

# A Study of Lions Club International's Creative Work Contest

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**Abstract**—Creativity is ubiquitous, and any subject can be used as inspiration for it. However, for the course Creative Thinking and Methods, simply giving students assignments for practice is a real pity. In this article, students were encouraged to utilize what they have studied in the course when discussing and modifying creative works for off-campus competitions. They were eventually led to participate in contests to expand their horizons and cultivate their ambition for creative design.

**Keywords**—creative works, creative design concept, creative thinking and methods.

## I. INTRODUCTION

Lions Club International was established in 1917. For their 100th anniversary, they are holding a special cultural and creative contest that is divided into three categories. The first category is a lion-based graphic design that shows the spirit of Lions Club International. In this design, their theme, which is the 100th anniversary, must be incorporated, and features of Taiwan must be highlighted. The second category uses the challenges during the 100 years of service of the organization as the main theme and emphasizes environmental protection to encourage young people to participate in social services and emergency rescue activities. The third category is the creation of a lion-based landscape that shows a human-oriented lion family.

In this article, students were encouraged during the Creative Thinking and Methods class to participate in this competition. Students must not only be led to create for the sake of giving them assignments but also to enable them to bravely participate in relevant creative competitions. Through the learning process, their creative energies are stimulated. Furthermore, they can gather winning qualifications to facilitate their subsequent job search.

## II. LITERATURE REVIEW

Developing students' creative problem solving (CPS) is widely considered to be an important goal in engineering design education [3]. But solution to problems and promotion of creativity do not have much influence. Therefore, an application strategy that can enhance creativity is put forward [6]. An interdisciplinary approach can be utilized for discussion of creative works, and design security can be emphasized. It was discovered that through

creative inspiration, students' cognitive ability for the cultural environment can be cultivated [5].

There is a study that explored the relevance of creativity and graphic design in order to develop a method for application [4]. Some researchers think that it is essential that graphic design is visually clear and accessible. However, evidence suggests that a lack of consideration is given to visual accessibility in print-based graphic design. Therefore, there is a need to communicate with the client before printing [2]. During tests, professional graphic designers seldom give non-professional evaluation of objects [1].

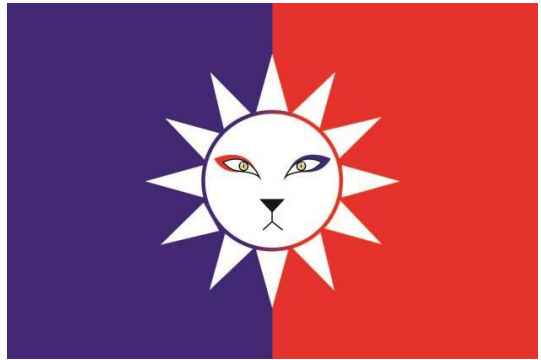
## III. CREATIVE DESIGN

There are numerous rich activities that can be carried out for teaching and learning of the Creative Thinking and Methods course. In terms of Commercial Design students' learner characteristics and expertise for visual design, teachers can guide them to participate in graphic, illustration, and photography competitions. Furthermore, previous award-winning works can be used as examples during teaching to lead students to produce works with creativity.

During class, the teacher not only teaches the students the meaning, view, and characteristics of theories being discussed but also helps students understand the methods that can be used in creative thinking and leads them to participate in national and international competitions, exhibitions, etc. Moreover, at the end of the semester, students are required to produce short films and posters, as well as orally present and publish their learning outcomes and achievements.

## IV. DESIGN RESULTS

The creative elements used in this article are the 100<sup>th</sup> anniversary of the Lions Club International, lions, Taiwanese features, and human relations. The following are student works that show excellent creativity (figure 1). Most of the students integrated famous items in Taiwan, such as pearl milk tea, Taipei 101, the Taiwanese flag, and images showing human relations and love, into the design of their creations to meet the requirements of the organizers.





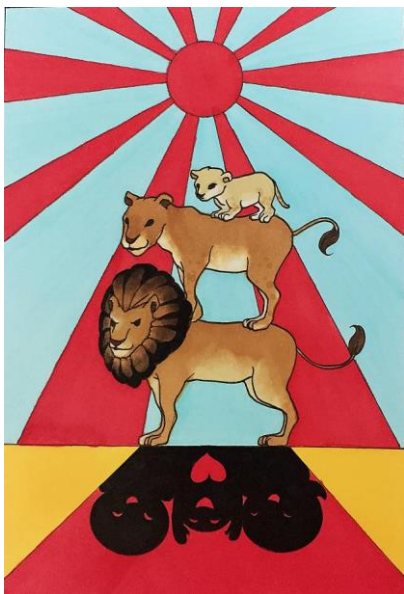
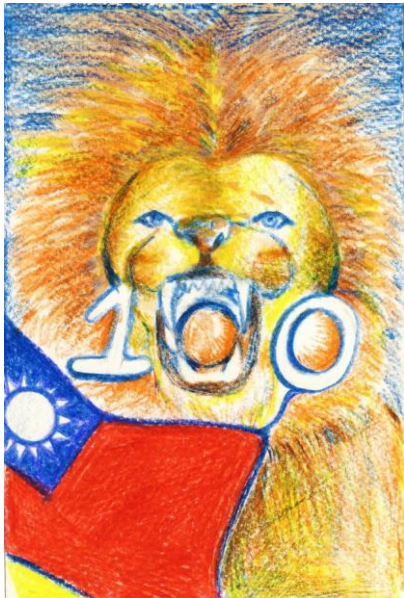
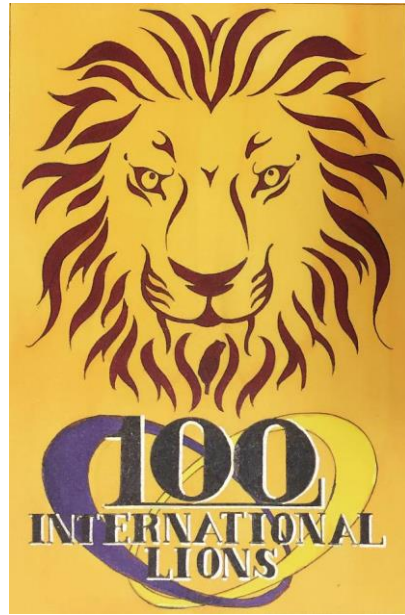




Fig. 1. design results



## V. CONCLUSIONS

In general, the results for the innovative research and development of this study are summarized and illustrated below:

- (1) (1) More participation in competitions will help students learn about creative design and rouse their interest. Teachers can look for more related competitions nationally and internationally and lead suitable students to participate in them.
- (2) Certificates and awards obtained from competitions can make students attain higher learning achievement. It will also influence their peers and improve the learning atmosphere in the class.
- (3) Winning in competitions is a positive affirmation of the teacher's teaching effectiveness. The school should encourage teachers to lead students to participate in competitions.

(4) Winning in competitions positively promotes the school reputation and is especially indispensable in this age of low birth-rate.

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