

Industrial Design Program

A. Educational Objectives

This Program enables students to have broad industrial design theory, basic knowledge and application ability.

Through a variety of design thinking training, this program develops the students' strong ability of social adaptation and lays a broad foundation for further learning study. Students can engage in industrial design, daily necessities design, mechanical product design, electronic product design, interaction design, public system and service design, brand design, the design strategy and management in the field of development, research, planning, education and management. Working places are likely to be state-owned enterprises, professional design institutions or scientific research units.

This program aims to promote the communication between Indonesian and Chinese students, and expand the innovative ability in design.

B. Graduation Requirements

Graduates should obtain the following knowledge and ability:

- 1) a good professional ethics in industrial design field.
- 2) the knowledge of natural science and social science.
- 3) basic knowledge of this professional theory, including the basic theory of design, industrial design in engineering, design representation, the history of design, human-computer interaction, material and processing design, digital and physical model making, sustainable design, service mode and the business mode design.
- 4) strong design performance skills, hands-on ability, aesthetic appreciation and creation ability, as well as the ability to adapt the computer, Internet, multimedia and foreign language.

C. Teaching Characteristics

- 1) Cultivate students to understand and master the key of design thinking which could lay a broad foundation.
- 2) Combine the theoretical courses with practical ones.
- 3) This program chooses the most popular professional fields as the focus, including corporate strategy, service design and interactive design.
- 4) Each course module is composed of many courses, which is conducive to enhancing the teaching effect.
- 5) For the exchange model, the students of BMU will be invited to join Chinese students in some courses to promote the communication.

D. Course List

	Practice Course	Theory Course	Basic Course	Extended Course
The 5th semester (14 credits)	Interactive Design	The Method of Interactive Design	Application of Open Source Hardware Solidworks+3d print	Ceramic Technology Design
The 6th semester (14 credits)	Integrated Design	The Method of Integration Design Design of Psychology	Design Research	Poster Design
The 7th semester (14 credits)	Strategy Design	The Method of Enterprise Oriented Design	Storefront Design	Cultural Visits Jewelry Design
The 8th semester (16 credits)	Graduation Design			

(1) The 5th semester [14 credits]

Courses in English (independent curriculum system): 11

Interaction Design Concept (theory course; 16 hours, 1 credits) teacher: Shi Lei

Interaction Design Practice (practice course; 64 hours, 4 credits) teacher: Shi Lei

The Application of Open Source Hardware (skills course; 48 hours, 3 credits) teacher: Sun Bowen

The Design of Psychological Analysis (extended course; 48 hours, 3 credits) teacher: Qiu Yue

Bilingual course in Chinese and English: 3

Solidworks+3d print (skills course; 48 hours, 3 credits) teachers: Xu suspension (Assistant: Gong moved)

(2) The 6th semester [14 credits]

Courses in English: 11

Integrated Design Practice (practice course; 64 hours, 4 credits) teacher: Roach

Integrated Design Concept (theory course; 16 hours, 1 credits) teacher: Roach

Design Research (skills course; 48 hours, 3 credits) teacher: Ke Wenzheng

Ceramic Process Design (extended course; 48 hours, 3 credits) teacher: Zhao Bin

Bilingual courses in Chinese and English: 3

Advertising Poster Design (extended course; 48 hours, 3 credits) teacher: Dong Hongyu

(3) The 7th semester [14 credits]

Courses in English (independent curriculum system): 11

The design of enterprise oriented (theory course; 16 hours, 1 credits) teacher: Xie Yong

Product design strategy (practice course; 64 hours, 4 credits) teacher: Xie Yong

Store design (extended course; 48 hours, 3 credits) teacher: Chou Jiayu (external)

Jewelry design (extended course; 48 hours, 3 credits) teacher: 1000 full charge

Bilingual courses in Chinese and English (can be integrated into the curriculum system): 3

Study Trip (extended course; 48 hours, 3 credits) teacher: Ke Wenzheng

(4) The 8th semester [16 credits]

Courses in English:

Graduate Design (integrated practice course; 16 credits)

Tutor: Xie Yong, Roach, Qiu Yue, Shi Lei, Ke Wenzheng, etc.