

Zhejiang Sci-Tech University
Research Master ' s Degree Program Outline
Design Science
130500

I. Objectives

II. Research Areas

1. Fashion Design and Merchandising

This program emphasizes the study of fashion brand planning. By apply the integration of the expression of fashion branding, logo design of brand cognitive system, cultural environment building of sales terminals and cultural elements of brand communication, this program can build a linkage teaching system of different majors and a humanistic system of ecology discipline with intercommunication of different disciplines.

III. Length of Study

The normal study length for full-time research postgraduates is 3 years. Students who finish their courses ahead of schedule and attain the standards of degree conferment can, after approval, apply for the degree at an earlier time (not earlier than 3 years), while the maximum length of schooling is 4 years.

IV. Credit Requirements

V. Curriculum

Course Classification		Course Code	Course Name	Hour/ Credit	Semester			Notes
					I	II		
Degree courses	General degree courses	FL10015	The Outline of China*	36/2				(Entirely in English)
		CC10009	Basic Chinese (I)	54/3				(For beginners of Chinese language among foreign graduate students)

		CC10010	Basic Chinese (II)	36/2				(For beginners of Chinese language among foreign graduate students)
		FL10026	English Writing of Academic Paper	16/1				
		IF10001	Education on China's National Conditions for International Students A	16/1				
	Major-related degree courses	AD11329	Basic graphic research and practice	64/4				
		AD11330	Fashion forecasting and prediction	48/3				
		AD11331	Creative Design and Practice	64/4				
		AD11332	Fashion Brands ' Culture Positioning	48/3				
		FD11012	Apparel Product Development*	48/3				
Non-degree courses		All optional courses in the university curriculum are open to students of this program.						
Additional courses								For students without an equivalent bachelor ' s degree
Others		Academic Seminar		/1	separated			
		Academic Report		/1	separated			
		Practical Training			Students are required to take at least 2 weeks practical training, participate in at least one social investigation, and write relevant report. Normally the training should be completed in the first academic year.			
		Thesis Proposal			The 3rd semester			
		Thesis Writing			The 3rd-6th semester			

C=Compulsory, O=Optional

* Students can decide whether to take this optional course or not according to their different research area.

VI. Dissertation Requirement

VII. Teaching Format

VIII. Graduation & Degree Conferment

Signature of Program Director:

Signature of Director of School Academic Degree Committee:

Date:

