

To Learn and Create, for a Meaningful Life and a Better World!

College of Design and Innovation, Tongji University

HISTORY

Design education at Tongji University began in the 1940s, and for the first 70 years, the core design discipline was linked to architectural studies, mainly in the Bauhaus tradition. In 1993, the department of industrial design was established. In 2009, the University moved its design department out of the College of Architecture and Urban Planning and established a new school—the College of Design and Innovation, Tongji University (known as D&I).

MISSION AND VISION

The world's digital, knowledge-based economies call for novel design methods and skills, networked approaches, and sustainable results. In addition to traditional artifacts, designers must create integrated services, processes, interactions, and mechanisms that coherently address complex systemic issues.

The D&I initiative seeks to respond to the challenges the world faces today by cultivating leaders of sustainable design and innovation who pursue academic excellence while contributing to social development. Our goal is to set an international benchmark for design education and research grounded in China's economic and societal transition. This goal includes contributing to the worldwide design community.

REPUTATION

D&I is now one of the most internationally renowned design schools in China. From 2007 to 2010, Bloomberg's *BUSINESSWEEK* listed Tongji Design three times as one of the world's best D-Schools. In 2011, *MONOCLE* magazine introduced the Tongji/Aalto Design Factory as one of the five highly unique university innovation platforms. In 2013 and 2014, D&I was included in the *FRAME* Master class ranking of

the “Top 30 World Leading Master’s Programs in Design.” In 2019, D&I was ranked No. 14 globally by QS World University Ranking by Subject (No. 1 in Asia).

D&I enjoys membership in the International Association of Universities and Colleges of Art, Design, and Media (CUMULUS); the World Design Organization (WDO, formerly the International Council of Societies of Industrial Design); the International Network of Design for Social Innovation & Sustainability (DESIS); the Fablab Network; and the European Network of Living Labs (ENoLL).

PROGRAMS & FIGURES

By the end of November 2018, D&I had around 700 full-time students (including undergraduates and postgraduates), 74 full-time faculty members, and 16 adjunct or visiting faculty members. About 60 international students attend D&I every year—approximately 50% of the total number of graduate students.

Over 70% of D&I’s master’s students gain overseas or exchange study experience.

The College focuses on “smart, sustainable design for industrial transformation and future living.” It has 3 undergraduate programs, 9 master’s programs, and 1 doctoral program in design. D&I developed a 3-dimensional, T-shaped educational framework, based on the prevailing undergraduate-master’s-doctoral degree system, to better explore possible approaches to cultivating design innovation talent.

Undergraduate Programs

Industrial Design (B.E.) / Product Design (B.A.)

Environmental Design (B.A.)

Media and Communication Design (B.A.)

Master’s Programs

Advanced Industrial Design (M.E.)

Advanced Environmental Design (M.F.A.)

Advanced Media and Communication Design (M.E.)

Interaction Design (M.E.)

Product Service System Design (M.F.A.)
Design Strategy and Management (M.A.)
AI and Data Design (M.E.)
Design History and Theory (M.A.)
Innovation and Entrepreneurship (M.E.)

Doctoral Program:

This program focuses on the connection between rigorous and evidence-based design research and the emerging practices addressing burning issues arising from complex sociotechnical systems. The students are encouraged to apply knowledge, proactively, to tackle the real-world problems. To this end, this program provides an interdisciplinary learning environment that fosters systematic studies on theories, research methodologies, processes, and methods and tools. Based on three value pillars—human-centered design, design for sustainability, and open design—the program aims to advance knowledge in, but not limited to, the following areas: urban-rural interaction, healthcare, transportation, education innovation, community building, smart living, and industrial transformation.

Double-Degree Master's Programs in cooperation with:

Polytechnico di Milano, Italy (Integrated Product Design)
Polytechnico di Milano, Italy (Communication Design)
Polytechnico di Milano, Italy (Digital and Interaction Design)
Polytechnico di Milano, Italy (Product Service System Design)
Polytechnico di Milano, Italy (Interior and Spatial Design)
Polytechnico di Torino, Italy (Ecodesign)
Bauhaus-University Weimer, Germany (Interactions and Interfaces for Digital Environments)
Köln International School of Design, Germany (Designing Urban Transformations)
Universidad Politécnica de Madrid, (Industrial Design Engineering)

Double-Degree Doctoral Programs in cooperation with:

The Hong Kong Polytechnic University, China
Swinburne University of Technology, Australia

Polytechnico di Milano, Italy

RESEARCH

In order to enable design education to better meet social needs when facing real world challenges, D&I further proposes a cluster of research areas, which attempt to integrate undergraduate, master's, and doctoral education within various research areas. These areas include, but are not limited to, design for healthcare, design for urban-rural interaction, design for new mobility and transportation, design for industrial transformation, and design for smart and sustainable cities. D&I has set a series of research centers and labs to facilitate relevant inquiries.

Research Centers/Labs:

Design Competitiveness Research Center

Sino-Finnish Centre

Tongji University Design Art Research Center

Research Institute of Global Change and Sustainable Development

Chinese Culture Center

Shanghai International Institute of Design and Innovation

SAIC-Tongji Car Design and Engineering Center

SustainX Design Research Center

Inclusive Design Research Center

New Center of Contemporary Jewelry and Fashion Culture (NoCC)

Intelligent Big Data Visualization (iDV^X) Lab

Tongji University Tezign Design A.I. Lab

Urban Future Lab

Center for Digital Innovation (Tongji-MIT City Science Lab)

Intangible Cultural Heritage Research Center

SHE JI Publishing Platform

Fablab O & Bio Builder Lab

Design Theory & Creative Culture Lab

Biomimetic Sustainable Design Lab

Asia Lifestyle and Asia Design DNA Lab

Creative Industry and Culture Research Lab

Tongji DESIS (Design for Social Innovation and Sustainability) Lab
Behavior Cognition Design Research Lab
Ergonomics Design Research Lab
Integrated Media Design Research Lab
Public Design Lab
Experience Design Research Lab
Design Engineering and Computing Research Lab
Genealogy of Design History Research Lab
Next Mobility Lab
Design Management and Innovation Strategy Lab
Contemporary Furniture Design Lab
Material Innovation and Design Application Lab
Tongji-Dawawa Sound Lab
Jewelry Accessory Lab
Making Lab
Shang Xiang Lab
Tongji-SinoType Chinese Information and Typography Design Lab
De Boer Wang Studio—Branding Public Space Research Lab
Digital Animation and Digital Entertainment Lab

SHE JI PUBLISHING PLATFORM

The She Ji Publishing Platform is the academic publication platform at D&I. For design to achieve a greater social and economic impact on the real world, the platform is devoted to making design knowledge accessible and attractive to a larger audience through cultivating a publication ecosystem, in which *She Ji: The Journal of Design, Economics, and Innovation* sits at the core. *She Ji* is an open-access, peer-reviewed, interdisciplinary design journal. The journal is owned by Tongji University and published in cooperation with Elsevier. All articles can be downloaded via <http://www.journals.elsevier.com/she-ji-the-journal-of-design-economics-and-innovation>. In addition to the journal, the platform also publishes anthologies, conference proceedings, and Chinese translations of monologues by leading thinkers worldwide.

INTERNATIONAL AND INDUSTRIAL COLLABORATION

Besides the above mentioned double degree partners, D&I has also established partnerships with over 40 world-renowned universities and schools in design, including Aalto University (Finland), Kolding School of Design (Denmark), Academy of Arts and Design Offenbach (HfG) (Germany), University of Applied Arts Vienna (Austria), Delft University of Technology (Netherlands), Royal College of Art (UK), MIT Media Lab (USA), Art Center College of Design (USA), the New School of Parsons School of Design (USA), College of Design, Architecture, Art and Planning (DAAP), University of Cincinnati (USA), Korea Advanced Institute of Science and Technology, Chiba University (Japan), among many others. The partnerships bring student exchange, faculty exchange, credit accreditation, faculty training, collaborative research, joint labs, workshops, etc.

D&I has also established cooperation with a variety of leading enterprises such as Autodesk, Alibaba, Tencent, Haier, CRRC, SAIC Motor, Aston Martin, BMW, Dyson, Ecovacs, WorldUnion, Shenzhen IBR, Vanke, Uniqlo, Huawei, Siemens, etc., with the aim of educating design innovation talent with global vision and competency.

TONGJI DESIGN WEEK

Tongji Design Week is the chief academic partner of Shanghai Design Week. It is an annual event hosted by D&I and the UNESCO City of Design promotion office in Shanghai. Among a series of events, ranging from exhibitions to seminars, the Emerging Practices-Design Research and Education Conference is a major academic event that aims to explore the new practices, values, and approaches arising from, or influential to, design and design education.

INTERNATIONAL ADVISORY BOARD

The D&I International Advisory Board was established in 2008 and has so far fulfilled three terms of service. Board meetings are held on an annual or biennial basis, with the goal of providing consultancy to the school's overall development. The current board members are Don Norman (UC San Diego, USA), Patrick Whitney (IIT, USA), Richard Buchanan (Case Western Reserve University, USA), Ena Voûte (TU Delft, Netherlands), Pieter Jan Stappers (TU Delft, Netherlands), Cees De Bont

(Loughborough University, UK), and Kun-Pyo Lee (The Hong Kong Polytechnic University, China).

DesignX

DesignX is a new, evidence-based approach to addressing many of the complex and serious problems facing the world today. It was first initiated by a group of scholars including Ken Friedman, Yongqi Lou, Donald Norman, Pieter Jan Stappers, Ena Voûte, and Patrick Whitney, who gathered during Tongji Design Week 2014. The first DesignX working conference was organized during Tongji Design Week 2015.

See: Donald A. Norman and Pieter Jan Stappers, "DesignX: Complex Sociotechnical Systems," *She Ji: The Journal of Design, Economics, and Innovation* 1, no. 2 (2015): 83–106, DOI: <https://doi.org/10.1016/j.sheji.2016.01.002>.

Shanghai International College of Design and Innovation

Shanghai International College of Design and Innovation (Shanghai D&I) was jointly founded by Tongji University and Aalto University, Finland. It is an institution of "Chinese-Foreign Cooperation in Running Schools," and its establishment was approved on February 25, 2016 by the Ministry of Education of the People's Republic of China. In the future, other international partner universities will be invited to participate in the cooperation of design education.

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