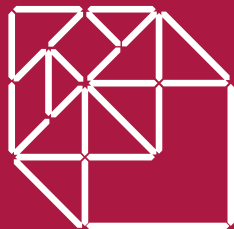




江南大学
JIANGNAN UNIVERSITY

Since **1960**



江南大学设计学院

School of Design
Jiangnan University



Outstanding disciplines in Food Science(top1), Light Industry(top1) , Textile Engineering (top2), and **Design** (in top5) in China

Ranks **49th**, among the 2263 Chinese Higher institutions
(Chinese Universities Rank System 2012)





2.08 km² “Eco-campus”
1 million SM floor space



At Wuxi, a beautiful city in
the east of China



江南大学设计学院
School of Design
Jiangnan University

Since 1960

General Info.

School of Design, Jiangnan University

The earliest Design Programme in China
A earliest Master Programme in Design in China
One of top design schools in China

Research-oriented education to cultivate excellent designers



Since **1960**

The first modern design
programme in China





5 departments and institutions,
7 programmes
15 studios

140 staff (60 professors and associate professors)
2000 undergraduate student
300 postgraduates

Admission percentage:

Undergraduate: 2 %

Postgraduate: 15 %

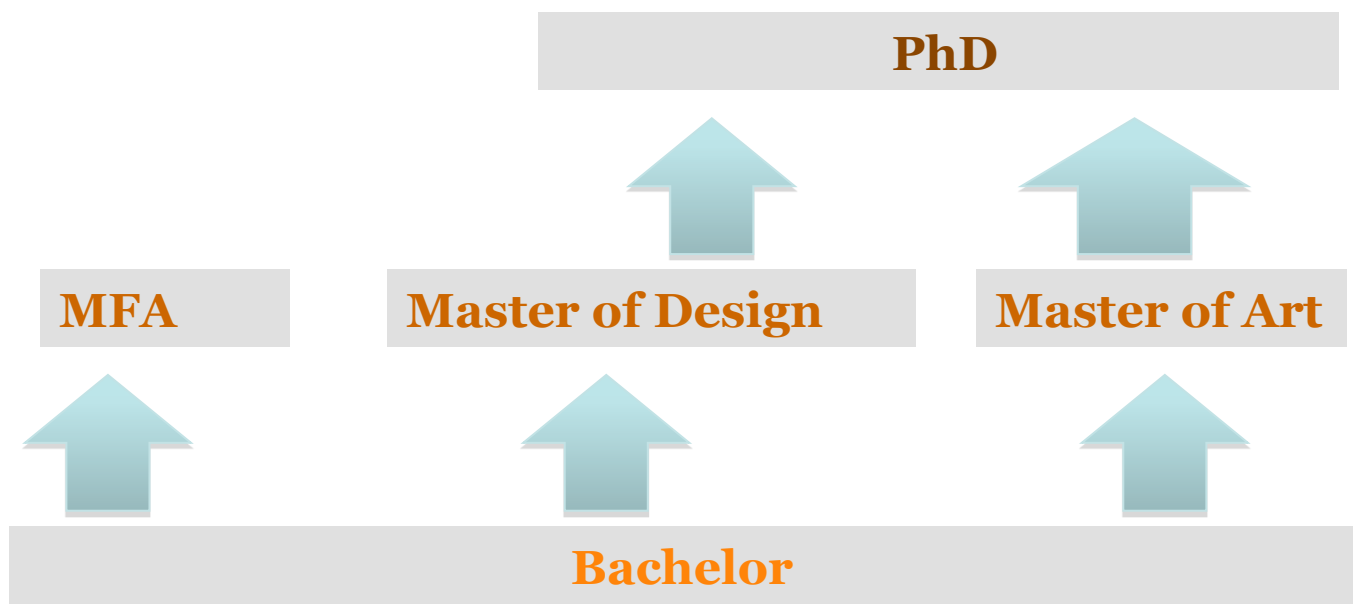


PhD , 4 years

Master, 2.5 years

Bachelor, 4 years







15 design and research studios

Lifestyle and Innovation Design Studio
Systematic Integrated Design Studio
Interaction Design Studio
Brand and Package Design Studio
Information and Text Design Studio
Digital Media and Multi-dimension Visual Design Studio
Cultural Creativities and Strategic Design Studio
Interior Design Studio
Landscape Design Studio
Architecture Design Studio
Public Art Design Studio
Living Art Works Design Studio
New Art Form Research Studio
Basic Form Research Studio
Painting Research Studio
Fine Arts Research Studio



Main research fields

Design Aesthetics

User Experience and Service Design

Integrated System Innovation

Digital Media



12 research projects funded by
Education Ministry Humanity and Social Science Research
Foundation, in **2011**

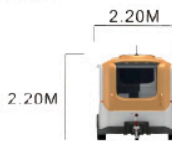
Rank **No. 1** in the field of Design and Arts



2010 第一期

创·造·设计

CREATION AND DESIGN



创·造·设计

主办单位：江南大学
中国轻工业信息中心
承办单位：江南大学设计学院
出版日期：2010年02月20日
国内统一连续出版物号 CN32-1794/TS
国际标准连续出版物号 ISSN 1674-4187
广告经营许可证：3202010530007
国内定价：35.00元

本期刊内所有文字均用简体中文编写，除个别专有名词外，均用中文标注。

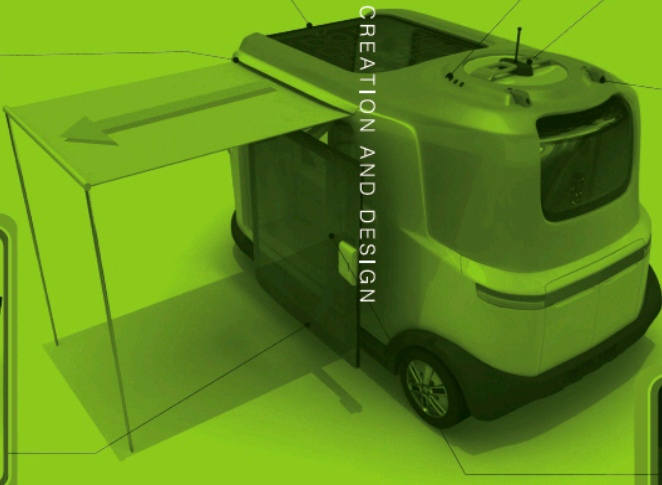


图1 自行车、电动自行车、摩托车、电动自行车



“官、产、学、研”合作——现代创新设计教育的现实选择
The Co-operation of Government, Industry, University and Research
—A Realistic Choice for Modern Innovative Design Education

Idecade——21世纪设计会谈
Idecade——Discussions on Design in the 21st Century

整合，以创新的名义——新世纪十年西方设计教育的一种走向
Integration, in the Name of Innovation
—Western Design Educational Trend in the First Decade of This New Century

中国平面设计十年回顾（2000—2009）
Ten Year Review of Chinese Graphic Design (2000—2009)
象牙塔里看刚刚过去的设计十年
Review the Past Ten Years of Design in the Ivory Tower

为社会创新而设计——DESIS08（江南）：江南大学关于可持续设计的教学实验
Design For Social Innovation
—DESIS08—Jiangnan: A Dictation Experiment on Sustainable Design at the School of Design of Jiangnan University



reddot design award



concept award

Electrolux

SONY



Students Awards:

Red dot: 45 (Ranked 7 in world)

IF: 13 (Ranked 5 in world)



Bottle light

a brand new light of environmental protection concept



Nature
Interaction Design for the washroom

Nature devotes to bring the natural need of human, being back to a more natural status. By integrated the interaction tech and the simple form of urinal, it takes great attention to the emotional need of human, being as as to bring back the modern people their original lifestyle.

When people use it, it makes people feel like irrigating a small plant, which builds a emotional connection between human and nature.



Partnership with national and international companies



创意感动生活
The Creative Life



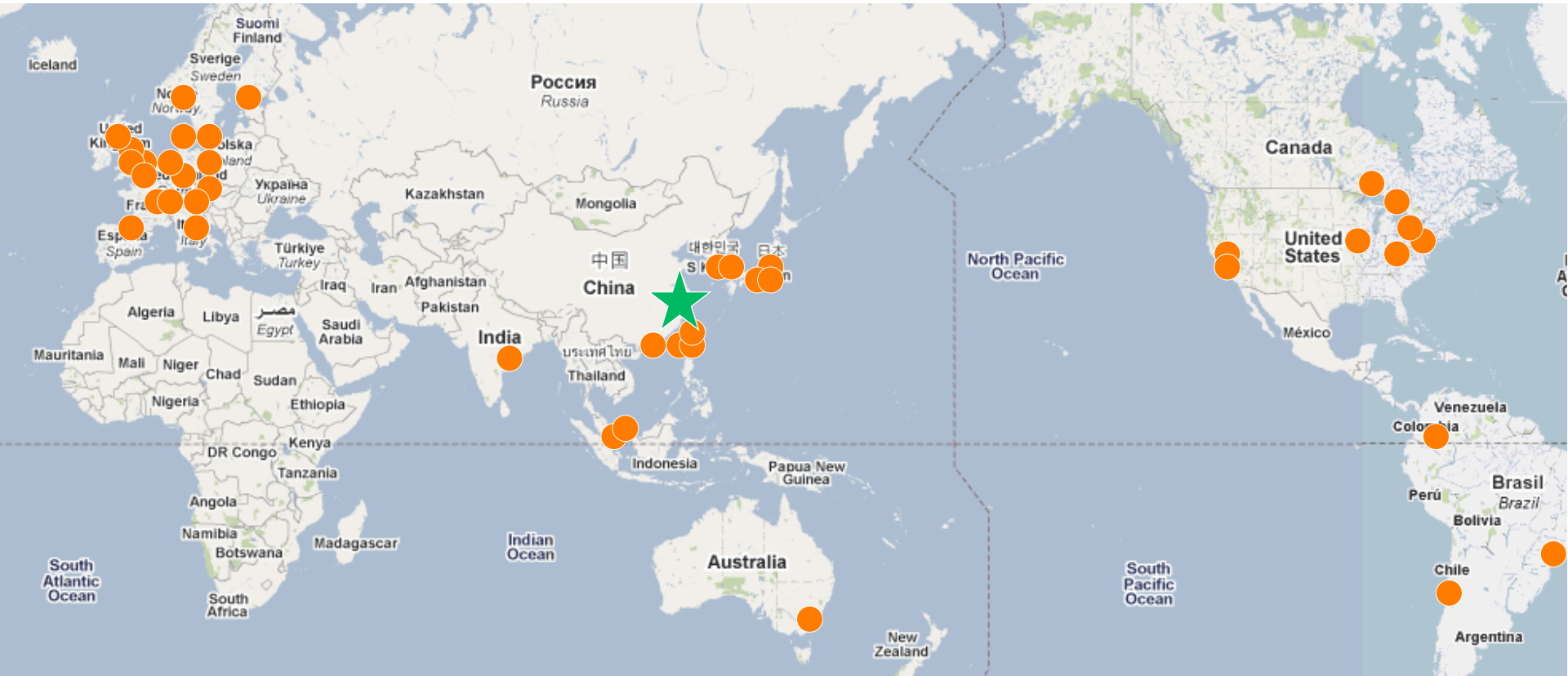


More than 300 national and district important design projects and practices were finished, and nearly 600 items of design patent were created and owned.





We have academic links to more than 50 design universities in over 20 countries.





Frequent international exchange and cooperation activities: Lectures, Seminars, Workshops, Conference and reciprocal programmes

International Courses platform

15-20 courses in English/year

Incoming students: (15+40) persons/year

Outgoing students: (25+60) persons/year





International Membership

CUMULUS: International Association of Universities and Colleges of Art, Design and Media

DESIS: A network on Design for Social Innovation and Sustainability





International Collaborative Programms

WuZu (04-13)

Chitao8, Desis 09, 10,11,12

Inje 08, 09, 10, 11, 12

IHK 2010/11/12





An international Academic Conference

Re-DESIGN DESIGN EDUCATION CONFERENCE (I) 2012

Scope, Methods, and Principles

May 25-27, 2012 CHINA·WUXI

Re-DESIGN DESIGN EDUCATION CONFERENCE (II) 2013

**New Contexts, New Problems,
and New Approaches**

May 24-26, 2013 CHINA·WUXI

Re-Design Design Education
Conference 2012, 2013, 2014, 2016

To redefine the design disciplines and
professions, reflecting to design
education.



Scope of Design

- A Profession vs. A Discipline
- Nature of A Concept
- Design and Management
- New Topics: Interaction, Service and Social Innovation

Techniques, Methods and Strategies

- Research as Design
- Design as New Rhetoric
- Teaching Design (New Foundation/Interdisciplinary Education/ Reflective Education)
- Professional and Managerial Skills

Design and Value Creation

- Design and Value Building
- New Aesthetics
- Understanding Object
- Designer as Social Role Model



A open platform for M.Des education and industrial cooperation



JU Open Design Research Institute

- 有社会责任的设计 (Socially Responsible Design)
- 生活方式设计 (Lifestyle Innovation)
- 设计与管理 (Design and Management)
- 信息和服务设计 (Information and Service Design)
- 健康 (Health)

Wuxi National Industrial Design Park



A experiment class in undergraduate education

Integrated Innovation Program

- To define problem and opportunities (strategic design);
- To develop integrated solutions (interdisciplinary);
- Team work and communication (Professional talent and still)



江南大学设计学院
School of Design
Jiangnan University

Welcome!



Tradition & Innovation

Cases in China

Made in Jiangnan

http://www.tudou.com/programs/view/jwZp2bk5ySq/?resourceId=0_06_02_99

<http://www.rddesign.cc>

<http://zj.sina.com.cn/z/gymsxt/index.shtml>

Cases in China

Made of Bamboo

<http://zhan.renren.com/gregshen?switch=true&from=bar>

Cases in China

Ceramic in Jingdezhen

<http://www.china-jdz.com/>

http://en.wikipedia.org/wiki/Blue_and_white_porcelain

Cases in China

Clay figure in Wuxi

http://www.chinaculture.org/gb/en_aboutchina/2003-09/24/content_22019.htm

<http://bbs.huaxia.com/viewthread.php?tid=20312>

Cases in China

Clay Teapot in Wuxi

http://en.wikipedia.org/wiki/Yixing_clay

<http://www.zisha123.com>

<http://www.baike.com/wiki/紫砂壶>

Driving force

The innovation of technic & material

The innovation of business pattern

The diversified needs of modern lifestyle

传薪

chuan xin

传火于薪，前薪尽而火又传于后薪，火种传续不绝。

传薪

chuan xin

传火于薪，前薪尽而火又传于后薪，火种传续不绝。