



江南大学设计学院

School of Design
Jiangnan University

设计改变现在

设计创造未来

Design Changes the Present

Design Creates Our Future

教育部高等学校工业设计专业教学指导分委员会副主任单位

教育部高等学校设计类专业教学指导委员会委员单位

教育部专业学位综合改革试点单位

全国工业设计工程硕士专业学位教学协作组副组长单位

中国高等教育学会设计专业委员会常务理事单位

Cumulus（国际艺术、设计、媒体院校联盟）成员单位

中国工业设计协会常务理事单位

江苏省工业设计学会理事长单位

设计与艺术博士、硕士培养部门

国家“211”重点建设学科（工业设计创新系统方法与理论）

国家级艺术设计人才培养模式创新实验区

国家特色专业（工业设计 / 艺术设计 / 动画）

国家级艺术设计专业教学团队

江苏省重点学科（产品系统设计与理论）

江苏省高校人文社科重点研究基地（产品创意与文化研究中心）

江苏省实验教学示范中心（产品设计艺术实验教学中心）





学院介绍

Introduction

学院前身为创建于1960年的无锡轻工业学院造型系，是中国现代设计教育办学历史最为悠久的学院和全国最早成立设计艺术学科的学院之一，是中国现代设计教育的主要发源地，是中国设计教育改革的先导和示范学院。经过50年的建设，已成为国内高层次设计与艺术人才教学和科研的重要基地。

学院的办学水平和整体实力在国内处于领先地位，在国际上具有一定的影响。学院是教育部高等学校工业设计专业教学指导委员会副主任单位、教育部高等学校设计类专业教学指导委员会和设计专业教学指导委员会委员单位。连续3次荣获国家级教学成果奖；“艺术设计专业教学团队”获批为国家级教学团队；“江南大学产品创意与文化研究中心”为江苏省高校人文社科重点研究基地。

学院设有“产品系统设计理论与理论”博士专业，具有“设计学”和“美术学”硕士学位授予权，以及“工业设计工程”和“艺术硕士（MFA）”专业硕士学位授予权。学院师资力量雄厚，聚集了一批在国际、国内有影响的专业学术带头人，拥有丰富的设计教育资源。经过长期实践积累，形成了优良的学术传统与务实求是的学风，注重艺术与技术相结合、设计与科学相结合，形成了具有中国特色的艺术设计教育体系，为中国设计界和设计教育界培养了大量的优秀人才和学术骨干。多位教师入选教育部新世纪优秀人才、江苏省教学名师、江苏省“333工程”、“青蓝工程”、“六大高峰”人才培养计划、首届“中国工业设计十佳”大奖、“十佳教育工作者”、“光华龙腾奖——中国设计业十大杰出青年”等。

学院注重国际化的教学，根据设计学科从单一造型艺术到交叉学科自身发展的大趋势特点，明确大设计学科以问题为导向、以人为本的新的人文设计基础和设计准则，探索设计研究本身的方法，从而使设计更好地为产业、经济和社会民生服务。学院与美国辛辛那提大学、美国罗切斯特理工大学、瑞士苏黎世艺术大学、意大利米兰理工大学、美国卡耐基·梅隆大学、香港理工大学、芬兰阿尔托大学、荷兰代尔夫特理工大学、日本千叶大学、英国创作艺术大学等50余所国际著名设计院校和设计企业在教学和研究方面保持着常态性的教学和科研合作。学院是国际Cumulus（艺术、设计、媒体院校）联盟的成员。中外合作教学成果曾受邀在2010年上海世博会瑞士体验馆中展出。学院师生在国内外各类重要设计赛事中屡创佳绩，作为全国高校唯一单位获得工信部工业设计金奖，近3年IF全球获奖设计院校最新排行榜名列第7位，获德国IF设计奖12项，中国环艺设计学年奖32项，台湾光宝设计金、银奖9项以及第12届全国大学生设计“大师奖”金银奖等。成为参与国际交流和竞赛最活跃的国内院校之一。

毕业生基础扎实、知识全面且富有创新能力，不断得到社会的较高评价和广泛赞誉，他们或任职于海尔、美的、TCL、康佳、网易、淘宝、上海大众、上海现代设计集团等著名企业，或任教于东南大学、浙江大学、上海交大、同济大学、湖南大学、东华大学、中央美院、中国美院、广州美院、南京艺术学院等著名专业院校。



Introduction

School of Design, formerly known as Molding Department of Wuxi Institute of Light Industry in 1960, is one of the institute with longest history of Chinese modern design education and one of the earliest higher educational institutions taking Art Design as the main subject. It is the cradle of Chinese modern design education, the forerunner and demonstrating institute in Chinese design education reform. After 50 years of construction, it has become an important harbour in the high-level design and artistic teaching and research in China.

School of Design has been a leading force in Chinese design education for decades since its establishment, and has gained noticeable international reputation. It is the Deputy-director Institution of National Instructive Committee of Industrial Design Education, the member of the Ministry of Education Instructive Committee of Higher Education Design Professions, the member of National Instructive Committee of Professional Design. It has consecutively three times won the National Teaching Achievement Award, the art design teaching team was approved as a state-level teaching team, and the Creative & Cultural Research Center of Jiangnan University was entitled the Key Research Base of Humanities and Social Science of Jiangsu Province.

The school is granted for System Design and Theory Doctoral Programs, Design Theory Master Programs, Fine Arts Master Programs, and Professional Master's Programs in Industrial Design Master of Engineering and Master of Fine Arts (MFA). School of Design, Jiangnan University gathered a group of international and domestic influential professional academic leaders, and is enriched with substantial design educational resources. After the accumulation of long-term practice, it has formed excellent academic traditions, focusing on the combination of art and technology, design and science, constructed art and design education system with Chinese characteristics, and cultivated a large number of talents and academic leaders for the Chinese design community and design education. A number of teachers was selected into the Ministry of Education New Century Excellent Talents teachers, Top Teachers in Jiangsu Province, Jiangsu Province 333 Project, Qing Lan Project, Six Peaks Personnel Training Program, China Top Ten Industrial Design Award, Top Ten Educators, as well as the Guanghua Longteng Prize - Ten Outstanding Young Persons of Design Industry in China.

Our school focuses on internationalized teaching, standing on the big trends of developing from the single shape art to interdisciplinary development of design discipline, School of Design stresses on the problem-oriented and people-oriented humanistic design basis and design criteria, to explore design research itself, thus providing better services for industry, economy and social livelihood. The school has reached bilateral cooperation agreements in terms of teaching and research cooperation with more than 50 internationally renowned design schools and design enterprises including University of Cincinnati, Rochester Institute of Technology, Zurich University of the Arts, Politecnico Di Milano, Carnegie Mellon University, Hong Kong Polytechnic University, Aalto University in Finland, Delft University of Technology in the Netherlands, Chiba University(Japan), and the United Kingdom Creative Arts University. School of Design, Jiangnan University is a member of the International Association of Universities and Colleges of Art, Design and Media (Cumulus). One of the Sino-foreign cooperative teaching achievement has been invited to exhibit of Swiss Pavilion in the 2010 Shanghai World Expo. Faculty and students have won numbers of awards in all kinds of domestic and foreign important design events. As the only school that won the National Industrial Design Gold Award, School of Design, Jiangnan University ranks the 7th in the global IF Award institutions in the recent three years, with 12 IF Design Award, 32 China Environmental Design Prize, 9 Taiwan's Lite-on gold and silver design Award, and the gold and silver award of the 12th National Student Design Master Award, becoming one of the most active domestic institutions involved in international exchange and competition.

The students graduated from School of Design won good reputations in the society. Some of them held positions in many famous companies such as Haier, Midea, TCL, Konka, Netease, Taobao, Shanghai Volkswagen, Shanghai Modern Design Group. And some taught in well-known professional institutions such as Southeast University, Zhejiang University, Shanghai Jiaotong University, Tongji University, Hunan University, Donghua University, China Central Academy of Fine Arts, China Academy of Art, Guangzhou Academy of Fine Arts, and Nanjing Institute of the Arts.



徐悲鴻
1895-1953



研究生教育

Graduate education

博士研究生教育

“产品设计理论与技术”二级学科博士点

● 培养目标

“产品设计理论与技术”，为我校一级学科“轻工技术和工程”下自主设置的二级学科。旨在将产品外观设计、功能创新以及用户体验设计，与轻工技术领域的研究成果相结合，培养高水平产品设计研究与开发人才。

● 研究方向

产品设计理论与方法

该方向针对体验经济时代消费者从关注产品功能到用户体验的转变，构建新型设计方法和工具，并围绕地域文化对产品差异所提出的新的要求，研究地域文化为设计所带来的基础作用和应用途径。具体研究内容包括：1. 设计美学；2. 体验与服务设计；3. 地域文化创新设计。

数字媒体技术

具体研究内容包括：1. 数字图像处理；2. 数字艺术设计及理论；3. 多媒体技术及应用。



◎ 博士生导师

辛向阳

江南大学设计学院教授、博士生导师、院长

主要研究方向：设计哲学、交互与体验设计、设计方法

过伟敏

江南大学设计学院教授、博士生导师

主要研究方向：建筑艺术遗产保护与利用、城市景观艺术设计理论与方法、新中国设计研究

顾平

江南大学设计学院教授、博士生导师

主要研究方向：古代造物、视觉文化、中国绘画史、山水画创作

何人可

江南大学设计学院外聘博士生导师

湖南大学设计艺术学院院长、教授、博士生导师

主要研究方向：工业设计史 产品设计理论与方法 设计管理 设计与商业模式

方海

江南大学设计学院外聘博士生导师

广东理工大学设计学院院长、教授

主要研究方向：家具与空间设计

Graduate Education-PhD Programs

Product Design Theory and Technology Doctorates

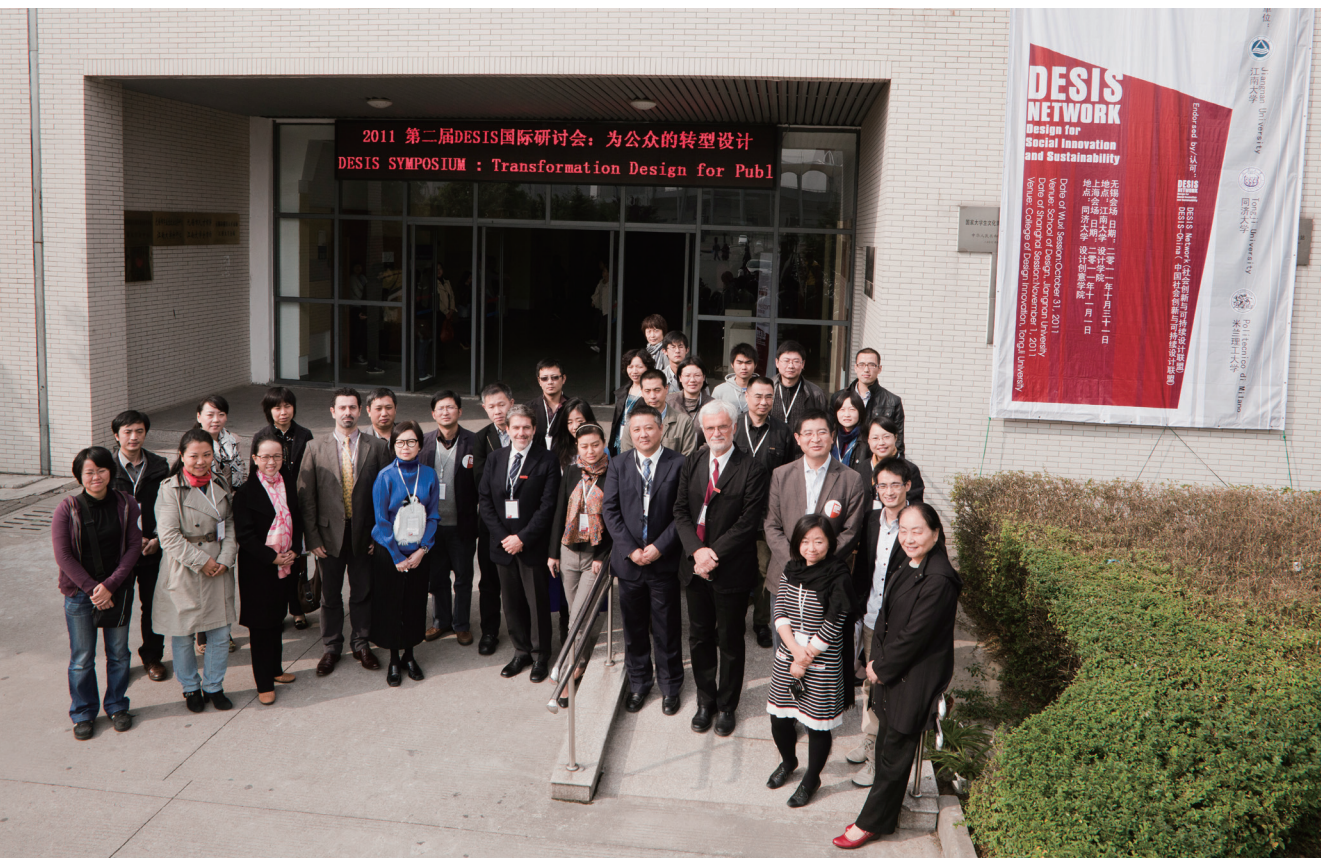
● Training Objectives

Product design theory and technology is the secondary subject under the university subject of Light Industry Technology and Engineering. It aims at integrating product appearance design, functional innovation and user experience design with the research achievements in the field of light industry technology, cultivating high level product design and development talents.

● Research Directions

Product design theory and method. This direction looks into the transformation of the consumers' concern about the product function into the users experience in the experience economic era, intends to construct new design methods and tools, and to research on the basic role of regional culture and its application in face of the new requirements of product differentiation proposed by the the regional cultures. Specific studies include: 1.Design Aesthetics; 2.Experience and Service Design; 3. Regional Culture Innovative Design.

Digital media technology. Specific studies include: 1.Digital Image Processing; 2.Digital Art Design and Theory; 3. Multimedia Technologies and Applications.





● Doctoral Supervisors

Prof. Xin Xiangyang

School of Design, Jiangnan University(Dean)

Research interest: Design philosophy, interaction and experience design, design methods

Prof. Guo Weimin

School of Design, Jiangnan University

Research interest: Architectural and artistic heritage protection and utilization, urban landscape art design theory and method, new China design research

Prof. Gu Ping

School of Design, Jiangnan University

Research interest: Ancient objects, visual culture, history of Chinese painting, Landscape Painting

Prof. He Renke

Guest doctoral supervisor, School of Design, Jiangnan University

School of Design, Hunan University(Dean)

Research interest: History of industrial design, product design theory and methods, design management, design and business models

Prof. Fang Hai

Guest doctoral supervisor, School of Design, Jiangnan University

Art and Design School, Guangdong University of Technology(Dean)

Research interest: Furniture and spatial design

硕士研究生教育

学院自 1993 年在全国首批获得工业造型艺术（后更名为设计艺术学）硕士学位授予权以来，发展至今，共有学位点 5 个。具体包含自主设置二级学科博士点“产品设计理论与技术”，“设计学”和“美术学”一级学科学术型硕士点，以及“工业设计工程”和“艺术硕士”（MFA）专业学位型硕士点。

“工业设计工程”专业学位点成为全国唯一的教育部全日制专业学位研究生综合改革试点单位。

● 培养目标

培养熟悉本学科国内外发展动态，具有较强的分析、表达和解决问题的能力，胜任设计艺术学科及相关领域的设计、研究和教学工作，成为设计兼研究型高级复合型人才。

● 研究方向

设计学	美术学
工业设计及理论	传统美术与史论研究
视觉传达设计及理论	现代绘画艺术研究
环境艺术设计及理论	环境雕塑艺术研究
公共艺术设计及理论	

工业设计工程	艺术硕士
工业设计及理论	视觉传达设计及理论
公共艺术设计及理论	环境艺术设计及理论
	服装艺术设计及理论

在职工程硕士

● 培养目标

工业设计工程硕士学位是与工业设计及艺术设计领域任职资格相联系的专业性学位，侧重于设计实践，主要是为制造企业、设计公司、文化团体以及工程建设部门培养应用型、复合型高层次工业设计和设计管理人才。

● 研究方向

设计战略

设计方法与技术

交互与体验设计

品牌研究



Graduate Education-Masters Programs

Since our school was granted the Master degree program in Industrial Plastic Arts (later renamed the Art of Design) in 1993, the school now has 5 graduate degree programs after years of development, including Product Design Theory and Technology doctoral program, Science of Design and Fine Arts academic Masters program, and Industrial Design Engineering and Masters of Fine Arts (MFA) professional degree Masters programs.

The Industrial Design Engineering professional degree Masters programs is the only National Full-time Graduate Professional Degree Reform Pilot Institution.

● Training Objectives

To cultivate versatile talents that are familiar with the developments of the discipline at home and abroad, with strong analytical expression and problem-solving ability, and are competent in research and teaching in design arts disciplines and related fields.

● Research Directions

Science of Design

Industrial Design and Theory

Visual Communication Design and Theory

Environmental Art Design and Theory

Public Art Design and Theory

Fine arts

Traditional Art and History

Modern Painting Art

Environmental Sculpture and Art

Industrial Design Engineering

Industrial Design and Theory

Public Art Design and Theory

Master of Fine Arts

Visual Communication Design and Theory

Environmental Art Design and Theory

Fashion Art Design and Theory

Part-time Master of Engineering

● Training Objectives

Master of Industrial Design Engineering Professional Degree are the professional degrees associated with industrial design and art design qualifications, focused on design practices, aiming to grow practical high-level industrial design and design management talents for manufacturing enterprises, design companies, cultural organizations, as well as engineering construction sectors.

● Research Directions

Design Strategies

Methods and Techniques

Interaction and Experience Design

Brand Research



本科教育

Undergraduate
Education



学院本科专业的人才培养，从“问题”、“意识”、“个人”、“社会”、“市场”等角度认识、了解、学习并实践，最终实现“以人为本，以用户为中心”的设计理念，将设计学的思维、方法、手段应用于各个专业的实践，真正体现我院本科设计教育在全国范围内的前沿性、开放性特色。学院设有以下本科专业：

● 工业设计专业（国家特色专业建设点）

本专业在国内该领域中创建最早，是国家特色专业建设点和江苏省首批品牌特色专业。经过近 50 年的发展建设，已形成以“工学”为核心的鲜明的教学和学术研究特色，并在国内外产生了重要的影响力。工业设计是一门综合性很强的交叉学科，强调多学科知识体系的融合性。本专业注重工业产品的用户研究、产品人机交互方式、产品的外延与服务、产品技术实现、工程结构知识应用等领域，重点进行产品前期的定义与用户研究方法的创新和实践，以及工业产品开发后期的技术实现与制造工艺，并充分发挥工业设计学科交叉的优势和特点，综合运用设计学、心理学、营销学、管理学、社会学、计算机科学、机械、材料与工艺等学科的知识，培养具有创新思维能力和逻辑分析能力的设计技术人才，以及能在企事业、高等院校和研发等单位从事互联网、物联网等信息技术产业的用户研究、交互设计、工程设计、新产品开发、教学与研究的专门性人才。

● 产品设计专业（国家特色专业建设点、江苏省重点专业类建设专业）

本专业在国内该领域中创建最早、是国家特色专业建设点和江苏省首批品牌特色专业。经过近 50 年的发展建设，已形成以“设计学”为核心的鲜明的教学和学术研究特色，并在国内外具有重要的影响力。产品设计是在原有工业时代背景下工业设计专业发展的基础上拓展为以用户为中心的更为广泛意义上的造物设计。并在原先强调以功能、造型、审美、构造、材料、色彩的基础上转向关注设计创新思维的开发训练、设计方法理论的运用以及先进设计技能与手段的掌握。产品设计是一门注重设计流程方法与设计动手实践操作并重的综合性学科，融汇美学、人类学、社会学、管理学、艺术学、设计心理学等人文学科知识的交叉性学科。同时也必须关注人机、材料工艺等工学知识的研究与运用。培养具有良好的对事物形态的理解与分析能力、设计创意能力、审美能力、和动手能力，以及具备国际化视野、良好的沟通与协作能力和实际产品开发创新能力、产品转化、设计协调与管理能力的复合型人才。

● 视觉传达设计专业（国家特色专业建设点、江苏省重点专业类建设专业）

视觉传达专业是江南大学创建最早的设计专业之一，其专业内涵随着设计学科的历次调整得到不断充实，目前是江苏省品牌专业和国家特色专业。本专业通过全面艺术修养、传统文化积淀、专业技能与专业理论以及相关交叉学科知识和前沿学术理念的教学，培养能综合美学、技术、文化及营销战略的相关知识，解决品牌、包装、广告、书籍、展示、信息传达等各种策略层面和技法层面设计问题的高级专业人才，以及能依托数字虚拟技术、信息技术、交互技术从事综合媒体视觉设计的高级专业人才。本专业注重创造性思维和综合能力的培养；注重教学、科研与社会服务的结合。本专业毕业生成绩优秀者可成为本院硕士、博士研究生。

● 环境设计专业（国家特色专业建设点、江苏省重点专业类建设专业）

本专业始建于 1985 年，由室内设计、环境艺术设计、艺术设计（环艺方向）发展而来，是创办时间最早的国内同类专业之一。目前是国家特色专业建设点和江苏省首批品牌特色专业。二十多年来，以教改与教学成果为引领，形成了艺术与技术相结合的系统教学方法、建筑 - 景观 - 室内三位一体的教学特色、理论与实践并重的“3+1”人才培养模式。在学院倡导的交叉与融合的背景下，注重专业基础理论、相关学科知识，以及结合国内外环境设计领域里前瞻性的理论和学术成就的教学与应用，培养具有国际化与本土化双重视野，可持续的发展理念，创新的设计思维，扎实的专业基础理论和动手实践能力，以及较强的设计协调和组织管理能力，在企事业、高等院校和研发单位从事景观设计、室内设计、建筑艺术设计的教学研究、设计实践与设计管理，具有多种职业适应能力的复合型高级人才。本专业学生可报考本院硕士、博士研究生。

● 公共艺术专业

本专业是针对中国城市化进程中对公共艺术设计人才的迫切需求而成立的新概念艺术设计专业，为国家特色专业建设点和江苏省首批品牌特色专业之一。近二十年的发展，其师资力量及教学设备已位于国内同类专业前列。公共艺术专业强调学术开放与创新，强调科技与艺术的互通，强调职业规划与社会需求的高度统一，培养具有视野开阔、技能综合、应用创新能力强的复合型艺术设计人才。本专业毕业生可报考本院硕士、博士研究生。

● 建筑学专业

本专业成立于2000年，开创了我国艺术院校开设建筑学专业的先河。本专业依托艺术设计学科的优势，融艺术、科学于一体，着重体现艺术性与实践性的结合，突出教学中地域性与差异性原则，创立能体现我国传统工匠营造与设计同步进行的一种本土式的建筑教育与研究模式，培养具有较高专业设计水平、组织协调能力和文化艺术修养的高级专门人才。本专业学生可报考本院硕士、博士研究生。

● 美术学（师范）专业

本专业建于1984年，是培养中等学校美术师资的师范专业，具有硕士学位授予权。在专业教学中，注重传统与现代、理论与实践的结合，注重动手能力和创意思维的结合，注重培养具有现代专业知识和技能创新，适应艺术教学和艺术创作的高素质、复合型人才。本专业在西画、中国画、书法、篆刻、综合艺术等方向形成了具有较高专业水平的师资队伍，在理论研究、艺术创作和人才培养中取得了一批瞩目的艺术成果。本专业学生可报考本院硕士、博士研究生。







Undergraduate Education

The undergraduate program of School of Design attaches great importance on the understanding, studying and practicing of the problem, consciousness, society and market, in order to meet the design concept of people-oriented and user-centered, dedicating the thinking, methods and tools of the science of design into the practice of all majors, to exhibit the domestic forefront and open features of the undergraduate design education of School of Design. Undergraduate majors are as follows:

● Industrial Design(National Feature Specialty)

The major was the earliest industrial design discipline of the country and the only brand specialty in Jiangsu Province. In the 50 years of development, it has formed the teaching and research features engineering, and had a significant influence worldwide. Being one of the interdisciplinary subject, industrial design stresses on the integration of multiple discipline. It focuses on the user analysis of industrial products, human-computer interaction, product epitaxial and services, technology implementation, as well as engineering structure knowledge and applications. It emphasizes on product pre-define and innovation and practice of user research methods, as well as the technology realization and manufacturing process in the latter part of the industrial product development. It gives full play to the advantages and features of the industrial design interdisciplinary, makes comprehensive use of design, psychology, marketing, management, sociology, computer science, machinery, materials and technology and other disciplines of knowledge. It aims to develop specialized design and technical personnel with innovative thinking and logical analysis who can work for enterprises, universities and research and development institutes engaged in networking and other information technology industry doing user research, interaction design, engineering design, new product development, teaching and research.

● Product Design(National Feature Specialty, Jiangsu Province Key Construction Specialty)

The major was the earliest industrial design discipline of the country and the only brand specialty in Jiangsu Province. In the 50 years of development, it has formed the teaching and research features science of design, and has had a significant influence domestically and worldwide. Product design was established

upon the existing industrial design major in the context of existing industrial era, being expanded to the broader sense of user-centered design of creation. And it develops from the original emphasis on function, shape, aesthetic, construction, materials, colors to the attention on design innovative thinking development training, the use of the theory of design methods and advanced design skills and the means. Product design is a comprehensive discipline focusing on both the design flow method and the design practices, which integrates aesthetics, anthropology, sociology, management science, art, design, psychology and other humanities disciplines. It also pays attention to research and application of ergonomics, materials technology. This major aims to develop compound talents with a good understanding of the shape of things and analysis capabilities, design and creative ability, aesthetic ability and practical ability, as well as an international vision, good communication and collaboration skills and ability to develop innovative products, and outstanding ability in coordination and management.

● Visual Communication(National Feature Specialty, Jiangsu Province Key Construction Specialty)

Visual communication is one of the earliest design specialty in Jiangnan University, its professional connotation has been constantly enriched with the previous adjustments of design disciplines, and it is now the brand specialty of Jiangsu Province, and the national featured specialty. It stresses on teaching with a comprehensive artistic accomplishment, traditional cultural accumulation, professional skills and professional theory, and related interdisciplinary knowledge and cutting-edge academic philosophy, in order to develop professional personnels with comprehensive knowledge of aesthetics, technology, culture and marketing strategy to address the design issues of branding, packaging, advertising, books, display, and convey information at a strategic level and technique level, who can work on integrated media visual design in support with digital virtual technology, information technology, and interactive technology. It attaches great importance on the development of creative thinking and ability, focusing on the combination of teaching, research and social services. Students with outstanding achievements can continue their studies in this major for their masters and doctors .



● Environmental design (National Feature Specialty, Jiangsu Province Key Construction Specialty)

The major was founded in 1985, evolved by interior design, environmental design, and art design (environment art direction), and is one of the earliest founded domestic majors in this area. At present, it is the National Feature Specialty and Jiangsu Province Key Construction Specialty. Throughout the 20 years of development, it took education reform and teaching achievement for the lead, formed the "3 +1" personnel training mode characterized by systematic teaching methods, architecture - landscape - interior trinity teaching features, and equal stress on theory and practice. In the context of the integration of cross cultural background, it focuses on professional theories, relevant knowledge, as well as a combination of teaching and application of the forward-looking theory and academic achievements in the field of environmental design at home and abroad. It aims to grow talents with both local and international visions, the concept of sustainable development, innovative design thinking, solid theoretical and practical ability, and strong coordination and management capabilities, who can be engaged in landscape design, interior design, architectural art design teaching and research, and design practice and management in enterprises, universities and R & D units. Students with outstanding achievements can continue their studies in this major for their masters and doctors .

● Public Art

This major was established for the urgent needs of public art and design talent in China's urbanization process, and it is now the the National Feature Specialty and Jiangsu Province Key Construction Specialty. After nearly 20 years of development, its faculty and teaching facilities has become the forefront of the domestic majors of the same kind. Public art stresses on academic openness and innovation, emphasizes on the interoperability of technology and art, and attaches importance to the unity of career planning and social needs, which aims to develop composite art and design talent with open vision, integrated skills and the strong innovation capability. Students graduated from this major can go for Master and PhD in our school.

● Architecture

This major was established in 2000, pioneered the architecture major in art academies in China. It stands on the advantage of the art and design disciplines, integrates art and science and stress on the combination of artistic and practical features, highlighting the localization and differentiation in teaching and research, creates the localized architecture education and research mode reflecting the Chinese traditions and design synchronization. It aims to develop highly qualified specialists with a high professional design level , and strong abilities in organization and coordination. Students graduated from this major can go for Master and PhD in our school.

● Fine Arts

This major was established in 1984, which is the educational majors for train middle-school art teachers, and is granted with masters degree program. It attaches importance on the traditional and the modern, the combination of theory and practice, as well as the focus on ability and creative thinking, aiming to develop high-quality compound talents with modern art professional knowledge and



innovation capabilities who can be easily adapted in to art teaching and artistic creation. Teachers in this major stands for high professional level in western painting, Chinese painting, calligraphy, seal carving and synthetic art, and have made a number of notable artistic achievements in theoretical research, artistic creation, and personnel training. Students graduated from this major can go for Master and PhD in our school.

In the past 20 years, Science of Design has developed from plastic arts with relatively complete teaching system into a cross-disciplinary subject closed related to business studies, technology, sociology, psychology, and culture. On the one hand, this change provides a favorable opportunity for design as an idea or method in social and enterprise applications, on the other hand, the continuous extension also proposed an urgent requirement for the redefine of the scope and core concepts of the design discipline.

在传统专业技能训练的基础上，致力研究型设计教育，围绕以人为本和可持续发展的原则，培养有问题意识，有执行能力，有责任感和受尊重的设计师。

On the basis of the traditional professional skills training, School of Design is committed to the research-oriented design education, stressing on the principle of people-oriented and sustainable development, in order to cultivate question-oriented, executive, responsible and respected designers.

	学期	课程设置	思路
问题意识的培养	第一学期	学科启蒙	专业认识是基础，因此需要以概论的形式使学生了解相关专业的对应范畴，知道“是什么”，发现“为什么”。
		基础 I 大基础 偏美术	造型、表现基础，各专业可在内容、技法上加以区分以实现各自专业的后续要求。
	第二学期	设计史	以通史为基础，史论所教师可适当针对专业进行衍生教学。
		基础 II 偏专业	技能基础，各专业承担，可在提出问题的基础上进行教学，注重实验性、过程性，初步培养设计的问题导向意识。
		专业技术	如计算机辅助设计、制图等，为专业设计服务。
用户研究方法和人因工程技术的训练	第三学期	专业史	针对各自专业深入了解相关史论。
		专业技术基础	纯技术基础，如工业设计的“制图、模型”、“材料与工艺”、“信息设计表达”、“人机工程学”，视觉传达的“人因工程（可读性认知）”、建筑环艺的“力学、结构（人体工程学）”，美术的与社会问题相关的课程等。

	学期	课程设置	思路
	第四学期	专业基础	专业方法, 包括产品开发、原理、方法、用户研究等, 使学生掌握初步解决问题的方法。
对社会、 经济和文化等宏观因素的认识	第五学期	专业实践 I	注重方法、技术的整合、管理。
	第六学期	专业实践 II	概念论证和设计传播, 如投标、招标、从用户、市场、生产成本、可行性等方面进行案例分析等, 系统培养学生综合解决问题的能力。
		职业规划 就业指导	与专业学习相结合作。
交叉和 实践	第七学期	应用交叉	每个系必须安排一门课或者若干个项目和其它学院实现交叉, 为毕业设计助力。
	第八学期	毕业设计	包括实习, 均采用导师管理制。





科学研究团队

Research Teams

研究团队：建筑艺术遗产保护与再生

主要研究：

1. 建筑艺术遗产分类与比较研究
2. 建筑艺术遗产保护方法
3. 基于传承的创新设计方法与理论

研究团队：设计哲学

主要研究：

1. 设计思维
2. 设计方法论
3. 新美学
4. 设计教育

研究团队：地域视觉文化遗产研究

主要研究：

1. 视觉文化遗产外在形式的视觉特征及风格特点
2. 视觉文化遗产中活态的传统工艺、制作方法

研究团队：系统创新与设计战略

主要研究：

1. 系统创新的理论与方法
2. 可持续系统创新策略（商业、文化、社会）
3. 为地区创新及传统手工业转型的设计干预策略

研究团队：交互设计

主要研究：

1. 产品交互设计理论与方法
2. 公共交通空间的交互设计研究
3. 智能家居环境的用户体验设计

研究团队：地域视觉设计文化研究

主要研究：

1. 对民间传统文化及艺术的研究
2. 地域视觉文化和形态的可持续设计研究

研究团队：设计方法研究

主要研究：

1. 中西设计比较研究
2. 设计评价体系研究
3. 中国传统设计思想研究



Research Teams

Research Teams: Conservation and Renewal of Architecture Heritage&Art

Research Fields:

1. Comparative study and classification of architecture heritage& art
2. Architecture heritage& art protection methods
3. Tradition-based innovative design methods and theories

Research Teams: Philosophy in Design

Research Fields:

1. Design thinking
2. Methods in Design
3. New Aesthetics
4. Design Education

Research Teams:Research of Regional Visual Cultural Heritage

Research Fields:

1. The visual and style characteristics of the external form of the visual cultural heritage
2. The traditional crafts and production methods of living visual cultural heritage



Research Teams: System Innovation and Design Strategy

Research Fields:

1. Theories and methods of system innovation
2. Sustainable systems innovation strategy (commercial, cultural, social)
3. Design intervention strategies for regional innovation and traditional handicraft transformation

Research Teams: Interaction Design

Research Fields:

1. Product interaction design theory and methods;
2. Public transport space interaction design;
3. User experience design of the smart home environment

Research Teams: Regional Culture and Visual Design Research

Research Fields:

1. Traditional folk art and culture;
2. Sustainable design study of the geographical visual culture and forms

Research Teams: Design Methodology

Research Fields:

1. Comparative study on Chinese and Western design;
2. Study on Design Evaluation System;
3. Study on traditional Chinese design thinking



International Exchange and Cooperation

国际合作与学术交流



在学院 50 多年的历史发展进程中，国际合作与交流推动了学科与学院发展历史性的飞跃。近年来，设计学院凭借学科优势和人才优势，在国际合作与交流的深度和广度、形式和内容上都有了新的突破，使学院成为国内设计界最活跃的国际交流中心之一，国际影响力日趋提升。

● 国际伙伴院校与国际会员

学院注重全球范围内的交流与合作，迄今为止与来自美国、德国、英国、意大利、瑞士、日本、荷兰、韩国、香港地区、澳门地区和台湾地区等 20 多个国家和地区共计 50 余所的著名设计院校、机构企业等，通过多种形式在教学和研究方面保持长期联系与合作。学院是国际设计院校联盟（Cumulus）和国际社会创新和可持续设计联盟（DESI）的成员单位。

● 学生交换项目与国际课程建设

学院国际交换生项目开展十分活跃，同来自多个国家和地区 30 余所知名院校达成了交换生计划，学院每年输出海外交流项目学生百余名，覆盖了学院本科和研究生专业，拓展了学生出国交流学习空间和视野。

为配合设计学院不断上升的国际交流交换需求，学院在“输出”的基础上不断完善“引入”条件，打造并建成了以前沿研究为导向的、与国际接轨的国际课程群，为学生提供国际课程资源，为学院接受国外交换留学生提供了课程保障，有力地促进学院在接收国际交换生、国际访问学者、联合国国际课程等方面的拓展。

● 师资队伍国际访学活动

学院每年接待近 50 人次的外国专家来讲学，先后聘请了包括意大利米兰理工大学艾佐·曼梓尼（Ezio Manzini）教授和辛辛那提大学克雷格·沃格尔（Craig M. Vogel）教授在内的几十位教育界和企业界专家学者作为江南大学客座教授，长期指导江南大学设计学院国际学术交流活动。

设计学院广大教师坚持“走出去”，主动参与国际合作框架下的学术交流与科研活动，学院教师先后在米兰理工大学、阿尔托大学、爱丁堡大学、圣马丁大学、麻省理工大学、德蒙福特大学等访问并讲学，在合作教学、项目设计实践、师生互动培养、可持续设计研究等领域的合作卓有成效，引起了国内外同行的高度关注。

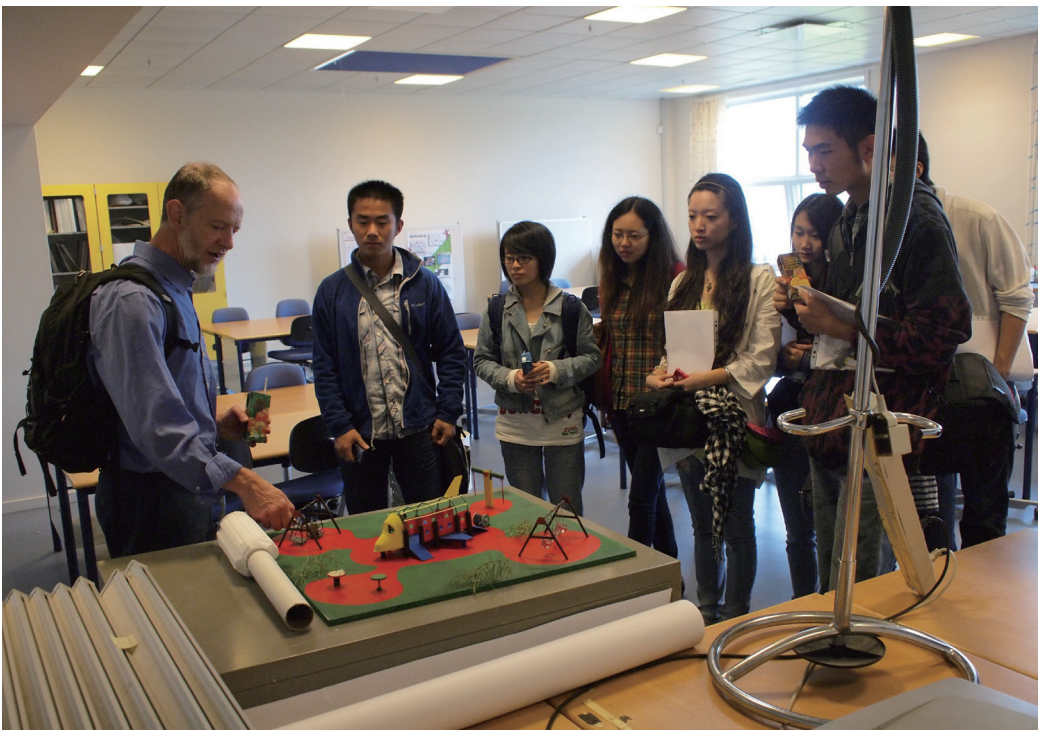


● 国际学术合作与国际联合实验室

学院通过组织联合工作坊、学术论坛、国际合作科研等形式，不断深化国际学术交流，国际影响力不断提升。DESI国际联合实验室（DESI Lab）是在国际社会创新与可持续设计联盟（DESI Network）框架下成员实验室之一，于2009年成立，2011年正式挂牌，由DESI联盟主席Ezio Manzini教授任首席专家，致力于可持续设计、社会创新、服务设计等新兴领域的研究与国际合作。

学院在2012年11月份和美国罗切斯特理工大学签订了合作研究协议，江南大学设计学院正式成为罗切斯特理工大学东西设计中心合作伙伴，同时罗切斯特理工大学设计学院正式成为江南大学开放创新研究院合作单位。

在全球化背景下新的历史阶段，国际化已经成为学院发展的核心战略之一，学院不仅注重积极吸收和转化发达国家的设计思想、方法和知识为我所用，而且致力于将学院作为国际平台，与国际伙伴一起探索和引领设计学科和设计教育的发展。





International Exchange and Cooperation

In the past 50 years, international cooperation and exchanges has greatly promoted the historic leap in the development of disciplines and the school. In recent years, School of Design has made a new breakthrough in the depth and breadth of international cooperation and exchanges with the advantages in discipline and faculty, becoming one of the most active international hub in the domestic design field, with its international influence increasingly enhanced.

● International Partnership and Membership

So far, School of Design has established long-term partnership in both teaching and researching through multiple ways with more than 50 well-known design institutions, organizations and enterprises from more than 20 countries and regions including USA, Germany, Britain, Italy, Switzerland, Japan, the Netherlands, South Korea, Hong Kong, Macao, Taiwan. It is a member of the International Association of Universities and Colleges of Art, Design and Media (Cumulus) and one of the members of the International Network of Design for Social Innovation and Sustainability (DESIS).

● Student Exchange

School of Design is relatively active in international exchanges, and has reached student exchange agreements with more than 30 well-known institutions and universities from many countries and regions. Every year, there will be more than 100 students going abroad for international exchange programs, covering all undergraduate and graduate majors, providing great opportunities for students in expanding their view and vision in their studies.

In order to cope with the rising international exchange needs, the school dedicated great efforts in constantly improving international courses for incoming students, and set up a cutting-edge research-oriented and international standard international curriculum group. By providing international curriculum resources for our own students, the International Curriculum Group also provides a curriculum guarantee for the incoming foreign exchange students, effectively promoted the expansion of the school in receiving international exchange students and visiting scholars, as well as the arrangements of jointed international courses .

● Faculty Exchange

School of Design receives nearly 50 foreign visiting experts every year, hiring dozens of experts and scholars as guest professors of Jiangnan University, including Professor Ezio Manzini from Politecnico Di Milano and Professor Craig Vogel from University of Cincinnati, who will carry our long-term advices for international academic exchanges.

Many teachers from School of Design insist on going out, actively participate in international academic exchanges and scientific activities. Faculty from the school visited universities and institutions including Politecnico Di Milano, Aalto University, University of Edinburgh, St. Martin's University, Massachusetts Institute of Technology, De Montfort University for lectures and studies, and received fruitful results in the co-teaching activities, project design practices, the teacher-student interaction trainings as well as sustainable design research, which attracted great attention from domestic and foreign counterparts.

● International Academic Cooperation

Through the organization of collaborative workshops, academic forums and international cooperative research programs, School of Design is dedicated on the deepening of international academic exchanges, with its international influence gradually uprising.

DESIS Lab is one of the laboratories in the framework of the DESIS Network, which was established in 2009 and officially launched in 2011. Professor Ezio Manzini, the Chairman of the DESIS Union was invited to be top advisor for the Lab that is committed to the research and international cooperation in the emerging field of sustainable design, social innovation, and service design.

School of Design signed agreement on research collaboration with Rochester Institute of Technology (RIT). School of Design became an official partner of EastWest Center for Design at RIT, while College of Imaging Arts and Sciences became a partner of Open Innovation Research Institute at Jiangnan University.

In the new historical stage in the context of globalization, internationalization has become one of the core strategy of the further development of the School. We are not only committed to actively absorbing and transforming design ideas, methods and knowledge from developed countries, but also active to work together with its international partners to explore and to lead the development of design disciplines and design education.



竞赛获奖和专利成果

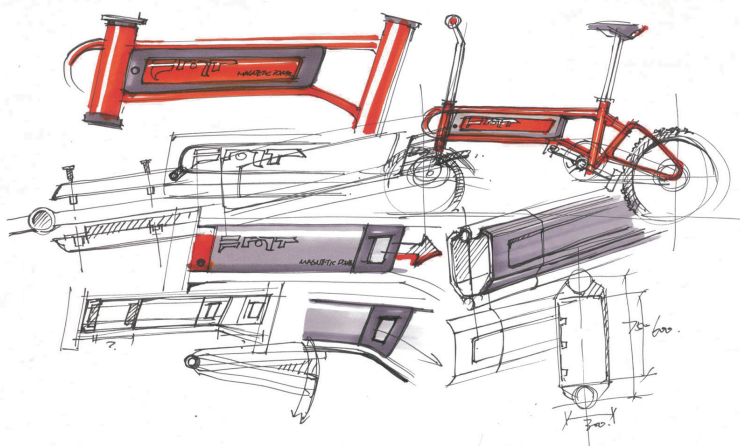
Design Awards and Patents



学院师生在国内外各类重要设计奖项中屡创佳绩，如获得德国红点设计奖 41 项，其中 4 项“best of best”大奖，在全球院校排名列第 7 位；获得德国 IF 设计奖 12 项，全球排名第 5 位；美国 IDEA 竞赛奖 1 项，法拉利超级跑车全球设计大赛特别大奖，台湾光宝设计金、银奖 9 项，“DDF 光华龙腾奖——首届龙腾之星大学生创新设计竞赛银奖等”，“三一重工”国际工业设计大赛华东区比赛一等奖 1 个二等奖 2 个，全国总决赛三等奖 1 个，第 12 届全国大学生设计“大师奖”金银奖等等。

完成国家和地方重要设计工程实践项目 400 余项，每年获得授权专利千余项。

学院与德国、法国、英国、瑞士、意大利、日本、荷兰、丹麦、韩国、香港地区、澳门地区等国际上多个著名设计院校和设计企业在教学和研究方面长期保持联系和合作，通过联合课程设计、设计工作坊、短期课程培训班等方式，每年定期师生团队互访，开展“跨文化、跨学科”的国际合作设计教学，形成新的教学研究品牌。并与加拿大、英国、日本等国著名设计院校以“3+1”、“2+2”、“1.5+3”的方式进行本科教育合作，培养具有国际视野的创新设计人才。



首届中国优秀工业设计奖 金奖 设计师：曹鸣

Normal mode



WRENCH UNDER NORMAL USAGE, THE MORE ARDUOUS.

Labor-saving mode



PULL OUT A WRENCH ARM EXTENDED HANDLE . MORE EFFORT.

E-SPANNER

MORE EASILY, MORE CONVENIENTLY

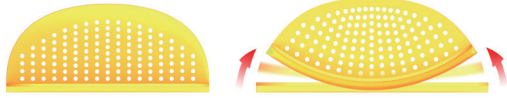
Arm length, according to the principle of leverage, wrench force is more convenient.



2010 年红点概念奖

FOOD FILTER

MORE EASILY, MORE CONVENIENTLY

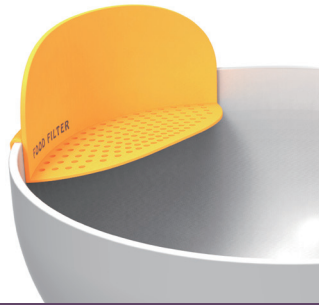


Before Use

In Use

In the kitchen, you will always face the problem that solid food need to be separated from liquid food. Usually, using general format will make food remain in the mesh and also it is not convenient to pour out the liquid carefully.

Now a perfect food filter made of silica gel can solve all problems. Set it in the edge of the container with mixed food, then just pour out the liquid, finally solid food can be easily separated from liquid and remains in the container.



2011 年红点概念奖



reddot design award winner 2012

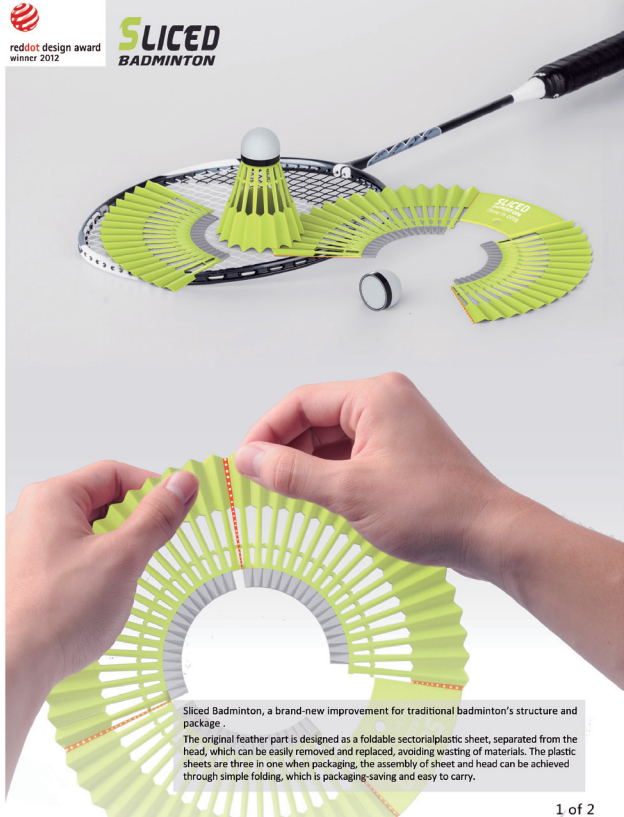
You don't need change the color of line when sewing with

Line Printer™

2012 红点概念奖



SLICED BADMINTON



Sliced Badminton, a brand-new improvement for traditional badminton's structure and package. The original feather part is designed as a foldable sectorial plastic sheet, separated from the head, which can be easily removed and replaced, avoiding wasting of materials. The plastic sheets are three in one when packaging, the assembly of sheet and head can be achieved through simple folding, which is packaging-saving and easy to carry.

1 of 2

2012 红点概念奖

Design Awards and Patents

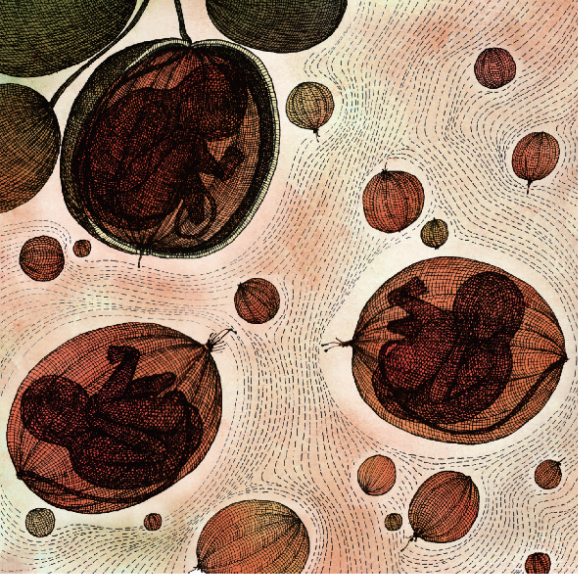
Faculty and students have won numbers of awards in all kinds of domestic and foreign important design events, including 41 awards(4 awards listed in the Best of Best Awards) in German Red Dot Design Award(ranking the 7th worldwide among all institutions), 12 awards in the German IF Design Award (ranking the 5th worldwide among all institutions), one US IDEA Award, 9 Ferrari Global Design Competition Special Award, 9 gold and silver awards in Taiwan Lite-on Design Award, Silver Award in the Innovation Design Competition of DDF Guanghua Longteng Award, one first prize and 2 second prize in southeast region Sany International Industrial Design Competition Award and one third prize for the national finals as well as the gold and silver awards in the 12th National Student Design Master Award.

The school has complicated more than 400 national and local design engineering practice projects, with more than a thousand patents items authorized every year.

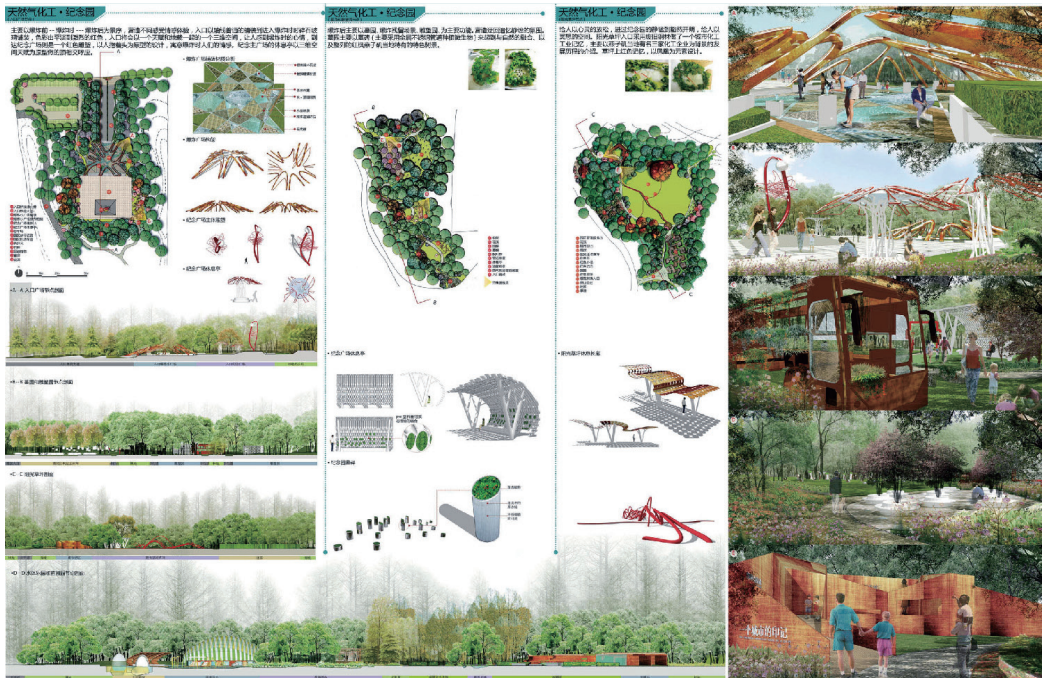




“帖宋” 2012 第十三届白金创意大学生平面设计大赛 金奖



“草木生” 概念插画设计 第五届“设计之星”全国大学生视觉设计大赛银奖



涅槃·重生

THE REBORN OF THE PHOENIX

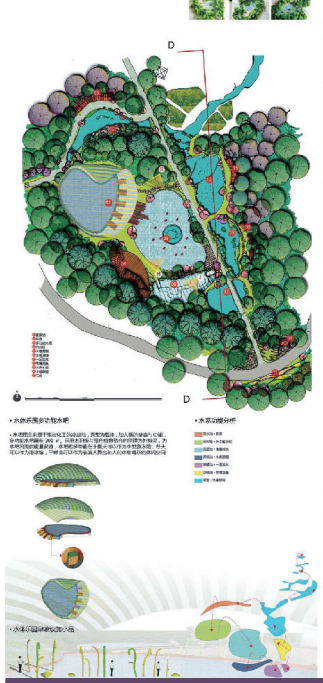


南京 728 爆炸遗址景观改造

学生姓名：宋春苑 所在班级：环艺 0802 学生学号：0603080208 指导老师：史明 吴保 完成日期：2012年6月

煤炭化工·水体乐园

本案为煤炭化工企业... 旨在打造一个集休闲娱乐、科普教育、生态环保于一体的综合性公园。通过水体的引入，改善周边生态环境，提升企业形象。

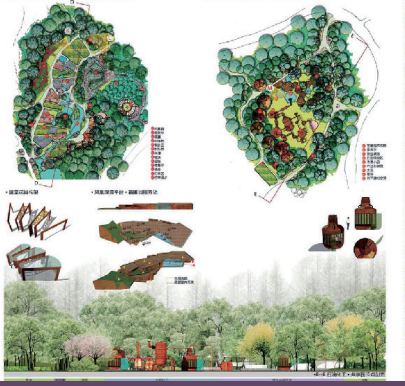


农业化工 (南圃园)

种植、自然、休闲、科普... 旨在打造一个集农业生产、科普教育、休闲娱乐于一体的综合性公园。

石油化工 (共享乐园)

游乐、健身、休闲... 旨在打造一个集游乐、健身、休闲于一体的综合性公园。



环艺学年奖金奖



Student Affairs 学生生活

设计学院致力打造学生活动品牌。“爱设计 爱设计学院”深烙人心，“造型之声”大型文艺晚会已经持续到了第 32 届，学生 DIY 制作手工艺品并进行售卖，连续多次举行“创意市集”活动，成为学院创新创业平台建设的重要支撑，2012 年，学生创立“大学生创业党支部”，在培养学生创业意识方面进行了有效尝试。

School of Design is committed to creating the brand of student activities. Love design, love School of Design greatly interiorize, and the variety show of the Voice of the Modeling has been carried out to the 32nd years, becoming one of the classic brand of the school and even the university's student activities. Students make their own handicrafts for sale in the Idea Market which has become the important support for the innovation and entrepreneurship platform of the school. In 2012, the Students' Entrepreneurship Party Branch made effective attempt to the development of students' awareness of entrepreneurship.



Faculty and Staff

Faculty in School of Design are a group of well-known design experts and teachers with rich design practice and teaching experience that some of them are enrolled as the National Young and Middle-aged Experts with Outstanding Contributions, the National New Century Excellent Talents, Distinguished Teachers in Jiangsu Province, Jiangsu Province 333 Project Training Talents, China Top Ten Industrial Design Talents and Leading Talents in Wuxi Social Undertakings. Their teaching philosophy, teaching methods and teaching achievements gained great influence and high reputation in the domestic counterparts.

The school currently has 111 teachers, including 18 professors, 58 associate professors, 68% of teachers are with senior professional titles, and teachers with doctoral and master's degrees takes 71%.

School of Design attaches great importance in the employment of overseas experts, currently including 3 Adjunct Professors, namely, Francesca Valsecchi, Nicola Butti, and Eugenio Altieri, one visiting scholar, Nansi Van Geetsom, and 4 guest professors, namely Ezio Manzini from Politecnico di Milano, Craig Vogel from University of Cincinnati, Matthias Rauterberg from AienhuofenUniversity of Technology, and Massimiliano Campi from Napoli University.

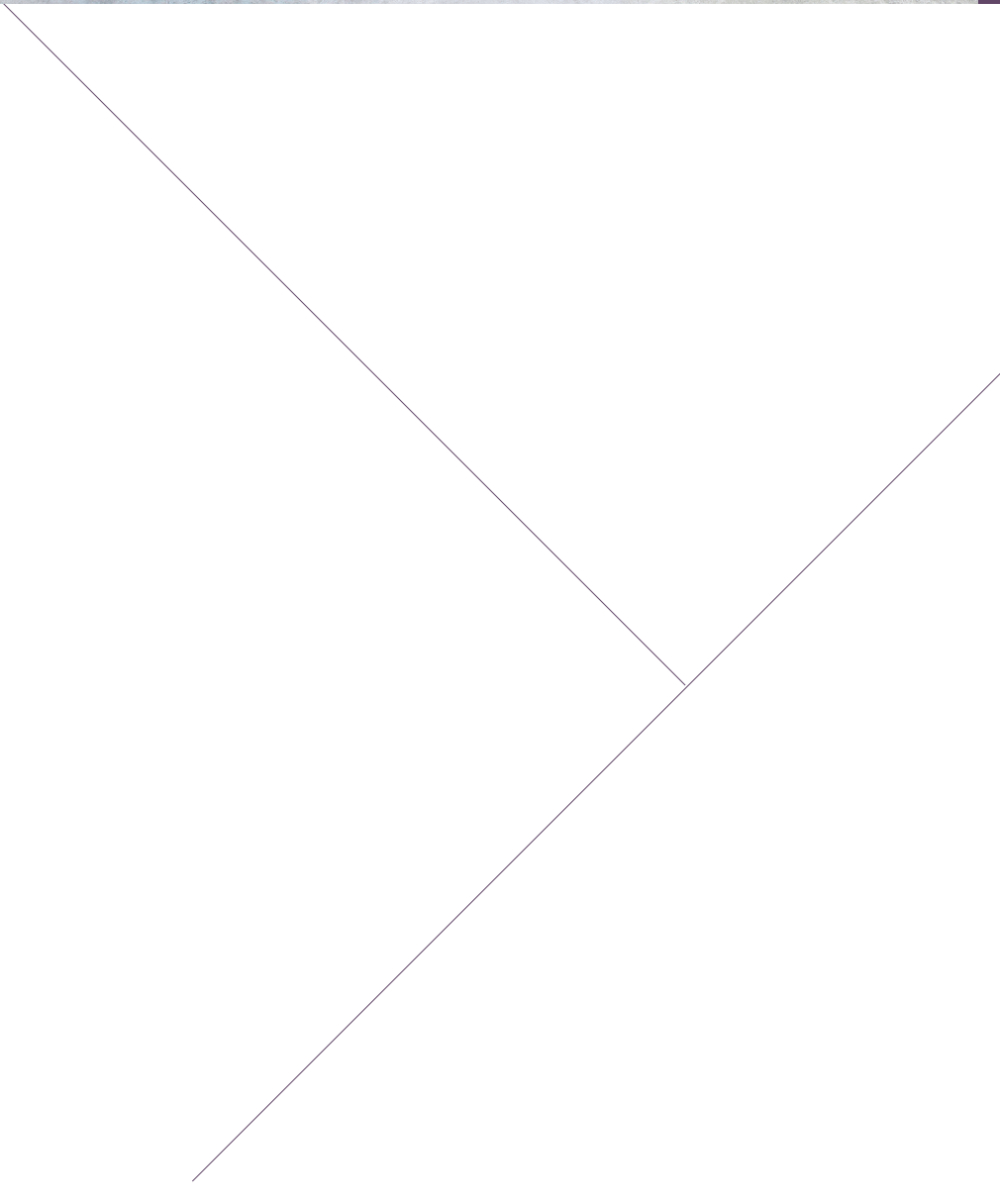
Resource Platforms

学院师资队伍

学院拥有一支包括有国家突出贡献中青年专家、国家新世纪优秀人才、江苏省教学名师、江苏省“333工程”培养对象、“中国工业设计十佳”等优秀人才和无锡市社会事业领军人才在内的知名设计教育专家以及具有丰富设计实践和教学经验，实力雄厚的师资队伍。无论是教学理念还是教学方法以及教学成果，都在国内同行中有较大的影响力和较高的声誉。

学院目前拥有专业教师 21 人，其中教授 18 人，副教授 3 人，高级职称教师比例达 68%。师资队伍中具有博士、硕士学位的教师比例达 71%。

学院聘用海外专家师资，兼职教授 3 人：Francesca Valsecchi、Nicola Butti, Eugenio Alieni；访问学者：Nansi Van Geesom；客座教授：Ezio Manzini / 米兰理工大、Craig Vogel / 辛辛那提大学、Mathias Rautenberg / 爱恩霍芬理工大、Massimiliano Campi / 那波利大学等多人。



江南大学产品创意与文化研究中心

江苏省高校人文社科重点研究基地（2010年）

四个研究方向：

地域文化与可持续设计

服务与交互设计

工业设计创新系统理论

设计文化与美学

江南大学产品设计艺术实验教学中心

江苏省实验教学示范中心

模型制作实验室

公共艺术实验室

摄影实验室

人机工程实验室
丝网印刷实验室
建筑技术实验室
交互与数字技术实验室
虚拟展示实验室等

江南大学开放创新设计研究院

整合设计学院、商学院、物联网技术等多学科力量研究生团队进驻研究院，并联合其他国内和国际优势资源，着力开展产品研发、成果转化、公共服务和人才培养。

有社会责任的设计
生活方式设计
设计与管理
信息和服务设计
健康设计

江南大学蒋震基金工业设计培训中心

香港蒋氏工业慈善基金于 2001 年出资设立。12 年来聘请数十位世界一流工业设计师及教育专家前来讲学和研讨，在提升行业人才的创新能力和国际视野方面卓有声誉。

设计馆

设计与艺术博物馆（竹器）

钱绍武艺术馆

馆内展示我国著名的雕塑家、画家、书法家钱绍武先生创作并捐赠的 20 件雕塑青铜原作；20 幅素描作品及若干书画作品。

《创意与设计》杂志

创刊于 2008 年。由教育部主管、江南大学主办、江南大学设计学院承办，以产品创意设计研究为主体、兼及各设计专业方向的全国性学术刊物。

主要栏目：设计教育与探索、创意设计与美学、设计美术与批评、设计史论、公共艺术与文化、院长访谈、设计文化遗产、视觉文化遗产、紫砂艺术等。

Resource Platforms

Jiangnan University Creative & Cultural Research Center

Key Research Base of Humanities and Social Science in Jiangsu Province (2010)

Research Directions:

Regional Culture and Sustainable Design

Service and Interaction Design

Industrial Design Innovation System Theory

Design Culture and Aesthetics

Jiangnan University Product Design Art Experimental Teaching Center

Experimental Teaching Demonstration Center in Jiangsu Province

Modeling laboratory

Public Art Lab

Photography Lab

Ergonomic Laboratory

Screen Printing Laboratory

Architecture Technology Laboratory

Interactive and Digital Technology Laboratory

Virtual Exhibition Laboratory

Jiangnan University Open Innovation Design and Research Institute

It is the multidisciplinary integration of graduate student team from School of Design, School of Business and the Internet of Things Technology, in conjunction with other national and international advantageous resources, committed to carry out product R & D, achievement transformation, public services and personnel training.

Socially Responsible Design

Lifestyle Innovation

Design and Management

Information and Service Design

Health Design

Jiangnan University Chiang Chen Foundation Industrial Design Training Center

Funded by Chiang Chen Industrial Charity Foundation in 2001, the Jiangnan University Chiang Chen Fund (Hong Kong) Industrial Design Training Center has invited dozens of world-class industrial designers and education experts to carry out workshops and seminars in the past 12 years, which enjoyed a good reputation in the promotion of the innovative capacity and international perspective of talents in the field.

Design Museum

Design and Art Museum (bamboo)

Qian Shaowu Museum of Art

The museum displays 20 original bronze sculptures, 20 printed drawings and some calligraphy and paintings works created and donated by the famous sculptor, painter and calligrapher Mr. Qian Shaowu.

Creation and Design Journal

First published in 2008, it is now a national academic journal in the charge of the Ministry of Education, hosted by Jiangnan University, and edited by School of Design, which takes product creative design research as the main part, covering other field of design research as well.

Columns: Design Education and Exploration, Creative Design and Aesthetics, Design Cultural Heritage or Visual Cultural Heritage, Art of Purple Clay.

