**Recruitment brochures for master of Arts degree of School of design and art**

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| Serial number | The Name of major | Major Introduction | The duration of studies | language of instruction |
| 1 | Landscape planning and environmental design | Landscape planning and environmental design mainly studies the design and research of regional cultural regeneration, environmental system design, landscape environment design, rural revitalization and urban renewal with the characteristics of the Central Plains. Through innovative design thinking and closely combining the concepts and methods of design research, creative transformation and innovative research are carried out. Cultivate graduate students with good environmental system design awareness and comprehensive aesthetic literacy, proficient in research methods and skills, creative thinking and comprehensive expression ability, humanistic vision, international vision, and continuous innovation and design ability combining technology and space, High-quality applied talents with design service and design management capabilities. This major is the deputy director unit of the Building Environment Special Committee of the China Fashion Color Association, the group member unit of the Interior Design Branch of the Architectural Society of China, and the director unit of the Professional Committee of the Henan Furnishing Art Association. | 3 years | Chinese |
| 2 | Industrial Design | The major of industrial design mainly studies the design and application of products,such as intelligent equipment products,transportation vehicles and grain, oil and food machinery.It aims at cultivating innovation and application-oriented talents,who not only are able to discover problems through self-directed learning and solve them creatively through comprehensive professional theory and technical means,but also possess strong lifelong learning ability,both Chinese cultural heritage and international vision,high practical ability and application ability,with human quality,artistic accomplishment,aesthetic competence,professional knowledge and relevant knowledge of natural sciences and humanities,as well as good innovative practice and expression and communication skills.It is a national first-class undergraduate professional construction point and a provincial-level professional comprehensive reform pilot major,with provincial platforms,such as the Provincial Industrial Design Research Institute and the Provincial Industrial Design Center.There are also awards and achievements such as the first prize of provincial teaching achievements and the National Social Science Fund Project. | 3 years | Chinese |
| 3 | Visual Communication Design | The visual communication design integrates the excellent disciplines of the school, relies on the profound cultural resources of the Yellow River Basin, meets the needs of socialist modernization and high-quality development in the central region, and focuses on making breakthroughs in the field of design.Research focuses include:design practice and research on information visualization, data visualization, and sign system planning and design conducts with universal design methods,based on the perspective of information science;researches on enterprises, brand images and their dissemination issues in regional industrial upgrading include brand culture, design methods, language of expression, evolutionary laws, promotion and marketing;cultural creative design research and visual fashion design and development practice research oriented to cultural inheritance and dissemination;interaction design, user experience, service design practice research and new media art design practice research oriented to the network information age.In teaching and practice, it pays attention to the cultivation of design thinking, planning and management, and comprehensive innovation ability. At the same time, it also cooperates closely with domestic and foreign enterprises，driven by the integration of production and education，to carry out relevant teaching courses and subject practice activities."Informatics Theory + Digital Technology + Visual Science" is the research feature of this major.To cultivate compound talents with sustainable development that possessing international design culture vision，being suitable for the needs of the innovative era, integrating traditional print media and modern digital media, broad theoretical literacy and rich design practice.The major has a provincial college students off-campus innovation and entrepreneurship practice base,a provincial-level high-quality video open course, and an online course for first-class undergraduate courses in Henan Province.The teaching team has won 1 national art fund project and more than 10 provincial and ministerial projects. | 3 years | Chinese |
| 4 | Digital Media and Animation Design | Digital media and animation design mainly study the theory and creative practice of interaction and UI, game design, digital imaging, animation design, and MR. Focusing on the combination of digital technology and design art, a unified theoretical and practical system of "science, art and humanities" has been constructed. Through industry-university-research cooperation with domestic first-tier enterprises, the leading and demonstration effect of digital media and animation design has been formed in Henan Province. This direction is supported by the provincial-level first-class undergraduate professional construction site of digital media art and the digital media and animation laboratory supported by central finance. | 3 years | Chinese |
| 5 | Art and craft | Relying on the Arts and Crafts Research Center of Henan University of Technology and the Development and Revitalization Research Center of Intangible Cultural Heritage, the art and fine arts major focuses on promoting and inheriting Chinese traditional culture and art, advocating people-oriented handcraft culture, and paying attention to the quality of human life. The major mainly studies the modern development and design of traditional crafts, the industrialization development and planning of traditional crafts, intangible cultural heritage and cultural and creative design. The major emphasizes paying attention to the current situation and development trend of the major at home and abroad, emphasizing the combination of practical ability and artistic creation and design ability, cultivating the overall development of international vision and local humanistic spirit, and capable of engaging in traditional craft research and practice, brand planning and promotion, serving the development and revitalization of the intangible cultural heritage of traditional national handicrafts. This major has successively cooperated with a number of national, provincial and municipal intangible cultural heritage inheritance bases for the integration of production and education, established practice bases, established a dual-tutor training mechanism, and formed an excellent teaching team. | 3 years | Chinese |

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| 1 | **Product Design** | The major of product design originated from the major of packaging engineering which established in 1994. It begins to recruit industrial design students since 2000, and firstly start the direction of transportation design in Henan Province since 2003, then in 2013, the major of industrial design has been formally adjusted to the major of product design. This major is a national first-class major, a pilot major for comprehensive reform of colleges and universities in Henan Province, and a school-level outstanding students training major.There are three workshops in the major of product design, which are highlighted in the direction of: 1. Research on the technology development trend of Made in China 2025 and Internet plus / Research on intellectualization of traditional industrial products / Information transformation upgrading and Development and design of innovative interactive products (Workshop of innovative products and system design) 2. Research on design for inheritance and innovation of Chinese traditional culture / Research on cultural consumption demand / Development and design for cultural innovative products / traveling souvenir design / Museum cultural products design / service design (Workshop of culture and products design) 3. Light vehicle, passenger car, new energy vehicle and special purpose vehicle’s design for Interior and exterior styling, structural, modeling, vehicle classification and color fabric (Workshop of transportation design). | 4 years | Chinese |
| 2 | **Visual Communication Design** | The major of visual communication design originated from the major of packaging engineering which established in 1994. It was firstly set as an profession direction which belongs to the major of art and design in 2001, then changed to an independent major according to the profession classification of Ministry of Education since 2012. In 2014, it was approved to recruit design MA student, and in 2016, the educating principle of “workshop + real project based innovation” has been formally introduced, then the three workshop of Universal Information Design, Branding and Experience Design and Visual Fashion Design has been set up. The major of visual communication design has its own master station, provincial college students off-campus innovation and entrepreneurship practice base, and has been approved as a first-class professional construction site in Henan province in 2020.Graduates from this major have a wide range of employment fields, and can engage in design, research, teaching and management relates to visual communication in various design agency, company and institutions. The graduates’ employer satisfaction rate exceeds 90%, and their income is far beyond the average level in the industry.In the past three years, students have won a total of 672 awards in various design competitions, and more than 100 grade awards. Meanwhile, the large number of professional talents’ emerge among the graduates also leads to an continue expanding influence in the industry. | 4 years | Chinese |
| 3 | **Environmental Design** | The environmental design major is one of the earliest art majors established in our college, including two majors: environmental art design and landscape design.At present, an interior design studio and a landscape design studio are established, and the learning content covers environmental system design, landscape planning and design, interior engineering projects, virtual reality applications, furniture design, rural revitalization design and other fields. The teaching and research achievements are remarkable, and the school-enterprise cooperation is rich in connotation.Professional teachers are well-equipped.Implementing studio teaching and cooperating with domestic well-known enterprise tutors,in order to teach students to have a good overall awareness of the environment and comprehensive aesthetic quality, master the methods and skills of system design, have creative thinking and comprehensive expression ability.Developing students into high-quality applied talents that possess continuous technology and space integration innovation design capabilities, design services and design management capabilities,while a humanistic vision and an international perspective are also required,so that they can be engaged in design, management, construction, teaching and other work in enterprises, institutions and scientific research institutes. | 4 years | Chinese |
| 4 | **Digital Media Arts**  | The digital media art major is a provincial-level first-class undergraduate major and is supported by the Digital Media and Animation Laboratory supported by the central government. It is the first undergraduate digital media art major in universities in Henan Province. Game design is the earliest and most comprehensive game design direction in undergraduate education in Henan Province, and it is at the leading level.This major cultivates high-quality design and innovation talents who can adapt to the development of the digital age and the information society, systematically master the basic knowledge and creative methods of digital media art, and can combine art, humanities and science. Graduates can engage in innovative design work in companies such as interaction design, game design, film and television production, and animation production.This major originated from the advertising art design major that was launched in 2005. The animation major was established in 2008. In 2011, the application for the digital media art major was approved by the Ministry of Education. In 2016, two studios of "Digital Media Interaction & Game Design" and "Digital Imaging" were established under the major. In 2021, the animation major was merged into the digital media major to set up a "Digital Animation" studio. | 4years | Chinese |
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