

School of Media and Design

<http://smd.sjtu.edu.cn/english.php>

I . An Introduction to Disciplines and Main Research Fields

The School of Media and Design (SMD) at Shanghai Jiao Tong University was established in September 2002, and is made up of Journalism and Communication Department, Film and TV Department, and Design Department and Cultural Management Department. At present, SMD provides master program for two majors: Journalism & Communication and Design; professional master program for three majors: Journalism & Communication, Industrial Design Engineering, and Art; PhD for the major of Media Management. Now, SMD has over 1100 students at enrollment, including more than 600 undergraduates, over 300 MA candidates, about 100 Ph. D. candidates and 200 oversea students in various programs. It is widely known that SDM is one of the two universities of mainland China ranking top 100 in the disciplines of Journalism and Design (see QS World University Ranking 2012, 2014). Additionally, according to QS World University Ranking 2015, Disciplines of Art and Design have advanced to Top 50, ranking No. 28 after the Hong Kong Polytechnic University (No. 24) and Tsinghua University (No. 26).

Overview of Research Directions of SMD

Enrollment Type	Realms	Details
Journalism and Communication (M. Phil. , the Master of Philosophy)	Journalism	Calculation of Journalism, Theories of Journalism, News Practice, History of Journalism, Chinese Media and News etc. .
	Communication	Computational Communication, Big Data and Communication Innovation, New Media ,Media Industry and Management, Network Public Opinion, Research of Media Methodology etc. .
	Cultural Industry and Management	Cultural Policy; Cultural Theory; Corporate Culture Management

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Enrollment Type	Realms	Details
Design (M. Phil. , the Master of Philosophy)	History and Theory of Design	Research on Design History ,Design Theory
	Design Strategy and Management	Design management, Design Strategy and Design Method
	Products and Interaction Design	Product Design, Interaction Design
	Visual Communication and Digital Media Art	Ad Design, Brand Planning, Packing Design, CI Design, Digital Media Art
	Environment and Landscape Design	Landscape Design,Interior Design,Exhibition Design
	Public Arts	Arts Exhibition, Painting, Environmental Graphics, Urban Sculpture
Master of Fine Art (Full-Time Track)	Broadcast Television	Radio and TV Program Production
	Art Design	Visual Communication, Environment and Landscape Design, Public Art
Master of Journalism and Communication (Full-Time Track)	Journalism and Communication	Computational Communication, Big Data and Communication Innovation,New Media ,Media Industry and Management,Network Public Opinion,Research of Media Methodology etc. .
Master of Industrial Design Engineering (Full-Time Track)	Products and Interaction Design	Product Design, Interaction Design
	Design Strategy and Management	Design management, Design Strategy and Design Method
	Visual Communication and Digital Media Art	Ad Design, Brand Planning, Packing Design, CI Design, Digital Media Art
	Environment and Landscape Design	Landscape Design,Interior Design,Exhibition Design

II . Faculty

1. Overview of Faculty

Almost 90 faculty members are working in SMD, including 30 professors (researchers) among whom 10 are Ph.D. supervisors, and 37 associate professors (associate researchers),

over half of whom hold Ph.D. degrees. There are two distinguished professors with honor of Chang Jiang Scholar by the Ministry of Education, five experts honored with Cross Century Talents or New Century Talents by the Ministry of Education, one foreign expert from Bureau of Foreign Experts Affairs, and two with the honor of Shanghai Jiao Tong University Distinguished Professor, and 3 faculty members sit on the editorial board of internationally renowned academic journals. Besides national leading scholars, the school also includes many international distinguished experts. Professor Peter who is the Chairman of ICA and Professor WEI Ran who obtained tenure from University of South Carolina have been honored with Chang Jiang Scholar Chair Professor by Chinese Ministry of Education. And Professor John Downey from Loughborough University in UK and who was an excellent graduate of University of Cambridge is honored with Top-level Foreign Expert by Bureau of Foreign Experts Affairs. In addition, SMD has retained a group of academic elites and business leaders as visiting and part-time professors, including masters like Maxwell McCombs.

2. Renowned Professors

No.	Name	Titles	Research Interests
1	LI Benqian	Dean of the SMD; Honored with New Century Talents by Chinese Ministry of Education; Chief expert of key projects in social science; Member of the National Brilliant Journalism and Communication Talents Education and Guidance Committee	Communication of New Media, Media Industry and Management, Computational Communication and Communication Effects
2	SHAN Shilian	CPC Committee Secretary of the SMD; Distinguished Professor	History of Aesthetics, History of Cultural Ideology
		of SJTU; Chair of Department of Cultural Industry and Management	
3	ZHANG Guoliang	Chair of Global Communication Research Institute; Distinguished Professor of SJTU; Honored with Cross Century Talents by Chinese Ministry of Education.	Communication Theory and Empirical Studies, History of Chinese and International Communication
4	ZHAO Yi	Distinguished Research Consultant	International Communication Research, Media Operation and Management
5	HU Huilin	<i>Eastern</i> Distinguished Professor; Chief expert of key projects of Chinese Ministry of Education	Cultural Industry: Theory and policy, National Cultural Security, Cultural Development Strategy Studies

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No.	Name	Titles	Research Interests
6	JIANG Jinzhang	Vice Dean of the SMD; Chair of Shanghai Jiao Tong University-Shanghai Securities Newspaper New Media Joint Laboratory	Media Operation and Management, Knowledge Management and Network, Electronic Finance, etc.
7	XUE Ke	Chair of Department of Journalism and Communication; Honored with New Century Talents by Chinese Ministry of Education	Brand Strategy and Communication, Public Relations and Advertising, Interpersonal Communication
8	GU Zhenyu	Distinguished Researcher of SJTU; Director of Interaction Design Research Institute	Human Computer Interface Design Method, Machine Learning of Psychological Mechanism of Morphology and Color Aesthetic Psychology, Application of Machine Vision in Human Computer Interaction Field
9	LI Yizhong	Vice Chair of American Films Research Center	Film & TV Theory, Film & TV Innovation and Communication
10	LIN Xun	Director of Digital Entertainment Research Center	The Mathematics View of Digital Media Design, Symbol Culture and Cultural Symbol
11	LIU Shilin	Honored with New Century Talents by Chinese Ministry of Education	Aesthetics, Chinese Poetics and Urban Culture Research
12	SHAO Guosong	Academic Pacesetter in Journalism and Communication	Communication Regulation and Policy, Media Operation and Management, Political Communication and Network Communication
13	YAO Junxi	Director of Chinese Visual Communication Research Center	Communication Theory (Chinese and International Communication Insights), Visual Communication (Visual Aesthetics and Communication), Development Communication (Communication and Social Transformation)

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No.	Name	Titles	Research Interests
14	YAO Xinbao	Director of the Spokesman Training & Research Center at Shanghai Jiao Tong University; Vice Executive Director of Shanghai Jiao Tong University-Sina Network Research Center	Journalism Theory and Practice, Media Development Strategy and Public Relations
15	ZHOU Hong	Director of Digital Media Art Research Center	Symbolization of Visual Communication Design, Chinese Traditional Advertising Style and Symbol, and Visual Communication and Visual Perception Studies
16	ZHOU Wuzhong	Chair of Department of Design; Director of Tourism and Landscape Research Institute	Tourism Planning, Landscape Architecture and Landscape Design, Flower Culture Industry, Urban Horticulture, and Design Arts
17	GU Huizhong	Vice Curator of Chengji Art Gallery	Graphic Art Design and Painting Art
18	XIE Jinwen		Journalism and Communication Theory, Chinese and International Media Industry
19	TONG Qingyan		Communication Function, Audience and Media Economy
20	XI Tao		Research on Theory and Methodology of Visual Communication Design

III. Achievements

Funding Projects:

three key National Social Science Projects (important and core project) granted by Chinese Ministry of Education; 11 regular project of National Social Sciences of Chinese Ministry of Education; 28 projects at the provincial level; overall with a total funding of around 1.05 million RMB at vertical level, and 2.31113million RMB at horizontal level.

Publication

Articles

Overall, 248 articles published in CSSCI journals; 10 articles published in SSCI journals; two papers published in Social Science in China

Books

More than 100 important books published (including textbooks)

Collective Honors

The Second and Third Prizes for the sixth Chinese Ministry of Education's *Philosophy and Social Sciences Outstanding Achievement Award*

The Second Prize for the 12th Shanghai's *Philosophy and Social Sciences Outstanding Achievement Award*

The Second Prize for *Shanghai Teaching Achievement Award*

Art Honors

More than 10 works of teachers were selected for the National Exhibition of Art or Design.

Works of students won the first prize for the Billboard Design in the 53rd New York Advertising Festival and the first prize in the National Arts Design Exhibition of University Student for eight times respectively.

IV. International Collaboration

1. Student Exchange Programs

Exchange Project of National University of Governance and the SMD

Exchange Project of City University of Hong Kong and the SMD

Exchange Project of Hong Kong Baptist University and the SMD

2. Joint Education Programs

Cooperation Post-Graduate Project of Loughborough University in UK and the SMD

Double Degree Post-Graduate Project of the University of Southern California and the SMD

V. Platforms for Research Innovation

The SMD has three important research bases at provincial and national level: Research Base for Innovation and Development of National Cultural Industry and Research Center of Cultural Industry in Taiwan and Mainland funded by the National Ministry of Culture; Shanghai Cultural and Creative Industry Development Strategy Research Center funded by Social Science Development Innovation Research Base in Shanghai.

The SMD also established the Shanghai Jiao Tong University Global Communication Research Institute. Moreover, the SMD has set up more than 20 leading research institutions: Laboratory for Radio and Television, Photography, Design, and Information Effects; Research Center of Design Management; Research Center of American films Studies; Interaction Design Research Institute; Jewelry Fashion Industry Research Center; Digital Media Art Research Institute; Shanghai Jiaotong University - Sina Internet Communication Research Center; Shanghai Jiao Tong University - Shanghai Securities; China spokesman

Training and Research Center; *Eastern* four regions Media (Hong Kong, Macao, Taiwan and Mainland) and Social Development Research Center and so on.

Additionally, the SMD has a professional exhibition hall – Chengji (a famous Chinese American painter) Art Gallery and a college students’ internship base – The Media Center of Shanghai Jiao Tong University. This base includes CCTV, the SMG Group (First Financial, Dragon TV, News Center, Lifestyle and other channels), Liberation Daily, Wen Wei Po, Bestv Ltd., *Hujiang* Website, Youzu network, Shanghai SAIC, Pan Asia Automotive Design Center, Huawei, Shanghai digital group, Netease game, Iqiyi, Zhejiang Century Media Co., Ltd., Suning Appliance Co., Aegis Media and so on.

VI. Distinguished Alumni

GUO Yu, Co-founder and CEO of JIAE Network; used to serve as chief designer and director of user experience in Baidu Co.

WEI Zheng, Director and Producer, representative work- “Love Apartment”.

HUANG Bin, Executive Vice Director in Design Department of the Pan Asia Technical Automotive Center; honored with Shanghai Science and Technology Award; the Outstanding Pioneer of Chinese Automobile Industry.

WANG Ren, Chair of Lanzhou Radio and Television Station.

TIAN Xiang, Founder of Social Consulting Ltd. CO. and Home Culture Company; Former Director of Sina Website Video.