

2021

---

**MASTER of  
FINE ARTS DEGREE  
TRAINING  
PROGRAM**

School of Design,  
East China Normal University



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

## 目录

<i>I. TRAINING OBJECTIVES.....</i>	<i>1</i>
<i>II. ACDEMIC SYSTEM AND STRUCTURE.....</i>	<i>1</i>
<i>III. SPECIALIZATION GROUPS.....</i>	<i>1</i>
<i>IV. TRAINING METHOD .....</i>	<i>1</i>
<i>V. CREDIT REQUIREMENTS AND CURRICULUM SETTING.....</i>	<i>2</i>

# **I. TRAINING OBJECTIVES**

Form the high leveled applied professional talents who master the related design theoretical knowledge, the ability to solve realistic problems, to undertake professional design skills and management, and possess international vision, good professional ethics and qualities.

# **II. ACDEMIC SYSTEM AND STRUCTURE**

The course is normally 3 years full-time. But can be extended to a maximum of 5 years. Generally, application to graduate early will not be accepted.

# **III. SPECIALIZATION GROUPS**

1. Visual Communication & Multimedia Design
2. Product Design
3. Environmental&Urban Regeneration Design
4. Public art&International Curatorial Studies
5. Animation and Video Design
6. Fashion Design

# **IV. TRAINING METHOD**

1. Full time study model according to specializations.
2. Enhance case study, seminar teaching model, simulation training, situational teaching ect.
3. Enhance the training of practical ability, promote the link between practical and theoretical teaching, the link between final thesis and final

design project. Enhance the training of the consciousness and the ability to solve realistic problems.

4. Establish the “in-out campus” dual tutor system, construct the tutorial system with both tutors in the campus and the industrial professionals out of the campus to direct together the practical teaching and final thesis.
5. Fully develop the “2+1 double degree joint program”.

## V. CREDIT REQUIREMENTS AND CURRICULUM SETTING

Students are required to complete at least 52 credits, which include 10 credits for common courses, 6 credits for compulsory professional courses, 6 credits for selective courses and 30 credits for professional practical courses:

Course Category	Course Name	Compulsory	Selective	Semester	Hours	Credits
<b>Common Course</b>	Foreign language	√		1 <sup>st</sup> Semester	36	2
	Theory and practice of socialism with Chinese characteristics	√		1 <sup>st</sup> Semester	36	2
	Marxism and social science methodology	√		1 <sup>st</sup> Semester	18	1
	Integrated humanities - science literacy seminars	√		1 <sup>st</sup> Semester	54	3
	Art principles	√		1 <sup>st</sup> Semester	36	2
						<b>10</b>
<b>Compulsory Professional Course</b>	Material and form	√		1 <sup>st</sup> Semester	54	3
	Design documents index and study method	√		2 <sup>nd</sup> Semester	54	3
						<b>6</b>
<b>Compulsory Practical Course</b>	Studio Practice Course I	√		1 <sup>st</sup> Semester	108	6
	Studio Practice Course II	√		2 <sup>nd</sup> Semester	108	6
	Studio Practice Course III	√		3 <sup>rd</sup> Semester	108	6
	Studio Practice Course IV	√		4 <sup>th</sup> Semester	108	6
	Profession Practice	√		5 <sup>th</sup> Semester	108	6

					30
<b>Selective Course (each semester will open 6 courses for students to choose)</b>	Animation masters research	√		36	2
	Experimental animation creation	√		36	2
	Culture &Aesthetics of Brand Identity	√		36	2
	Case study: illustration design	√		36	2
	Case study: poster design	√		36	2
	Green packaging design	√		36	2
	Case study: brand visual identity design	√		36	2
	Product design frontier	√		36	2
	Design psychology research	√		36	2
	Methodology study of product design	√		36	2
	Culture study of product design	√		36	2
	Design industry and business model	√		36	2
	Brand communication and management	√		36	2
	Analysis of contemporary art works	√		36	2
	Contemporary image art	√		36	2
	Engineering research of product design	√		36	2
	Case study: landscape design history	√		36	2
	Case study: Interior design history	√		36	2
	Case study: urban renewal design	√		36	2
Aesthetic Appreciation of the Human Settlement Environment Design of the Classical Gardens in the South of the Yangtze River	√		36	2	
Urban Open Space	√		36	2	
Cognition and Space	√		36	2	
Research and Practice of Space	√		36	2	
Research and Practice of Art History	√		36	2	
Theory and Methodology of Mass Communication	√		36	2	
Curatorial Project Research and Practice	√		36	2	
Exhibition Histories	√		36	2	
Jewelry Accessory Design	√		36	2	

	Costume Design		√		36	2
						<b>6</b>
<b>Selective Course (The courses is open based on the actual needs every semester)</b>	Research on teaching of Body Rhythm and Music Rhythm		√		36	2
	Classic literature reading		√		36	2
	Valuation and Observation:Ancient gold and silverware		√		36	2
	Chinese Traditional Painting Art Market		√		36	2
	Collection and Valuation on Chinese Traditional Painting		√		36	2
	Cultural anthropology		√		36	2
	Visual Art		√		36	2
	Art of speech expression		√		36	2
	Experience Theater workshop		√		36	2
	Fictional reading and study (novel)		√		54	3
	Selected Readings of World Literature		√		36	2
	Contemporary Literature and Culture		√		36	2
<b>Total</b>	At least <b>52 credits</b> are acquired, 10 credits for common courses, 36 credits for compulsory courses, and 6 credits for selective courses.					