Text Box Design

結構性文字設計

商業簡報網 / 韓明文 講師
www.pook.com.tw

Text Box是麥肯錫公司改善文字結構性的常見手法，以矩形框的方式取代長篇大論。除了長方形與線條的組合之外，其實，Text Box還有許多視覺化呈現的可能性...

Before

- 受到全球化與知識經濟的衝擊，以及勞動市場急遽變化的影響，這一代的大專畢業青年在進入職場時，必須具備能夠滿足新經濟要求的一組核心就業力技能，才能成功在職場發展。

- 我國近年來大學入學比率大幅提高，同時大專畢業青年失業率出現上升現象，促使社會高度關注高等教育能否培養具備充分就業力之畢業生。

- 政府這兩年來積極推動重大政策，希望消弭大學教育與就業市場之落差，提升畢業生就業力，並促使高等教育提供能符合產業升級發展所需質量之人才。

After

環境面	教育面	政策面
• 全球化趨勢 • 知識經濟崛起 • 勞動市場改變	• 高學歷化 • 高失業率 • 人力資源浪費	• 減少產學落差 • 促進產業升級 • 提升就業競爭力

001

Lazy Dog

- The quick brown fox jumps over the lazy dog.
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Fox jumps over
35,000 Lazy Dog

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Fox jumps over
42,500 Lazy Dog

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Fox jumps over
98,000 Lazy Dog

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Fox jumps over
15,700 Lazy Dog

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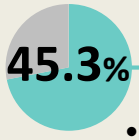

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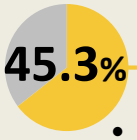

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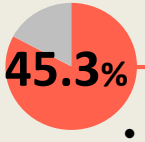

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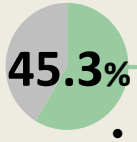

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