時間 | 2019/10/25 | 受指導組別 | 第11組 |
| 地點 | TC203 | 受指導次數 | 第___1___次 |
| 受指導對象 | 陳又瑄 謝佳樺 曾品勛 楊瓊綺 涂慧君 黃婉瑜 | | |
| 指導老師 | 陽偉顥 | | |
| 指導內容摘要 | | | |
| 主要問題 | 1.如何挑mv<br>2.需要分析出多少東西 | | |
| 具體建議與解決方案 | 1. 需解釋為甚麼我們選這些 mv，要從科學的角度，利用各大排行榜選擇研究的mv較有說服力。<br>2.可以用國家將音樂區分，不同國家的年輕人喜歡的音樂類型也會有所不同。<br>3.可以從更多不同的面向去分析Z世代的時尚(腳本、穿搭、畫面...)。 | | |
| 後續追蹤 | 無 | | |
| 備註 | 無 | | |

*指導紀錄表請自行影印使用

指導老師：_____

附件二
每組填寫

# 輔仁大學108年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習計畫書

一、自主學習計畫主題：Popular music video of Z generation

二、組別：第11組

三、課程名稱：時尚品牌

四、指導老師：陽偉顥

五、學生姓名與工作分配：

| 姓名 | 工作內容 |
|---|---|
| 陳又瑄 | 中文歌分析、填寫紀錄表、期中ppt製作、期末ppt製作 |
| 謝佳樺 | 中文歌分析、期中報告、期末ppt製作 |
| 曾品勛 | 英文歌分析、期中ppt製作、期末ppt製作 |
| 楊瓊綺 | 英文歌分析、期中報告、期末ppt製作 |
| 涂慧君 | 韓文歌分析、期中ppt製作、期末ppt製作 |
| 黃婉瑜 | 韓文歌分析、期中ppt製作、期末ppt製作 |

六、計畫內容與進度規劃

1. 利用各種排行榜的歌曲mv去了解z世代喜歡的歌有哪些。
2. 再用這些歌曲與mv去探討z世代的時尚是甚麼? 穿搭? 音樂類型? mv風格? 拍攝手法?
3. 音樂分成歐美、華語、韓國三大主要地區，從中探討不同地區的年輕人的時尚又有甚麼不同。
4. 進度規劃：

   第一週：選出分析的歌曲，進行初步的分析

   第二週：更進一步做出完整的分析

   第三週：完成ppt和書面資料

七、預期效益：

音樂、mv和流行時尚早已互相有所連結，藉由這次的計畫，可以透過mv了解不同地區的z世代流行的曲風與時尚是甚麼，以及不同地區的Z世代對時尚的理解又有甚麼不同。

# 目錄

一、 課程基本資料
二、 計畫成果
(一) 自主學習歷程
(二) 成效說明與實際產出
三、學習心得

附件三
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習成果報告

撰寫日期：108 年 12 月 30 日

## 一、課程基本資料

(一)自主學習計畫主題：The popular music video of Z generation

(二)組別：G11

(三)學生姓名：陳又瑄 謝佳樺 曾品勛 楊瓊綺 涂慧君 黃婉瑜

(四)課程名稱：時尚品牌

(五)指導老師：陽偉顥

## 二、計畫成果

(一) 自主學習歷程：

We choose to analyze music videos as our main topic is because we think that music, music video and fashion always have a strong connection, by doing this project, we can know more about how Z generation see fashion.

The work assignment in our group did a pretty good job, we separated into three groups, Chinese, Korean and Western, and we still discuss the comparison between these songs at the end.

We didn't confronted serious problems, a little problem we had is about the questionnaire, we initially want to make up a questionnaire to see how music effect Z generation, but after the discussion, teacher suggested us not to do the survey because it's a little far away from our topic.

(二)成效說明與實際產出：

1.Chinese songs

1) **怎麼了**

(1) Introduction : Lyric song, a little bit R&B, sad lyrics with a warm melody

(2) Camera movement :

- Camera drone - To express the feeling that he's at the end of the world but gradually expect the broke-up and have a broad heart to give blessings.
- Retro filter - Means the memories of the days before.

- Sitting alone in the room - To build the feeling of loneliness.

(3) Colors






2) **Without you**

(1) Introduction : Lyrical rap

(2) Story : Campus Life - Return to campus to shoot in uniform, with the most ordinary campus life as the main spindle.
Bar - The scene turns to the bar, and it more describes the love for the heroine.

(3) Colors






3) **Why you gonna lie**

(1) Introduction : Lyrical rap and emotional, deeply express the struggle and confusion that each person will have in the relationship.

(2) Camera movement :

- Shooting angles - Most of them are from the front side, and the drone camera is added in the back, showing his despair.
- Arrangement - There are a lot of vocals in the arrangement because only people can lie, and he convey the feeling of why you gonna lie in the lyrics more delicate and real.

(4) Colors






4) **最後一次**

(1) Introduction : Lyrical rap, more like a monologue dialogue and stated of mind, describing a person suffering in a relationship, but couldn't leave the struggle.

(2) Camera movement :

- First use the side shot and then turn to the front, using only one scene, presented in a simple picture.

(3) Colors



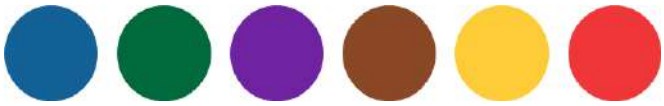



5) **怪美的**

(1) Introduction : Pop music, upbeat song, dance music and it won the best music video of Golden Melody Awards

(2) Story : What are in Jolin's brain. It is talking about the standard of beauty and it separates into different scenes about body shape, healthy food, plastic surgery and persuing perfection.

(3) Colors






6) **路過人間**

(1) Introduction : Lyrical song, warm melody. Expressing the grief of separation and the joy in union. It is the theme song of The World Between Us.我們與惡的距離

(2) Camera movement :

- Many lights glinting indicates the feeling of the uncertainty in life.
- Walking on the bridge and look down at the people and the traffic jam, feeling alone,confused but still keep walking and looking forward to the future life.

(3) Colors





7) 說好不哭

(1) Introduction : Lyric song, a sad story about love.

(2) Camera movement:

- The storyline is the main shooting angle, and the singer's singing picture is interspersed in the middle.

- The Tokyo Tower is used as the background at the beginning, and it ends with the same scene, echoing the feeling.

(3) Colors





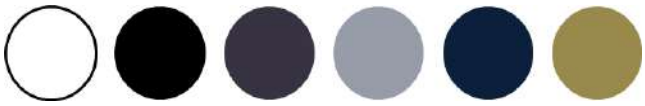

8) **岩石裡的花會開**

(1) Introduction : Lyric song, powerful and positive.

(2) Camera movement :

- lights and shadows - Lights penetrates into a dark room or a crack on the walls shows that although people are in a difficult situation, there's still hope and chances.
- camera drone - To express the feeling that even she's falling in a hopeless situation, she's still open-minded to believe in love.

(3) Colors





9) Chinese songs conclusion

- Type of songs - lyric songs and emotional.
- Wearing style - more simple
- Camera movement - Story appeal and image, emphasizes emotional lines without too much technological change. Like to use camera zone to express to feelings of the songs.
- Forms of mv - There are some monologue dialogue and melody with a little hip pop.
- popular color - The color are not too bright.

2. Korean songs

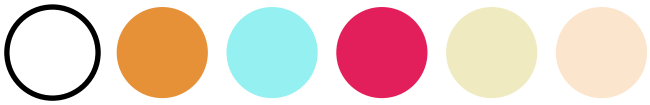
1) Persona

(1) Introduction : An upbeat song, cooperate with a Western singer and won the rewards of MAMA. It is saying how important is love yourself and accept yourself, also conveying the love to all of their fans.

(2) Camera movement

- First filming a group and then coverts to individual dancing feature shoot with multiple scenes.
- Unique designs of changing screens.
- Having a strong sense of rhythm and emphasis on unity and integrity.

(3) Colors






2) Don’t mess up my tempo

(1) Introduction : An upbeat song, strong sense of rhythm and a little bit sexy. It is talking about a guy fascinated by a woman and want to be with her.

(2) Colors

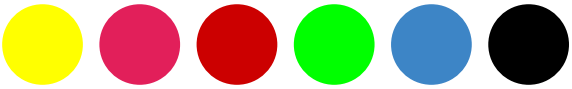





3) Fancy

(1) Introduction : An upbeat song mix with different types of genre. American style with sexy and sweet.

(2) Colors

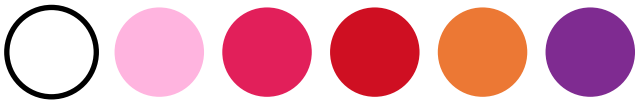





4) gogobebe

(1) Introduction : An upbeat song, cheerful and have a brainwashing melody. Expressing their passion and youth.

(2) Colors

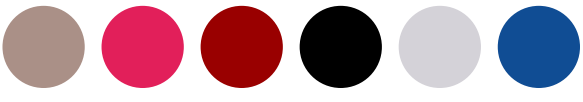





5) Kill this love

(1) Introduction : An upbeat song, outstanding appearance. Telling that girls in love will face the sweetness, passion and temptation, but a wrong love will also make people pay the price and feel the pain.

(2) Colors





6) Korean song's conclusion

- popular color – bright colors
- wearing style – puke, lively and leisure
- Forms of mv – groups and special effects
- camera movement - first filming a group and then converts to individual dancing feature shoot and multiple scenes
- tempo : fast
- Strong sense of rhythm and emphasis on unity and intergity.
- There are more unique designs for changing screens.

3. Western music

1) Girls like you

(1) Introduction : This song goes on to say that a girl and a boy who make money by dancing fall in love. Boys can't bear to miss girls every time, even if they stay together all day. The lyrics show their own emotions and express them without reservation. But most importantly that is the song wants to express that women should have the courage to express themselves in the workplace. Women are not only controlled by men.

(2) Colors






2) Senorita

(1) Introduction : This song is about a pair of taboo love between friends, but their deep attraction to each other is often discouraged because of this relationship, which thirst for body desires and the expression of emotions in the lyrics are extremely direct and naked, which should not be difficult to see in Western music

(2) Colors





3) Bad Guy

(1) Introduction : Bad guy by Billie Eilish, it's genre is pop-trap, and won best song of 2019 EMA. The music video use vibrant colors, the song talks about Billie try to mock her lover, question the strong personality of him, and tell him," I'm the baddest." The melody is weird but catchy, that's why it's so popular with the Z generation.

(2) Colors






4) 7 Rings

(1) Introduction : Ariana wants to convey that,"Girls can get everything they want on their own, not need to rely on men." So that's why there's the lyrics says, "Wearing a ring, but ain't gon' be no Mrs. Bought matching diamonds for six of my bitches". All of the lyrics talk about money and show off riches. Red bottom, black card and crib for the closet are expensive and need great quantity of money to have.
The music video theme is group of girls have party in pink tone lights.

(2) Colors :






5) God is a woman

(1) Introduction : It can be seen full of religiosity and feminism by its title. The music video use images of vagina to symbolize female autonomy. And it strictly criticizes male chauvinism.

(2) Colors



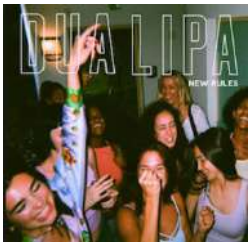


6) New rules

(1) Introduction : It's genre is tropical house, EDM and electropop. Its talks about female friendship. What Dua Lipa want to convey is, “Your friends are the rules, they are the ones that are preventing you from making a mistake with this guy”.

(2) Colors






7) Western music’s conclusion

- popular color - vibrant color, more diverse.
- wearing style - nightclub and vacation leisure style.
- camera movement - The camera extends from the main character to others interacting with each other.Most of scenes are in the same house and filmed by many people and protagonist.
- forms of mv - Changes screens more frequently than Chinese. Most of the MV backgrounds show young people’s entertainment and crazy rebellion with a little sexual desire.
- type of songs - Songs show young people’s lifestyle and values.
- Not only focus on love but also focus on friendship.
- Solo female artists usually add element of feminism in their music.
- Z generation are more open-minded and have the power to convey what they want to announce to the world.

4. Conclusion

| | Chinese music | Korean music | Western music |
|---|---|---|---|
| types of songs | slow/emotional | Fast / Upbeat | diverse |
| colors | low brightness | bright | vibrant<br>more diverse |
| wearings | Simple style<br>Simple colors | vivid/bold | night club style<br>leisure |
| forms of mv | monologue dialogue<br>story<br>state of mind | Groups<br>special effects | young people’s<br>entertainment and<br>crazy rebellion |

**三、學習心得(組內每位學生皆須提供至少 200 字的學習心得)**

**陳又瑄**

這次的自主學習報告，我們選擇了音樂 mv 當作我們的研究主題。音樂已經是我們 Z 世代每個人都會接觸到的，也深深地影響著我們的流行。我負責的是中文歌曲的部分，經過這次的分析才發現原來平常聽的歌和 mv 都是有跡可循，不管是服裝、色彩、故事都是現在流行的。這次的分析也讓我在看一個 mv 的時候會特別注意他們的穿搭、濾鏡色彩與運鏡等等，從中可以發現很多有趣的差異和共同點。再經由三格地區的互相比較就可以發現不同地區的 Z 世代是存在一些差異的，但可以得知的是 Z 世代是一個包容性、自我意識高的世代，不同的風格都是可以被接受的，許多理念也是需要傳達出來讓世界知道的。

**謝佳樺**

音樂在我們這個時代，與生活是密不可分的，藉由研究 mv 來分析年輕人的時尚，從中了解年輕人流行的文化，不管是拍攝手法、服裝、妝容或是故事內容，都能明顯顯示出，現在 z 時代的縮影。我們選擇了三個國家最流行的歌曲，並進行分析及比較，可以發現在不同文化中，呈現出來的 mv 風格也有所差異，但也都能反映出現在年輕人流行的文化，也能進而了解 z 時代是個多元的風格。由這次的自主學習報告中，也讓我們重新認識到 mv 中的細節，讓我們用不同角度去觀賞 mv。

**黃婉瑜**

藉由年輕人最常接觸的 mv 分類探討，找出不同區域屬於 z 世代的風格，其中拍攝手法在 mv 呈現方式有非常大的對比，從華人榜的一鏡到底講求以主角為主軸到韓國的團體組合特效，展現出地區的差異，從原本的欣賞 mv 開始到分析深入內層歌詞大多圍繞年輕人常面臨的感情和友情，傳達 z 世代年輕人的價值觀，藉由這次自主學習機會，z 世代 mv 讓年輕人有更多展現自我的風格，看見不同國家的個性和顏色，不在單看表層的歌詞，可以從華人榜的 mv 裡補風掠影看見屬於華人的特色。

**楊瓊綺**

音樂在各個時代都有著舉足輕重的地位，無論是什麼樣的場合都會有音樂的相伴，婚禮有開心的歌曲、葬禮有悲傷的曲調，有時候透過音樂甚至能夠控制整體的感覺，以及帶給他人另外新奇的感覺，因此我們想透過這次的 MV 研究，來瞭解各種文化中音樂有著怎麼樣的元素，並且因為這些元素的影響，使得整個音樂錄影帶有了怎樣的改變。

**涂慧君**

這一次我們這一組選擇的自主學習主題是Z世代的流行音樂，是一個平常隨處可及，卻又可以繼續深入探討的事情。一直都覺得音樂是一個很奇妙的存在，它有辦法體現人們當下的心情，無論愉悅還是悲傷，憤怒還是恐懼。而在這份報稿中我了解到了許多事情，也統整了很多相關的資訊。像是:在歐美、日韓和台灣三方中間MV製作上和顏色選擇上的差異和相似之處。透過這份報告我學習到了很多有關Z世代的音樂的層面，更了解到其對於現代的影響。

**曾品勛**

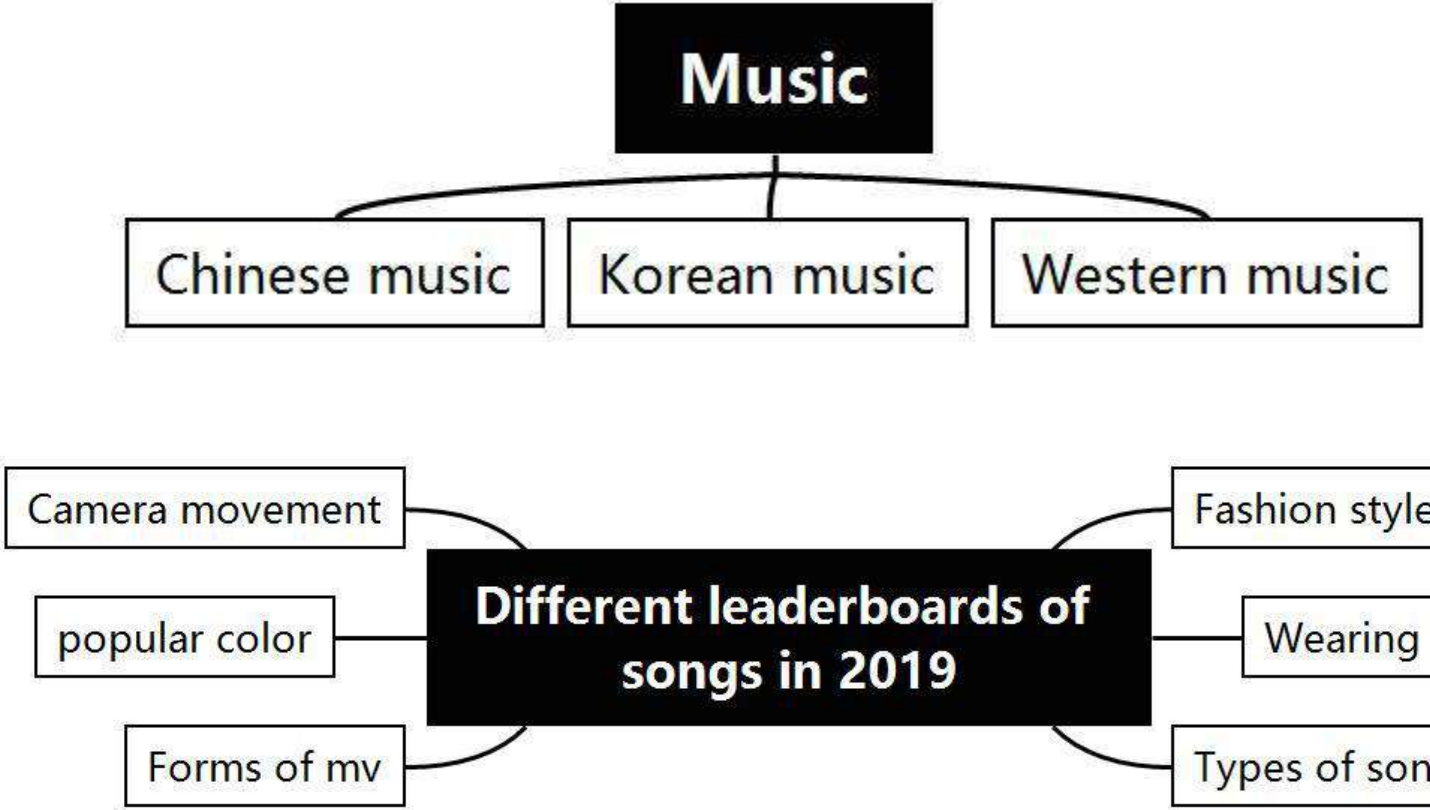
音樂在我們的生活中如影隨形，是一種可以展現自我的一種藝術形態。以前可能表現自我都是用文章、繪畫來表現，透過這次的報告，讓我瞭解到除了華人音樂以外的音樂，韓國和歐美地區所展現出來的東西也不盡相同，更有各地區的風格與文化。我覺得Z世代之後的人們都蠻勇於發聲的，身邊也有越來越多朋友會自己創造音樂，也有學校開設專業系所，我覺得順應這種趨勢是一種很棒的事，其實藝術並沒有想像的那麼難，音樂更是在生活中最無形的存在，走在路上就能接收到各種風格的音樂，在這次的自主學習中，能夠對這些音樂更有深入的瞭解，是一件很幸福的事。



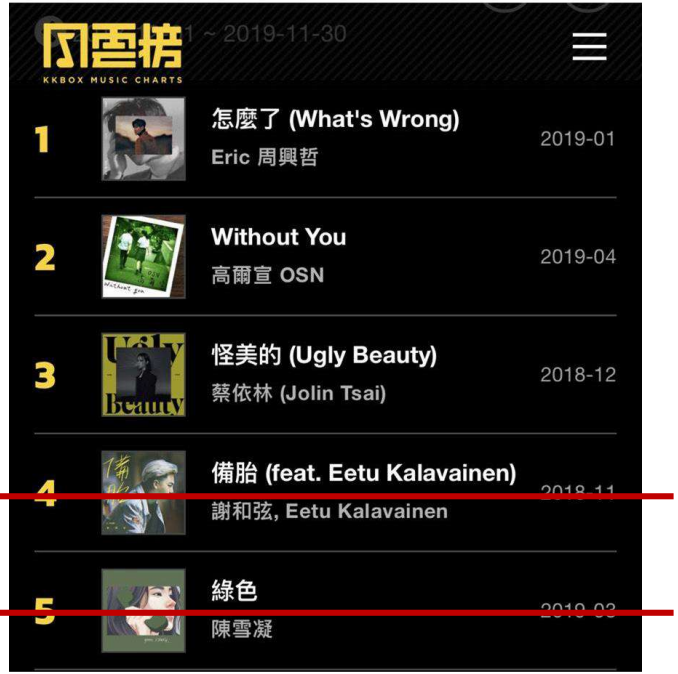

# Z-generation

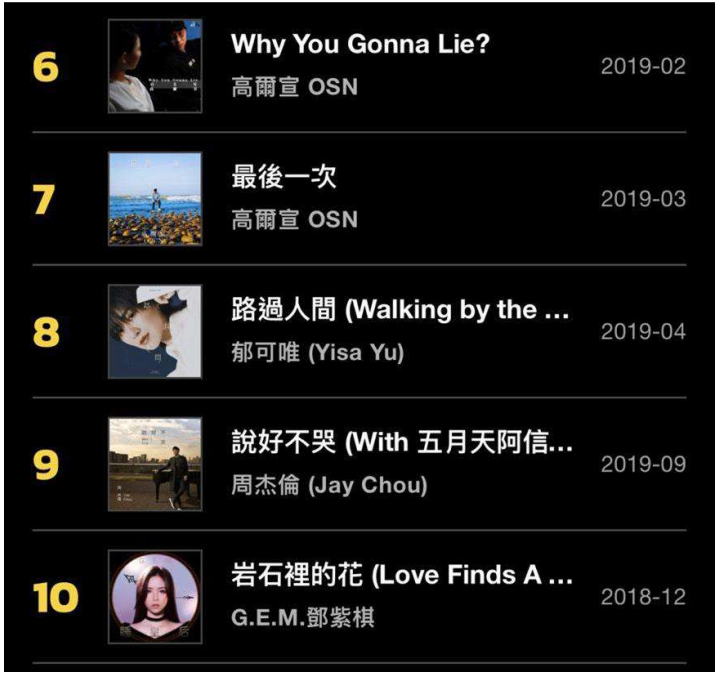
## Popular Music Video

Music, music video and fashion always have a strong connection, by doing this project, we can know more about how Z generation see fashion.


Music
Chinese music
Korean music
Western music
Camera movement
popular color
Forms of mv
Different leaderboards of songs in 2019
Fashion style
Wearing style
Types of songs

# Chinese music






lyric song

little R&B

sad lyrics

warm melody









**camera drone** - To express the feeling that he's at the end of the world but gradually expect the broke-up and have a broad heart to give blessings.

**retro filter** - Means the memories of the days before.

**sitting alone in the room** - To build the feeling of loneliness.


WHAT'S WRONG
怎麼了
周興哲
ERIC CHOU




再也不能牽著你走未來






lyrical rap







**Campus Life -** Return to campus to shoot in uniform, with the most ordinary campus life as the main spindle.

**Bar -** The scene turns to the bar, and it more describes the love for the heroine.


I don't wanna be alone and


I'm still the same 都好像没有变
I'm still the same, seems like nothing's changed




**lyrical rap**

**Emotional -** deeply express the struggle and confusion that each person will have in the relationship.

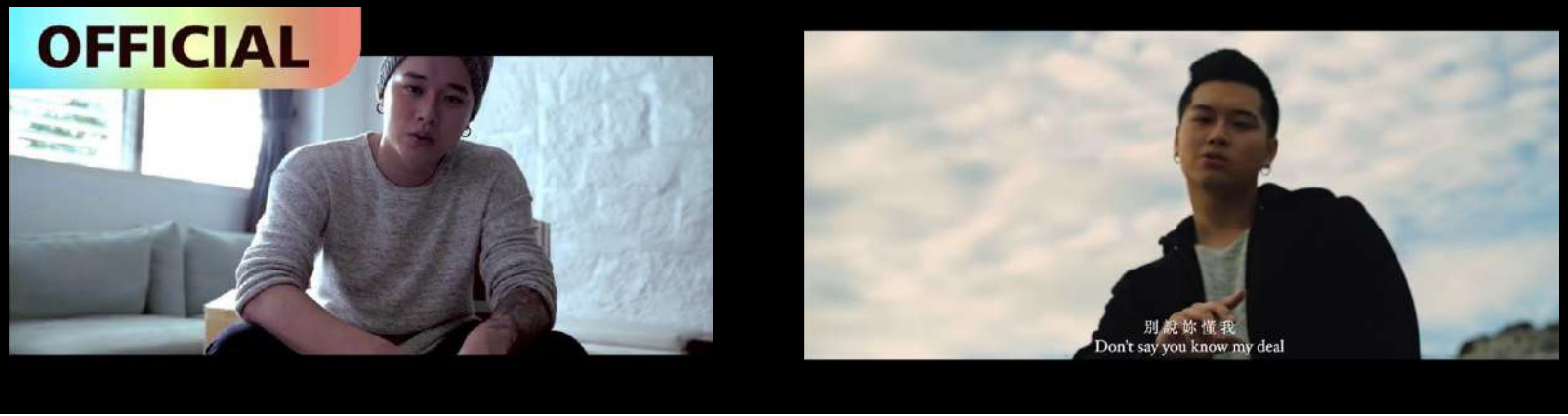






**shooting angles –** Most of them are from the front side, and the drone camera is added in the back, showing his despair.

**Arrangement -** There are a lot of vocals in the arrangement because only people can lie, and he convey the feeling of why you gonna lie in the lyrics more delicate and real.


OFFICIAL
別說妳懂我
Don't say you know my deal




**lyrical rap**

**monologue dialogue**

**State of mind -** Describe a person suffering in a relationship, but couldn't leave the struggle.

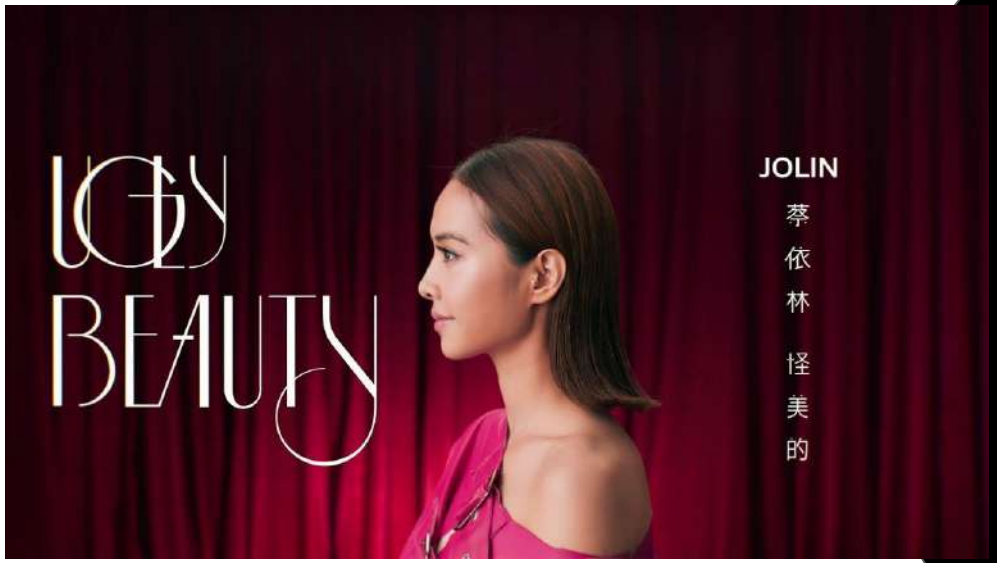




**Shooting method -** First use the side shot and then turn to the front, using only one scene, presented in a simple picture.








**pop music**

**upbeat song**

**dance music**

**best music video of Golden Melody Awards**







**What are in Jolin's brain –**
The standard of beauty

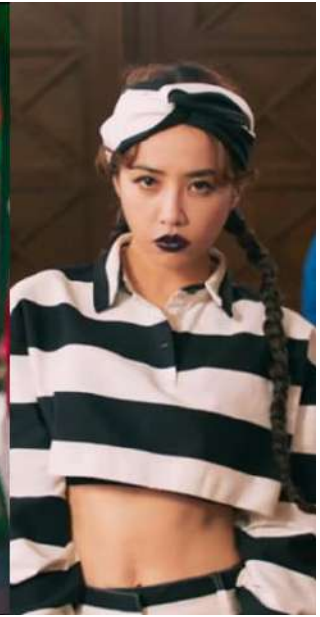
**Different scenes about -**
body shape
healthy food
plastic surgery
persuing perfection

**Scenes change constantly**

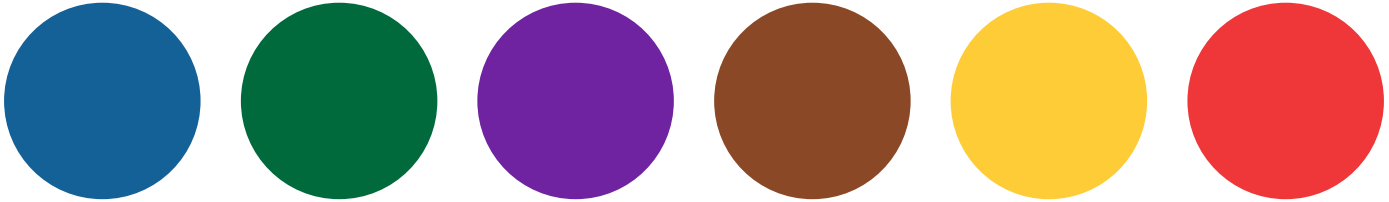



J

















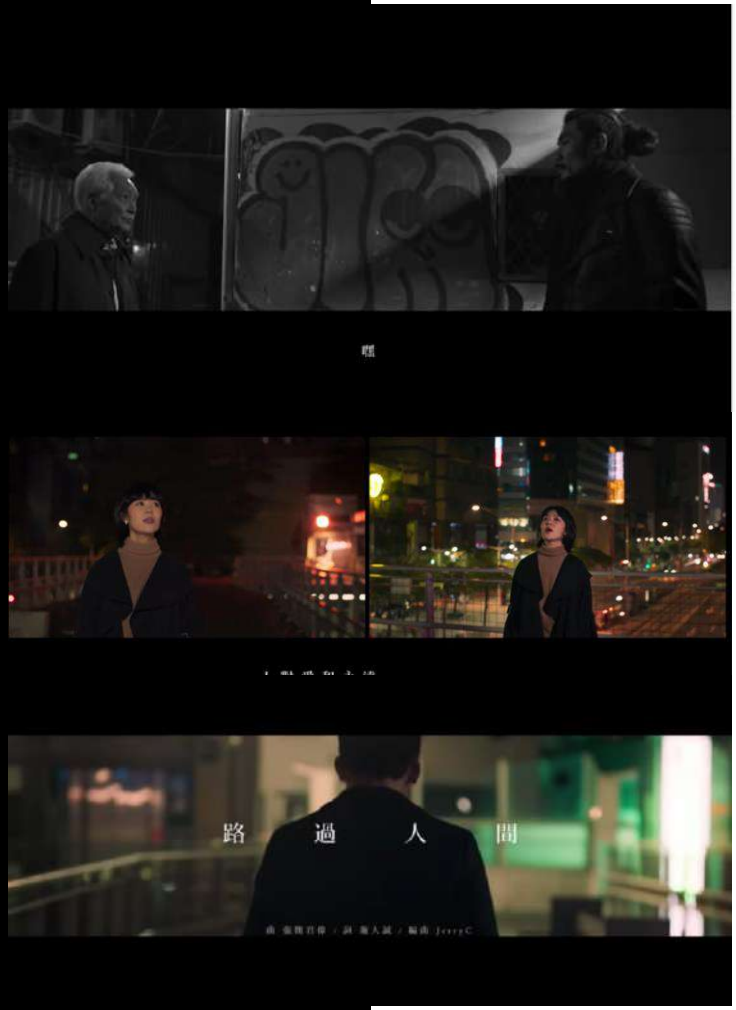



**Lyric song**

**Warm melody**

**Express the grief of separation and the joy in union.**

**Theme song of The World Between Us 我們與惡的距離**

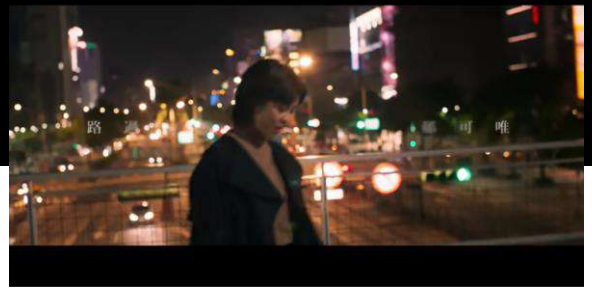



**Many lights glinting** indicates the feeling of the uncertainty in life.

**Walking on the bridge and look down** at the people and the traffic jam, feeling alone,confused but still keep walking and looking forward to the future life.








路 過 人 間




**Lyric song**

**A sad story with love**





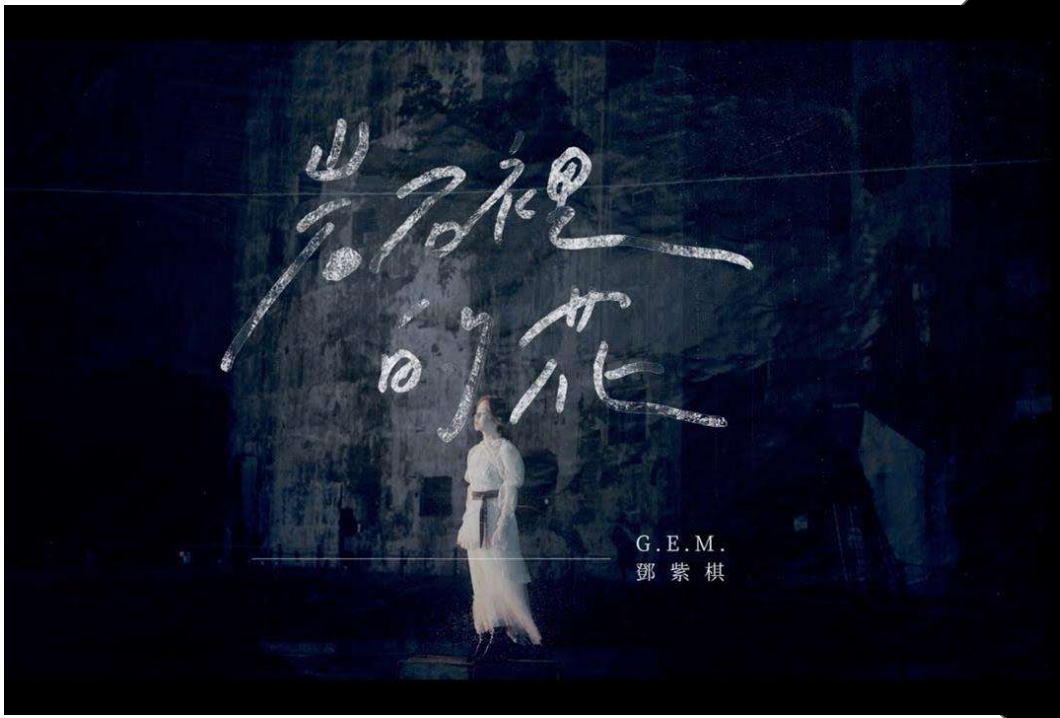

**Shooting method -** The storyline is the main shooting angle, and the singer's singing picture is interspersed in the middle.

**Screen scene -** The Tokyo Tower is used as the background at the beginning, and it ends with the same scene, echoing the feeling.






挽留的話卻沒有說




**lyric song**

**Powerful**

**Positive**








**lights and shadows -** Lights penetrates into a dark room or a crack on the walls shows that although people are in a difficult situation, there's still hope and chances.

**camera drone -** To express the feeling that even she's falling in a hopeless situation, she's still open-minded to believe in love.


曾以為抱緊我那雙肩膀
飛不出過往

# Chinese music’s conclusion

- Type of songs - lyric songs and emotional.
- Wearing style - more simple
- Camera movement - Story appeal and image, emphasizes emotional lines without too much technological change. Like to use camera zone to express to feelings of the songs.
- Forms of mv - There are some monologue dialogue and melody with a little hip pop.
- popular color -  The color are not too bright.

# Korean Music

**最佳年度歌曲**

- (G)I-DLE《Senorita》
- 太妍《Four Seasons》
- 朴春《Spring》
- 金在奐《Begin Again》
- 禹元宰 (feat. GIRIBOY)《Taste》
- 泰民《WANT》
- 張凡俊《Karaoke》
- 張凡俊《Your Shampoo Scent In The Flowers》
- 張慧珍 x 尹民秀《Drunk On Love》
- 善美《LALALAY》
- 華莎《TWIT》
- 韶宥 x OVAN《Rain Drop》
- 樂童音樂家《How can I love the heartbreak, you`re the one I love》
- 請夏《Gotta Go》
- 臉紅的思春期《Bom》
- Ben《180 Degree》
- BLACKPINK《KILL THIS LOVE》
- BTOB《Beautiful Pain》
- BTS 防彈少年團 (feat. Halsey)《Boy With Luv》
- CHANGMO x Hash Swan x ASH ISLAND x Hyo Eun Kim《BAND》
- CHEN《Beautiful goodbye》




**upbeat song**

**won the rewards of MAMA**

**Cooperate with Western singers**

**conveying love to all of their fans**

**Saying how important is loving yourself and accepting yourself**





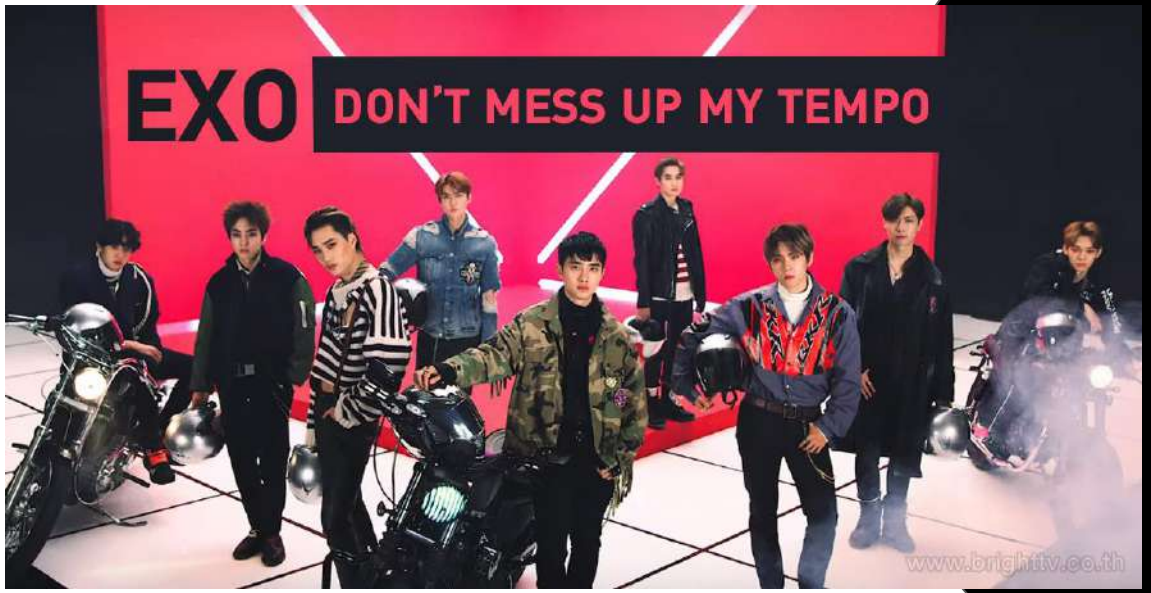


The camera movement is first filming a group and then coverts to individual dancing feature shoot with multiple scenes.

Unique designs of changing screens.

Having a strong sense of rhythm and emphasis on unity and intergrity.


Persona
Persona



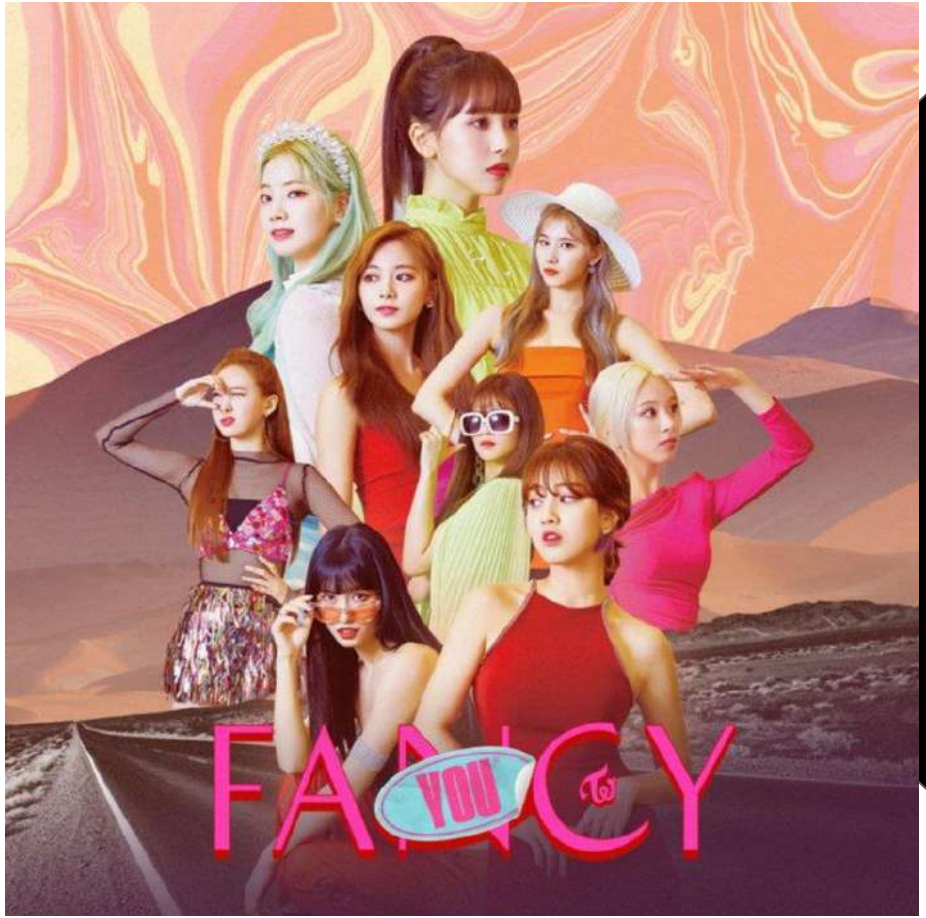

**upbeat song**

**Strong sense of rhythm**

**Little bit sexy**

**A guy fascinated by a woman and want to be with her.**



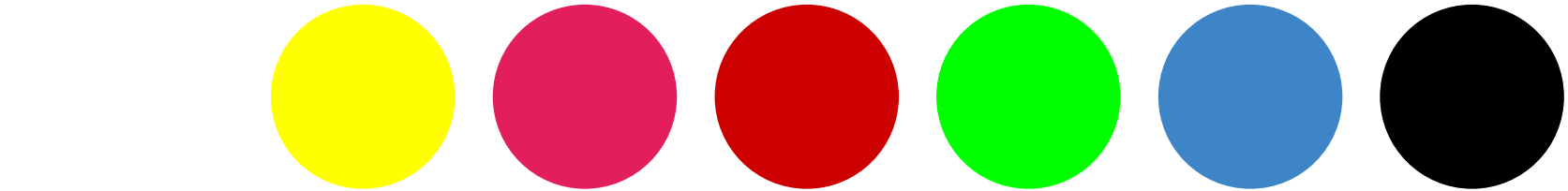


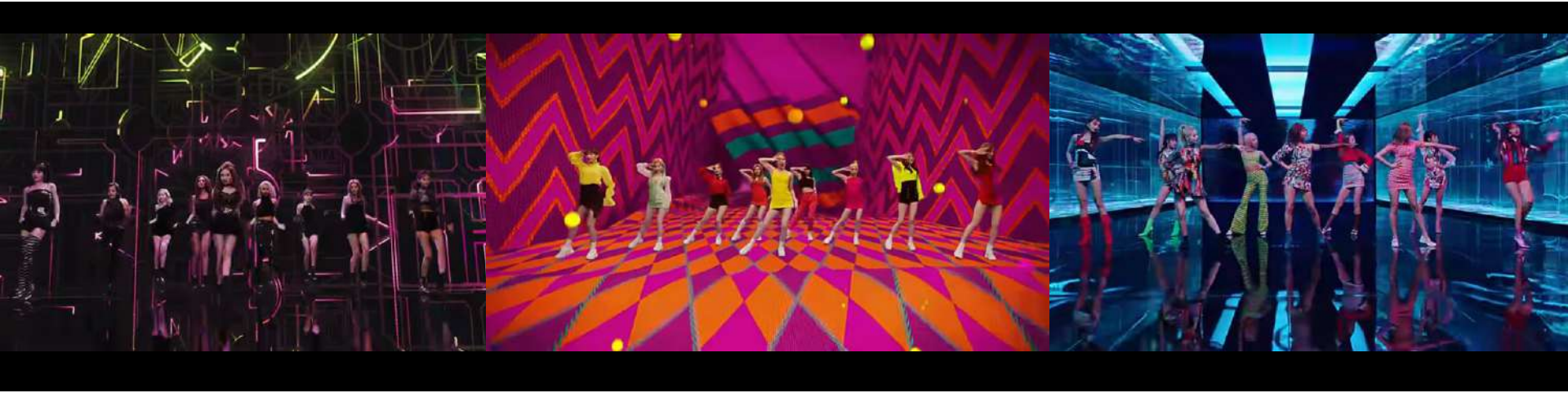

**upbeat song**

**American style**

**Sexy and sweet**

**Mix with different types of genre**








**upbeat song**

**cheerful, brainwashing melody**

**expresses their passion and youth**


RRR
MMM




**upbeat song**

**outstanding appearance**

**tells that girls in love will face the sweetness, passion, and temptation, but a wrong love will also make people pay the price and feel the pain.**







# Korean music’s conclusion

- popular color – bright colors
- wearing style – puke, lively and leisure
- Forms of mv – groups and special effects
- camera movement - first filming a group and then converts to individual dancing feature shoot and multiple scenes
- tempo: fast
- Strong sense of rhythm and emphasis on unity and intergity.
- There are more unique designs for changing screens.

# Western music

**According to the annual statistics of Spotify Taiwan**
**【全球榜單 / 最多串流收聽次數 歌曲】**

**1.〈Señorita〉 / Camila Cabello＆Shawn Mendes**
**2.〈bad guy〉 / Billie Eilish**
**3.〈Sunflower〉 / Post Malone＆Swae Lee**
**4.〈7 Rings〉 / Ariana Grande**
**5.〈Old Town Road - Remix〉 / Lil Nas X＆Billy Ray Cyrus**




**Women don't have to be afraid to glow themselves**

**Quick rhythm**


vevo


vevo




**The word Señorita means Spanish lady…**

**Flirt**
**Taboo love**
**Friends**


vevo
♪哦 你知道我喜歡你叫我senorita（小姐）♪
vevo

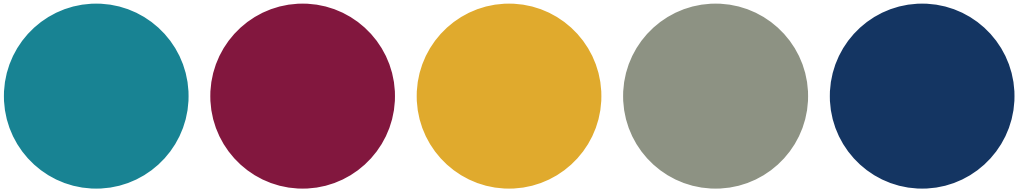



**Pop-trap**

**BEST SONG of 2019 EMA**

**Mocking her lover, questioning the strong personality of him, and telling him "I'm the baddest."**

**Weird but Catchy**




vevo


vevo


vevo


vevo




**Trap-pop**
**R&B**
**Hip hop**

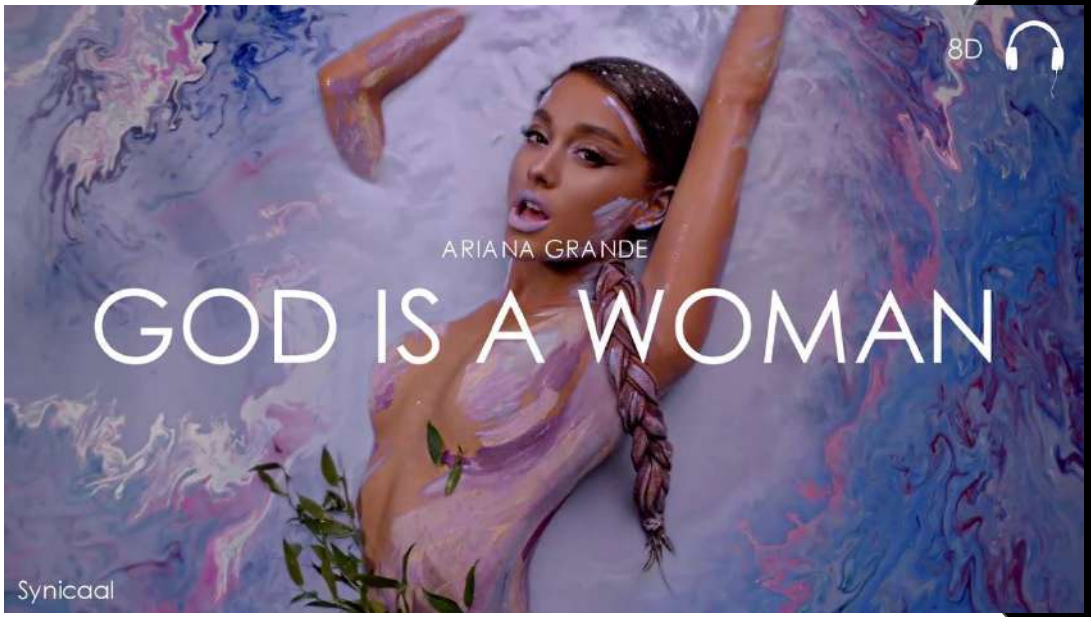
**ARTIST OF THE YEAR of 2019 VMA**

**Friendship**

**Show off wealth**

**Neon lights**


My bitches right here.




**2018 Woman of the Year From Billboard**

**BEST POP VOCAL ALBUM of 2018 GRAMMYs**

**Feminism**

**Artistic**

**Religiosity**

# Praise woman




**Origin of life** **Humanity and mother love** **Female empowerment**

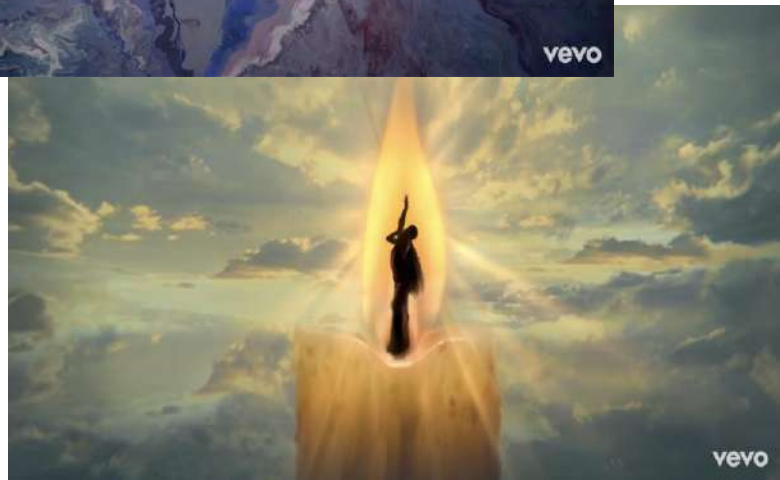
# Image of vagina symbolize female autonomy









# Criticize male chauvinism

**"Screeching" in the middle of the song, means "when woman speaks, they interrupt"**







**Attach aggresive label to woman**

**"When you try to come for me I keep on flourishing"**

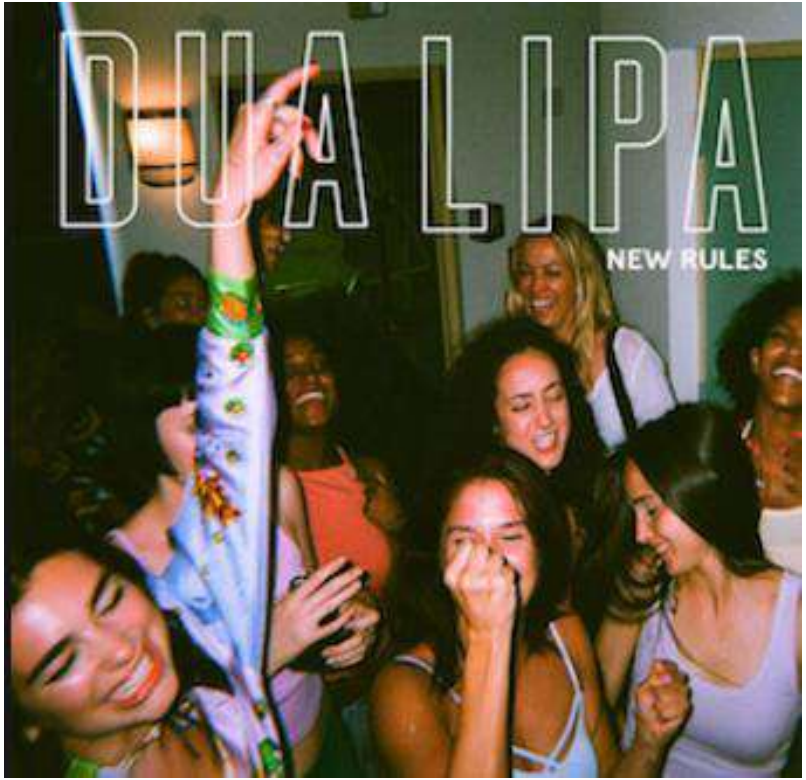
# Criticize male chauvinism




**"And I can be all the things you told me not to be"**

**Break the glass ceiling**






**Tropical House**
**EDM**
**Electropop**

**BRITISH FEMALE SOLO ARTIST of 2018 BRIT AWARDS**

**BEST NEW ARTIST of 2019 GRAMMYs**

**Female empowerment and friendship**







"Your friends are the rules, they are the ones that are preventing you from making a mistake with this guy"
— Lipa talking about the music video's themes.





Consider flamingos a good representation of female friendship



**Pull each other in closer, in an unbreakable ring of arms**

**The unity and togetherness of women supporting each other, helping each other and looking after each other in a situation**







# Western music’s conclusion

- popular color - vibrant color, more diverse
- wearing style - nightclub and vacation leisure style
- camera movement - The camera extends from the main character to others interacting with each other.Most of scenes are in the same house and filmed by many people and protagonist.
- forms of mv - Changes screens more frequently than Chinese.
  Most of the MV backgrounds show young people’s entertainment and crazy rebellion with a little sexual desire.

# Western music’s conclusion

- type of songs - Songs show young people’s lifestyle and values.
- Not only focus on love but also focus on friendship.
- Solo female artists usually add element of feminism in their music.
- Z generation are more open-minded and have the power to convey what they want to announce to the world

# Conclusion

| | Chinese music | Korean music | Western music |
|---|---|---|---|
| types of songs | slow/emotional | Fast / Upbeat | diverse |
| colors | low brightness | bright | vibrant<br>more diverse |
| wearings | Simple style<br>Simple colors | vivid/bold | night club style<br>leisure |
| forms of mv | monologue dialogue story<br>state of mind | Groups<br>special effects | young people’s entertainment and crazy rebellion |

輔仁大學 108 年度高教深耕計畫

# 自主學習課程計畫

# 成果報告書

108 學年度第 1 學期

時尚品牌

第十二組

授課教師：楊偉穎 老師

系所單位：織品服裝學院 織品服裝學系 行銷組

中華民國 108 年 12 月

附件一
助教填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 課程指導紀錄表

學習助教：　　聯絡方式：

| | | | |
|---|---|---|---|
| 時間 | 11/4 | 受指導組別 | 第十二組 |
| 地點 | 407 教室 | 受指導次數 | 第___1___次 |
| 受指導對象 | **洪子茵、張麗瑜、林欣穎** | | |
| 指導老師 | **楊偉顥老師** | | |
| 指導內容摘要 | | | |
| 主要問題 | 一、不確定主題<br>二、制定主題卻無從下手 | | |
| 具體建議與解決方案 | 一、延伸另一堂課的自主學習，以彩妝為主題<br>二、　老師告訴了我們可以從很多方面去探討，像是去了解化妝歷史、比較各國的風格、想想為什麼某些元素會流行甚至可以詢問彩妝師對於現代彩妝看法等等 | | |
| 後續追蹤 | | | |
| 備註 | | | |

*指導紀錄表請自行影印使用

**指導老師：**_____

附件二
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習計畫書

一、自主學習計畫主題：Z 時代時尚彩妝

二、組別：第十二組

三、課程名稱：時尚品牌

四、指導老師：楊偉顥老師

五、學生姓名與工作分配：(可以個人或團體方式執行，至多 5 人)

| 姓名 | 工作內容 |
|---|---|
| 洪子茵 | 製作表單並統整表單資料 |
| 張麗瑜 | 搜尋彩妝起源與各國彩妝型態 |
| 林欣穎 | 詢問當今彩妝師與最後資訊整合 |
| | |

六、計畫內容與進度規劃 (請描述透過何種行動或方法達成)

**計畫內容：**

I. 深入了解彩妝的起源與歷史

II. 學習更多 Z 世代的彩妝相關知識

III. 比較各國的彩妝風格與流行元素

IV. 找尋當今彩妝的流行元素，例如顏色、畫法等，並探討為何會流行

V. 詢問當今流行彩妝師對於當下彩妝趨勢的看法以及請他們建議如何我們找到真正適合自己的風格

**進度規劃：**




七、預期效益：

更加了解Z世代的彩妝也希望藉由了解彩妝來進一步認識Z世代的時尚產業，也希望藉由這次的自主學習能讓我們找到屬於自己的風格而不是一味地追求流行。

附件三
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習成果報告

撰寫日期： 年　　月　　日

## 一、課程基本資料

(一)自主學習計畫主題：Z 世代時尚彩妝

(二)組別：第 12 組

(三)學生姓名：林欣穎 洪子茵 張麗瑜

(四)課程名稱：時尚品牌

(五)指導老師：楊偉穎 老師

## 二、計畫成果

(一) 自主學習歷程：（請回顧整個自主學習之執行步驟，摘要寫出歷程）

1.如何訂定主題？

在學期中，在我們另一門課中，我們設計了一個「快閃美妝店」的活動，在準備與執行的過程中，就發現我們都對於時尚彩妝的流行趨勢有相當大的興趣，但除了平時我們會平時就會關注彩妝相關訊息，同時我們也想了解在先在這個變化快速的 Z 世代，其他的大學生對於彩妝的看法又是如何，因此我們就訂下了這次的主題。

2.分工分配及執行狀況？

在這次的自學報告進行過程中，雖然大家平常都有許多事情需要忙，但我們都盡快地用最快的速度完成所有的任務，雖然說在執行的過程中，經常發生手忙腳亂的現象，但我們能在最快的時間內做好所有工作分工。

3.是否遇到什麼難題？

在這次自學報告的過程中所遇到的最主要問題是，「在設計問卷時不知道要如何設計題目才能多方蒐集大家的意見與看法」，但在和組員討論過後，我們馬上就想到了要如何設計問卷的好方法，我們將原設定的單選題改成數字滑桿模式，能讓填答者有更多不同的選擇，也讓我們蒐集到更多的多方意見。

(二)成效說明與實際產出：（可附加佐證資料、文書記錄、照片或相關計畫運作情形資料等）

這次的成效有超出我們原先的預期，原先我們認為在訪問彩妝師的過程中，我們或許只能得到彩妝師對於流行趨勢的專業看法以及見解，但彩妝師也和我們提到了些許與美妝產品在「生產線」這方面的知識。在了解彩妝的起源歷史時，我們同時也了解到在過去，臉部上的妝容往往代表了一個人的社經地位。這次透過問卷中的開放式回答，讓我們更加了解，現今其他同樣與我們生活在資訊爆炸、變化快速的 Z 世代的大學生們對於「時尚彩妝」的看法。在問卷結果中，我們也了解到，其實有一部份的同學認為追求彩妝流行，則是因為「虛榮心」在作祟，因此要如何找到一個適合自己的妝容、符合自己的個人風格是相當重要的。

參考資料: https://people.howstuffworks.com/about-makeup1.htm

**三、學習心得(組內每位學生皆須提供至少 200 字的學習心得)**

**林欣穎:**

在這次的「Z 世代的時尚彩妝」自學報告中，最令印映象深刻的分別為在設計問卷以及和彩妝師訪談的這兩大部分，在設計問卷時，我發現其實許多問題都不一定是屬於封閉型的問答，反而許多問題都是可以用「打分數的方式來做回答」，這也是比起以往做問卷的經驗中相較之下令我印象較深的一點，但也因為這次設計了許多開放性的回答題目，也讓我們在更短的時間內，瞭解到更多方的不同回覆與看法。另一點令我相當印象深刻則是，在與彩妝師做訪談的時候，彩妝師除了告訴了我們許多他對於現今流行彩妝的看法，也有稍微和我們提到一些美妝產品生產線上的知識，讓我了解到其實一個看似不起眼的美妝產品也是需要長時間即相當多人的努力在做得到的。

**洪子茵:**「沒有醜女人，只有懶女人」這是我從小聽到大的一句話，在這個世代中，幾乎每個愛美的女生男生都會接觸彩妝品，我也認為彩妝在時尚產業裡佔了很重要的位置，所以這次自主學習我們就以彩妝為我們的主題。

在這次學習中我們了解的彩妝的起源、現在大學生的彩妝流行看法以及我們也訪問了彩妝師。這次讓我最有印象深刻的是我們訪問 1028 的首席彩妝師，他一來的時候我就覺得這個人超有自信的感覺～在我們訪問的過程中他也侃侃而談，感覺得出來他真的很喜歡彩妝，他也給了我們很好的建議，在現場他也有實際化妝給我們看，看完之後真的覺得每個人適合的妝容不一樣，我現在的妝真的適合我自己嗎？或許經過這次我真的要來好好研究了！

**張麗瑜:**

這次自主學習中，最印象深刻的就是訪問彩妝師對於彩妝的看法，很慶幸能夠訪問到台灣品牌的彩妝師，從他身上得到了原來彩妝不僅僅只是彩妝，他是一種熱忱、一個美麗的過程、自信的展現，同時也是一種偽裝、遮掩。彩妝流行趨勢的改變速度越來越快，商品的推陳出新讓人措手不及，也稍微瞭解了要推出一個暢銷的彩妝品是多麼的不容易，原來彩妝也能算是快時尚的一環。

經過這次兩堂課的自主學習計畫中我們學到了許多技巧，溝通、整理、規劃、如何呈現等等，也因為自主學習讓我們能更深入的了解關於彩妝，它的起源、主要風格特色、與我們同年紀的學生對於彩妝的看法。不僅僅是內在想法，各方面都獲益良多。

**四、其它附件(必要)**

(一)每組學生成果 PPT

(二)分組討論及相關活動照片









# Z Generation’s Make-up

Group12
407222316 林欣穎
407222330 洪子茵
407222562 張麗瑜

History of makeup

Different country’s makeup style

Our survey

Asking professional makeup artist

What we’ve learned



# History of makeup

The ancient Egyptians.

The first use of prototype cosmetics

The Middle Ages-the end of the 19th century：Pale skin

women painted their faces, necks and chests with a lead and vinegar mixture known as ceruse.

The dawn of the 20th century.

lipsticks, mascaras and nail polishes -- began to emerge.

「RICH MAN, POOR MAN」



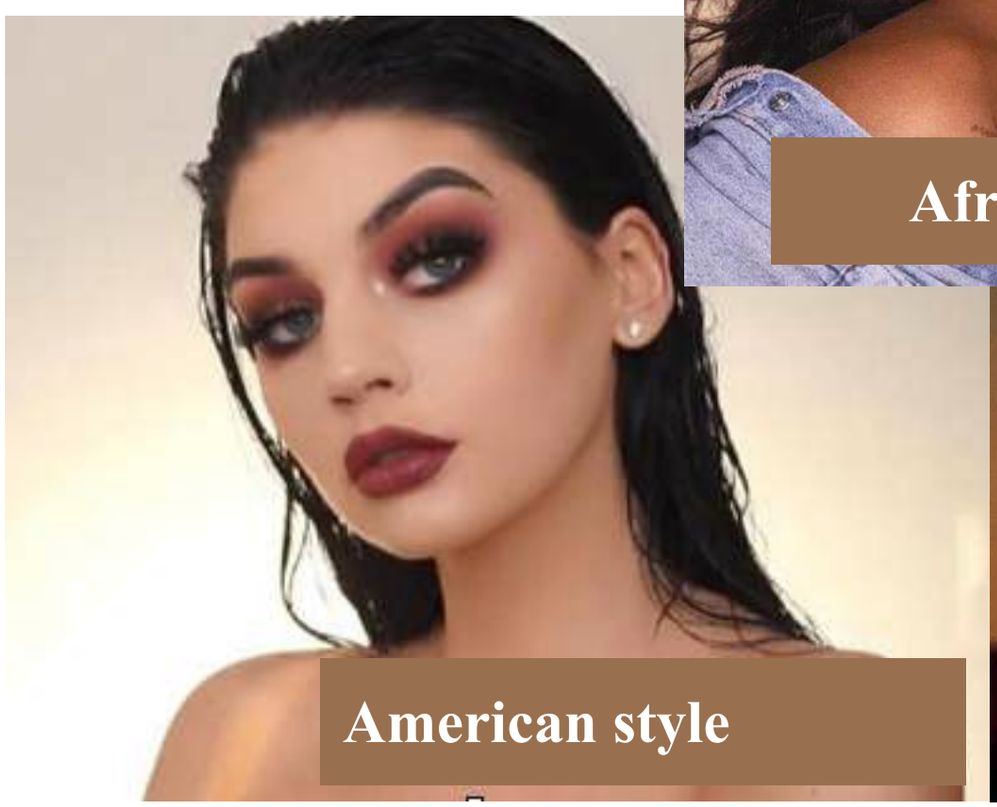
Japanese style



Korean style



African style



American style



Idian style

# - Is make-up important to you? -

2 平時有上妝的習慣嗎?

| 答案選項 | 填答次數 | 百分比 |
| --- | --- | --- |
| 普通－會化妝但不特別花時間研究 | 39 | 35.1% |
| 注重－會化妝，且偶爾研究不同妝容 | 29 | 26.1% |
| 不注重－平常不化，有重要日子才畫一點 | 22 | 19.8% |
| 非常不注重－隨便啦~~~ | 14 | 12.6% |
| 非常注重－沒化妝不出門，常常研究不同妝感畫法 | 7 | 6.3% |

## 3 平時是否會關注彩妝相關資訊

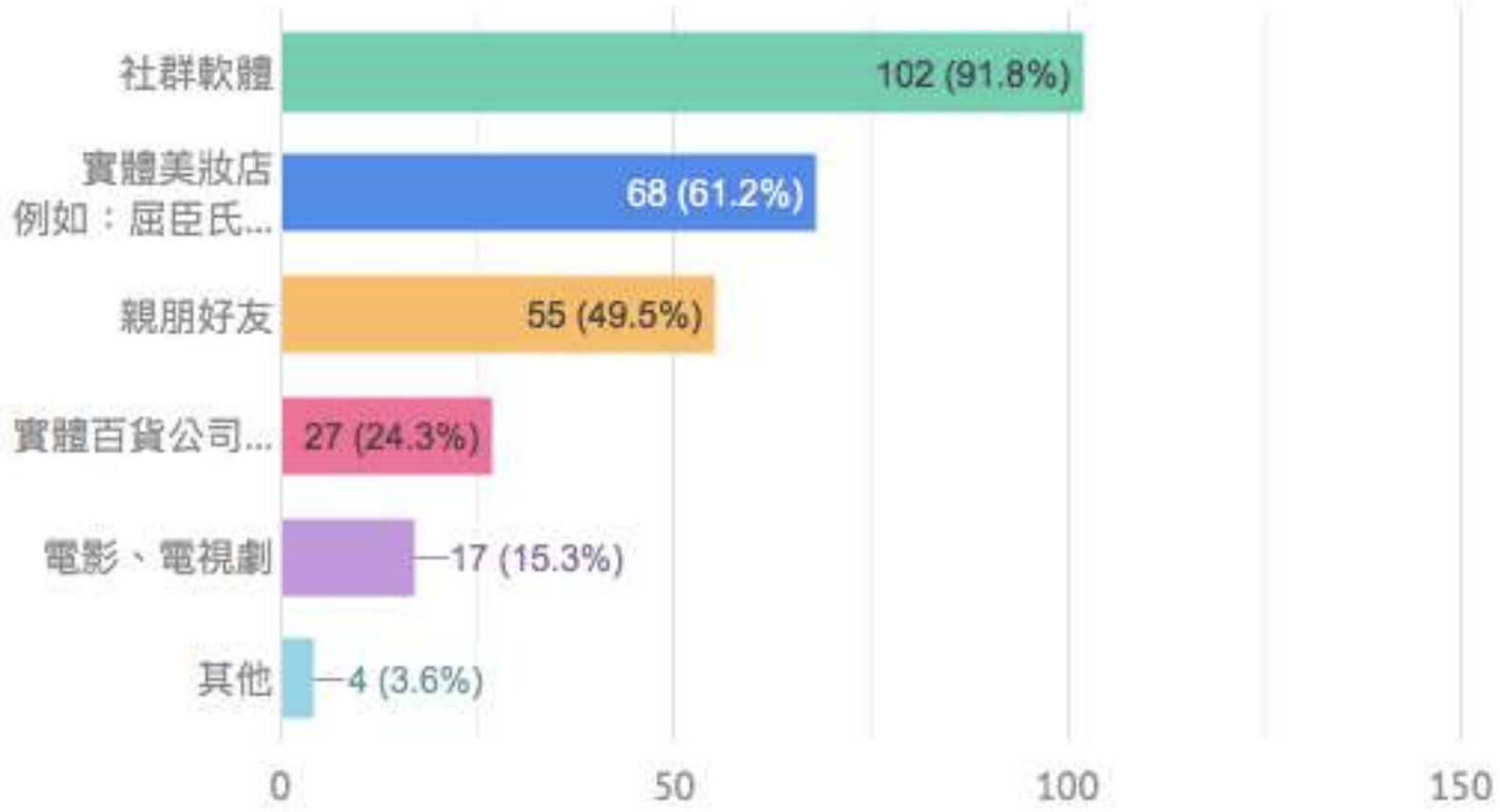
包括妝容或彩妝相關產品訊息

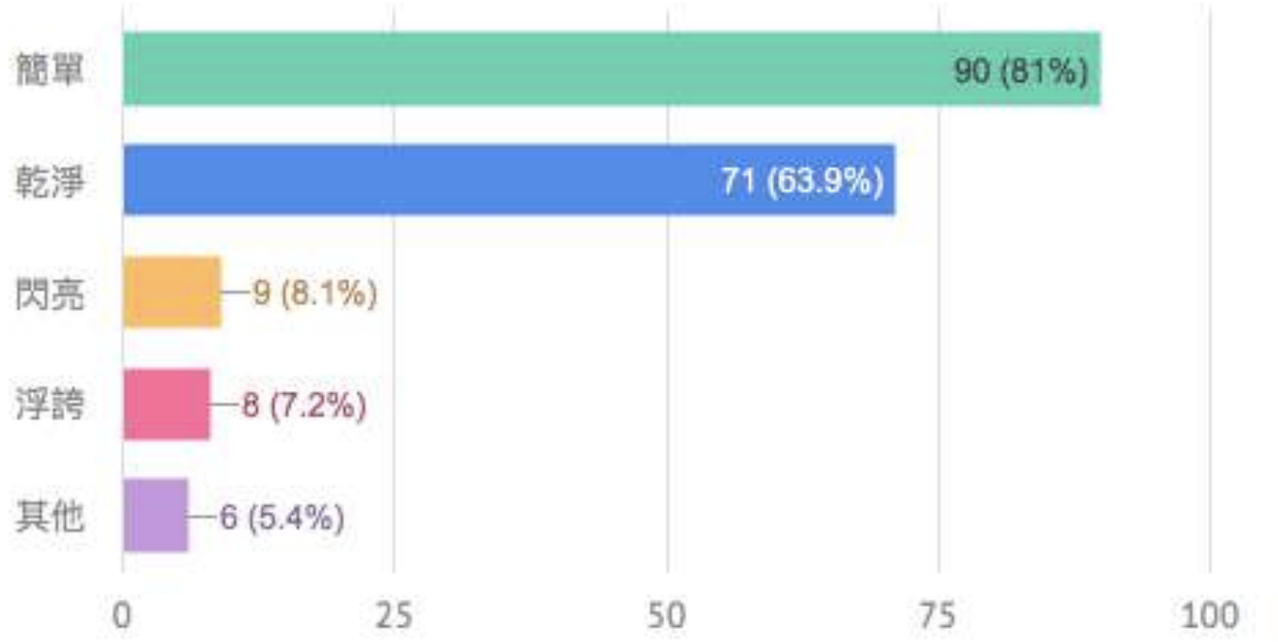
| 答案選項 | 填答次數 | 百分比 |
|---|---|---|
| 偶爾關注 | 54 | 48.6% |
| 常常關注 | 35 | 31.5% |
| 很少關注 | 11 | 9.9% |
| 幾乎不關注 | 11 | 9.9% |

**Often pay attention to makeup**

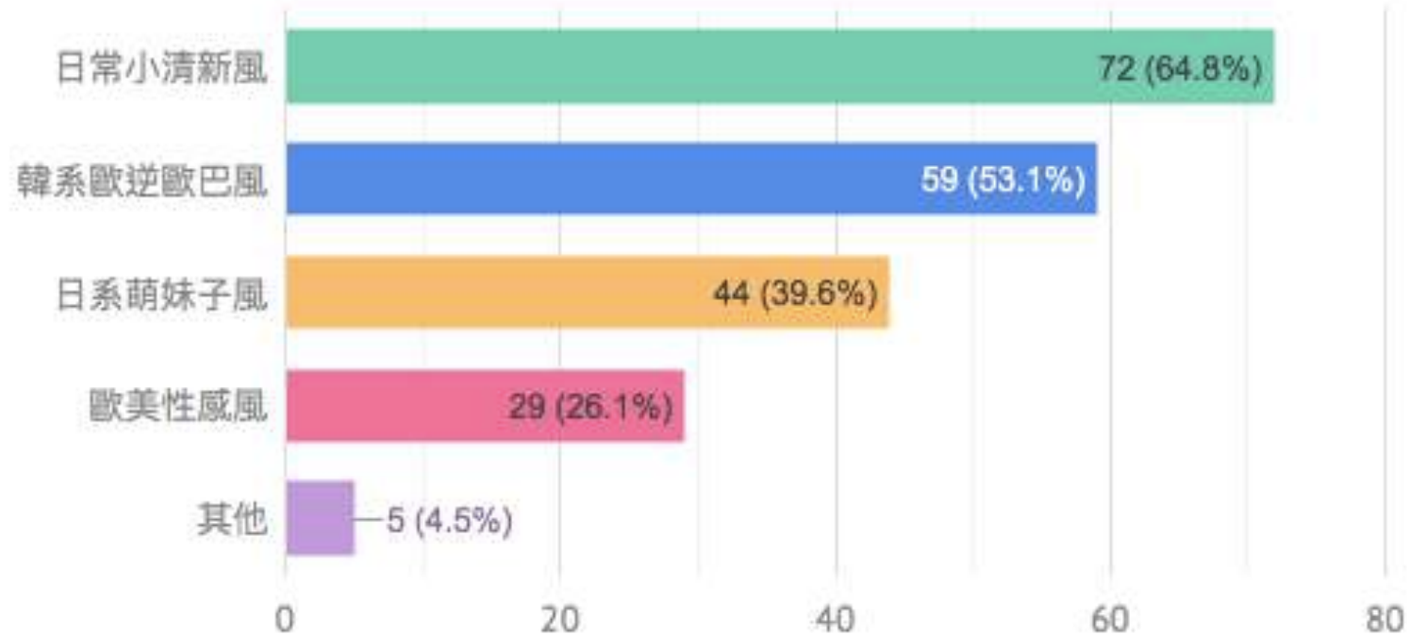
**How to get new informations?**

- Social media
- Make-up store
- Friends






# Styles X Simple & Light



9 有因為衝動購買後而後悔嗎?

| 答案選項 | 填答次數 | 百分比 |
|---|---|---|
| 沒有 | 66 | 59.4% |
| 有,為什麼後悔呢 | 45 | 40.5% |

# Impulse buying?

- They don’t fit myself
- Seldom use them
- Have many similar items
- Wrong color
- Buying too much
- Not so good or practical

8 有因為聽別人推薦或是看到網路上的熱門商品就直接購買嗎?

| 答案選項 | 填答次數 | 百分比 |
|---|---|---|
| 沒有 | 61 | 54.9% |
| 有 | 50 | 45% |

7 若有相當熱門色號的彩妝品(眼影,腮紅,唇彩),你會去購買嗎?

| 答案選項 | 填答次數 | 百分比 |
| --- | --- | --- |
| 會思考是否適合自己才會購買 | 87 | 78.3% |
| 幾乎不會 | 21 | 18.9% |
| 一定買 | 3 | 2.7% |

# Follow the trend blindly?

10 假如現在有特別流行的彩妝風格,你會因此改變原來的風格嗎?

| 答案選項 | 填答次數 | 百分比 |
| --- | --- | --- |
| 還好 會先考慮看看 | 60 | 54% |
| 不會 適合自己最重要 | 50 | 45% |
| 會 一定要走在流行尖端 | 1 | 0.9% |

# - Degree of following the trend -

填答人數：111 / 111 人

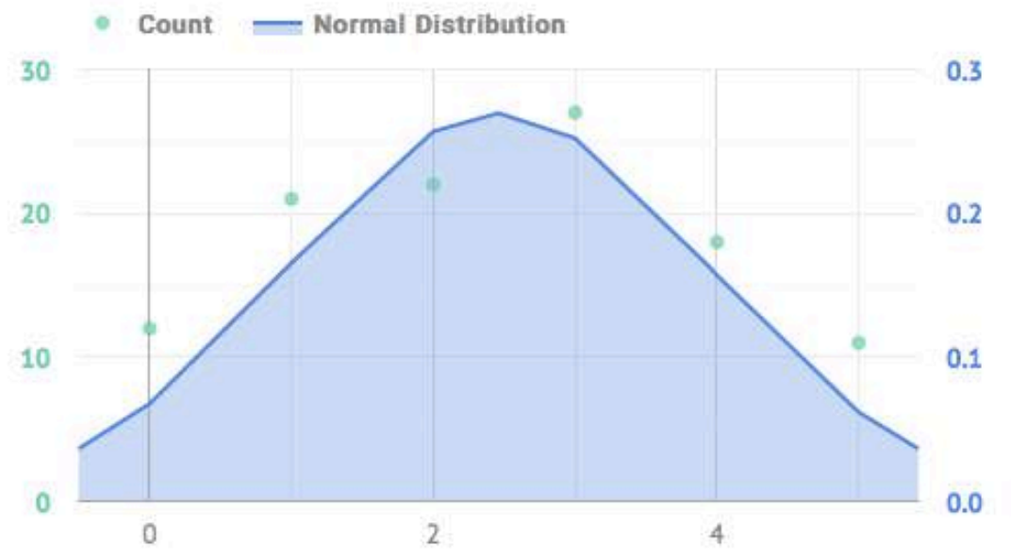
11 你認為自己對追隨潮流的投入程度如何呢?

| 計算單位 | 結果 |
| --- | --- |
| 眾數 | 3 |
| 平均數 | 2.57 |
| 中位數 | 3 |
| 最小值 | 0 |
| 最大值 | 5 |
| 標準差 | 1.24 |
| 填答總和 | 285 |



12 你認為,在追隨潮流過程中,是否是因為虛榮心作祟呢?

| 計算單位 | 結果 |
| --- | --- |
| 眾數 | 3 |
| 平均數 | 2.46 |
| 中位數 | 3 |
| 最小值 | 0 |
| 最大值 | 5 |
| 標準差 | 1.48 |
| 填答總和 | 273 |

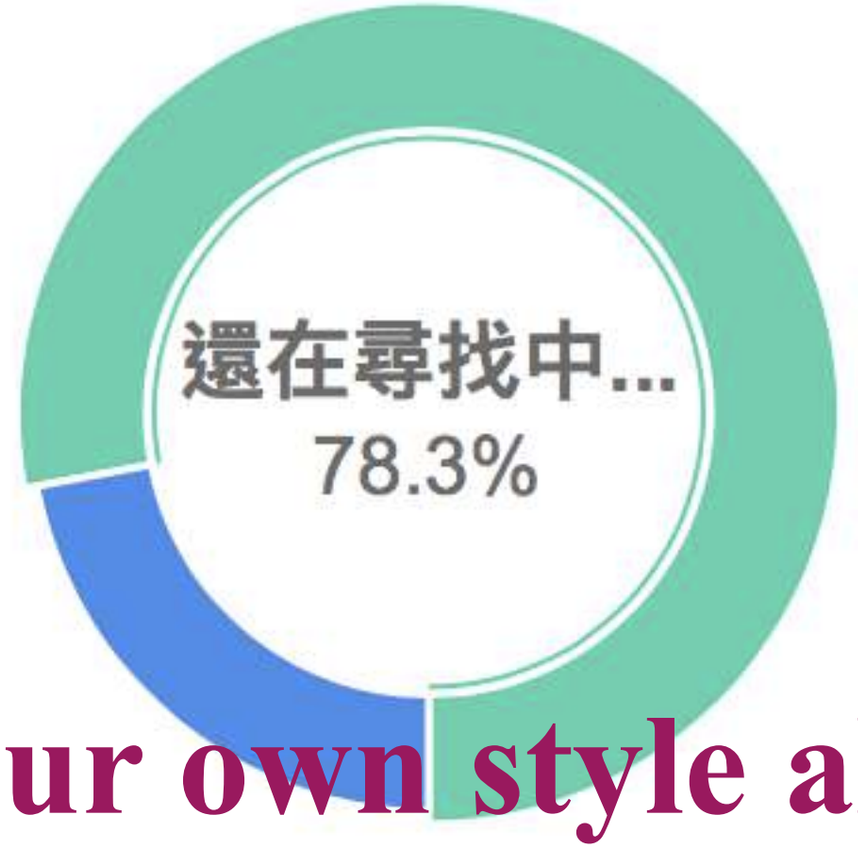



# Vanity

13 你認為,自己的虛榮心多高呢?

| 計算單位 | 結果 |
| --- | --- |
| 眾數 | 3 |
| 平均數 | 2.45 |
| 中位數 | 3 |
| 最小值 | 0 |
| 最大值 | 5 |
| 標準差 | 1.24 |
| 填答總和 | 272 |






# - Find your own style already? -

Trying again and again
Looking for suggestions
Initiatively get informations
Effected by friends

# - Definition about make-up -

promote confidence

Show theirselves

For politeness

Hide true look for being beauty

# - Ask for professional makeup artist -



Question1

**What do you think of Gen Z pop makeup?**

**:**

**There are two very important ideas**

**that have a great influence on the makeup of this generation.**

- Fast Fashion

- International View

Question2

**How is the current makeup trend different from**

**when you were young (about 10 years ago)?**

1.New makeup products will appear soon

2.More and more makeup brands

Question3

**Do you think most people are blindly following**

**the epidemic and ignoring the problems**

**that are right for them?**

:

The answer is YES.many people have this situation,

especially many people who are new to make-up,

want to follow the popular color,

but ignore whether it is suitable for their own conditions.

Question4

**How would you suggest everyone to find their own style of makeup?**

1. Boldly try! Constantly modified!

2. Learn about your personal style! Evolve with clothes!

# - What we've learned? -

Learn more about the origin of makeup.

Know the characteristics of different makeup styles.

Learn more about what college students think of makeup today.

Learn what is the z generation.

Understand what makeup professionals think of today's makeup style.

How should we respond to the rapidly changing makeup styles.

# Thanks for listening

成果報告封面範例

輔仁大學 108 年度高教深耕計畫

# 自主學習課程計畫

# 成果報告書

108 學年度第 1 學期

時尚品牌

第十三組

授課教師：楊偉顥 老師

系所單位：織品服裝學系 服飾行銷組

中華民國 108 年 12 月

附件一
助教填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
## 課程指導紀錄表

學習助教：　　聯絡方式：

| | | | |
|---|---|---|---|
| 時間 | 108/11/18 | 受指導組別 | 第 13 組 |
| 地點 | 織品系館 407 教室 | 受指導次數 | 第___1___次 |
| 受指導對象 | **吳葳葳、吳若聆、邱靖驊、劉子綺、徐翊甄** | | |
| 指導老師 | **楊偉顥** | | |
| 指導內容摘要 | | | |
| 主要問題 | **1.向老師介紹自主學習主題的想法**<br>**2.以電影為出發點，甚麼時期上映的電影較為合適**<br>**3.與 Z 世代青年的穿著有甚麼連結?**<br>**4.電影對 Z 世代的穿著是否有影響?** | | |
| 具體建議與解決方案 | **1. 起初所選的電影中，其中一部為*家有囍事*，老師建議找近期含有"復古"元素的電影較為合適。**<br>**2. 選擇*以你的名字呼喚我*、*魔幻月光*、*決戰中途島*三部電影做研究。**<br>**3. 各自分配一部電影做深入研究，再與組員分享研究內容。** | | |
| 後續追蹤 | | | |
| 備註 | **無** | | |

*指導紀錄表請自行影印使用

**指導老師：_____**

附件二
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習計畫書

一、自主學習計畫主題：電影與 Z 世代的邂逅

二、組別：第 13 組

三、課程名稱：時尚品牌

四、指導老師：楊偉顥

五、學生姓名與工作分配：(可以個人或團體方式執行，至多 5 人)

| 姓名 | 工作內容 |
|---|---|
| 吳葳葳 | 研究電影 ***以你的名字呼喚我*** 與 Z 青年穿著相同與相異之處 |
| 吳若聆 | PPT 製作與統整 自主計畫書撰寫 |
| 邱靖驊 | 研究電影 ***魔幻月光*** 與 Z 青年穿著相同與相異之處 |
| 劉子綺 | 研究電影 ***決戰中途島*** 與 Z 青年穿著相同與相異之處 |
| 徐翊甄 | 探討 Z 世代青年的特色 |

六、計畫內容與進度規劃 (請描述透過何種行動或方法達成)

| | |
|---|---|
| 10/30 | 第一次討論自主學習報告方向。 |
| 11/18 | 與老師介紹自主學習報告主題與內容，<br>並與老師討論所選電影的可行性。 |
| 11/25 | 觀賞 ***以你的名字呼喚我*** |
| 12/9 | 觀賞 ***魔幻月光*** |
| 12/22 | 觀賞 ***決戰中途島*** |
| 12/25 | 最終討論並整理 PPT 內容 |

七、預期效益：

希望能夠透過這三部電影，找出與現今 Z 世代穿搭有異曲同工之妙之處，進而了解我們自身的穿著是否被電影所影響。

附件三
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習成果報告

撰寫日期：108 年 12 月 20 日

## 一、課程基本資料

(一)自主學習計畫主題：電影與 Z 世代的邂逅

(二)組別：第 13 組

(三)學生姓名：吳葳葳、吳若聆、邱靖驊、劉子綺、徐翊甄

(四)課程名稱：時尚品牌

(五)指導老師：楊偉顥

## 二、計畫成果

(一) 自主學習歷程：（請回顧整個自主學習之執行步驟，摘要寫出歷程）

1.如何訂定主題？

近期復古風潮來勢洶洶，而電影比電視劇，更能用淺顯易懂卻又清晰的方式，透過 2 小時的片長，表現出一部戲中所需的服裝之概念，因此我們希望能夠透過幾部好的電影，尋找在現今 Z 世代青年是否有異曲同工之妙的穿搭，進而更了解身為 Z 世代的我們所穿著的復古時尚。

2.分工分配及執行狀況？

組內工作分配良好，基本上組員都會互相幫忙。

| 姓名 | 工作內容 |
|---|---|
| 吳葳葳 | 研究電影 ***以你的名字呼喚我*** 與 Z 青年穿著相同與相異之處 |
| 吳若聆 | PPT 製作與統整 自主計畫書撰寫 |
| 邱靖驊 | 研究電影 ***魔幻月光*** 與 Z 青年穿著相同與相異之處 |
| 劉子綺 | 研究電影 ***決戰中途島*** 與 Z 青年穿著相同與相異之處 |
| 徐翊甄 | 探討 Z 世代青年的特色 |

3.是否遇到什麼難題？

在選擇要以哪三部電影做研究時，原先我們希望可以從年代較久遠的電影之中尋找 Z 世代有可能效仿的穿搭與配件，但所選的電影當中其中一部因為年代過於久遠，與大多數 Z 世代青年較難達到共鳴，因此在搜尋另一部電影時，討論了一段時間才選擇現在的所研究的電影。

(二)成效說明與實際產出：（可附加佐證資料、文書記錄、照片或相關計畫運作情形資料等）

## 三、學習心得(組內每位學生皆須提供至少 200 字的學習心得)

**1.吳葳葳**

經過這次透過電影來了解復古電影與 z 世代的相連結，除了對電影裡的穿搭風格更加了解之外，也對那個時期所代表的服裝特色感到新奇有趣，再倒推回來到 z 時代，才發現一切都循因有果。這些在過去十年二十年所蔚為流行的趨勢在 z 世代中延續命脈，是服裝史上最不可思議的事。雖然復古融合 z 世代延伸出不一樣的樣貌，但也因此看見我們這個世代在於風格創新上的放蕩不羈，在復古中加入自己的元素，才能夠有屬於 z 世代自己的樣子。

**2.吳若聆**

學服裝設計的人們經常會說一句話:「時尚就是一個循環。」這是再忠肯不過的八個字。每一次的流行，都是過去結合新穎的元素而誕生，透過本次自主學習的活動，根據三部截然不同復古的電影，我們更看見了復古的不同面向，而身為 Z 世代青年的我們，近期復古風潮席捲眾人的衣櫥，復古畢竟是復刻的古著，我們如何從過去的經典精挑細選，又巧妙地結合 21 世紀的美好，塑造出完全屬於自己的復古，全看身在自由世代的青年如何玩出出眾的搭配!

**3.邱靖驊**

在這次的自主學習中，正好活用了另外一堂西洋服飾關於服裝史的課堂內容，我們的主題也剛好對上我自己看電影的興趣，所以隨著自主學習的主題，我試著把過去以電影內容為目的轉向藝術學習方面，開始有不同的領悟及自我的全新開發。除此之外，在這次與組員的合作中，我也看到自己能力上的不足，還有在英語表達上的不足，還有很多值得向組員學習的地方，很感謝這次的合作，以及老師一整個學期的教導

**4.劉子綺**

藉由這次的自主學習，我學習到很多東西，也很開心有這個機會可以從自己喜歡的電影來了解當時電影背景的服裝，我不僅接觸到二戰時期的軍裝，也知道所謂復古的打扮是包含了什麼元素。

時尚品牌課程讓我收穫最多的是聽演講，我最有印象的部分是 Rio 攝影師，他讓我了解到有關服裝棚拍的價格，十分有收穫，在還沒聽這次的演講之前，我完全對於棚拍這件事摸不著頭緒，很感謝老師特別請到他來演講，讓我對於時尚產業有更了解了一點。

**5.徐翊甄**

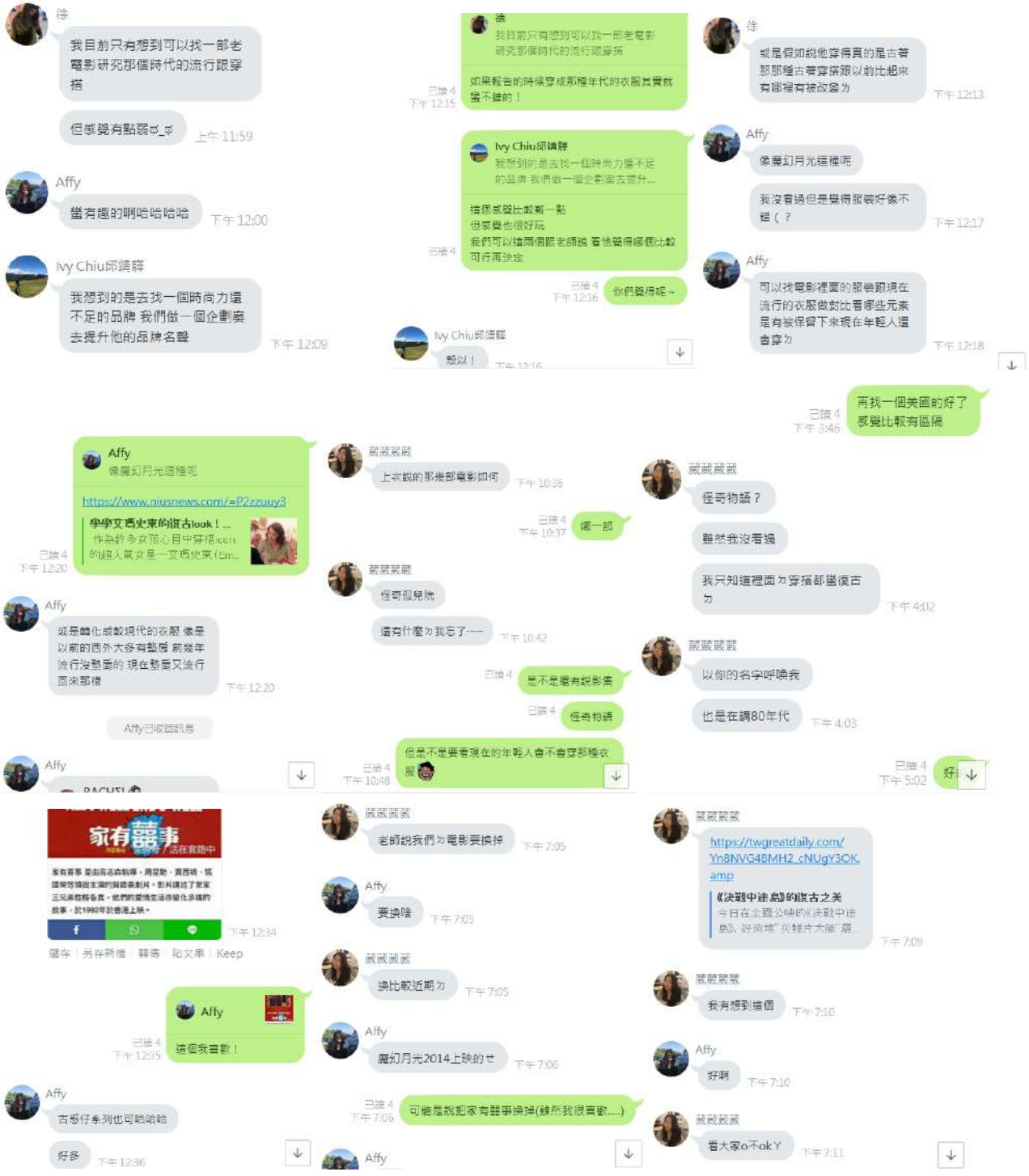
這次的自主學習我看到了不少以往看電影時不會注意到的小細節,平常看電影都是專注在故事情節，但因為這次我們是以電影來分析裡面的服裝，所以有更加專心在觀察服裝的部分，除此之外也更加了解所謂 z 世代是什麼東西，身為這個世代的年輕人真的一舉一動都被社群網站影響著，但直到這項自主學習之前，我都沒有主動思考過我們所被影響的那些價值觀，覺得自己這次有看到很多不同面向的東西。在這學期的時尚品牌課程裡我也真的有認識到許多以往不知道的品牌，而且透過報告的形式不僅自己有學到不少，在聽其他組報告時也學習了不少包括 ppt 製作或是口說等等的技巧，我覺得這也是除了本課外讓我額外獲益最多的地方。

## 四、其它附件(必要)

(一)每組學生成果 PPT

(另外繳交於 TronClass)

(二)分組討論及相關活動照片



成果報告
助教彙整

# 輔仁大學 108 年度高教深耕計畫

## 「自主學習課程」成果報告 (電子檔即可)

一、計畫成果報告撰寫應包含下列各項：

| 項　　目 | 說　　明 |
|---|---|
| 1.報告封面 | 格式請參考下頁。 |
| 2.目錄 | |
| 1. 課程指導成果說明<br>(老師填寫) | (1) 課程實際規劃與說明<br>(2) 具體教學成果與評估<br>(3) 課程遇到問題與困難<br>(4) 優秀自主學習組別(二組)推薦與原因 |
| 4.照片 | 請提供本課程學生每人(或每組)實作作品照片<br>(於報告中呈現，另需提供電子檔照片至少 5 張) |
| 5.附件 | 請以每組為單位將以下附件彙整：<br>(1) 教師與助教課程指導紀錄表<br>(2) 學生成果：<br>● 學生自主學習計畫書<br>● 學生自主學習成果報告書<br>(3) 學生學習問卷<br>(4) 其他相關附件 |

二、撰寫格式說明

1、格式

(1) 版面設定：各邊界均為 2.5 公分，文字左右對齊。

(2) 段落行距：單行間距。

2、字體

(1) 字體大小 12。

(2) 字型：中文為標楷體，英文為 Times New Roman。

3、頁碼請以阿拉伯數字，依順序標記在每頁下方中央。

三、繳交方式

1、將檔案上傳至雲端硬碟後，寄雲端連結予承辦人。

2.、將檔案燒錄至光碟後，送予承辦人。

四、承辦人聯絡資訊

姓名：邱詩涵 fj03434@mail.fju.edu.tw #3190

地點：教師發展與教學資源中心 (外語學院 LA107)

# Mysteries between Movies and Gen Z

Team 13 Production

# CONTENT

- Self-orientation introduction
- What is Gen Z?
- Characteristics of Gen Z
- “Call me By Your Name” v.s Gen Z
- “Midway” v.s Gen Z
- “Magic in the Moonlight” v.s Gen Z

Symbol of the times---Movie

# MOTIVATION

- The young generation born between 1995 and 2010
- Deeply influenced by social networks
- Expression of self-life attitudes

# WHAT IS Z GENERATION?

Modern

Stylish and simple

Teasing classic

Colorful contrast

Cozy & Comfortable





# Characteristics of Gen Z












CALL ME
BY YOUR
NAME

# CALL ME BY YOUR NAME



FIT X

#1：oversized 襯衫

OVERSIZED O



# FULL PRINT

PLAIN STRIPED





TOP oversized

UNDER short lengths

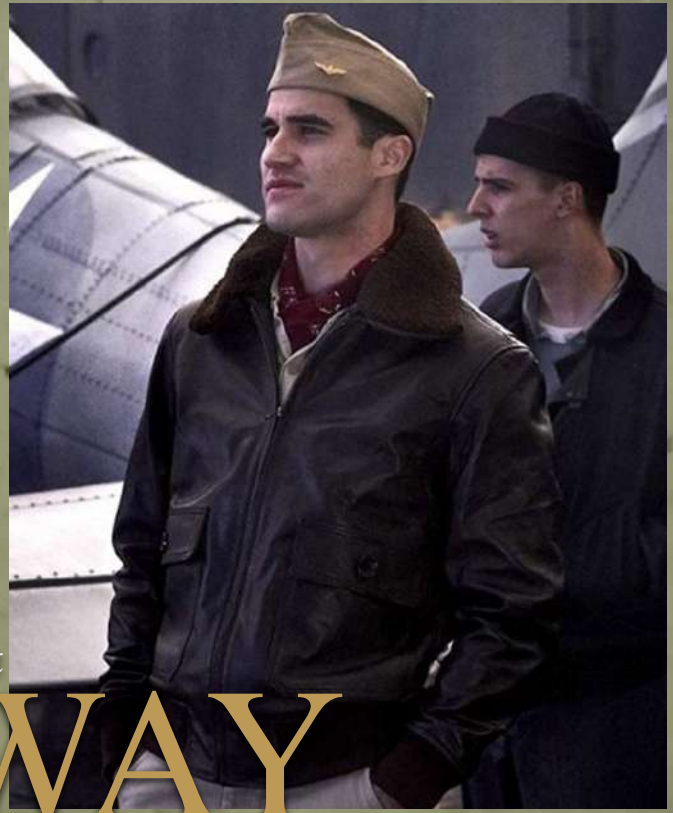
#2：極短褲



2 : 3





#1 : Flight Jacket

# MIDWAY

## A-1 Flight Jacket



## A-2 Flight Jacket



Extra & Luxury





#1 Head dress



# MAGIC IN THE MOONLIGHT







## #2 Cloche Hat



# Work Distribution

| | |
|---|---|
| 吳若聆 | PPT Edition |
| 吳葳葳 | Gen Z and “CALL ME BY YOUR NAME” comparison |
| 邱靖驊 | Gen Z and “MAGIC IN THE MOONLIGHT” comparison |
| 劉子綺 | Gen Z and “MIDWAY” comparison |
| 徐翊甄 | Self-Orientation and Gen Z Introduction |


THE END

輔仁大學 108 年度高教深耕計畫

# 自主學習課程計畫

# 成果報告書

108 學年度第 1 學期

時尚品牌

第十四組

授課教師：楊偉顥

系所單位：織品服裝學系

中華民國 108 年 12 月

附件二
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習計畫書

一、自主學習計畫主題：Z 世代的美甲風格

二、組別：14

三、課程名稱：時尚品牌

四、指導老師：楊偉顥

五、學生姓名與工作分配：(可以個人或團體方式執行，至多 5 人)

| 姓名 | 工作內容 |
|---|---|
| 林艾群 權珉志 | 歷史資料研究及調查 |
| 權珉志 曹心寧 高盈茵 | 美甲風格的整理及分類 |
| 權珉志 曹心寧 | 設計問卷 |
| 林艾群 黃榆文 高盈茵 | 消費者的分析 |
| 黃榆文 高盈茵 | 統整 |

六、計畫內容與進度規劃(請描述透過何種行動或方法達成)

找出 Z 時代的消費者喜歡的風格

搜集資料

設計問卷並進行分析

七、預期效益：

希望能夠藉由這個自主學習的活動更深入了解我們的主題美甲風格

附件三
每組填寫

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習成果報告

撰寫日期： 108 年 1 月 1 日

## 一、課程基本資料

(一)自主學習計畫主題：Z 世代的美甲風格

(二)組別：14

(三)學生姓名：曹心寧 林艾群 權珉志 黃榆文 高盈茵

(四)課程名稱：時尚品牌

(五)指導老師：楊偉顥

## 二、計畫成果

(一) 自主學習歷程：（請回顧整個自主學習之執行步驟，摘要寫出歷程）

1.如何訂定主題？小組共同討論出

2.分工分配及執行狀況？分配主要是由抽籤的方式決定，執行的部分也是雖然中途遇到許多挫折，但經過大家的努力最後還是順利完成。

3.是否遇到什麼難題？

在這次自學報告的過程中所遇到的最主要問題是，如何有效透過問卷分析達到我們想要的結果，尤其是問題的選擇方面，最後透過自行先了解以往的趨勢再從中一 一舉例，讓大家去選，進而了解目前的趨勢，最後再延伸成未來的趨勢。

(二)成效說明與實際產出：（可附加佐證資料、文書記錄、照片或相關計畫運作情形資料等）

## 三、學習心得(組內每位學生皆須提供至少 200 字的學習心得)

405032224 曹心寧

這次時尚品牌這堂課又再一次實行自主學習的活動，之前有其他課程也有進行這個活動。而這次自主學習我們這一組選擇了探討 Z 世代的美甲風格，經過問卷調查，搜集資料等等，讓我們更能夠瞭解美甲的歷史以及文化，也根據問卷的結果進行分析及討論，總結出我們認為 Z 世代的人們喜好的美甲風格，在這次自主學習的報告中學習到了許多研究方面的技巧，像是要怎麼設計問卷會比較適當，應該要列舉哪些問題等等，也很感謝老師在我們有許多問題時給予我們的幫助。

406222149 林艾群

**這次「Z 世代的時尚」自主學習的報告跟我以往的報告有很大的區別，由於老師對於主題訂沒有什麼要求，給了我們很多自由，但沒想到在沒有受限的情況下，對我而言反而是最困難的，從一開始的主題選定我們就猶豫了很久，**最後選定探討 Z 世代的美甲風格，由於平日並沒有去做美甲的習慣，對於美甲這塊可以算是知識非常淺薄，但經過搜集資料，瞭解了美甲的歷史以及文化，再透過問卷分析等，更一步的瞭解美甲時尚，並總結出我們分析後 Z 世代的美甲時尚。從訂主題到討論，老師都給了我們很大的幫助，真的特別感謝老師的幫助～

406222151 黃榆文

這是進入織品以來第二次接觸自主學習活動，我認爲這次 z 時代主題啟發我們對這個時代的分析，結合平常我就有興趣的美甲，並深入探討。才發現美甲並不只是一項美容服務，更帶出了趨勢的演變，還有隨年代流行的變遷。更能與時裝時尚伸展台的流行趨勢連結。美甲的設計的日益變遷，設計材質的應用，也運用上我們在織品所學習的材質與設計課程知識。很謝謝老師給我們很多的發揮空間，讓我們對自己喜歡的領域，與組員多加探討、互相學習。

406221456 高盈茵

**之前在別的科目已經有嘗試自主學習活動，發現沒有特定的範圍反而會有一定的難度。我們組選擇了美甲做主題，可是我本來就沒有美甲的習慣，對這個主題不是很了解，對我來說我一定的難度。我們花了許多的時間整理資料和分析，也要重新思考z時代的環境。當中組員之間的分工、溝通和方向決定等等是我們會遇到的問題，最後也解決到了。謝謝老師會在我們需要的時候提供協助，讓我們有空間可以發揮。**

**四、其它附件(必要)**

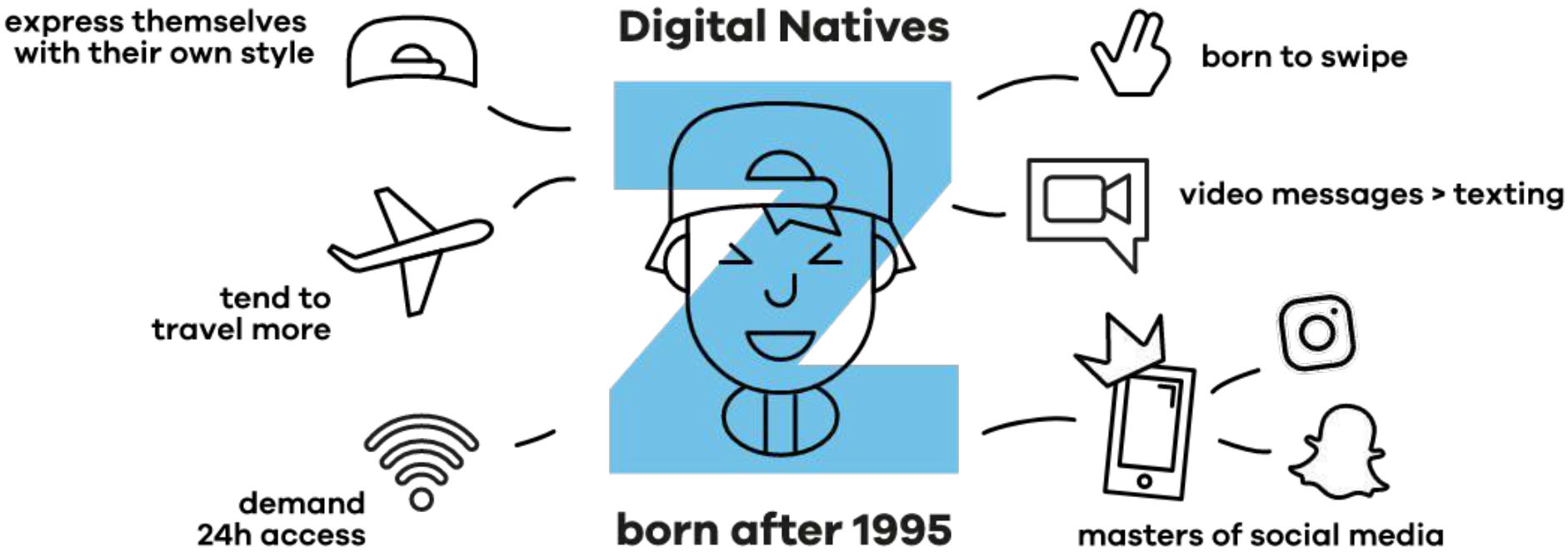
(一)每組學生成果 PPT

(二)分組討論及相關活動照片

# Nails Art

## Group 14

權珉志 406222034
林艾群 406222149
曹心寧 405032224
高盈茵 406221456
黃榆文 406222151


Digital Natives
express themselves with their own style
born to swipe
video messages > texting
tend to travel more
demand 24h access
masters of social media
born after 1995

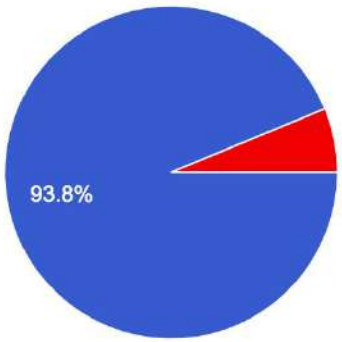
# Questionaire

people preferences on nail art

Aged on or below 25

64 in total

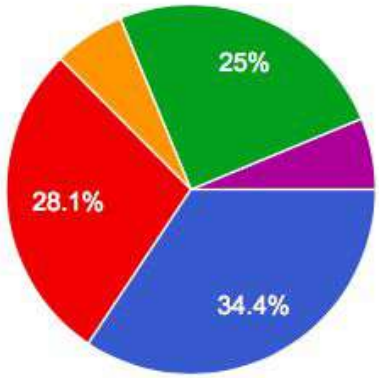
# Gender

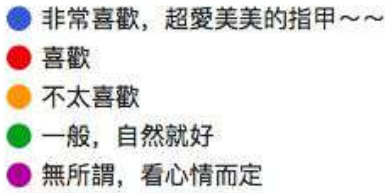




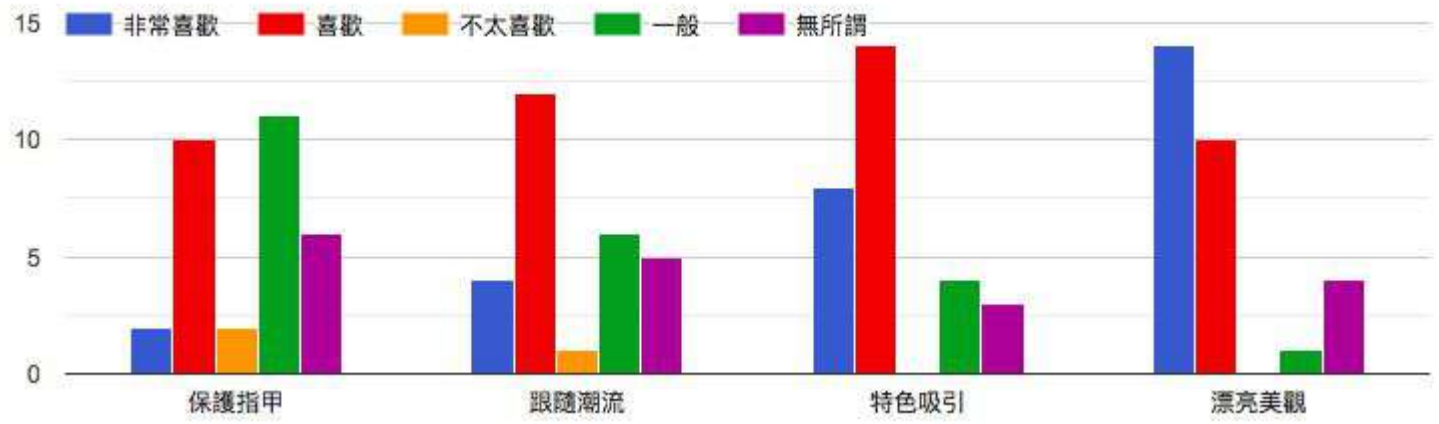


# Viewpoint to nail beauty



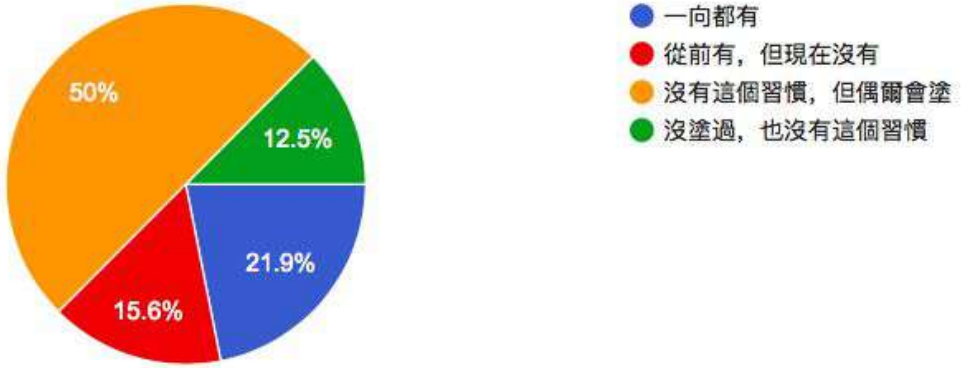
# Reason for applying nail polish?



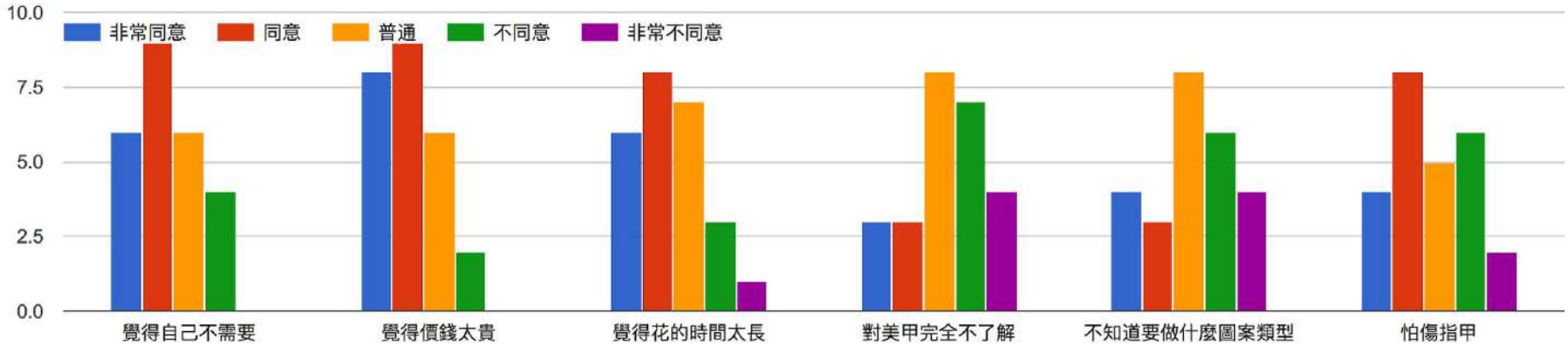
# Does people surround you have the habit of going to a nail salon?



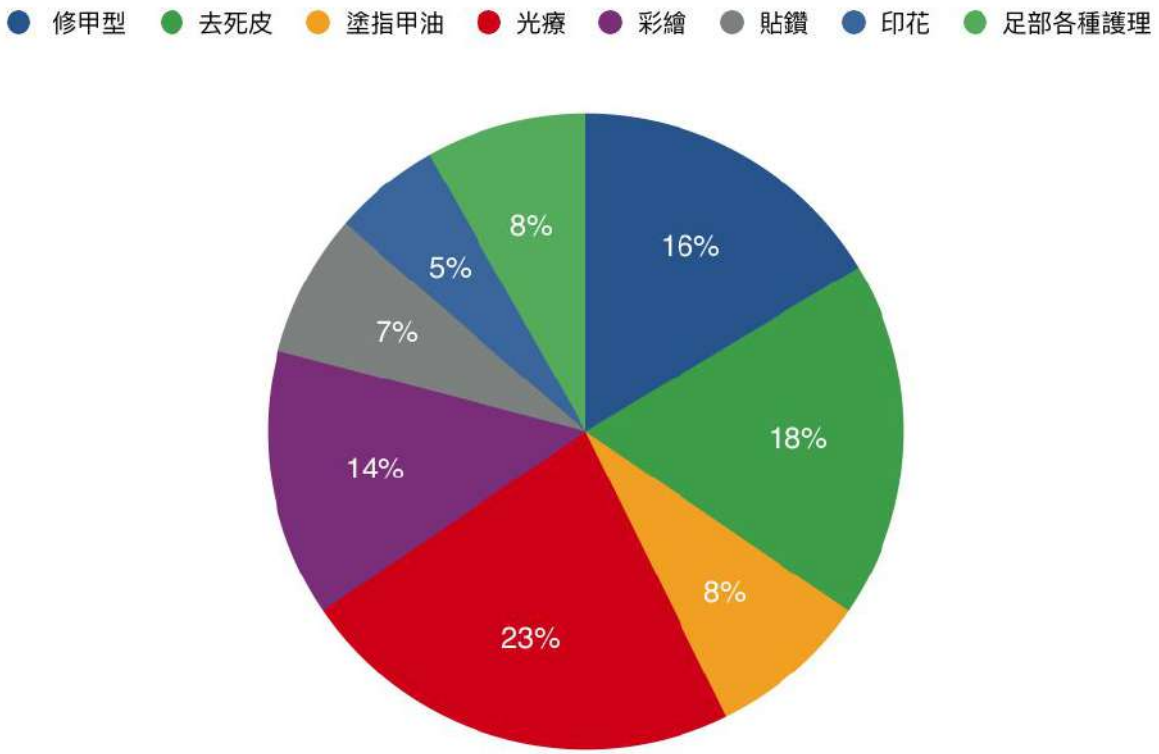

# Habit of applying nail polish?



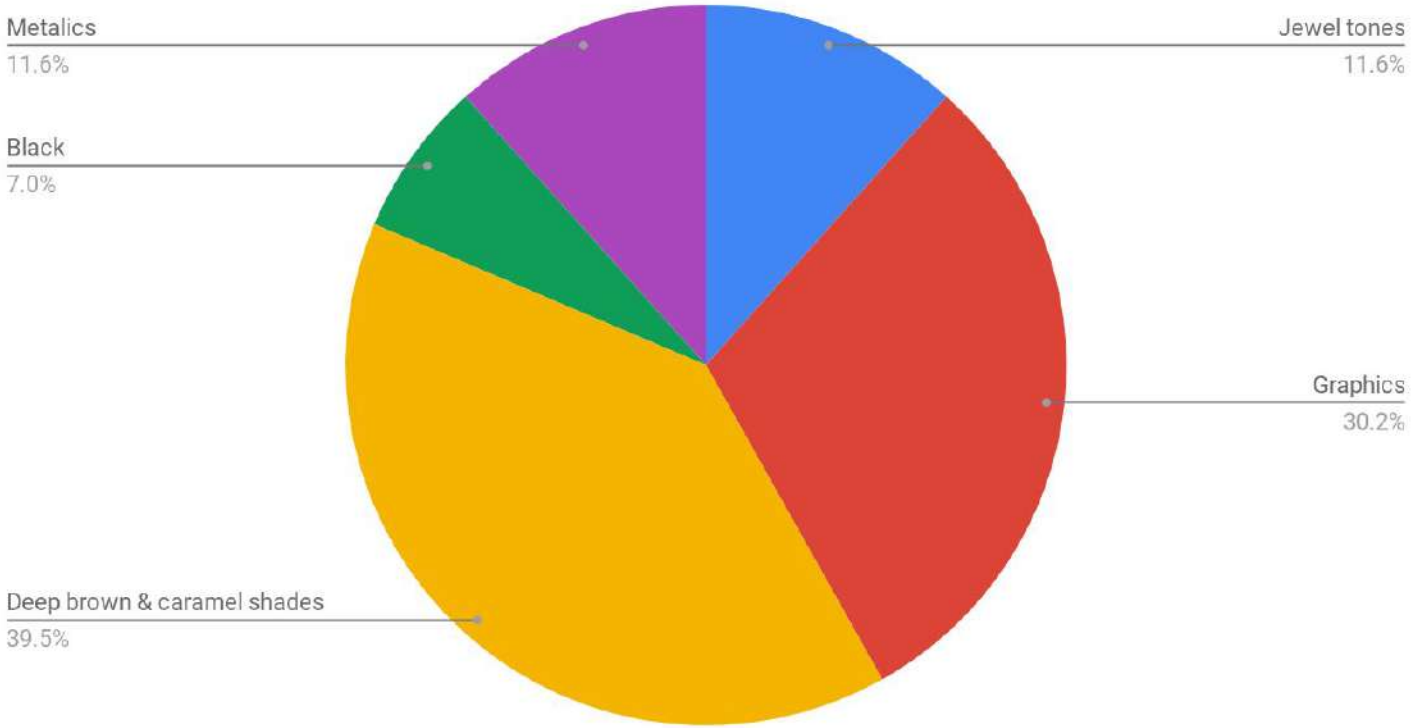
# Why people don’t go to nail salon?



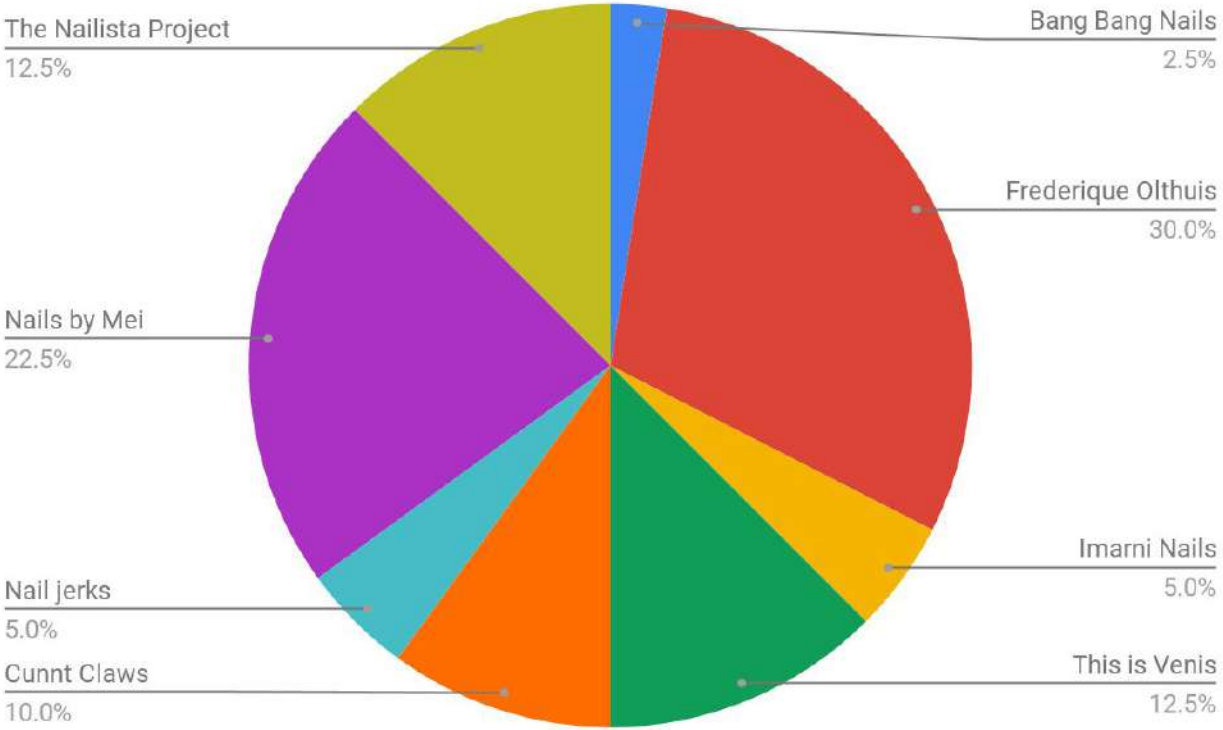
# Preference on nail salon services



# Nail style preference (style in 2015)



# Nail style preference (2017 US Instagram account)



## Frédérique Olthuis

@FREDERIQUEOLTHUIS



## Nails by Mei

@NAILSBYMEI



# Media - Nail Arts

Nail art’s popularity in media started with printed press with women magazines.

It had an important role but it was not a mainstream fashion trend before 2000’s.

After the internet age and the common use of the social media, the trend became major subculture among women.

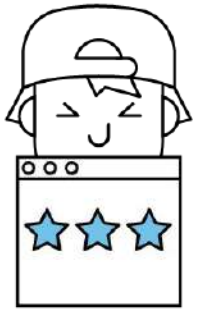


# Media - Nail Arts

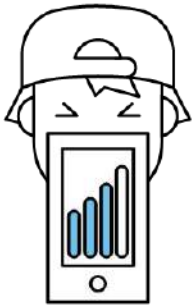
**Social media** made it easier to connect to the mass audience and with this people started to share their designs as a way of their creativity and use the nail as their blank canvas.



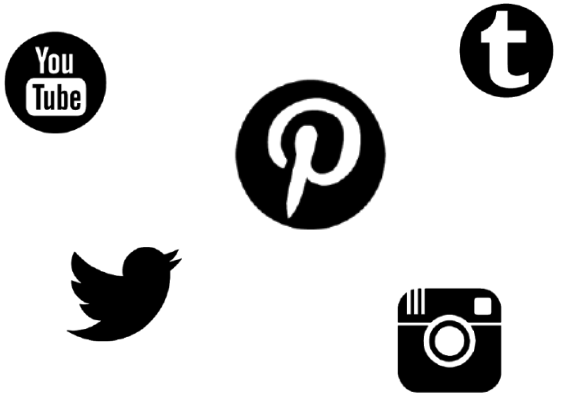
masters in filtering content

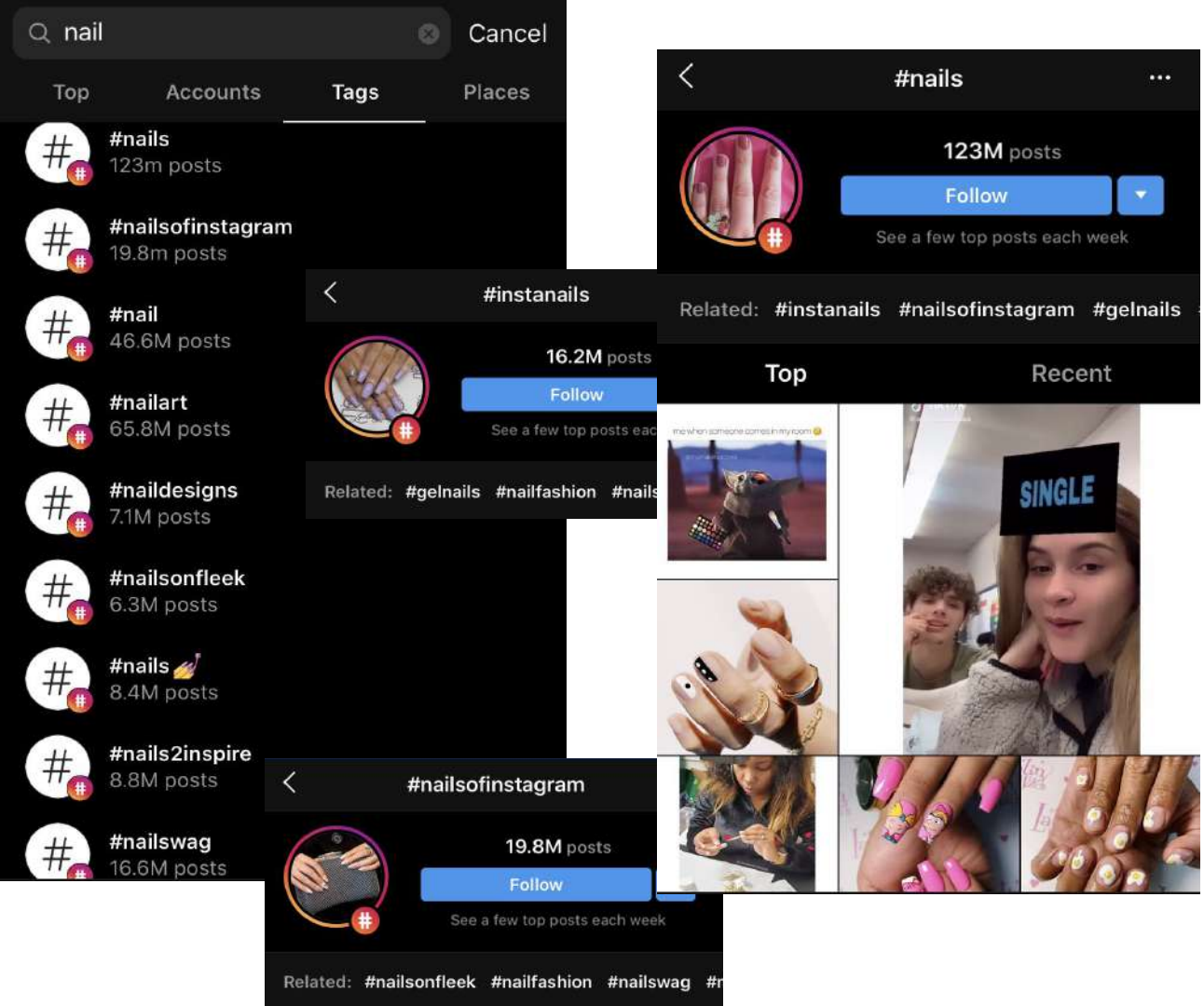


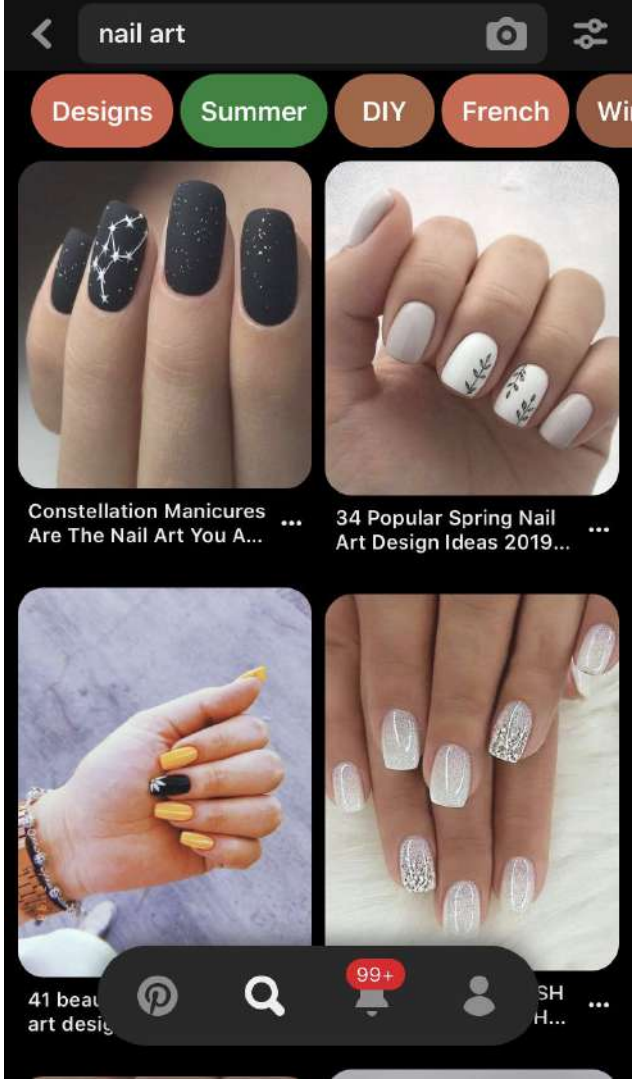
ratings and reviews online more and more important



availability important, if not they switch providers




nail
Cancel
Top
Accounts
Tags
Places
#nails
123m posts
#nailsofinstagram
19.8m posts
#nail
46.6M posts
#nailart
65.8M posts
#naildesigns
7.1M posts
#nailsonfleek
6.3M posts
#nails
8.4M posts
#nails2inspire
8.8M posts
#nailswag
16.6M posts
#instanails
16.2M posts
Follow
See a few top posts eac
Related: #gelnails #nailfashion #nails
#nailsofinstagram
19.8M posts
Follow
See a few top posts each week
Related: #nailsonfleek #nailfashion #nailswag
#nails
123M posts
Follow
See a few top posts each week
Related: #instanails #nailsofinstagram #gelnails
Top
Recent
SINGLE


nail art
Designs
Summer
DIY
French
Constellation Manicures Are The Nail Art You A...
34 Popular Spring Nail Art Design Ideas 2019...
99+

# Red(小紅書) - Morandi tone 延禧攻略 莫蘭迪色系

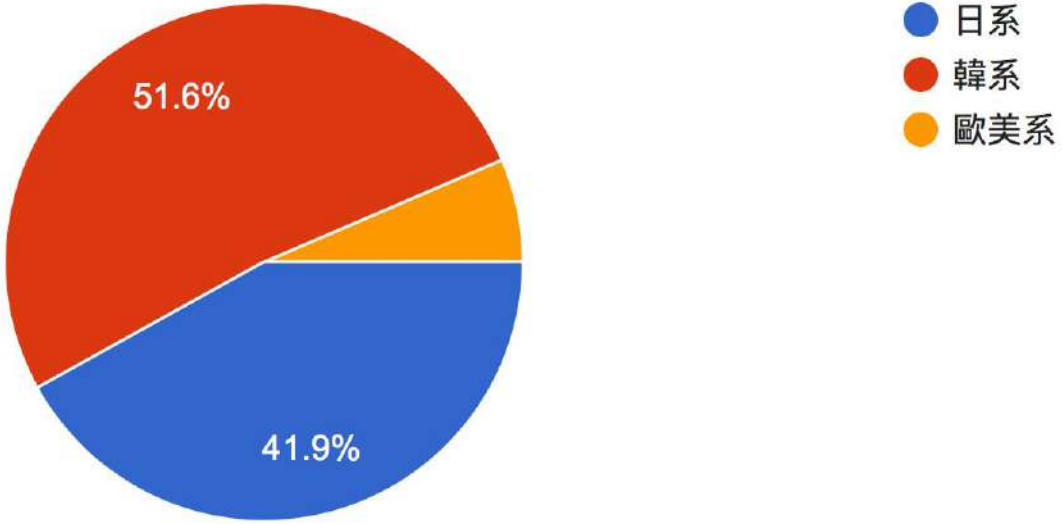








# Comparsion: Japanese, Korean, Western Style



# Japanese Nails

Light colours

Soft tones

Gradient

Oval shape

3D Decorations

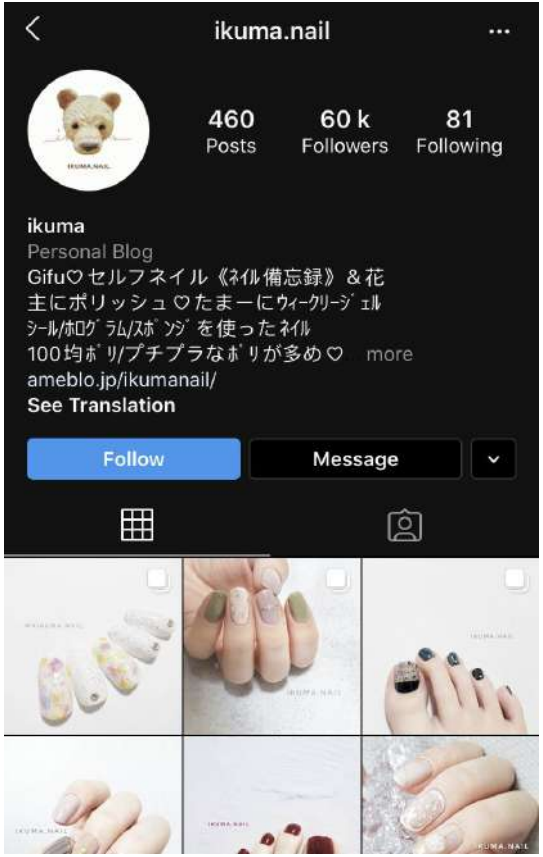


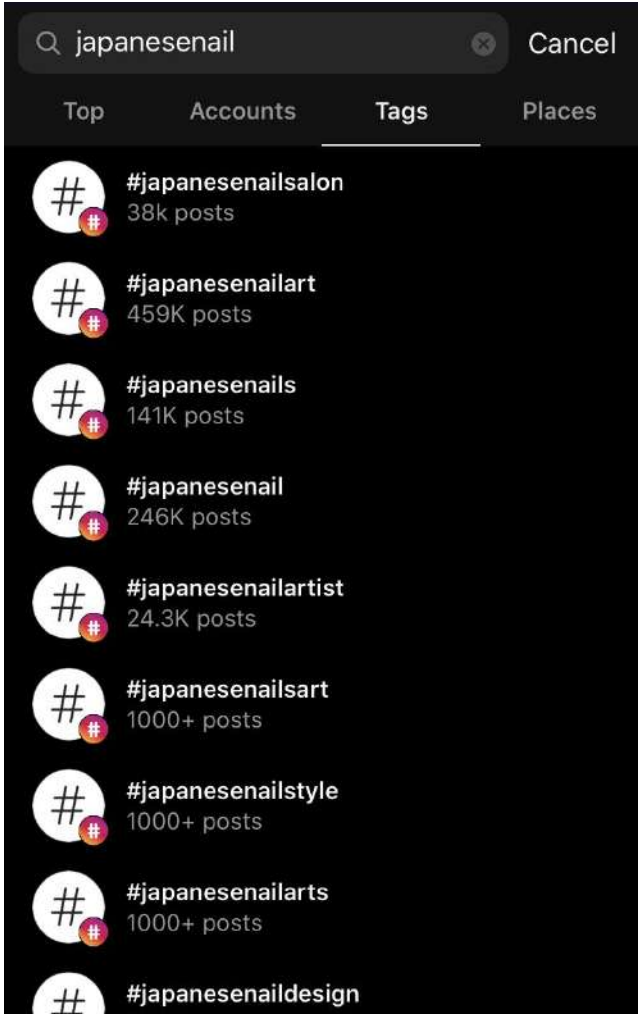




# Instagram


sizuku100
1,041 Posts
134 k Followers
1,159 Following
しずく
Blogger
#ほぼ100均ネイル しずく
公式LINE【shizuku】で検索
自分でも出来るちょっと可愛い#セルフネイル
KADOKAWAより6冊出版 more
s.ameblo.jp/s1zu9/
See Translation
Follow
Message
Email
第9弾しず...
第8弾しず...
アメプロ
LINEブログ...
新刊の


ikuma.nail
460 Posts
60 k Followers
81 Following
ikuma
Personal Blog
Gifu♡セルフネイル《ネイル備忘録》＆花
主にポリッシュ♡たまーにウィークリージェル
シール/ホログラム/スポンジを使ったネイル
100均ポリ/プチプラなポリが多め♡ more
ameblo.jp/ikumanail/
See Translation
Follow
Message


japanesenail
Cancel
Top
Accounts
Tags
Places
#japanesenailsalon
38k posts
#japanesenailart
459K posts
#japanesenails
141K posts
#japanesenail
246K posts
#japanesenailartist
24.3K posts
#japanesenailsart
1000+ posts
#japanesenailstyle
1000+ posts
#japanesenailarts
1000+ posts
#japanesenaildesign

# Celebrities

Koki







Ishihara Satomi



# Korean Nails

---

Simple

Geometry

Cartoon

Graffiti

Colour pianted

Saturated colour



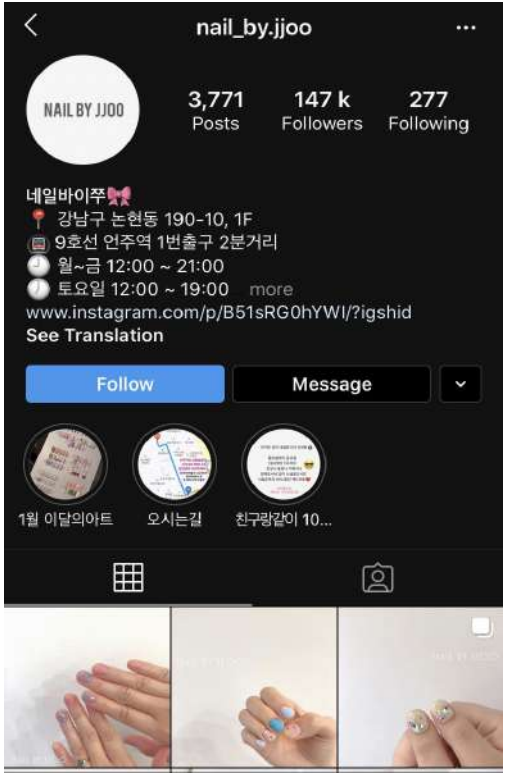


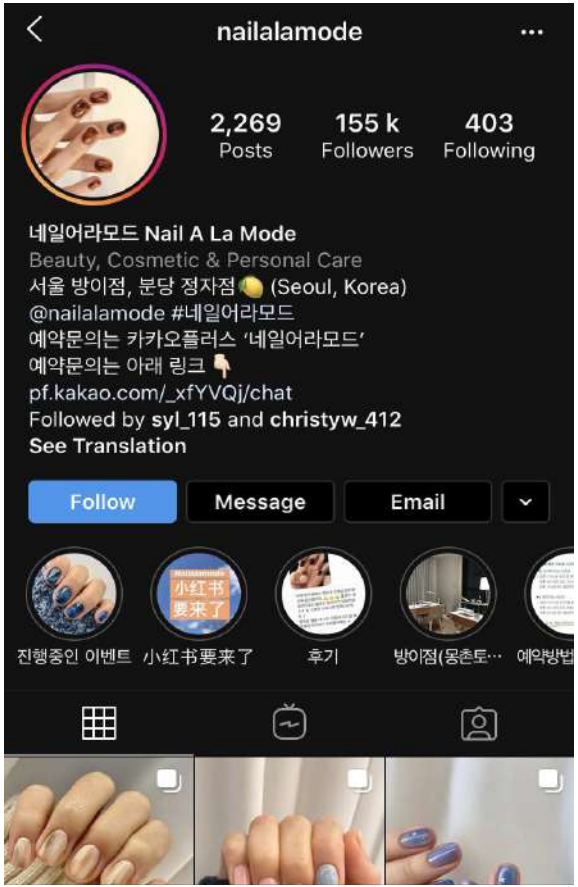


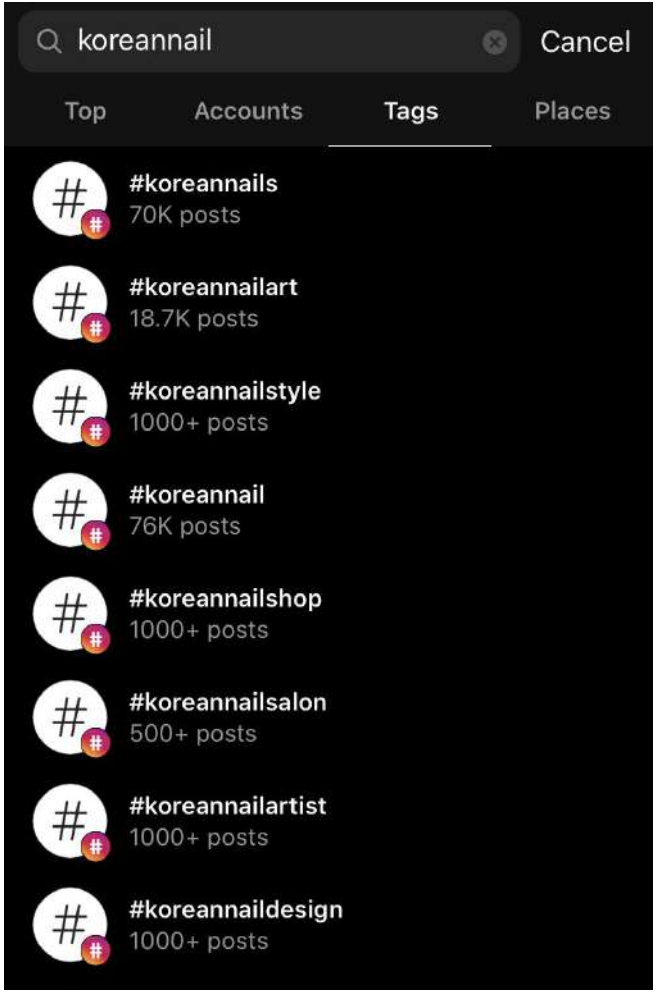




# Instagram


nail_by.jjoo
NAIL BY JJOO
3,771 Posts
147 k Followers
277 Following
네일바이쭈
강남구 논현동 190-10, 1F
9호선 언주역 1번출구 2분거리
월~금 12:00 ~ 21:00
토요일 12:00 ~ 19:00 more
www.instagram.com/p/B51sRG0hYWI/?igshid
See Translation
Follow
Message
1월 이달의아트
오시는길
친구랑같이 10...


nailalamode
2,269 Posts
155 k Followers
403 Following
네일어라모드 Nail A La Mode
Beauty, Cosmetic & Personal Care
서울 방이점, 분당 정자점 (Seoul, Korea)
@nailalamode #네일어라모드
예약문의는 카카오플러스 '네일어라모드'
예약문의는 아래 링크
pf.kakao.com/_xfYVQj/chat
Followed by syl_115 and christyw_412
See Translation
Follow
Message
Email
진행중인 이벤트
小红书要来了
후기
방이점(몽촌토...


koreannail
Cancel
Top
Accounts
Tags
Places
#koreannails
70K posts
#koreannailart
18.7K posts
#koreannailstyle
1000+ posts
#koreannail
76K posts
#koreannailshop
1000+ posts
#koreannailsalon
500+ posts
#koreannailartist
1000+ posts
#koreannaildesign
1000+ posts

# Celebrities

Blackpink Jennie




Blackpink Lisa



Hyuna



Red Velvet Joy



Sunmi



Blackpink Jisoo



# Western Nails

---

Pointy, long nails

Dark/Neon/Vivid colours

Dramatic

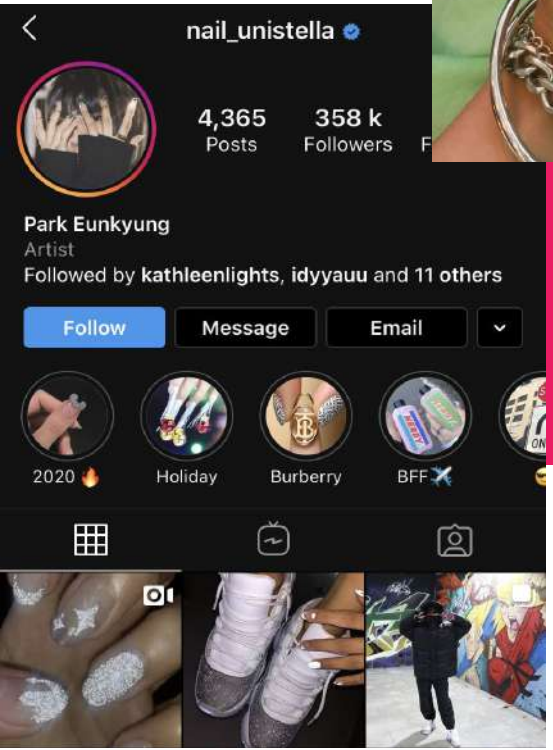















# Korean + Western








# Japanese + Western



# 2019-2020 Nail Trend

Action Points



Black brings a touch of gothic




Blues range from turquoise to electric



Classic red



Big and Bold



Pure white from minimalism



Millennial pink turns to hot pink



Linear designs
become more intricate



Nail tips become the focus



Fluorescent yellow



# Kylie Jenner (born August 10, 1997)

Keeping Up with the Kardashians since 2007

the founder and owner of Kylie Cosmetics

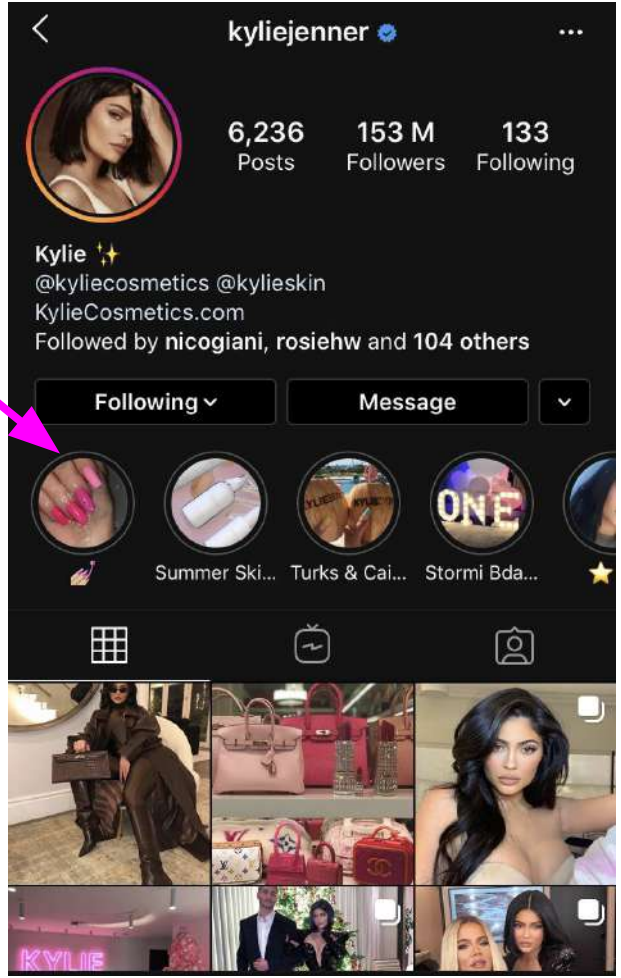
2014-2015, Time magazin list of the most influential teens in the world

2017, the Forbes Celebrity 100 list,starred on her own spin-off series, Life of Kylie

2018, New York Post the most influential celebrity in the fashion industry

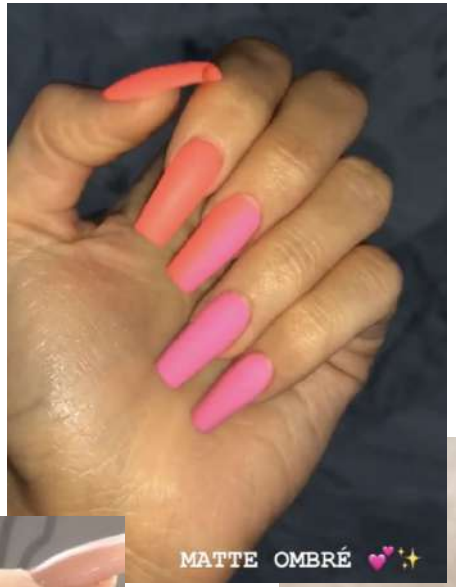
2019,over 150 million followers, Top ten of the most followed people on Instagram

net worth ~US$1 billion, at age 21 the world's youngest billionaire(Forbes magazine)






KYLIESKIN


MATTE OMBRÉ 💕✨


MATTE BROWN








Trend 2019-2020:

Millennial pink turns to hot pink





reminiscent of her Kylie Cosmetics packaging

KYLIE

Trend 2019-2020:

Classic Red





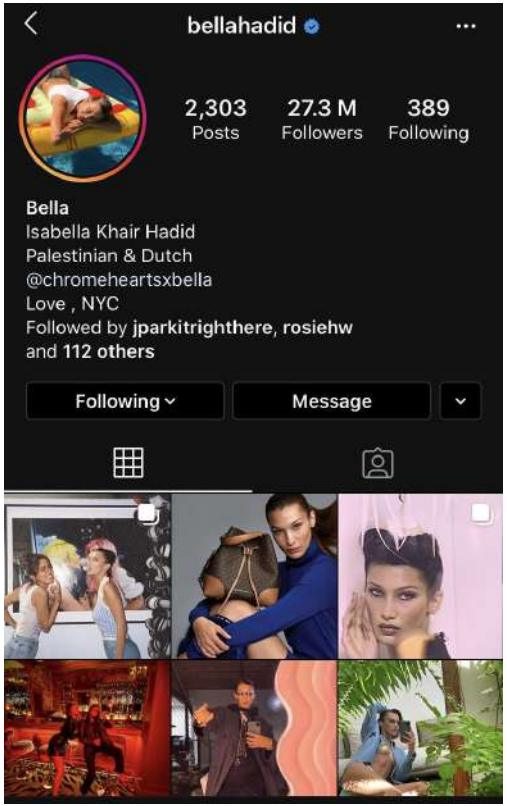

# Bella Hadid (born October 9, 1996)

---

It girl

2016, she was voted "Model of the Year" by industry professionals for Model.com's Model of the Year Awards.





Trend 2019-2020:

Florescent Yellow



# Cardi B(born October 11, 1992)

---

3 number-one singles on the Billboard Hot 100

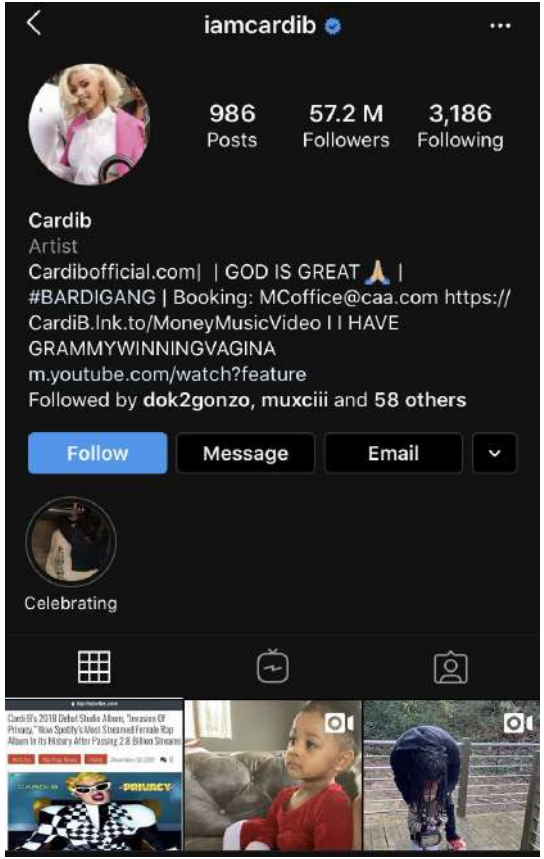
Grammy Award winner for Best Rap Album, the only woman to win the award as a solo artist

one of the most influential female rappers of all time

2018, the 100 most influential people in the world

the highest-certified female rapper of all time on the RIAA's Top Artists Digital Singles ranking

the ten highest-certified female artists of all time



---

got a manicure dedicated to her daughter, Kulture and husband, Offset





Trend 2019-2020:

Classic Red





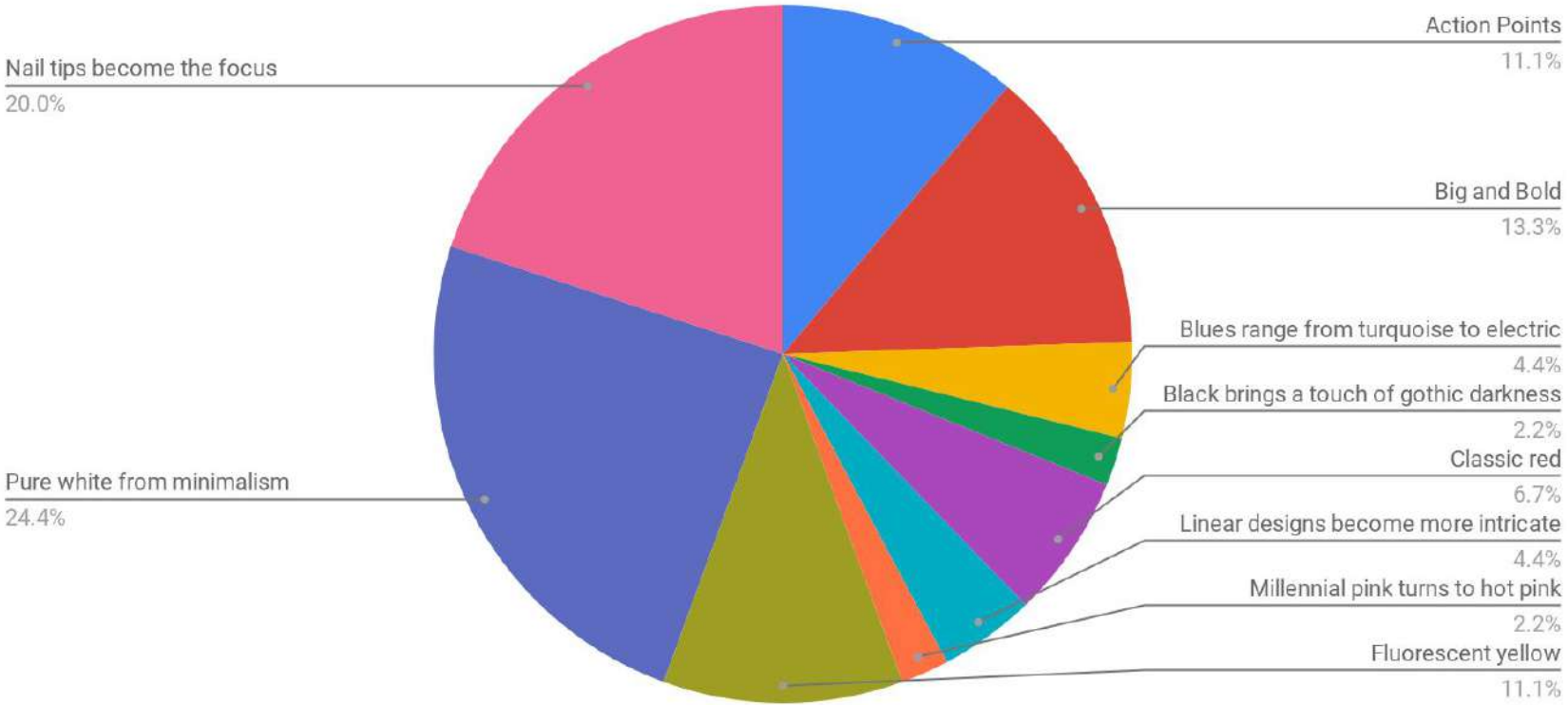


Trend 2019-2020:

Big and Bold



# Result of our prediction



# Pure white from minimalism





Girls generation

Taeyeon Hyoyeon

Cara Delevingne



Aoa Seolhyun



Kylie Jenner



# Nail tips become the focus

Hayley Bieber



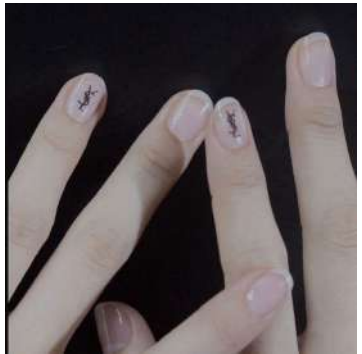
Kim Kardarshian



Gigi Hadid



Blackpink Rose






Kylie Jenner



Bella Hadid





# Nail arts & Fashion

-------Nail Trends to Keep on Your Radar

These days, fashion isn't limited to clothing.
As we've seen on some of the world's biggest runways, nail art is continuing to play a prominent role in the fashion scene and sometimes the right nail design proves to be the perfect accessory.





# Nail arts & Fashion

-------Nail Trends to Keep on Your Radar

**Why nail art is playing a growing role in the fashion world?**





# Nail arts & Fashion

-------Nail Trends to Keep on Your Radar

## Why is nail art so popular?

The fashion runways around the world have all embraced nail artistry as a constant now, endorsing nails as an important element to help tell the story behind their collections. This has elevated to the status of the nail industry itself as well as the importance of the Nail Professional.







# Nail arts & Fashion

-------Nail Trends to Keep on Your Radar



## What are some of the most requested types?

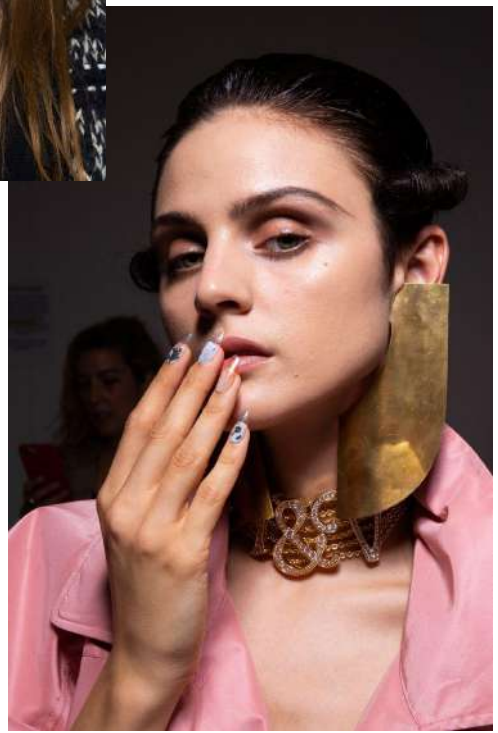
The most popular types of nail art we’re seeing today includes stamping, foiling, chrome and hand painting. Gems, jewels, studs and embellishments are a standard procedure accent, and color layering and texturing is another go-to look you can find in most salons.



# Nails & Fashion - Crystal Clear

During 2019/2020 fashion weeks’ backstage, it’s obvious that crystal clear, models are wearing light weight makeup becomes a trend, which may emphasize haute couture clothes.





# Nails & Fashion- Shine on Metalics

In the past, high-shine colors

are reserve for Christmas season

This Spring/Summer high shine varnishes are particularly effective when the sun is shining as the polish reflects the rays.



Rihanna wearing slik shine satin dress



# Nails & Fashion - Gen-Z Yellow

An American humor writer, Man Repeller dubbed Gen-Z yellow - the bright,cherry color, is going to be the next big hue.



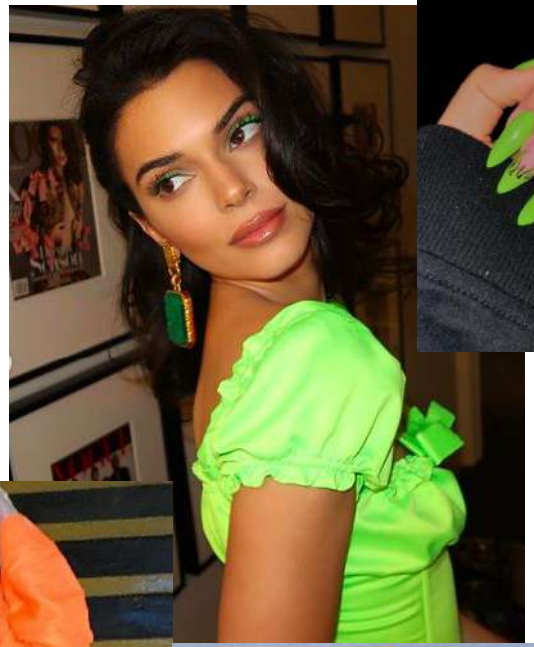


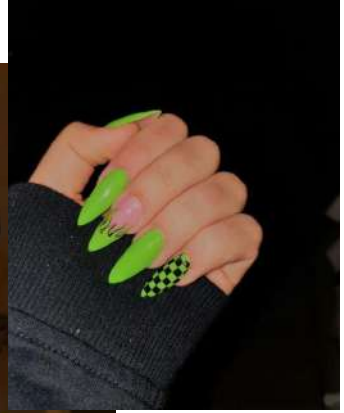
The outfit trend started popping up on Emily Ratajokowski,Kendall Jenner etc. in 2017

# Nails & Fashion - Neon Colors

---

Neon colors signals a certain kind of confidant in personality. It’s a vivid hue to a bold print. It’s all over 2019 Spring/Summer runways of NYFW.









輔仁大學108年度高教深耕計畫

# 自主學習課程計畫

# 成果報告書

_108_學年度第_1_學期

**時尚品牌**

第十五組

授課教師：楊偉顥

系所單位：織品服裝學系

**中華民國 108 年 12 月**

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 課程指導紀錄表

附件一

學習助教：　　聯絡方式：

| | | | |
|---|---|---|---|
| 時間 | 2019/11/27 | 受指導組別 | 第 15 組 |
| 地點 | 輔大織品系館 | 受指導次數 | 第 1 次 |
| 受指導對象 | 許惟淨、陳威蒨、黃珮瑜、洪劭嘉、黃培銘 | | |
| 指導老師 | 楊偉顥 | | |
| 指導內容摘要 | | | |
| 主要問題 | 1. Exploring the factors that influence Generation Z's apparel preferences.<br>2. What are the Consumption styles of Generation Z?<br>3. What values are important to Generation Z?<br>4. What are the characteristics of Generation Z?<br>5. What are the outfit styles that Generation Z have?(vintage,sporty…...)<br>6. What are the channels that Generation Z buy apparel?(online,specialty store)<br>7. How much money would Generation Z spend on apparel?<br>8. Which factors can account for Generation Z to buy apparel ?<br>9. What are the conditions that influence Gen Z selecting apparel? | | |
| 具體建議與解決方案 | 1. Searching for information online (such as, what factors do most people pay attention to when buying clothes or brands?)<br>2. Document Research to let us understand more about Gen Z attitude toward selecting apparel.<br>3. Carrying out the questionnaire type investigation. (Some tips for making the questionnaire: keep the wording simple, only use individual questions, be specific, offer the option to skip personal questions, remember the target market)<br>4. Analyzing and consolidating data from all the questionnaire, and then drawing a conclusion. | | |
| 後續追蹤 | 1.Would the result change in the next generation?<br>2. According to the results ,which factor can change the way we buy merchandise?<br>3.According to the results, can we use the information in ourselves? | | |
| 備註 | | | |

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 課程指導紀錄表

附件一

學習助教：　　聯絡方式：

| | | | |
|---|---|---|---|
| 時間 | 2019/11/27 | 受指導組別 | 第 15 組 |
| 地點 | 輔大織品系館 | 受指導次數 | 第 2 次 |
| 受指導對象 | 許惟淨、陳威蒨、黃珮瑜、洪劭嘉、黃培銘 | | |
| 指導老師 | 楊偉顥 | | |
| 指導內容摘要 | | | |
| 主要問題 | 1. Exploring the factors that influence Generation Z's apparel preferences.<br>2. What are the Consumption styles of Generation Z?<br>3. What values are important to Generation Z?<br>4. What are the characteristics of Generation Z?<br>5. What are the outfit styles that Generation Z have?(vintage,sporty…...)<br>6. What are the channels that Generation Z buy apparel?(online,specialty store)<br>7. How much money would Generation Z spend on apparel?<br>8. Which factors can account for Generation Z to buy apparel ?<br>9. What are the conditions that influence Gen Z selecting apparel?<br>10. Would the five personalities influence the result of how Gen Z selecting clothes? | | |
| 具體建議與解決方案 | 1. Searching for information online (such as, what factors do most people pay attention to when buying clothes or brands?)<br>2. Document Research to let us understand more about Gen Z attitude toward selecting apparel.<br>3. Carrying out the questionnaire type investigation. (Some tips for making the questionnaire: keep the wording simple, only use individual questions, be specific, offer the option to skip personal questions, remember the target market)<br>4. Analyzing and consolidating data from all the questionnaire, and then drawing a conclusion. | | |
| 後續追蹤 | 1.Would the result change in the next generation?<br>2. According to the results, which factor can change the way we buy merchandise?<br>3.According to the results, can we use the information in ourselves? | | |
| 備註 | | | |

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習計畫書

附件二

一、自主學習計畫主題： Factors that influence Generation Z's apparel preferences

二、組別：第 15 組

三、課程名稱：時尚品牌-英

四、指導老師：楊偉顥

五、學生姓名與工作分配：（可以個人或團體方式執行，至多 5 人）

| 姓名 | 工作內容 |
|---|---|
| 陳威蒨 | **提案報告：**製作提案簡報和文件（附件一二）、統整內容 /**成果報告：**蒐集資料、製作問卷內容、製作成果簡報和文件（附件三）、整理分析問卷結果、口頭報告 |
| 許惟淨 | **提案報告：**製作提案簡報和文件（附件一二）、統整內容 /**成果報告：**蒐集資料、製作問卷內容、製作成果簡報和文件（附件三）、整理分析問卷結果、口頭報告 |
| 黃珮瑜 | **提案報告：**製作提案簡報和文件（附件一二）/**成果報告：**蒐集資料、製作成果簡報、整理分析問卷結果、口頭報告 |
| 洪劭嘉 | **提案報告：**口頭報告/**成果報告：**蒐集資料、製作成果簡報、整理分析問卷結果、口頭報告 |
| 黃培銘 | **提案報告：**口頭報告/**成果報告：**蒐集資料、製作成果簡報、整理分析問卷結果、口頭報告 |

六、計畫內容與進度規劃（請描述透過何種行動或方法達成）

**week one**(12/2-12/8)**:** First, searching for information (Looking up information online, such as collecting information about the consumption styles of Generation Z, which brands are more popular with Generation Z, and so on.), also researching for documentaries about Gen Z fashion attitude toward apparel. Second, we will organize the information (data) and discuss the content of the questionnaire. Then, making the questionnaire.(By using SurveyCake)

**week two**(12/9-12/15)**:** Carrying out the questionnaire type investigation, and posting it on social media (e.g. Instagram, Dcard, Line)

**week three**(12/16-12/22) : Organizing and consolidating data(feedback) from all the questionnaire (through cross analysis), and then analyzing the possible reasons for the questionnaire under different choices. Furthermore, we are going to combine the Big Five personality and the characteristics of Generation Z with our survey results to learn if the five personalities among gen z have different style preference or factors that influence them when selecting apparel.

七、預期效益：

Through carrying out this project, we can understand what influence Gen Z selecting clothes. Also, thinking about what factors influence Gen Zers' choices on apparel and why these factors and conditions are important to Gen Z. Furthermore, we will connect the Big Five personality with our survey results to

understand what the five personalities in Gen Z considers on selecting apparel. However, after finishing this project, we may have different perspectives and viewpoints on apparel selection. Also, audiences can know which type are they in generation z through this project.

## 學生自主學習成果報告

附件三

撰寫日期：2019 年 12 月 30 日

**一、課程基本資料**

(一)自主學習計畫主題： Factors that influence Generation Z's apparel preferences

(二)組別：15 組

(三)學生姓名：許惟淨、陳威蒨、黃珮瑜、洪劭嘉、黃培銘

(四)課程名稱：時尚品牌-英

(五)指導老師：楊偉顥

**二、計畫成果**

(一) 自主學習歷程：

除了受到科系的影響每天要接觸到服飾相關知識之外，購買衣服也是我們日常生活中不可或缺的一部分。身為 Z 世代，我們想了解哪些因素會影響 Z 世代購買服飾，另外，我們也利用五大人格去看 Z 世代的五大人格在考慮服飾上是否會有差異。

再分配工作時，我們依照每位組員擅長什麼去分工，像是有些同學擅長做美編或幫大家分析資料或找重點，並且有一兩位同學負責提醒大家進度。

因為我們的主題是屬於偏向學術方面的，所以要花更多心思在找尋資料和分析資料上。另外，我們還有做問卷，所以還需要做統計，但由於我們這組許多人是第一次做問卷，所以在統計方面比較吃力，但我們都很認真的想辦法解決問題。

(二)成效說明與實際產出：

**1. Document Research**

<u>The characteristics of Generation Z</u>

- **Digital natives -** Members of Gen Z are true digital natives: from earliest youth, they have been exposed to the internet, to social networks, and to mobile systems. That context has produced a hypercognitive generation very comfortable with collecting and cross-referencing many sources of information and with integrating virtual and offline experiences.
- **Realistic -** Gen Z was raised at a time of global economic stress. These challenges made Gen Zers less idealistic than the millennials. What's more, They make decisions and relate to institutions in a highly analytical and pragmatic way.

- **Be radically inclusive -** They mobilize themselves for a variety of causes. They believe profoundly in the efficacy of dialogue to solve conflicts and improve the world. What's more, this generation feels comfortable not having only one way to be itself. Its search for authenticity generates greater freedom of expression and greater openness to understanding different kinds of people.
- **Undefined ID -** For generation Z, the key point is not to define themselves through only one stereotype but rather for individuals to experiment with different ways of being themselves and to shape their individual identities over time. In this respect, you might call them "identity nomads." Gender fluidity may be the most telling reflection of "undefined ID," but it isn't the only one. Gen Zers are always connected. They constantly evaluate unprecedented amounts of information and influences. For them, the self is a place to experiment, test, and change. Generation Z value individual expression and avoid labels.
- **Image-driven shoppers -** While they care about functionality, they primarily shop for products that look good.
- **Consumption as an expression of individual identity -** The core of Gen Z is the idea of manifesting individual identity. Consumption therefore becomes a means of self-expression—as opposed, for example, to buying or wearing brands to fit in with the norms of groups.
- **More about screens information -** (1) GenZ came of age on social media. (2) Eight-second attention span. (3) Preferred number of screens = 5 (4) Communicate with images. (5) Eleven hours on screens everyday
- **likely to avoid advertising, use ad blockers and skip content -** Younger consumers are likely to be one of the hardest groups to market to, with shorter attention spans and a higher propensity to avoid advertising. Generation Z are most likely to physically avoid ads, with 69 percent doing so, versus a global figure of 50 percent. To reach them, brands would do best to use humor, rather than celebrities, in their advertising. Gen Z is three times more likely to be receptive to funny advertising, and they also want music and a good story to feature.

- **Gen Z Knows How to Research -** The buying process for Gen Z is different. Before, information about products and services was much more limited, and previous generations would make many of their choices based on what the sellers had to say. Now, younger audiences use social media and search engines to find information about the products that they'd like to purchase. Let me show you an example of what happens if a baby boomer vs. a Gen Zer sees an ad about a pair of sunglasses: Baby Boomer sees sunglass ad, considers the item, and there's a possibility that it'll click and make a purchase. Gen Zer sees the ad, considers getting a pair of sunglasses, and then googles "top 10 modern looking sunglasses 2019", and ends up getting a completely different pair of glasses. They know how to do their research, and pick products based on trustful resources (in this case, resources found on google). So, find a way to become part of their buying process. How do your customers do product research? Is there anything you can do to make them find your products in their research

process?

- **Short Attention Span -** The younger the generation, the shorter the attention span. It's common knowledge amongst experienced marketers that millennials have very short attention spans when it comes to ads. The strategy to deal with this type of behavior has been to capture their attention very quickly, in a time frame of under 10 seconds or so. Generation Z, unsurprisingly, has an even shorter attention span. To capture their attention, your ads have to be direct, concise, and to the point. Mobile apps and user interfaces better be responsive if they want Gen Zers to stay on board. After all, they're incredibly impatient and don't want to deal with slow loading speeds. A survey revealed that almost half of Gen Zers consider that the most important thing when shopping is the capacity to find things quickly. They also said (more than 60% percent of them) that they would not use apps that load slowly or that are hard to navigate. Impatience, high expectations, call it whatever you want. These digitally native youngsters just don't want to wait. Their inability to wait is so severe that Gen Z's attention span is estimated to be 8 seconds. In comparison, millennials have a span of 12 seconds. It's not necessarily that they have an inability to concentrate. It could also be seen as a sophisticated, fast-acting filter that helps them find relevant content quickly. And that might make you wonder: How do I create content that gets their attention? If you make a blog post, make it short and snackable. If you make a video, get to the point quickly and make it interesting right from the beginning. If your content doesn't get their attention right away, they'll skip right through. Your only option is to hook them quickly.

- **Mobile First -** Gen Z's favorite device is the smartphone. 75% percent of them chose the mobile phone as the device that they use the most in a survey by IBM.

  Therefore, it's crucial for your business to be mobile optimized:

  ● Your content should look great on a small screen.

  ● Your site should be fully mobile optimized.

  ● Your checkout process should be as simple as possible.

  Prioritize mobile above all else. Remember that most of them are used to having a phone in their hands since they were 12 years old. And they're not just using their phones - they're abusing them for hours. In fact, 55% of them are on their phones for more than 5 hours a day. Using TV and magazine ads to reach the younger generations is not a good idea anymore. Most of the content they see is at an arm's reach in their phones, often shown through a wide selection of social media sites. Since phones can be carried around easily, it's not hard to spend a lot of time using them. After all, you can use them anywhere, anytime. So reach them through their phones. It's your best bet.

*References:*

*https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies*
*http://www.tpof-thepsychologyoffashion.com/features/fashion-psychology/personality-traits*
*https://www.growth-hackers.net/how-to-market-to-generation-z-trends-consumer-behavior/*
*https://www.visioncritical.com/blog/generation-z-statistics*
*https://www.cnbc.com/2017/01/11/generation-z-avoids-advertising-uses-ad-blockers-and-skips-content.html*

**2. Survey Research (Questionnaire)**

The Questionnaire**:** *https://www.surveycake.com/s/8no07*

**3. The results of The Questionnaire & Analysis:**

Big Five personality

- **Openness to experience -** Openness is a general appreciation for art, emotion, adventure, unusual ideas, imagination, curiosity, and variety of experience. People who are open to experience are intellectually curious, open to emotion, sensitive to beauty and willing to try new things. They tend to be, when compared to closed people, more creative and more aware of their feelings. They are also more likely to hold unconventional beliefs.
- **Conscientiousness -** is a tendency to display self-discipline, act dutifully, and strive for achievement against measures or outside expectations. It is related to the way in which people control, regulate, and direct their impulses. High conscientiousness is often perceived as being stubborn and focused. Low conscientiousness is associated with flexibility and spontaneity, but can also appear as sloppiness and lack of reliability. High scores on conscientiousness indicate a preference for planned rather than spontaneous behavior.
- **Extraversion** - is characterized by breadth of activities (as opposed to depth), surgency from external activity/situations, and energy creation from external means. The trait is marked by pronounced engagement with the external world. Extraverts enjoy interacting with people, and are often perceived as full of energy. They tend to be enthusiastic, action-oriented individuals. They possess high group visibility, like to talk, and assert themselves. Extraverted people may appear more dominant in social settings, as opposed to introverted people in this setting.
- **Agreeableness -** The agreeableness trait reflects individual differences in general concern for social harmony. Agreeable individuals value getting along with others. They are generally considerate, kind, generous, trusting and trustworthy, helpful, and willing to compromise their interests with others. Agreeable people also have an optimistic view of human nature.
- **Neuroticism -** Neuroticism is the tendency to experience negative emotions, such as anger, anxiety, or depression. It is sometimes called emotional instability, or is reversed and referred to as emotional stability. Neuroticism is interlinked with low tolerance for stress or aversive stimuli.

Openness to experience 經驗開放性

**Factors that are taken into account when buying clothes**

comfortable （percentage/number of people）

| | |
|---|---|
| important | 61.18%<br>52 |

practical

| | |
|---|---|
| important | 55.81%<br>48 |

fashionable

| | |
|---|---|
| important | 38.37%<br>33 |

pleasing to the eye

| | |
|---|---|
| very important | 61.63%<br>53 |

brand awareness

| | |
|---|---|
| Neutral | 51.16%<br>44 |

quality

| | |
|---|---|
| important | 51.16%<br>44 |

Influence by brand image concept

| | |
|---|---|
| Neutral | 40.7%<br>35 |

Influence by peers

| | |
|---|---|
| Neutral | 41.86%<br>36 |

Influence by advertisement

| | |
|---|---|
| Neutral | 55.81%<br>48 |

celebrity or KOL endorsement

| | |
|---|---|
| Neutral | 36.05%<br>31 |

fashion trend present on social media

| | |
|---|---|
| Neutral | 41.86%<br>36 |

**Style preference**

Simplicity

| | |
|---|---|
| Like it | 46.51%<br>40 |

Fashionable

| | |
|---|---|
| Like it | 47.67%<br>41 |

Elegant

| | |
|---|---|
| Neutral | 48.84%<br>42 |

Street

| | |
|---|---|
| Like it | 34.88%<br>30 |

Unisex

| | |
|---|---|
| Neutral | 50%<br>43 |

Sport

| | |
|---|---|
| Neutral | 45.88%<br>39 |

Sweet/cute

| | |
|---|---|
| Neutral | 37.21%<br>32 |

Work wear

| | |
|---|---|
| Neutral | 41.86%<br>36 |

Vintage

| | |
|---|---|
| Neutral | 34.88%<br>30 |

No particular preference

| | |
|---|---|
| Neutral | 36.05% |

| | |
|---|---|
| | 31 |

**The main reasons for choosing clothes**

| | |
|---|---|
| popular/Trendy | 4.65%<br>4 |
| Classic | 16.28%<br>14 |
| Good quality | 8.14%<br>7 |
| Attractive style | 39.53%<br>34 |
| Not easy to find the same one | 6.98%<br>6 |
| Comfortable | 6.98%<br>6 |
| To raise confidence | 17.44%<br>15 |

**Influence dressing factors**

Family influence me the more when I choosing apparel brand

| | |
|---|---|
| Neutral | 40.7%<br>35 |

Friends(peers) influence me the more when I choosing apparel brand

| | |
|---|---|
| Neutral | 38.37%<br>33 |

People around me agree with my dressing style when I'm wearing famous brand clothes

| | |
|---|---|
| Neutral | 39.53%<br>34 |

I would change my dressing style when other people have a different opinion

| | |
|---|---|
| agree | 41.86%<br>36 |

I would change my dressing style when other people don't agree with my style

| | |
|---|---|
| Neutral | 36.05%<br>31 |

I would change my dressing style on different occasions

| | |
|---|---|
| Cannot agree more | 49.41%<br>42 |

I would change my style because of the trend

| | |
|---|---|
| Neutral | 45.88%<br>39 |

I would buy the brand product because it endorsed by my favorite celebrity or KOL

| | |
|---|---|
| Neutral | 39.53%<br>34 |

Korean style is my outfit inspiration

| | |
|---|---|
| agree | 36.47%<br>31 |

Japanese style is my outfit inspiration

| | |
|---|---|
| Neutral | 38.37%<br>33 |

Western-style is my outfit inspiration

| | |
|---|---|
| agree | 37.21%<br>32 |

**The levels of accepting innovative products**

| | |
|---|---|
| Dare to try new things. | 23.26%<br>20 |
| Not the first group of people who purchase newest products, but still leading most people. | 30.23%<br>26 |
| Collect much information before purchasing a product. | 38.37%<br>33 |
| Easy to be influenced by family members or friends before made a decision. | 4.65%<br>4 |
| Being conservative and not willing to change easily. | 3.49%<br>3 |

**How much do you normally spend on clothes per month?**

| | |
|---|---|
| Under NT$1000 | 29.07%<br>25 |
| NT$1000~ NT$3000 | 51.16%<br>44 |
| NT$3000~ NT$5000 | 11.63%<br>10 |
| NT$5000~<br>NT$10000 | 6.98%<br>6 |
| NT$10000 or more | 1.16%<br>1 |

**Where do you purchase apparel?**

| | |
|---|---|
| online shopping | 46.51%<br>40 |
| brick(s)-and-mortar | 48.84%<br>42 |
| counters | 4.65%<br>4 |
| hypermarket | 0%<br>0 |
| street vendor | 0%<br>0 |
| others | 0%<br>0 |

**Frequency of Purchase**

| | |
|---|---|
| several times a month | 30.23%<br>26 |
| once a month | 30.23%<br>26 |
| once in two months | 19.77%<br>17 |
| once in 3~5 months | 11.63%<br>10 |
| semi-annual(ly) | 8.14%<br>7 |
| more than once a year | 0%<br>0 |

Agreeableness 親和性

**Factors that are taken into account when buying clothes**

comfortable （percentage/number of people）

| | |
|---|---|
| Important | 59.78%<br>54 |

practical

| | |
|---|---|
| Important | 58.06%<br>55 |

fashionable

| | |
|---|---|
| Important | 39.78%<br>37 |

pleasing to the eye

| | |
|---|---|
| Very important | 56.99%<br>53 |

Brand awareness

| | |
|---|---|
| Neutral | 56.99%<br>53 |

Quality

| | |
|---|---|
| Important | 54.84%<br>51 |

Influence by brand image concept

| | |
|---|---|
| Neutral | 43.96%<br>40 |

Influence by peers

| | |
|---|---|
| Neutral | 43.01%<br>40 |

Influence by ad

| | |
|---|---|
| Neutral | 58.06%<br>54 |

celebrity or KOL endorsement

| | |
|---|---|
| Neutral | 41.94%<br>39 |

fashion trend present on social media

| | |
|---|---|
| Neutral | 41.94%<br>39 |

**Style preference**

simplicity

| | |
|---|---|
| Like it | 54.84%<br>51 |

fashionable

| | |
|---|---|
| Like it | 48.39%<br>45 |

elegant

| | |
|---|---|
| Neutral | 56.99%<br>53 |

street

| | |
|---|---|
| Like it | 36.56%<br>34 |

Unisex

| | |
|---|---|
| Neutral | 51.61%<br>48 |

sports

| | |
|---|---|
| Neutral | 50.54%<br>47 |

sweet/cute

| | |
|---|---|
| Neutral | 44.09%<br>41 |

Work wear

| | |
|---|---|
| Neutral | 46.24%<br>43 |

vintage

| | |
|---|---|
| Neutral | 37.63%<br>35 |

No particular preference

| | |
|---|---|
| Like it | 36.56%<br>34 |

**The main Reasons of choosing clothes**

| | |
|---|---|
| popular/Trendy | 3.23%<br>3 |
| Classic | 11.83%<br>11 |
| Good quality | 10.75%<br>10 |
| Attractive style | 44.09%<br>41 |
| Not easy to find the same one | 8.6%<br>8 |
| Comfortable | 8.6%<br>8 |
| To raise confidence | 12.9%<br>12 |

**Influence dressing factors**

Family influence me the more when I choosing apparel brand

| | |
|---|---|
| Neutral | 36.56%<br>34 |

Friends(peers) influence me the more when I choosing apparel brand

| | |
|---|---|
| agree | 39.78%<br>37 |

People around me agree with my dressing style when I'm wearing famous brand clothes

| | |
|---|---|
| agree | 39.78%<br>37 |

I would change my dressing style when other people have a different opinion

| | |
|---|---|
| agree | 37.63%<br>35 |

I would change my dressing style when other people don't agree with my style

| | |
|---|---|
| Neutral | 38.71%<br>36 |

I would change my dressing style on different occasions

| | |
|---|---|
| agree | 48.91%<br>45 |

I would change my style because of the trend

| | |
|---|---|
| Neutral | 39.13%<br>36 |
| agree | 39.13%<br>36 |

I would buy the brand product because it endorsed by my favorite celebrity or KOL

| | |
|---|---|
| Neutral | 37.63%<br>35 |

Korean style is my outfit inspiration

| | |
|---|---|
| Neutral | 32.61%<br>30 |

Japanese style is my outfit inspiration

| | |
|---|---|
| Neutral | 43.01%<br>40 |

Western-style is my outfit inspiration

| | |
|---|---|
| agree | 38.71%<br>36 |

**The levels of accepting innovative products**

| | |
|---|---|
| Dare to try new things. | 16.13%<br>15 |
| Not the first group of people who purchase newest products, but still leading most people. | 22.58%<br>21 |
| Collect much information before purchasing a product. | 47.31%<br>44 |
| Easy to be influenced by family members or | 6.45%<br>6 |

| | |
|---|---|
| friends before made a decision. | |
| Being conservative and not willing to change easily. | 7.53%<br>7 |

**How much do you normally spend on clothes per month?**

| | |
|---|---|
| Under NT$1000 | 34.41%<br>32 |
| NT$1000~ NT$3000 | 49.46%<br>46 |
| NT$3000~ NT$5000 | 11.83%<br>11 |
| NT$5000~ NT$10000 | 4.3%<br>4 |
| NT$10000 or more | 0%<br>0 |

**Where do you purchase apparel?**

| | |
|---|---|
| online shopping | 44.09%<br>41 |
| brick(s)-and-mortar | 52.69%<br>49 |
| counters | 3.23%<br>3 |
| hypermarket | 0%<br>0 |
| street vendor | 0%<br>0 |
| others | 0%<br>0 |

**Frequency of Purchase**

| | |
|---|---|
| several times a month | 26.88%<br>25 |
| once a month | 26.88%<br>25 |
| once in two months | 18.28%<br>17 |

| | |
|---|---|
| once in 3~5 months | 16.13%<br>15 |
| semi-annual(ly) | 10.75%<br>10 |
| more than once a year | 1.08%<br>1 |

Extraversion 外向性

**Factors that are taken into account when buying clothes**

| | level | number of people | percentage |
|---|---|---|---|
| fashionable | important | 29 | 43.28% |
| practical | important | 41 | 61.19% |
| pleasing to the eye | very important | 40 | 59.7% |
| Quality | important | 37 | 56.06% |
| comfortable | important | 43 | 64.18% |
| celebrity or KOL endorsement | Neutral | 26 | 38.81% |
| brand awareness | Neutral | 33 | 49.25% |
| Influence by brand image concept | important | 29 | 43.94% |
| Influence by peers | important | 27 | 40.3% |

| | | | |
|---|---|---|---|
| Influence by advertisement | Neutral | 36 | 53.73% |
| fashion trend present on social media | important | 27 | 40.3% |

**Style preference**

| | | | |
|---|---|---|---|
| Street | Like it | 25 | 37.31% |
| Elegant | Neutral | 38 | 56.72% |
| Simplicity | Like it | 39 | 58.21% |
| Fashionable | Like it | 29 | 43.28% |
| Unisex | Neutral | 33 | 49.25% |
| Sport | Neutral | 30 | 44.78% |
| Sweet/cute | Neutral | 31 | 46.27% |
| Work wear | Neutral | 24 | 35.8% |
| Vintage | Neutral | 25 | 37.31% |

| | | | |
|---|---|---|---|
| No particular preference | Like it | 28 | 41.79% |

**The main reasons for choosing clothes**

| | | |
|---|---|---|
| Good quality | 7 | 10.45% |
| Not easy to find the same one | 5 | 7.46% |
| comfortable | 6 | 6.98% |
| popular/Trendy | 4 | 5.97% |
| Classic | 10 | 14.93% |
| Attractive style | 26 | 38.81% |
| To raise confidence | 11 | 16.42% |

**Influence dressing factors**

| | | | |
|---|---|---|---|
| I would buy the brand product because it endorsed by my favorite celebrity or KOL | Neutral /Disagree | 24<br>22 | 35.82%<br>32.84% |
| Family influence me the more when I choosing apparel brand | Neutral | 26 | 38.81% |
| Friends(peers) influence me the more when I choosing apparel brand | Neutral /Agree | 24 24 | 35.82% |
| People around me agree with my dressing style when I'm wearing famous brand clothes | Agree | 27 | 40.38% |

| | | | |
|---|---|---|---|
| I would change my dressing style when other people have a different opinion | Agree | 25 | 37.31% |
| I would change my dressing style when other people don't agree with my style | Neutral/<br>Agree | 23<br>23 | 34.33%<br>34.33% |
| I would change my dressing style on different occasions | Agree | 32 | 47.76% |
| I would change my style because of the trend | Agree | 28 | 42.42% |
| Korean style is my outfit inspiration | Neutral<br>/Agree | 23 20 | 34.85%<br>30.3% |
| Japanese style is my outfit inspiration | Neutral | 28 | 41.79% |
| Western-style is my outfit inspiration | Agree | 27 | 40.3% |

**The levels of accepting innovative products**

| | | |
|---|---|---|
| Dare to try new things | 12 | 17.91% |
| Not the first group of people who purchase newest products, but still leading most people | 21 | 31.34% |
| Collect much information before purchasing a product | 24 | 35.82% |
| Easy to be influenced by family members or friends before made a decision | 5 | 7.46% |

| | | |
|---|---|---|
| Being conservative and not willing to change easily | 5 | 7.46% |

**How much do you normally spend on clothes per month?**

| | | |
|---|---|---|
| Under NT$1000 | 21 | 31.34% |
| NT$1000~ NT$3000 | 34 | 50.75% |
| NT$3000~ NT$5000 | 9 | 13.43% |
| NT$5000~ NT$10000 | 3 | 4.48% |
| 10000 以上 | 0 | 0 |

**Where do you purchase apparel?**

| | | |
|---|---|---|
| brick(s)-and-mortar | 38 | 56.72% |
| Online shopping | 25 | 37.31% |
| counters | 4 | 5.97% |

**Frequency of Purchase**

| | | |
|---|---|---|
| several times a month | 19 | 28.36% |
| once a month | 17 | 25.37% |
| once in two months | 13 | 19.4% |

| | | |
|---|---|---|
| once in 3~5 months | 11 | 16.42% |
| semi-annual(ly) | 7 | 10.45% |
| more than once a year | 0 | 0% |

Conscientiousness 盡責性

**Factors that are taken into account when buying clothes**

comfortable（percentage/number of people）

| | |
|---|---|
| important | 64.44%<br>29 |

practical

| | |
|---|---|
| important | 63.04%<br>29 |

fashionable

| | |
|---|---|
| Neutral | 41.3%<br>19 |

pleasing to the eye

| | |
|---|---|
| Very important | 58.7%<br>27 |

brand awareness

| | |
|---|---|
| Neutral | 45.65%<br>21 |

quality

| | |
|---|---|
| important | 52.17%<br>24 |

Influence by brand image concept

| | |
|---|---|
| Neutral | 47.83%<br>22 |

Influence by peers

| | |
|---|---|
| important | 41.3%<br>19 |

Influence by advertisement

| | |
|---|---|
| Neutral | 47.83%<br>22 |

celebrity or KOL endorsement

| | |
|---|---|
| Neutral | 45.65%<br>21 |

fashion trend present on social media

| | |
|---|---|
| important | 45.65% |

| | |
|---|---|
| | 21 |

**Style preference**

Simplicity

| | |
|---|---|
| Like it | 50%<br>23 |
| Really like it | 39.13%<br>18 |

Fashionable

| | |
|---|---|
| Neutral | 39.13%<br>18 |
| Like it | 41.3%<br>19 |

Elegant

| | |
|---|---|
| Neutral | 36.96%<br>17 |
| Like it | 47.83%<br>22 |

Street

| | |
|---|---|
| Neutral | 34.78% |

| | |
|---|---|
| | 16 |
| Like it | 36.96%<br>17 |

Unisex

| | |
|---|---|
| Neutral | 47.83%<br>22 |
| Like it | 32.61%<br>15 |

Sport

| | |
|---|---|
| Neutral | 54.35%<br>25 |

Sweet/cute

| | |
|---|---|
| Hate it | 30.43%<br>14 |
| Neutral | 36.96%<br>17 |

Work wear

| | |
|---|---|
| Neutral | 47.83%<br>22 |

Vintage

| | |
|---|---|
| Neutral | 30.43%<br>14 |
| Like it | 28.26%<br>13 |

No particular preference

| | |
|---|---|
| Neutral | 43.48%<br>20 |
| Like it | 32.61%<br>15 |

**The main reasons for choosing clothes**

| | |
|---|---|
| popular/Trendy | 4.35%<br>2 |
| Classic | 19.57%<br>9 |
| Good quality | 19.57%<br>9 |
| Attractive style | 36.96%<br>17 |
| Not easy to find the same one | 10.87%<br>5 |

| | |
|---|---|
| Comfortable | 2.17%<br>1 |
| To raise confidence | 6.52%<br>3 |

**Influence dressing factors**

Family influence me the more when I choosing apparel brand

| | |
|---|---|
| Disagree | 28.26%<br>13 |
| Neutral | 39.13%<br>18 |

Friends(peers) influence me the more when I choosing apparel brand

| | |
|---|---|
| Neutral | 30.43%<br>14 |
| Agree | 45.65%<br>21 |

People around me agree with my dressing style when I'm wearing famous brand clothes

| | |
|---|---|
| Neutral | 30.43%<br>14 |
| Agree | 39.13% |

| | |
|---|---|
| | 18 |

I would change my dressing style when other people have a different opinion

| | |
|---|---|
| Neutral | 26.09%<br>12 |
| Agree | 50%<br>23 |

I would change my dressing style when other people don't agree with my style

| | |
|---|---|
| Neutral | 36.96%<br>17 |
| Agree | 32.61%<br>15 |

I would change my dressing style on different occasions

| | |
|---|---|
| Agree | 45.65%<br>21 |
| Cannot agree more | 50%<br>23 |

I would change my style because of the trend

| | |
|---|---|
| Neutral | 52.17%<br>24 |

I would buy the brand product because it endorsed by my favorite celebrity or KOL

| | |
|---|---|
| Neutral | 41.3%<br>19 |

Korean style is my outfit inspiration

| | |
|---|---|
| Agree | 43.18%<br>19 |

Japanese style is my outfit inspiration

| | |
|---|---|
| Neutral | 28.26%<br>13 |
| Agree | 34.78%<br>16 |

Western-style is my outfit inspiration

| | |
|---|---|
| Agree | 43.48%<br>20 |

**The levels of accepting innovative products**

| | |
|---|---|
| Dare to try new things. | 15.22%<br>7 |
| Not the first group of people who purchase newest products, but still leading most people. | 19.57%<br>9 |
| Collect much information before purchasing a product. | 47.83%<br>22 |
| Easy to be influenced by family members or friends before made a decision. | 8.7%<br>4 |
| Being conservative and not willing to change easily. | 8.7%<br>4 |

**How much do you normally spend on clothes per month?**

| | |
|---|---|
| Under NT$1000 | 30.43%<br>14 |
| NT$1000~ NT$3000 | 52.17%<br>24 |
| NT$3000~ NT$5000 | 10.87%<br>5 |
| NT$5000~ NT$10000 | 6.52%<br>3 |

| | |
|---|---|
| NT$10000 or more | 0%<br>0 |

**Where do you purchase apparel?**

| | |
|---|---|
| online shopping | 45.65%<br>21 |
| brick(s)-and-mortar | 47.83%<br>22 |
| counters | 6.52%<br>3 |
| hypermarket | 0%<br>0 |
| street vendor | 0%<br>0 |
| others | 0%<br>0 |

**Frequency of Purchase**

| | |
|---|---|
| several times a month | 32.61%<br>15 |

| | |
|---|---|
| once a month | 23.91%<br>11 |
| once in two months | 17.39%<br>8 |
| once in 3~5 months | 15.22%<br>7 |
| semi-annual(ly) | 8.7%<br>4 |
| more than once a year | 2.17%<br>1 |

Neuroticism 神經質

**Factors that are taken into account when buying clothes**

comfortable（percentage/number of people）

| | |
|---|---|
| important | 65.22%<br>30 |

practical

| | |
|---|---|
| important | 53.19%<br>25 |

fashionable

| | |
|---|---|
| Neutral | 40.43%<br>19 |
| important | 29.79%<br>14 |

pleasing to the eye

| | |
|---|---|
| Very important | 59.57%<br>28 |

brand awareness

| | |
|---|---|
| Neutral | 44.68%<br>21 |

quality

| | |
|---|---|
| important | 55.32%<br>26 |

Influence by brand image concept

| | |
|---|---|
| Neutral | 42.55%<br>20 |
| important | 38.3% |

| | |
|---|---|
| | 18 |

Influence by peers

| | |
|---|---|
| Neutral | 44.68%<br>21 |
| important | 34.04%<br>16 |

Influence by advertisement

| | |
|---|---|
| Neutral | 63.83%<br>30 |

celebrity or KOL endorsement

| | |
|---|---|
| nonessential | 14.89%<br>7 |
| not that important | 23.4%<br>11 |
| Neutral | 44.68%<br>21 |

fashion trend present on social media

| | |
|---|---|
| Neutral | 29.79%<br>14 |

| | |
|---|---|
| important | 44.68%<br><br>21 |

**Style preference**

Simplicity （percentage/number of people）

| | |
|---|---|
| Really like it | 42.55%<br><br>20 |

Fashionable

| | |
|---|---|
| Like it | 44.68%<br><br>21 |

Elegant

| | |
|---|---|
| Like it | 46.81%<br><br>22 |

Street

| | |
|---|---|
| Like it | 38.3%<br><br>18 |

Unisex

| | |
|---|---|
| Neutral | 53.19%<br><br>25 |

Sport

| | |
|---|---|
| Neutral | 51.06%<br>24 |

Sweet/cute

| | |
|---|---|
| Neutral | 44.68%<br>21 |

Work wear

| | |
|---|---|
| Neutral | 38.3%<br>18 |

Vintage

| | |
|---|---|
| Neutral | 38.3%<br>18 |

No particular preference

| | |
|---|---|
| Neutral | 36.17%<br>17 |
| Like it | 36.17%<br>17 |

**The main reasons for choosing clothes**

（percentage/number of people）

| | |
|---|---|
| popular/Trendy | 4.26%<br>2 |
| Classic | 14.89%<br>7 |
| Good quality | 17.02%<br>8 |
| Attractive style | 34.04%<br>16 |
| Not easy to find the same one | 8.51%<br>4 |
| Comfortable | 8.51%<br>4 |
| To raise confidence | 12.77%<br>6 |

**Influence dressing factors**

Family influence me the more when I choosing apparel brand

（percentage/number of people）

| | |
|---|---|
| Disagree | 34.04%<br>16 |
| Neutral | 42.55% |

| | |
|---|---|
| | 20 |

Friends(peers) influence me the more when I choosing apparel brand

| | |
|---|---|
| Neutral | 34.04%<br>16 |
| Agree | 40.43%<br>19 |

People around me agree with my dressing style when I'm wearing famous brand clothes

| | |
|---|---|
| Disagree | 21.28%<br>10 |
| Neutral | 34.04%<br>16 |
| Agree | 34.04%<br>16 |

I would change my dressing style when other people have a different opinion

| | |
|---|---|
| Agree | 48.94%<br>23 |

I would change my dressing style when other people don't agree with my style

| | |
|---|---|
| Neutral | 34.04%<br>16 |

| | |
|---|---|
| Agree | 36.17%<br>17 |

I would change my dressing style on different occasions

| | |
|---|---|
| Agree | 48.94%<br>23 |
| Cannot agree more | 48.94%<br>23 |

I would change my style because of the trend

| | |
|---|---|
| Agree | 43.48%<br>20 |

I would buy the brand product because it endorsed by my favorite celebrity or KOL

| | |
|---|---|
| Disagree | 36.17%<br>17 |
| Neutral | 36.17%<br>17 |

Korean style is my outfit inspiration

| | |
|---|---|
| strongly disagree | 13.33%<br>6 |
| disagree | 15.56%<br>7 |

| | |
|---|---|
| Neutral | 26.67%<br>12 |
| Agree | 40%<br>18 |

Japanese style is my outfit inspiration

| | |
|---|---|
| Neutral | 40.43%<br>19 |
| Agree | 29.79%<br>14 |

Western-style is my outfit inspiration

| | |
|---|---|
| Neutral | 34.04%<br>16 |
| Agree | 40.43%<br>19 |

**The levels of accepting innovative products**

| | |
|---|---|
| Dare to try new things. | 10.64%<br>5 |
| Not the first group of people who purchase newest products, but still | 23.4%<br>11 |

| | |
|---|---|
| leading most people. | |
| Collect much information before purchasing a product. | 48.94%<br>23 |
| Easy to be influenced by family members or friends before made a decision. | 8.51%<br>4 |
| Being conservative and not willing to change easily. | 8.51%<br>4 |

**How much do you normally spend on clothes per month?**

| | |
|---|---|
| Under NT$1000 | 40.43%<br>19 |
| NT$1000~ NT$3000 | 38.3%<br>18 |
| NT$3000~ NT$5000 | 12.77%<br>6 |
| NT$5000~ NT$10000 | 6.38%<br>3 |
| NT$10000 or more | 2.13%<br>1 |

**Where do you purchase apparel?**

| | |
|---|---|
| online shopping | 42.55%<br>20 |
| brick(s)-and-mortar | 53.19%<br>25 |
| counters | 2.13%<br>1 |
| hypermarket | 2.13%<br>1 |

**Frequency of Purchase**

| | |
|---|---|
| several times a month | 29.79%<br>14 |
| once a month | 17.02%<br>8 |
| once in two months | 21.28%<br>10 |
| once in 3~5 months | 17.02%<br>8 |
| semi-annual(ly) | 12.77%<br>6 |

| | |
|---|---|
| more than once a year | 2.13%<br><br>1 |

**Result & Analysis**
**forms below are our result after counted statistics**

**Conditions and Factors that are taken into account when buying clothes**

| | Personality | Level & Percentage |
|---|---|---|
| comfortable | all | Important 59~65% |
| practical | all | Important 55~63% |
| fashionable | Conscientiousness & Neuroticism | 40% (Neutral) |
| | others | (important) |
| pleasing to the eye | all | about 60% (very important) |
| Brand awareness | all | Neutral |
| Quality | all | about 55% (important) |

| | | |
|---|---|---|
| Influence by brand image concept | Extroversion | 44% (important) |
| | Neuroticism | (between Neutral and important) |
| | others | (Neutral) |

| | | |
|---|---|---|
| Influence by peers | conscientiousness & extroversion | 40% (very important) |
| | others | (Neutral) |
| Influence by ad | all | 50% (Neutral) |
| celebrity or KOL endorsement | Neuroticism | (between Neutral and important ) |
| | others | 40% (Neutral) |
| fashion trend present on social media | Openness to experience & Agreeableness | (Neutral) |
| | others | 45% (important) |

**Style preference**

| | personality | level |
|---|---|---|
| simplicity | Neuroticism | Really like it |
| | others | Like it |
| fashionable | Conscientiousness | between Neutral and like it |
| | others | Like it |
| elegant | Conscientiousness | between Neutral and like it |
| | Neuroticism | Like it |
| | others | Neutral |
| street | Conscientiousness | between Neutral and like it |
| | others | Like it |
| Unisex | Conscientiousness | Like it |
| | others | Neutral |

| | personality | level |
|---|---|---|
| sports | all | Neutral |
| sweet/cute | Conscientiousness | Not like it |
| | others | Neutral |
| Work wear | all | Neutral |
| vintage | Conscientiousness | between Neutral and like it |
| | others | Neutral |
| No particular | Openness to experience & Conscientiousness & Neuroticism | between Neutral and like it |
| | others | Like it |

**The main Reasons of choosing clothes**

| | ranking | personality |
|---|---|---|
| Attractive style | first | all |
| Boost self-confidence | second | Openness to experience & Agreeableness & |

| | | |
|---|---|---|
| | | extroversion |
| Good quality | second | Conscientiousness & Neuroticism |
| classic | third | all |

**Factors that Influence dressing**

| | personality | Percentage & level |
|---|---|---|
| Family influence me the more when I choosing apparel brand | Conscientiousness & Neuroticism | between Disagree and Neutral |
| | others | Neutral |
| Friends(peers) influence me the more when I choosing apparel brand | Conscientiousness & Neuroticism & extroversion | between Neutral and agree |
| | Agreeableness | agree |
| | Openness to experience | Neutral |
| People around me agree with my dressing style when I'm wearing famous brand clothes | Agreeableness & extroversion | agree |
| | Conscientiousness | between Neutral and agree |

| | | |
|---|---|---|
| | Openness to experience & Neuroticism | Neutral |

| | personality | Percentage & level |
|---|---|---|
| I would change my dressing style when other people have a different opinion | Conscientiousness | between Neutral and agree |
| | others | agree |
| I would change my dressing style when other people don't agree with my style | Agreeableness | Neutral |
| | others | agree |
| I would change my dressing style on different occasions | all | agree |
| I would change my style because of the trend | Extroversion & Neuroticism | agree |
| | Agreeableness | between Neutral and agree |
| | Conscientiousness & Openness to experience | Neutral |

| | personality | Percentage & level |
|---|---|---|

| | | |
|---|---|---|
| I would buy the brand product because it endorsed by my favorite celebrity or KOL | Extroversion & Neuroticism & Agreeableness | Neutral |
| | Openness to experience & Conscientiousness | between Disagree and Neutral |
| Korean style is my outfit inspiration | all | between Neutral and agree |
| Japanese style is my outfit inspiration | Conscientiousness & Neuroticism | between Neutral and agree |
| | others | Neutral |
| Western-style is my outfit inspiration | all | agree |

**The levels of accepting innovative products**

| | ranking | personality |
|---|---|---|
| Collect much information before purchasing a product | first | all |
| Not the first group of people who purchase newest products, but still leading most people | second | all |

| | | |
|---|---|---|
| Dare to try new things | third | all |

**Consumer behavior**

How much do you normally spend on clothes per month?

| | personality |
|---|---|
| NT$1000~3000 | all |

Where do you purchase apparel?

| | personality |
|---|---|
| brick-and-mortar | all |
| Online shopping | all |

Frequency of purchase

| | personality |
|---|---|
| several times a month | all |

**4. Conclusion**

- For most of the people in Generation Z," fashion trend present on social media" is important to them.
- Based on our survey results, "pleasing to the eye" is very important to Generation Z → Image-driven shoppers
- Based on our survey results, "Influence by ad", "celebrity or KOL endorsement", are not that important to Generation Z. Also, most people said that they wouldn't buy the brand product because it endorsed by their favorite celebrity or KOL. → Generation Z are most likely to physically avoid ads. To reach them, brands would do best to use humor, rather than celebrities, in their advertising.
- Based on our survey results, "Collect much information before purchasing a product" is important to Generation Z. → Realistic, They make decisions and relate to institutions in a highly analytical and pragmatic way.

  Digital natives, younger audiences use social media and search engines to find information about the products that they'd like to purchase.
- Based on our survey results, most Generation Z like "No particular style preference" → Undefined ID, For Generation Z, the self is a place to experiment, test, and change. Generation Z value individual expression and avoid labels.
- Based on our survey results, the Generation Z is good at searching the information, skimming through the social media and likely to avoid advertising by the mobile, because of convenience and popularity of smartphone. → so they know how to research , have a short attention, mobile first and likely to avoid advertising.
- Openness to experience - From literature: The trait, sometimes referred to as 'intellect' or 'open-mindedness' includes the tendency to be creative and imaginative, disliking routine, and having a wide variety of interests. / From our research: People of Openness to experience are not easy to be influenced by their friends and family.
- Conscientiousness - From literature: Conscientious people like traditional colors and clean design—more conformist, classic brands—such as Ralph Lauren and Carolina Herrera./ From our research: People of Conscientiousness and Neuroticism like simple style clothing, and the others have no obvious preference.
- Extroversion - From literature: Extroverts like bright colors and loud, catchy designs. / From our research: People of Extroversion are more have interest in following fashion trends than others.
- Agreeableness - From literature: These tender folks dress as sweet as they seem. They like soft shades, pastels, colors in general, and a sort of happy aesthetic with embellishments and bows. / From our research: We didn't find obvious information corresponding to the literature.
- Neuroticism - From literature: People of Neuroticism are self-conscious and tend to worry about what others think of them. They prefer black over colors, solids over prints, and generally, more

"directional" fashion / From our research: They like simple style clothing, and are not easily to be influenced by KOL.

**三、學習心得(組內每位學生皆須提供至少 200 字的學習心得)**

**許惟淨：**這次的自主學習計畫，我們選擇探討影響Z世代選擇服飾的相關因素。此外，我們找了許多關於Z世代的文獻資料。還結合了Z世代五大人格特質在選擇服飾的相關因素、考量等等是否有差異，了解Z世代與這些選擇服飾相關因素、偏好等等之間的關聯性，讓我更了解Z世代的特質、價值觀等等。另外，我們也做了問卷來作為輔助，讓我們以更實際的方式了解Z世代，也讓我學習到如何製作問卷和後續的資料統計。雖然這項報告計畫，花了很多時間製作，執行計劃時也遇到不少困難，但也因為如此，在這過程中不斷接收到新的資訊，遇到問題就馬上尋找解決方法，也學習到很多新知識與技能。

**陳威蒨：**經過這次自主學習討論後，我從我們這組想探討z世代在購買服飾上會考量的因素和穿著風格以及其相費行為。除了單方面探討上述的主題之外，我們還結合了五大人格特質，進而讓我發現到z世代裡的五大人格在購買服飾上考量的因素是否會不同以及穿著風格比較偏好哪方面。在做問題探討之前，我們也做了文獻資料方面的研究，讓我們能更深入的學習到z世代特質以及對時尚方面得態度。我們也做了問卷來當我們的輔助，並讓我學習到如何製作問卷以及後續的統計資料。雖然一開始在製作問卷方面及統計上有困難，但也因此更加努力的去找如何解決方案，經過三個禮拜的自主學習後，讓我受獲良多。

**黃珮瑜：**這次的z時代報告讓我接觸到很多不一樣的事情。我們從主題的制定過程討論了很多不同面向去切入，像價值觀、綠色消費公司，還有消費的原因等等，最後也討論出了共同結論。再來是問卷的制定和資料整理，因為大家都沒有接觸統計的經驗，也是一步一步一起討論一起想，用問卷網站原本的資料分析。在討論報告的過程中，我們每個人用很多的數字中抓了自己需要資料。還有另一部分是文獻的資料，因為我們的報告比較偏學術的方向，找了很多z時代的特質跟特徵文化，配合上問卷的調查結果

**洪劭嘉：**這一次的自主學習計畫主題是z世代人格和服飾選擇的關係，這也是第一次做統計資料。其實從一開始定題目就遇到困難，如何從z世代價值觀和服裝中間產生關係，研究的主題方向是不是明確的等等問題。最後雖然定成了目標，做起來也是真的不容易，要先做問卷、讓大家寫問卷、分析結果還要再跟文獻找出相呼應的地方再最後得出結論。這個過程對於我們沒有什麼經驗的人來說是有難度，但是最後是有成果的。從這次學到了如何制定問卷，和問卷的結果分析。更好的是，發現了不同人格會偏向於不同風格的穿搭或是消費習慣，這些關連我認為可以用於未來行銷手法變化的依據，真的收獲很多！組員們也都非常盡責認真，很感謝大家的付出！

**黃培銘：**我們這次所討論出來的主題是z世代人格與服飾的關係和選擇，在面對統計資料上面來說遇到了很多困難，本來討論說可能需要用到艱深的統計觀念以及複雜的數學式子，到最後不斷的討

論才得到最終的這個結果，在研究文獻時也遇到很多困難，因為大多中文很少有關於 z 世代的相關資料，都必須用英文的關鍵字以及研究英文相關的資料，對於我的英文能力來說非常的挑戰，在選擇問卷的題目，也遇到了很多瓶頸，因為必須要知道選定哪些題目能夠得到我們要的分析內容以及符合我的文獻假設，因為我很忙碌，所以很感謝同組的組員願意包容我，我也只能進到我能盡到的能力與時間，他們其實做得比我多。

**四、其它附件**

(一)每組學生成果 PPT

file:///C:/Users/Cara/Desktop/時尚品牌%20 自主學習%20 第 15 組.pdf

(二)分組討論及相關活動照片








# Factors that influence Generation Z's apparel preferences

Self-orations learning project

Group **15**

許惟淨 陳威蒨 黃珮瑜 洪劭嘉 黃培銘

01 Introduction

Why this topic?

02 Document Research

03 Survey Research

Questionnaire

04 Result & Analysis

Questionnaire result,
Statistic present & analyze

05 Conclusion

# 01 Introduction

Why we chose this topic?

# What influence gen z in selecting clothing



Find out the **main factors** (reasons) of choosing clothing and style preference that are important and popular in gen z. Also, the **characteristics of Generation Z.** (from documentary research)



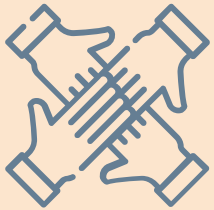
Find out the what are **five personalities**, combine with our **questionnaire result** and learn if the five personalities among gen z have different style preference or factors that influence them when selecting apparel.

# 02
# Document Research

# The characteristics of Generation Z



Digital natives



Be radically inclusive



Image-driven shoppers



Realistic

Live life pragmatically



Undefined ID

Don't define yourself in only one way

# The characteristics of Generation Z



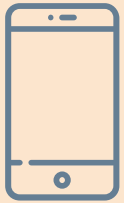
## Gen Z Knows How to Research

younger audiences use social media and search engines to find information about the products that they'd like to purchase.



## Short Attention Span

Generation Z, unsurprisingly, has an even shorter attention span. To capture their attention, your ads have to be direct, concise, and to the point.



## Mobile First

Gen Z's favorite device is the smartphone. 75% percent of them chose the mobile phone as the device that they use the most in a survey by IBM.

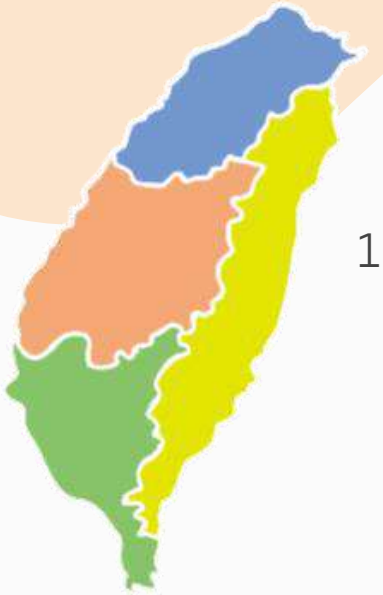


## likely to avoid advertising

# 03
# The Questionnaire!



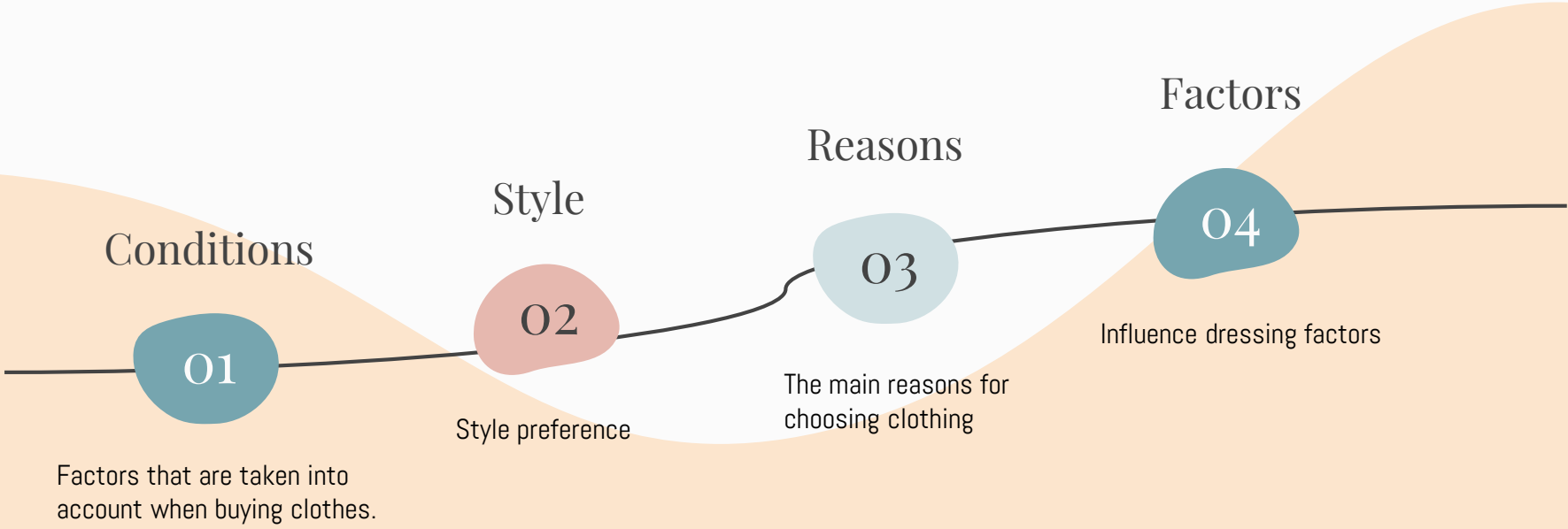
We emphasized on generation z in Taiwan



18~24 years old students

Post our questionnaire on:

# Questionnaire



# Questionnaire

## Personality traits

05

Personality traits

## Innovative level

06

The levels of accepting innovative products

## Consumer behavior

07

Consumer behavior

## Section 1

# Factors that are taken into account when buying clothes



| | 非常不重要 | 不重要 | 普通 | 重要 | 非常重要 |
|---|---|---|---|---|---|
| 舒適 | ○ | ○ | ○ | ○ | ○ |
| 實用 | ○ | ○ | ○ | ○ | ○ |
| 流行 | ○ | ○ | ○ | ○ | ○ |
| 美觀 | ○ | ○ | ○ | ○ | ○ |
| 品牌知名度 | ○ | ○ | ○ | ○ | ○ |
| 認為品質較好 | ○ | ○ | ○ | ○ | ○ |
| 受品牌的形象概念影響 | ○ | ○ | ○ | ○ | ○ |
| 受同輩影響 | ○ | ○ | ○ | ○ | ○ |
| 受廣告影響 | ○ | ○ | ○ | ○ | ○ |
| 明星或KOL代言 | ○ | ○ | ○ | ○ | ○ |
| 網路呈現的流行趨勢（社群媒體） | ○ | ○ | ○ | ○ | ○ |

Very important~nonessential

1. comfortable
2. practical
3. fashionable
4. pleasing to the eye
5. brand awareness
6. quality
7. Influence by brand image concept
8. Influence by peers
9. Influence by advertisement
10. celebrity or KOL endorsement
11. fashion trend present on social media

# Section 2
# Style preference



| | 非常不喜歡 | 不喜歡 | 普通 | 喜歡 | 非常喜歡 |
|---|---|---|---|---|---|
| 簡約 | ○ | ○ | ○ | ○ | ○ |
| 時尚 | ○ | ○ | ○ | ○ | ○ |
| 典雅 | ○ | ○ | ○ | ○ | ○ |
| 街頭 | ○ | ○ | ○ | ○ | ○ |
| 中性 | ○ | ○ | ○ | ○ | ○ |
| 運動 | ○ | ○ | ○ | ○ | ○ |
| 甜美 | ○ | ○ | ○ | ○ | ○ |
| 工裝 | ○ | ○ | ○ | ○ | ○ |
| 古著 | ○ | ○ | ○ | ○ | ○ |
| 沒有特定穿衣風格 | ○ | ○ | ○ | ○ | ○ |

Really like it~ hate it

1. Simplicity
2. Fashionable
3. Elegant
4. Street
5. Unisex
6. Sport
7. Sweet/cute
8. Work wear
9. Vintage
10. No particular preference

## Section 3
# The main reasons for choosing clothes




1. popular/Trendy
2. Classic
3. Good quality
4. Attractive style
5. Not easy to find the same one
6. Comfortable
7. To raise confidence

# Section 4
# Influence dressing factors



| | 非常不同意 | 不同意 | 普通 | 同意 | 非常同意 |
|---|---|---|---|---|---|
| 家人影響我選擇服飾品牌較深 | ○ | ○ | ○ | ○ | ○ |
| 朋友(同儕)影響我選擇服飾品牌較深 | ○ | ○ | ○ | ○ | ○ |
| 當我穿著較知名品牌的衣服時，會讓周遭的人對我的穿衣觀感加分 | ○ | ○ | ○ | ○ | ○ |
| 我會因為週遭人的意見改變穿衣風格 | ○ | ○ | ○ | ○ | ○ |
| 當周遭的人不認同你的穿衣風格時，我會因此改變穿衣風格 | ○ | ○ | ○ | ○ | ○ |
| 我會因場合而改變穿衣風格 | ○ | ○ | ○ | ○ | ○ |
| 我會追隨時下流行而改變穿衣風格 | ○ | ○ | ○ | ○ | ○ |
| 當我喜愛的明星或KOL代言該品牌時，我會買單 | ○ | ○ | ○ | ○ | ○ |
| 韓國的流行趨勢是我的穿搭靈感來源 | ○ | ○ | ○ | ○ | ○ |
| 日本的流行趨勢是我的穿搭靈感來源 | ○ | ○ | ○ | ○ | ○ |
| 歐美的流行趨勢是我的穿搭靈感來源 | ○ | ○ | ○ | ○ | ○ |

Cannot agree more~ strongly disagree

1. Family influence me the more when I choosing apparel brand
2. Friends(peers) influence me the more when I choosing apparel brand
3. People around me agree with my dressing style when I'm wearing famous brand clothes
4. I would change my dressing style when other people have a different opinion
5. I would change my dressing style when other people don't agree with my style
6. I would change my dressing style on different occasions
7. I would change my style because of the trend
8. I would buy the brand product because it endorsed by my favorite celebrity or KOL
9. Korean style is my outfit inspiration
10. Japanese style is my outfit inspiration
11. Western-style is my outfit inspiration

# Section 5
# Personality traits



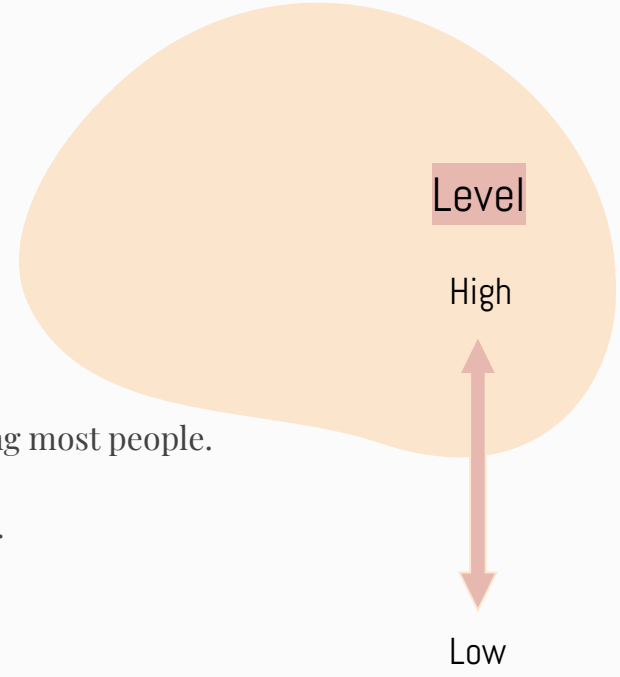
| | 非常不同意 | 不同意 | 普通 | 同意 | 非常同意 |
|---|---|---|---|---|---|
| 富有想像力，想像力活潑 | ○ | ○ | ○ | ○ | ○ |
| 對藝術或美感敏感度高 | ○ | ○ | ○ | ○ | ○ |
| 循規蹈矩，有組織 | ○ | ○ | ○ | ○ | ○ |
| 自我約束強 | ○ | ○ | ○ | ○ | ○ |
| 樂於參與活動 | ○ | ○ | ○ | ○ | ○ |
| 較愛追求刺激 | ○ | ○ | ○ | ○ | ○ |
| 喜愛幫助別人 | ○ | ○ | ○ | ○ | ○ |
| 順從性高，謙卑 | ○ | ○ | ○ | ○ | ○ |
| 易焦慮或憤怒 | ○ | ○ | ○ | ○ | ○ |
| 自我意識較強 | ○ | ○ | ○ | ○ | ○ |

Cannot agree more~ strongly disagree

1. I have a vivid imagination. (Imaginative)
2. Highly sensitive to art or beauty
3. Sticking to the rules, being organized
4. Strong self-discipline
5. Willing to participate in activities
   (Love large parties)
6. I love seeking adventures and excitement
7. I love helping others
8. High obedience and humility
9. I get angry and stressed out easily
10. Strong self-awareness

# Section 6
# The levels of accepting innovative products




1. Dare to try new things.
2. Not the first group of people who purchase newest products, but still leading most people.
3. Collect much information before purchasing a product.
4. Easy to be influenced by family members or friends before made a decision.
5. Being conservative and not willing to change easily.

# Section 7
## Consumer behavior




**How much do you normally spend on clothes per month?**

Under NT$1000
NT$1000~ NT$3000
NT$3000~ NT$5000
NT$5000~ NT$10000
NT$10000 or more




**Where do you purchase apparel?**

online shopping
brick(s)-and-mortar
counters
hypermarket
street vendor
others




**Frequency of Purchase**

several times a month
once a month
once in two months
once in 3~5 months
semi-annual(ly)
more than once a year

# Section 8
Personal information




**Sex**

 male / 
female

**Age**

18~24

# 04
# Result & Analysis

Questionnaire result, Statistic present & analyze

# Neuroticism

## Sample items

I get irritated easily.

I get stressed out easily.

I get upset easily.

I have frequent mood swings.

I worry about things.

I am much more anxious than most people.



# Agreeableness

## Sample items

I am interested in people.

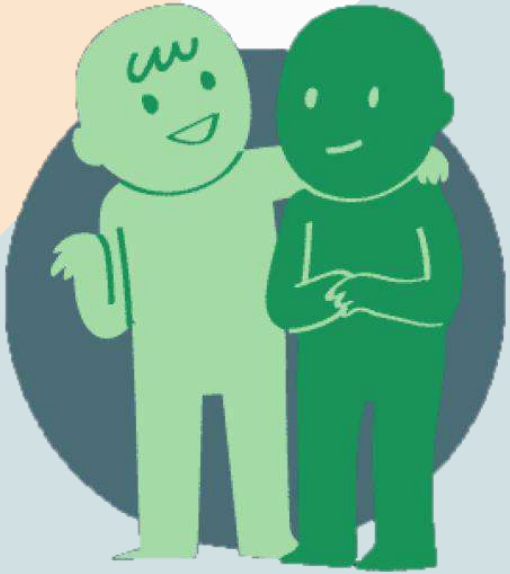
I sympathize with others' feelings.

I have a soft heart.

I take time out for others.

I feel others' emotions.

I make people feel at ease.



# Conscientiousness

## Sample items

I am always prepared.

I pay attention to details.

I get chores done right away.

I like order.

I am exacting in my work.

I always end up being helpful to most things.

I give attention to my duties.



# Openness to experience

## Sample items

I have excellent ideas.

I am quick to understand things.

I use difficult words.

I am full of ideas.



# Extroversion

## Sample items

I am the life of the party.

I don't mind being the center of attention.

I feel comfortable around people.

I start conversations.

I talk to a lot of different people at parties.



# Conditions

Factors that are taken into account when buying clothes

| | personality | Percentage & level |
|---|---|---|
| comfortable | all | Important 59~65% |
| practical | all | Important 55~63% |
| fashionable | Conscientiousness & Neuroticism  | 40%(Neutral) |
| | others | (important) |
| pleasing to the eye | all | about 60%(very important) |
| Brand awareness | all | Neutral |
| Quality | all | about 55% (important) |
| Influence by brand image concept | Extroversion  | 44%(important) |
| | Neuroticism  | (between Neutral and important) |
| | others | (Neutral) |

| | | |
|---|---|---|
| Influence by peers | conscientiousness & extroversion  | 40%(very important) |
| | others | (Neutral) |
| Influence by ad | all | 50%(Neutral) |
| celebrity or KOL endorsement | Neuroticism  | (Neutral to not important ) |
| | others | 40%(Neutral) |
| fashion trend present on social media | Openness to experience & Agreeableness   | (Neutral) |
| | others | 45%(important) |

# Style preference

| | personality | level |
|---|---|---|
| simplicity | Neuroticism  | Really like it |
| | others | Like it |
| fashionable | Conscientiousness  | Neutral to like it |
| | others | Like it |
| elegant | Conscientiousness  | Neutral to like it |
| | Neuroticism  | Like it |
| | others | Neutral |
| street | Conscientiousness  | Neutral to like it |
| | others | Like it |
| Unisex | Conscientiousness  | Like it |
| | others | Neutral |

| | personality | level |
|---|---|---|
| sports | all | Neutral |
| sweet/cute | Conscientiousness  | Not like it |
| | others | Neutral |
| Work wear | all | Neutral |
| vintage | Conscientiousness  | Neutral to like it |
| | others | Neutral |
| No particular | Openness to experience & Conscientiousness & Neuroticism  | Neutral to like it |
| | others | Like it |

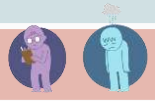
# The main Reasons
## of choosing clothes

| | ranking | personality |
|---|---|---|
| Attractive style | 1 | all |
| Boost self-confidence | 2 | Openness to experience & Agreeableness & extroversion  |
| Good quality | 2 | Conscientiousness & Neuroticism  |
| classic | 3 | all |

# Factors

## that Influence dressing

| | personality | Percentage & level |
|---|---|---|
| Family influence me the more when I choosing apparel brand | Conscientiousness & Neuroticism | Disagree to Neutral |
| | others | Neutral |
| Friends(peers) influence me the more when I choosing apparel brand | Conscientiousness & Neuroticism & extroversion | Neutral to agree |
| | Agreeableness | agree |
| | Openness to experience | Neutral |
| People around me agree with my dressing style when I'm wearing famous brand clothes | Agreeableness & extroversion | agree |
| | Conscientiousness | Neutral to agree |
| | Openness to experience & Neuroticism | Neutral |









| | personality | Percentage & level |
|---|---|---|
| I would change my dressing style when other people have a different opinion | Conscientiousness  | Neutral to agree |
| | others | agree |
| I would change my dressing style when other people don't agree with my style | Agreeableness  | Neutral |
| | others | agree |
| I would change my dressing style on different occasions | all | agree |
| I would change my style because of the trend | Extroversion & Neuroticism | agree |
| | Agreeableness  | Neutral to agree |
| | Conscientiousne  Openness to experience | Neutral |



| | personality | Percentage & level |
|---|---|---|
| I would buy the brand product because it endorsed by my favorite celebrity or KOL | Extroversion & Neuroticism & Agreeableness  | Neutral |
| | Openness to experience & Conscientiousness  | Neutral to disagree |
| Korean style is my outfit inspiration | all | Neutral to agree |
| Japanese style is my outfit inspiration | Conscientiousness & Neuroticism  | Neutral to agree |
| | others | Neutral |
| Western-style is my outfit inspiration | all | agree |

# The levels of accepting innovative products

| | ranking | personality |
| --- | --- | --- |
| Collect much **information** before purchasing a product |  | all |
| Not the first group of people who purchase newest products, but **still leading most people** |  | all |
| Dare to **try new things** |  | all |

# Consumer behavior

How much do you normally spend on clothes per month?

| | personality |
|---|---|
| NT$1000~3000 | all |

Where do you purchase apparel?

| | personality |
|---|---|
| brick-and-mortar | all |
| Online shopping | all |

Frequency of Purchase

| | personality |
|---|---|
| several times a month | all |

# 05
# Conclusion



# Conclusion



- For most of the people in Generation Z," fashion trend present on social media" is important to them.



Textual description

- Based on our survey results, "pleasing to the eye" is very important to Generation Z
  → Image-driven shoppers

- Based on our survey results, "Influence by ad", "celebrity or KOL endorsement", are not that important to Generation Z. Also, most people said that they wouldn't buy the brand product because it endorsed by their favorite celebrity or KOL.
  → Generation Z are most likely to physically avoid ads. To reach them, brands would do best to use humor, rather than celebrities, in their advertising.

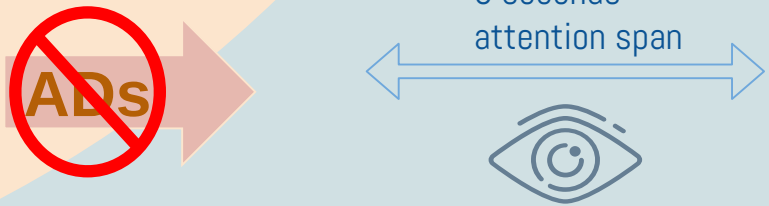
# Conclusion

- Based on our survey results, “Collect much information before purchasing a product” is important to Generation Z.
  → Realistic, They make decisions and relate to institutions in a highly analytical and pragmatic way.
  Digital natives, younger audiences use social media and search engines to find information about the products that they’d like to purchase.

- Based on our survey results, most Generation Z like “No particular style preference”
  → Undefined ID, For Generation Z, the self is a place to experiment, test, and change. Generation Z value individual expression and avoid labels.

# Conclusion

- Based on our survey results, the Generation Z is good at searching the information, skimming through the social media and likely to avoid advertising by the mobile, because of  convenience and popularity of smartphone.
  → so they know how to research , have a short attention, mobile first and likely to avoid advertising.



# Openness to experience



## From literature

The trait, sometimes referred to as ‘intellect’ or ‘open-mindedness’ includes the tendency to be creative and imaginative, disliking routine, and having a wide variety of interests.

## From our research

People of Openness to experience are not easy to be influenced by their friends and family.



# CONSCIENTIOUSNESS



## From literature

Conscientious people like traditional colors and clean design—more conformist, classic brands—such as Ralph Lauren and Carolina Herrera.

## From our research

People of Conscientiousness and Neuroticism like simple style clothing, and the others have no obvious preference.





# EXTROVERSION



## From literature

Extroverts like bright colors and loud, catchy designs.

## From our research

People of Extroversion are more have interest in following fashion trends than others.

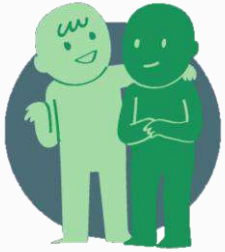









# AGREEABLENESS



## From literature

These tender folks dress as sweet as they seem. They like soft shades, pastels, colors in general, and a sort of happy aesthetic with embellishments and bows.

## From our research

We didn't find obvious information corresponding to the literature.







# NEUROTICISM

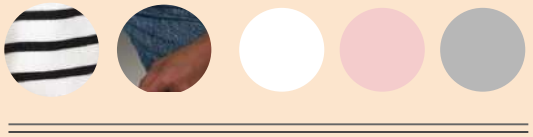


## From literature

People of Neuroticism are self-conscious and tend to worry about what others think of them. They prefer black over colors, solids over prints, and generally, more “directional” fashion

## From our research

They like simple style clothing, and are not easily to be influenced by KOL.











# References


*https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies*

*http://www.tpof-thepsychologyoffashion.com/features/fashion-psychology/personality-traits*

https://www.growth-hackers.net/how-to-market-to-generation-z-trends-consumer-behavior/

*https://www.visioncritical.com/blog/generation-z-statistics*

*https://www.cnbc.com/2017/01/11/generation-z-avoids-advertising-uses-ad-blockers-and-skips-content.html*



# Thank you!

For listening

輔仁大學 108 年度高教深耕計畫

# 自主學習課程計畫

# 成果報告書

108 學年度第 1 學期

時尚品牌

第十六組

授課教師：楊偉顥

系所單位：織品服裝學系

中華民國 108 年 12 月

# 輔仁大學 108 年度高教深耕計畫

# 自主學習課程計畫

# 成果報告書

108 學年度第 1 學期

（時尚品牌-英）




授課教師：楊偉顥
系所 單位：織品服裝學系行銷組
時尚品牌 16 組

中華民國 109 年 1 月

# 目錄

一、課程基本資料……p.1
(一)自主學習計畫主題
(二)組別
(三)學生姓名
(四)課程名稱
(五)指導老師

二、計畫成果……p.1
(一)自主學習歷程
(二)成效說明與實際產出

三、學習心得……p.5

四、其它附件……p.7
(一)每組學生成果 PPT
(二)分組討論及相關活動照片

# 輔仁大學 108 年高教深耕計畫【自主學習課程補助計畫】
# 學生自主學習成果報告

撰寫日期：109 年 01 月 01 日

一、課程基本資料

(一)自主學習計畫主題：Generation Z & Compound Cafe

(二)組別：16

(三)學生姓名：丁海翎、翁佩妏、唐梓勻、游佳蓁、張啟筠

(四)課程名稱：時尚品牌—英

(五)指導老師：楊偉顥

二、計畫成果

(一) 自主學習歷程：

1.如何訂定主題？

The reason we choose this theme is the generation z who like to drink coffee. And the combination of many forms of cafe makes coffee become more than just a drink, but an attitude of fashion.

2.分工分配及執行狀況？

| 姓名 | 工作內容 |
|---|---|
| 丁海翎 | Interview the consultant、Visit 初衣食午、write the 自主學習單、Search for the information of keywords |
| 翁佩妏 | Visit 初衣食午、write the 自主學習單、Simulate a virtual café |
| 唐梓勻 | Make the presentation、Visit 溫感咖啡、Create a form |
| 游佳蓁 | Visit 溫感咖啡 |
| 張啟筠 | Visit 溫感咖啡、Compare traditional and compound café |

3.是否遇到什麼難題？

- Unable to determine if compound cafe is the trend for z generation
- When we visit compound café, we found out that it can not take pictures

(二)成效說明與實際產出：

We have divided our presentation into 6 parts. We are going to start with the comparison the traditional and compound café. It made us know more about the difference between both of them. Furthermore, we visited 感溫咖啡 which is An animal, washing machine compound café. We also visited 初衣食午 which is Fashion design clothing compound café. Moreover, we interview the consultant of 初衣食午 so that we will realize the original concept. Besides, we interviewed about 100 people to made a conclusion. In addition, we search the keyword, so we can know about the popularity of the elements. After we analysis the element of attractiveness. Then, we simulate a virtual café which can catch generation Zs' eyes.

A. Comparison

This is a comparison of the new and old compound cafes.
New and old cafes have live music, meals, and dessert.
The difference is nowadays people go to famous cafes because they follow the trend , not just for coffee.
People also check in to take pictures of cafes with unique decorations or meals.
Animals are also one of the reasons why they are attractive now.

B. 初衣食午

First floor is restaurant and women's dress zone. Interior of first floor designed with large area glass, rural style decorating with a light blue hue as the main. Second floor is men's section and has many African style furnish. Interior of second floor has half French floor, neutral hue and modern-industrial as main.

Element:
Compound café, Café shop, Le Cordon Blue dish

Reason:
When 初衣食午 set up, they found out that compound café become popular in Europe. At first, they want to provide a place for young designer to sell and show their design. In addition, they want to provide a place which can let people take a break. They pursuit mentally break. They launch the meal which made by the cook from Le Cordon Bleu. All the elements call for all-round service, including mental and physical.

C. 溫感咖啡

Their decoration concept is black, gray, white minimalist style, and a little plant.
There are washing machine on the right side next to the shop entrance.
The corner of the store display artwork.

Element:
Washing machine (laundry service), Raccoon , Tarot , Exhibition , Brunch , afternoon tea , dessert
Their target customers are people who like animals, desserts, coffee, and have trouble washing at home. About 18-40 years old.
Artists hold exhibitions from time to time.
The meal ideas is they hope customers can enjoy refreshing and delicious food. So the meals will not be too salty, and the dessert will also reduce the sweetness.

Reason :
Raccoon is lovely and adorable that attract people come to see them.
The laundry service is convenient for people who don't have a washing machine at home, and they can enjoy their tea time while waiting for the laundry.
They offer a special Tarot experience. It's free in first ten minutes for customers with receipt.
Every month will collaborate with different artists to display their art works.

D. Form

We interviewed about 100 people in total. The following are the results after the visit.
We can see that there were 31% of men and 69% of women to do our form. Among them, most people are 18 to 22. So we decided to focus on this age group.According to this photo, About 75% of people will go to coffee shop more than once a month.
Because the objects we visit are almost students, most people go to cafes for reading and parties.
Most of them are care about the delicious food and interior decorations.
In this picture, we can see that only few people think that compound cafe will not attract them.
We can find out that animal or bookstore compound cafe are the most popular. In fact, these types of compound cafes are also the most common.

E. Simulate a virtual café

We stimulate a virtual café and choose four elements as our flagship ideal. Firstly, we choose lovely animal because it can attract people. Secondly, we choose Scandi design, so we use natural lighting, simple and elegant shade. We emphasis on “simple” and “warm”, to show life aesthetic. Thirdly, we choose book wall ,and we will put popular book in the store. The people who come to the store can read and back order. Last but not the least, we provide specialty meal which will make various images of latte art by using cream and foamed milk.

F. Search the keyword

I choose 4 keywords which are ”貓咪咖啡廳”,”複合式咖啡廳”,”初衣食午”,”北歐風”. The data is from 2004 to now. Read the diagram that illustrates the element of our virtual café are still more and more popular. People search them very often. At present, compound café still go viral on social media.

三、學習心得

- 唐梓勻：

  I think this report is very important to me. It took about half a semester from setting a theme, making a form, choosing two compound cafes from the results, and visiting that cafe. Among them, I think the most impressive thing is to visit the 感溫咖啡 with friends. In addition to seeing the washing machine and raccoon, I also encountered a tarot card diviner. The drinks and meals were also delicious. Good memories. Although the process was arduous, and the content was modified several times, it was finally completed. I felt very fulfilled when I saw the finished report. Thanks to the teacher for giving us this opportunity to study independently, so that we can go out for a visit by ourselves.

- 翁佩妏：

  In this course, I learned many international brands and learned more about different strategies or their story. Not only to see wider but also to learn some photography knowledge through this class. Mr.Lu is funny and teach us what we can't learn in the school. Two lectures have gained a lot.

  In the half of the semester we doing self-oriented learning about compound café.

  When I analyzed their elements and visited cafe, making me want to open my own shop .

  Cafe is life attitude, I love to go cafe and found some special cafe. So I really like our self-oriented learning theme, we can share some new things to our classmate.

  But I think it 's really weird that school always promoting self-oriented learning. When all class promoted and wanted students do this , what we learned in the school? I mean we can't get any professional knowledge in this plan.

- 丁海翎：

  Before satisfyingly submitting a report completed by collaborative efforts, I was the one in charge of compiling, proofreading and consolidating the layout to make sure everything was in its best possible form. Unfortunately, I think our members was too busy to discuss the project. Honestly, I'm really tired of picking up the pieces. As usual, I told to myself that I can learn a lot of thing from it. However, I think it is not the original goal of 自主學習.I hope there will have better way to 自主學習 in the future.

  I'm really appreciate that teacher spent a lot of time on 自主學習. You are very attentively!!!

- 張啟筠

  There are many presentations of this class. Through the report method, in addition to letting us fully understand the content of the report, we can also practice the experience of it.
  I can also learn the advantages from others' reports.
  This is a good opportunity to practice speaking in English.
  I also know a lot of fashion brands in the course that I didn't know before.
  Through self-learning, it trains myself to think about a trend. Although the process is a bit difficult, with the assistance of a teacher and discussion with the group members, we still found our theme and completed it.
  I can learn more about the z-generation trends when I hear reports from other groups.
  In the classroom, teachers use interactive teaching methods, and I feel very interesting.
  Thank you for your teaching this semester.
  And thank you for giving us a lot of lectures, it really benefited a lot.
  In the process of self-learning, although there will be some difficulties, trying to solve it and then overcome. It is the true meaning of self-learning.
  This class has taught me a lot in fashion.
  And I want to say teacher you are so cute hahaha！

- 游佳蓁

  In this self learning report. Our theme is about the relationship between Generation Z and compound cafes. In the mid-term report. There are too many topics to discuss, such as coffee beans, overall environment, meals or some special service in compound cafes. Causing people can not understand our theme, so after the team members communicated and discussed with each other. We focused on the environmental decoration and special services of the cafe. We also went to two cafes with different characteristics compound coffee shop.  During the actual visit in this report, I  learned how to analyze the elements that Generation Z likes. If I have the opportunity to open a store myself in the future. I will consider what trends and elements people would like, and make a good brand image.

四、其它附件

(一)每組學生成果 PPT

(二)分組討論及相關活動照片

- Visit 溫感咖啡







- Interview 葉老師（Teacher lead her book for us）



- Visit 初衣食午（We can’t take photos in the store）



# Compound Cafè & Generation Z

406221353 張啟筠　406222448 丁海翎
406222644 唐梓勻　406222656 游佳蓁　406222668 翁佩妏

CONTENT

## Comparison

About traditional café and compound café.

## 初衣食午

Fashion design clothing, compound café.

## 感溫咖啡

An animal, washing machine compound café.

## Form

We interviewed about 100 people to made a conclusion.

# COMPARISON

About traditional café and compound café.





| Elements | old | new |
|---|---|---|
| Live music | v | v |
| Meals, dessert | v | v |
| Trend | x | v |
| Check in, exposure rate | x | v |
| Animals | x | v |

# 初衣食午

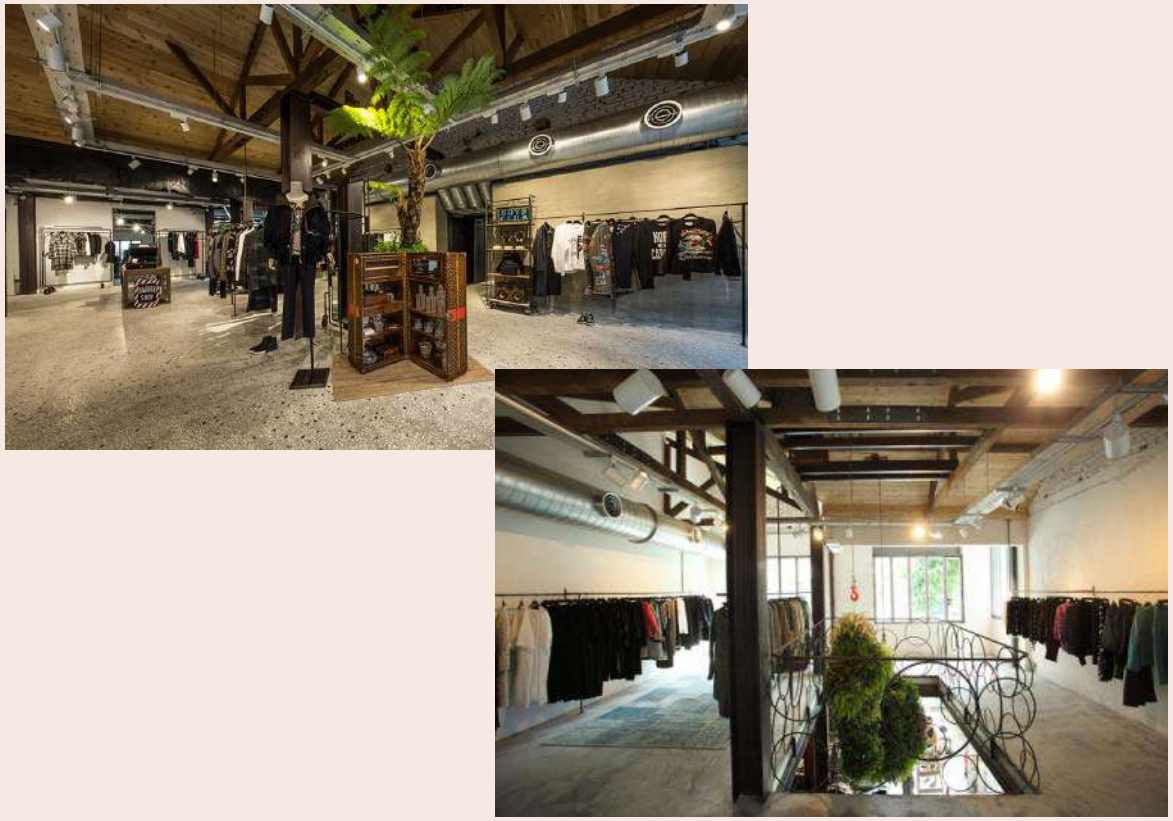
Fashion design clothing, compound café.

# Interior of 初衣食午



- First floor is restaurant and women's dress zone.
- Interior of first floor designed with large area glass, rural style decoration.
- The restaurant with a light blue hue as the main.

# Interior of 初衣食午



- Second floor is men’ s section and has many African style furnish.
- Interior of second floor has French floor, natural hue and modern-industrial as main.

# Element and Reason

**Element :**
compound café

**Reason :**
the trend from Europe



**Element :**
Café shop

**Reason :**
Persuit of mentally break



**Element :**
Le Cordon Bleu dish

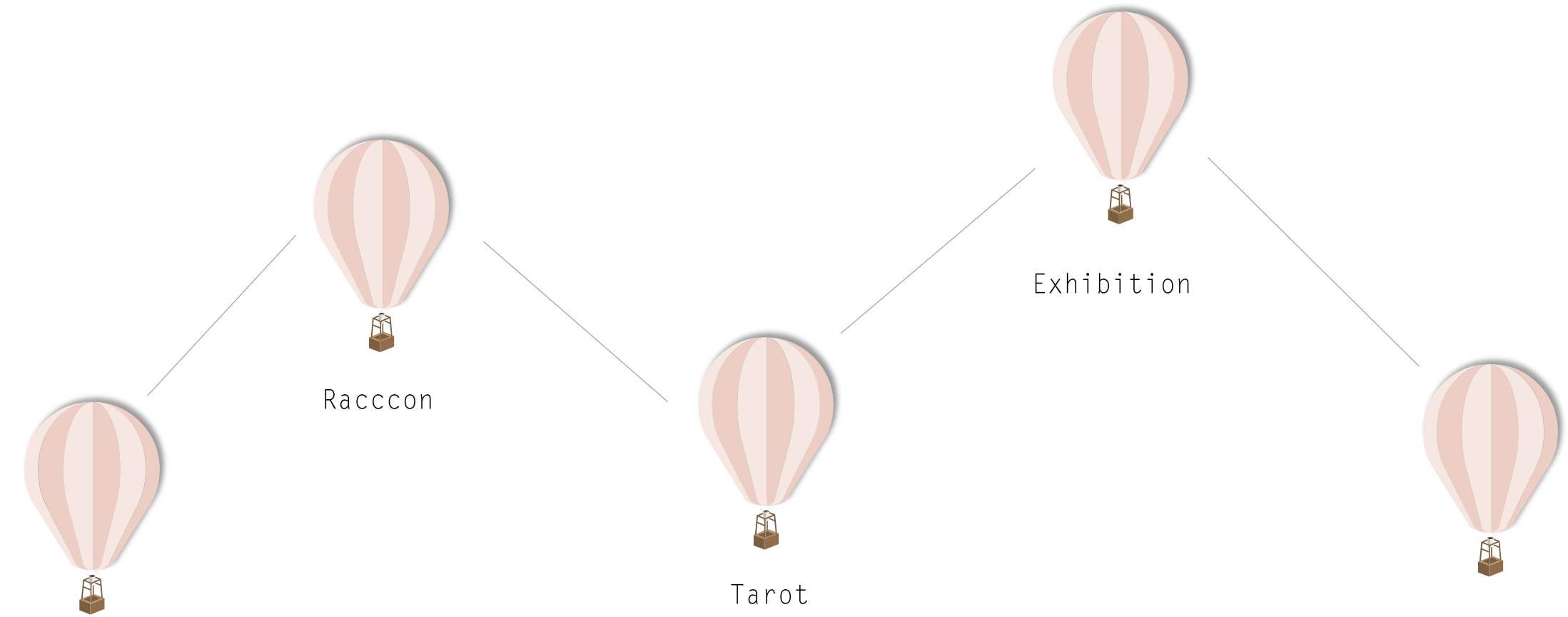
**Reason :**
provide a place to relieve stress



# 感溫咖啡

An animal, washing machine compound café.

# Element

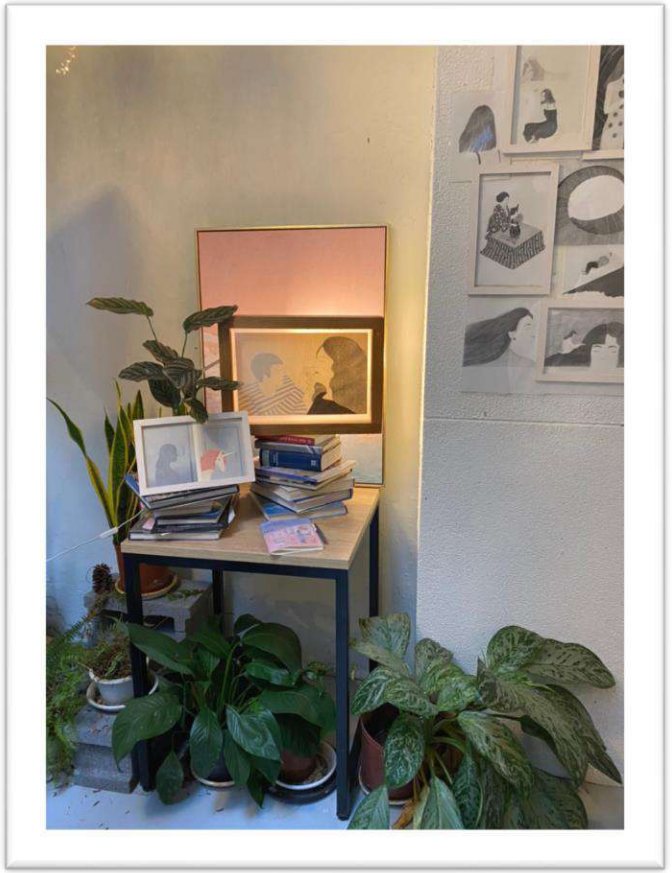

Racccon
Exhibition
Tarot
Washing machine
(laundry service)
Brunch,
Afternoon tea,
dessert

# Introduction



- Reasons : raccoon is lovely and adorable that attract people come to see them.
  The laundry service is convenient for people who don’ t have a washing machine at home, and they can enjoy their tea time while waiting for the laundry.
- They offer a special Tarot experience. It’ s free in first ten minutes for customers with receipt.
- Every month will collaborate with different artists to display their art works.

# Interior



The corner of the store displays artwork.

There are washing machines on the right side next to the shop entrance.



# Interior



seating area

Cat & Raccoon Room

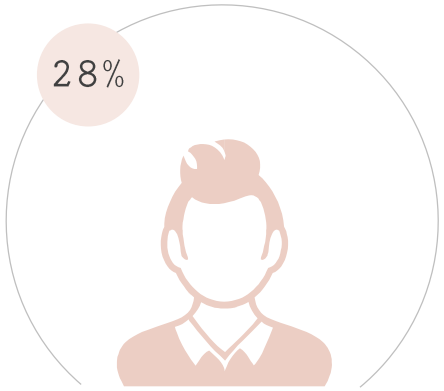


# FORM

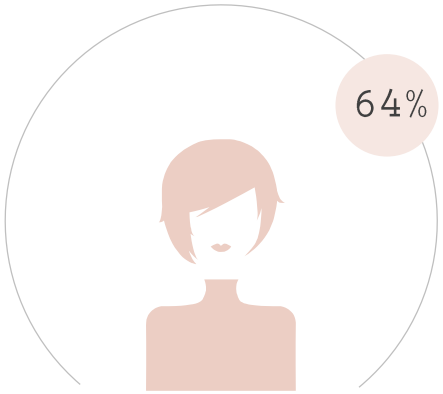
We interviewed about 100 people to made a conclusion.

# Gender & Age

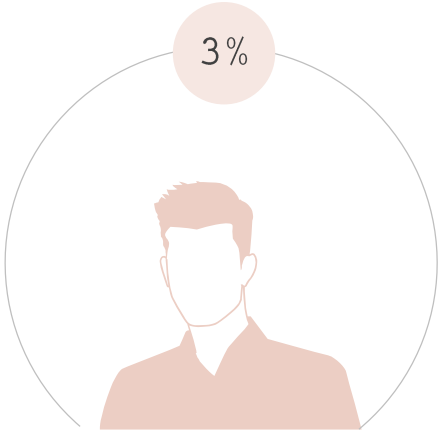
Man : 31%
Woman : 69%



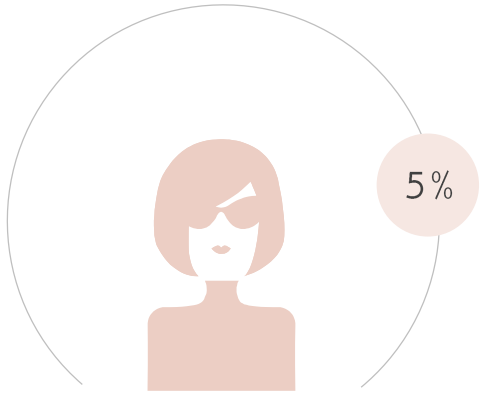

18-22 th




18-22 th



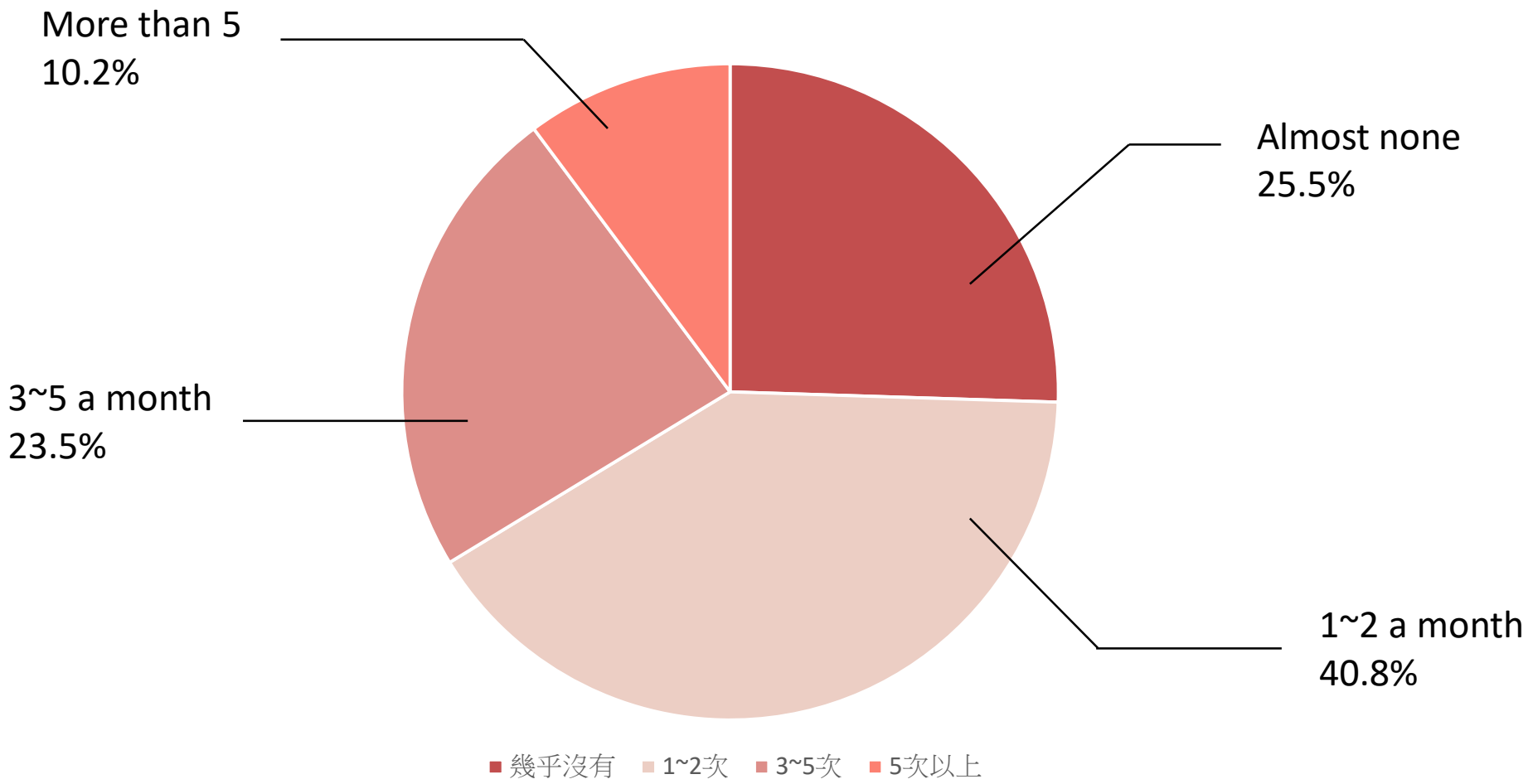

23-27 th



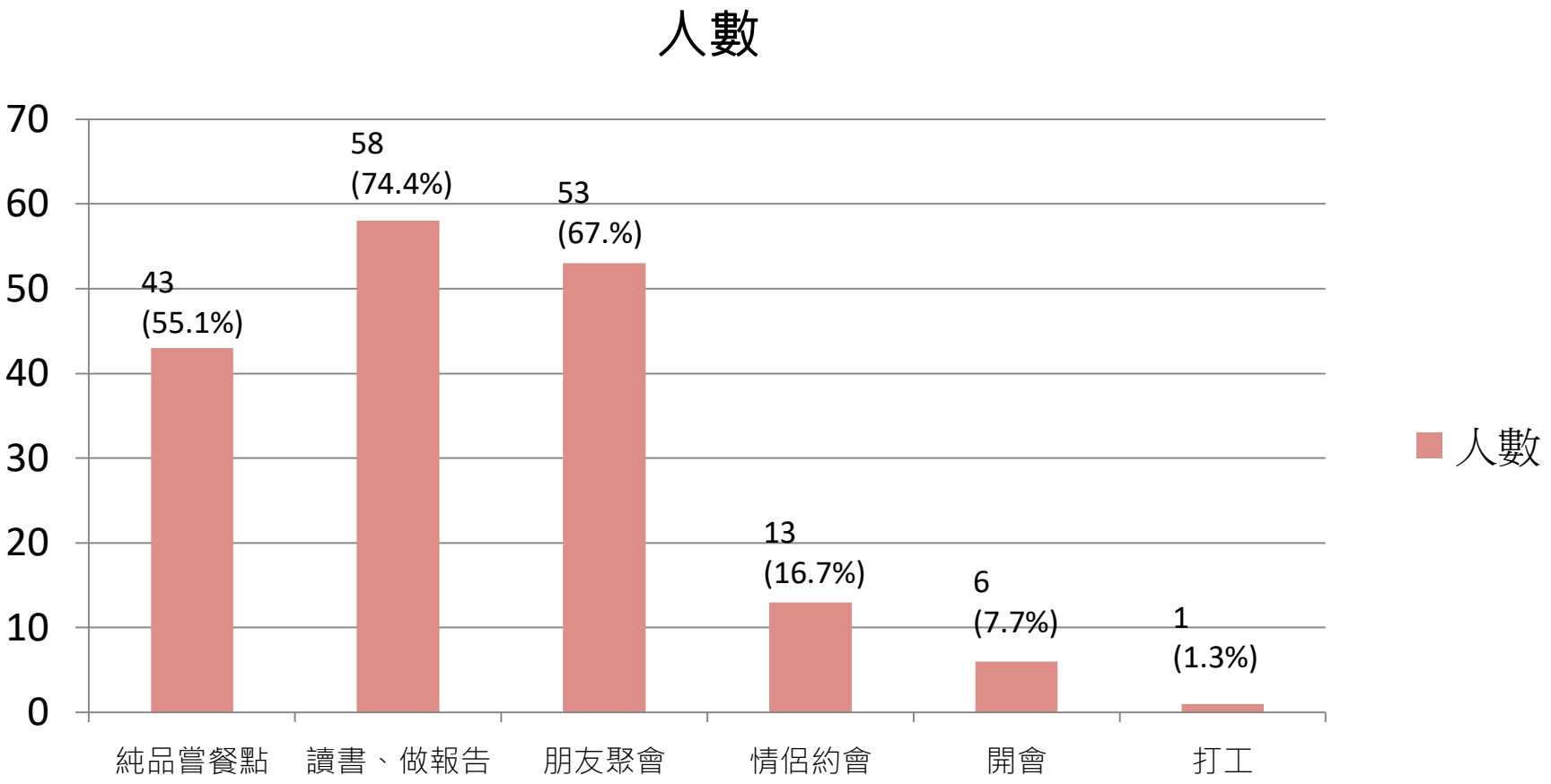

23-27 th

Our main interviewees.

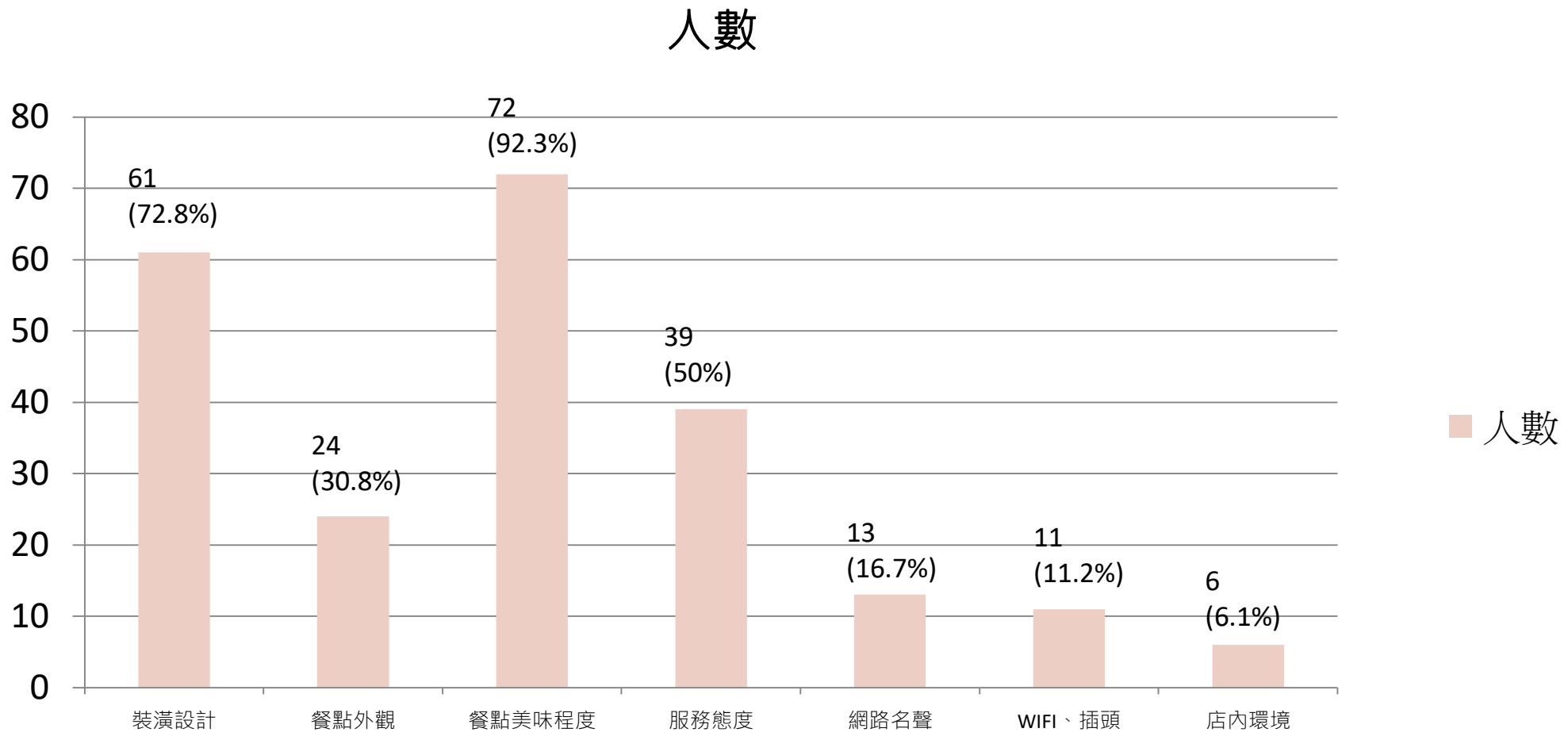
# The average number of visits to a coffee a month.



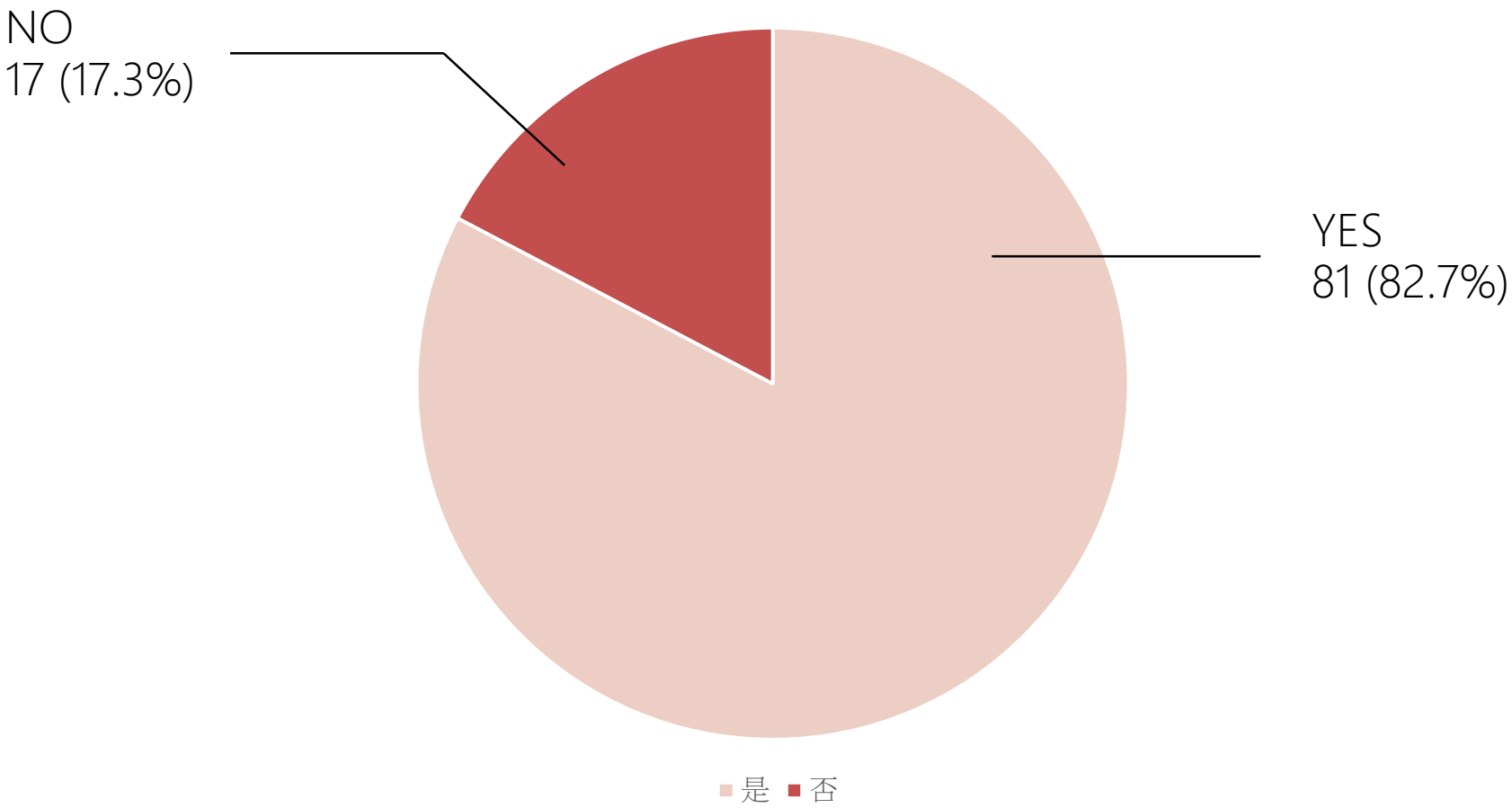
# The reason to go to the coffee shop. (Optional 3 items)



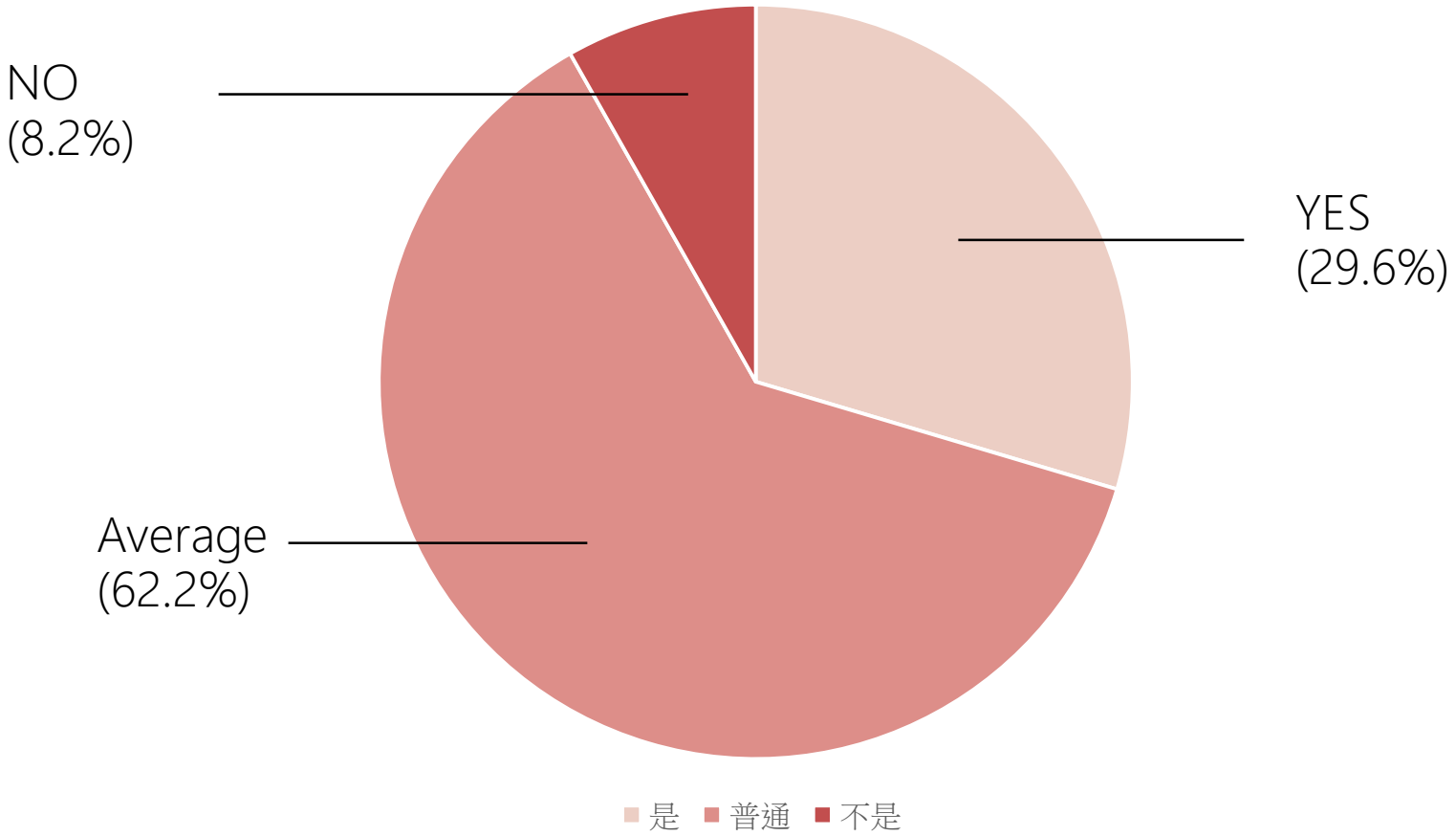
# You care most about the conditions of the coffee shop. (Optional 3 items)



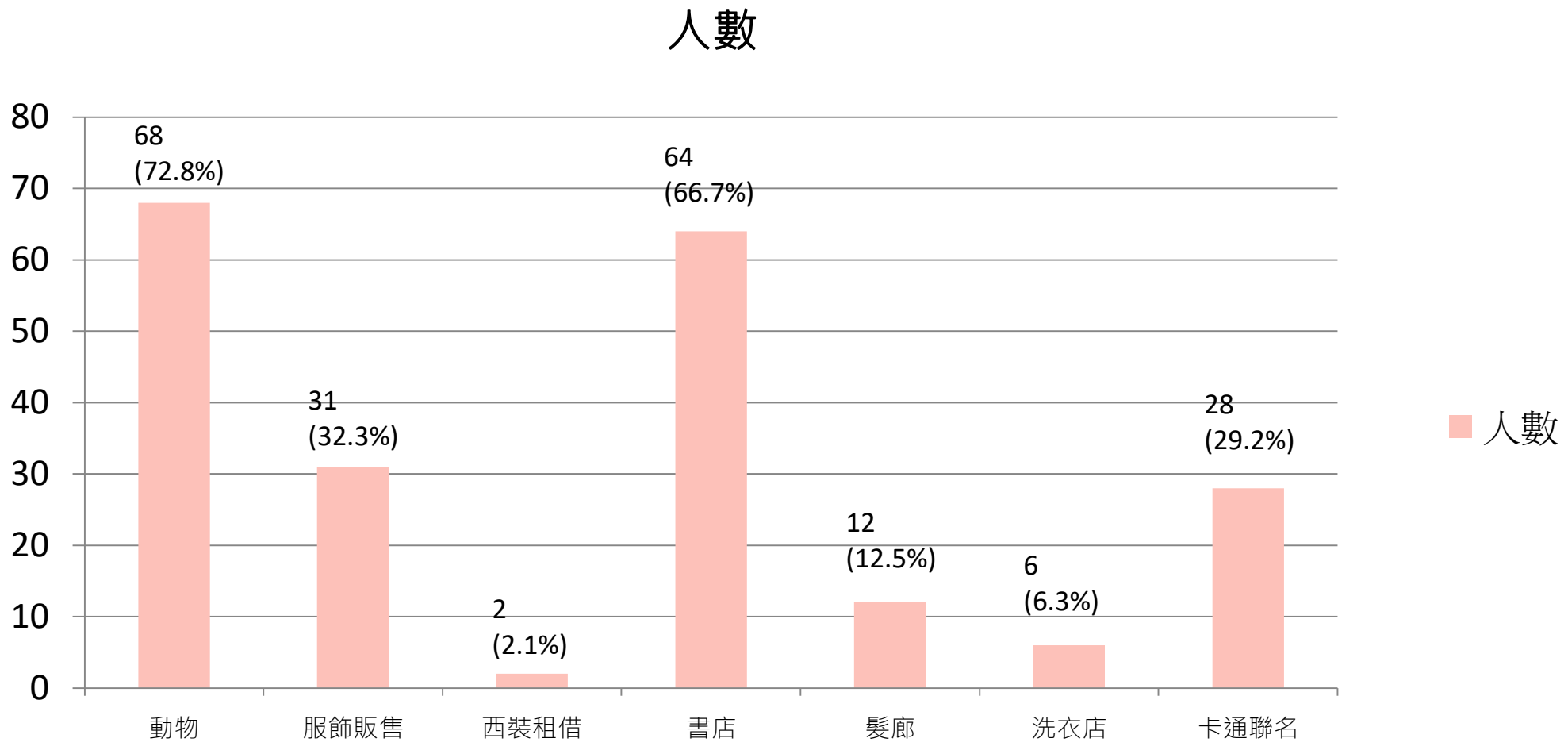
# Have you ever been to compound café?



# Compared to ordinary coffee shop, compound café is more attractive to you?



# Which of the following types of café will attract you to visit? (Optional 3 items)

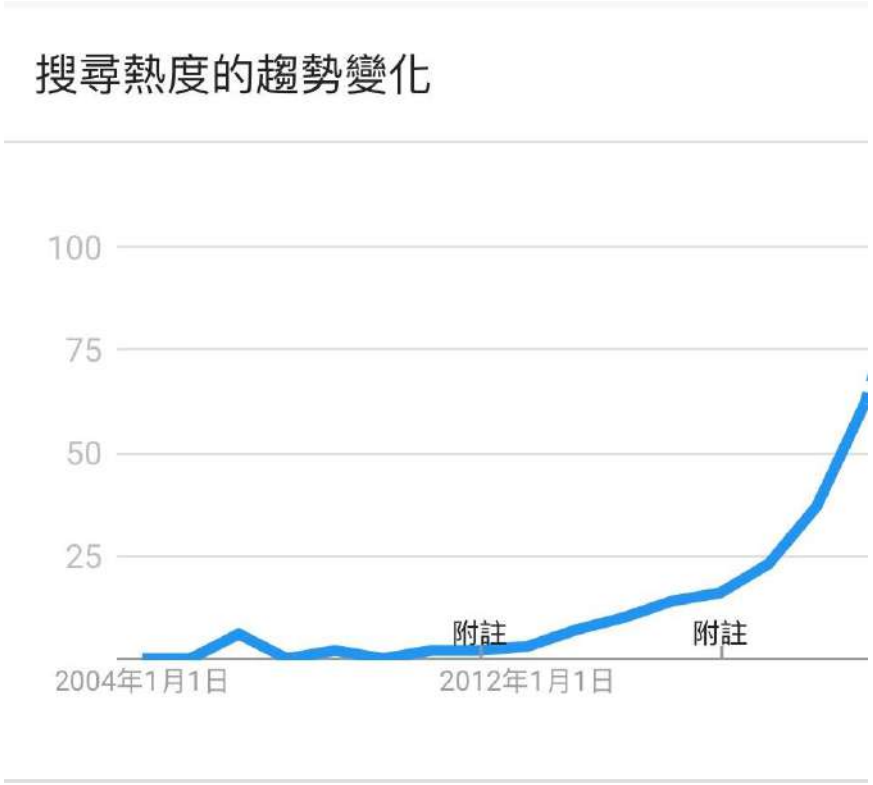


# Conclusion



- About 74% of people go to a coffee shop more than once a month.
- Most people go to cafes for reading and gathering with friends.
- They care more about interior decoration and delicious meals.
- Only a few people think that compound cafes will not attract them.
- Animal or bookstore compound cafes are most attractive.

# KEYWORD POPULARITY




Cat cafe




Compound cafe


搜尋熱度的趨勢變化
100
75
50
25
附註
附註
2004年1月1日
2012年1月1日

初衣食午


搜尋熱度的趨勢變化
100
75
50
25
附註
附註
2004年1月1日
2012年1月1日

北歐風

# VIRTUAL CAFE

Coffee is a manifestation of life attitude.



## Animal

Attract people



## Scandi design

Use natural lighting, simple and elegant shade. We emphasis on “simple” and “warm”, to show life aesthetic.



## Book wall

Put popular book in the store then people can read and back order.



## Specialty coffee

Make various images of latte art by using cream and foamed milk.

# THANK YOU