

D&I Courses (taught in English) in Fall Semester, 2017-2018

No.	Course Code	Course Name	Credit*	Total Hours in Class	Professor	Time	Venue
1	2270056	Open Design	2	36	LOU Yongqi	Be informed later	
2	2270065	Chinese Cultural Experiences and Design	2	36	YU Ying	1:30-3:05pm on Fri during Sep 18 to Jan 12	Venue: Room Backstage, SFC
3	2270090	Plastic Arts in Cultural Perspective	2	36	HU Wei	10-11:35am on Mon during Sep 18 to Jan 8	Venue: Room Backstage, SFC
4	2270113	History of Chinese Modern Design: From Arts and Crafts to Modern Design	2	36	ZHANG Lei	2:20-5:05pm on Tue, 1:30-4:15 pm on Thu during Sep 18 to Oct 27	Venue: Room Backstage, SFC
5	2270037	Branding Strategic Design	2	36	HSU Richard	Be informed later	
6	2270014	Sustainable Design	2	36	ZHU Xiaocun	Sep 20 7-8:35pm Sep 22 8-11:35am Sep 27 7-8:35pm Sep 29 8-11:35am Oct 11 7-8:35pm Oct 13 8-11:35am Oct 18 7-8:35pm Oct 19 1:30-5:05pm Oct 25 7-8:35pm Oct 26 1:30-5:05pm	Venue: Room Backstage, SFC
7	2270075	Product service System Design Methodologies and tools	2	36	EUN JI CHO	7-8:35pm on Mon, Wed, Fri during Oct 30 to Dec 1 1:30-8:35pm	Venue: Room Studio, SFC

						on Nov 25	
8	2270092	Studio 1: Specialized Design Project- Media and Communication Design Studio	3	54	Francesca Valsecchi	8-11:35am on Tue, 8am-5:05pm on Wed, 8am-5:05pm on Fri during Dec 40 22	Venue: Room Studio, SFC
9	2270101	Studio 1: Specialized Design Project- Environmental Design Studio	3	54	Be informed later	Be informed later	

* 1 TONGJI CREDITS EQUALS TO 2.5 ECTS

Brief introduction to courses:

1. Open Design

Design is undergoing a revolution. Technology is empowering more people to create and disseminate designs, and professionals and enthusiasts are using it to share their work with the world. Open design is changing everything from furniture to how designers make a living. Open design is a way of designing everyone can participate in. The course addresses the contents, processes, approaches and tools of Open Design.

The objective of this course is to enable the students to develop their own understanding of this cutting-edge design field, including the background, principles, applications, and related thoughts, methods, tools and practical cases.

2. Chinese Cultural Experiences and Design

The main objective of this course focuses on product design and gift design inspired by the traditional, modern and international Chinese culture. By combining multiple teaching methods such as theory learning, culture experiencing and workshops, students are able to feel the slow, tranquil and light lifestyle, and then design with their body and soul relaxed and joyful. Inspired by the theme of Renaissance and innovation, the cultural experience of Tea and Tao, vegetarian and Zen, Guqin and heart, meditation and love, students are brought together to discuss and research on Chinese culture and its innovation. In the end, through two workshops on product design and gift design inspired by Chinese culture, students can put what they have learnt into real practice. The course aims include: to inculcate upon the students a sense of balance between human and nature and let them understand that love is life itself; to elevate love during the process of service with harmony, gratitude and collaboration; to design with the positive and active attitude of working together and growing together.

3. Plastic Arts in Cultural Perspective

This course tends to find out the close relationship between the culture and the important art works appeared in China from 4000BC to the 20th century. The great influence of the culture in China includes not only the local culture such as primitive religion, Confucianism, Taoism, but also the foreign culture such as ancient Greece culture, Buddhism, Islamism, Zoroastrianism and European culture as well. The culture played an important role in shaping the art tradition of China. Through the research on the relationship between culture and art works, a new visual angle can be afforded for us to understand the shapes, the ornaments, the texture and the design concepts of the art works more deeply.

4. History of Chinese Modern Design: From Arts and Crafts to Modern Design

This course introduces the developing process of Chinese modern design from the late 19th century to the early 21st century. By listening to course content and discussing the material, the student will understand the evolution path and the era causes of from arts and crafts to modern design. They will also master the basic features and main characteristics of Chinese design in the process of modernization. In the course, the discussion about Chinese modern design's mechanisms and social relations will help students to review again some principles and assumptions of traditional design history, and understand diversity and diachronic of the modern design language.

Besides, this course has a strong focus on the conversion from historical view to thinking resources and cultural position in practices. To this end, there are different methods in this course: telling, reading, discussion, writing and some design practices. As a part of the knowledge preparation for design research beginners, this course follows the theoretic discourses and the research methods mostly from design, history and art. Being part of an integrated research training, this course offers a historical view and a theoretical tool, and supports other courses offered in the MPhil program of Design History and Theory and the PhD program in the College of Design and Innovation at Tongji University.

5. Branding Strategic Design (TBC)

6. Sustainable Design

- To illustrate the complexity of sustainability in design and the intrinsically systemic relationships with other aspects of society
- To instill constant thinking about sustainability when designing
- To provide tools, methods and skills for tackling sustainability issues
- To provide knowledge inside and outside students' own design discipline in order to get the 'big picture'

7. Product service System Design Methodologies and tools

This course introduces the methods and tools for Product Service System Design. The goal is to let the students manage a design project from an holistic point of view and with a range of tools aimed to ease the development process, to visualize it and to trigger the involvement of the stakeholders.

At the end of the course the students will be able to:

- use several tools and approaches to gain a meaningful insight on different situations and contexts related to design opportunities: storyboard, blueprint, moodboard, system map, character profiles, co-design sessions, role plays, personas etc.
- develop scenarios for project development and idea generation;
- apply creativity techniques to scenario based design innovation.

The lessons will include lectures explaining tools and methods and practical assignments to be done in small teams so to apply immediately the acquired knowledge

8. Studio 1: Specialized Design Project - Media and Communication Design Studio

The course aims to explore the potential of communication design tools and in particular diagrammatic and mapping languages in approaching, understanding, and communicating complexity of the urban change and social issues;

Two main design skills will be exercised:

- mapping, meaning the capacity to explore a space, to collect data and information, and to use visual languages to represent them on physical and conceptual maps for public communication purpose
- storytelling, meaning to capacity to dig deeper in the exploration, and use media languages to bring the insights from the research to become public knowledge and heritage

Digital illustration and hand sketches will be largely used during the classes.

Students will be requested to work on digital tools such as content publishing platform (wordpress), mapping tools (raw and cartodb), and tools for social media analysis.

9. Studio 1: Specialized Design Project - Environmental Design Studio

The overall objective of this course is helping students have a substantial increase in terms of in-depth understanding of the program, ability of design research, design methods, and design proposals. As the advanced version of Environmental Design course, the course helps the students:

- To understand better what environmental design is. They need to seek their answers in a broad and interdisciplinary context, address its ecological, societal and commercial impact, as well as the relationship with other disciplines. Especially, shift the focus from physical space environment to "Life – space Eco-system";
- To stress both the design process and the design outcome. The course will evaluate whether there is a compelling research, methods and processes. Design method and design research should advance the design requirements throughout the entire process. At the same time, the innovation contribution and multidimensional quality both on the system level and user experience level of the proposal and its interrelationship will be checked.
- To present their outcome like a roadshow, which is a key for the proposal being realized. The course will focus on training students' holistic presentation skills. The course will organize an exhibition as a part of the final presentation.