**2019 International Conference, Asia Society of Basic Design and Art. Taichung**

**Format of Conference Paper**

First author1 Second author2 Third author1,2

1 The First Author’s Affiliation

E-mail address

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**Abstract**

Asia Society of Basic Design and Art (ASBDA) is society named by “Basic Design and Art,” and united by Taiwan, Japan, Korea, China, Singapore, Malaysia etc. to held the conference every two years. ASBDA is promote a platform for the international academic exchange and interactive, as an association that is a one of the famous academic group in Asia design field. 2003, 2011 after having held the ASBDA, the Taiwan Society of Basic Design and Art will be host the third times. ASBDA will be hold in National Taichung University of Science and Technology, Taichung, Taiwan on 18 July to 19 July 2019. The theme of the conference will be “Cultural Aesthetics,” “City Learning,” and “Basic Design and Art.” Welcome for every research who is interested in design to submit. This conference accepts native language paper (The paper must attach the English title, abstract, authors, institution, and keywords). 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 fonts are serif font (Times New Roman, 明朝, 명조). The outline must not separate. Please keep your words between 300 to 700 in this discussion forum. 2019 International Conference, Asia Society of Basic Design and Art. Taichung is look forward to your coming.

**Keywords: Cultural Aesthetics、City Learning、Basic Forms、Asia Society of Basic Design and Art.**

**Introduction**

We provide the form for every author in order to make the files are the same. Please reference the rules. Every paper is a limit in 10 pages. Every application will be submitted as MS Word for organizer. The files will be compiled into a booklet so as to make the academic exchange faster.

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The context of forum should include the 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**

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1. Format

Please typing are Single Space. Please skip one single space for typing the chapter and paragraph. Please type in horizontal style. Set top margin to 2.54 cm, bottom margin to 2.54 cm, Odd page set left margin to 3.14 cm, right margin to 2.54 cm; Even page set left margin to 2.54 cm, right margin to 3.14 cm.

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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 |
| Vocabulary1 | Brevity - Complicated | Stiff | Elegant - Vulgar | Stylish - Ordinary |
| Vocabulary2 | Vanguard - Ancient | Normal | Soft - Hard | Fashion - Old School |
| Vocabulary3 | Geometry - Organic | 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 local language. 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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