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**Shanghai International College
of Fashion and Innovation
DONGHUA UNIVERSITY**



Shanghai International College of Fashion and Innovation (hereinafter referred to as SCF), a subordinate school under DHU, is a non-profit Chinese-foreign cooperatively-run educational institution. SCF will introduce world-class models in design education, with each disciplinary programme run in partnership with a renowned international institution. Following the approval from the Ministry of Education of China in February 2014, SCF has launched two undergraduate programmes: Fashion and Accessory Design (Fashion Innovation), Environment Design (Fashion Interior Design), in cooperation with ECA of University of Edinburgh. Further cooperation will be set up with other leading international institutions such as London College of Fashion, University of Arts London. Through such collaboration and focusing on both theoretical and practical trainings, SCF will explore new models of international cooperation, introducing first-class international education systems, bringing together first-class international faculties, developing first-class fashion related disciplines, and cultivating first-class talents for fashion and creative industries.

ABOUT
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ABOUT

Donghua University (hereinafter referred to as DHU) is located in Shanghai. It was founded in 1951 as the East China Institute of Textile Science & Technology and then renamed as China Textile University. DHU is a state-key university under the direct management of the Ministry of Education of China and was approved as one of the first universities to issue Bachelor's, Master's and Doctoral degrees. The university has a campus in the city center and another one in suburb covering around 330 acres. There are over 2700 staff members and more than 30000 enrolled students, including more than 4700 international students from about 140 countries.

DHU



ABOUT

UOE

The University of Edinburgh (hereinafter referred to as UOE) founded in 1583, is located in Edinburgh, the capital of Scotland. It is one of the oldest universities in the United Kingdom and a multidisciplinary university, which, together with the University of Oxford and Cambridge, was a founding member of the Russell Group. UOE is ranked 17 in the world by the 2014 QS rankings. It is ranked 36 in the world by the 2014-2015 Times Higher Education Rankings. Alumni of the University include some of the major figures of modern history, including 3 Prime Ministers of the United Kingdom and 18 Nobel Prize winners.

Edinburgh College of Art (hereinafter referred to as ECA) is one of the largest and oldest art academies in Europe. ECA is a vibrant and creative community of students and academics: a place of experimentation, exploration, intellectual stimulation and exciting collaborations. Enjoying an international reputation for the quality of teaching and research across its disciplines of art and design, ECA remains at the forefront of teaching and research, and is ideally placed to engage with the challenges of the future.

English-taught
International Joint
Undergraduate
Program

Fashion and Accessory Design

(Fashion Innovation)

Programme Objectives

Through the courses, students are expected to learn basic theories, fundamental professional knowledge and practical skills of fashion design as well as understand the design concepts and methods. The programme emphasizes the firm combination of theory and practice, linking the courses with international design trends to help students get a good command of the correct approaches to fashion design. Moreover, it focuses on training with conceptualization of design and innovative thinking to enable graduates to become high-ranking professionals in fashion design with a global vision, strong design consciousness and market competitiveness.

The students will learn the basic theories of design, understand the operation of the international fashion industry, and be familiar with the new trend of the international creative fashion design. The student will have a solid knowledge of fashion history, and master the skills of fashion design, pattern and technology. The students will be able to analyze the fashion market with innovative thinking, have a good sense of aesthetics and the comprehensive ability for fashion and accessory design; The students will be able to communicate in English in any social and professional environment.

Main Courses

Structure and Form in Design, Research and Design Sketch, Architects the Body, Creative Pattern Manipulation, Structured Modernism, Fashion Pattern Design, Fashion Illustration, Draping for Womenswear, Creative Menswear Interpretation, Computer Aided Fashion Design, From Trend to Design Idea, Knitwear Design, Fashion Branding, Fashion Accessory Design, History of Costume, Portfolio, RESOLVE-Prototype Collection, etc.

Career Development

Graduates may work for Chinese and international fashion brands, luxury brands, design studios, fashion publishing and media, or engage in fashion design, fabric design, garment pattern design, fashion editing, brand management and sales. Graduates are also encouraged to create personal fashion brands, establish design studios, or study abroad for a master's degree.

Environment Design

(Fashion Interior Design)

English-taught
International Joint
Undergraduate
Program

Programme Objectives

The curriculum system is established with the combination of arts, fashion and engineering through the multi-interdisciplinary approach to architecture, design and fine art. By learning the fundamental theories and design methods of environmental design, students are expected to balance the relations between aesthetics and technology, space and structure, nature and culture in their design works and develop the ability of creative thinking and design performance. The design studio system of Western interior design schools is introduced to this programme to encourage the students to gain design knowledge and independent design experience through project practice and, furthermore, to motivate initiatives of design and improve the problem-solving ability in real projects. Graduates shall have strong design skills to work as design or management professionals in interior or outdoor environmental design sectors.

The students shall gain the basic theories of design and the basic training of creative interior design, understand the operation of the international interior design industry, and be familiar with the new trends of the commercial interior space design. The students will have the skills of interior design and display design, the ability of innovative thinking, a sense of aesthetics and a comprehensive understanding of interior design; The students will be able to communicate in English in any social or professional environment.

Main Courses

Atelier Design, Catwalk Design, Window Display Design, Flagship Store Design, Fashion Exhibition Design, Residential Interior Design Studio, Restaurant & Cafe Design Studio, Industry Space Innovation Design Studio, Furniture Design Studio, Architecture Design, Landscape Design Studio, Environmental Facilities Design Studio, Public Art & Sculpture, Environmental Graphic Design Studio, Art History, Architectural History & Contemporary Architectural Trends, Landscape Design History, Professional & Key Skills, Computer Aided Interior Design Skills, Architecture Sketch, Architectural Decoration Materials & Processes, Lighting Design, Project Budget & Management, Environmental Psychology, Visual Culture, etc.

Career Development

Graduates may work as designers in design institutes, architectural construction companies and exhibition companies, or engage in project planning in design consulting and planning companies, project management in real estate companies, or take the career path as art management brokers, etc.

How to Apply

Application deadline: June 30

Eligibility

- ▶ Non-Chinese citizen in good health
- ▶ High school graduates under the age of 35
- ▶ Good command of English
- ▶ Strong ability of creative thinking and fashion consciousness

Application

- ▶ Fill out the online application form at apply.ices.cn, upload your ID photo and a photocopy of valid ordinary passport (and currently valid visa if you're not in your home country).
- ▶ Non-refundable application fee CNY 800 (online payment preferred)
- ▶ Please email the scanned copy of following documents to ices@dhu.edu.cn or post hard copy to International Cultural Exchange School (address shown on the back cover).

- High school graduation certificate and transcripts of all grades

Those documents must be in English or Chinese with official stamp of the high school. If they are not in Chinese or English, notarized translated copies must be submitted with copies in original language.

Students who apply before the completion of high school must submit an official letter issued by the institute indicating the date of receiving the certificate and the transcripts so far. You need to submit the copy of certificate and full transcripts after completion of high school.

- IELTS overall band of 5.5 or TOEFL Internet-based Test (IBT) of 72 (or above) mark sheet obtained in the last 2 years.

Native English speaker and applicants whose high school study was taken in English are exempted from English requirement.

Please visit www.ielts.org for more information on IELTS and visit www.toefl.org on TOEFL. The TOEFL Institution Code of Donghua University is 4422.

- Personal Statement in English essay format (more than 400 words), which may describe yourself, your interests, future career plan and the reason to choose SCF.
- Personal Creative Design Portfolio recorded in a CD disk. No limits on formats required but designs relating to proposed major are preferred. The works need to be shot by DV with your own oral English presentation of design concepts to reflect your understanding of professional knowledge, skills and creativity.

Note: The above application guidance is for international students only. Students will need to meet the eligibility and submit all the required application materials which will not be returned in all circumstances. Interview may be required as the supplement.

Photocopies or scanned copies of application documents may be submitted at application. However, original copy of high school certificate, transcripts and TOEFL/IELTS result will be verified at enrollment. If the former and the latter are inconsistent, students will not be permitted to enroll.

If admitted, you will need to take a creative design test organized by SCF before enrollment. If the result is inconsistent with the works submitted at application, you will not be permitted to enroll.

Studying & Living Expenses

Below are the study costs and estimated living expenses for international students that may be incurred during the time at Donghua University.

Program Fees

Application fee.....	CNY 800 (non-refundable)
Tuition.....	CNY 50,000/academic year
Insurance*	CNY 800/academic year (compulsory)
Residence Permit (RP) (study visa) Processing Fee*	
Medical Examination Fee in Shanghai.....	approx. CNY 500
4-year RP Application Fee.....	CNY 1,000

* The insurance and RP processing fee are charged by PingAn Insurance Company, designated hospital and Shanghai Exit-Entry Administration Bureau respectively.

Living Expenses

Living on Campus (per semester) (1 semester = 140 days)

A. Single Room	CNY 13,300 (CNY 95 / day)
B. Double Room.....	CNY 7,000 (CNY 50 / person / day)
C. Multiple Room.....	CNY 4,900 (CNY 35 / person / day) (shared by 3-4 students)
Internet (24-hour access).....	around CNY 50 / month

Living off Campus (per month)

The actual rent varies depending on the area (Near Yan'an Road Campus).	
Rent	approx. CNY 3,000 - 5,000
Utilities (Water, Electricity, Gas).....	approx. CNY 400

Other Living Costs (per month)

This expense includes meals, laundry, local transportation, personal items, etc. This will vary from person to person.

Meals (in university canteens)	approx. CNY 1,000
Personal Expenses	approx. CNY 1,500

COLOURFUL
LIFE

SERIES 1

THAT WAS THEN, THIS IS NOW

全新系列灵感之约展览



Shen Zhiying

Fashion and Accessory Design (Fashion Innovation)

I'm Shen Zhiying from Zhejiang province and studying Fashion Innovation at SCF. I like fashion design. Our programme introduces the modular teaching methods of UOE. We have projects in our own studio. And each project focuses on training our practical competence and teamwork. I hope we can continue to study in UOE in two years' time.



Sanna Ayesha Ramjaun

Environment Design (Fashion Interior design)

I'm Sanna Ayesha Ramjaun from Mauritius. I came to SCF two months ago. I really enjoy studying and living in Shanghai. SCF introduces first-class educational systems delivered by the professors from the international renowned institutions. I also like my classmates. They are all nice.





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Add: 1882 West Yan'an Road, Shanghai, 200051, P. R. China
Tel: 0086-21-62378850, 62378225, Ext.807
Email: scf@dhu.edu.cn
Website: <http://scf.dhu.edu.cn>

International Students Consulting and Application:

International Student Admissions Dept.
International Cultural Exchange School, Donghua University

Add: 1882 West Yan'an Road, Shanghai, 200051, P. R. China
Tel: 0086-21-62379336, 62378595, 62373452, Ext.10
Fax: 0086-21-62708702
Email: ices@dhu.edu.cn
Website: english.dhu.edu.cn