

视觉传达设计 (英文授课) Visual Communication (English-Taught)

【设计学院简介 School Introduction】

华东师范大学设计学院成立于 2004 年，现设有公共艺术、环境设计、视觉传达、产品设计四个本科专业（含十个专业方向），其中公共艺术设计（A++排名全国第一）、环境设计（A+排名全国第六）、视觉传达设计（A+排名全国第十二）三个专业为国家一流本科专业建设点，所有专业均设有中外联合培养 2+2 现有在校本科生 489 名，研究生 257 名，国际留学生 74 名。现有在编专任教师 43 人，外籍教师 11 人，行业导师及外聘教师 21 人。

Established in 2004, School of Design of East China Normal University now has four undergraduate majors (including ten directions): public art, environmental design, visual communication and product design, of which the three majors: public art (ranked No.1 in China (A++), environmental design (ranked No.6 in China (A+)), and visual communication design (ranked No.12 in China (A+)) are the first-class undergraduate majors of the Country, all of which have the 2+2 double-degree program, English courses. All majors are equipped with Chinese-foreign joint cultivation 2+2 dual-degree programs. English taught courses are offered in both undergraduate and graduate programs to international students. School of Design has currently 489 undergraduate students, 257 graduate students and 74 international students. There are 43 full-time teachers on staff, 11 foreign teachers, 21 industry supervisor and external teachers.

【专业简介 Program Introduction】

视觉传达设计是设计学科的基础专业，贯穿了设计专业所必备的诸如构成布局、色彩匹配、空间平衡、细节设定、装饰语言、文字表述、视觉系统设计等基础性和专业性的系统环节，也是目前在设计领域中就业面最广、个人能力体现最完整的设计专业之一。

本专业为英文授课，精心打造，满足国际留学生的需求，着重培养学生不仅精通多样的视觉设计技术和媒介，而且能在实际工作中巧妙融合批判性思维与创造性问题解决能力。本专业注重跨学科融合，将艺术、技术、人文学科和社会科学等思考方式融入教学，以提升学生的创新能力和解决复杂问题的能力。

Visual Communication Design is the basic major of the design discipline, running through the basic and professional skills in design field, such as composition layout, color matching, spatial balance, detail setting, decorative language, textual expression, visual system design, etc., and it is also one of the design majors with the widest range of employment and the most complete embodiment of the individual's ability.

The program is taught in English and is carefully designed to meet the needs of international students, focusing on developing students who are not only proficient in a wide variety of visual design techniques and media, but also able to skillfully integrate critical thinking and creative problem solving skills in practical work. The program focuses on interdisciplinary integration, incorporating artistic, technological, humanities, and social science ways of thinking to enhance students' creativity and ability to solve complex problems."

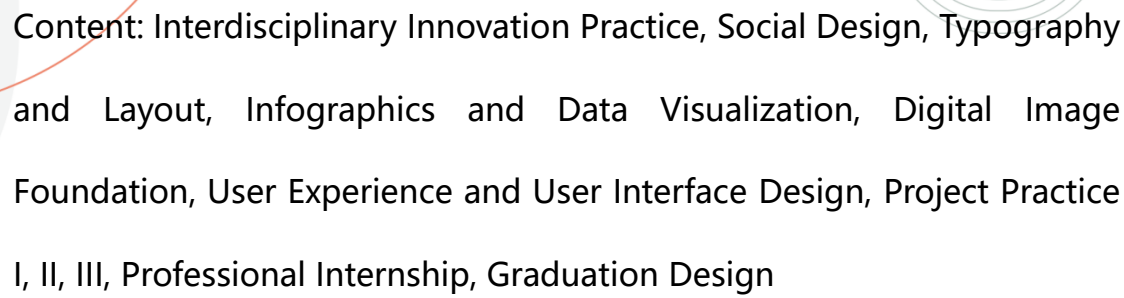
校区 Campus	普陀校区	授予学位 Degree	艺术学学士 (BFA- Bachelor of Fine Arts)
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	Putuo Campus		
学制 (年) Study Period	4	学费 Tuition	50000 RMB/year
是否国际学生独立成班 If international students are taught in separate classes	是 Yes	授课语言 Teaching Language	英文 English
申请专业背景要求 Admission Requirements for Academic Background	无 No	申请语言要求 Language Requirements for Application	IELTS (6.0 or above) / TOFEL (85 or above) / Cambridge English (B2 or above)
可申请奖学金种类 Scholarship Options for Applicants			无 No

【主要课程 Main Courses】

绘画基础, 摄影基础, 设计史, 图案设计与文化表达, 设计绘画: 绘画表达信息图像化, 创意编程与 AI 生成内容: 跨界创新实践, 社会设计, 字体与编排设计, 信息图表与数据可视化, 数字图像基础, 用户体验与用户界面设计, 项目实践课 I,II, III, 专业实习, 毕业设计等

Painting Foundation, Photography Foundation, The History of Design, Pattern Design and Cultural Expression, Drawing for Design: Drawing Expressive, Info-graphic, Creative Coding and AI-Generated



Content: Interdisciplinary Innovation Practice, Social Design, Typography and Layout, Infographics and Data Visualization, Digital Image Foundation, User Experience and User Interface Design, Project Practice I, II, III, Professional Internship, Graduation Design

【申请联系方式 Contact Us】

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