



## Introduction

Established in 2002, the School of Media and Design (SMD) at Shanghai Jiao Tong University aims at educating a new generation of communication graduates who are not only equipped with critical thinking but also with creative capability. The School consists of four departments: Journalism and Communication, Film and Television, Design, and Cultural Industry & Management. To date, SMD has more than 90 faculty members, about 25% of them earned their doctoral degrees in the U.S., U.K., and other western countries. SMD also hosts more than 700 undergraduates, 300 master students, and 100 doctoral students.



# School of Media and Design

Programs	Core Courses
M.A. in New Media Studies (taught in English)	History & Theory of New Media, New Media Research Methods, Advanced Topics in New Media Studies, New Media Applications in Business
M.A. in Design (taught in English)	Information Design, Interaction Design, Web Design, User studies
Ph.D. in New Media Communication and Management (taught in English)	History & Theory of New Media, New Media Research Methods, Advanced Topics in New Media Studies, Readings in Experiment Research, Brand Management and Communication
Ph.D. in Design Science and Engineering (taught in English)	Information Visualization, Applied Ergonomics, Advanced topics in Design, Statistics in Social Science, Service Design
M.A. in Journalism and Communication (taught in Chinese)	History of Journalism & Communication, Communication Research Methods, Computational Journalism, Public Opinion, News Reporting, Cyberspace Governance
M.A. in Design (taught in Chinese)	History & Theory of Design, Design Management, Introduction to Design Arts, Design Psychology, Design Practices
Ph.D. in New Media Communication and Management (taught in Chinese)	Communication Theories, Communication Research Methods, Media Economics and Management, Cultural Industry and Policy
Ph.D. in Design Science and Engineering (taught in Chinese)	Information Visualization, Applied Ergonomics, Advanced topics in Design, Statistics in Social Science, Service Design

## International Students:

There are currently 324 international students in the school. Among them 104 are master or doctoral students who come from 55 countries including the U.S., U.K., Russia, Korea, Pakistan etc. Many of them graduated from world prestigious universities like Princeton University, University of Chicago, University of South California and University of California-Los Angeles.

## Publications and Research Projects:

In the past five years, more than 200 journal articles and 150 books have been published in Chinese or English. In addition SMD faculty currently holds 7 Key National Social Science Projects and more than 11 regular National Science Projects granted by the Central Government, plus 28 ministry-level research projects, with a total funding of around 15 million RMB.

## Academic Ranking:

Our Journalism and Communication discipline was in top 100 of QS World University Rankings by Subject in 2012 and 2014 as well as in top 10 of Chinese Ministry of Education national ranking by subject in 2015. Our Design discipline was in top 50 of QS World University Rankings by Subject in 2016.



## Renowned Professors

Name	Research Interests
GE Yan	Media Psychology, Data Mining, Experimental Studies, Art and archaeology
GU Huizhong	Graphic Art Design, Painting Art
GU Zhenyu	Human-computer Interface Design Method, Machine Learning of Shape and Coloring Aesthetic Psychological Mechanism
HU Huilin	Cultural Industry Policy, National Cultural Security
JIANG Jinzhang	Media Management, Knowledge Management
LI Benqian	Media Economics & Management, Computational Communication
LI Gang	History of Chinese Fine Arts, Book Binding Design, Painting
LIN Xun	Mathematics View of Digital Media Design, Symbol Culture, Cultural Symbol
LING Jinzhu	Cultural System, Public Cultural Policy, Cultural Industry and Copyright
LIU Shilin	Aesthetics, Chinese Poetics, Urban Culture Studies
SHAO Guosong	Internet Politics, Internet Law
SHAN Shilian	History of Aesthetics, History of Cultural Ideology
TONG Qingyan	Media Management, Creative Industries, Communication Theory
XI Tao	Information Design
XIE Jinwen	Journalism, Communication Media
XIE Yungeng	Public Opinion, Crisis Management
XUE Ke	Branding Communication, Interpersonal Communication, Advertising & Public Relations
YAO Junxi	Communication Theory, Visual Communication, Development Communication
YAO Xinbao	Journalism Theory and Practice, Media Development Strategy Public Relations
ZHANG Guoliang	Communication Theory, Empirical Studies, International Communication
ZHOU Wuzhong	Tourism Planning, Landscape Architecture, Landscape Design, Urban Horticulture
ZHOU Hong	Symbolization in Visual Communication Design, Visual Communication and Visual Perception

## Contact

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