

Xiaojuan Zhang CV

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TEACHING & RESEARCH EXPERIENCE

- Associate Professor**, School of Visual Communication Design, **Sep.2004 — Now**
Shandong University of Art and Design, Jinan, China. Book design, Branding and Identity, Typography, General Research on Visual Communication Design, Creative Illustration, Photography and User Experience Design.
- Visiting Scholar**, Royal College of Art, London. UK. **Apr.2016 — Apr.2017**
- Visiting Scholar**, College of Art. Media and Design, Northeastern University. Massachusetts, USA **Jan.2013 — Aug.2013**
- Head of Studies**. CIKAA International Design School. Beijing, China. **Oct. 2009 — Mar.2010**
Manage all academic and professional study affairs.

EDUCATION

- M.A.** Design College, Nanjing University of the Arts. Major in Graphic Design, **2004**
- B.A.** Major in English Language for Education, Shandong Institute of Education **2000**
- B.A.** Major in Graphic Design, Shandong Polytechnic University, **1998**
- Visual Studies, Information Design. China Central Academy of Fine Art. Beijing, China. Oct **2008**
- Visual Studies, Book design. Academy of Arts and Design, Tsinghua University. Beijing, China. May **2006**
- Professional School, Major in Fine Arts, Liaocheng Normal School, Shandong 1995

PUBLIC TALKS & WORKSHOPS

- 6th International Marxist Aesthetics Forum--
Creativity, Critique & Globalization" Cardiff University, UK. July, **2017**
- Water as Mirror – A Glance of Oriental Spirit in Graphic Design,
Hebei University of Technology, Tianjin, China. October, **2014**
- Ten Excellent Local Designers Talk About Design, Jinan, China. March, **2014**
- Water as Mirror – A Glance of Oriental Spirit in Graphic Design,
Northeastern University, Boston, USA. May, **2013**
- Branding and Identity, Liaocheng Culture Department of the City. August, **2012**
- Teaching and Learning, China National Education Forum of Visual Communication Design. October, **2012**

PUBLICATIONS

- (1)“ ‘N’Possibilities about Future Book Design Which are Deduced from Conceptual Book Design”, published **2011**, academic journal of Design and Life.
- (2)“Teaching Practice for Paying Attention to Subjective Experience of Student: From the Workshop Sponsored by ICOGRADA”, published **2011**, Thesis Collection for National Forum of Visual Communication Design.
- (3)“Imagination is More Important Than Knowledge”, published **2006**, Thesis Collection of National Forum of Visual Communication Design.
- (4)“The Visual Bewilderment Face to Digital Times”, published **2004**, Thesis Collection of National Forum of Visual Communication Design.
- (5)“Between Traditional Corporate and Modern CIS”, published **2003**, Journal of Fine Arts and Design.
- (6)“Do Not Ignore the Page Number Design”, published **2004**, Journal of Fine Arts and Design.
- (7) Research of Public Visual Arts Courses in Chinese Engineering Colleges, which was based on quality-oriented education, published **2014**, 2/3. Academic Journal of Art and technology.
- (8) The Exploring about Design Language of Japanese Graphic Design in The Modernization Process, published **2014**, 1/3. Academic Journal of Art and Technology.
- (9) The Heritage of Buddhist Art and Contemporary Cultural Industries – The Rational Strategy to Develop and Use the Heritage of Buddhist Art in Hebei Province, published **2014**, 3/3. Journal of Art and Technology.
- (10)The Role of Casinos Gaming Industry in the Development and Protection of Native American Traditional Crafts in Wisconsin by Professor Patricia L. Stuhr, Translated by Xiaojuan Zhang. Thesis Collection of Handicrafts Makes Wealth--International Conference of Protection and Development of Traditional Handicrafts, **2009**.

WORKS & EXHIBITIONS

- Typography Poster: 'Ego' Selected and exhibited at Beijing Design Festival Week **2017**
- Photography: 'Mountain, River, Home ' selected and exhibited at Chelsea Triangle Gallery **2017**.
- Photography: 'American Face' Selected by 5th China International Photography Biennial,**2014**.
- Poster: 'The Future' invited and exhibited by AGDIE, Asian Graphic Design Invitational Exhibition.**2014**.
- Poster: 'For the Life System' invited by Taiwan International Poster Exhibition. **2012**.
- Poster: 'Between' invited by Micro-Era Global Font Design Competition and Exhibition Tour.**2012**.
- Poster: 'More' selected by PACHAMAMA poster exhibition organized by the Art and Design Program from Universidad San Ignacio de Loyola in Lima Perú. **2013**.
- Installation and Performance Art: 'www.base' exhibited at SUAD teachers exhibition, **2010**, Jinan, China.

GRANTS, AWARDS & FELLOWSHIPS

Funding of National Project on Art Talents People, China Scholarship Council, **2015**.

Excellent Director. Granted by National Artists Association, February. **2013**.

Research on Chinese Undergraduate Education of Design Curriculum Structure Which Based on Theory and Practice of Teaching Disciplines in Contemporary Cultural Transformation Period. Was granted **2013-2014** Academic Year Teaching Achievement Award. SUAD.

Excellent Faculty Adviser granted by SUAD **2007**.

Provincial Outstanding Young Teachers in Higher Education Institutions, Education Department of Shandong Province, **2011**.

INTERNATIONAL ACADEMIC COMMUNICATIONS

(1)Joint curator: **2016** International Design Exhibition of Ink Painting, Beijing, China.

(2)Exhibition Director. AIGA365.31_Year in Design Exhibition tour. China. April **2012**.

(3)Tutor for SUAD Students. International workshop Sticks + Stones. Berlin, Germany. June **2010**.

The project was awarded winner of the Design Education Initiatives in **2011** Core77 Design Awards.

(4)Curator. Leading Professor. The workshop Family and Growth of Icoграда International Workshop. JiNan. October **2010**.

(5)Coordinator and Co-Teacher. The workshop City and People, Space and The Body by PhD. Gaoyan from Ecole Nationale des Beaux-Arts de Lyon. November, **2009**.

(6)Coordinator. The workshop Logo and Identity by Charlotte Heal from University of the Arts London. September. **2009**.

(7)Coordinator and Teaching Assistant. The workshop Branding and Identity by Professor Michelle Lockwood from Alfred University. June **2008**.

(8)Coordinator and Teaching Assistant. The workshop Logo. Icon and Sample by Professor Michael.A.Salter from University of Oregon. September **2006**.

(9)Academic Visiting Artist. One week in Kyung University. Korea. October **2007**.

HOBBIES & INTERESTS

Keen badminton player, Animal enthusiast, Frequent jogger, Honored chef by friends.

Regular volunteer providing help with art education in Rural Areas of Shandong Province, China.