

2021

**For more information:**

International Students Office <http://lxs.ecnu.edu.cn/index.php>

School of Design <http://www.design.ecnu.edu.cn/en/>

**Contact Persons**

International Students Office: [lxs@ecnu.edu.cn](mailto:lxs@ecnu.edu.cn)

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# ENGLISH-TAUGHT PROGRAM FOR INTERNATIONAL STUDENTS

*Master of Fine Arts*  
*[MFA]*

School of Design,  
East China Normal University



华东师范大学  
EAST CHINA NORMAL  
UNIVERSITY

SCHOOL  
DESIGN  
East China Normal University  
华东师范大学·设计学院



# ABOUT

## School of Design - ECNU



The School of Design of East China Normal University was established in September 2004. Our students specialize in one of 9 options: Visual Communication, Product Design, Landscape Design, Interior and Exhibition Design, Animation Design, Image and Photography, Digital Design, Public Art and Fashion Design. Up to 574 undergraduates, 178 postgraduates are registered fall 2019, with 55 faculty members and 11 foreign teachers.

The School of Design is equipped with first-class experimental facilities, professional laboratories, and an independent library. The Design Center has 11 specialized studios, including a photographic studio and darkroom, together with workshops and labs used for various practices, such as product model, rapid prototyping, architectural model, screen printing, packaging printing, ceramic craft, animated motion capture, and 3D printing, etc. The Fashion Center has a studio for ready-made clothes, a plate-making workshop, and a professional runway.

In the past 15 years since the founding of the School of Design, our lecturers and professors have edited and published more than 120 professional textbooks and monographs, many of which become national planning teaching materials. The students have won dozens of professional design awards at home and abroad, including the German Red Dot Award for Product Design, IF Award, the International

One Minute Award, the National Art Exhibition Design Gold Award, and a total of more than 200 design patents. The students' works have been selected for several top international exhibitions, including Venice Biennale, Milan Triennial and Saint Etienne Triennial of Design. We have held student portfolio exhibitions in New York, Rome and Turin. Our students from Fashion Design hold multiple fashion shows in Milan.

In collaboration with top universities and colleges in the domain of art and design from Europe and the United States, the School of Design - ECNU initiated GADA - Global Art and Design Academy in 2016, a network to promote the double-degree programs for undergraduates and postgraduates. In 2019, the School of Design officially becomes a member of CUMULUS - the world's biggest association to serve art and design education and research.

The School of Design actively organizes and participates in joint research projects of international colleges and universities, presents a series of international academic forums and annual meetings, in which the International Annual Academic Conference on Urban and Rural Regeneration Design in China is our signature event.

In recent years, the employment rate of undergraduate and postgraduate students of all majors in the School of Design remained at 100%.



# ECNU ENGLISH TAUGHT PROGRAM

Master of Fine Arts [MFA]  
School of Design - ECNU



## I. Overview & Training Goals

The graduate program (MFA) in School of Design, East China Normal University offers an interdisciplinary study and research platform, which includes five discipline directions: FASHION DESIGN, INDUSTRIAL DESIGN, ENVIRONMENTAL DESIGN AND LANDSCAPE DESIGN, PUBLIC ART, and ANIMATION DESIGN. Students are free to choose courses that interest them among these five different directions.

Aiming to bridge the gap between academic research and professional practice, the courses in the MFA Program is project-based, class is combining with realistic project. The program focuses on not only academic research but also cutting-edge practical technologies and skills.

The MFA programs specializes in Chinese-featured Courses, including Chinese Traditional Art Analysis, Chinese Public Realm, Chinese Traditional Garden and Architecture, Chinese Art and Craft History etc. In addition to the academic features about Chinese tradition and history, the program also promotes research topics about China contemporary issues in different fields, such as Public Art, Urban Renewal and Industrial Design.

International collaborations play an important role in the MFA program, which provides students with diverse international workshop, lectures and events.

## II. Course List

Course Category	Course Name	Requirement		Credits
		Compulsory	Selective	
General Education Course	Chinese Language	√		2
	Introduction to Chinese Civilization	√		3
	<b>Total Credits</b>			<b>5</b>
Compulsory Professional Course	Design documents index and study method	√		4
	Material and form	√		3
	<b>Total Credits</b>			<b>7</b>
Studio Practice Course	Studio Practice Course I	√		6
	Studio Practice Course II	√		6
	Studio Practice Course III	√		6
	Studio Practice Course IV	√		6
	Internship	√		6
	<b>Total Credits</b>			<b>30</b>
Professional Selective Course [5 courses must be chosen]	Animation Masters Research		√	2
	Experimental Animation Creation		√	2
	Case Study: Illustration Design		√	2
	Case Study: Poster Design		√	2
	Product Design Frontier		√	2
	Methodology Study of Product Design		√	2
	Culture Study of Product Design		√	2
	Engineering Research of Product Design		√	2
	Design Industry and Business Model		√	2
	Brand Communication and Management		√	2
	Analysis of Contemporary Art Works		√	2
	Contemporary Image Art		√	2
	Case Study: Landscape Design		√	2
	Case Study: Interior Design		√	2
	Case Study: Urban Renewal Design		√	2
	Research and Practice of Space		√	2

Course Category	Course Name	Requirement		Credits
		Compulsory	Selective	
	Research and Practice of Art History		√	2
	Theory And Methodology of Mass Communication		√	2
	Curatorial Project Research and Practice		√	2
	Exhibition Histories		√	2
	Urban Open Space Research		√	2
	Cognition and Space		√	2
	Costume Design		√	2
	Traditional Chinese Textile Redesign		√	2
	Jewelry Design		√	2
	User Experience Design		√	2
	Research on Innovation of Chinese Traditional Handicraft		√	2
	Research on Sociology of Product Design		√	2
	Art Ecology Research and Practice		√	2
	Research on Iconology in China		√	2
	Chinese Traditional Art Analysis		√	2
	Chinese Public Realm Analysis		√	2
	Made in Shanghai: A City Exploration Tour		√	2
	Hybrid Drawing : Sensory Cities		√	2
	Chinese Traditional Garden and Architecture: Measurement Formation and Reconstruction		√	2
	Future Career Thinking: Dialogue with Professional Practices		√	2
	Chinese Art and Craft History		√	2
	<b>Total Credits</b>			<b>10</b>
	<b>Total Credits for 2 Years</b>			<b>52</b>

### III. Main Instructors

1

#### WEI Shaonong

*Dean, Professor*

**Specialties:**  
Urban and Village  
Regeneration Design

2

#### ZHU Xiaoming

*Professor*

**Specialty:**  
Contemporary Art

3

#### NI Zhiqi

*Professor, Artist*

**Specialty:**  
Contemporary Art

4

#### CHEN Hailu

*Associate Professor*  
Master in Experimental  
Video Art and Experimental  
Animation, Central  
Academy of the Fine Arts,  
China

**Specialties:**  
Experimental Animation  
and Character Animation

5

#### LU Jian

*Lecturer*

MA in Drawing as Process,  
Art & Design, Architecture  
Faculty Kingston University,  
UK.

**Specialties:**  
Art History, Design History

6

#### XU Xianya

*Program Director in  
Spatial and Exhibition  
Design*  
PhD, Politecnico di Milano,  
Italy

**Specialties:**  
Museum Study, Urban  
Interior, Green Architecture

7

#### SONG Feifei

*Lecturer*

M.S.Arch., Pratt Institute,  
USA

**Specialties:**  
Digital Fabrication,  
Contemporary Chinese  
Urban Public Space

8

#### WU Xiaowen

*Lecturer*

Master in Landscape  
Architecture, Rhode Island  
School of Design

**Specialties:**  
Installation Art, Landscape  
Design to Sustainable  
Urban Planning

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#### WU Penghan

*Lecturer, Architect*

M.Sc in Urbanism, TU Delft,  
the Netherlands

**Specialties:**  
Public Building, Building  
Renovation, Urban  
Regeneration and Rural  
Vitalization

10

#### LIN Jingjing

*Lecturer*

PhD, Sapienza University of  
Roma

**Specialties:**  
Product Design, Innovation  
of Chinese Traditional  
Handicraft

11

#### CHAO Buge

MA, Central Saint Martins,  
University of the Arts  
London, UK

**Specialties:**  
UX&UI, Communication  
Design

12

#### OUYANG Pei

Master, Accademia di belle  
arti di Brera

**Specialties:**  
New Material Research,  
Costume Design, Fashion  
Design

13

#### HU Yikuan

*Artist*

MFA, Film & Video  
Department, MASSART,  
USA

**Specialties:**  
Video Art, Film Theory

14

#### ZHONG Yunshu

*Artist*

MFA in Fine Art, University  
of the Arts London, UK

**Specialties:**  
Installation, Material Art

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#### ZHANG Kerui

MFA in Painting,  
Accademia di Belle Arti di  
Venezia, Italy

**Specialties:**  
Sound Art, Video Installation

# APPLICATION GUIDE

## Overview

Duration: 2 years

Beginning: Early September, 2021

Application Deadline: Until June 15th, 2021

## Enrollment Procedures

Your application will be carefully reviewed. Examination or interview may be arranged if necessary. The university provides excellent applicants with the opportunity to apply for scholarship. Please make sure your contact info is correct and can be reached in time.

## Eligibility

1. Non-Chinese citizen with a valid foreign passport.
2. Undergraduate qualification or above.
3. TOEFL ( $\geq 80$ )/ IELTS ( $\geq 6$ ) or other internationally acknowledgeable English level certificate is required for English taught program.

- \* If your English level is below the above requirement, the admission is also possible upon specific case study.
- \* If English is your first language and you have received a bachelor degree from an English taught program in an English-speaking country, no need to hand in English Certificate.

\*\*Students in English-taught programs MUST pass HSK-3 ( $\geq 180$ ) or the level test held by the university before graduation.

## FEES [RMB]

Type	English-taught Program
Application Fee	800
Tuition Fee (Year)	35000
Insurance (Year)	800
Total	36600

## APPLICATION PROCEDURES



### Step 1 APPLY ONLINE

- Click "Online Application" on ECNU website and submit your application: <http://lxs.ecnu.edu.cn/EN/>
- Please register on ECNU application website to submit the online application. Upload your application documents and pay the 800 RMB application fee online (or upload the remittance of bank transfer or payment receipt from the office), which won't be refunded.



### Step 2 SUBMIT YOUR APPLICATION MATERIALS

- Submit all the original copies of your application documents in full set to the following address before the DEADLINE of the program or scholarship you apply for:  
International Students Office of ECNU,  
Room 253, Physics building  
3663 North Zhongshan Rd., Shanghai, China  
Postal Code: 200062  
Tel: +86 6223 2013



### Step 3 TRACK YOUR APPLICATION STATUS

- Pay attention to your email box or login in your ECNU online application account to check your application status.
- Make sure your email address is correct and check your email box occasionally, otherwise you might miss some IMPORTANT INFORMATION, eg. the arrangement of interview etc.



### Step 4 ADMISSION AND ENROLLMENT

- The result of your application will be announced both in your application account and on the bulletin of International Students' Office website.
- Admitted students must bring the original graduation certificate and degree certificate to register on the dates listed on the admission letter. Your enrollment will be canceled without providing the relevant certificates.

## DOCUMENTS REQUIRED



### 1.Application Form

\*Scholarship applicants **MUST** provide both ECNU application form and scholarship application form.



### 2.Certificate of Bachelor's Degree and Diploma

(Graduating students should provide a certificate of impending graduation.)



### 3.Official Transcript

\*The original copy of 2 & 3 must be in Chinese or English with official stamps of the university or authorized educational institute or notarized copy in notarized Chinese or English translation.



### 4.A study or research plan (in Chinese or in English, no less than 800 words)



### 5.The ABSTRACT of Undergraduate thesis. (Non-essential)



### 6.Recommendation letters from two professors or associate professors. The issue date should be later than Sept. 1st, 2019.



### 7.Photocopy Passport, including personal information page and Chinese visa pages (if you have)



### 8.Physical Examination Report done in 6 months



### 9.TOEFL (≥80), IELTS (≥6) or other internationally acknowledge English level certificate. If you choose to take TOEFL exam, you can send the result to ECNU directly on TOEFL exam system, by selecting the Institution code: C304.



### 10.Applicants for Art related majors should provide your portfolio.



### 11.Application Fee: 800 RMB.

## SCHOLARSHIPS

The university provides excellent applicants with the opportunity to apply for scholarship:

### 1.CHINESE GOVERNMENT SCHOLARSHIP

<http://studyinchina.csc.edu.cn/#/register>

#### For application procedures:

<http://lxs.ecnu.edu.cn/EN/msg.php?id=31>

### 2.SHANGHAI GOVERNMENT SCHOLARSHIP

<http://www.study-shanghai.org>

#### For application procedures:

<http://lxs.ecnu.edu.cn/EN/msg.php?id=36>

## NOTES

- Scholarship applicants **MUST** apply on both the scholarship website and ECNU website (the Agency Code of ECNU is 10269). Also, you **MUST** submit TWO SETs of full documents required in hard copies (original ones plus photocopy). Materials sent by email or fax are not accepted.
- All files will not be returned back. Any incompleteness and falsification of documents will be regarded as invalid application.
- Please refer to the latest document issued by ECNU International Student Office (ISO) as finals if changes have been made. Please check the ISO website occasionally for updates.