2016 DESIGN EXHIBITION OF

AHPU UB

JOINT EDUCATION & CULTURE EXCHANGE

UNIVERSITY OF BRIDGEPORT | AHPU COLLABORATION

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视觉传达设计（中外合作办学）

标准学制：四年
授予学位：1.安徽工程大学设计学学士学位
2.美国UB大学平面设计学士学位
3.美国UB大学传播学专业学士学位（次学位）
毕业学分要求：172学分
主干学科：设计学、传播学

专业介绍：
安徽工程大学视觉传达设计专业（2+2中外合作办学项目）是2014年由安徽省教育厅批准的、与美国布里奇波特大学(University of Bridgeport)大学联合培养本科双学位学士的教育项目。该项目旨在整合国内外优势教学资源，引进国际先进的教育理念，重点培养具有跨文化交流能力、具备较强设计实践能力的专业人才。

培养目标：
安徽工程大学视觉传达设计专业（2+2中外合作办学项目）旨在培养具有国际设计文化视野，了解中国设计文化特色，适应数字化时代设计需求，并集传统设计技能和现代数字传媒应用技术为一身的专门化人才。为专业设计领域、企业、传播机构、企业市场部门、中等院校和各类研究机构输送高素质的复合型人才。

培养要求：
具备良好的跨文化交流能力，能够熟练使用英语进行国际文化交流，传达设计观念和设计思维；具备扎实的设计实践能力，熟练掌握多种设计工具，能够使用多种设计方法完成视觉传达作品的制作；具备相应的传播学知识，能够独立进行相关设计方案策划、推广和市场调查能力；具备广泛的人文历史知识、艺术鉴赏力和理论研究的能力。

培养特色：
安徽工程大学视觉传达设计专业（2+2中外合作办学项目）采取与国际同步的先进教学理念和教学模式，大量引进国际一流的课程和教材。一方面通过国内教育提升学生对传统文化的理解能力和设计能力，另一方面通过两年的国外学习拓宽学生的视野，增强学生的跨文化交流能力。专业引进的外方课程占该项目全部课程比例的64.58%；引进的专业核心课程占该项目专业核心课程的比例为87.50%；外国教育机构教师担负的专业核心课程的教学时数占中外合作办学项目全部专业核心教学时数的比例接近90%。另外，本专业在传统视觉传达教学模块的基础上，增设了传播学模块和新媒体艺术教学模块，将传统视觉传达教育与文化产业管理和新媒体技术应用等多个新兴学科进行有机融合，以提高学生的综合素养和市场竞争力。

INTRO PROJECT 2+2 JOINT EDUCATION PROGRAM

UB-AHPU COLLABORATIVE GRAPHIC DESIGN PROGRAM
BFA IN GRAPHIC DESIGN MINOR IN MASS COMMUNICATION
STANDARD SCHOOL SYSTEM: FOUR YEARS
DEGREE: 1. BACHELOR OF DESIGN, ANHUI POLYTECHNIC UNIVERSITY
2. BACHELOR OF GRAPHIC DESIGN, UNIVERSITY OF BRIDGEPORT
3. BACHELOR OF COMMUNICATION, UNIVERSITY OF BRIDGEPORT, USA (SECONDARY)
GRADUATION CREDIT REQUIREMENTS: 172 CREDITS
MAIN DISCIPLINES: DESIGN, COMMUNICATION

MAJOR INTRODUCTION:
Anhui Polytechnic University of visual communication design (2 +2 Chinese-American cooperative education project). In 2014 the Anhui Provincial Department of Education approved the collaboration between Anhui Polytechnic University and University of Bridgeport in the United States. The undergraduate program includes 2 years of education at both universities. The project aims at integrating the advantages of teaching resources both at home and abroad. The introduction of international advanced educational concepts focuses on training with cross-cultural communication skills.

TRAINING OBJECTIVES:
Anhui Polytechnic University of visual communication design (2 +2 Chinese-American cooperative education project) aims to cultivate an international design culture and vision. This includes the understanding of the characteristics of Chinese design culture, and the way of adapting design within the digital era. Other training includes traditional design skills with modern digital media. For the professional design areas, enterprises, communication agencies, enterprise market sectors, secondary institutions and various research institutions to transport high-quality compound talents.

TRAINING REQUIREMENTS:
Have a good cross-cultural communication skills, proficient in the use of English for international cultural exchanges. Another is to convey design concepts and design thinking; have a solid design practice ability, master a variety of design tools, can use a variety of design methods to complete the visual communication works ; With the appropriate knowledge of communication, to independently carry out the relevant design planning, promotion and market research capabilities; have a wide range of human history knowledge, artistic appreciation and theoretical research capabilities.

TRAINING FEATURES:
Anhui Polytechnic University of visual communication design (2 +2 Chinese-American cooperative education project) to take the international synchronization of advanced teaching ideas and teaching models, the introduction of a large number of world-class courses and teaching materials. On the one hand through domestic education to enhance students 'understanding of traditional culture and design ability, on the other hand through two years of foreign study to broaden the horizons of students, enhance students' cross-cultural communication skills. Professional introduction of foreign courses accounted for 64.58% of the total proportion of the program; the introduction of professional core courses accounted for the project core courses of the proportion of 87.50%; foreign educational institutions teachers to undertake professional core courses teaching hours accounted for Sino-foreign cooperation in running schools The proportion of all the professional core teaching hours of the project is close to 90%. In addition, the professional in the traditional visual communication teaching module, based on the addition of communication module and the new media art teaching module, the traditional visual communication education and cultural industry management and new media technology applications and other emerging disciplines for organic integration Improve the overall quality of students and market competitiveness.

教授简介

卡尔 · 海涅:

教学:
2012年教学SASD布里奇波特大学商业行为和道德时尚技术专业。
2014年秋季教学布里奇波特大学商业行为/包装设计。

学习经历: 1982年本科毕业于布里奇波特大学平面设计和插图专业,同时兼修了摄影专业。在校学习期间（1979-1982）是查尔斯 · 达纳奖学金获得者。
1985-1986在纽约爱克发学习。
1986年在纽约帕森斯学习。

专业协会:
2014至今，为整体设计观念的董事
2009 – 2010，美国平面设计协会品牌中心创始董事会成员，招聘和活动主席，
网站graphicdesign.com，咨询委员会
费尔菲尔德县Adobe用户组，创始成员
1995-2000，康涅狄格州设计协会，执行董事会成员

获得奖项:
印刷类
2013，康涅狄格州艺术导演俱乐部2金4银，
2007年西切斯特年广告俱乐部金奖
2007年康涅狄格州广告俱乐部4金奖

PROFESSOR INFORMATION

KARL HEINE

Teaching
SUNY New Paltz 2016 – present
Adjunct Professor
Graphic Design Applications and Entrepreneurial Portfolio

SASD, University of Bridgeport, Main Campus, Bridgeport, CT
2012 – 2016
Adjunct Professor
Business Practices & Ethics and Co-Professor Studio V
Document Thesis 2015

Anhui Polytechnic, Wahu, China 5/2015, 5/2016
Adjunct Professor
Design Theory and Design Practices

Miami Ad School, Wynwood, Miami, FL
Design Heros – Residency / Workshop 11/2015, 2/2017

Miami Ad School, New York, NY 2015
Adjunct Professor
Product Creation and Innovation

Fashion Institute of Technology, NYC Fall 2014
Adjunct Professor
Starting a Small Business as a Packaging Designer

Education
University of Bridgeport , Bridgeport, CT 1982
BFA | Graphic Design and Illustration, Dual Major
Photography Minor
Charles Dana Scholarship Recipient 1979 – 1982

Professional Associations
TDC, Director-at-Large, Membership and Scholarship Chair
2014 – present
AIGA Brand Central, Branding Chapter 2009 – 2010
Founding Board Member, Recruitment and Events Chair

GraphicDesign.com, Advisory Board

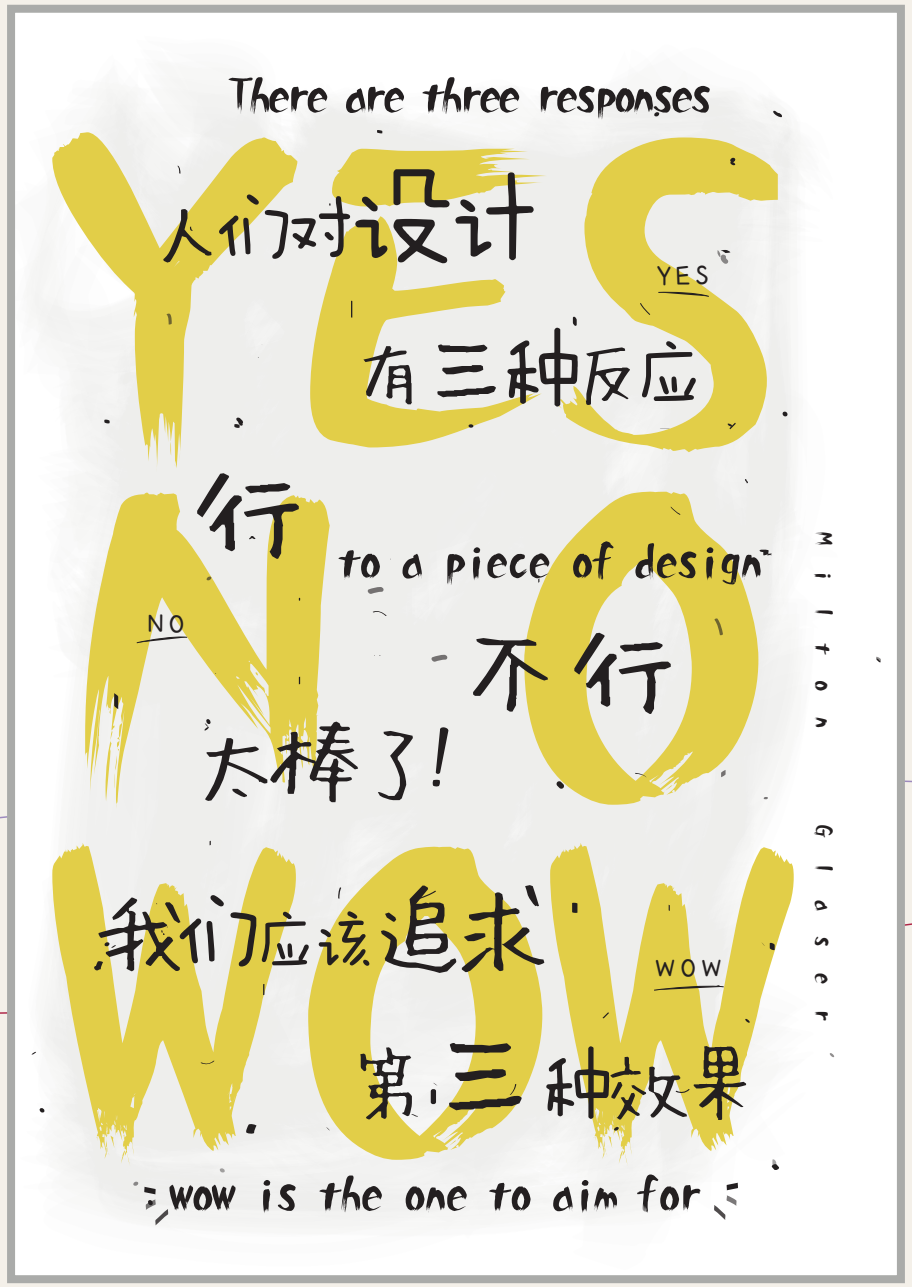
CADC, Executive Board Member 1995 – 2000, 2006 – 2008
AIGA, CADC, The One Club for Creativity NYC

Awards
FPO 2013
Connecticut Art Directors Club 2 Gold, 4 Silver 2013
Westchester Advertising Club 2 Gold W Awards 2007
Advertising Club of Connecticut 4 Gold Pencils 2007

THE CLASS OF 2016

DESIGN THINKING AND METHODOLOGY

设计思维与方法



HUBIN BIN
SOPHOMORE
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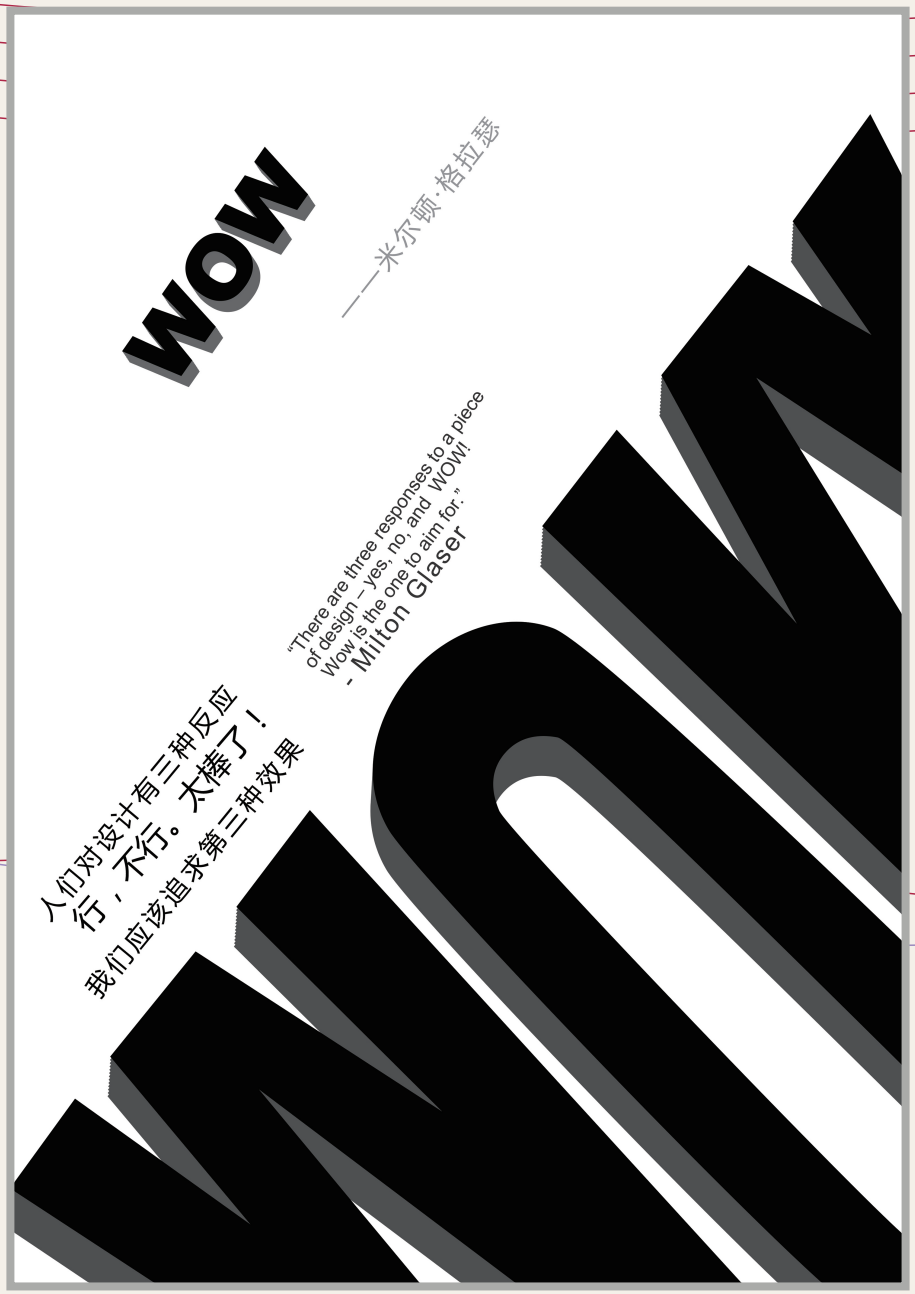

AI DANDAN
SOPHOMORE
GRAPHIC DESIGN

XIAO XIANG
SOPHOMORE
GRAPHIC DESIGN

YANG FAN
SOPHOMORE
GRAPHIC DESIGN

CHANG JINLIANG
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CHENG NUO
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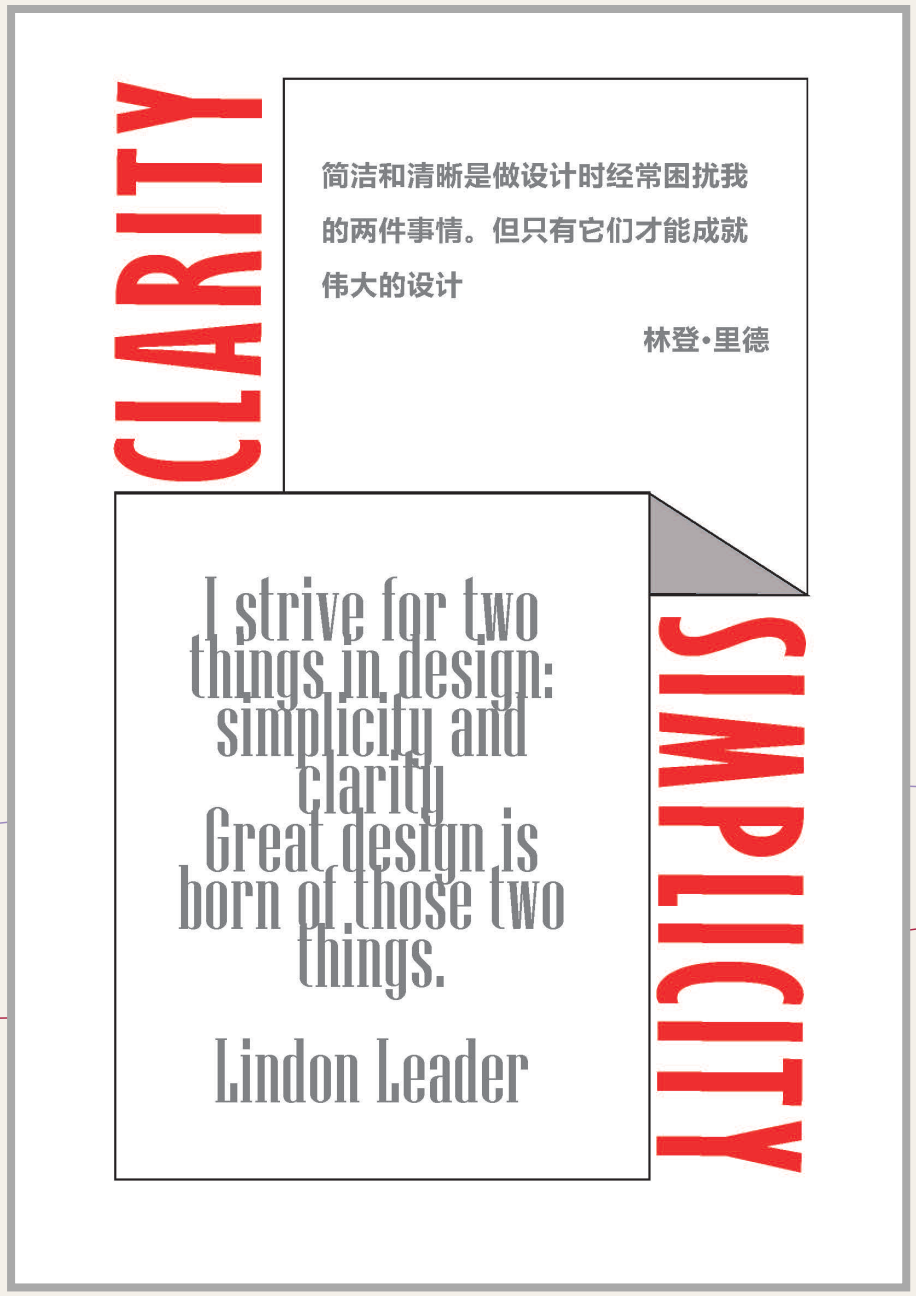
YANG FAN
SOPHOMORE
GRAPHIC DESIGN



DING YAURAN
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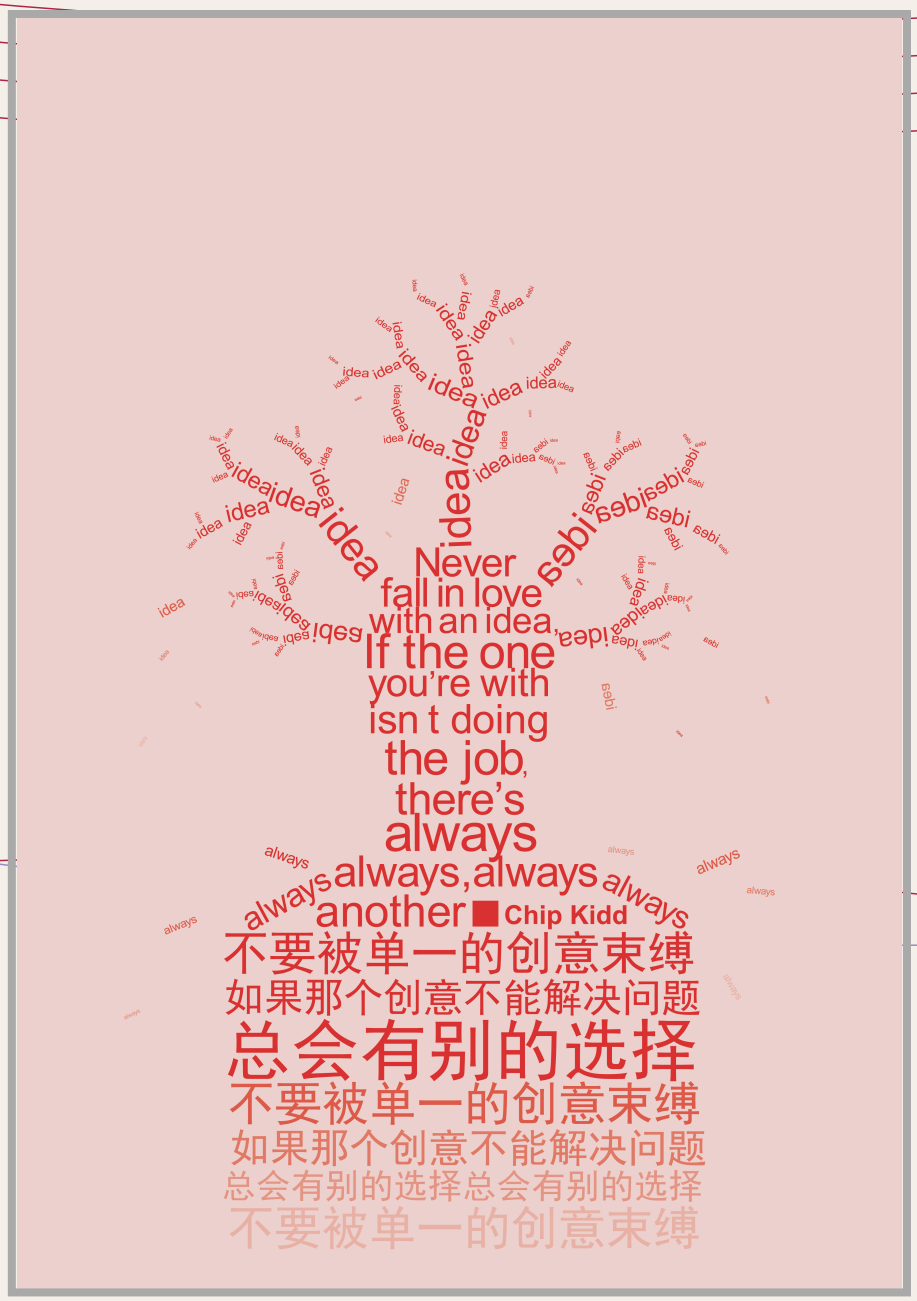

JIN HAO
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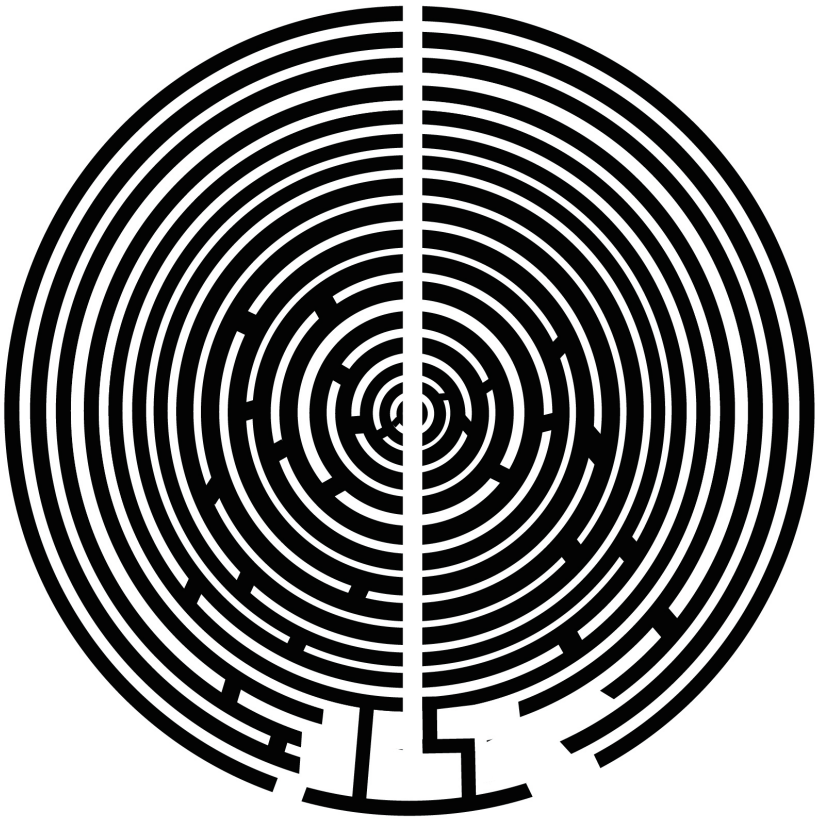
WA JUNYI
SOPHOMORE
GRAPHIC DESIGN

JIN HAO
SOPHOMORE
GRAPHIC DESIGN



"Never fall in love with an idea.If the one you' re with isn' t doing the job , there' s always,always,always another."

–Chip Kidd

不要被单一的创意束缚，
如果那个创意不能解决问题
总会有别的选择。
–奇普.基德

CHEN TIANLONG
SOPHOMORE
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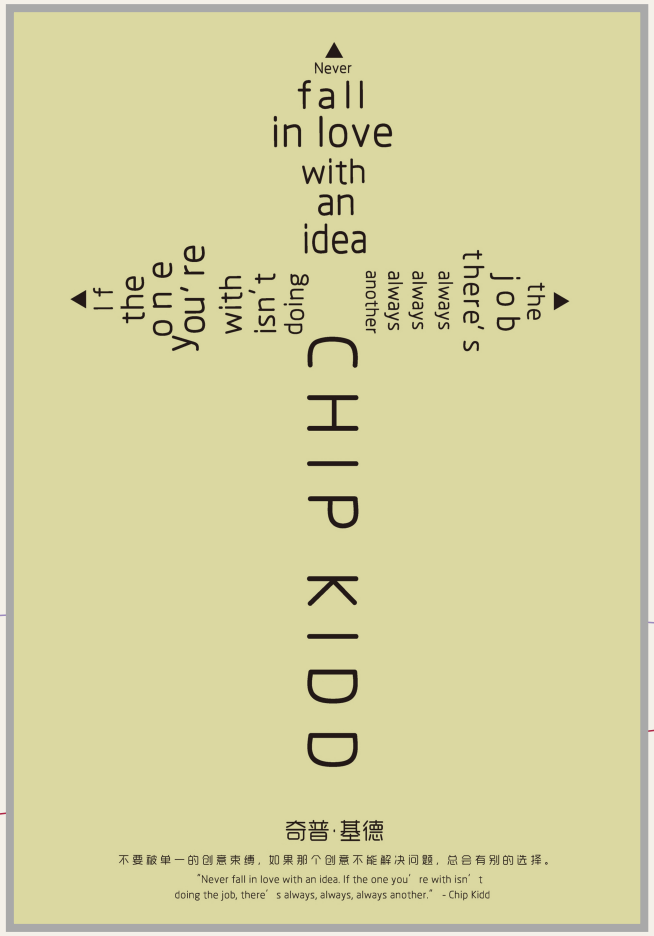
WA JUNYI
SOPHOMORE
GRAPHIC DESIGN



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TANG JUN
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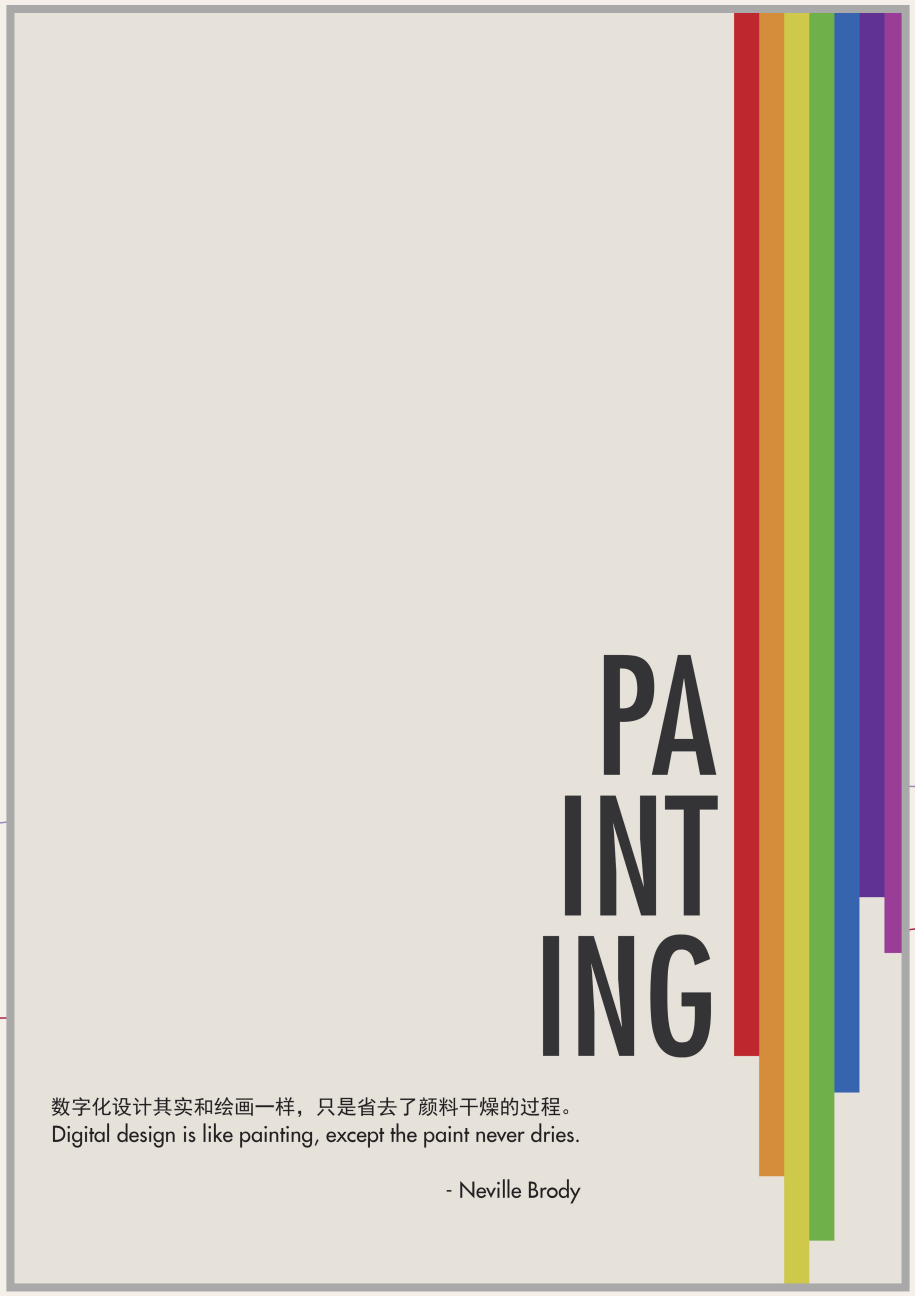

YU YONGKONG
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ZHENG HAIHAI
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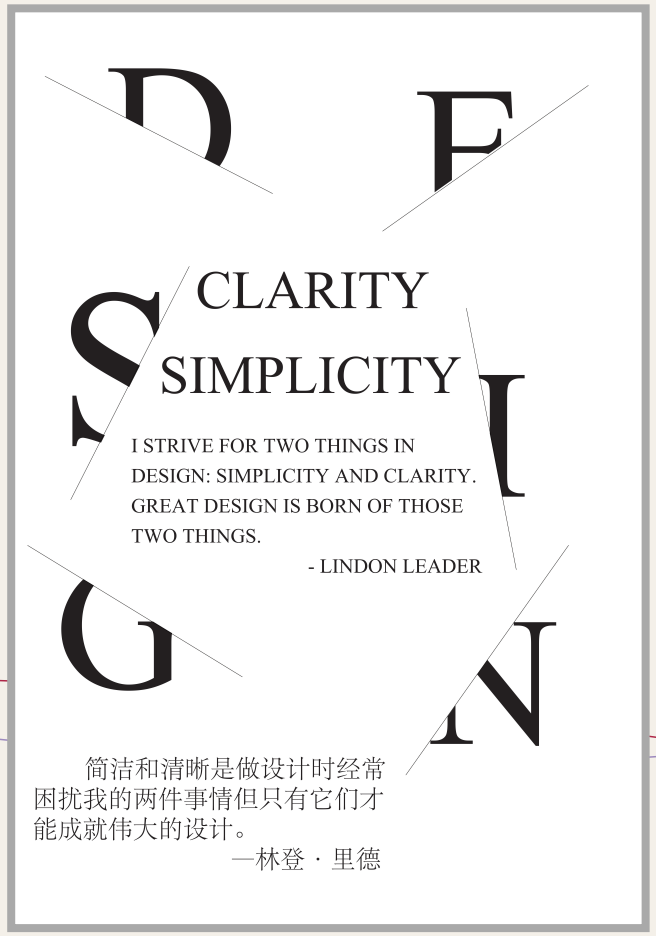

CHANG LIAN
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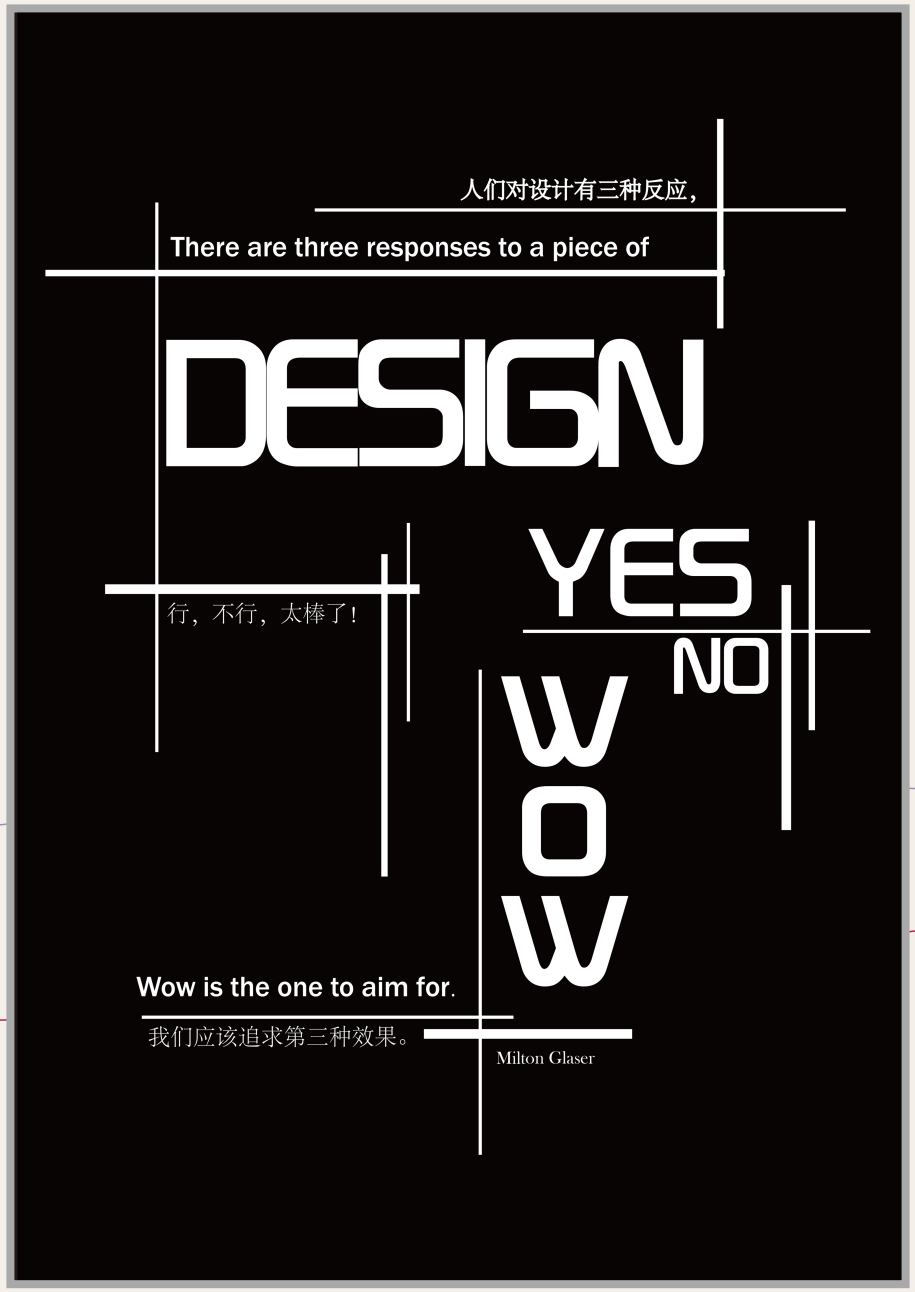

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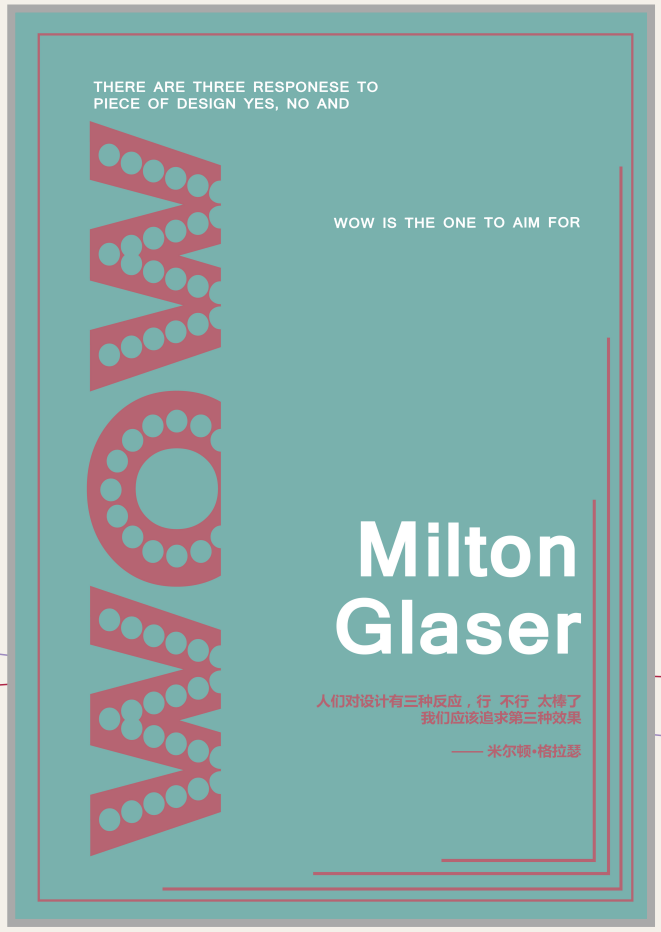

YU JIE
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ZHANG HAIHAI
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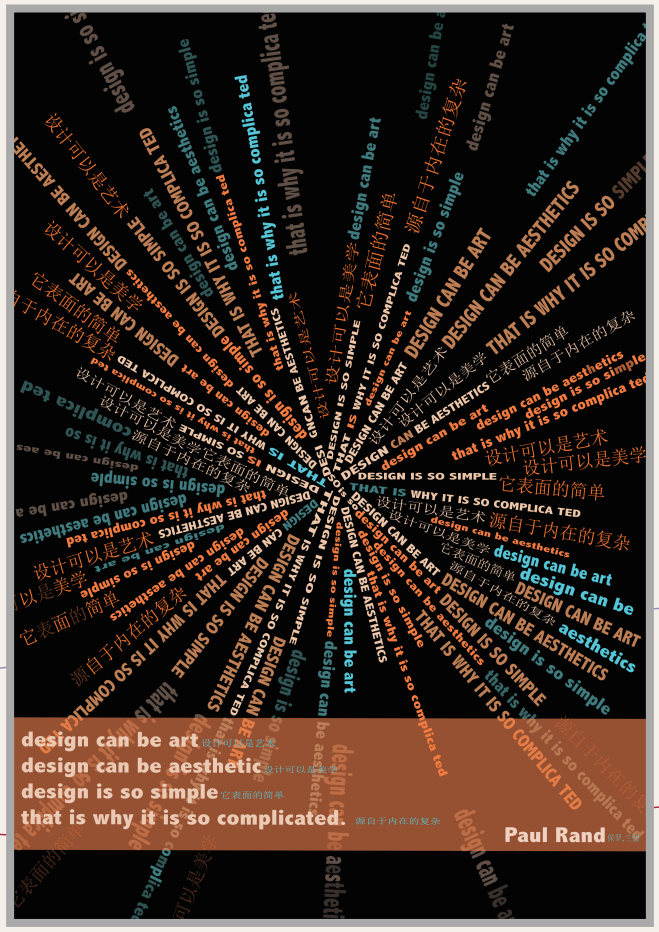
TYPOGRAPHIC DESIGN

THE CLASS OF 2015



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WANG MENGHAN
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ZUO RUN
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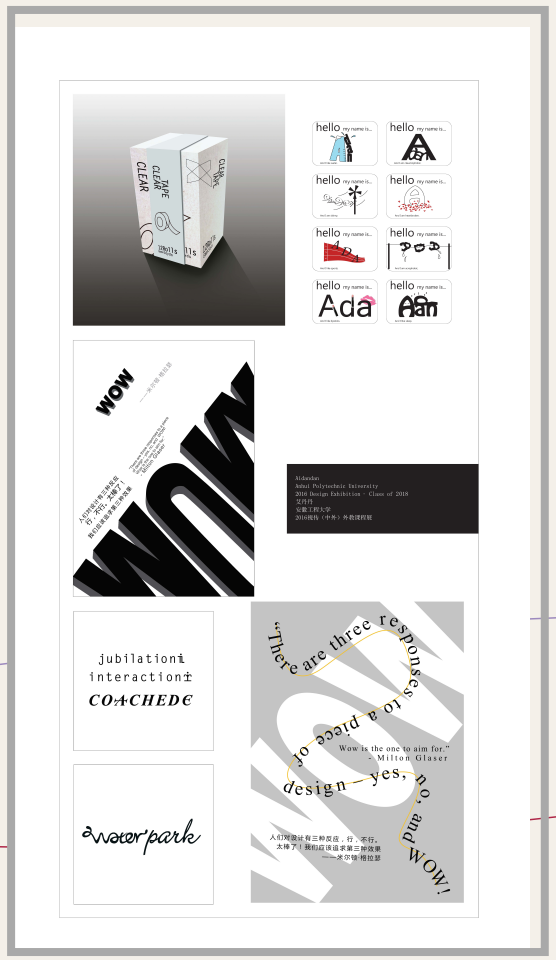

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ZHANG JIAOSHAN
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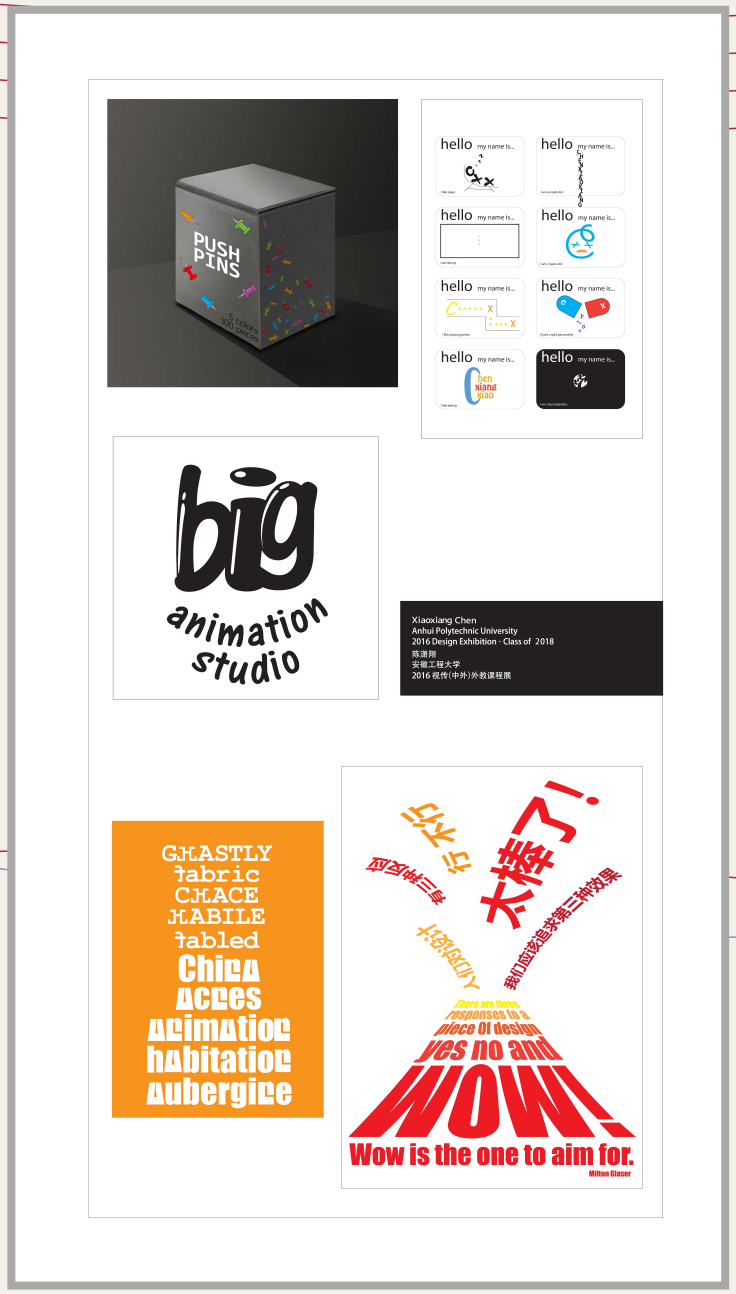

CHENG XIAOXIANG

SOPHOMORE

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DING YANVAN
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SUN YUAN
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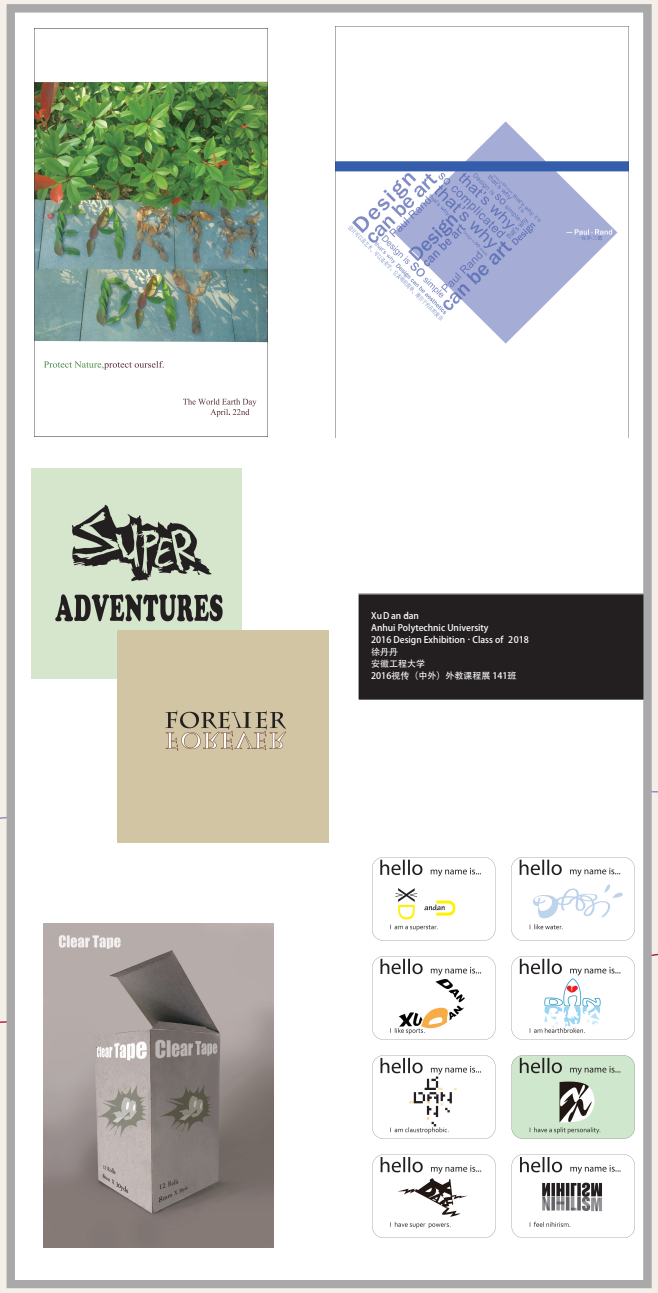

XU DANDAN

SOPHOMORE

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ZUO CHANGGENG
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ZHOU BILONG
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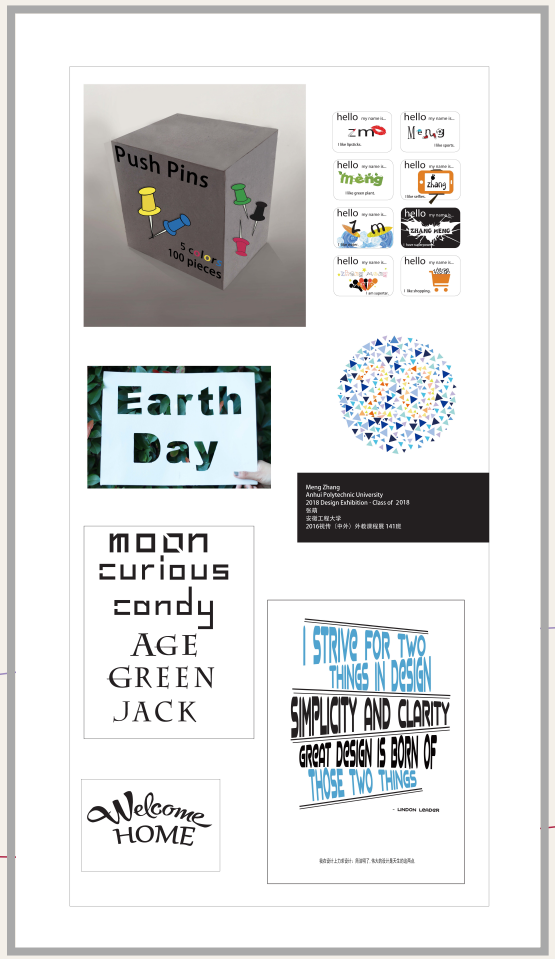

ZHANG MENG
SOPHOMORE
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WEI ZHIYING
SOPHOMORE
GRAPHIC DESIGN

YU JIE
SOPHOMORE
GRAPHIC DESIGN

FANG MENGJIE
SOPHOMORE
GRAPHIC DESIGN

YU YONGTIONG
SOPHOMORE
GRAPHIC DESIGN

YANG FAN

SOPHOMORE

GRAPHIC DESIGN

HE XINGYU
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ZHANG HUIHUI
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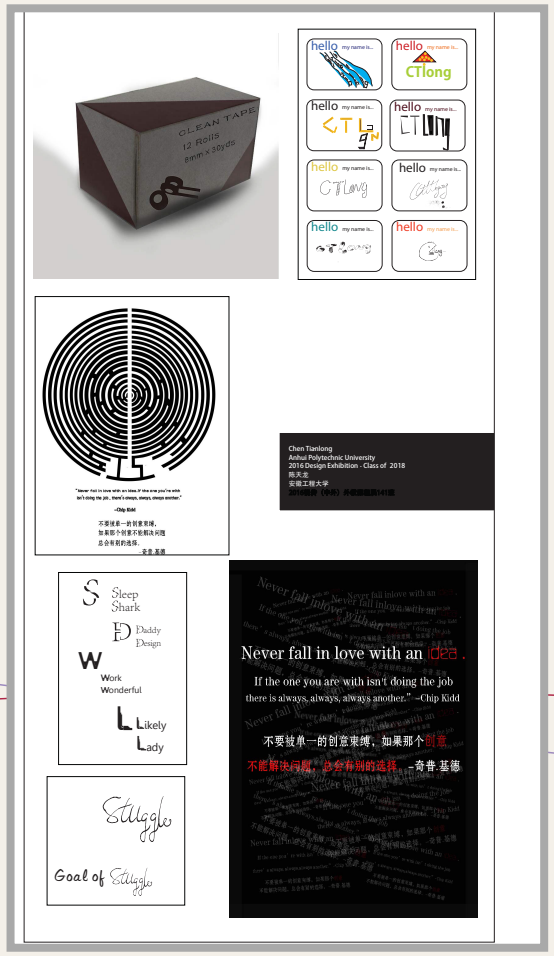

CHEU TIANLONG
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CHENG ZHUJUN
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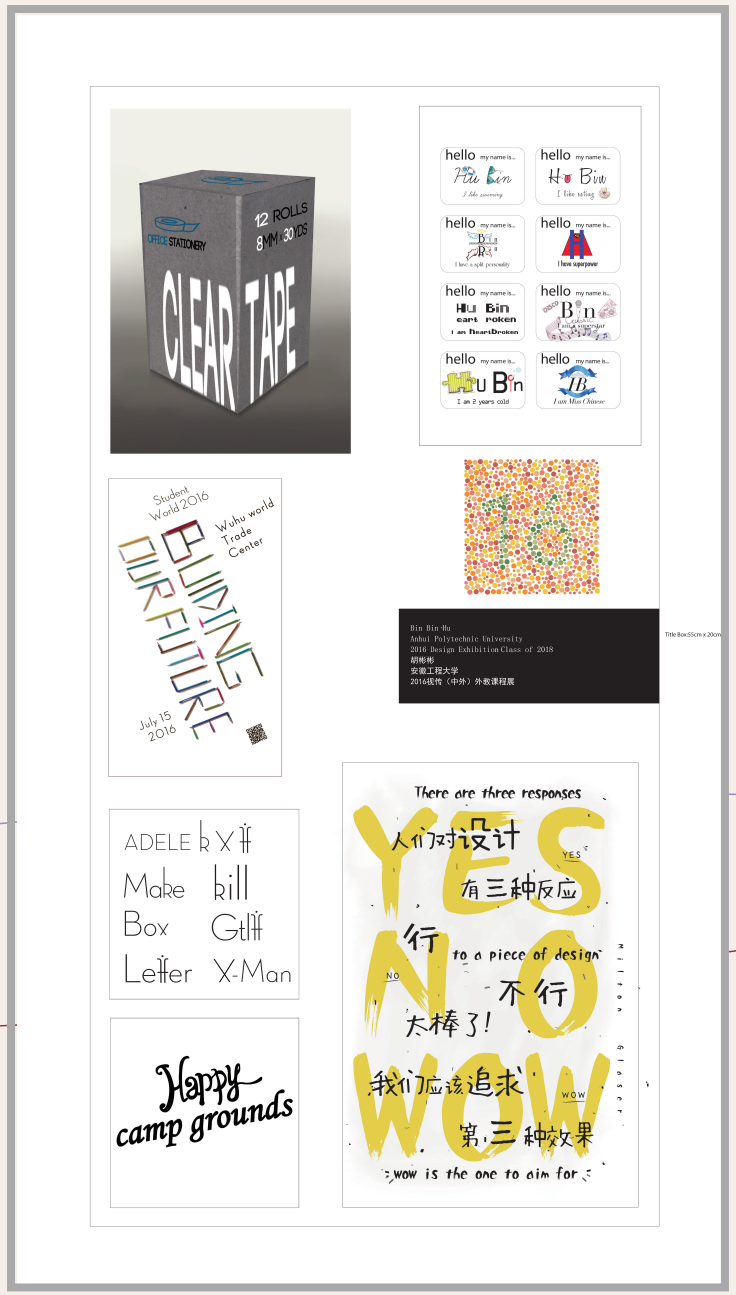

HU BINBIN
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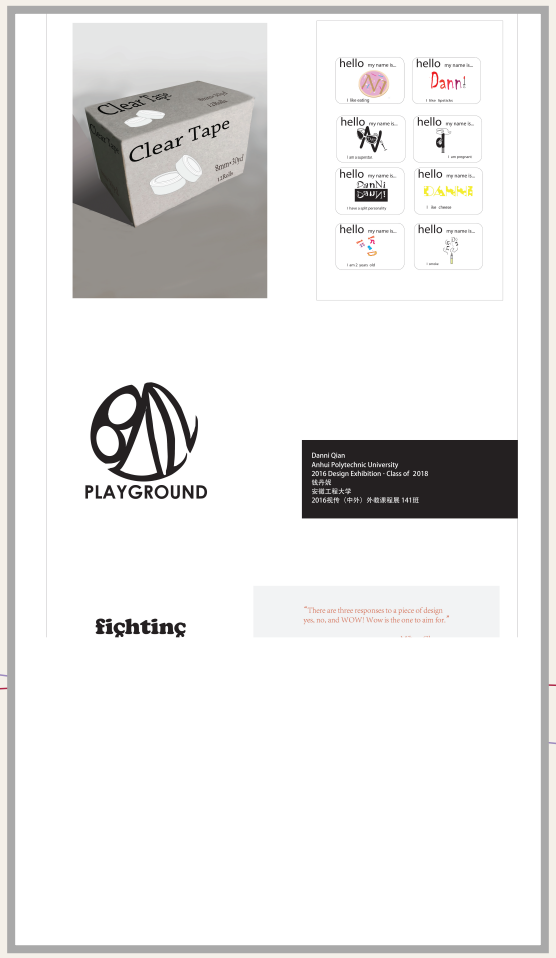


QIAN DANNI
SOPHOMORE
GRAPHIC DESIGN

CHENG NUO
SOPHOMORE
GRAPHIC DESIGN

教授简介

玛丽.乔

学习：
1990年本科毕业于纽约视觉艺术学院的
2011硕士毕业于马萨诸塞州艺术与设计学院

教学：
教学于布里奇波特大学设计教学大纲并指导计算机应用I和
II
项目包括视频、网络动画、数字出版、交互式媒体和使用
Adobe的打印设计技巧

奖励、赠款和其他荣誉：
2013东北最佳艺术展
2012米切尔基金会提名
新美国画家，顶级艺术硕士学生

PROFESSOR INFORMATION

MARY JO MCGONAGLE

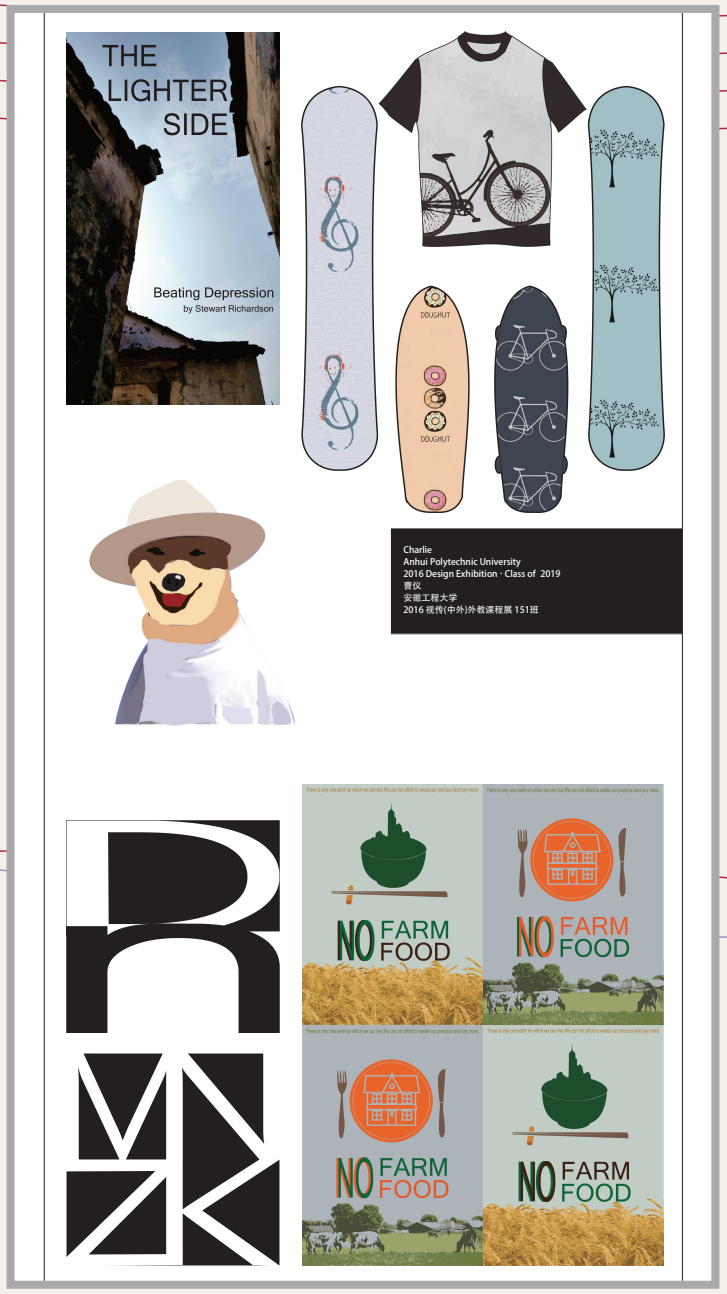
Mary Jo McGonagle strives to evoke the same excitement and passion with her students, that she feels everyday for art and design. Creating an atmosphere that encourages curiosity, self-confidence and sharing. She earned her M.F.A. from Massachusetts College of Art and Design and her B.F.A. from School of Visual Arts. She is an award-winning artist who has shown internationally, in many prestigious exhibitions, and her paintings and neon can be found in many private and corporate collections around the world.

Her work has been endorsed in such publications as The New York Times, New American Painter, Artnet.com, Art New England and New England Home. Her clients have included such companies as, Condé Nast Corporate, Renaissance Hotels, Stamford Downtown Special Services, Grapevine Technology, GQ, Glamour, United Media and Holland Advertising. She has lectured at Fairfield University, Gateway Community College, College of the Mt St Vincent, Silvermine Art Center and Anhui Polytechnic University in China. She has gallery representation in NYC, Boston, Tel Aviv and New Canaan, CT for her conversational paintings and neon.

Typographic Design

The class of 2016

LING JIAYU
FRESHMEN
GRAPHIC DESIGN



CHAO YI

FRESHMEN

GRAPHIC DESIGN

CHAI YILIN
FRESHMEN
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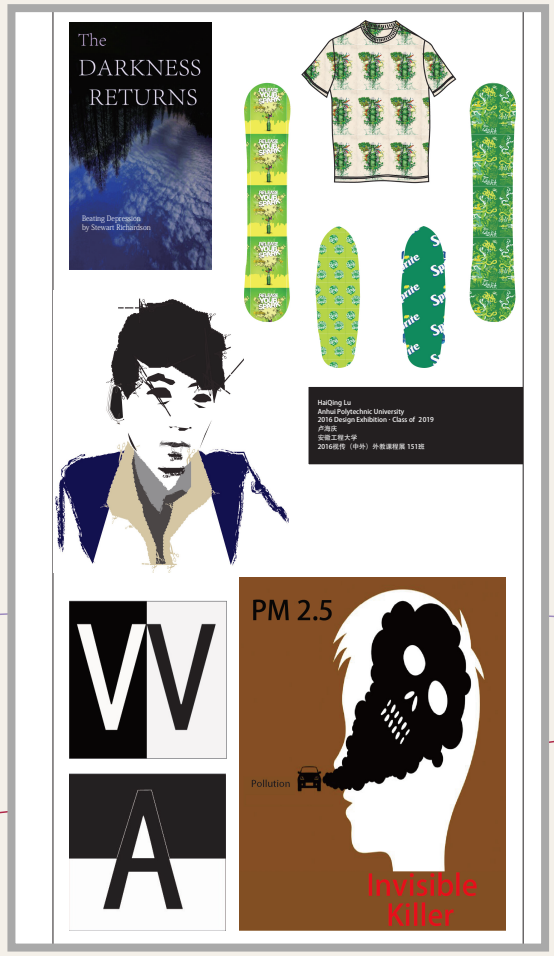

LU HAIGIN
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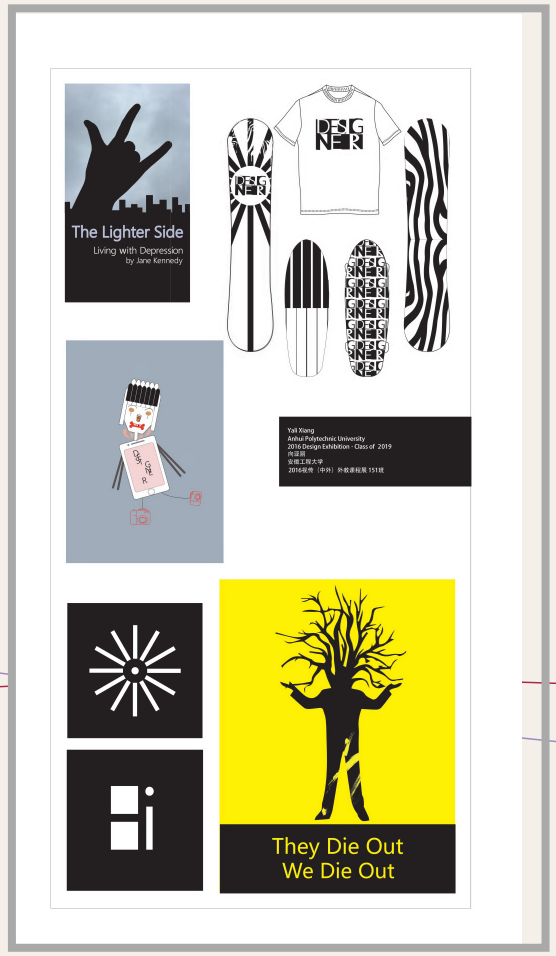

XIANG YALI
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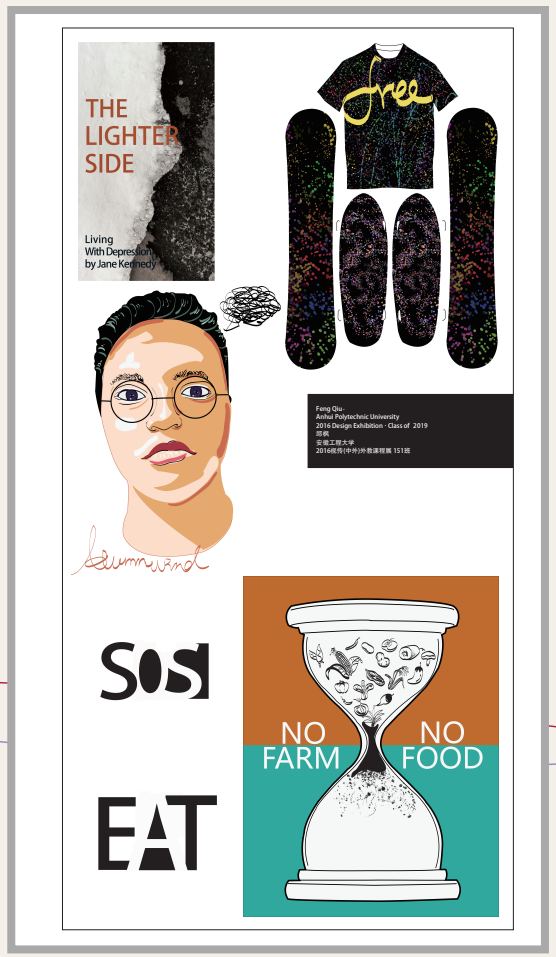

GIN FENG
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CHANG ZIXIN
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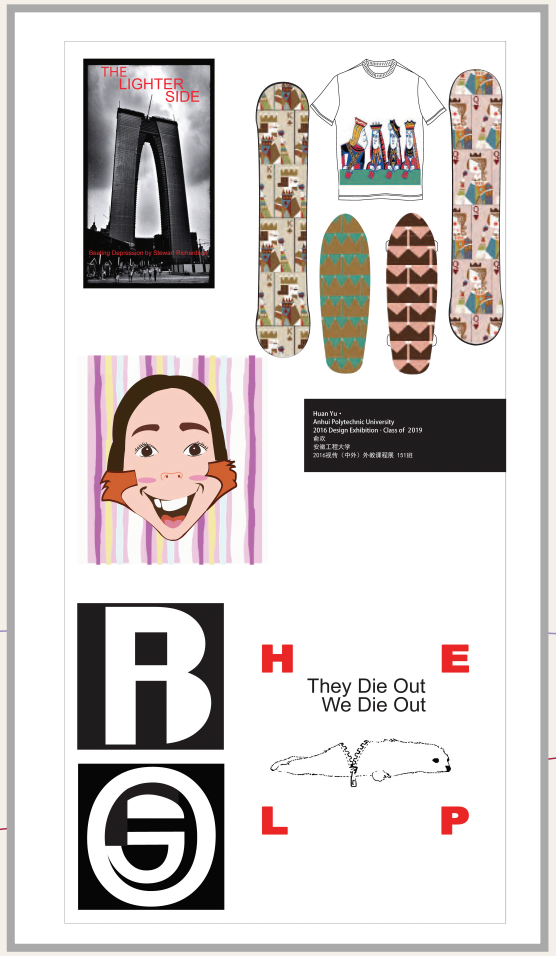
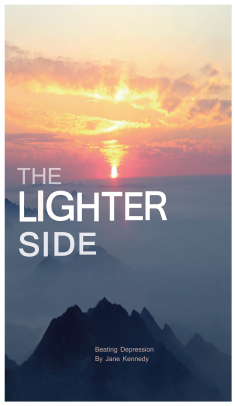


YU HUAN
FRESHMEN
GRAPHIC DESIGN

WU CONG
FRESHMEN
GRAPHIC DESIGN

CHENG KAI
FRESHMEN
GRAPHIC DESIGN

ZHANG KAI
FRESHMEN
GRAPHIC DESIGN



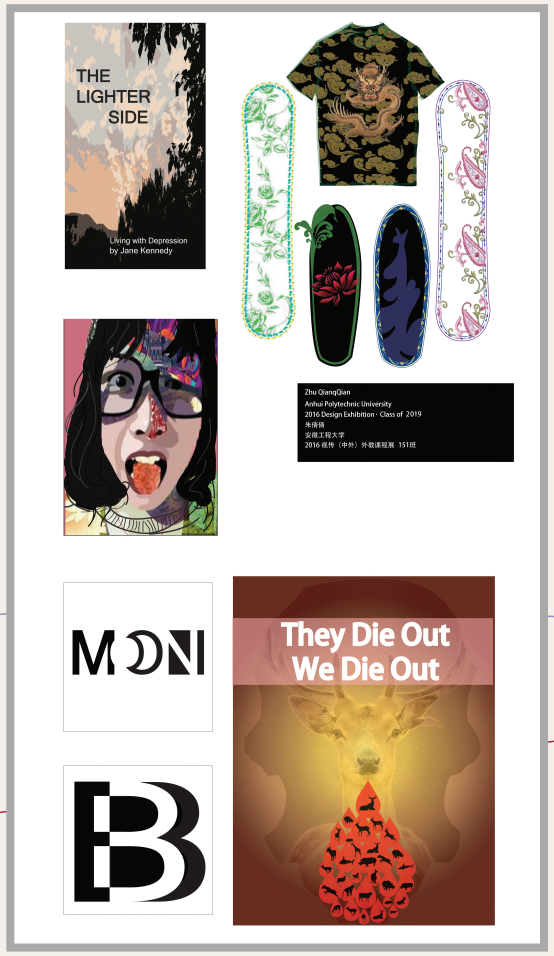
Zhigang Yang
Anhui Polytechnic University
2016 Design Exhibition - Class of 2019
杨志刚
安徽工程大学
2016视传（中外）外教课程展—151班

YANG ZHIGANG

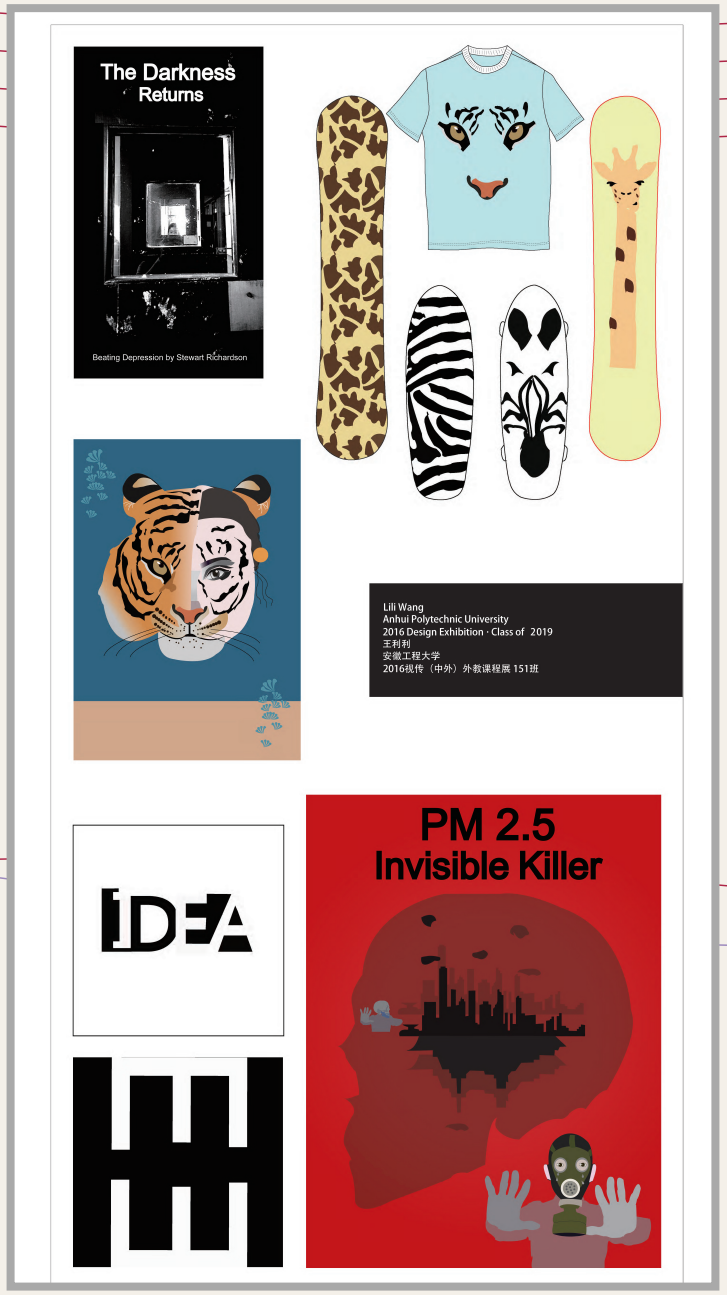
FRESHMEN

GRAPHIC DESIGN

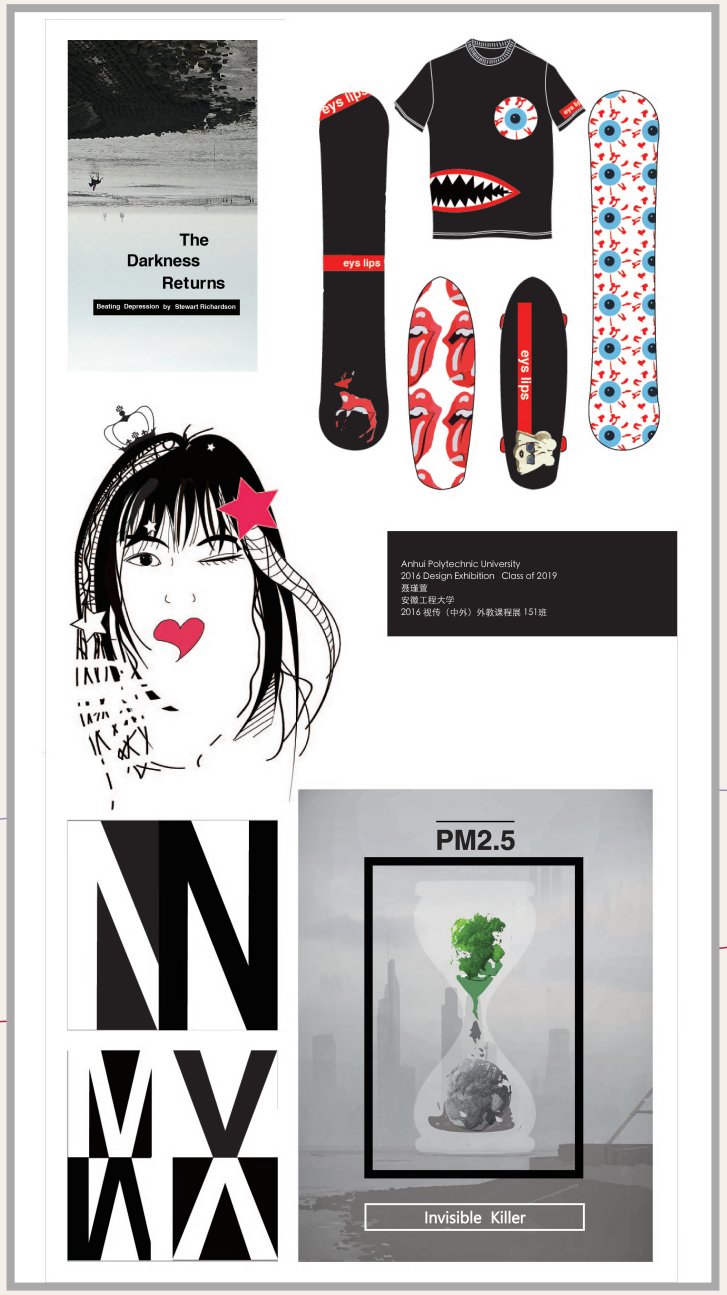
CHENG LULU
FRESHMEN
GRAPHIC DESIGN



ZHU QIANQIAN
FRESHMEN
GRAPHIC DESIGN



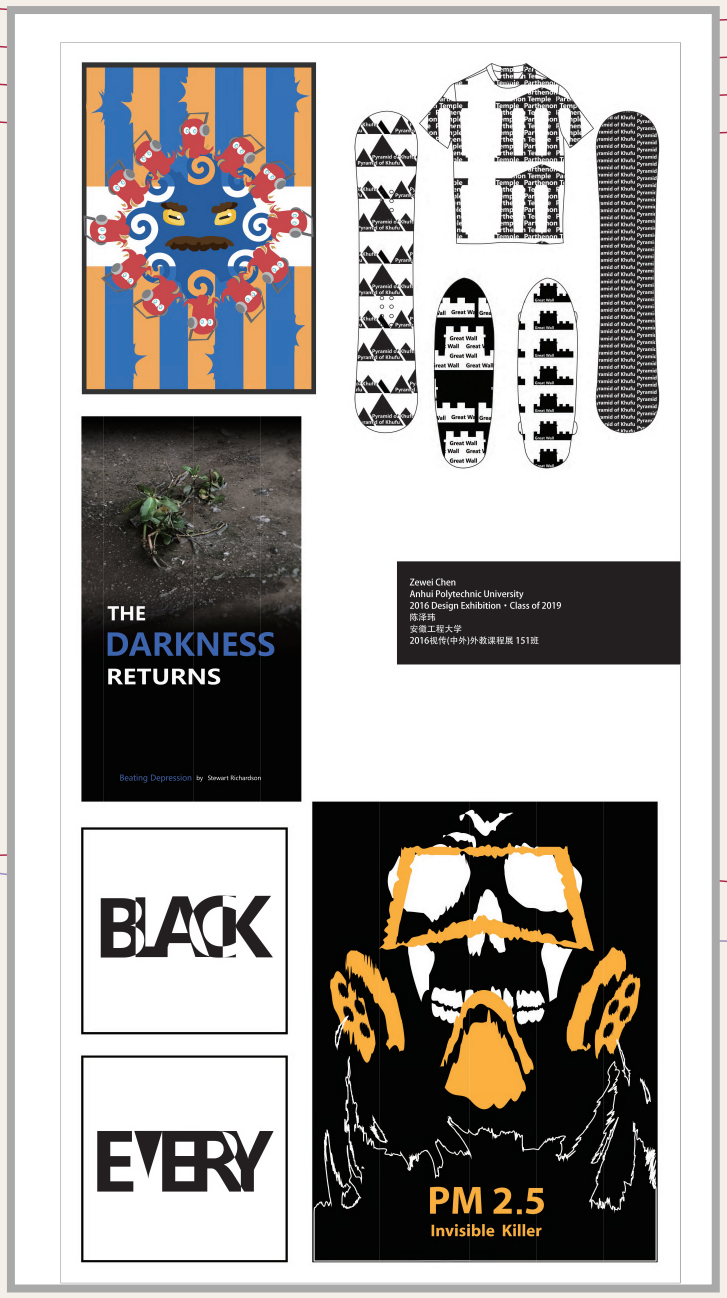
WANG LILI
FRESHMEN
GRAPHIC DESIGN



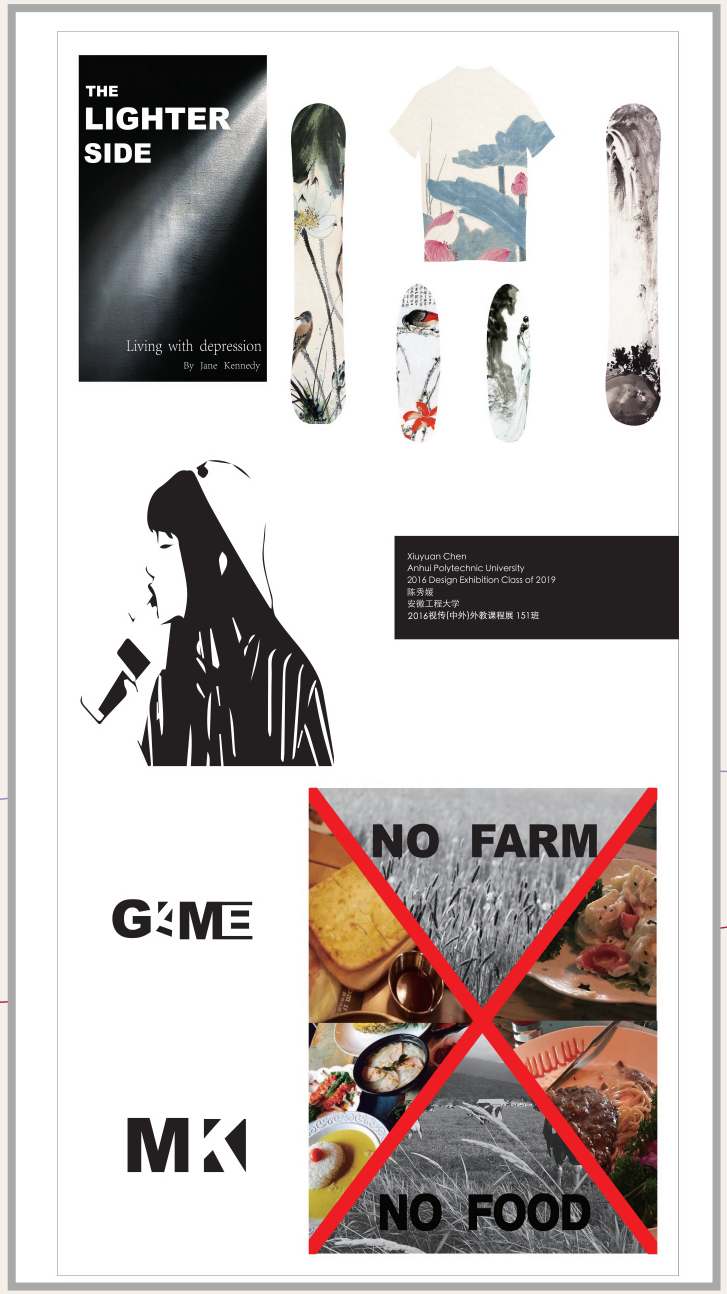
QIU FENG

FRESHMEN

GRAPHIC DESIGN



CHEN ZEWEI
FRESHMEN
GRAPHIC DESIGN



CHEN XIUYUAN
FRESHMEN
GRAPHIC DESIGN

YAN LINHUAN
FRESHMEN
GRAPHIC DESIGN

安徽工程大学视觉传达设计专业合作办学课程设置

BFA in Graphic Design Minor in Mass Communication

注:学分栏中标“*”的是学位课程;以黄色标示的是外教课程。
Note:The course title marked with “*” are the degree courses.

课程中加“*”的是学位课程
6 credit Natural Sciences Courses in the first two years.
学生需要选修6学分自然科学的公共选修课程:
1.新天文学概论: 从爱因斯坦到霍金的宇宙 (2 credits)
New Introduction to Astronomy: From Einstein to Hawking's Universe
2. 现代自然地理学 Modern Physical Geography (2 credits)
3. 物理与人类文明 Physics and Human Civilization (3 credits)
4. 生命科学与人类文明 Life Science and Human Civilization (1 credits)

第一学期(Semester 1)

课程名称	学时	学分
1.思想道德修养与法律基础 Morality & Principles of Law	40	3
2.基础英语(1) Basic English(1)*	56	4*
3.体育(1) PE(1)	32	2
4.形势政策(1) Current Situation and Policy 1	6	0
5.军事理论及国防教育 National Defense Knowledge	12	1
6.艺术史I Survey of Art History I	48	3
7.二维设计基础 2-D Design Principles *	60(12x5)	3*
8.大学计算机基础 Intro to College Computer	40	2
9.造型基础I Drawing I *	60(12x5)	3*
10.计算机辅助设计I Intro to Computer Applications I	60(20x3)	3
11.视觉传达设计专业导论 Introduction of Graphic Design	16	1

第二学期(Semester 2)

课程名称	学时	学分
1.中国近代史纲要 Platform for Chinese Modern History	32	2
2.基础英语(2) Basic English(2)*	56	3*
3.体育(2) PE(2)	32	2
4.形势政策(1) Current Situation and Policy 1	6	0.5
5.艺术史II Survey of Art History II	48	3
6.造型基础II Drawing II *	60 12x4	3*
7.三维设计基础 3-D Design Principles *	60 12x4	3*
8.设计思维与方法 Design Thinking and Methodology(外教)	60 15x4	3
9.计算机辅助设计II Intro to Computer ApplicationsII(外教)	60 15x4	3

第三学期(Semester 3)

课程名称	学时	学分
1.马克思主义基本原则 Basic Principles of Marxism *	40	3
2.托福英语(1) English for TOEFL 1 *	56	4*
3.体育(3) PE(5)	32	2
4.形势政策(2) Current Situation and Policy 2	6	0
5.平面设计专题I Graphic Design Studio I(Print)*	60(12x5)	3*
6.基础图案 Basic Pattern	60(12x5)	3
7.插图设计 Illustration	60(12x5)	3
8.现代设计史 History of Modern Design	48	3

9.网页设计 Web Applications	60(15x4)	3
10.大学数学 College mathematics	48	3

第四学期(Semester 4)

课程名称	学时	学分
1.毛泽东思想和中国特色社会主义理论 Mao Zedong's Thoughts & Theoretical System of Chinese Characteristic Socialism *	44	3*
2.托福英语(2) English for TOEFL 2 *	56	4*
3.体育(4) PE 4	32	2
4.形势政策(2) Current Situation and Policy 2	6	0.5
5.平面设计专题II Graphic Design Studio II*(外教)	60(12x5)	3*
6.字体设计 Typographic Design(外教)	60(12x5)	3
7.平面设计史 History of Graphic Design	48	3
8.摄影I Photography I	3(weeks)	3
9.动态图形I Motion Graphic I	60(12x5)	3

第五学期(Semester 5)

课程名称	学时	学分
1.ENGL 101 Composition & Rhetoric 文案修辞	3*16	3
2.GDSN 305 Studio III 平面设计专题III*（包装）	8*8	3*
3.MCOM 111 Intro to Mass Communications 大众传媒导论*	3*16	3*
4.ADSN 319 Printmaking 印刷设计	12*5	3
5.ADSN 221 Ceramics I 装饰雕塑	12*5	3

第六学期(Semester 6)

课程名称	学时	学分
1.GDSN 306 Studio IV 平面设计专题IV *（UI界面）	8*8	3*
2.GDSN 232 The Soundtrack 音频设计	5(weeks)	3
3.Advertisement Design 广告设计	12*5	3
4.MCOM 220 Introduction to Advertising 广告学概论*	3*16	3
5.MCOM 290 Intercultural Communication 国际文化交流	3*16	3

第七学期(Semester 7)

课程名称	学时	学分
1.GDSN 355 Studio V 平面设计专题V *（展会、设计管理）	8*8	3*
2.Exhibition Design 展示设计	12*5	3
3.GDSN 425 Design Service 设计服务*	5(weeks)	3*
4.MCOM 211 Communication Theory 传播学	3*16	3
5.MCOM 270 Public Relations 公共关系学	3*16	3

第八学期(Semester 8)

课程名称	学时	学分
1.GDSN 356 Studio VI 平面设计专题VI（毕业设计） *	9(weeks)	3*
2.GDSN 304 Business Practices 商务实践	3(weeks)	3
3.CAPS 390 Capstone Senior Seminar 高峰论坛	3(weeks)	3
4.GDSN 212 Intro to Visual Semiotics 视觉符号导论*	3*16	3*
5.MCOM 339 PR + Advertising 广告公关	3(weeks)	3