

College of Communication and Art Design

College of Communication and Art Design was established in 2007 by merging the former College of Printing and Publishing and the former College of Art Design. The former College of Printing and Publishing was derived from the Shanghai Publishing and Printing College in 1953, which is the cradle of publishing and printing talents since the establishment of PRC. It is sponsored by General Administration of Press and Publishing of PRC in 2005. The former College of Art Design was founded in 1999. In May, 2007, the College of Communication and Art Design was established with Liu Binjie, the general director of GAPP, as the honorary Dean. There are now 134 staff members, 2716 undergraduate students and 138 Master degree and Ph. D degree candidates in the college.

Combined with multi-disciplines such as liberal art, engineering, fine art and science, the college now is constituted by 5 departments: Department of Printing and Packaging, Department of New Media, Communication and Publishing, Department of Art Design, Department of Animation and Public Art, Department of Industrial Design. There are 7 research institutions studying digital printing, packaging engineering, publishing and communication, digital publishing, modern arts, innovative design and product modeling design. There are 9 undergraduate specialties: Editing and Publishing, Advertisement, Communication, Packaging Engineering, Printing Engineering, Digital Printing, Art Design (with the research directions of Environmental Design, Printing Art, Vision Communication, Polytechnic Art and Industrial Design), Industrial Design, and Animation. There are 2 master station of Communication and Optical Printing Engineering, and 2 doctor station of Printing Engineering and Media Management. The college is proud of its state leveled laboratories in the disciplines of modern publishing and printing, digital printing engineering and modern communication.

Departments & Degree:

Department of New Media, Communication and Publishing

- , Communication Management, PhD
- , Communication, Master
- , Editing and Publishing, Bachelor
- , Advertising, Bachelor
- , Communication, Bachelor

Department of Packaging and Printing Engineer

- , Optical Printing Engineering, Master
- , Printing Engineering, Bachelor

- Packaging Engineering, Bachelor
- Digital Printing, Bachelor

Department of Art Design

•