

Lin Yen-Ching

Associate Professor / Department of Industrial and Commercial Design, AEUST

Education

National Taiwan University of Science and Technology / Department of Industrial and Commercial Design, College of Design / PhD

National Taiwan University of Science and Technology / Department of Industrial and Commercial Design, College of Design / Master

National Taiwan University of Arts / Western Painting Group, Department of Fine Arts / Bachelor

Ming Chuan University / Department of International Trade / Bachelor

Teaching Experience

Asia Eastern University of Science and Technology / Department of Industrial and Commercial Design / Associate Professor

Oriental Institute of Technology / Dean of Student Affairs

Oriental Institute of Technology / Department of Industrial and Commercial Design / Associate Professor

National Taiwan Normal University / Department of Design / Adjunct Associate Professor

Oriental Institute of Technology / Department of Industrial and Commercial Design / Assistant Professor

Ming Chi University of Technology / Department of Industrial Design / Adjunct Assistant Professor

Ming Chi University of Technology / Department of Visual Communication Design / Adjunct Lecturer

Oriental Institute of Technology / Department of Industrial and Commercial Design / Lecturer

Chungyu College of Technology / Department of Digital Media Design / Lecturer

Chinese Culture University / School of Continuing Education (vocational training courses) / Expert Lecturer

National Taipei University of Education / Department of Art and Design / Adjunct Lecturer

Ming Chuan University / Department of Commercial Design / Adjunct Lecturer

Oriental Institute of Technology / Department of Industrial and Commercial Design / Adjunct Lecturer

National Keelung Commercial and Industrial Vocational Senior High School / Department of Advertising Design / Practice Teacher

Cheng Kung Vocational Senior High School / Department of Advertising Design / Subject Teacher

Jiangong Culture and Education Institute / Professional Lecturer

Revival Design Academy / Professional Lecturer

Practical Experience

Beetle House Culture Co., Ltd. / Design Consultant

Prince Color Printing Enterprise Co., Ltd. / Design Consultant

Chang Cheng Industrial Co., Ltd. / Design Director

Taiwan Xima Utility Co., Ltd. / Design Director

New Taipei City Government Cultural Affairs Bureau / Professional Juror

National Palace Museum / New Media Center of South Branch and Web Design / Designer and
Planner

Cabletime International Advertising Co., Ltd. / Planner & Designer

Revival Design Academy / Designer

Academic Services

Research in Arts Education (THCI Journal) / Editor-in-Chief (43 Issue), Editorial Committee
Member (41-43 Issues)

2022 2nd International Symposium on Research in Arts Education / Organization Committee
Member, Paper Reviewer

2022 20 Years Review and Prospect Academic Forum and Seminar of Cultural Creativity / Paper
Reviewer

2021 Educational Design Forum / Speaker

Arts Education Research Association / First Director

Research in Arts Education (THCI Journal) / Consultant, Paper Reviewer

The development plan for cross-disciplinary experimental curriculum of aesthetic education in the
stages of secondary and primary school, Ministry of Education / Subject Advisory Committee
Member

Talent Training Course of Ministry of Education / Speaker

Special Research Project for the Division of Humanities and Art of the National Science and
Technology Council (NSTC) / Reviewer

Special Research Project for the Division of Humanities and Art of the Ministry of Science and
Technology (MOST) / Reviewer

Special Research Project for the Division of Humanities and Art of the National Science Council
(NSC) / Reviewer

Research Project for College Student of NSTC / Reviewer

Research Project for College Student of MOST / Reviewer

Research Project for College Student of NSC / Reviewer

Journal of General Education in Chihlee University of Technology / Editorial Board Member

2016 International Conference for Social Design and Brand Packaging / Conference Preparatory
Committee Member

2013 Conference for Visual Design and Aesthetic Management / Moderator

Journal of Oriental Institute of Technology /Editorial Board Member

Master's Theses of NTNU, UT, MCU, CYCU, and MCUT / Oral Defense Committee Member

Master's Thesis of OIT / Instructor

2011 Design Study Forum / Reporter

Research Projects

Ministry of Science and Technology

A comparative study of Physiological and psychological levels in the aesthetics of popular illustration (MOST 108-2410-H-161-002). Principal Investigator. 2019/08/01-2020/07/31.

An aesthetic model for popular illustration (MOST 106-2410-H-161-002). Principal Investigator. 2017/08/01-2018/07/31.

An investigation of generations' aesthetics in recall, description, preference and judgement to popular illustration (NSC 102-2410-H-161-003). Principal Investigator. 2013/08/01-2014/07/31.

K-12 Education Administration, Ministry of Education

Aesthetic textbook research Project (5th phase). Co-Principal Investigator. 2023/01/01-2024/12/31.

Aesthetic textbook research Project (4th phase). Co-Principal Investigator. 2022/01/01-2022/12/31.

Aesthetic textbook research Project (3rd phase). Co-Principal Investigator. 2021/01/01-2021/12/31.

Aesthetic textbook research Project (2nd phase). Co-Principal Investigator. 2020/01/01-2020/12/31.

Aesthetic textbook research Project (1st phase). Co-Principal Investigator. 2019/01/01-2019/12/31.

Key Talent Cultivation and Recruitment Program, National Palace Museum

Tour of Information and cultural creation in Southern Branch of the National Palace Museum.

Co-Principal Investigator Investigator. 2020/02/01-2020/12/10.

Higher Education SPROUT Project, Ministry of Education

Integration and reshaping in brand image design. Principal Investigator. 2022/08/01-2023/07/31

Case research and strategy analysis of cross-disciplinary for commercial shop the is trending online. Co-Principal Investigator. 2022/02/01-2022/05/31.

Discover TAMSUI: The practice plan of "local design" in Tamsui area. Principal Investigator. 2021/08/01-2021/11/30.

“Infuse novelty and emotion” exploring the model of innovative teaching. Principal Investigator. 2021/09/01-2021/12/31.

Technology × design creative thinking. Co-Principal Investigator. 2020/09/01-2020/12/31.

Information, cultural and creative team of antiquities exploration. Co-Principal Investigator. 2020/09/01-2020/12/31.

Parent-child communication tool design. Principal Investigator. 2020/04/17-2020/07/31.

Cultural and creative design of comfort goods. Principal Investigator. 2019/10/01-2020/02/31.

Design of speciality commodity in Taiwan. Principal Investigator. 2018/03/12-2018/07/31.

Publications

Thesis

Lin, Y. (2011). Aesthetic responses and underlying psychological construct between generations and between genders in popular illustration, Unpublished doctoral dissertation, Graduate Institute of Design, National Taiwan University of Science and Technology, Taipei.

Lin, Y. (2002). The effect of stylization of packaging illustration design on recognition, Unpublished master's thesis, Graduate Institute of Design, National Taiwan University of Science and Technology, Taipei.

Journal

Lin, Y. (2023). An aesthetic model for popular illustration. *Empirical Studies of the Arts*, 41(1), 108-134.

Lin, Y. (2022). A comparative content analysis of aesthetic style design in elementary school grade one of national language in Taiwan and Japan. *Research in Arts Education*, 44, 81-126.

Lin, Y. (2022). Aesthetic evaluation of popular illustration styles by adolescents in different learning background. *Journal of Asia Eastern University of Science and Technology*, 42, 115-134.

Lin, Y. (2021). The influence of interface form and teacher participation on navigation attitude and preference to children's arts learning website. *Journal of Asia Eastern University of Science and Technology*, 41, 41-55.

Lin, Y. (2020). Differences of beauty and preference in popular illustration styles between Taiwanese adolescents and adults. *Journal of Oriental Institute of Technology*, 40, 65-76.

Shu, T., & Lin, Y. (2020) (Corresponding author). The influence of expression and gender on infographics preference and attention. *Research in Arts Education*, 40, 1-37.

Lin, Y. (2017). A multidimensional scaling analysis in spatial images of gender differences: Taking popular illustrations as stimuli. *Research in Arts Education*, 33, 103-135.

Lin, Y. (2016). Generational differences in preference and judgement factors to the styles of popular illustrations. *Research in Arts Education*, 31, 1-31.

Lin, Y., & Huang, C. (2016). The relationship between facial style and character personality in female animated characters design. *Journal of Oriental Institute of Technology*, 36, 105-122.

Shu, T., & Lin, Y. (2012). A study on the recognition performance of graphic symbols based on complexity level and educational background. *The Journal of Commercial Design*, 16, 187-200.

- Lin, Y., & I, B. (2011). Generation and gender differences in aesthetic responses to popular illustration. *Visual Arts Research*, 37, 30-41.
- I, B., & Lin, Y. (2008). The trend of empirical studies of aesthetics in the past century. *Journal of Design*, 13(2), 1-29.
- I, B., & Lin, Y. (2006). Eye movements in image viewing processing. *Journal of Design*, 11(4), 59-79.
- Wang, R., & Lin, Y. (2002). The application of illustration stylization in retailed product packaging design. *Journal of Design*, 7(2), 77-93.
- Lin, Y. (2001). An exploratory study on the intensity of situational involvement of audience at game-based exhibition in art museum - An example of "One Minute Sculpture" by Erwin Wurm at the 2000 Taipei Biennale. *Modern Art Bimonthly*, 97, Design, Space, Sculpture Education, 69- 78.

Conference

- Lin, Y., Wang, L., & Lin, J. (2016). Seascape village - Visual image design of Mao-ao Community. *Proceedings of the 2016 International Conference for Social Design and Brand Packaging* (pp. 37-51). Taoyuan: Chung Yuan Christian University.
- Lin, Y., Lai, W., & Chang, X. (2016). Packaging design for the promotion of traditional wedding cakes - An example of the Bliss Cake gift box. *Proceedings of the 2016 International Conference for Social Design and Brand Packaging* (pp. 1498-160). Taoyuan: Chung Yuan Christian University.
- Lin, Y., Liao, L., & Li, P., & Chen, Z. (2016). Have fun with Tamsui. *Proceedings of the 2016 Conference for multi-track promotion* (pp. 49-68). New Taipei City: Oriental Institute of Technology.
- Lin, Y., Liao, L., Li, P., & Chen, Z. (2016). Heart translation for rice cake. *Proceedings of the 2016 Conference for multi-track promotion* (pp. 95-112). New Taipei City: Oriental Institute of Technology.
- Lin, Y., Tsai, P., & Chan, Y. (2016). Deconstruction. *Proceedings of the 2016 Conference for multi-track promotion* (pp. 113-126). New Taipei City: Oriental Institute of Technology.
- Lin, Y., Tseng, S., Chueh, K., & Li, Y. (2016). Packaging design for the promotion of full month culture and gift boxes - Full Month. *Proceedings of the 2016 Conference for multi-track promotion* (pp. 163-182). New Taipei City: Oriental Institute of Technology.
- Tseng, S., Lin, Y., Cheng, Y., & Tsai, M. (2016). Official cake. *Proceedings of the 2016 Conference for multi-track promotion* (pp. 199-210). New Taipei City: Oriental Institute of Technology.
- Tseng S., Chiang, Y., Lin, Y., & Tsai, M., & Hou Y. (2016). The packaging study of the Chinese New Year etiquette and gift box - Celebrate the Chinese New Year in San-Ho-Yuan. *Proceedings of the 2016 Conference for multi-track promotion* (pp. 183-198). New Taipei City: Oriental Institute of Technology.

- Lin, Y. (2013). Good form in modern silver jewelry. The IASDR 2013, 5th World Conference on Design Research. Tokyo: Shibaura Institute of Technology.
- Lin, Y., & I, B. (2012). Generation and gender differences in Beauty and Preference Assessments to popular illustration. The 22nd Biennial Congress of the International Association of Empirical Aesthetics. Taipei: National Taiwan Normal University.
- Lin, Y. (2011). Comparison of contextual exploration and menu navigation interface designs in children's arts learning website. The IASDR 2011, 4th World Conference on Design Research. Netherlands: Delft University of Technology.
- Lin, Y., & Wang, W. (2001). Stylization of packaging illustration design. Proceedings of the 16th Technical & Vocational Education Conference of R.O.C. - Arts, Design and Languages - the group of Visual Communication, 84-101.
- Lin, Y., & Chen, J. (2001). The feasibility study of constructing adolescents' understanding on basic form by game design. Proceedings of the 6th Conference of Chinese Institute of Design (I), 231-236.
- Lin, Y., & I, B. (2001). A Study on the recognition of color-hearing between musicians and general audiences. Proceedings of the 2001 Conference on Color Science and Applications, 157-169.
- Wang, W., & Lin, Y. (2001). The effect of stylization degree of packaging illustration design on recognition. Proceedings of the 6th Conference of Chinese Institute of Design (II), 637-642.

Competition

- Lin Y., Zhou, M., & Gao J. (2001). Competitiveness of the e-era, re-creation of HP website. Collection of the 4th HP Cup of Business Management Plan Awards of National Universities and Colleges, 85-101.

Book

- Lin, Y., & Hsu, G. (2008). Drawing (I, II). Taipei: Lungteng.

Internal Research

Research Project

- Research on aesthetic textbook font design. 2023/04/15-2023/10/31.
- Differences of beauty and preference in design of Aestheticcell and commercially available elementary school natural science textbooks. 2022/04/15-2022/10/15.
- A comparative study of style design of Taiwan and Japan textbooks. 2021/06/01-2021/10/31.
- A comparative study of aesthetic prototype textbook design and elementary school textbooks in Taiwan. 2020/10/10-2020/12/31.
- A comparative study of prototype design in aesthetic textbooks. 2018/10/01-2019/07/31.
- A multidimensional scaling analysis in preference and beauty of Illustration styles. 2015/10/01-2016/07/31.
- Construction of aesthetic model for popular illustration. 2014/10/01-2015/07/31.

Children's art learning website design. 2012/03/01-2012/11/30.

Teaching Aids and Materials

Basic shape design and production of themed characters by stone powder clay.

2018/02/25-2018/06/30.

Teaching aid design of tactile sensor. 2018/02/25-2018/06/30.

Teaching material design of Creative Thinking and Aesthetics. 2011/09/27-2011/12/31.

Teaching material design of Chromatics. 2011/09/27-2011/12/31.

Academia-Industry Collaboration

Design and development of educational products. Beetle House Culture Enterprise Co., Ltd.

2022/01/01-2022/10/31.

Design and development of theme product. Beetle House Culture Business Co., Ltd.

2020/11/01-2021/07/31.

Design and development of Taiwan's characteristic commodity. Beetle House Culture Business Co., Ltd. 2018/10/01-2019/07/31.

Design and development of Beetle House's creative commodity. Beetle House Culture Business Co., Ltd. 2018/03/12-2018/11/30.

Design and development of Taiwan cultural and creative life commodity. Beetle House Culture Business Co., Ltd. 2017/01/01-2017/10/31.

Brand and packaging design of pet supplies. Chang Cheng Industrial Co., Ltd.

2015/10/01-2016/07/31.

Design and development of UV digital printing commodity. Prince Printing Co., Ltd.

2014/10/01-2015/07/31.

Project Honors

2021 Kaohsiung International Invention & Design EXPO / Music Interactive Device Capable of Changing Musical Scale According to Object Distance / Gold Medal

2021 Taiwan Innotech Expo / Music Interactive Device Capable of Changing Musical Scale According to Object Distance / Silver Medal

94th Annual Administration Website Award / Global Information Website of National Palace Museum / Recommended Website Award

Good Website Evaluation of Taiwan Internet Content Rating Promotion Foundation / Good Website

2005 American Internet Awards / Grand View - Theme Website of Digital Museum, Painting and Calligraphy of the Northern Sung / Excellence Award

11th Motion Design Award / Grand View - Theme Website of Digital Museum, Painting and Calligraphy of the Northern Sung / Interactive Design Award

2005 American Internet Awards / Theme Website of Digital Museum, the Legend of Ju Ware /
Excellence Award
17th Times Advertising Awards, Film, Drinks / Lian-Xiao-Wei Taiwan Soju / Gold Award
2005 4A Free Creative Awards, Best Slogan, Best Product Name, Best Product Packaging Design /
Lian-Xiao-Wei Taiwan Soju / Silver Award
4th HP Cup of Business Management Plan Awards for National Universities and Colleges /
Re-creation of HP Website / Honorable Mention
1st Internet Creation Competition / Happy Chinese New Year / Winning Prize

Certificates

Adobe Flash CS6. Silicon Stone Education (01110220150820010003). 2015/8/15.
Adobe Photoshop CS6. Silicon Stone Education (01110220150803020005). 2015/8/14.
Autodesk 3ds Max Design 2010. Autodesk (00106828). 2010/9/12.

Patents

A Music Interactive Device that can Change the Scale According to the Distance of the Object
(first author). Invention No. I763078. 2022/05/01-2040/10/31.
Guitar Accessories Storage Device with Support Function (first author). New model No. M627116.
2022/05/11-2032/01/26
Acoustic Enclosures for Pet Cages (second author). Design No. D222107. 2022/11/11-2037/05/05
An Electric Train Toy for Placing Food (first author). New model No. M607587.
2021/02/11-2030/10/13.
Motorcycle Trunk Device (first author). New model No. M595078. 2020/05/11-2030/02/20
Folding Table (second author). New No. M562055. 2018/06/21/2028/02/06
Carriers and Application Methods (first author). Invention No. M1587812. 2017/06/21-2035/12/7.
Foldable and Deformable Portable Storage Box (second author). New model No. M539835.
2017/04/21-2027/01/25.
Combined Basin. Novel No. M539779 (second author). 2017/04/21-2027/01/23.
Diaper Construction (first author). New model No. M539336. 2017/04/11-2027/01/23.

Expertise

Design Basis: Basic Design, Design Introduction, Sketching, Performance Technique, Chromatics,
Font and Typography, Drawing, Art Appreciation, Creative Thinking and Aesthetics, and
Creation Analysis.
Design Theory: Empirical Aesthetics, Visual Psychology, Consumer Psychology, Marketing,
Advertising, Design History, and Art History.
Design Practice: Visual Communication, Graphic Design, Corporate Identity (CI), Advertising
Plan, Advertising Design, 2D Computer Graphics, Design Drawing, Picture Book Creation,

Product Development, and Strategic Planning.

Tel: +886 2 7738 8000 #3318

Mail: yclin@mail.aeust.edu.tw