



the Academic Degree
Postgraduate Program in
Design Theory

Zhengzhou University of Light Industry
College of Art and Design
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1. Introduction

Zhengzhou University of Light Industry was granted the authority to confer master's degrees in Design Art (now Design Studies) in 2003, making it the first undergraduate institution in Henan Province to obtain this qualification. The Design Theory master's program currently has five supervisors, including two professors and three associate professors (four of whom hold doctoral degrees). The program has established research platforms such as the Academic Research Base of the Chinese Folk Literature and Art Association and the Henan Intangible Cultural Heritage Research Center, which serve as vital resources for postgraduate training.

2. Educational Objectives

The program aims to cultivate high-level talents with innovative capabilities to meet the demands of economic and social development. Specific requirements include:

- ※ Mastery of solid theoretical foundations, systematic professional knowledge, and essential practical skills in the discipline.
- ※ Development of active design thinking and innovative abilities, along with an understanding of current research trends and future directions in the field.
- ※ Capacity for independent design research.

3. Research Directions

The program focuses on design history and design criticism, with distinctive features in design theory, design management, and folk art theory. Research areas include:

- ※ Design and creative practice.
- ※ The relationship between design industry development and market dynamics.

4. Duration and Credit Requirements

The academic master's program in Design Studies has a duration of three years.

Students must complete a minimum of 30 credits, including:

Degree courses: No fewer than 18 credits.

Non-degree courses: No fewer than 12 credits.

Note: Students with cross-disciplinary backgrounds or equivalent qualifications are required to take at least two additional undergraduate-level core courses, as

determined by their supervisors. These courses must be completed with a passing grade but do not count toward the credit requirement.

5. Curriculum, Compulsory Components, and Credit

Allocation

Course Schedule for Design Studies (Design Theory)

Course Category	Course Code	Course Name	Hours	Credits	Semester
Core Courses	991012	Chinese Traditional Culture Studies	32	2	2
	007063	Special Topics in Design History	64	4	1
	007106	Design Literature Research	48	3	1
	007108	Design Management and Project Planning	32	2	2
	007109	Folk and Folk Art Studies	64	4	2
	007107	Philosophy of Art	48	3	1
	007110	Cultural Heritage Protection Studies	64	4	2
	007111	Field Research	32	2	2
Elective Courses	991091	Thesis Proposal		1	3
	007116	Midterm Assessment		1	
	991095	Innovation and Entrepreneurship		1	1-6
	991093	Academic Activities		1	1-6
	991092	Paper Publication		1	2-5
	991094	Social Practice		1	

6. Thesis Requirements

The master's thesis must demonstrate innovation, academic rigor, and the student's independent research capabilities, serving as the primary basis for awarding the degree.

※ Topic Selection

The thesis topic should align with the discipline's characteristics, addressing issues of significant academic value and practical relevance to economic and

social development. It must reflect the student's independent research abilities and comprehensive academic qualities.

※ Formatting Standards

The thesis must comply with national academic standards, featuring a logical structure, clear organization, and fluent language. Theoretical principles must be accurately presented, and research methods (e.g., experiments, designs) must be sound. Citations, formulas, symbols, units, and illustrations must adhere to standardized conventions.

※ Quality Requirements

Demonstrate a correct understanding of fundamental theoretical issues in the research area.

Establish a well-structured theoretical framework.

Incorporate contemporary perspectives and feasible methods to propose innovative and exploratory design solutions.

Additional procedures, including the thesis proposal, midterm review, pre-defense, final defense, and degree application, must follow the university's regulations for postgraduate training.