



IG主頁 | cu\_wecreate  
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公眾號 | cuwechuang  
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## /計劃理念/

「CU WE 創」是一個屬於中大的文化創意平台，通過產品與活動促進中大文化傳承與跨文化交流，以提升中大學生的校園歸屬感，並推動中大不同群體之間的多元共融。

"CU WE CREATE" is a cultural and creative platform that promotes cultural heritage and cross-cultural exchange through products and activities to enhance CU students' sense of belonging on campus and to promote diversity and integration among different groups at CU.

## /關鍵活動/

1. 產品研發與售賣全流程：設計、製作、宣傳、銷售、物流、售後服務等。
2. 舉辦線上及線下活動（如多元文化交流活動、產品宣傳活動等）。
3. 中大文化的整合、記錄與傳播。

## /時間線/

- 2021/9 ● 計劃成立
- 2021/10 ● 第一款文創產品·SEE U CARD
- 2021/11 ● 第二款文創產品·CU LETTER  
線上徵集通道開啟  
校園文化交流線下活動  
產品售賣通道開啟
- 2021/12 ● 計劃第一階段結束  
兩名新成員加入團隊
- 2022/1 ● 兩名設計師參與新產品研發  
第三、第四款文創產品設計啟動
- 2022/2 ● 階段一所得盈利捐給香港慈善機構  
網頁平台搭建  
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# 產品介紹 PRODUCT INTRO

## /SEE U CARD/

卡牌取名為「SEE U CARD」，除了與中大CU同音，「I SEE YOU」還可以理解為：我看見你，我感受你，我理解你，我接受你。

卡牌共有54張，其中50張分別印有一個趣味性/有深度的問題，有些與中大的生活密切相關，有些則是我們一生都在反復探討的主題；餘下4張為空白卡牌，供玩家自由打開腦洞，擴充問題。Ocamp，傾莊，Group meeting...多種場合下都可使用這套卡牌。它能幫你更好地瞭解中大文化與周圍的人。

The name of the card is "SEE U CARD", which has the same sound as CU, and also means "I see you, I feel you, I understand you and I accept you".

There are 54 cards in total, 50 of which are printed with interesting and in-depth questions. Some are closely related to our life at CU while the others are topics we keep exploring throughout our life. The remainings are blank cards for players to open their imagination and add any questions they want. Ocamp, joining clubs, group meeting... This set of card can be used in a variety of occasions. It will help you better understand the culture of CU, get to know more the people around you.



## 產品展示 PRODUCT DISPLAY





# 產品介紹 PRODUCT INTRO

## /CU LETTER/



这款产品的名字取自「SEE U LATER」之意，我們希望能讓用戶以明信片的方式向他們的遠方/異文化好友傳達其在CU的所見所感，分享他們眼中山城的每個角落與四季更迭。

除了CUWE創團隊創作的「首發」系列，我們還面向CU師生徵集中大的風景圖片及小短句並將其做成更多明信片，鼓勵大家留心觀察大學自然風光和校園生活中的樂趣，希望能夠加強大眾對中大的文化認同與歸屬感。

The name of this product is taken from the meaning of "SEE U LATER". We hope that users can use these postcards to share what they see and how they feel at CUHK to their friends from faraway places or different cultures.

In addition to the starting series created by the CUWECreat team, we also collected pictures and captions of CU's scenery from students and faculty, and turned them into more postcards to encourage people to pay attention to the natural scenery of the university and the fun of campus life, hoping to strengthen the public's cultural identity and sense of belonging to CU.

## 產品展示 PRODUCT DISPLAY

### 「CUWE創首發」系列

第一期共16張風景明信片：

#1飯煲 #2仲門 #3大學校巴士  
#4YIA電梯 #5百萬大道 #6LSK天橋  
#7大學網球場 #8逸夫1 #9逸夫2  
#10WYS1 #11WYS2 #12善衡  
#13崇基碑文 #14百萬大道俯瞰  
#15何宿路口 #16女工晚霞

此外還有9張書院插畫明信片。



### 「CUers投稿」系列

圖片來源為中大師生投稿，CUWE創進行創意轉化後生成新的明信片產品，右下方有投稿人署名。

