**2021 Annual Conference of Digital Design and Marketing**

**Format of Conference Paper**

First author1 Second author2 Third author1,2

1 The First Author’s Affiliation

E-mail address

2The Second Author’s Affiliation

E-mail address

**Abstract**

 National Taipei University of Business conduct the 2021 Annual Conference of Digital Design and Marketing in order to celebrate the centenary. The time is on October 15, 2021 (on Friday). The place is at National Taipei University of Business. The title of submission is “Digital Design and Marketing”, and it include four career. They are “Commercial / Visual Communication Design”, “Product Design - Creative Technology”, “Digital Multimedia Design”, and “Digital Gerontechnology Design and Marketing”. Welcome for every research who is interested in design and business management to submit. This conference accepts the English paper. If you want to apply, please complete your paper totally, and follow the rules of form to write your paper. The whole paper which limit is 10 pages include outline, and references. The Chinese paper must attach the English title, the name of authors, unit, outline, and keywords. The fonts are 標楷體, and Times New Roman. The result and opinion of investigation will publish on the discussion forum website. If you have any opinion, please follow the investigation. Please submit your file again, after you edit the paper. The outline must not separate. Please keep your words between 300 to 700 in this discussion forum. National Taipei University of Business, 2019 Annual Conference of Digital Design and Marketing is look forward to your coming.

**Keywords: Innovation, Design, Management, International Conference, and Creation of design**

**Introduction**

 We provide the form for every author in order to make the files are the same. Please reference the rules. Every paper which includes the English information is a limit in 10 pages. Every application will be submitted as MS Word, and Adobe Acrobat for organizer. The files will be compiled into a disc collection so as to make the academic exchange faster.

Please upload your paper in the due of date which is mentioned on the website. Overdue is not accepted. If you have a special need, please let the committee knows. Your right will be protected. This conference will use your electronic file to make the collection, so please edit your paper very clearly before you send it.

**The Context of Conference**

The context of forum should include the Chinese outline, preface, literatures, ways, results, discussions, conclusions, and references (except the title and the information of author). Here has the form for your paper, please follow it. The limit of pages is 10.

**The Notices of Typing and Printing**

Please follow the rules to print your paper.

1. Layout setting

Using A4 paper, Length 297 mm, Wide 210 mm

1. Format

Chinese and English typing are Single Space. Please skip one single space for typing the chapter and paragraph. Please type in horizontal style. Please leave 2cm on the top and bottom, and 2.54cm on the right and left of every page.

1. Font

The paragraph which is using in Chinese or English is accepted. The Chinese format must attach the English title, author, unit, outline, and keywords, and the English one must attach the Chinese information. The English title must be capital on every first word (except the preposition and article), bold word, and every word is 16 pt. Paragraphs are 11pt. Bold word of title. Every author please follow this format. Chinese uses 標楷體. English uses Times New Roman. Don’t need to add page numbers.

1. Graph

Please put the graph or table as much as possible to near the paragraph which is mentioned at the first time, and put the graph on the top or bottom is the best. Every graph must have a title of explanation, and on the bottom. Every table’s title is on the top. The font is 10pt.

Consumer Choosing Behavio

functional value

social value

emotional value

conditioned value

conditioned value

**Fig. 1 Sheth, Newman, and Gross’s consumption values model**

**Table 2 The adjective vocabulary sifted toward the appearance of smart phone through focus method**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | Style | Color | Texture | Overall Feeling |
| Adjective Vocabulary1 | Brevity - Complicated | Vivacious - Stiff | Elegant - Vulgar | Stylish - Ordinary |
| Adjective Vocabulary2 | Vanguard - Ancient | Individual - Normal | Soft - Hard | Fashion - Old School |
| Adjective Vocabulary3 | Geometry - Organic | Eye-Catching - Low Key | Smooth - Rough | Splendid - Simple |

1. The paragraphs of literatures have three types of way to state:

(1) If you use the author of names for your article, please add the year of the publication of the reference. Ex: Kotler (1997) thought the considering factors that satisfied consumer were two……

(2) If you use the result or discussion of references straightly, and you don’t mention about the name of the author, please add () next to the source of references. Ex: Consumer finished “adopt” behavior through the transference of intention and behavior ( Jamieson, Linda F., & Bass, Frank M., 1989).

(3) According to the content, please write the name of the author, and the time. Ex: Sheth, Newman and Gross proposed consumer value theory in 1991 which was based on value and evaluated the consumption behavior of consumer .

1. The first order of references is English. Then, it is Chinese. According to the first name of authors to arrangement.
2. If you cannot explain clearly about your paper, please reference the sixth form of APA.

**Express Thanks**

Please put your thanks speech before the explanation and references.

**References**

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3. 王鉅富 (2003)。造形於形變過程中與情感意象之關係研究─以汽車造形為例。未出版之碩士論文，國立台灣科技大學設計研究所，台北市。
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