

College of Fashion and Art Design

NAME OF THE PROGRAM

Design 设计

RESEARCH DIRECTIONS: Fashion Design and Communication

Learn to use systematic theory and design thinking and methods to conduct research on related topics, and cultivate the ability to study and solve practical problems based on design strategies and innovative spirit, humanistic care, social harmony, public fashion, market demand, environmental optimization and other demands. Capable of product strategy and research, fashion product design and research, fashion culture communication design, fashion brand communication promotion and design, fashion event organization and management, as well as related professional work and design education.

TYPE OF THE DEGREE: Professional Degree

DEGREE CONFERRED: Master of Art

SCHOOLING: 3 years

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1、 BRIEF INTRODUCTION

The College of fashion and design is one of the earliest colleges and universities for establishing a design discipline in China. The discipline has a development history of more than 40 years. The major of textile design was established in 1982, and was authorized to train graduate students in 1996. In 2018, it was approved as a "Design" major. A doctoral degree conferment point in level disciplines. The design discipline includes professional directions such as fashion art design, visual communication, digital media art, environmental design, and product design. It has a first-level doctoral program in design (2018), a second-level doctoral program in fashion design and engineering, and a fashion interdisciplinary doctoral program in design and innovation engineering (2013). In 2005, it was authorized to receive a professional master's degree in art; it has three first-level master's degree programs in design (2011), art theory, and fine arts. "Fashion Design and Engineering" was listed as a national key discipline and a national characteristic major in 2007. In 2012, it was rated as a key discipline in Shanghai and a key construction discipline in the "211 Project" of the Ministry of Education; among them, "Design" was selected as a key discipline in Shanghai and a first-class discipline in Shanghai in 2012. It was the first batch of 32 universities in the country to establish a professional master's degree in "Art Design" One of the degree-granting institutions. It is currently a member of the National Art Professional Degree Education Guidance Committee, the chairman and secretariat unit of the Shanghai Art Guidance Committee.

2、 PROGRAM OBJECTIVES

Students are trained to have systematic art theory, high-level art creation skills, high aesthetic ability, creative thinking ability and expressive power, through theoretical study, work creation and project research. Students are skilled in the artistry and commerce of fashion, art design High-level professionals who are particularly good at foresight and practicality and are qualified for art design practice, management, teaching, art design activity planning and organization required by design units, colleges, research and government departments, etc., and have the ability to start your own business.

3、 CURRICULUM

Main Courses

1. Fashion Design and Research 时尚产品设计与研究

The course combines theory with practice to allow students to master the basic methods and essentials of product design. Through cross-teaching with new materials and other disciplines, the design course is more effective and provides a more comprehensive and clear understanding of cutting-edge knowledge and information about fashion design. learn. Combining design theory and design practice makes the teaching of this course practical and pioneering.

2. Guidelines for Academic Ethics and Manuscript Preparation 学术道德与论文撰写指导

This course is geared towards fashion and art design majors. It takes the writing method and writing process of thesis as the main line, and follows the practical links of "understanding thesis - changing thinking - selecting thesis topic - preparing thesis - writing thesis". The explanation closely focuses on the two key points of thinking and writing. At the same time, it emphasizes the technical specifications that should be mastered and the academic ethics that should be observed in graduation thesis and academic journal articles. The aim is to enable students to master the basic points and standard requirements of professional paper writing through learning, and to be able to successfully complete the writing of graduation thesis and journal papers.

3. Fashion Market Insights 时尚市场洞察

Fashion Market Insights: In order to address the cognitive issues of market demand in the field of design and to cultivate students' design thinking based on market insights, this course teaches observation and analysis methods for the fashion market. The course content covers basics of fashion marketing, fashion market research, and consumer insights. Ultimately, through course learning and practice, students will master market insight methods and be able to apply various market insight methods to gain a deeper understanding of the fashion market.

4. Research Ethics and Academic Integrity 研究道德与学术诚信

The "Research Ethics and Academic Integrity" course delves into the fundamental principles and practices that underpin ethical research conduct and academic integrity. This course empowers students to navigate complex ethical challenges in research, emphasizing the responsible handling of data, the importance of proper citation and avoiding plagiarism, and adherence to ethical guidelines in publishing. Participants will develop a deep understanding of the ethical considerations surrounding research, ensuring they maintain the highest standards of integrity throughout their academic journeys.

5. The history of art design 艺术设计史

Through course teaching and learning, students can familiarize themselves with how Chinese and foreign design developed, understand significant figures, schools, thoughts, styles, ideas and works in design history, and deepen their comprehension of the relationship between design development and social economy, technological development, life style, culture and art. It gives the students a sound basis for their future theoretical research and design creation.

6. Research on Environmental Design Elements 环境设计要素研究

Research on Environmental Design Elements is the course delivered to graduates majored in environmental design, which is aimed to lay the foundation for students' in-depth spatial-design research, stimulate their independent study passion and encourage them to explore personal research direction.

Through the elaboration of color, pattern, texture and material, the course participant will be able to master the basic aesthetic principles. Meanwhile , they will be able to understand the elements and principles of architecture, interior and landscape design after the introducing of the rudimentary knowledge in term of site, structure, facade, program, circulation, space, form, illumination, furniture, material, architectonic formation, service engineering, budget, and construction process. By the interpretation of the design approaches of high-tech-based, low-tech-based, and low-cost-based architecture, the ecological and sustainable design principles and strategies will be able to be understood. Last but not least, based on the case study of contemporary projects, the course enables students to cognize the architectural ideological trends and genres, to possess the capability to appreciate, analyze, evaluate and rethink the projects of architecture and interior and landscape design with systematic and critical thinking modes.

Theoretical lecture, group discussion, phased-research presentation and academic writing will be integrated in the process. Eventually, after literature review and design proposal as empirical study, one academic essay related to the appointed referential categories of topics should be submitted with clear structure and logic. The research topic should be selected with clearly defined objective and significance either in academic or practical aspects, which might be undertaken and developed with proper and convincing methodologies subsequently. The body of research material might manifest the focus and comprehensive understanding of design genres, ideology trends and contemporary creative practice. Moreover, the research hypothesis should be verified with the critical analysis and reflective appraisal. And eventually clear findings should be posed, and certain conclusion should be drawn, which might be beneficial to the further research and design.

7. Branding Design 品牌设计

The "Brand Design" course is tailored to the characteristics of the art and design discipline and the strengths of professional students. It addresses the talent development needs for national brand strategy advancement and the demands for professionals trained in design practice and multidisciplinary integration under the new liberal arts context. The course distills detailed theoretical content from the brand theory systems of both domestic and international experts and scholars. Based on the "studio teaching method" and the concept of "flipped classroom teaching," it systematically deconstructs and explains various methods included in brand design. The course integrates practical projects with connections to internationally renowned brand strategy and design agencies. Additionally, by implementing projects related to the trend of national brands, it incorporates political and aesthetic education into professional teaching. This approach guides and trains students to use brand and design thinking to solve real-world problems, with a particular focus on developing their comprehensive abilities in making professional proposals.

8. Functional Clothing Design and Evaluation 功能服装设计与评价

The course describes how clothing is designed to meet the physiological needs and activity requirements of the human body in different environment. Functional clothing design has both artistic aesthetics and practical functions, so this course not only needs to master the design methods of various functional clothing, but also needs to carry out functional evaluation, so as to complete the research and development process of

a complete set of functional clothing products.

9. Fashion & Technology 时尚与科技

Though fashion and technology have long intersected, recent developments in computation have enabled the adoption of new methods, tools and approaches to design. This course introduces this interdisciplinary new area of technology and fashion. We will get into the knowledge of how to conduct creative design by means of electronics, reactive materials, as well as DIY electronics community, which has been partly responsible for the popularization of wearable technology and fashion. Then the course orients the application of digital fabrication and programming in fashion design. We are aiming to identify broad categories and trends in a way that orients towards new methods and approaches that may be incorporated into design practice by fashion design students.

10. Basic of Design Research and User Research 设计调查与用户研究基础

This course is based on the study of basic theoretical methods of design investigation and user research. The course will combine social hotspots and product cases to explain how to conduct surveys and research on market trends, user behavior, and design trends. The teaching objectives of the course focus on the understanding and flexible application of various design research and user study methods, as well as the visual expression of data analysis conclusions and research results. The course will help to lay the foundation for the in-depth study of the subsequent specialized courses and the application in the future practical work. The course is a prerequisite for subsequent specialized courses.

11. Menswear bespoke culture study 男装定制文化研究

This course plans to explain the basic principles of menswear bespoke culture and related behavioral phenomena. Specifically, it includes the operation process of menswear bespoke, the development of Chinese bespoke and tailor made menswear and the behavioral characteristics behind the bespoke culture, and the structural design and process production characteristics of bespoke products. Through the teaching of this course, international students can have a comprehensive and in-depth understanding of the entire process of menswear bespoke from cultural characteristics to design and development to production technology, as well as its development and change in China.

12. Chinese cultural symbols and fashion design 文化符号研究与设计创新

This course plans to explain the basic principles of the application of Chinese cultural symbols in fashion design. Specifically, it includes: the research on the characteristics of Chinese traditional cultural symbols and contemporary design cultural symbols, the application principle of cultural symbols in fashion design, and the creative practice of cultural symbols in fashion design. Through the teaching of this course, international students can have a comprehensive and in-depth understanding of Chinese cultural symbols and contemporary fashion creative practices, and can independently apply relevant content to complete menswear fashion creativity and collection.

13. Integrated Marketing Communications for Fashion 时尚整合营销传播

This course examines the practice of marketing communications for products and services. Communications discussed included the full range of messages and contacts between brands and their audiences. Communications management is examined from setting objectives, choosing the target audience, crafting the communications plan, developing creative ideas to engage the audience, and measuring the business impact or ROI of the programs.

The specific objectives of this course are below :

Objective 1 : Obtain systematic understanding of the basic concepts, knowledge, and principles of integrated marketing communications.

Objective 2 : Develop skills required to design appropriate communications plans that can meet business objectives. These skills include those for researching target audience, understanding business contexts, applying the principles of the integrated marketing communications, and creatively solving communication effectiveness problems.

Objective 3 : Acquire the ability to effectively present the communications plans using appropriate language and format in business setting.

14. Surface Design and Craft for Fabric 面料创意设计与工艺

Surface Design and Craft for Fabric is an instructional course that details surface design techniques commonly used on fabric. During the course the teacher introduces different techniques that aid in adding color, texture, and embellishment to fabric—transitioning it from simple, flat fabric to a unique creation. Each technique's step-by-step guide from the teacher and her translated book *Surface Design for Fabric* includes photographs, illustrations, material lists, and inspirational images. This comprehensive guide is invaluable to the overseas students. It demonstrates how to complete each technique in a limited workspace, like a classroom or school laboratory or home studio. The teaching content is progressing and interesting to inspires students and gives them confidence to experiment. Once students realize how easy it is to transform simple fabric into extraordinary artwork, they can actively use the imagination to explore the creative aesthetic expression of fabrics. The overseas students will visit factories or enterprises related fabric to gain advanced information and knowledge.

Requirements for Thesis Work and Publication of Academic Results

(1) Dissertation work requirements

The process of writing a thesis and applying for a Master of Fine Art generally includes major links such as proposal report, mid-term assessment, demonstration of professional practical ability, professional thesis and defense.

The final professional thesis submitted by the Master of Fine Art graduates includes three parts: professional

practical ability display, professional thesis and related achievements; among them, the two main parts used for expert evaluation and degree application are professional practical ability display and professional thesis. The content of each part; the relevant results are archived as reference materials.

Applicants for the Master of Fine Art can take the graduation assessment only after taking the prescribed courses and obtaining the prescribed credits.

The graduation assessment includes two aspects: demonstration of professional practical ability and professional thesis defense. The demonstration of professional practical ability reflects the applicant's professional skill level, and the professional thesis defense reflects the applicant's comprehensive quality and theoretical explanation ability in the application of professional skills. The two aspects are scored according to a hundred-point system, and both must be qualified (above 60 points) to apply for a degree. The calculation method of the total graduation assessment score is: professional practical ability demonstration accounts for 70%, and professional thesis defense accounts for 30%.

Each major must have specific requirements for the content and form of graduation works. The topic selection of a professional degree thesis should be closely integrated with the graduation work, which should be the creative thinking and theoretical interpretation of the work. Papers must comply with academic standards and should be no less than 10,000 words in length.

(2) Requirements for academic achievements

Combined with the required professional practice course "Design Practice Exhibition", the supervisor, as the responsible teacher of the course, is responsible for guiding students to carry out design research work and achieve certain academic results. According to Donghua Research (2022) Document No. 1 "Guiding Opinions of Donghua University on the Recognition of Achievements Obtained by Graduate Students", the requirements for academic achievements obtained by postgraduate students of the School of Fashion and Art Design during their studies at school refer to the "Basic Requirements for Academic Achievements Obtained by Graduate Students of the School of Fashion and Art Design" "Document implementation, "High-quality Academic Journal of Design" can be used as an additional journal for academic achievement recognition, and "College of Fashion and Art Design Competition Recognition Catalog" can be used as an additional competition for academic achievement recognition.

Each research direction condenses important competitions, academic activities, school-enterprise cooperation courses and competitions in the subject field, etc. Students' works are shortlisted or exhibited, and are discussed and recognized by the graduate training steering committee of the college as academic achievements obtained by graduate students during their studies. Students who are shortlisted or participate in the exhibition twice can be recognized as credits for the "Design Practice Exhibition" course.