



“HA”ppy “KA”lture

UE4A 1107200001 程鈺淳 Tina

UE4A 1107200008 鐘若榆 Doris

UE4A 1107200010 張和綦 Jane

UE4A 1107200047 李郁君 Maggie

UE4C 1107200139 吳靖雲 Brian



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1

About the project





Idea

- Let people know more about Hakka culture via the use of social media
- Preserve Taiwan's Hakka culture
- Introduce Hakka food, architecture, and handicraft

Feature



social media-
Instagram

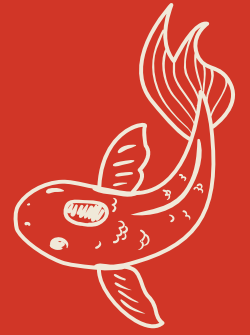
Promote

Interaction

Anytime

Anywhere





2

About the posts (Instagram)





SCHEDULE

Time & Theme								
SEP. 4 (SAT)	SEP. 11 (SAT)	SEP. 18 (SAT)	SEP. 25 (SAT)	OCT. 2 (SAT)	OCT. 9 (SAT)	OCT. 16 (SAT)	OCT. 23 (SAT)	OCT. 30 (SAT)
Food		Handicrafts		Architecture		Food		



Food

Three main features about Hakka food

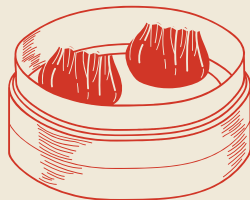
Salty

1



2

Aromatic



Fatty

3





Food

- ✓ Introduce the history, ingredients and where to try these food
- ✓ Why we choose these eleven Hakka foods to introduce
 - a) They all have the main features
 - b) Let more people understand the history of food culture
 - c) Promote Hakka food and let everyone know

Hakka food's different



Architecture

- ✓ Based on the family relationship
 - ✓ The Hakka compound house
 - a) Used the three section compound as the base
 - b) Added some modern touch on it
 - c) In the interior there are many object features Hakka culture
- 
- 



Architecture

✓ The Hakka round house

- a) The structure was copied from the round house in the Fujian province in China
- b) In the interior they have preserved many Hakka culture items



Handicrafts

First impression



Lei Cha



Oil-paper Umbrella



- ✓ A kind of courtesy
- ✓ Good for health
- ✓ The contents are different in different countries

- ✓ Not only in Taiwan
- ✓ The appearance of it in different countries will be different



3

Conclusion





Challenge & Solution

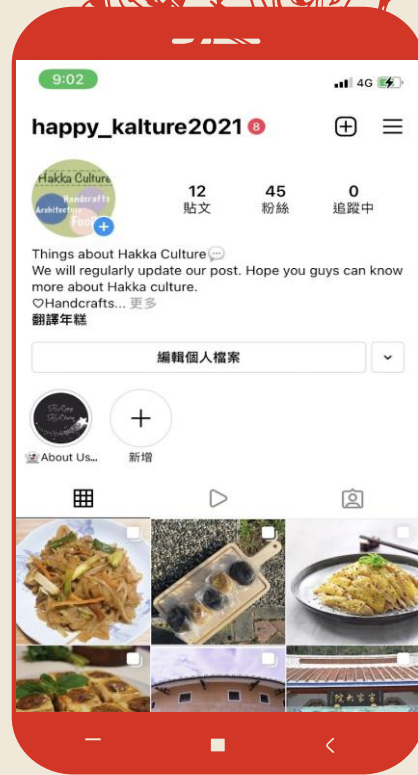
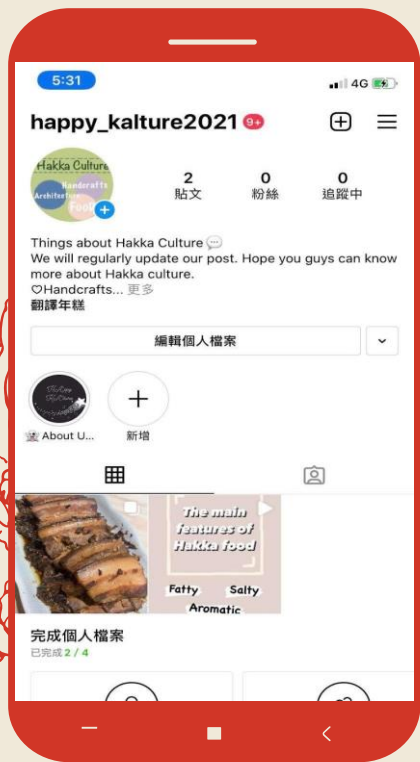
- ✓ Need to understand Hakka culture in depth
 - a) Proprietary nouns
 - b) Accuracy of network information
- ✓ Due to the epidemic, the plan was disrupted
- ✓ Instagram have no followers



Interaction rate

2021/09/17

0





45


2021/11/1

Interaction rate

 **yuyilung** 😊
8週 回覆

 **kaia_kl** 👍👍
7週 回覆

 **lin.yuchen_** 😊
8週 回覆

 **yuyilung** 🙌
8週 回覆

 **yuyilung** 好想喝..
8週 回覆

— 隱藏回覆

 **mi6115** @yuyilung 欸真的
8週 回覆

 **yuyilung** @mi6115 你是誰
8週 回覆

 **mi6115** @yuyilung 客家文化狂粉 😊 你也是嗎
8週 回覆

 **yuyilung** @mi6115 不是..
8週 回覆

 **mi6115** @yuyilung ❤️
8週 回覆



What we learn



- ✓ All aspects of Hakka cultural characteristics in depth
- ✓ Need to be careful about the use of photos
 - a) Copyright and property rights
- ✓ Promote Taiwanese culture in English



THANKS!

