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

【设计学院简介 School Introduction】
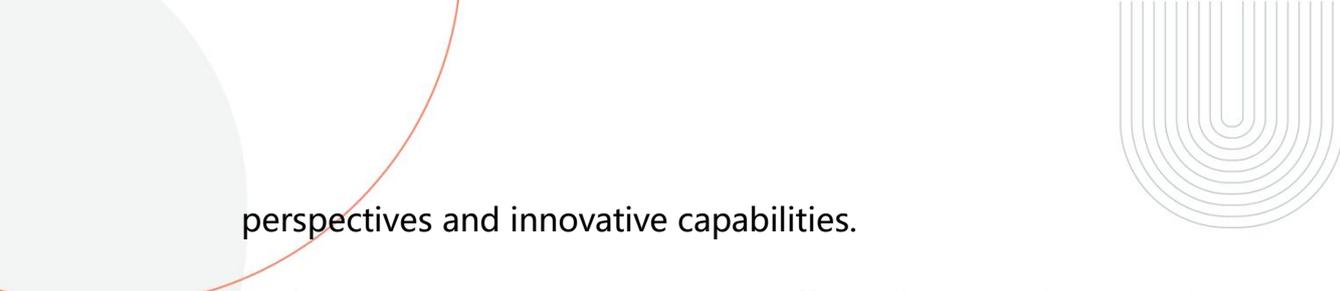
华东师范大学设计学院成立于 2004 年，依托学校综合性学科优势与深厚人文底蕴，与多家知名企业及海外高校保持紧密合作，致力于培养具有国际视野与创新能力的设计人才。

学院本科阶段设有环境设计、视觉传达设计与产品设计三个专业，均为国家级一流本科专业建设点。所有本科专业均开设 "2+2" 中外联合培养双学位项目。硕士阶段设有设计 (专业硕士) 与设计学 (学术硕士) 两个专业，均开设 "1+1+1" 中外联合培养双学位项目。

此外，学院已与 30 余所欧美及亚洲高校签订学期交流协议，所有学生均可申请赴海外学期交换，体验多元课堂，积累国际经验。学院课程体系涵盖中文与全英文授课模块，长期面向全球招收全英文授课国际学生。目前，学院在校本科生 515 名 (含国际学生 83 名)，硕士研究生 270 名 (含国际学生 48 名)，国际化氛围浓厚，跨文化交流活跃。

多年来，学院学生连续获得包括红点奖、IF 奖、缪斯奖和全国美展设计金奖等在内的多项国内外专业设计大奖，获得总计数百项设计专利。学院本硕各专业毕业生就业表现突出，就业去向稳定、质量优良。

The School of Design at East China Normal University was established in 2004. Leveraging the university's comprehensive disciplinary strengths and profound humanistic heritage, it maintains close collaborations with numerous renowned enterprises and overseas institutions. School of Design is dedicated to cultivating design professionals with international

perspectives and innovative capabilities.

The undergraduate program offers three majors: Environmental Design, Visual Communication Design, and Product Design, all designated as National First-Class Undergraduate Programs. All undergraduate majors feature a "2+2" dual-degree program in collaboration with international partner universities.

At the master's level, the School offers two programs: Design (Professional Master) and Design Studies (Academic Master), both featuring "1+1+1" dual-degree programs in collaboration with international partner universities.

Additionally, School of Design has established semester exchange agreements with over 30 universities in Europe, America and Asia. All students are eligible to apply for overseas semester exchanges, enabling them to experience diverse classrooms and gain international exposure.

The curriculum encompasses both Chinese-taught and fully English-taught modules, with enrollment of international students for English-taught programs. Currently, School of Design has 515 undergraduate students (including 83 international students) and 270 master's students (including 48 international students), fostering a strong international atmosphere and vibrant cross-cultural exchange.

For years, students of School of Design have consistently won numerous prestigious international and domestic design awards, including the Red Dot Award, IF Design Award, Muse Design Award, and the Gold Medal for Design at the National Art Exhibition. They have secured hundreds of design patents in total. Graduates from both undergraduate and graduate programs demonstrate outstanding

employment performance, with stable career paths and high-quality job placements.

【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'
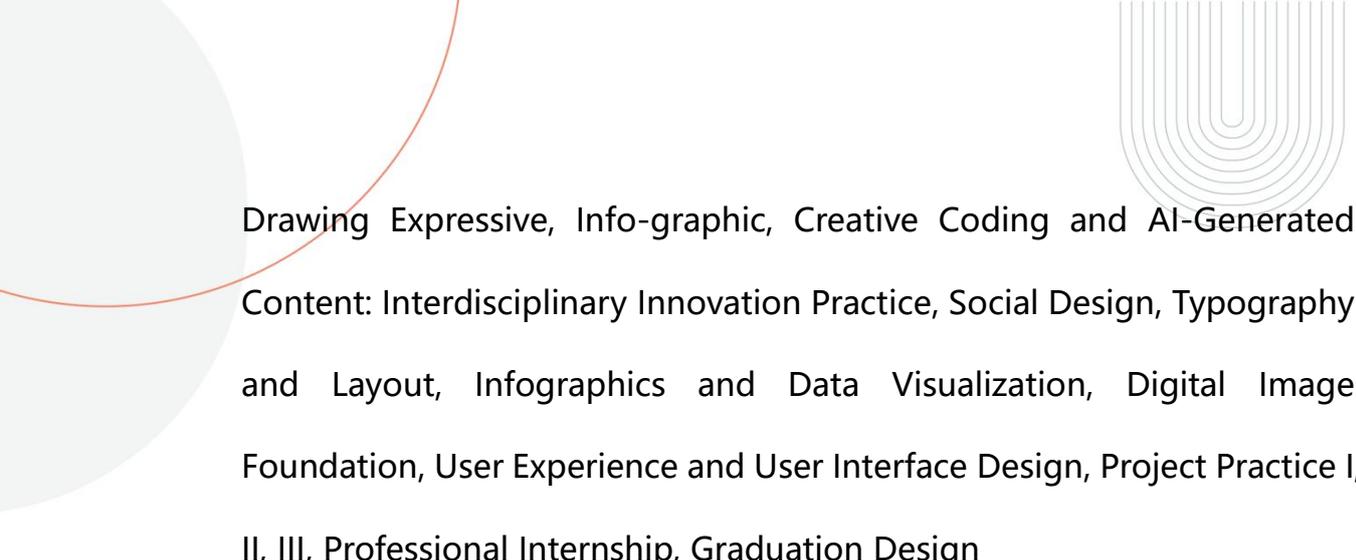
creativity and ability to solve complex problems."

校区 Campus	普陀校区 Putuo Campus	授予学位 Degree	艺术学学士 （BFA-Bachelor of Fine Arts)
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

*Course details are subject to the School's orientation after enrollment.

【申请联系方式 Contact Us】

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