浙江大学软件学院 2018 年来华留学生特色学位项目

一、　　　　学院介绍 College Introduction

浙江大学软件学院 (www.cst.zju.edu.cn)于 2001 年 2 月 27 日成立，是国家教育部和国家发展计划委员会批准的首批 35 所国家示范性软件学院之一。学院坐落在宁波高新区，占地 500 亩，在校研究生规模已达 800 人。目前软件学院有软件工程"双一流"学科，6 个专业方向如大数据、金融信息技术、物联网、移动互联网与软件开发技术、信息产品设计与软件项目管理，每个专业方面都是与 IT 知名企业合作。

College of Software Technology (www.cst.zju.edu.cn), Zhejiang University was founded on February 27, 2001.It is one of the first 35 national model software colleges approved by National Development and Reform Commission and Ministry of Education. Its Campus locates at the National Hi-Tech Zone, Ningbo City, Zhejiang Province, PRC, occupies about 500 acres and the total number of the full-time postgraduate students is nearly 800. Today, College of Software Technology has Double First-Class" discipline of software engineering，6 Majors such as Big Data、Financial Information Technology、Internet of things 、Mobile Internet and Software Development Technology 、Information Product Design and IT Project Management。Every major is collaborated with famous IT Enterprises.

软件学院结合浙江大学的综合办学优势和中国软件产业发展的实际，采用与国际接轨的教学方法与课程体系，以市场需求为导向，以"Computer+X"和"X＋Info"复合型人才培养理念，致力于培养高层次的应用型、复合型、国际化的软件工程技术和软件工程管理人才。

College of Software Technology has combined the advantage of Zhejiang University's comprehensive education with the real situation of IT industry national wide, adopted the internationalized teaching methodologies and curriculum, and continuously promoted the

idea of "computer + x" and "x + info". Guided by the development of IT industry and market requirement, the College is committed to educating software development and management talents with internationalized, practical and compound abilities of higher level.

软件学院采用课程实践、项目实训、企业实习的教学方式，汇聚政府、行业、产业等各方资源，与国内外知名 IT 企业如 IBM、Oracle、浙江道富、浙大网新、华为、阿里巴巴、东软等合作建立了产学研一体化的开放式人才培养体系，初步建成了以软件工程为核心的多学科交叉复合应用的研究生培养基地。

The college adopted teaching method about "practice courses-project training-enterprise internship", integrated resources from government, IT industry and business, and collaborated with famous IT corporations at home and abroad, such as IBM, Oracle, State Street (Zhejiang), Zheda Innovation, Huawei, Alibaba and Neusoft. The college has successfully built up the open talents cultivation system based on an integration of Education-Research-Industry, and established the postgraduate education system consisting of multi-discipline crossing and application with the core of software engineering.

二、 专业介绍 Specialized Subject Introduction

工业设计工程硕士项目的主要研究方向是信息产品设计（ http://ipd.inno-lab.org/ ）。项目主要面向制造业领域，特别是为传统产业的改造和升级提供全套解决方案。经过多年的探索与改革，形成了'工业设计＋商业＋技术整合'的整合创新理念，使学生获得两个'系统能力'，即：'创新思维与工作方法的系统能力'、'具有市场前景的创新设计与设计策划的系统能力'，致力于培养面向创新创业高层次的应用型、复合型、领导型、国际化的创新设计和管理人才。

The main research direction of Industrial Design Engineering Master Program is Information Product Design （ http://ipd.inno-lab.org/ ）. The program aims to provide complete solutions for manufacture industry, especially for transformation and upgrading of traditional industry. After years of exploration and reform, we have formed an integrated and innovative concept of 'Industrial Design + Business + Technology Integration' to enable students to acquire two 'systemic capabilities', namely:' systematic ability of innovative

thinking and working methods', 'Innovative design with market prospects and systematic capabilities of design strategy', is committed to cultivating high level senior innovative design and management talents with globalized, practical and multi-disciplinary abilities, with industry and market orientation.

在信息产品设计方向，建立了多元化设计创新团队，指导学生参加了多次国际设计竞赛，并获得 IF 概念设计奖、红点奖、IDEA 大奖等近 20 项，在国际国内设计界具有较高的知名度。带领学生进行领域内顶尖研究，参加 CHI、SIGGRAPH 等国际顶级学术会议。同时产学研互动的模式推动师生面向互联网产业、高新技术产业、现代制造业开发了一系列产品。特别针对浙江省区域经济和块状产业，为传统产业提升，信息产品整合技术做出了很好的成绩，开发了一大批类似智能吸尘器、智能割草机、水下清洗机器人、智能护理机、智能救生设备等产品，获得专利数百项。

In the field of information product design, we have established a diversified design innovation team to guide students to participate in many international design competitions and received nearly 20 IF concepts design awards, red dot awards and IDEA awards, and received high repetition in the international and domestic design circles. We lead the students to do top research in the field, to participate top international academic conferences such as CHI, SIGGRAPH and etc. At the same time, the interactive mode of production, study and research promotes the teachers and students to develop a series of products for the Internet industry, high-tech industries and modern manufacturing industry.Especially for regional economy and massive industriesinZhejiang Province, upgrading of traditional industries, information technology integration products made Good results, which have developed a large number of serious intelligent vacuum cleaner, intelligent lawn mower, underwater cleaning robot, intelligent care machine, intelligent life-saving equipment and other products, and awarded hundreds of patents.

目前主要的实习基地有淘宝、支付宝、惠普、亿脑科技、浙大创新工程中心、IBM、苹果、腾讯、百度、华为等。该硕士项目学生毕业后，可以从事实体产品设计设计工作，也可以从事互联网、交互设计等相关工作。其中，相当比例的毕业生可以直接进入相关领域创业、就业等。研究生近 100%实习就业，2016 届研究生首次签约平均年薪 17 万元。优秀的硕士毕业生可继续申请博士学位。工业设计工程硕士项目欢迎计算机、数字媒体、机械、仪器、控制等专业背景留学生学生跨学科报名。

At present the main internship base includes Taobao, Alipay, Hewlett-Packard, Billion brain technology, Zhejiang University Innovation Engineering Center, IBM, Apple, Tencent, Baidu, Huawei and so on. After graduating from the master's program, the students can engage in physical product design and related work with interface design and interactive design.A considerable proportion of graduates can directly enter the IT field for entrepreneurship and employment. Nearly 100% of graduate students are employed in internships, and the average annual salary of graduates of 2016 graduate students is 170,000 RMB. Excellent master graduates can continue to apply for a doctorate program. Industrial Design Engineering Master Program welcomes students with the backgrounds of computer science, digital media, machinery, equipment, control and other disciplinaries.

三、   项目介绍 Master Program Introduction

培养目标：适应中国信息化建设、软件产业发展和应用的需要，面向产业和市场，培养创新创业高层次的应用型、复合型、领导型、国际化的创新设计和管理人才。

招生对象：具有国民教育系列大学本科毕业及以上学历者，所学专业和年龄不限,一般应有学士学位。

培养方向：信息产品设计

学制：学制 2 年,学习年限 2-4 年

培养模式：第一学年以课程实践和项目实训为主。第二学年开始到企业带薪实习并完成硕士论文。

证书：修业期满，成绩合格，通过论文答辩者，经浙江大学学位委员会审核通过后，颁发浙江大学工业设计工程硕士学位证书。

Objectives: To meet the requirements of information construction, software industry development and application, the College aims to educate senior innovative design and management talents with globalized, practical and multi-disciplinary abilities，with industry and market orientation.

Entrance Requirements: Students with a bachelor's degree, or equivalent qualification, or above, including students who will graduate in the current year, may apply for the program. No restriction on the applicant's first major or age.

Research Directions:Information Product Design

Award Length: basically 2-4 years

Process : Study courses and projects training in the first academic year. In second academic year, students should intern with salary in enterprises and should complete their master's degree thesis during the internship period.

Certificates: A Master of Industrial Design Engineering degree certificate of Zhejiang University will be granted to the students, under verification by Zhejiang University Degree Committee, when they fulfill all the required courses and degree thesis in the period time defined by the education system.

课程 Courses

课程编号 Course No.	课程名称 Course Name	学分 Credit	总学时 Total Class Hours	开课学期 Course Semester
0521037	跨文化交际 Intercultural Communication	2	32	秋冬 Autumn/winter
50220010	中国概况 China Introduction	3	48	春夏 Spring/summer
0121026	产业经济理论与政策 Industrial Economics Theory and Policy	2	32	冬 winter
2141035	设计研究 Design Research	2	32	夏 summer
2124023	计算机辅助工业设计与概念设计 Computer Aided Industrial Design and Concept Design	2	32	春 Spring
2023090	创新管理研究 Innovative Management Research	2	32	秋冬 Autumn/winter
5143003	整合与创新设计 Integration and Innovative Design	2	32	冬 Autumn/winter
5143035	文化构成 Cultural Construction	2	32	春 Spring
5141060	项目实训 Project Training	2	64	春夏 Spring/summer

四、　　　优势特色 Features and Characteristics

信息产品设计方向招收跨专业背景的留学生：计算机、数字媒体、机械、仪器、控制等专业背景。信息产品设计方向落户良渚梦栖设计小镇，作为世界工业设计大会的永久会址，同时也是中国首个工业设计小镇，是全球设计创新人才培养基地。

Information Product Design direction recruitsstudents across professional backgrounds : computer science, digital media, machinery, equipment, control and other disciplinaries. Information Product Design direction is located in Liangzhu Dream Design Town, as the world's industrial design conference permanent venue, but also the country's first industrial design town, which is the global design innovation talent training base.

培训基地拥有规范系统的教学环境和完善的教学设施。专业采用国际设计院校标准的教学场所，实行研究生小班授课，课程作业汇报答辩方式。方向实验室设备包括 3D 打印农场、激光切割机、数字制造车间、数字摄影棚、手工原型工场，智能电子工场，数字 UV 喷印等，满足现代化原型制造、测试和表现，能充分满足教学科研需求，旨在培养跨专业、跨文化，具备创新力和整合力的创新创业精英人才。

The training base has standardized and systematic teaching environment and perfect teaching facilities. Information Product Design direction uses professional designeducation sites with international standards, teach master students in small classes, and encourage

students present their coursework in public. Information Product Design direction has laboratory equipment including 3D printing farm, laser cutting machine, digital manufacturing studio, digital studio, handmade prototype workshop, intelligent electronics workshop, digital UV printing, etc., to meet the modernization of prototype manufacturing, testing and performance, to fully meet the teaching and research needs. This program aims to cultivate multidisciplinary, cross-cultural, innovative and integrated elite talents.

目前专业跟荷兰埃因霍温理工大学工业设计方向建立了联合培养关系，并定期举办国际设计工作坊，与国际著名高校师生交流互动。设计开放大学每年有国际顶级设计大师来访，给学生开设专题讲座，学习环境优越。

Information Product Design direction has established a joint training relation with Industrial Design department in Technology University of Eindhoven, organizes international design workshops, and interact with internationally renowned teachers and students regularly. Each year, the Design Open University is visited by top international design masters, who offer students great lectures.