

techman / November 20, 2011 09:36AM

[\[Creativity\] NTUST Students Bag 20 "Red Dot" Design Concept Awards](#)

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CNA - Focus Taiwan (2011/11/20) Students from National Taiwan University of Science and Technology (NTUST) have hauled a record 20 wins in the design concept category of the prestigious 2011 Red Dot Design Awards in Germany, the university said Friday. Two of the winning projects -- a "fruit crayon" and a "little explorer" -- were crowned the "best of the best."

The "fruit crayon," designed by Cheng-tzung FAN and Tzu-chi YIN, is a crayon that comes in the shape of fruit and is structured similarly to fruit, with the "peel" and the "flesh" different in color. Also, because of its fruit shape, the new design can produce a wider range of drawing strokes than traditional crayons, FAN said. "We hope the crayon will stimulate children's imagination and make them more creative in their drawings," he said. According to YIN, the special crayon allows children to make more finger movements than using traditional crayons, helping them simulate the muscles and neural development of their hands. The crayon can also help enhance children's color sensitivity and observation skills, he said.

The "little explorer," designed by Hsiao-ying TAI, Chia-wen CHEN, Hui-jou TSAI, Wei-ting CHEN and Liao-hsun CHEN, is a fishing rod equipped with a detector, camera and monitor that allows children to explore the undersea world through fishing. The float attached to the fishing line will flash when a fish is detected, after which the user can switch on the monitor to watch what is going on under the water.

The Red Dot Design Awards are presented by the Design Zentrum Nordrhein Westfalen in Essen, Germany in three different categories: product design, communication design and design concept. The design concept award ceremony is scheduled for Nov. 25 in Singapore.

Reference:

[CNA - Focus Taiwan 2011/11/20](#)

[National Science Council International Cooperation Sci-Tech Newsbrief](#)

Edited 1 time(s). Last edit at 11/20/2011 09:40AM by techman.
