

Shanghai Jiao Tong University

School of Media and Design



2017

International Graduate Programs

in

Art and Design



Shanghai Jiao Tong University

SHANGHAI,  
CHINA



# ABOUT SHANGHAI JIAO TONG UNIVERSITY

Shanghai Jiao Tong University (SJTU), founded in 1896, is one of the three oldest public universities in modern China. In the 1920s and 1930s, SJTU was crowned as the “oriental MIT” adapted and implemented the world’s most advanced teaching and research methods. During the first half of the 20th century, SJTU was considered one of the most exclusive and renowned university in China. So far, as one of the top universities in China, SJTU has cultivated nearly 300,000 outstanding graduates for the country. Among them are former Chinese president Jiang Zemin and “The Father of Chinese Aerospace” QianXuesen. Today, SJTU is forging ahead towards a world-class, comprehensive, research-intensive and internationalized university.

As a comprehensive university, SJTU offers a wide range of academic programs, with sciences as foundation; engineering, bio-medicine, and management as backbone; and law, economics, humanities and social sciences developing their own unique features. The three disciplines of Naval Architecture and Ocean Engineering, Mechanical Engineering, and Clinical Medicine continue to rank first in China, 9 disciplines rank top 3 and 15 disciplines rank to 5 among Chinese universities. 15 disciplines have entered the top 1% in the Essential Science Indicators (ESI), which ranks second among domestic colleges and universities.

SJTU regards “building the first-class faculty” as its core strategy for development. The university boasts a large number of high-caliber scholars, including 15 members of the Chinese Academy of Sciences, 19 members of the Chinese Academy of Engineering, 88 prestigious Cheung Kong Scholars, and a great majority of faculty members committing

themselves to teaching and research through quiet constancy.

SJTU takes cultivating innovative future leaders as its principal mission, with an education philosophy of “knowledge discovery, capability building, and integrity development.” SJTU now has 20,300 full-time undergraduate students, 19,100 master degree students, 9,000 doctoral students and 5,500 overseas students. Taking student development as its top priority, SJTU integrates teaching with research, sciences with humanities, and curricular with extracurricular activities, thus forming a complete talent education system.

SJTU extensively implements internationalization strategies, expands and deepens substantial cooperation with top-notch peers around the world. SJTU China Europe International Business School, the SJTU-UM Joint Institute and SJTU-Paris Tech Elite Institute of Technology have become models of international cooperation in China. During 2014, SJTU received over 6,600 overseas visitors, hosted 54 international academic conferences and engaged 96 long-term foreign experts. In addition, there are more than 5,500 overseas students coming to SJTU each year. The creation of an international environment has enabled the SJTU students to develop a global vision and an all-inclusive mentality.

With SJTU situated in Shanghai, the most dynamic city in East Asia, its students and faculty enjoy both serene campus life and abundant offerings of this culturally rich and diverse city. The five campuses of Xuhui, Minhang, Luwan, Qibao and Fahu of the university take up an area of around 400 hectares, housing a variety of activities from student life, athletics, and entertainment to research with laboratory facilities among the best in China.

# ABOUT SCHOOL OF MEDIA AND DESIGN, SJTU

School of Media and Design (SMD), Shanghai Jiao Tong University, was founded in September 2002. The objective of the school emphasizes on solid theoretical foundation, high competitiveness in professional skills and distinctive disciplinary features.

SMD features its teaching as following: interaction of arts and science, interdependence of theory and practice, interconnection of technology, academic research and arts, internationalization, digitization and integration of Industry-University-Research. It orients itself toward setting up cluster of disciplines where journalism and communication, arts and management interact and complement each other. SMD aims at training and developing a new generation of “multi-talented graduates” who are not only equipped with modern communication theory and technique, but also with design creativity.

SMD consists of four departments, including Journalism and Communication, Film and Television, Design, and Cultural Management. It offers a series of undergraduate, master, and doctoral programs in these fields. Currently, SMD has more than 600 undergraduates, over 300 master students, about 50 doctoral students, and 200 oversea students in various programs.

About 90 faculty members work in SMD, among them there are 27 professors, 15 supervisors of doctoral candidates and 38 associate professors. More than half of the faculties hold Ph.D. degrees from first-rate university in China, U.S., U.K., and etc. One faculty member was awarded by Education Ministry of China “Cross-Centurial Talent”, and four awarded “New century Talent”. Several faculty members sit on the editorial board of internationally renowned academic journals. In addition, SMD has retained a group of academic elites and business leaders as visiting and part-time professors.

In the past five years, the faculty of SMD has published more than 300 academic books and over 500 papers. They have also carried on more than 100 research projects, ranging from ministerial and national to international ones, totally up to 20 million CNY.

Specifically designed for international students, the program aims at cultivating high-end art and design professionals in the following areas: new product and services design, interaction design, visual communication design, landscape design, interior design, public art design.





# ABOUT INTERNATIONAL GRADUATE PROGRAMS, SMD

## M.A. in Design (Taught in English)

### Overview

This master program specializes in fusing major innovation, training high-end designers, building integrated design and research platform. We focus on preparing students to shape a sustainable future by helping our students develop a process for innovative solutions we call design thinking. It includes creative and analytical approaches and cross-disciplinary collaborations. The process will utilize a variety of inputs from different areas: methods from engineering and design, ideas from art, tools from social science and insights from business. Students will be taught the basic method, then personalize their own way, internalize it and apply to their own challenges with the help of our experienced faculties.

With our strong reputation, our program has maintained close collaborations with many great companies, which enables us to practice many product development projects. We also cooperate with various outstanding international design schools, working together in academic research and education area to shape a better future for our students.

Specifically designed for international students, the program aims at cultivating high-end art and design professionals in the following areas: new product and services design, interaction design, visual communication design, landscape design, interior design, public art design. This is a full-time master's program with the normal length of 2.5 years.



## Curriculum

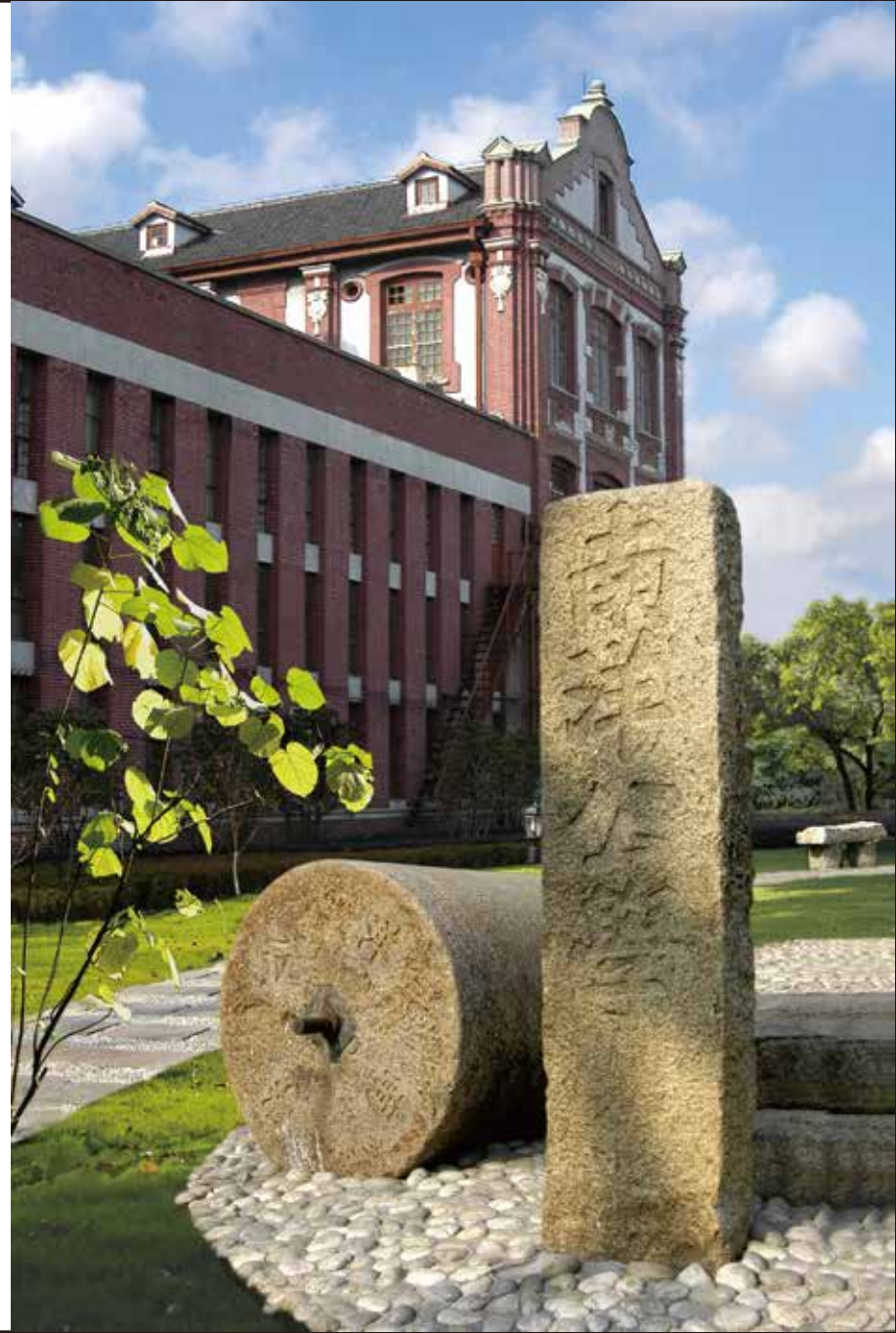
Required/Elective	Courses	Credits	Semester
<b>Required</b>	Introduction to Chinese Culture	2	Spring/Fall
	Chinese Language	2	Spring/Fall
	Introduction of Design	3	Fall
	Literature Searching & Reading	2	Spring
	User Study	3	Fall
	Design Practice	2	Spring/Fall
<b>Elective</b>	Creative Economics	3	Fall
	Interaction Design	4	Spring
	Web Design	3	Spring
	Art Form	4	Spring
	Information Design	2	Fall
	Applied Ergonomics	2	Fall
	Visual Communication Design	3	Fall



## Ph.D. in Design (Taught in English)

### Overview

The Ph.D. in Design is an interdisciplinary program which crosses four different majors of design, mechanical engineering, management engineering, and ecology. It also connects majors include material engineering, environmental engineering, computer science, software engineering, psychology, control management engineering. The program is trying to cultivate high-end researchers with international background and visions, with solid research capability and theory knowledge, obtained a variety of knowledge in respective area, could bring appropriate solutions in methodology, theory and practice and create innovative toolbox for solving practical interdisciplinary problems. The graduates would be capable to do research, education and management work in area of cross-boundary margin include "design innovation", "smart manufacturing", "quality control", "brand strategy". The length of the course is usually 4 years.





## Curriculum

Required/Elective	Courses	Credits	Semester
Required	Introduction to Chinese Culture	2	Spring/Fall
	Chinese Language	2	Fall
	Academic English	2	Spring/Fall
	Academic Writing	1	Fall
	User Study	3	Fall
	Advanced Topics in Design	2	Spring
	Applied Ergonomics	2	Fall
Elective	Information Visualization	3	Spring
	Regional Revitalization Design	2	Fall
	Interaction Design	4	Spring
	Web Design	3	Spring
	Brand Communication and Management	3	Spring
	Art Form	4	Spring
	Statistics in Social Sciences	4	Spring
	New Media Management	3	Fall
	Creative Economics	3	Fall
	Information Design	2	Fall
	Applied Ergonomics	2	Fall
	Visual Communication Design	3	Fall



# Faculty

## Xianhao Chen

Associate Professor. Research Interests: visual symbolic and media research, tourism and design strategy, Animation virtual reality application.

## Linong Dai

Associate Professor. M.A. in architecture from Tongji University. Research interests in user experience research, new product strategy, environmental design, bilingual design education.  
Email: Indai@126.com

## Xifan Ding

Associate Professor. M.A in graphic design. Research interests: Graphic design theory, Pattern application, material and form study.  
Email: ccding@sjtu.edu.cn

## Zhanxun Dong

Associate Professor. Ph.D, in Engineering from Zhejiang University  
Research interests: Applied Ergonomics, HCI, anthropometry and standardization.  
Email: dongzx@sjtu.edu.cn

## Jiong Fu

Associate Professor. M.A in industrial design from Jiangnan University, specialized in consuming trends, color trends, business design strategy.  
Email: redfox78@gmail.com

## Zhenyu Gu

Associate Professor. Ph.D. in Design from Hong Kong Polytechnic University. Research interests: human-computer interface design method, machine learning of shape and coloring aesthetic psychological mechanism, visual sense application in human-computer interaction area.  
Email: zygu@sjtu.edu.cn

## Ting Han

Associate Professor, Associate Dean of School of Media and Design. Research areas: design strategy & planning, user research & design insights, experience design & service.  
Email: sjtudeign@163.com

## Fanqiang Kong

Associate Professor. M.A in Art from SJTU. Research interests: environmental design, landscape design, space plastic art, public art and sculpture, environmental cognition research.

## Gang Li

Associate Professor, Chair of Major of Beaux-arts. M.A in Arts. Research interests: Chinese art history, printing design, painting.  
Email: 1540645253@qq.com

## Huijun Li

Associate Professor, Director of Spatial Culture and Planning Design Research Center. Holds a Ph.D. in Architecture. Research interests: Modern environmental design theory and methods.

## Xun Lin

Professor. Ph.D. in Design from University of Leeds, UK. Member of International Committee of International Textiles and Costume Congress (TTCC); Professor Lin's research interests cover cultural and historic aspects of design worldwide. He is particularly interested in structural features or characteristics exhibited in all forms of decorative art and design. Subject areas include: symmetry; Culture and Design Theory; regular patterns and tilings; periodic design.  
Email: xlin@sjtu.edu.cn



## Chunrong Liu

Associate Professor. Ph.D. from Wuhan Technology University.  
Research interests: Lifestyle and product development, vehicle design and research, computer aid industrial design, human factors.

## Jian Shi

Associate Professor. Certificated China Jewelry Examiner, Observer of SAC/TC256, American Standards Association (ASA) Jewelry Appraiser, Certificated International Jewelry Appraiser (MV). Research interests: Gemology research, jewelry design, material application.

## Zhanwei Wu

Associate Professor. Ph.D. in Engineering from SJTU. Research interests: Digital media art, animation and interaction art.  
Email: zhanwei\_wu@163.com

## Zhenggong Wu

Associate Professor. Research Interests: oil painting, still life, landscape painting, Western art history.

## Tao Xi

Professor. Researcher at Dr. Central of Saint Martin in University of the Arts London, UK; Director of SJTU Institute of Information Design, standing director of China Industrial Design Association. Research interests: Information visualization design, green design.  
Email: torchx@sktu.edu.cn

## Bing Xiao

Associate Professor, Assistant dean. M.A in Design from Birmingham Institute of Art and Design, UK. Research Interests: Multi-Media interaction design, visual communication design and animation.  
Email: xbingdesign@163.com

## Qinghua Xu

Associate Professor. M.A in art from China Art Institute. Associate researcher in China Art Research Institute. Research Interests: Chinese calligraphy, modern calligraphy and abstract painting.

## Hengjian Yin

Associate Professor. Korean. Fluent in Korean, Japanese, Chinese. PhD from Chiba University Japan. Committee of Korean Design Association, International specialist of China Government. Research interests: Product design strategy, Kansei Engineering.  
Email: yoon\_sj@126.com

## Fan Zhang

Associate Professor. M.A in Art from National Naruto University, Japan. Research interests: Kansei Engineering, emotional design methods.

## Liqun Zhang

Associate Professor. M.A in Design from SJTU. Study and working in University of Salford, UK. Research interests: product design strategy, design management.  
Email: zhangLQ@sjtu.edu.cn

## Wuzhong Zhou

Professor, Head of Design Department. Serves as the Director of Institute for Tourism and Landscape Architecture at SJTU, Chief Landscape Architect of SJTU. His research interests focus on tourism planning and design, gardens and designed landscapes, flower civilization, environmental planning and design, landscape and urban horticulture, design arts.  
Email: wzzhou@sjtu.edu.cn



# ADMISSION POLICY

## Applicant Eligibility

- All applicants of international programs must be non-Chinese citizens.
- Master program applicants must have a bachelor degree.
- Doctoral program applicants must have a master degree.
- Applicants for both master and doctoral programs are encouraged to complete the IELTS (minimum score 6) or TOEFL (minimum score 90). Applicants who are native English speakers are exempt.

## Important Dates and Deadlines

Dec 01, 2016: Start of Application

Apr 30, 2017: Deadline for scholarship application

May 31, 2017: Deadline for self-supported application

Sep, 2017: Registration (Exact date TBD.)

## How to Apply

### Step 1: Complete the Online Application

Complete and submit an online application at Study@SJTU (<http://apply.sjtu.edu.cn/>) by the application deadline.

Note: The application should be done online. Applicants DO NOT need to mail the paper application materials.

### Step 2: Pay the Application Fee

The application fee is CNY 800 or USD 120, non-refundable and non-transferable. Payment must be made using CNY or USD. You can choose online payment or bank transfer in the online application system.

## Tuition and Housing Fees

**Tuition\*** CNY 28900/Year for Master programs (Approx. USD 4300/ Year)  
CNY 45500/Year for Doctoral programs (Approx. USD 6800/Year)

**Housing** CNY 50-150/Day on-campus (Approx. USD 8-25/Day)

## Scholarships

### Applicants Requirements

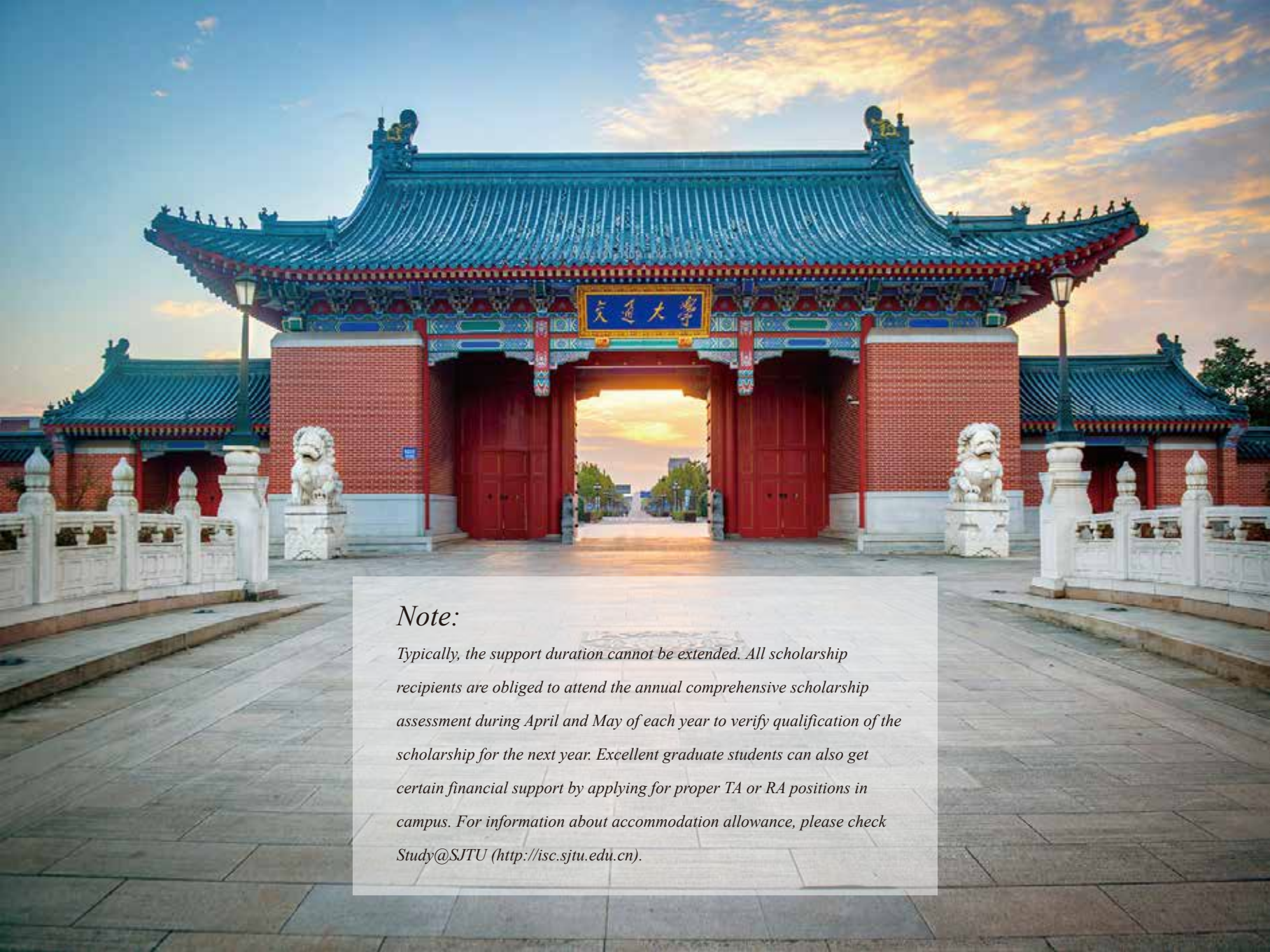
*Applicants cannot be supported by another scholarship simultaneously.*



## Types of Scholarships

Program	Type		Duration	Support (CNY)	Coverage (CNY)	Sponsor
<b>Doctoral Program</b>	A	A1-Chinese Government Scholarship	4 Years	112,300 /Year	Monthly stipend (4,000/Month), tuition (45,500/Year), health insurance, and accommodation allowance (1,500/Month).	CSC SJTU
		A2-Shanghai Government Scholarship	4 Years	112,300 /Year		SGS SJTU
	B		4 Years	94,300/Year	Monthly stipend ( 2,500/Month), tuition(45,500/Year), health insurance, and accommodation allowance ( 1,500/Month).	SJTU
	C		4 Years	64,300/Year	Tuition (45,500/Year), health insurance, and accommodation allowance ( 1,500/Month).	SJTU
	D		4 Years	46,300/Year	Tuition(45,500/Year)	SJTU
<b>Master Program</b>	A	A1-Chinese Government Scholarship	2-3 Years	80,100 /Year	Monthly stipend ( 3,000/Month), tuition (28,900/Year), health insurance, and accommodation allowance ( 1,200/Month).	CSC
	B		2-3 Years	64,500 /Year	Monthly stipend (1,700/Month), tuition(28,900/Year), health insurance, and accommodation allowance (1,200/Month).	SJTU
	C		2-3 Years	44,100 /Year	Tuition(28,900/Year), health insurance, and accommodation allowance ( 1,200/Month).	SJTU
	D		2-3 Years	29,700/Year	Tuition(28,900/Year)	SJTU





### *Note:*

*Typically, the support duration cannot be extended. All scholarship recipients are obliged to attend the annual comprehensive scholarship assessment during April and May of each year to verify qualification of the scholarship for the next year. Excellent graduate students can also get certain financial support by applying for proper TA or RA positions in campus. For information about accommodation allowance, please check Study@SJTU (<http://isc.sjtu.edu.cn>).*



## How to Apply

For Chinese Government Scholarship (Doctoral Program Type A1 and Master Program Type A), applicants must apply at both China Scholarship Council (CSC) (<http://laihua.csc.edu.cn>) and Study@SJTU (<http://apply.sjtu.edu.cn/>). Applicants are also encouraged to apply to China Scholarship Council through recommendations from Chinese Embassies, or relevant organizations in the home countries of the applicants between November and April (varies for different countries).

For Shanghai Government Scholarship (Doctoral Program Type A2), applicants must apply at both Study in Shanghai (<http://www.study-shanghai.org>) and Study@SJTU (<http://apply.sjtu.edu.cn/>).

For Type B, Type C and Type D applicants must apply through Study@SJTU (<http://apply.sjtu.edu.cn/>).



## Contact Information

International Graduate Program  
School of Media and Design  
Shanghai Jiao Tong University  
800 Dongchuan Road  
Shanghai, 200240 China  
Email: [smd\\_intl@163.com](mailto:smd_intl@163.com)  
Tel: 86-21-34205808  
Fax: 86-21-34205809  
Website: <http://smd.sjtu.edu.cn/english.php>



