

工业设计

一、培养目标

本专业培养具备坚实的工业设计基础理论、知识与应用能力,具有中国文化底蕴、国际视野、社会责任感等综合性的创新思维方式和团队合作精神,能在企事业单位、专业设计机构、创业团队和科学研究单位从事工业产品创新设计及相关商业模式、服务体验、信息媒体、人机交互、展示环境的开发、研究、策划、管理以及创业等工作的复合型工业设计后备人才。

二、基本规格要求

1. 专业素养

(1) 创造性:培养学生的创新精神和用于探索的意识,对新观念、新技术、新材料有高度的敏感,具有独特的个性、独立思考以及团队合作的精神。

(2) 实践性:培养学生的动手能力(草图、模型制作、CAID等)、分析和综合能力、口头及书面的表达能力、团队合作能力等。

(3) 综合性:艺术、工程技术、信息技术、社会学、市场、管理、心理学等学科,相互渗透和交叉的知识融会贯通并传授给学生,使学生具有高度的综合分析能力。

2. 能力要求

工业设计师需要的不是固化的知识,而是多学科的文化素养和合理的知识结构。工业设计专业毕业生除了必备的创造性地解决问题的能力以外,还应具备9项技能:

(1) 优秀的草图和徒手作画的能力。

(2) 良好的模型制作技术。

(3) 优秀的表达能力及与人交往的技巧。

(4) 在形态方面具有很好的鉴赏力和敏锐的感受能力。

(5) 能够完成从草图到三维渲染的设计表现图。

(6) 设计原型制作。

(7) 对产品从设计制造到走向市场的全过程应有足够的了解。

(8) 初步设计管理能力。

(9) 掌握一种矢量绘图软件、一种图像处理软件以及一种三维造型软件,熟悉一门编程工具。

3. 知识要求

本专业学生主要学习工业设计的基础理论与基本知识,受到工业设计的原理、程序、方法以及设计表达等方面的基本训练,掌握适当处理工业设计与环境、用户、市场、功能、造型、色彩、结构、材料、工艺的相互关系,并将这些关系综合地表现在产品及服务设计上的基本能力。

(1) 具有从事工业设计工作所需的自然科学与和社会科学知识,了解相关的技术和社会发展趋势。

(2) 较系统地掌握本专业领域宽广的理论基础知识,主要包括设计基础、工业设计工程基础、设计表现、设计历史及理论、人机交互、设计材料及加工、数字及实体模型制作、可持续设计、服务模式及商业模式设计等基础知识。

(3) 有较强的设计表现技能、动手能力、美学鉴赏与创造能力,以及较强的计算机、互联网、多媒体和外语应用等通用知识。

(4) 具有在了解社会和消费者的需求基础上, 综合应用所学的科学理论, 提出、分析和解决问题的能力, 能够参与产品或服务全生命周期的策划、设计、运行和维护的知识。

(5) 熟悉工业设计相关的知识产权法规、安全及环保的政策、规范和标准。

(6) 具有较强的信息获取和职业发展学习能力, 了解工业设计的发展趋势与理论前沿。

(7) 具有一定的创业能力, 能够与不同专业的团队合作开展创业和创新活动。

(8) 具有较好的设计管理能力、不同专业和学科间交流沟通、团队合作能力和应对危机与突发事件的初步能力与方法。

(9) 具备一定的国际视野和跨文化环境下的交流、竞争与合作的知识与方法。

三、培养特色

1. 适应创业就业的动态可定制模块与专业方向, 根据工业设计学科的特色和市场动态需求, 培养适合的高级专门人才。

2. 以企业实践课程、国际课程、外聘教师课程和科研特色课程为基础的多层次、跨领域设计课程体系。

3. 开放式、参与式实践教学与知识创建学习。

四、学制、毕业基本要求及学位授予

1. 本科基本学制 4 年, 弹性学习年限 3—6 年, 按照学分管理制度管理。

2. 工业设计专业学生毕业最低学分数为 160 学分, 其中各类别课程及环节要求学分数如下表:

课程类别	通识必修	学门核心	学类核心	专业核心	专业选修	通识选修	集中实践	合计
学分数	27	17	29	24	34	8	21	160

3. 学生修满培养方案规定的必修课、选修课及有关环节, 达到规定的最低毕业学分数, 并修完规定必修但不记学分的所有课程和环节, 德、智、体合格, 即可毕业。满足学位授予相关文件要求的, 授予工学学士学位。

五、课程设置及学分布

(一) 通识教育课程〔必修 27+ (6) 学分+选修 8 学分〕

通识教育课程包括必修和选修两部分。通识选修课程按《湖南大学通识选修(文化素质教育)课程方案》实施, 通识必修课程如下:

编码	课程名称	学分	备注
GE01101	毛泽东思想和中国特色社会主义理论体系概论	3+ (3)	
GE01039	思想道德修养与法律基础	1.5+ (1.5)	
GE01100	形势与政策	0.5+ (1.5)	
GE01102	中国近现代史纲要	2	
GE01103	马克思主义基本原理(上)	2	
GE01104	马克思主义基本原理(下)	2	
GE01012(-15)	大学英语	8	
GE01088	计算机基本能力测试	0.5	
GE01106	计算机导论与程序设计	2.5	
GE01107(-13)	心理素质与生涯发展	1	
GE01089(-92)	体育	4	

(二) 学门核心 (17 学分)

编码	课程名称	学分	备注
DT03007	造型基础	4	
DT03008	色彩与材料	3	
DT03009	摄影	2	
DT03010	设计思维与二维表达	2	
DT03011	设计思维与三维表达	2	
DT03012	视觉艺术创意	2	
DT03013	社会学与文化人类学	2	

(三) 学类核心 (29 学分)

编码	课程名称	学分	备注
DT04001	设计概论	2	
DT04005	设计史	2	
DT04006	设计心理学	2	
DT04007	设计研究基础	2	
DT04009	文字与标志	2	
DT04010	造型特征与情境	2	
DT04011	整合设计表达	2	
DT04012	设计创意	3	
DT04013	产品创意设计	2	
DT04014	设计批评	2	
DT04015	设计学科与职业发展	1	
DT04016	人机工程学	2	
DT04024	艺术史	2	
DT04025	设计管理与战略	2	

(四) 专业核心 (24 学分)

编码	课程名称	学分	备注
DT05002	设计模型	3	
DT05017	交互数字媒体技术与设计	3	
DT05018	色彩材料与工艺	2	
DT05019	服务设计与商业模式	2	
DT05020	品牌设计与识别	2	
DT05021	复杂设计系统	2	
DT05022	工作坊设计实践	2	
DT05023	专题设计实践	2	
DT05024	整合设计实践	3	
DT05025	网页设计	3	

(五) 选修课 (34 学分)

编码	课程名称	学分	备注
DT06015	交通工具概念设计	3	
DT06050	交通工具设计工程	3	
DT06061	高级汽车数字设计技术	3	
DT06062	交通工具设计模型	3	
DT06063	产品结构 with 快速数字制造	2	
DT06020	人机交互设计	3	
DT06064	智能产品设计与开发	3	
DT06052	图形用户界面设计与模式	3	
DT06057	动态图形	3	
DT06053	交互影像与虚拟现实	3	
DT06065	社会创新设计	2	
DT06066	可用性评估	3	
DT06067	设计统计与数据分析	3	
DT06068	创意包装设计	2	
DT06058	印刷与装帧设计	2	
DT06069	视觉识别设计	2	
DT06060	数字空间设计	2	
DT06070	展示设计	2	
DT06071	城市识别设计	2	
DT06072	插画设计	2	
DT06073	民间艺术	2	
DT06030	文化创意学	2	
DT06048	生活设计	2	
DT06059	文化创意产品设计	2	
DT06074	可持续设计	2	
DT06056	游戏设计	2	
DT06075	情感计算	2	
DT06027	速写	2	
DT06076	书法	2	
DT06077	绘画	2	
DT06078	广告摄影	2	
DT06054	设计符号	2	

说明：1) 专业选修课除选修本专业相关课程以外，可以选择学校其他相关专业的选修课程，一般不超过 10 个学分。

2) 学生参加非课程指导的国际/国家级学科竞赛，或者在国际 SCI/SSCI 期刊发表论文，可以直接获得专业选修课学分。具体适合学分认定竞赛由学院在每年 12 月进行公布，并确定上一年获得相关学分的学生。

(六) 集中实践 (21 学分)

编码	课程名称	学分	备注
GE09030	中文写作实训	1	
GE09017	金工实习 B	1	
GE09037	电工电子实习 B	1	
GE09024	工程认知实习 A	1	
DT10008	写生实习	2	
DT10009	认识实习	2	
DT10010	毕业实习	3	
DT10011	毕业论文 (设计)	10	

六、课程责任教师一览表

序号	姓名	职称	学历学位	专业特长	课程 (专业核心、专业选修、通识选修)
1	何人可	教授	硕士	设计史论、设计管理与设计战略	设计史
2	赵江洪	教授	本科	设计系统与 design 研究	设计概论、交通工具概念设计
3	季 铁	教授	博士	设计战略、社会创新、文字设计	文字与标识
4	杨雄勇	教授	硕士	交通工具设计、装备设计	整合设计表达
5	肖狄虎	教授	学士	交通工具设计、设计形态研究	造型特征与情境
6	易 军	副教授	博士	数字模型反求	设计模型、交通工具设计模型
7	花景勇	助理教授	硕士	设计管理	设计管理与战略
8	张 军	助理教授	博士	可持续设计、系统设计	复杂系统设计、可持续设计
9	姜 群	助理教授	博士	展示设计	展示设计、设计思维与二维表达
10	欧 静	助理教授	硕士	产品开发设计、人机工程学	人机工程学
11	李 辉	助理教授	硕士	产品开发设计	网页设计、造型特征与情境
12	吴雪松	助理教授	硕士	设计史论、设计管理	设计史、设计管理与战略
13	蒋友燊	助理教授	硕士	影像设计	动态图形、交互影像与虚拟现实
14	龚 崑	助理教授	硕士	计算机辅助设计	网页设计
15	袁 翔	助理教授	博士	交互设计、图形界面设计	图形用户界面设计与模式、网页设计、游戏设计
16	胡 莹	助理教授	博士	交互设计、服务设计	服务设计与商业模式
17	谭征宇	助理教授	博士	交互设计、可用性评估	可用性评估、设计心理学
18	谭 浩	副教授	博士	交互设计、设计研究	人机交互设计、设计研究基础
19	张朵朵	助理教授	博士	设计评论、设计文化	设计批评、设计史
20	王宝升	助理教授	博士	社会学与文化人类学	社会学与文化人类学、生活设计
21	王海宁	助理教授	博士	情感计算	情感计算、游戏设计
22	李 怡	助理教授	博士	产品设计	设计创意
23	Ahn Sunghee	助理教授	博士	设计研究、展示设计	展示设计

续表

序号	姓名	职称	学历学位	专业特长	课程 (专业核心、专业选修、通识选修)
24	Cho Eun Ji	助理教授	博士	设计管理、设计研究	设计管理与战略
25	Mohsen Jaafarnia	助理教授	硕士	工业设计	文化创意产品设计
26	Maxime Harvey	助理教授	硕士	平面设计	文字与标志、印刷与装帧设计
27	赵丹华	助理教授	博士	交通工具设计	交通工具概念设计
28	曹轶平	助理教授	硕士	平面设计	插画设计、容器创意设计
29	宋立新	副教授	博士	视觉识别设计、品牌文化创意、艺术设计哲学	品牌设计与识别、设计符号
30	刘浪	副教授	学士	雕塑	设计思维与三维表达、造型基础
31	谢军	副教授	学士	艺术史、中国画研究	造型基础、色彩与材料、视觉艺术创意
32	贺国强	副教授	硕士	书法艺术、装帧设计	速写、书法、造型基础
33	杨代习	助理教授	学士	油画	造型基础、色彩与材料、艺术史、视觉艺术创意
34	肖翱子	副教授	学士	中国民间艺术、插画	民间艺术、插画设计、色彩与材料
35	沈浩	研究员	博士	游戏设计、交互设计	游戏设计、交互影像与虚拟现实
36	颜其锋	高级研究员	博士	工业设计	整合设计实践、设计学科与职业发展
37	要文谨	研究员	博士	交互设计	文化创意产品设计、智能产品设计与开发
38	王巍	研究员	博士	交互设计	交互数字媒体技术与设计、智能产品设计与开发
39	卢刚	高级研究员	博士	交互设计、服务设计	服务设计与商业模式、专题设计实践

七、专业责任教授

序号	姓名	职称	学历学位	专业特长	承担授课课程
1	赵江洪	教授	本科	设计系统与设计研究	设计概论、交通工具概念设计

Industrial Design

I . Objectives

This program focuses on fostering advanced design talents with fundamental theories, knowledge, and practical ability in industrial design, as well as Chinese cultural background, international vision, social responsibility, team work spirit, and compounded creative thinking skill, who can serve publicly or privately owned enterprises, professional design agencies, startup teams, and research institutions, as design professionals that design, develop, research, plan, manage or raise startup in professional areas such as Business Model Innovation, UX design, Information Media and Service Design, Human-computer Interaction and design of physical and digital environment.

II . Requirements

1. Professional Qualities

(1) Creativity: to foster spirits of innovation and exploration, high sensitivity to new ideas, new technologies, and new materials, maintaining a unique personality, independent thinking and teamwork spirit.

(2) Practicality: to develop practical capabilities including hands-on operations (sketches, model-making, CAID, etc.), analyzing and synthesizing, verbal and written expression, teamwork and so on.

(3) Integrity: to acquire knowledge in fields of Arts, Engineering Technology, Information Technology, Sociology, Marketing, Management, Psychology and other disciplines, which are of mutual penetration and crossing, and will demonstrate a high level of comprehensive analysis.

2. Professional Skills

Industrial designers require no pre-formatted knowledge, but a multi-dimensional cultural understanding and robust knowledge structure. In addition to creative problem-solving skills, graduates majoring in industrial design will master the following skills and techniques:

(1) Proficiency in drawing and sketching.

(2) Proficiency in model-making.

(3) Excellent communication and presentation skills.

(4) Excellent observation and sense on form.

(5) Mastery of tools and skills from 2D sketch to 3D rendering.

(6) Excellent prototyping skill.

(7) Thorough understanding on the whole production cycle including design, development, manufacture and marketing.

(8) Fundamental understanding of design management.

(9) Mastery of at least one vector drawing software, one bitmap processing software, one three-dimensional modeling software and one programming language.

3. Professional Knowledge

Industrial design students will be imparted with fundamental theories and knowledge of industrial design as well as design principles, processes, methodologies and presentation skills, developing a com-

pounded skill set which is necessary for industrial designer to handle the relationship between environment, users, markets, function, modeling, color, structure, material and technologies and fully embody them in the design of product and service.

(1) Knowledge of both natural science and social science essential to industrial design professional, and the understanding of relevant techniques and social trends.

(2) Systematical mastery of broad theoretical basics in fields of industrial design, including basic knowledge of design foundation, industrial design engineering foundation, designed performance, design history and theories, human-computer interaction, design materials and processing, digital prototyping and physical modeling, sustainable design, designed service model and business model.

(3) Skills of professional design performance, hands-on operations, aesthetic appreciation and creativity, as well as general knowledge of computer, Internet, multimedia and foreign language applications.

(4) Ability to comprehensively apply scientific theories learned in a professional practice context to problem-analyzing, raising and solving, and be able to participate in the full life cycle of a product or service in planning, design, operation and maintenance, with a good understanding of social and consumers' needs.

(5) Understanding of and familiarity with laws and regulations of intellectual property, along with policies, norms and criteria of safety and environmental protection concerning industrial design.

(6) Skills of information obtaining and professional development preparation with a good knowledge of the trends and theoretical frontiers in industrial design.

(7) Skills that are central to business-establishing, conducting entrepreneurial and innovative activities with team from different fields.

(8) Ability in design management, communication and cooperation with different specialties and disciplines, and initial capability and solutions to crises and emergencies.

(9) Knowledge and methodologies of communicating, competing and cooperating in an international perspective and cross-cultural environment.

III. Features

1. Offering a module-based and self-customized course structure tailored for both professional Industrial Design career and startup business.

2. Collaborating with design firms, international design schools, visiting design professionals and research institutes to build a multi-layer, cross-domain course program.

3. Advocating an open and participatory design pedagogy driven by learner-generated contents.

IV. Years and Degrees

1. A four-year curriculum will be offered to student, who can finish the study within 3—6 years, depending on the credit requirements for degree.

2. The minimum total credits required for the degree is 160, which can be broken down into seven categories listed below.

Course Category	General Education Required	Arts Core	Design Core	ID Core	ID Elective	General Education Elective	Practical Training	Total
Credit requirements	27	17	29	24	34	8	21	160

3. In order to get the BE degree in Industrial Design, student needs to finish not only the credit

courses as required above, but also some obligatory non-credit courses.

V. Curriculum

1. General Education Courses [required 27+(6) + elective 8 credits]

The general education courses consist of required courses and elective courses. General education electives are designed according to the *Curriculum Design of General Education Electives of Hunan University*. Required general education courses are illustrated in the following table.

Code	Course Title	Credit(s)	Remarks
GE01101	Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics	3+(3)	
GE01039	Moral Cultivation and Law Basics	1.5+ (1.5)	
GE01100	Current Situation and Policies	0.5+ (1.5)	
GE01102	Outline of Modern Chinese History	2	
GE01103	Fundamentals of Marxism I	2	
GE01104	Fundamentals of Marxism II	2	
GE01012(-15)	College English	8	
GE01088	Computer Proficiency Test	0.5	
GE01106	Introduction to Computer Science and Programming	2.5	
GE01107(-13)	Psychological Health & Career Planning	1	
GE01089(-92)	Physical Education	4	

2. Arts Core(17 credits)

Code	Course Title	Credit(s)	Remarks
DT03007	Form	4	
DT03008	Color & Materials	3	
DT03009	Photography	2	
DT03010	Design Thinking & 2D Visualization	2	
DT03011	Design Thinking & 3D Visualization	2	
DT03012	Visual Art Ideation	2	
DT03013	Culture Anthrography	2	

3. Design Core(29 credits)

Code	Course Title	Credit(s)	Remarks
DT04001	Introduction to Design	2	
DT04005	History of Design	2	
DT04006	Design Psychology	2	
DT04007	Design Research Basis	2	
DT04009	Graphics and Typography	2	
DT04010	Semantic Features and Context of Form	2	
DT04011	Collaborative Visualization	2	
DT04012	Design Ideation	3	
DT04013	Product Innovation Design	2	
DT04014	Design Critics	2	
DT04015	Design & Career Development	1	
DT04016	Ergonomics	2	
DT04024	History of Arts	2	
DT04025	Management Design & Strategy	2	

4. ID Core(24 credits)

Code	Course Title	Credit(s)	Remarks
DT05002	Design Model	3	
DT05017	Digital Design & Interactive Technology	3	
DT05018	CMF	2	
DT05019	Service Design & Business Model	2	
DT05020	Brand Design & Identity	2	
DT05021	Complex System Design	2	
DT05022	Design Workshop	2	
DT05023	Design Studio	2	
DT05024	Integrated Design Practice	3	
DT05025	Web Design	3	

5. ID Elective (34 credits)

Code	Course Title	Credit(s)	Remarks
DT06015	Transportation Concept Design	3	
DT06050	Transportation Design Engineering	3	
DT06061	Advanced Automobile Digital Design Technology	3	
DT06062	Transport Design Model	3	
DT06063	Fast Digital Manufacturing	2	
DT06020	HCI Design Elements & Pattern	3	
DT06064	Intelligent Product Design & Development	3	
DT06052	GUI Design & Pattern	3	
DT06057	Motion Graphics	3	
DT06053	Interactive Video & Virtual Reality	3	
DT06065	Social Innovation Design	2	
DT06066	Usability Evaluation	3	
DT06067	Design Statistics & Data Analysis	3	
DT06068	Creative Package Design	2	
DT06058	Book Design & Printing	2	
DT06069	Visual Identity Design	2	
DT06060	Digital Space Design	2	
DT06070	Exhibition Design	2	
DT06071	City Identity Design	2	
DT06072	Illustration Design	2	
DT06073	Chinese Folk Art	2	

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Code	Course Title	Credit(s)	Remarks
DT06030	Culture Innovation	2	
DT06059	Innovative Product Design	2	
DT06056	Game Design	2	
DT06074	Social Innovation Design	2	
DT06075	Emotional Computing	2	
DT06027	Sketching	2	
DT06076	Chinese Calligraphy	2	
DT06077	Drawing	2	
DT05014	Advertising Photography	2	
DT06054	Design Symbol	2	

Note: 1) As for the specialized elective courses, the students can choose the courses related to their major as well as courses in relevant fields, generally not more than 10 credits.

2) If students take part in the competitions of international / national level discipline out of their courses, or create publications in the international SCI / SSCI journals, they can directly obtain the credits of specialized elective courses. The college will conduct the specific credit authentication of competitions in December each year and acknowledge the students who obtain the relevant credits of the last year.

6. Practical Training(21 credits)

Code	Course Title	Credit(s)	Remarks
GE09030	Chinese Writing Training	1	
GE09017	Metalworking Practicum B	1	
GE09037	Electric and Electronic Practicum B	1	
GE09024	Engineering Cognitive Practice A	1	
DT10008	Drawing Outdoors	2	
DT10009	Design Studio Visiting	2	
DT10010	Graduation Intern	3	
DT10011	Graduation Project	10	

VI. Teachers

Code	Name	Title	Degree	Professional Fields	Courses
1	He Renke	Professor	M. A.	History of Design, Design Management, Design Strategy	History of Design
2	Zhao Jianghong	Professor	B. E.	System Design, & Research	Introduction of Design, Transportation Design, Transportation Concept Design
3	Ji Tie	Professor	Ph. D	Design Strategy, Social Innovation, Font Design	Graphics and Typography
4	Yang Xiongyong	Professor	M. A	Transportation Design, Equipment Design	Design Process and Methods.
5	Xiao Dihu	Professor	B. E.	Transportation Design, Product Design Form	Semantic Features and Context of Form
6	Yi Jun	Associate Prof.	Ph. D	Design Modeling and Reverse Engineering	Design Modeling, Transport Design Model
7	Hua Jingyong	Associate Prof.	M. A.	Design Management	Management Design & Strategy

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No.	Name	Title	Degree	Professional Fields	Courses
8	Zhang Jun	Assistant Prof.	Ph. D	Sustainable Design, System Design	Complex System Design, Sustainable Design
9	Jiang Qun	Assistant Prof.	Ph. D	Exhibition Design	Exhibition Design, Design Thinking & 2D Visualization
10	Ou Jing	Assistant Prof.	M. A	Ergonomics	Ergonomics
11	Li Hui	Assistant Prof.	M. A.	Product Design & Development	Web Design, Semantic Features and Context of Form
12	Wu Xuesong	Assistant Prof.	M. A.	History of Design, Design Management	History of Design, Management Design & Strategy
13	Jiang Youyu	Assistant Prof.	M. A.	Movie Design and Motion Graphics	Motion Graphic, Interactive Video & Virtual Reality
14	Gong Yin	Assistant Prof.	M. A.	Visual Communication	Web Design
15	Yuan Xiang	Assistant Prof.	Ph. D	Interaction Design, GUI Design	GUI Design and Pattern, Web Design, Game Design
16	Hu Ying	Assistant Prof.	Ph. D	Interaction Design, Service Design	Service Design and Business Model
17	Tan Zhengyu	Assistant Prof.	Ph. D	Interaction Design, Usability	Usability Evaluation, Design Psychology Design Research Basis
18	Tan Hao	Associate Prof.	Ph. D	Interaction Design, Design Research	HCI Design Elements & Pattern, Design Research Basis
19	Zhang Duoduo	Assistant Prof.	Ph. D	Design Critics, Design Culture	Design Critics, History of Design
20	Wang Baosheng	Assistant Prof.	Ph. D	Culture Anthrography	Culture Anthrography, Human Life Design
21	Wang Haining	Assistant Prof.	Ph. D	Emotion Computing	Emotion Computing, Game Design
22	Li Yi	Assistant Prof.	Ph. D	Product Design	Design Ideation
23	Ahn Sunghee	Assistant Prof.	Ph. D	Design Research, Exhibition Design	Exhibition Design
24	ChoEun Ji	Assistant Prof.	Ph. D	Design Management, Design Research	Management Design & Strategy
25	Mohsen Jaafarnia	Assistant Prof.	M. A.	Product Design	Innovation Product Design
26	Maxime Harvey	Assistant Prof.	M. A.	Graphic Design	Graphics and Typography, Printing & Book Design
27	Zhao Danhua	Assistant Prof.	Ph. D	Transportation Design	Transportation Design Engineering
28	Cao Yiping	Assistant Prof.	M. A.	Graphic Design	Illustration Design, Pack Innovation Design
29	Song Lixin	Associate Prof.	Ph. D	Visual Identity Design, Brand Culture of Creativity, Art and Design Philosophy	Brand Design & Identity, Design Symbol
30	Liu Lang	Associate Prof.	B. E.	Sculpture	Design Thinking & 3D Visualization, Form

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No.	Name	Title	Degree	Professional Fields	Courses
31	Xie Jun	Associate Prof.	B. E.	Art History, Chinese Painting Research	Form, Color & Materials, Visual Art Ideation
32	He Guoqiang	Associate Prof.	M. A.	Calligraphy Art, Graphic Design	Sketch, Chinese Calligraphy, Form
33	Yang Daixi	Assistant Prof.	B. E.	Painting	Form, Color & Materials, History of Arts, Visual Art Ideation
34	Xiao Aozi	Associate Prof.	B. E.	Chinese folk art, Illustration Design	Chinese folk art, Illustration Design, Color & Materials
35	Shen Hao	Researcher	Ph. D	Game Design, Interaction Design	Game Design, Interactive Video & Virtual Reality
36	Yan Qifeng	Senior Researcher	Ph. D	Introduction of Design	Integrated Design Practice, Design & Career Development
37	Yao Wenjin	Researcher	Ph. D	Interaction Design	Innovation Product Design, Intelligent Product Design & Development
38	Wang Wei	Researcher	Ph. D	Interaction Design	Digital Design & Interactive Technology, Intelligent Product Design & Development
39	Lu Gang	Senior Researcher	Ph. D	Interaction Design, Service Design	Service Design & Business Model, Integrated Design Practice

VII. Program Coordinator

No.	Name	Title	Degree	Professional Fields	Courses
1	Zhao Jianghong	Professor	B. E.	System Design & Research	Introduction of Design, Transportation Design, Transportation Concept Design

(翻译人:谭浩)