



# SCF

东华大学 上海国际时尚创意学院

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 introduces 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 in fashion.



## Faculty Team

The SCF faculty are from the University of Edinburgh, Edinburgh College of Art, Donghua University and part-time lecturers from relevant industries. The lecturers and business mentors of Sino-foreign academic background integrate the theory and project practice into teaching process and bring the cross-cultural design concept into professional courses.

## Mission

*Cultivating future leaders  
for the creative fashion industries*

## Vision

*To introduce first-class international education systems  
To bring together first-class international faculties  
To develop first-class fashion related disciplines  
To cultivate first-class talents for fashion and creative industries*

## Program Uniqueness

### Teaching Context of the Whole Fashion Industry Chain

SCF is based in the fashion capital city of Shanghai, whose key industries are fashion and textile. It takes advantage of the regional industries and integrates the actual needs and experience of the fashion industry chain into courses. Project modules combined with fashion industry fieldwork provide students better opportunities to understand and experience fashion industry.

### Understanding Sino-western Cross-cultural Education

Culture is the source of design. Cultural research is an important driving force of contemporary design and fashion branding. SCF has built the faculty team of cross-cultural background and focused on the research methods of design culture during the teaching process, thus to enhance students' cross-cultural communication skills and cultural awareness.

### International Project Scheme and Practice-oriented Teaching

SCF introduces practices and projects into the curriculum. Through the practical projects of fashion branding and the interaction with international faculties, the students will develop the international research ability in a systematic way, the innovation capability as well as the ability to respond to the dynamic changes of the market.



# 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) was 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 and the basic skills of creative fashion design, understand the operation of the international fashion industry, and be familiar with the new trend of the international creative fashion design. The students 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

Computer Aided Fashion Design, Structure and Form in Design, Design Software for Fashion, Portfolio, Architects the Body, Fashion Illustration, Creative Pattern Manipulation, Fashion Pattern Design, History of Costume, Creative Menswear Interpretation, Fashion Accessory Design, Fashion Branding, From Trend to Design Idea, Knitwear Design, Fashion Design of Fashion Brand, Refine Resolve, 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 further study 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 will develop 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

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, Environmental Graphic Design Studio, Computer Aided Interior Design Skills, Structure and Form in Design, Architecture Sketch, Architectural Decoration Materials & Processes, etc.

### Career Development

Graduates may work as designers in design institutes and exhibition companies, or engage in display design in fashion companies or department stores, project management in architectural companies or further study for a master's degree.

# How to Apply

Application deadline: June 15

## 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 [admissions.dhu.edu.cn](http://admissions.dhu.edu.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](mailto:ices@dhu.edu.cn) or post hard copies 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 at least 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.chinaielts.org](http://www.chinaielts.org) for more information on IELTS and visit [www.toefl.org](http://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

4-year Insurance\* ..... CNY 3,200  
(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)

Double Room ..... CNY 6,500

Internet (24-hour access) ..... around CNY 60 / month

#### Living off Campus (per month)

The actual rent varies depending on the area (Near Yan'an Road Campus).

Rent ..... approx. CNY 4,000-6,500

Utilities (Water, Electricity, Gas) ..... approx. CNY 500

#### 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 1,200

Personal Expenses ..... approx. CNY 2,000



# COLOURFUL LIFE



## Clara Anselm Minja

Fashion and Accessory Design (Fashion Innovation)

I am from Tanzania, in practical class I have learnt how to make clothes, contour shapes, and select right fabrics etc. In the context class, I have learnt from Chinese classmates, because they are all active in thinking and they all work very efficiently. I like doing group work with classmates of different cultural backgrounds.



## Curtis Lorenzo Rigon

Environment Design (Fashion Interior design)

I come from Australia. Although our college is young, our teachers are great, classroom learning is also very interesting, we learn a lot.







**SCF**

**Shanghai International College  
of Fashion and Innovation  
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Website: <http://scf.dhu.edu.cn>



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**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.15

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