

2023

.

11th National College Digital Art & Design Awards

2023 2

1	3
2	3
3	3
3.1	3
3.2	4
3.3	4
3.4	7
3.5	8
3.6	8
4	9
4.1	9
4.2	10
4.3	11
4.4	11
4.5	12
5	12
5.1	12
5.2	12
5.3	ID	12
5.4	12
5.5	12
5.6	13
6	13
6.1	13
6.2	13
6.3	13
7	13
7.1	13
7.2	14
8	14
9	14
1	15

1

NCDA

12 " "

2012

1500 92% 985 95% " "

" " " " " " + +

IP

" "

" "

2

" "

NACG

www.ncda.org.cn

www.fd.show

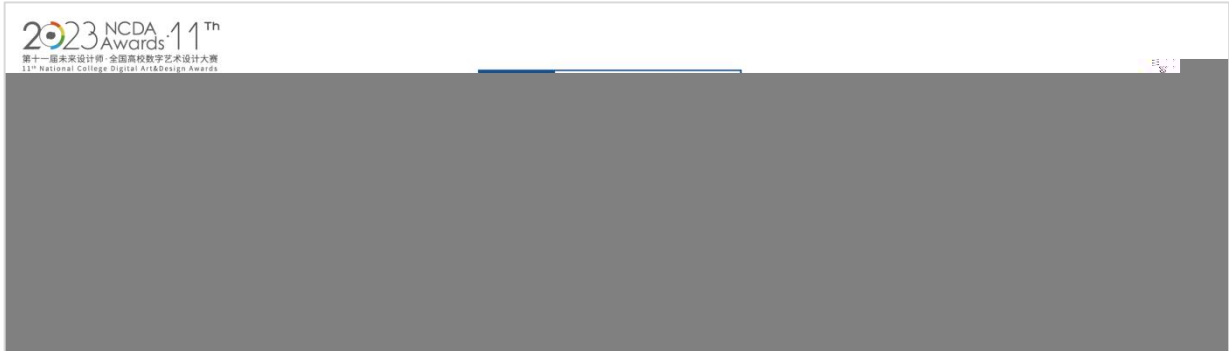
3

3.1 _____

/

3.2 _____

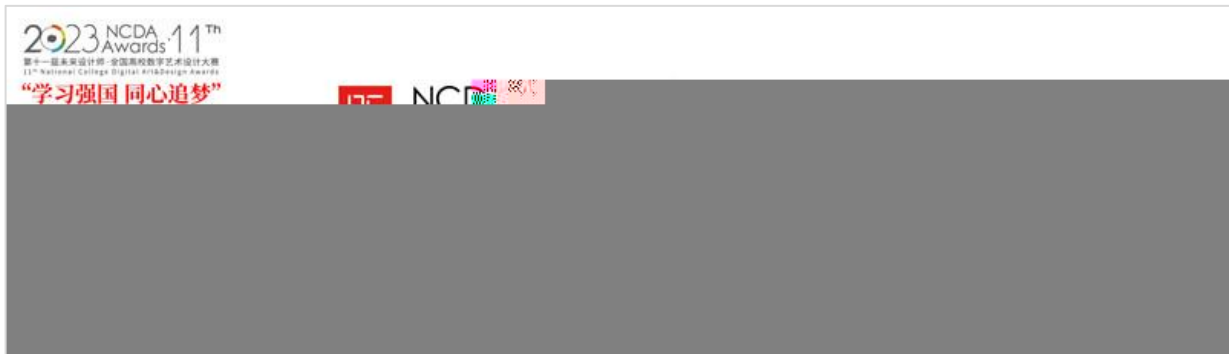




T1A , T1B T1C

<http://www.ncda.org.cn/dsjs/dsnr/gysd/T1/>

(2) T2 " "



<http://ncda.org.cn/dsjs/dsnr/gysd/T2/>

(3) " "

T3



<http://www.ncda.org.cn/dsjs/dsnr/gysd/T3/>

(4) “ ”

T4 “ ”

2023 NCDA Awards 11th
第十一届全国数字艺术大赛
11th National College Digital Art Design Awards
“我为乡村做设计”公益赛道



logo

<http://www.ncda.org.cn/dsjs/dsnr/gysd/T4/>

3.3.3

(1) Z1



<http://www.ncda.org.cn/dsjs/dsnr/mtsd/Z1/>

(2) Z2

2023 NCDA Awards 11th
第十一届全国数字艺术大赛
11th National College Digital Art Design Awards

NCDA Awards
未 | 来 | 设 | 计 | 师
全国高校数字艺术设计大赛

即时设计

“同时创作”



APP

<http://www.ncda.org.cn/dsjs/dsnr/mtsd/Z2/>

(3) Z3

2023 NCDA Awards 11th
第十一届未来设计师·全国高校数字艺术设计大赛
11th National College Digital Art&Design Awards

NCDA



IP

<http://www.ncda.org.cn/dsjs/dsnr/mtsd/Z3/>

3.3.4

2023 NCDA Awards 11th
第十一届未来设计师·全国高校数字艺术设计大赛
11th National College Digital Art&Design Awards



Y-"

"

Y1-

Y2-

Y3-

Y4-

DIY

Y5-" Z "

<http://www.ncda.org.cn/dsjs/dsnr/cxcysd/>

3.4

3.4.1

3.4.2

3.4.3

3.5

3.5.1

3.5.2

“ ”



3.5.3

3

5

3.6

3.6.1

1)

8% 12% 15%

2)

5%

8% 12%

3.6.2

3.6.3

3.6.4

3.6.5

4

" 1 + N "

4.1

4.1.1 " "

2023

NCDA

" "

/

" "



4.1.2

4.1.3



4.1.4

4.2

4.2.1 " . "

2023 NCDA " . "

/

4.2.2 " . "

" . "

" . "

4.2.3 " . "

3

3



" . "

4.3 _____

4.3.1 " "

2023

NCDA

"

"

/

4.3.2

/

"

"

Sustainable

Development Goals

SDGs

"

"

4.3.3

"

"

"

"

"

3

n

4.3.4

4.5 _____

NCDA

5

5.1 _____

“ ”

“ ” “ ” “ ”

5.2 _____

/

www.ncda.org.cn “ ”

/

email ncda@ncda.org.cn 1970711676@qq.com

NCDA

+

5.3 _____ ID

ID

5.6 _____

	& &
100/	

6

6.1 _____

1)

2)

3)

4)

5)

6.2 _____

www.fd.show

1

2

3

4

6.3 _____

1 / / / / H5

3 3

2 / / /

6 6

3 2 2

7

7.1 _____

“ ”

7.2 _____

“ ” “ ” “ ”

”

8

9

() / 17317564984 QQ 3627932358

() / 13817222973 QQ 1970711676

() / 18917545109 QQ 123020693 2565834598

QQ ()1092645058 QQ ()699075971

021-51097968 www.ncda.org.cn

E

45 106

Email ncda@ncda.org.cn, 1970711676@qq.com

1