



NEWS

New Minds, New Modes——Re-Design Design Education Conference at JU

[Jiangnan University] [2012-06-25]

On 23rd May, there held in Jiangnan University (JU) the opening ceremony of Re-Design Design Education Conference, sponsored by China Industrial Design Association and Wuxi Municipal Bureau of Science & Technology, School of Design, JU. Prof. Xu Yan, Vice President of JU, delivered the opening speech on behalf of JU and extended his warmest welcome to all the participants. Other speeches were made by Mr. Liu Ning, Vice President of China Industrial Design Association, Prof. Wang Wu, former Vice President of JU and Professor Craig M. VOGEL from University of Cincinnati. The participants also included leading scholars in the field of design from home and abroad, as well as faculty and students of the School.

In recent years, design has been radically transformed from an applied plastic art, with a relatively complete educational system, into an inter-disciplinary subject that integrates technologies, business, sociology, psychology and culture. The design education, correspondingly, has reached an unprecedented scale, with its denotation and connotation in constant change. To meet with the challenge, the School of Design, Jiangnan University put forth a timely proposal that the scope and key concepts of design should be redesigned, design should be defined differently on a philosophical basis, new design methodologies should be tried, and new principles of humanity design should be specified. Hence, the Re-Design Design Education Conference. Later on, a series of international academic activities in the next five years, including three international conferences in 2012, 2014 and 2016 as well as the workshops and seminars in between.

In this conference, 38 guest speakers, together with 13 experts from foreign countries, Hong Kong, Macau and Taiwan as well as 18 experts from other colleges and universities in China reflected on the scope, methods and values of design education in China. It is a shared aim that the series of conferences could turn out quality subjects and nourish talents in different fields.







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