



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 five highly unique university innovation platforms. In 2013 and 2014, D&I was included in the FRAME Masterclass ranking of the "Top 30 World Leading Master's Programs in Design." In 2016, D&I was ranked No.34 globally by QS World University Ranking by subject.

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

**REPUTATION**

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 vision is to establish an international benchmark for design education and research that is grounded in China's economic and societal transition, and also contributes to the design community worldwide.

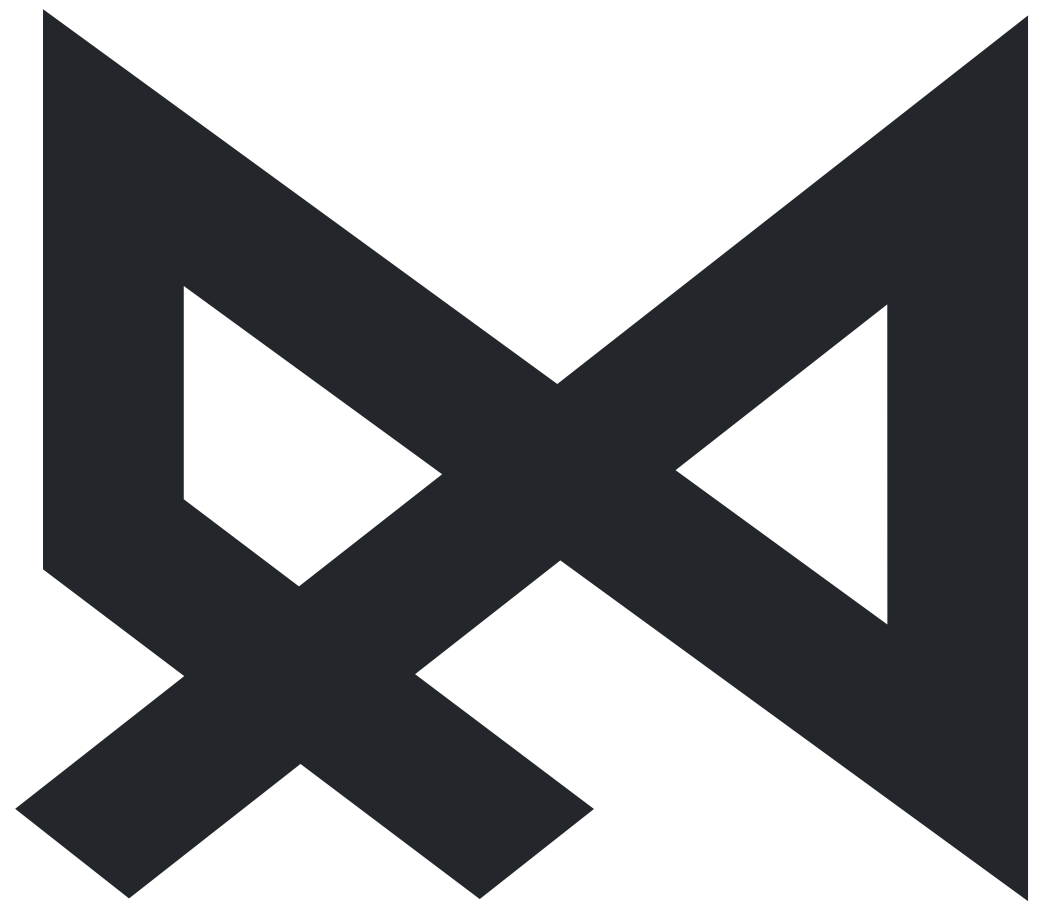
**MISSION AND VISION**

The world's digital, knowledge-based economies call for novel design skills and methods, 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.

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**HISTORY**

Design education at Shanghai's Tongji University began in the 1940s. For 70 years, the core design discipline at Tongji 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 architecture school, and established a new school—the College of Design and Innovation, Tongji University (D&I).



**PROGRAMS & FIGURES**

D&I has around 700 full-time students (including undergraduates and postgraduates), 52 full-time faculty members, and 30 adjunct or visiting faculty members. More than 50 international students attend D&I every academic year—approximately 20% of the total number of graduate students. Over 60% of D&I's master's students gain overseas or exchange student experience. The College focuses on "smart, sustainable design for industrial transformation and future living." It has 3 undergraduate programs, 8 master's programs and a 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.A., BEng.)
- Environmental Design (B.A.)
- Media and Communication Design (B.A.)

**Master's Programs**

- Advanced Industrial Design (MDes, MEng.)
- Advanced Environmental Design (MDes)
- Advanced Media and Communication Design (MDes)
- Product Service System Design (MDes, MPhil)
- Interaction Design (MDes, MPhil)
- Design Strategy and Management (MDes, MPhil)
- Innovation and Entrepreneurship (MDes, MPhil)
- Design History and Theory (MPhil)

**Doctoral Program**

- PhD in Design

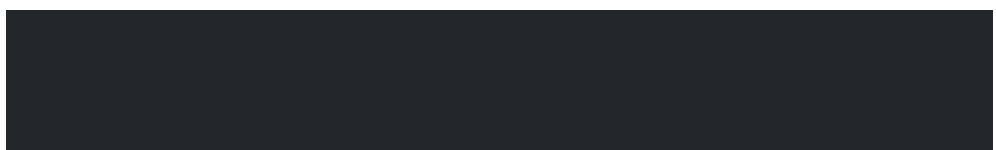
**Double-Degree Master's Programs in cooperation with:**

- Polytechnico di Milano, Italy (Product Service System Design)
- Polytechnico di Milano, Italy (Interior Design)
- Polytechnico di Torino, Italy (System Design)
- Aalto University, Finland (International Design Business Management)
- Bauhaus-University Weimer, Germany (Interactions and Interfaces for Digital Environments)
- Köln International School of Design, Germany (Designing Urban Transformations)

**Double-Degree Doctoral Programs in cooperation with:**

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

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## INTERNATIONAL AND INDUSTRIAL COLLABORATION

D&I has established partnerships with over 30 world-class design schools such as HfG Offenbach Design School (Germany), Parsons School of Design—The New School (USA), University of Cincinnati's College of Design, Architecture, Art, and Planning (USA), University of Applied Arts Vienna (Austria), and the Design School of Kolding (Denmark), among many others. The partnerships enable student exchange, faculty exchange, credit transfer, faculty training, collaborative practice, research projects, etc.

D&I has also established strategic cooperative relationships with a variety of leading industries such as Autodesk, Microsoft, Intel, Alibaba, and Haier, in the form of joint research labs and joint research projects, with the aim of co-fostering design innovation talent with global vision and competency.

## TONGJI DESIGN WEEK

Tongji Design Week is an official 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 Vouïte (TU Delft, Netherlands), Pieter Jan Stappers (TU Delft, Netherlands), Cees De Bont (Hong Kong PolyU, China), and Kun-Pyo Lee (KAIST, South Korea).

## 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 Vouïte, and Patrick Whitney, who gathered during Tongji Design Week 2014. The first DesignX working conference was organized during Tongji Design Week 2015. See: "DesignX: A Future Path for Design." [http://www.jnd.org/dn.mss/designx\\_a\\_future\\_pa.html](http://www.jnd.org/dn.mss/designx_a_future_pa.html)



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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 such knowledge accessible and attractive to a larger audience. Among our various activities, 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. The first issue of She Ji appeared in September 2015. All articles can be downloaded via: <http://www.journals.elsevier.com/she-ji-the-journal-of-design-economics-and-innovation>.

### SHE JI PUBLISHING PLATFORM

Biomimetic Sustainable Design Lab  
Asian Lifestyle and Asian Design DNA  
Creative Industry and Culture Lab  
DESIS (Design for Social Innovation and Sustainability) Lab  
Behavior & Cognition Lab  
Ergonomics Lab  
Integrative Media Design Research Lab  
Digital and Parametric Design Lab  
Interaction Design Research Lab  
Public Design Lab  
User Experience Design Research Lab  
Design Engineering and Computing Research Lab  
Genealogy of Design History Research Lab

### Research Laboratories:

Sino-Finnish Center  
SustainX Design Research Center  
Inclusive Design Research Center  
Art & Design Research Center of Tongji University  
Chinese Culture Center, Tongji University

### Research Centers:

In order to enable design education to better meet social needs when facing real world challenges, D&I further proposes a set of Special Interest Groups, 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 living. D&I has set a series of research centers and labs to facilitate relevant inquiries.

### RESEARCH:

