

AMEN UNIVERSITY XIAMEN UNIV  
VITY AND INNOVATION

INSTITUTE OF  
CREATIVITY AND INNOVATION  
XIAMEN UNIVERSITY  
厦门大学创意与创新学院

IVERSITY INSTITUTE OF CREATIV  
VITY AND INNOVATION XIAMEN

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XIAMEN UNIVERSITY



LICFA  
University for the  
Creative Arts

# 厦门大学 Xiamen University

厦门大学由著名爱国华侨领袖陈嘉庚先生于1921年创办，是中国近代教育史上第一所华侨创办的大学，也是一所与中国共产党同龄的大学。学校先后进入全国重点大学、“211工程”、“985工程”和“双一流”建设高校行列。

2022年，学校入选国家公布的第二轮双一流建设高校名单，化学、生物学、海洋科学、生态学、统计学、教育学共6个学科入选第二轮“双一流”建设学科名单。在全国新一轮学科评估中，高峰学科、优势学科数量实现倍增，取得历史最好成绩。

Xiamen University (XMU), established in 1921 by the renowned patriotic overseas Chinese leader Mr. Tan Kah Kee, is the first university founded by an overseas Chinese in the history of modern Chinese education. XMU has long been listed among China's leading universities on the national 211 Project, 985 Project and Double First-Class Initiative, which have been launched by the Chinese government to support selected universities in achieving world-class standing.

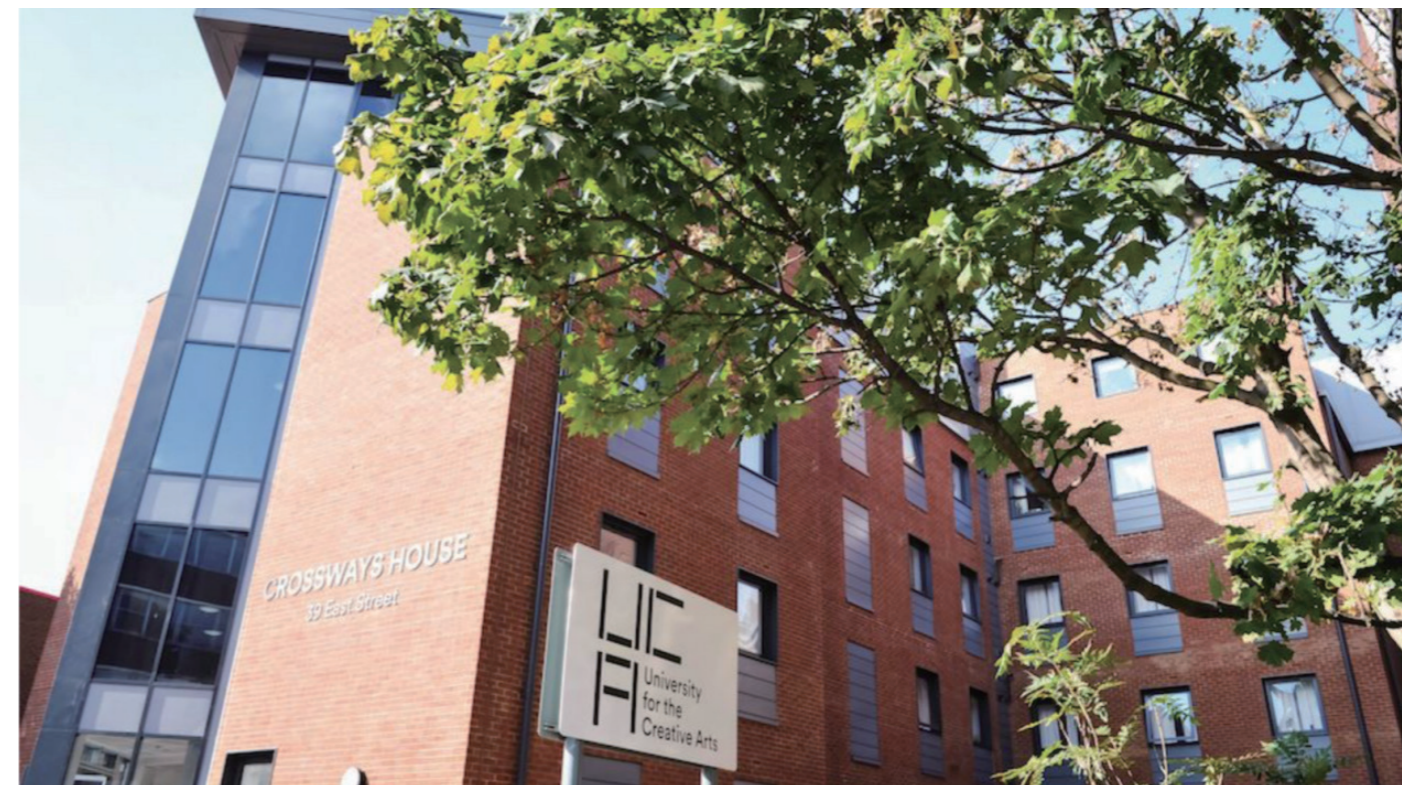
In 2022, the university and its 6 disciplines including chemistry, biology, marine science, ecology, statistics and education were again listed for support under the Double First-Class Initiative in its second phase.



# 英国创意艺术大学 University for the Creative Arts

在160年的办学历史中，英国创意艺术大学(UCA)积极倡导创意教育和研究。根据《卫报》2024年的排名，UCA被评为英国第二大创意专业院校；在《泰晤士报》《星期日泰晤士报》和《每日邮报》2024年的排名中，UCA位居第三；并且在卓越研究框架的报告中，UCA是拥有世界领先研究成果的顶尖专业艺术与设计大学。UCA提供建筑、工艺、时尚、平面设计、插画、美术、摄影、电影、媒体、表演艺术和创意商业等课程，其高质量的教学备受赞誉，受到创意行业雇主的高度认可。

For 160 years, the University for the Creative Arts (UCA) has been a passionate advocate for creative education and research. It is rated as the second highest-ranked university in the discipline of creativity in the UK in 2024 by The Guardian, the third in place by The Times / Sunday Times and Daily Mail rankings for 2024. In the most recent report on Research Excellence Framework, the UCA is listed as UK's top university in the discipline of art and design for its world-leading research outputs. UCA offers courses in architecture, crafts, fashion, graphic design, illustration, fine art, photography, film, media, the performing arts and creative business, which are acclaimed for their excellent teaching quality, and highly recognised by the employers of creative industry.







厦门大学创意与创新学院主楼  
ICI Building, Xiamen University

厦门大学创意与创新学院(Institute of Creativity and Innovation, Xiamen University) 是厦门大学与英国创意艺术大学在设计学领域开展合作, 经教育部 2019 年批准成立的厦门大学首个中外合作办学机构, 于 2020 年 9 月招收首批本科生。学院融合中英双方先进教育理念和特色教育资源, 致力于培养一批时代所需的, 具有全球视野、多学科知识、先进创意理念与创新能力的的高素质、应用型本科拔尖创新人才。

学院目前开设视觉传达设计、环境设计、数字媒体艺术等 3 个本科专业, 现有来自 14 个国家的教职工 90 余人, 注册学生 1000 余人。

The Institute of Creativity and Innovation (ICI) was established in 2019 with the joint partnership between Xiamen University (XMU), China and the University for the Creative Arts (UCA), U.K. With the approval of the Ministry of Education of China, ICI is the first Chinese-foreign cooperative education institution of XMU which integrates the advanced educational concepts and advantages of both universities, and builds on the exceptional educational resources of both countries. It is committed to cultivating top-notch talents with global vision, multidisciplinary knowledge, superior creativity, and innovation ability.

ICI offers three programmes currently, including Visual Communication Design, Environmental Design and Digital Media Arts. The institute has enrolled more than 1000 full-time students and has over 90 faculty and staff from 14 countries.

厦门大学漳州校区主楼群  
Main Building, Zhangzhou Campus,  
Xiamen University



# 厦门大学创意与创新学院

## INSTITUTE OF CREATIVITY AND INNOVATION XIAMEN UNIVERSITY



# 视觉传达设计

## Visual Communication Design

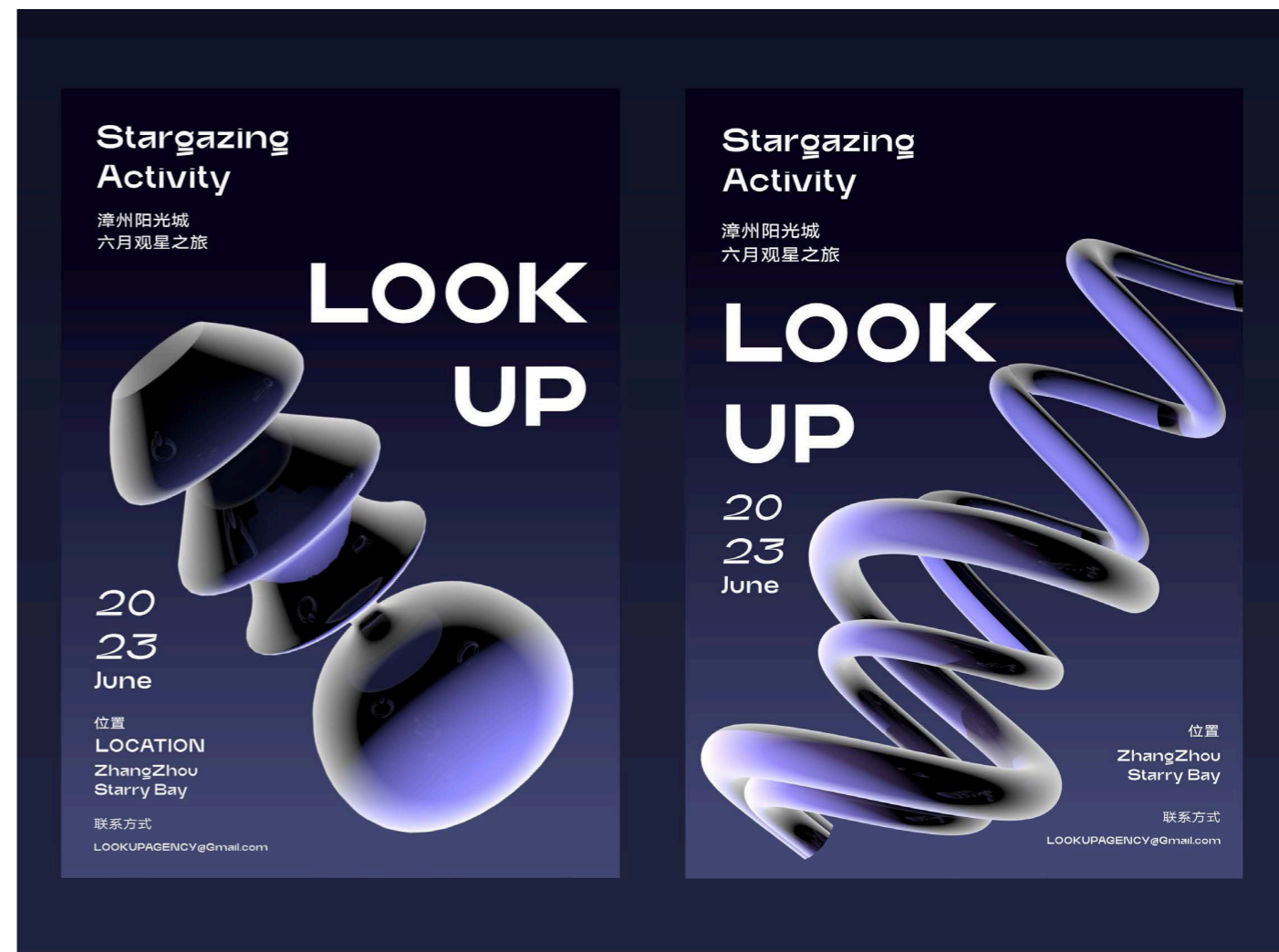
视觉传达设计专业旨在指导学生运用批判性思维和创造性问题解决方法、利用各式视觉元素来传递信息和想法。本专业注重培养学生的通识素养和专业技能，包括调研技巧、沟通表达，资源获取和媒体制作技能，要求学生具备扎实的专业基础理论知识、严谨的专业分析能力、较好的艺术审美判断能力和国际化视野。学生将有机会参与实际设计项目、与相关行业企业开展合作。通过专业学习和实践，学生将成为能够胜任视觉传达专业领域的规划、设计和传播等工作的基础学术型和复合型复合创意人才，为其就业或研究生学习做好充分准备。

本专业还将引导学生充分意识到技术的变革及其在视觉传达领域的影响，使其能应对未来媒介行业在伦理、文化和经济方面可能出现的种种考验。

Our BA (Hons) in Visual Communication Design program enables successful graduates to apply critical thinking and creative problem solving to using visual elements to communicate ideas and information.

Students are prepared for employment or post-graduate study throughout their degree, through study of various sectors of the graphic design industry. Students have the opportunity to work with or enter into live briefs with industry and clients. Our students develop subject-specific and generic skills, including skills of investigation and enquiry, oral and written communicative skills, the use of a range of technology systems for accessing data, resources, contacts and literature, media production skills. Students are required to have a solid foundation in theoretical knowledge, possess rigorous analytical skills, and maintain good aesthetic judgment, along with an international perspective.

Our students will also cultivate an awareness of changes to technologies and the role of technology within Visual Communication to create future-proof designer, responsive to ethical, cultural and economic considerations in communication media.

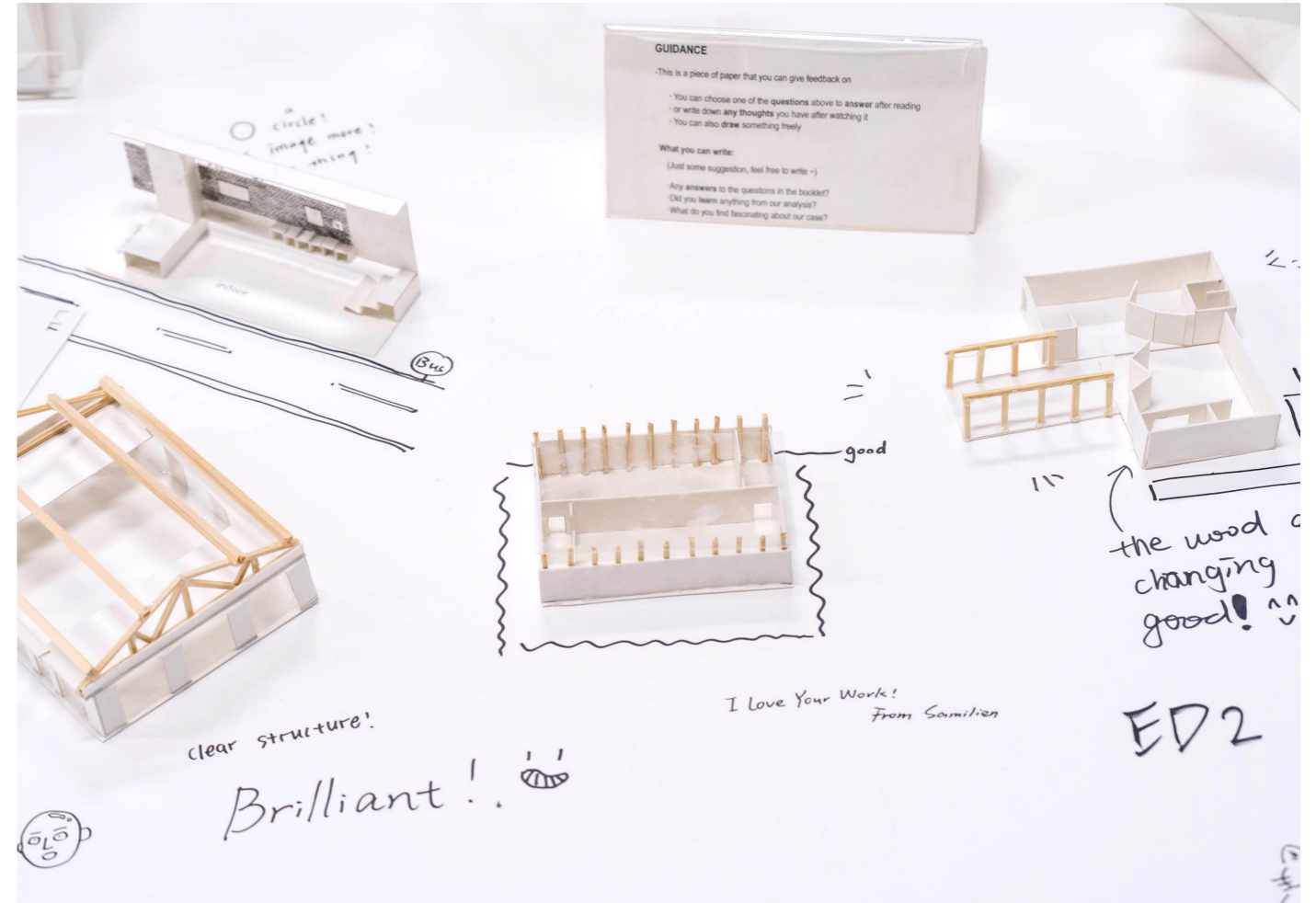
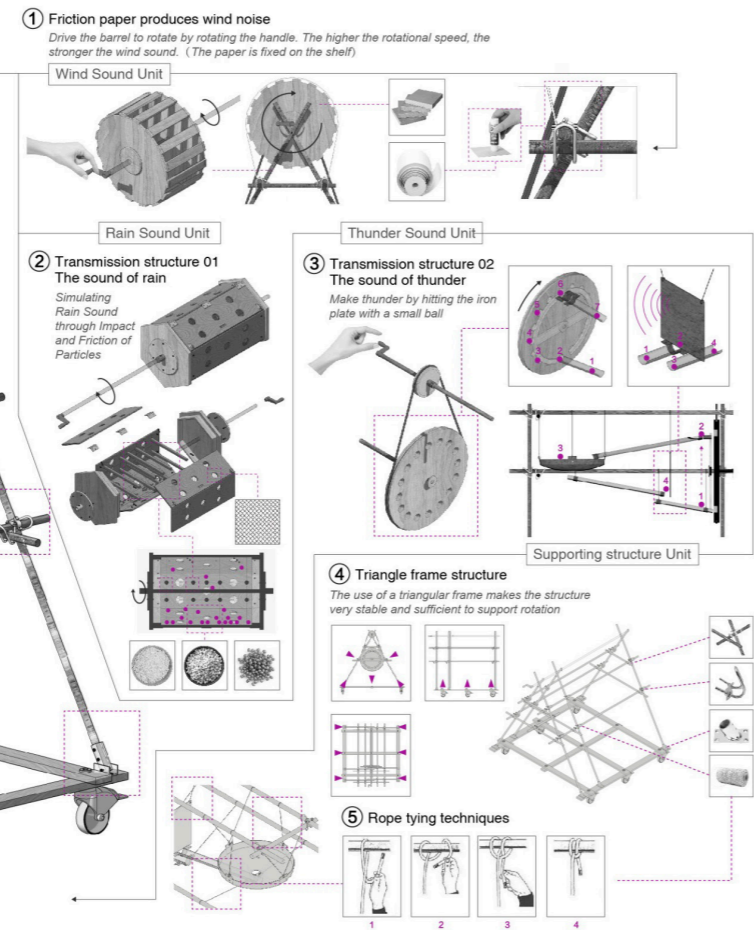
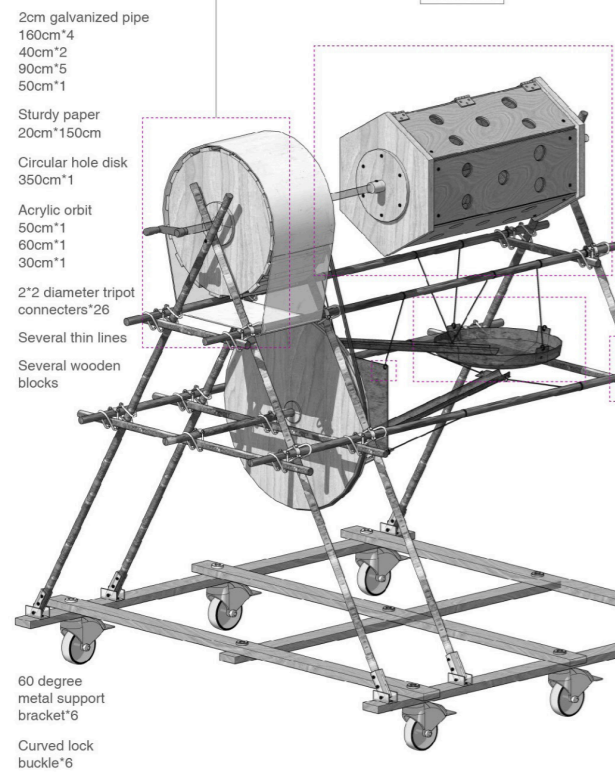




EP3

Storm Sound

Through a series of transmission structures, the device can generate sounds of wind, rain, and thunder. Use these sounds to imitate the storms that often occur in Fujian during summer. These structures are intricately connected and use rhythm to convey the theme.



# 环境设计 Environmental Design

环境设计专业采用批判性思维和跨学科方法来改造未充分利用的、闲置的空间和场所，旨在教授学生将创造性问题解决应用到建筑环境中。

通过学习，学生将掌握能自信踏入环境设计行业的必备技能。本专业重视培养学生的创造性思维，使其能够根据实际项目情况给出富有想象力的、超乎预期的设计成果。作为环境设计师，我们的毕业生应具备社会责任感。他们将在对项目场景和居住空间保持敏锐的同时，主动寻求对社会带来积极的影响。

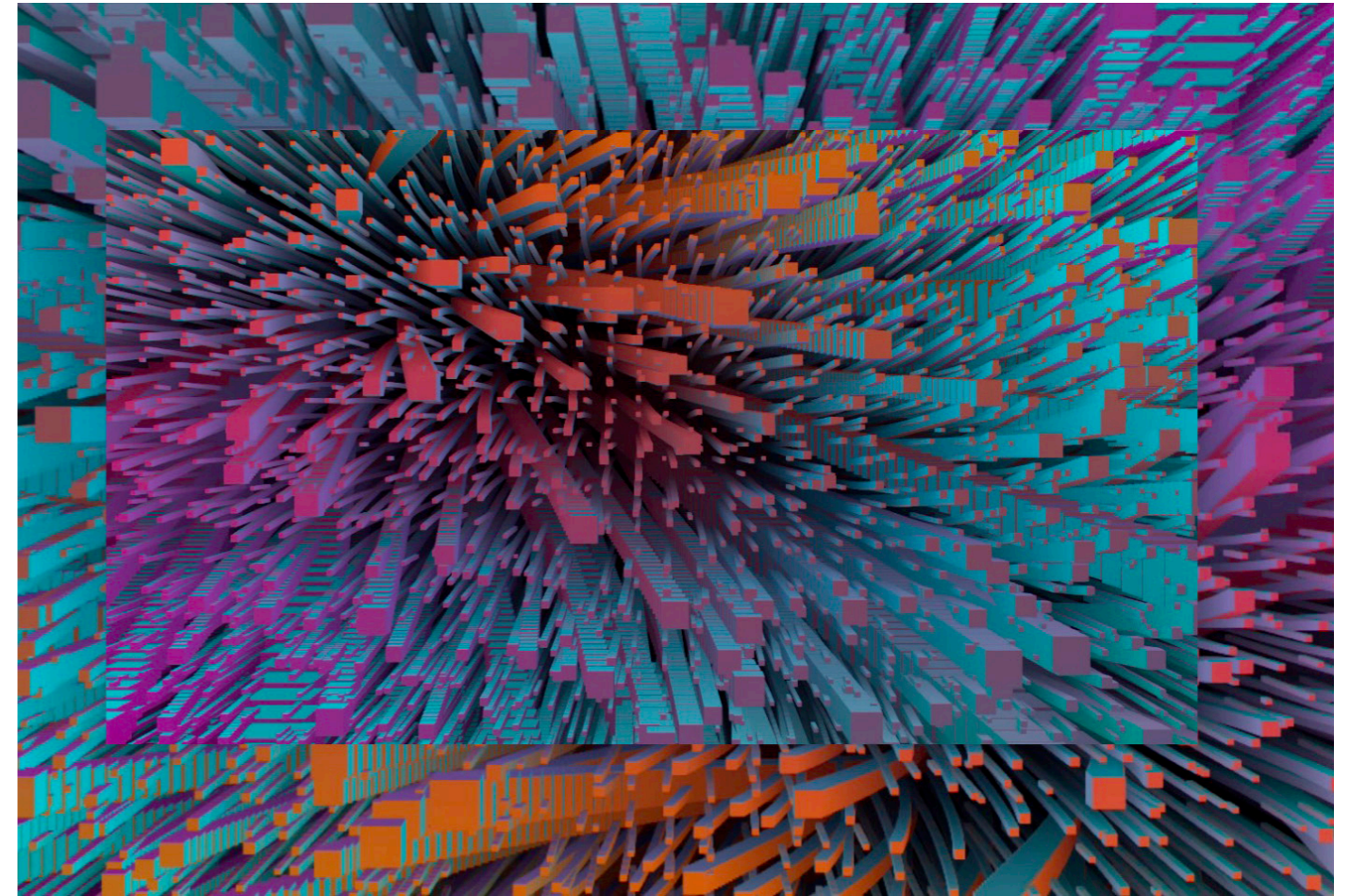
Our BA (Hons) in Environmental Design program teaches the application of creative problem solving to the built environment. This course takes a critical, trans-disciplinary approach to the transformation of underused and unused spaces and places.

Our students develop the necessary skills to enter environmental design practice with confidence while cultivating a creative thinking mindset able to produce imaginative and unexpected design outcomes in response to real-world project briefs. As environmental designers, our graduates are expected to understand their social responsibility and seek positive change to benefit society, while being sensitive to context and human habitation of space.







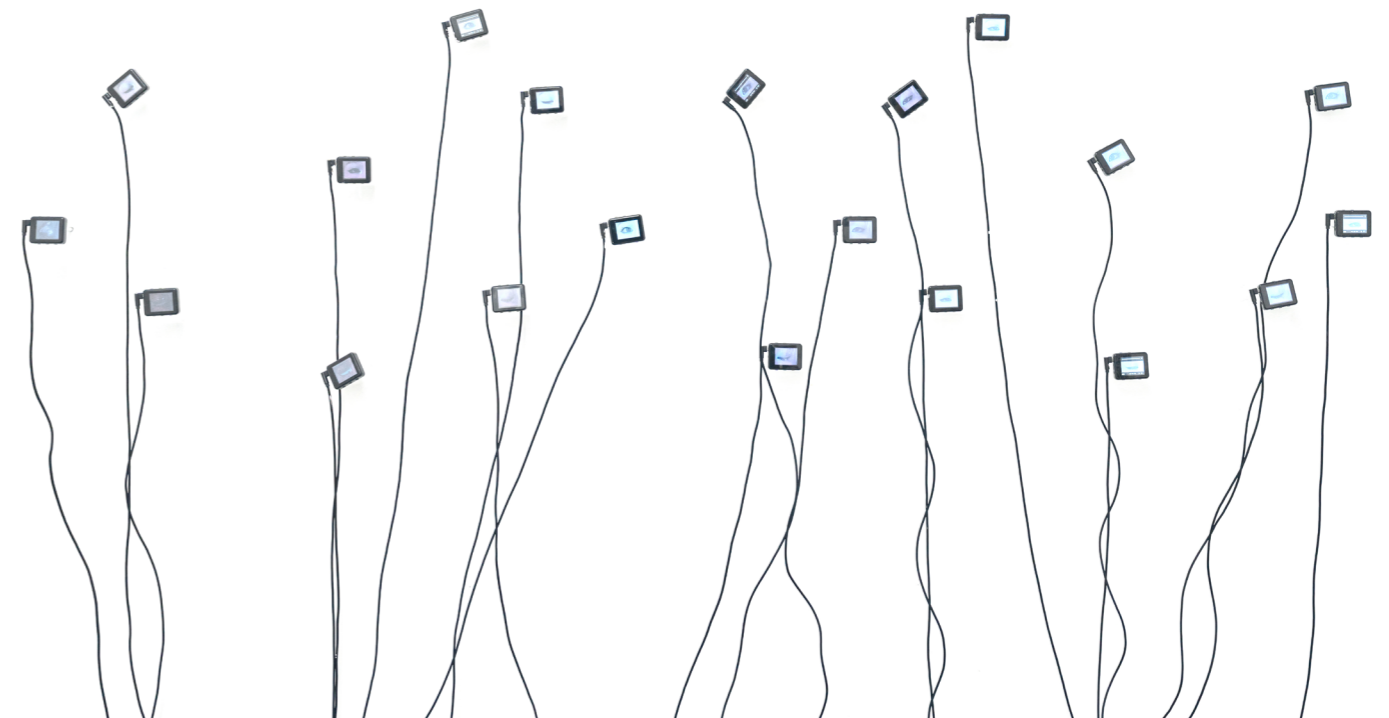


## 数字媒体艺术

### Digital Media Arts

数字媒体艺术专业作为一门动态更新的学科，旨在帮助学生在美术背景下培养数字素养，应对科技创新带来的变化，适应作为艺术家在数字时代下的创作需求。在教学过程中，我们将带领学生逐步认识到学科边界并非固定不变，以做好其在创意产业立足的准备。本专业尤为重视数字素养、数字文化和创造力的培养，致力于引导学生成为未来数字创意行业的领跑者，帮助他们发掘并表达自己独特的创意理念。

Our BA (Hons) in Digital Media Arts focuses on helping our students respond to creative technologies, become ready for employment in creative industries, and recognise that disciplinary boundaries are not fixed. Our students develop digital literacy framed in a fine art context. We are a live course that adapts to students' needs as artists working in the digital era. The three main things we focus on are: digital literacy, digital culture, and creativity (through practice and theory). All of which are framed around future-proofing our students for work in creative industries, whilst helping them establish their own unique creative voice.





# 培养特色

## WHY ICI

创意与创新学院(ICI)重视培养学生的沟通协作能力、批判性思维和创造力。无论学生未来在设计行业从事何种工作,这些技能都将对他们大有裨益。

The Institute of Creativity and Innovation (ICI) helps our students develop skills which may well be key to their future success, whichever career path within the context of design they choose: communication, collaboration, critical thinking, and creativity.



## 双学位 Dual Degree

学院采用“4+0”的双学位培养模式,即本科阶段学业全部在厦门大学创意与创新学院完成。学院学生同时注册厦门大学、英国创意艺术大学两校学籍。

学生在厦门大学规定的学习年限内,完成规定的学业并成绩合格后,达到毕业要求的将获得厦门大学本科毕业证书;符合学位授予条件的,将获得厦门大学学士学位证书和英国创意艺术大学的学士学位证书。

ICI adopts a “4+0” dual-degree model, that is, the undergraduate studies are entirely conducted at ICI. Students who have completed all the academic requirements and passed all applicable assessments of both universities will receive Undergraduate Graduation Certificate and Bachelor Degree awarded by XMU and Bachelor Degree conferred by UCA.





# 融合跨文化与跨学科 融合中英优质教育资源 融合创意理念与设计实践

## Intercultural and Interdisciplinary High-quality Education Resources Theory and Practice



我们的目标是培养开放、包容、具有全球视野、跨学科能力和合作精神、能够应对跨文化挑战的跨文化设计人才。

我们组建了一支具有多元文化背景的专业教师团队，邀请世界各地的专家、学者和行业伙伴为学生提供了解设计行业最新发展的机会。落实双轨质量保证机制，保障教育水准；采用多元教学方法，包括讲课、辅导、小组讨论和工作坊，旨在培养学生的创造性思维，提升创新意识，加强实践设计技能。

学生学习培养可以应用于所有设计学科的基本设计技能，同时学习视觉传达设计、环境设计或数字媒体艺术等特定专业领域设计技能。

Our goal is to cultivate cross-cultural design talents with an open and tolerant mind, a global perspective, interdisciplinary ability, and collaborative spirits who are capable of addressing cross-cultural challenges.

We have assembled a team of professional teachers from diverse cultural backgrounds and invited experts, scholars, and industry partners from around the world to provide students with opportunities to understand the latest developments in design industry. A dual-track QA framework is implemented to ensure the standard of education. Diverse ways of teaching are adopted, including lectures, tutorials, group discussions and workshops, aiming at developing students' creative thinking, fostering their awareness of innovation, and strengthening their practical design skills.

Students learn to develop foundational design skills that can be applied across all design disciplines, along with design skills in specific disciplinary fields of Visual Communication Design, Environmental Design, Digital Media Arts, etc.



## 学生公寓 Accommodation

学生公寓为四人间，配有家具、空调、宽带接口等设施。学生宿舍园区内配有洗衣房（洗衣机和烘干机）。校园食堂菜色丰富，提供免费米饭。校内配有超市、通讯营业厅、咖啡厅、银行等，校园周边配有商业区。

The student dormitories are equipped with furniture, air conditioning, broadband interfaces, and other facilities. Laundry rooms with washing machines and dryers are available within the student dormitory area. The campus cafeterias offer a variety of dishes and provide free rice. On-campus facilities include a supermarket, telecommunications service center, café, bank, etc., alongside neighbouring commercial areas.

## 图书馆 Library

学校图书馆拥有纸质图书馆藏约470万册，电子馆藏998万册，数据库188个，折合馆藏约1468万册。学院设有图书阅览室，学习环境温馨舒适，有超过7000册的英文原版专业书籍。同时，可通过英国创意艺术大学学生门户访问UCA专业学习资料。

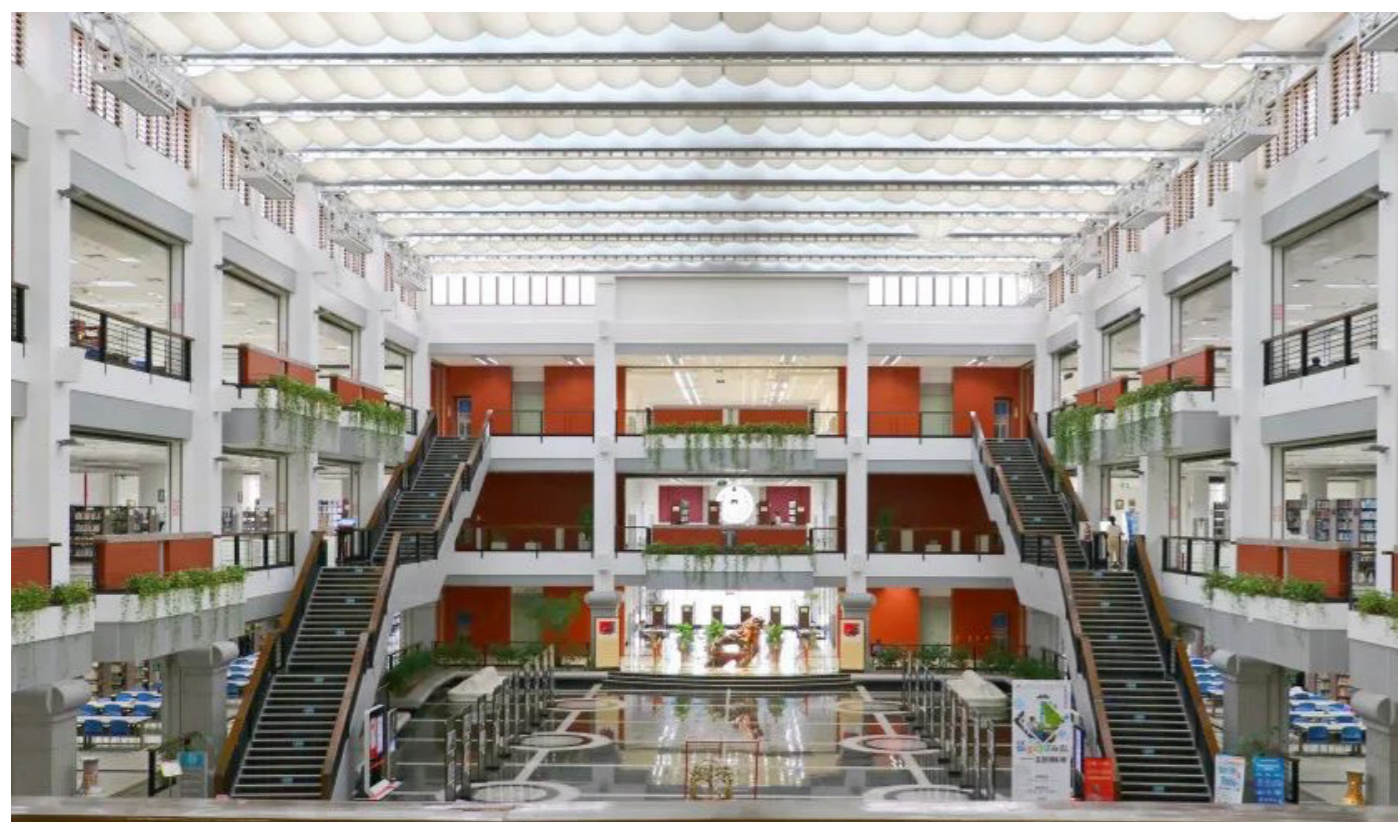
The university library has a collection of 4.7 million paper books, 9.98 million electronic books and 188 databases, equivalent to a collection of about 14.68 million books. The college has a library reading room, a warm and comfortable learning environment, with more than 7,000 volumes of original professional English books. At the same time, UCA professional learning materials can be accessed through the University of Creative Arts UK Student portal.



## 体育设施 Facilities

校内配备综合体育馆，室外游泳池，田径场，篮球场，排球场，高尔夫球场，五人制足球场等体育设施。

The campus is equipped with a comprehensive gymnasium, outdoor swimming pool, track and field, basketball court, volleyball court, driving range, football field and other sports facilities.



# 实验室

## Equipments

教学实验设施均按英国创意艺术大学要求进行设计及配备，包括模型制作室、图书制作室、数字媒体实训室、电脑工作站、专业实训室等，配备了一系列能够充分满足教学与实践需求的专业实践设备。

The teaching and experimental facilities are designed and equipped according to the requirements of the University of Creative Arts, including model making room, book making room, digital media training room, computer workstation, professional training room, etc., equipped with a series of professional practice equipment that can fully meet the needs of teaching and practice.



# 厦门大学 创意与创新学院美术馆 ICI Open Museum

**ICI OPEN  
MUSEUM**  
厦门大学创意与创新学院美术馆  
XIAMEN UNIVERSITY INSTITUTE OF CREATIVITY AND INNOVATION MUSEUM

厦门大学创意与创新学院美术馆于2022年11月落成，位于厦门大学漳州校区。作为一座研究型美术馆，致力于当代艺术与设计作品和项目的展示，推动新知识生产与传播，构建一个跨文化与跨学科的创新设计教育与学术研究的交流平台。以展览、论坛、讲座、工作坊、文献梳理等不同形式，促进学科之间的开放融合，激发当代创新活力，探索社会和精神空间的无限可能。

The Open Museum of the Institute of Creativity and Innovation of Xiamen University, located in Zhangzhou Campus, has been completed in November, 2022. As a research-oriented museum, it is dedicated to the display of works and projects of contemporary art and design, aimed to generate and promote new knowledge and to create a cross-cultural and interdisciplinary platform of exchange for creative design education and academic research. By organizing exhibitions, seminars, lectures, workshops, literature reviews and so on, the Open Museum also commits itself to the integration of multi-disciplines and the inspiration of innovation vitality of the contemporary era to explore the infinity of the social and the spiritual world.





## 校园文化 Campus Culture

学校根据年级实际和学生特点开展主题鲜明、内容丰富、形式多样的校园文化活动。学校定期举办文艺晚会、运动会、十大歌手赛等活动。

The university organizes campus cultural activities, rich content, and diverse forms for different groups of students. Regular events such as art evenings, sports days, and Top Ten Singer competitions are held.

## 学生活动和社团 Activities and Student Clubs

学校和学院为引导学生全面发展和健康成长提供了学生社团和活动平台。学校现有共100多个学生社团，涵盖了思想政治类、学术科技类、创新创业类、文化体育类、志愿公益类、自律互助类等类别社团。

Currently, there are over 100 student clubs covering categories such as ideology and politics, academic and scientific, innovation and entrepreneurship, cultural and sports, voluntary public welfare, and self-discipline, mutual assistance.



## 学生支持 Support and Service

学院秉持以学生为中心的理念，为学生提供多方面、多层次的支持与保障。在宿舍园区打造“一站式”学生社区，让教育管理服务力量有效下沉到学生社区第一线；设立本科生导师、班主任、辅导员、朋辈导师，帮助学生健康成长。

学院“一站式”学生社区约450㎡由学术交流中心活动室、勤业园区活动室两部分组成。在“一站式”学生社区内设立自习室、舞蹈室、瑜伽室、研讨室等多功能教室，形成共享学习空间。

Adhering to the student-centered approach, the institute provides multifaceted and multilevel support and guarantees for students' development, establishing a "one-stop" student community in the dormitory area to embed educational management service in the student communities, which provides self-study rooms, dance rooms, yoga rooms, and seminar rooms, and creates a shared learning space of approximately 450 square meters.

欢迎2023级新同学  
Welcome the Freshmen



## 学费

Tuition fee

9万元人民币/学年/人

90,000 RMB/Year/Person

## 住宿费

Accommodation cost

1100元人民币/学年/人

1,100 RMB/Year/Person



## 奖学金 SCHOLARSHIPS

学校、学院设立了奖学金方案,以激励学生勤奋学习、努力进取,在德、智、体、美、劳等方面得到全面发展。

The university and institute have set up scholarships to encourage students to achieve all-round development.

