

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

Inclusive Diversity Pioneering Ethos Responsible Activism
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 takes "to learn and create, for a meaningful life and a better world" as its motto, with an initiative seeking to respond to the challenges the world faces today by cultivating leaders of smart and sustainable design and innovation who pursue academic excellence while contributing to social development. Our goal is to be pioneering, inclusive and diverse, to learn and to practice, in order to pursue excellence and continue to "make substantial contributions to human progress".

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 2020, D&I was ranked No. 13 globally by QS World University Ranking by Subject (No. 1 in Asia for 3 years).

In 2016, D&I took the lead in the construction of Shanghai Art & Design Class IV Peak Discipline. In 2017 and 2021, Art & Design of D&I was selected as a "world-class discipline" for two consecutive rounds. The four majors - industrial design, product design, environmental design, and visual communication - have all been selected as national first-class undergraduate majors. In 2019, the college was approved to establish a post-doctoral research station for design. In 2022, D&I took the lead in the establishment of the "Innovative Design and Smart Manufacturing Community" of Tongji University. In 2023, the Art and Design major of D&I is ranked 10th globally by QS World University Rankings by Subject (1st in Asia for 6 consecutive years). 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; the European Network of Living Labs (ENoLL); the City Science network of MIT Media Lab; and Ellen MacArthur Foundation Higher Education Program.

PROGRAMS & FIGURES

By the end of December 2022, D&I had around 800 students (including undergraduates and postgraduates), and 159 full-time faculty members (32 international faculties). About 50 international students attend D&I every year—approximately 30% of the total number of the graduate students of the year. Over 70% of D&I's graduate students gain overseas exchange study experience.

The College focuses on “smart, sustainable design for industrial transformation and future living.” It has 4 undergraduate programs, 11 master's programs, and 5 doctoral programs. 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 / Product Design
Environmental Design
Media and Communication Design

Master's Programs

Advanced Industrial Design
Advanced Environmental Design
Advanced Media and Communication Design
Interaction Design
Product Service System Design
Design Strategy and Management
AI and Data Design
Design History and Theory
Innovation and Entrepreneurship
Design Thinking and Sustainable Future
Systematic Design and Intelligent Innovation

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 smart 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)

University of Applied Arts Vienna, Austria (Global Challenges and Sustainable Developments)

Ecole supérieure d'art et design de Saint-Etienne, France (Design for Creative Cities)

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

Shanghai International Design 100

Sino-Finnish Centre

Tongji University Design Art Research Center

Chinese Culture Center

Shanghai International Institute of Design and Innovation

City Science Lab @ Shanghai

SAIC-Tongji Car Design and Engineering Center

SustainX Design Research Center

New Center for Fashion Design and Innovation

Research Center for Design Education and Pedagogy

Intelligent Big Data Visualization (iDV^x) Lab

Tongji University Tezign Design A.I. Lab

NEEDS LAB

Urban Future Lab

Center for Digital Innovation Intangible Cultural Heritage Research Center/ Art and
 Intangible Cultural Heritage Experiment 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
 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
 User Experience Design Research Lab
 Design Engineering and Computing Research Lab
 Genealogy of Design History Research Lab
 Next Mobility Lab
 Contemporary Furniture Design Lab
 Material Innovation and Design Application Lab
 Tongji-Dawawa Sound Lab
 Jewelry Accessory Lab
 Making Lab
 Shang Xiang Lab
 Branding Public Space Research Lab
 Animation and Digital Entertainment Lab/ Immersive Simulation Lab
 Tongji D&I Curatorial Lab
 AIOT Lab
 NICE 2035
 Aston Martin Lagonda NICE 2035 Creative 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* (*She Ji for short*) sits at the core. It is the first English, peer-reviewed design academic journal in mainland China. Founded in September 2015, the journal is owned by Tongji University and published online in an open-access manner in cooperation with Elsevier. *She Ji* has been indexed by ESCI and Scopus, and enjoys a high international influence in the design community. (homepage: <https://www.sciencedirect.com/journal/she-ji-the-journal-of-design-economics-and-innovation>). In addition to periodicals, the platform also publishes anthologies, conference proceedings, and translates theoretical works of global leading thinkers in design.

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), Royal College of Art (UK), Parsons School of Design at the New School (USA), MIT Media Lab (USA), Art Center College of Design (USA), Kolding School of Design (Denmark), Umeå University Umeå Institute of Design (Sweden), Kolding School of Design (Denmark), Academy of Arts and Design Offenbach (HfG) (Germany), Delft University of Technology (Netherlands), Chiba University (Japan), among many others. The partnerships bring student exchange, faculty exchange, joint workshops, collaborative research, joint labs, etc.

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

PAN-TONGJI DESIGN WEEK

Tongji Design Week, which was originally conceived as a platform for deep thinking and creative ideation at the forefront of the design discipline, is an annual event hosted by D&I every October. As of 2022, it has been held for 11 consecutive sessions. 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. Since 2019, D&I has widened the remit of the event to include the most active institutions within the Pan-Tongji Design Industry Belt and Pan-Tongji Knowledge Economy Circle, and has renamed the event Pan-Tongji Design Week. In 2022, Pan-Tongji Design Week was the host of the first World Design Cities Conference (WDCC), with a total traffic of 720 million visitors.

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 Richard Buchanan (Case Western Reserve University, USA), Cees De Bont (Loughborough University, UK), Don Norman (UC San Diego, USA), Ena Voûte (TU Delft, Netherlands), Ezio Manzini (Politecnico di Milano, Italy), Kun-Pyo Lee (The Hong Kong Polytechnic University, China), Naren Barfield (Royal College of Art, UK), Srini Srinivasan (WDO), Yrjö Sotamaa (University of Art and Design Helsinki and Cumulus).

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.

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