Curriculum Vitae Prof. HONG, CHEN

Title: Associate Professor, MA Tutor
Vice Director of Art and Design Institute
Member of International Exchange Committee
Art Design and Media School
East China University of Science and Technology

Area of Expertise

Product Innovation Design, Interactive Design of Facilities and Medical Products
Teaching experience
Undergraduate course: New Product Design, Product Semantics Design, 3D Design
Postgraduate course: Product Development Research, Methodology Research of Art Design, Tourist Souvenir Design Research

Publication

1. "Education Research in Three-dimensional Form Design" , 2007 "The Innovation Education in the Context of Creative Economy " ,2007
2. "Innovation Approaches in Product Design" , 2008
3. Interactive Interface Design Analysis of Shanghai Transit Transport Intelligence-Orientated Integrated Information System , 2010
4. Function Design Research of Bus Stop in the background of aging society in Shanghai, 2010
5. Entertainment Product Design Research for Elderly People in the Background of Aging Society, 2011
6. User Research of Interaction Design in Medical Products for Older Bed-Patient ,2011
7. Interaction Design Research of Health Care Product on Older Patients,2011
8. Interaction Design of Metro Automatic Ticket Vending System ,2012

Main professional Design Experience

1. Household Product Design for 3M China Co., Ltd.
2. Shang
hai Environmental Protection Co., Ltd.
3. Exhibiton Strategy and Design for Hennessy, DTC, Sony.
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. Product Design for Healsmil Co., Ltd.
5. Product Design and Interaction Design of Automatic Fare Collection System for Kunming Subway Facilities
6. Interaction Design of Medical Product Design for Shanghai Duming Science and Technology Co., Ltd.
7. Product Design for Yangzhou Government
8. LED Lighting Design for Zhejiang Jiuxing Technology Co., Ltd
9. Purifier Product Strategy and Design for O'SIHAN Purification Technology Co., Ltd
10. Fluorescent Stick Design (Red Dot Concept Prize)

2015 March 16

Detailed teaching/research programme agreed with prof. Antonio Apicella referent at the Second University of Naples and description of how the Visiting Professor/Scientist activity promotes the University and Department internationalization

Course Outline
Undergraduate
3D Functional form design (first year)
This course focuses on the understanding and skills on the creation of three-dimensional form. Through the process of study and practice on shaping, the students can improve the capabilities of shaping in accordance with the purpose.
1. Overview of 3D Functional form design
2. Basic skills of form creation
3. Materials practice and functional form
4. Structure practice and functional form
5. Theme presentation and functional form

Product form analysis (third year)
This course is one of the main basic courses of industrial design and product design. It is based on the theories of product semantics and ergonomics. The task is to help the students to develop the abilities of understanding the semantics and creating product forms. Through analysis the form, the students can understand the close relationship among the form and the function, materials, technology and other various factors.
1. Overview of product form analysis
2. The approaches of product form analysis
3. The relationship between form elements and product analysis
4. Practice of form analysis and semantics understanding

Creative Product Design (third year)
This course is one of the main courses of product design. Through the study of creative approaches and thinking, it enables students to master the thinking and creation ways of product design, as well as to stimulate creativity and design awareness skills. It also helps the students to apply new materials, new technologies and user needs in innovative product design.
1. Introduction to creative product design 4h
2. The related factors of new product design
3. Creative thinking
4. Creative design
5. Design Evaluation and Revision

Postgraduate
Product Development Research
The course focuses on the systematic development of products and services, involving a broad sight of the society, technology and environment. Based on the survey and analysis of market, design and production, the students learn to find better solutions in strategic and concrete ways in a holistic layer.
1. Overview of product design research
2. Successful product development
3. Systematic research approaches and procedures
4. Solutions of strategy and routes
5. Design Evaluation and Revision