

Design

The graduate program of DESIGN MA major in School of Design, East China Normal University offers an interdisciplinary study and research platform, which includes 7 discipline directions: Visual Communication and Multimedia Design, Product Design, Environmental and Urban Renewal Design, Public Art and International Curators, Animation and Video Design, Fashion Design, Science and Art Design. Students are free to choose courses that they are interested among these seven different directions. Aiming to bridge the gap between academic research and professional practice, the courses in the Design Program are project-based, class is combining with realistic projects. The program focuses on not only academic research but also cutting-edge practical technologies and skills.

(1) Visual Communication and Multimedia Design

This direction continuously enriches and improves students' comprehensive ability of design research through the teaching form of combining specialized theoretical courses and practical courses, and adopting a diversified and stratified assessment system. On the basis of a more systematic mastery of brand building, consumer psychology, marketing, commercial promotion, multimedia intervention and other multidisciplinary knowledge, through creative design research and practice to cultivate forward-looking high-end creative design talents with a keen insight into the industry's development dynamics and solid dual-creation ability.

(2) Product Design

Students in this direction are required to learn and master the basic knowledge and theories of product design, understand and apply modern design methods and tools, familiarize themselves with the product design process and project culture, and be able to improve the daily lifestyle through design. This program aims to cultivate high-end design talents with strong professional theoretical research and practical ability, who are competent to be designers, product managers or design consultants in the fields of industry, economy or science and technology.

(3) Environmental and Urban Renewal Design

Students in this direction are required to have comprehensive design research and practice ability, master the core methods and skills of landscape design, skillfully use advanced design methods and tools, and be able to participate in and familiarize with the entire process of landscape design. This direction focuses on the cultivation of high-level design innovation talents with comprehensive quality ability and professional skills.

(4) Public Art and International Curator

This direction aims to cultivate comprehensive art and design talents, who have a solid foundation in art theory research and art creation, have the ability to criticize art, and understand and try to use different media such as video, sound, installation, new media, and physical theater for art creation and art curation. This direction aims to cultivate high-level public art and international curatorial talents with both comprehensive quality ability and professional research ability.

(5) Animation and Video Design

This direction aims to cultivate research talents who have certain theoretical research ability and analytical ability, who can skillfully master multi-media animation production technology, who can manage and execute a variety of experimental design schemes, who have the ability to lead multi-media and multi-method creative planning work, and who have the ability to be selected to become high-end animation and video creators.

(6) Fashion Design

This direction is to meet the needs of social development, aiming to cultivate high-level talents with keen insight into the development trend of the fashion industry and solid fashion design ability. Students need to have an international fashion design vision, understand the creative and production process of fashion design, apply the basis of design and theoretical research of fabrics and accessories, have the ability of basic fashion pattern making and sewing process and the ability of basic graphic design expression and presentation, as well as the professional quality of teamwork.

(7) Science and Art Design

This direction aims to cultivate comprehensive talents with an international perspective who can follow the general direction of art and science development, who have a basic knowledge and understanding of technical principles, and at the same time, who can re-examine the current social development with a critical gaze of art. To be able to find a balance between science and art, to study and analyze problems in depth, and to have the ability to develop basic technology projects. To become a complex human resource needed for the development of society.

Campus	Putuo Campus	Degree	Master of Arts
Length (year)	2	Tuition	35000 RMB/year
Instruction Language	English	Application Language Requirement	IELTS 6.0 / TOEFL 80 / Cambridge English B2
Classes Open to International Students Only		Yes	
Graduation Requirement	1. Complete the credit requirements (50 credits in total); 2. Complete the final project; 3. Complete the graduation thesis; 4. Complete a six-month internship; 5. Pass HSK Level 3		

Major Courses

Chinese Language; Introduction to Chinese Civilization; Design documents index and study method; Material and form; Studio Practice Course (1, 2, 3, 4); User Experience Design; Research on Innovation of Chinese Traditional Handicraft; Hybrid Drawing: Sensory Cities; Future Career Thinking: Dialogue with Professional Practices; Animation Masters Research; The Research of Iconology; Case Study & Practice: Image as Communication; Fashion Styling

After Graduation

Designer (foreign-funded enterprises design department, design studio), Start-up entrepreneurs, University lecturer, International high school teacher etc

Scholarship Options

Chinese Government Scholarship

Shanghai Government Scholarship

* All scholarship students are required to take scholarship annual review.

Application Contact

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