



Academic Structure and Degree

学制及学位授予

After completing all courses of study at the IDI-Industrial Design Institute, students will be granted the undergraduate diploma and the bachelor degree certificate of general higher education by Zhaoqing University. The duration of the study program is four years.

If the student passes the entrance examination of the Folkwang University of the Arts, she/he might participate in the Sino-German exchange program at the Folkwang University of the Arts.

学制四年。学生在肇庆学院中德设计学院完成全部学习计划后,肇庆学院颁发普通高等教育本科毕业证书和学士学位证书。

如学生中途通过德国富克旺根艺术大学常规入学考试,经学校间学生交流计划可赴德国接受对接课程学习。



Method-based Foundations-Module

“Change through culture - culture through change.” Motto of the Competit- on for the European Capital of Culture, 2010
福克旺根艺术大学位于德国埃森市 (2010年获得欧洲文化之都称号) 是一所公立的综合艺术大学,自1927年以来一直是音乐、戏剧、舞蹈、设计和高 等教育方面的跨学科艺术人才培养 的中心。1949年,设计教育学家 Werner Glaser 开展了一个研究项 目,致力于探究实验在学习过程中的作 用,该项目的成果和经验至今依然持 续地成为设计教育中不可缺少的组成 部分。
90多年来,“富克旺根”这个名字一 直代表着杰出的艺术教学、学习和创 作,并且早已成为一个远远超越国界的 文化品牌。2011年富克旺根艺术大学 获得红点设计概念奖(全球排行第五) 此后富克旺根艺术大学秉承优势,多 次在欧美荣获设立给大学的红点设计 概念奖。
For more than 90 years the name “Folkwang” has stood for outstanding ar- tistic teaching, learning and production and has long since become a cultural brand name, far beyond national borders. Since 2011 (fifth place in the worldwide ranking), Folkwang University has repea- tedly won the Red Dot Design Concept Award for universities in Europe and the Americas.

IDI-Industrial Design Institute



联系方式

Contact

Phone number: 0758-2716191

Website: <http://idi.university/>

<http://www.zqu.edu.cn/>

Application Announcements:

Students who want to apply for the Industrial Design study program, please scan the following codes to join our QQ- and Wechat-group for further information.



IDI 报考交流QQ群



IDI 微信公众号

咨询电话: 0758-2716191
学院网址: <http://idi.university/>
<http://www.zqu.edu.cn/>
电子邮箱: idi@zqu.edu.cn
地址: 肇庆市端州区肇庆大道, 肇庆学院中德设计学院 (邮编: 526061)
Students who want to apply for the Industrial Design study program, please scan the following codes to join our QQ- and Wechat-group for further information.
交流: 有意报考中德设计学院工业设计专业的同学, 请加入报考交流QQ群, 群号: 648261488, QQ群名称: IDI 报考交流群; 学院微信公众号, 微信号: ZQXZPSJXY, 公众号名称: 肇庆学院中德设计学院。



Artistically-based Foundations Module

Applicants

招生对象

- 1 Students who took part in the Guangdong Province college entrance examination in arts or sciences (excluding fine arts and sports);
 - 2 Freshmen of arts and science majors admitted to our university (excluding fine arts and sports);
 - 3 Sophomore students of arts and science majors from our university (excluding fine arts and sports);
- Remark: Since industrial design is classified an engineering major, students of fine arts and sports majors cannot be enrolled.

- 1 参加广东省高考的文科、理科(不含艺术、体育类)考生;
 - 2 考入我校的大一文科、理科专业(不含艺术、体育类)新生;
 - 3 我校大二文科、理科专业(不含艺术、体育类)学生;
- 备注: 工业设计在学科分类上属于工科类专业, 所以不能招收艺术、体育类学生。

Greetings

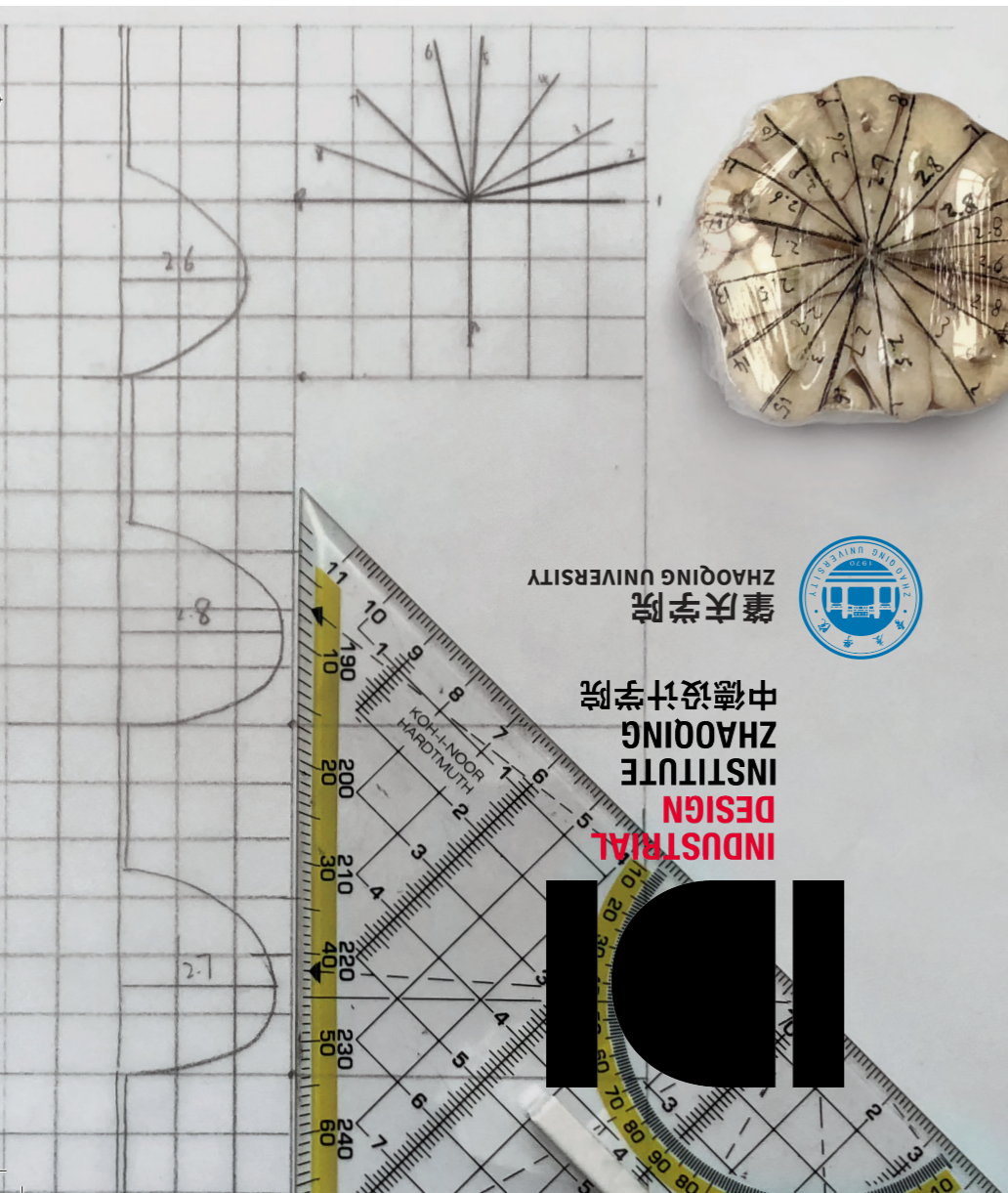
寄语

Dear applicants, the newly founded Institute for Industrial Design (IDI) is a pioneering and groundbreaking institution held by Zhaoqing University (China) and Folkwang University of the Arts (Germany). Our bachelor program is unique and stands for innovation, cosmopolitanism and broad-mindedness. We are looking forward to design the future together with you from the perspectives of the German and Chinese cultures.

院长: 库尔特·梅纳特
Prof. Kurt Mehnert

同学们好!
为创新我校人才培养模式和提升国际化办学水平, 肇庆学院和德国富克旺根艺术大学共同组建了中德设计学院(IDI), 它是一所理念领先, 拥有一流设施的设计学院。中德双方合作举办的工业设计专业项目, 引进德国富克旺根艺术大学的学士学位课程、教学计划及教学模式, 融合中国与国外教育特点, 注重国际开放性和创造性。
学院通过本项目培养具有卓越的英语语言能力和综合专业技能, 并为社会广泛认可的一流设计人才, 我们希望能在中德文化交流的前景中与你携手未来。

院长: 和飞
Prof. Dr. He Fei



Student Enrollment

招生专业

Industrial Design (Undergraduate)

Teaching objectives: The collaboration with Folkwang University of the Arts ensures that teaching contents and methods meet the international standards, which will be a crucial advantage when students apply for a master program at home or abroad. While focusing on fostering the students' ability to innovate, we support their independent design capabilities, enabling them to design and develop various products, to manage, research and adapt to the needs of future markets.

The founders of the IDI attach great importance to the implementation of the longstanding expertise of German design teaching, focusing on the challenges and possibilities of intercultural communication. It is the aim of the IDI to equip the students with three main competencies:

- **Competency to reflect:** the profound conduction of design research, the conception of products and the solution-focused approach to various kinds of problems.
- **Competency to transform:** the ability to transform a concept into a concrete product, either by offering consultancy or by creating a whole new system or object.
- **Intercultural competency:** crosscultural thinking and the ability to quickly adapt to new situations while being aware of different cultural perspectives.

工业设计(本科)

培养目标:通过与德国富克旺根艺术大学合作培养的方式,教学体系与国际接轨,使学生在攻读国内外高等学府硕士学位更具基础和优势。以培养学生的创新能力为核心,培养具有独立设计能力,能从事各类产品设计与开发、管理和研究,适应未来产业市场需要的跨学科协同创新的应用型专业人才。

中德设计学院的创办者们非常注重德国成熟的设计教育体系在这里得到贯彻,并着眼于跨文化交流所带来的各种挑战及可能性,着重培养学生以下三种能力:

- **思考能力:**能够深入进行设计调研、诠释产品概念,善于解决各种问题的能力。
- **转换能力:**实现将产品从抽象概念到具体产品的生成,具备独立设计或合作咨询的能力,以创造一种全新的系统或产品。
- **跨文化能力:**跨文化思考能力,培养多元化视角的同时,具备由文化差异带来的适应新环境的能力。

Core Topics and Key Subjects

重点题材和重点科目



Content and time of the entrance exam

选拔考试的内容及时间

Except for the directly admitted students from the Guangdong Province college entrance examination, all applicants have to pass the two-stages IDI entrance examination in order to enter the study program:

- **Stage one:** Fill in the application form for the IDI entrance examination, complete the assignment according to the assignment requirements and submit it within the prescribed time period.

Remark: "Sino-German International Cooperation Project (Industrial Design) Entrance Test Application Form" and assignment requirements see <http://idi.zqu.edu.cn/index.htm>.

- **Stage two:** According to the quality of the assignment (judged by the IDI teachers committee), students are invited to participate in the second stage of the entrance examination in late September.

除通过高考直接录取的考生外,其它学生成功考入 IDI 工业设计专业需要通过选拔考试初试和复试两个环节的考核。

► **初试:**填写选拔考试申请表,根据作业要求完成作业并按规定时间提交;备注:《中德国际合作项目(工业设计专业)选拔考试申请表》及作业要求请登陆<http://idi.zqu.edu.cn/index.htm> 下载;

► **复试:**由专业的评审老师根据作业完成的质量,邀请考生参加9月下旬的第二阶段考试。



Skills and Practice Module

Tuition Fee

收费标准

The tuition fee for the 2018 class is charged with RMB 5.190 per academic year according to the general scientific department tuition fees of our university. The costs of studying abroad have to be paid by the student himself.

2018级学生学费按我校普通理科类收取,5190元/学年。国外学习期间费用自理。

Admissions Program

招生计划

- 1 Twelve students – six students each from the Guangdong Province college entrance examination in arts and sciences will be accepted;
- 2 Freshmen of arts and science majors (excluding fine arts and sports) of our university will have to pass a two-part entrance exam in order to be accepted at the IDI;
- 3 Sophomore students of arts and science majors (excluding fine arts and sports) from our university will have to pass a two-part entrance exam to be accepted at the IDI;

Remark: In total, 38 freshmen and sophomore students can join the industrial design study program at the IDI by changing their major.

- 1 从广东省文科和理科高考生中各招收6人,共12人;
 - 2 在考入我校的大一文科和理科专业(不含艺术、体育类)新生进行两个环节的选拔考试,通过转专业方式转入工业设计专业;
 - 3 在我校就读的大二文科和理科专业(不含艺术、体育类)学生,进行选拔考试,通过转专业方式转入工业设计专业一年级;
- 备注:大一、大二学生通过转专业方式转入的招生计划为38人。

Application Requirements

报考条件

- 1 Good oral and written English;
 - 2 Basic drawing and computer skills;
 - 3 Strong self-study and practical abilities and the quality of quick comprehension;
- 1 具有较好的英语口语表达能力及较强的外语应用能力;
 - 2 具有基本的绘画和计算机能力;
 - 3 具有较强的自学能力、动手能力和较高的综合素质;

4-Year Study Program Industrial Design B.A. Modules

四年制工业设计专业学习方案

Summer Term	B.A. MODULE 学士模块 (Thesis & Project)		
Winter Term	PROJECT MODULE 项目模块	SKILLS AND PRACTICE MODULE 技能和实践模块	THEORY MODULE 理论模块
4th. Year			
Summer Term	FOUNDATIONS MODULE 基础模块	SKILLS AND PRACTICE MODULE 技能和实践模块	THEORY MODULE 理论模块
3rd. Year			
Summer Term	FOUNDATIONS MODULE 基础模块	SKILLS AND PRACTICE MODULE 技能和实践模块	THEORY MODULE 理论模块
2nd. Year			
Summer Term	FOUNDATIONS MODULE 基础模块	SKILLS AND PRACTICE MODULE 技能和实践模块	THEORY MODULE 理论模块
1st. Year			

Design History Module



Curriculum

课程设置

The main courses take place in the form of intensive block teaching and are composed of the following modules: Foundation, Skills and Practice, Theory and Project. These modules consist of the following contents: artistic and methodological design foundations, manual and computer aided visualization techniques, model making and 3D printing, design history and theory, material and manufacturing science.

During the advanced Project Modules, students will receive concrete tasks and questions in order to learn to work on a complete design project independently. Topics such as sustainable and social design, interaction or experience design, methods and strategies or technology and innovation are of high priority. The language of instruction is English since all subject-specific courses are taught exclusively by foreign teachers.

本专业将采用深入的模块化教学方式。课程分为基础模块、技能与实践模块、理论模块以及项目模块等进行。这些模块包括研究与艺术、手绘与计算机辅助表达方式、模型与三维打印制作、设计史与设计理论、材料与制造技术等内容。

在高等课程中,学生们将根据基础课程学会的知识,通过完成具体的设计项目,以解决问题为导向,掌握全套的设计流程。高等课程项目包括下列主题:持续性、社会化、交互与体验设计、方法与策略、科技与创新等。主干专业课程由外籍教师任教,使用全英文教学。