For more information:
International Students Office http://lxs.ecnu.edu.cn/index.php
School of Design http://www.design.ecnu.edu.cn/en/

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ENGLISH-TAUGHT PROGRAM FOR INTERNATIONAL STUDENTS

Bachelor of Fine Arts [BFA]

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 10 options: Visual Communication, Product Design, Landscape Design, Environmental Design, Animation Design, Image and Photography, Digital Design, Public Art, Illustration Design and Fashion Design.
Up to 489 undergraduates, 279 postgraduates are registered , with 55 faculty members and 21 foreign teachers and 17 corporate designer tutors.

The School of Design is equipped with first-class experimental facilities, professional laboratories, and an independent library. The Design Center has 23 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.

Over the past 20 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 300 design patents. The students' works have been selected for several top international exhibitions, including Venice Biennale, Milan Triennial and Saint Etienne Biennale 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 around 10 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

Bachelor of Fine Arts [BFA]
School of Design - ECNU

Available Majors:

Environmental Design, Visual Communication Design

I. Overview & Training Goals

The English taught-undergraduate program (BFA) in School of Design, East China Normal University offers an interdisciplinary study and research platform, which includes two discipline directions: ENVIRONMENTAL DESIGN, VISUAL COMMUNICATION DESIGN. Students are free to choose courses that interest them among these two different directions.

This program is aiming to enhance the comprehensive abilities and qualities of international students in the field of Environmental Design and Visual Communication Design, dedicated to nurturing individuals with outstanding moral character and a strong sense of initiative, responsibility, and innovation, developing students' capacity to think critically and creatively and preparing them to be future pioneers.

International collaborations play an important role in the BFA program, which provides students with diverse International workshops, lectures and events and the option of exchange for 1-2 semesters in partner foreign universities.

II. Main Instructors

1

XU Xianya

Associate Professor
PhD, Politecnico di Milano, Italy
Specialties:
Museum Study, Urban Interior, Green Architecture

2

SONG Feifei

Lecturer
M.S.Arch., Pratt Institute, USA
Specialties:
Digital Fabrication, Contemporary Chinese Urban Public Space

3

WU Xiaowen

Lecturer
Master in Landscape Architecture, Rhode Island School of Design, USA
Specialties:
Installation Art, Landscape Design to Sustainable Urban Planning

4

WU Penghan

Lecturer, Architect
M.Sc in Urbanism, TU Delft, the Netherlands
Specialties:
Public Building, Building Renovation, Urban Regeneration and Rural Vitalization

5

CHEN Lan

Professor
MFA, ESAG Penninghen - École supérieure de design, d'art graphique et d' architecture intérieure
Specialties:
Visual Communication, Illustration design

6

FENG Zhiyu

Lecturer
PhD, University of Hawaii at Manoa, USA
Specialties:
Rural built environment study Culture space design, Sustainable development of rural community

7

CHAO Buge

Lecturer
MA, Central Saint Martins, University of the Arts London, UK
Specialties:
UX&UI, Communication Design

8

XU Xiaoquan

Lecturer
MFA, Tama Art University, Japan
Specialties:
Interactive device design, Visual design of infographic, UI interface design, Typographic visual design

9

ZHANG Peiyun

Lecturer
MFA in Fine Art, Wimbledon College of Art UAL,UK
Specialties:
Painting, Drawing, Installation, Ceramics, Illustration

10

HUANG Yueming

Lecturer
Master in Art and Technology Studies, School of the Art Institute of Chicago, USA
Specialties:
Installation Art, Net Art, Interactive Art

11

CHEN Wenhao

Lecturer
MFA, École supérieure d'art de Cambrai, France
Specialties:
Typeface and layout design, Visual system design, Cultural derivative product design

12

CUI Jiaxin

Lecturer
MFA, Kingston University, UK, East China Normal University, China
Specialties:
Brand design, Layout design, Creative graphic design, Exhibition design

III. School of Design-Exchange Destinations

European Union
Italy, Nuova Accademia di Milano
Italy, Universita' IUAV di Venezia
France, L'Ecole de Design Nantes Atlantique
France, L'Ecole Nationale Supérieure d'Architecture Paris-Malaquais
Germany, University of Applied Sciences Europe
Germany, Berlin International University of Applied Science
Spain, UDIT, University of Design, Innovation Technology
Czech, Ladislav Sutnar Faculty of Design and Art, University of West Bohemia
Hungary, Moholy-Nagy University of Art and Design (MOME)
Hungary, Hungarian University of Agriculture and Life Sciences
Finland, Savonia University of Applied Sciences
Malta, American University of Malta

UK
Birminham City University
The University of West London
Kingston University

USA
Maryland Institute of Art
Boston Architectural College

ASIA
Israel, Bezalel Academy of Arts and Design
Israel, Holon Institute of Technology
Japan, Shizuoka University of Art and Culture
Korea, Kyungsung University

OCEANIA
New Zealand, Media Design School

APPLICATION GUIDE

Overview

Duration: 4 years
(option of exchange for 1-2 semesters in partner foreign universities)
Beginning: Early September, 2024
Application Deadline: Until June 30th, 2024

Enrollment Procedures

Your application will be carefully reviewed. Examination or interview may be arranged if necessary.

Eligibility

1. High school qualification or above with valid foreign passport.

2. Following students should meet the conditions set by the Document No. 12 (2020) of Ministry of Education of the PRC:
(1) Students who emigrate from Mainland China, Hong Kong, Macao and Taiwan and obtain the foreign nationality;
(2) Students, whose parents (either or both) hold Chinese nationality and reside abroad, acquire foreign nationality at the time of birth.

3. IELTS (6.0 or above) / TOFEL (85 or above) / Cambridge English (B2 or above) certificate.
*no need to hand in English Certificate if you come from English native speaking countries.

4. Applicants under the age of 18 must provide a guardian's certificate. If applicant's parents are not within the territory of China, they need to appoint a foreigner or a Chinese resident within China as their guardian.

FEES [RMB]

Type	English-taught Program
Application Fee	800
Tuition Fee (Year)	50000
Total	50800

APPLICATION PROCEDURES

Step 1 APPLY ONLINE

- Click "Online Application" on ECNU website and submit your application: https://lxsapply.ecnu.edu.cn/
- Please register on ECNU application website to submit the online application. Upload your application documents and pay the 800 RMB application fee online, 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 application website.

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 through your application account.
- Admitted students must register on the mentioned date on the admission letter and bring the original graduation certificate to be checked.

For more info:
http://lxs.ecnu.edu.cn/en/admission/degree-programs/undergraduate-program

DOCUMENTS REQUIRED

1.Application Form

2.High School Graduation Certificate

3.Complete High School Transcript
*The original copy of 2&3 must be in Chinese or English, otherwise a notarized and translated version in Chinese or English is required.

4.TOEFL (≥85), IELTS (≥6) or other internationally acknowledgeable English level certificate.

5.Letter of self-recommendation
   (in English, no less than 500 words)

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

7.Guardian's Letter
   (required for applicants under 18 years old)