
2025浙江师范大学全球艺术乡 建创新设计人才工作坊

2025 Zhejiang Normal University
Global Arts and Rural Revitalization
Innovation Design Talent Workshop



ZHEJIANG NORMAL UNIVERSITY



PROGRAM INTRODUCTION

项目简介

在新时代背景下，乡村不仅是农业生产的场所，更是蕴含生态资源、文化底蕴和独特生活方式的重要空间。艺术设计作为提升乡村品质和彰显乡村特色的重要手段，发挥着关键作用。为此，浙江师范大学推出“全球艺术乡建创新设计人才工作坊”项目。

该工作坊依托浙师大设计与创意学院的师资团队及多个研究平台，设计系列学术与文化交流活动。通过整合资源，结合浙江“美丽乡村”建设成果，旨在培养具备全球视野、深谙乡村文化和创新设计能力的复合型人才。

In the context of the new era, rural areas are no longer just spaces for agricultural production but important areas rich in ecological resources, cultural heritage, and unique lifestyles. Art and design, as key tools to enhance the quality of rural areas and highlight their characteristics, play a crucial role. In response to this, Zhejiang Normal University launches the "Global Art and Rural Construction Innovation Design Talent Workshop."

The workshop leverages the faculty team from the College of Design and Innovation at Zhejiang Normal University, along with multiple research platforms, to organize a series of academic and cultural exchange activities. By integrating resources and drawing on the achievements of Zhejiang's "Beautiful Countryside" initiative, the workshop aims to cultivate talent with a global perspective, deep understanding of rural culture, and innovative design skills.



学术研讨 ACADEMIC SEMINAR

邀请国际青年与本校优秀学生参加学术交流，听取专家讲座和研讨，了解中国及浙江省在乡村振兴和艺术乡建领域的成就，分享相关研究和案例。International youth and outstanding local students will participate in academic exchanges, attend expert lectures and discussions, and learn about the achievements in rural revitalization and art-based rural construction in China and Zhejiang Province. They will also explore relevant research and case studies.

项目实践 PROJECT PRACTICE

参与者进行现场考察、调研和规划设计，团队合作完成艺术作品创作，优秀项目可获得证书并推进实施。Participants will conduct on-site investigations, research, and planning design at project locations, collaborating in teams to create art projects. Outstanding projects will receive certificates and may be selected for implementation.

实地参访与交流 FIELD VISITS AND EXCHANGES

组织参观浙江师范大学博物馆、金华熊猫猪乐园、遂昌县博物馆等地，了解中国传统文化，欣赏畲族表演，体验非遗创作。Participants will visit Zhejiang Normal University's museum, Panda Pig Park in Jinhua, Suichang Museum, Tang Xianzu Cultural Center, and other sites to explore traditional Chinese culture, enjoy She ethnic performances, and experience intangible cultural heritage.

成果展示 RESULT EXHIBITION

组织艺术乡建创作成果展，分享学术与实践收获，激发进一步学习与研究兴趣。At the end of the program, participants will present their art-based rural construction results, sharing their academic and practical gains, which will inspire further learning and research.

SCHEDULE

日程安排

时间 Time	活动内容 Activity
第一天 Day 1	抵达、休整 Arrival and Rest
第二天 Day 2	9:00-9:30 开营仪式 Opening ceremony
	9:30-9:45 合影留念 Group Photo
	9:45-11:30 院校介绍 Introduction to the University
	14:00-17:00 课题组介绍 Introduction to Research Groups
第三天 Day 3	9:00-12:00 专业类学术前沿讲座；学生团分组；导师交流 Professional academic cutting-edge lectures; Student group division; Mentor interaction
	14:00-17:00 校内参观（博物馆、校史馆、科技馆、体育馆） Campus Tour (Museum, History Museum, Science and Technology Museum, Gymnasium)
第四天 Day 4	9:00-12:00 平台学习交流（一）：参观学院各研究中心 Platform learning exchange (I): Visit research centers in the college
	14:00-17:00 平台学习交流（二）：金华市熊猫猪乐园农创项目参观 Platform Learning Exchange (II): Visit Panda Pig Park Agricultural Innovation Project in Jinhua
第五天 Day 5	9:00-11:00 奔赴项目地开展项目实践 Travel to the project site for practical work
	11:00-12:00 项目地领导、专家见面会 Meeting with Project Site Leaders and Experts
	14:00-17:00 项目地参观考察、调研：参观当地非遗馆，欣赏畲族表演，体验文化 Site Visit and Research: Visit Local Intangible Heritage Museum, Enjoy She Ethnic Performance, Experience Culture

第六天 Day 6	9:00-12:00 学生团各小组确定项目点，开展项目点测绘调查研究 Student groups identify project sites and conduct mapping and research
	14:00-17:00 学生团各小组结合项目点开展在地文化调研 Student Groups Conduct Local Culture Research Based on Project Sites
第七天 Day 7	9:00-12:00 平台学习交流（三）：遂昌县博物馆、汤显祖文化馆参观 Platform learning exchange (III): Visit Suichang Museum and Tang Xianzu Cultural Center
	14:00-17:00 学生团各小组结合项目点开展艺术创作 Student Groups Engage in Art Creation Based on Project Sites
第八天 Day 8	9:00-12:00 学生团各小组结合项目点开展艺术创作 Student Groups Engage in Art Creation Based on Project Sites
	14:00-17:00 平台学习交流（四）：遂昌县好川文化馆、黑陶文化馆参观体验 Platform Learning Exchange (IV): Visit and Experience Suichang Haochuan Cultural Museum and Black Pottery Museum
第九天 Day 9	9:00-12:00 学生团各小组结合项目点开展艺术创作 Student Groups Continue Art Creation Based on Project Sites
	14:00-17:00 学生团各小组结合项目点开展艺术创作 Student Groups Continue Art Creation Based on Project Sites
第十天 Day 10	9:00-12:00 成果展示、结业 Achievements display and conclusion

APPLICATION INTRODUCTION

申请介绍

- 一、活动主题：乡村振兴、艺术乡建领域的深入探讨与学术交流
- 二、申请截止时间：2025年5月30日
- 三、项目举办时间：2025年6月5日-6月20日
- 四、申请对象：
 - (一) 非中国籍公民，身体状况良好；
 - (二) 艺术、设计、传播等相关专业应届本科、硕士毕业生；
 - (三) 对所报专业领域的科学研究有浓厚的兴趣，有继续攻读硕博意愿，已发表论文章者优先；
 - (四) 英语或中文水平良好，IELTS \geq 6.0, TOEFL \geq 100, HSK5 \geq 180者优先。
- 五、申请流程：
 - (一) 网络报名：<https://admission.zjnu.edu.cn>；
 - (二) “工作坊”名额20-30人，学校将根据学生申请材料综合评审，择优录取；
 - (三) 发送录取通知及邀请函。
- 六、申请材料
 - (一) 有效护照；
 - (二) 在读证明；
 - (三) 成绩单；
 - (四) 语言能力证明；
 - (五) 其他相关材料。
- 七、费用：
 - (一) 提供在华期间食宿、保险、交通、集体活动等费用；
 - (二) 往返机票、签证等其他费用自理；
 - (三) 项目邀请函由主办方提供。

1. Event Theme:

In-depth discussions and academic exchanges in the fields of rural revitalization and art-based rural development.

2. Application Deadline: May 30, 2025

3. Project Duration: June 5 - June 20, 2025

4. Eligibility:

- (1) Non-Chinese citizens in good health;
- (2) Fresh graduates (bachelor's or master's) in art, design, communication, or related disciplines;
- (3) Strong interest in scientific research in the chosen field of study, with a willingness to pursue further studies (master's or doctoral); applicants with published papers are preferred;
- (4) Proficiency in English or Chinese, with preference given to those who meet one of the following criteria: IELTS \geq 6.0, TOEFL \geq 100, HSK Level 5 \geq 180.

5. Application Process:

- (1) Online Registration: <https://admission.zjnu.edu.cn>
- (2) "Workshop" enrollment is limited to 20-30 participants. The university will conduct a comprehensive evaluation of applicants based on submitted materials and select the most qualified candidates.
- (3) Issuance of admission notifications and invitation letters.

6. Required Application Materials:

- (1) Valid passport
- (2) Proof of enrollment
- (3) Academic transcripts
- (4) Proof of language proficiency
- (5) Other relevant materials

7. Costs:

- (1) Accommodation, meals, insurance, transportation, and group activities during the stay in China will be provided.
- (2) Round-trip ticket, visa, and other expenses are at the applicant's expense.
- (3) The organizer will provide the project invitation letter.

8. Contact Information

international@concordia.ab.ca



Scan QR Code to Apply



浙江師範大學
ZHEJIANG NORMAL UNIVERSITY

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新

2025年国际心理学暑期学 术与文化体验夏令营

*2025 International
Psychology Summer Camp*



目录

Contents

01

项目介绍

Program

Introduction

03

申请介绍

Application

Introduction

02

日程安排

Schedule

01

项目介绍

Program Introduction

#55

学校排名

#7

学科排名

50+

教师

浙江师范大学是以教师教育为特色的综合性重点大学，全球排名第451位，全国第55位。其心理学学科全国排名第7，拥有心理学博士点、国家一流专业建设点和国内领先的心理学实验平台。心理学院注重学科交叉融合，科研实力雄厚，教师博士学位比例达95%。

本次夏令营为全球学子提供：

- 心理学大师面对面交流，深入探讨学术前沿。
- 高端实验室参观，体验脑功能成像等先进设备。
- 走访中国企业，感受心理学在实际场景中的应用。
- 深度体验中国文化，与中外青年交流互动。

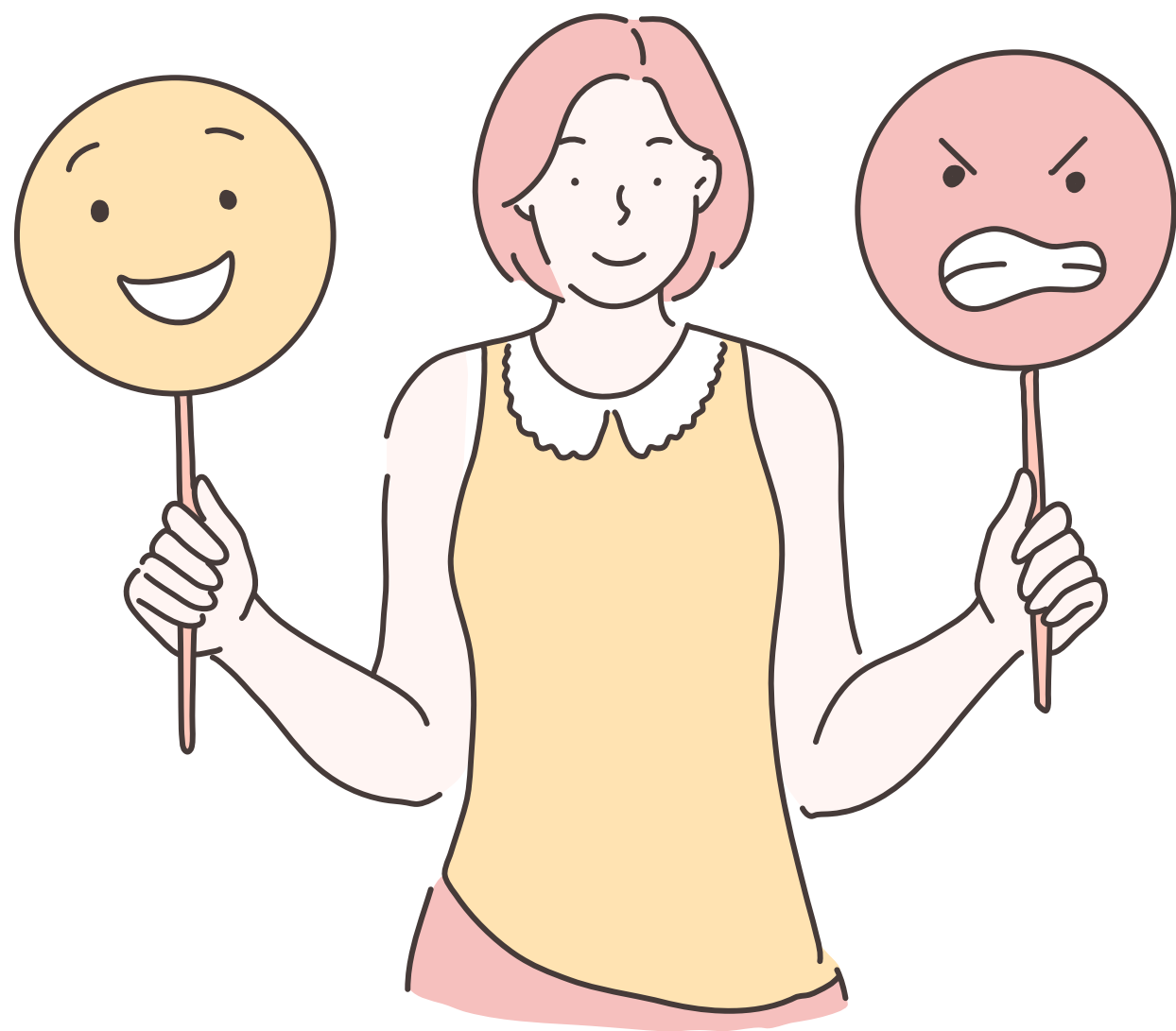
欢迎加入，探索心理学与文化交融的独特魅力！

Zhejiang Normal University (ZJNU) is a comprehensive university with a focus on teacher education, ranked 451st globally and 55th in China. Its psychology discipline ranks 7th nationally and features a doctoral program, national first-class undergraduate program, and state-of-the-art psychology laboratories. The School of Psychology emphasizes interdisciplinary integration, boasts strong research capabilities, and has a 95% PhD faculty ratio.

This summer camp offers global participants:

- Face-to-face exchanges with leading psychology experts to explore academic frontiers.
- Visits to advanced laboratories and hands-on experience with cutting-edge equipment like brain imaging systems.
- Tours of Chinese enterprises to understand real-world applications of psychology.
- Immersive cultural experiences and opportunities to connect with peers from China and beyond.

Join us to discover the unique charm of psychology and cultural exchange!



02

日程安排

Schedule

Day 日期	Time 时间	Activity 活动内容
Day 1 第一天	Morning 上午	Opening Ceremony 开幕式
	Afternoon 下午	Campus Tour 校园参观
Day 2 第二天	Morning 上午	Introduction to Undergraduate Program in Psychology 心理学院本科生培养方案介绍
	Afternoon 下午	Cultural Experience: Basic Chinese 文化体验：生存汉语基础
Day 3 第三天	Morning 上午	Face-to-Face Exchange: Chinese and International Students 心理学中外学生面对面
	Afternoon 下午	Cultural Experience: Traditional Songs & Emotional Expression 文化体验：中国传统歌曲与情感表达
Day 4 第四天	Morning 上午	Laboratory Tour & EEG Experiment Demonstration 心理学院实验室参观及脑电实验演示
	Afternoon 下午	Cultural Experience: Visit to Jinhua Shuanglong Cave 文化体验：金华双龙洞参观
Day 5 第五天	All Day 全天	Experience: A Day in the Life of a Psychology Undergraduate 体验心理学本科生的一天
Day 6 第六天	All Day 全天	Visit Yiwu International Trade City 义乌小商品城参观：全世界最大的小商品市场
Day 7 第七天	All Day 全天	Free Time/Rest 自由活动/休息
Day 8 第八天	Morning 上午	Lecture: Introduction to Psychology 专业讲座：心理学导论
	Afternoon 下午	Lecture: Psychology Counseling & Therapy 专业讲座：心理咨询与治疗专题
Day 9 第九天	All Day 全天	Cultural Experience: Company Visits, Cuisine, Rural Construction 文化体验：参观企业、体验美食、美丽乡村建设（武义坛头村、永康企业参观等）
Day 10 第十天	Morning 上午	Lecture: Social and Educational Psychology 专业讲座：社会心理与教育心理学专题
	Afternoon 下午	Mental Health Public Service Activity 心理健康公益活动策划与实施
Day 11 第十一天	Morning 上午	Lecture: Cross-Cultural Contact & Adaptation 专业讲座：跨文化接触与适应
	Afternoon 下午	Cultural Experience: Chinese Calligraphy 文化体验：中国书法
Day 12 第十二天	All Day 全天	Preparation for Final Presentation 结业报告会准备
Day 13 第十三天	Morning 上午	Final Presentation: Showcase Research Results 结业报告会：学员展示研究成果
	Afternoon 下午	International Friendship Night: Performances & Games 国际友谊夜：表演与互动游戏
Day 14 第十四天	All Day 全天	Free Time/Departure Preparation 自由活动/准备离营

03

申请介绍

Application Introduction

活动主题: 应用心理学领域的深入探讨与学术交流

Event Theme: In-depth Discussion and Academic Exchange in the Field of Applied Psychology

报名时间: 即日起至2025年4月15日

Registration Period: From now until April 15, 2025

项目时间: 2025年6月21日至7月4日

Project Duration: June 21 to July 4, 2025

报名对象:

- 欧美、东南亚的非中国籍公民;
- 年满18周岁,身体状况良好;
- 拟修读或正在读心理学相关专业;
- 英语或中文水平良好, IELTS \geq 6.0, TOEFL \geq 100, HSK5 \geq 180者优先;
- 10-15名名额。

Eligibility:

- Non-Chinese citizens from Europe, America, and Southeast Asia;
- At least 18 years old and in good health;
- Currently studying or intending to study psychology-related majors;
- Proficient in English or Chinese, with preference given to those with IELTS \geq 6.0, TOEFL \geq 100, or HSK5 \geq 180;
- 10-15 spots available.

网络报名: <https://admission.zjnu.edu.cn>

Online registration: <https://admission.zjnu.edu.cn>



Scan QR Code to Apply

费用:

- 提供在华期间食宿、保险、交通、集体活动等费用;
- 往返机票、签证等其他费用自理;
- 项目邀请函由主办方提供。

Fees:

- Accommodation, meals, insurance, transportation, and group activities during the stay in China will be provided.
- Round-trip ticket, visa, and other expenses are at the applicant's expense.
- The organizer will provide the project invitation letter.

Contact: international@concordia.ab.ca



浙江师范大学
ZHEJIANG NORMAL UNIVERSITY

二〇二五浙江师范大学 国际教育文化交流研习营

2025 Zhejiang Normal University International Workshop for Educational and Cultural Exchange



目录

CONTENT



01

项目介绍
PROGRAM
INTRODUCTION

02

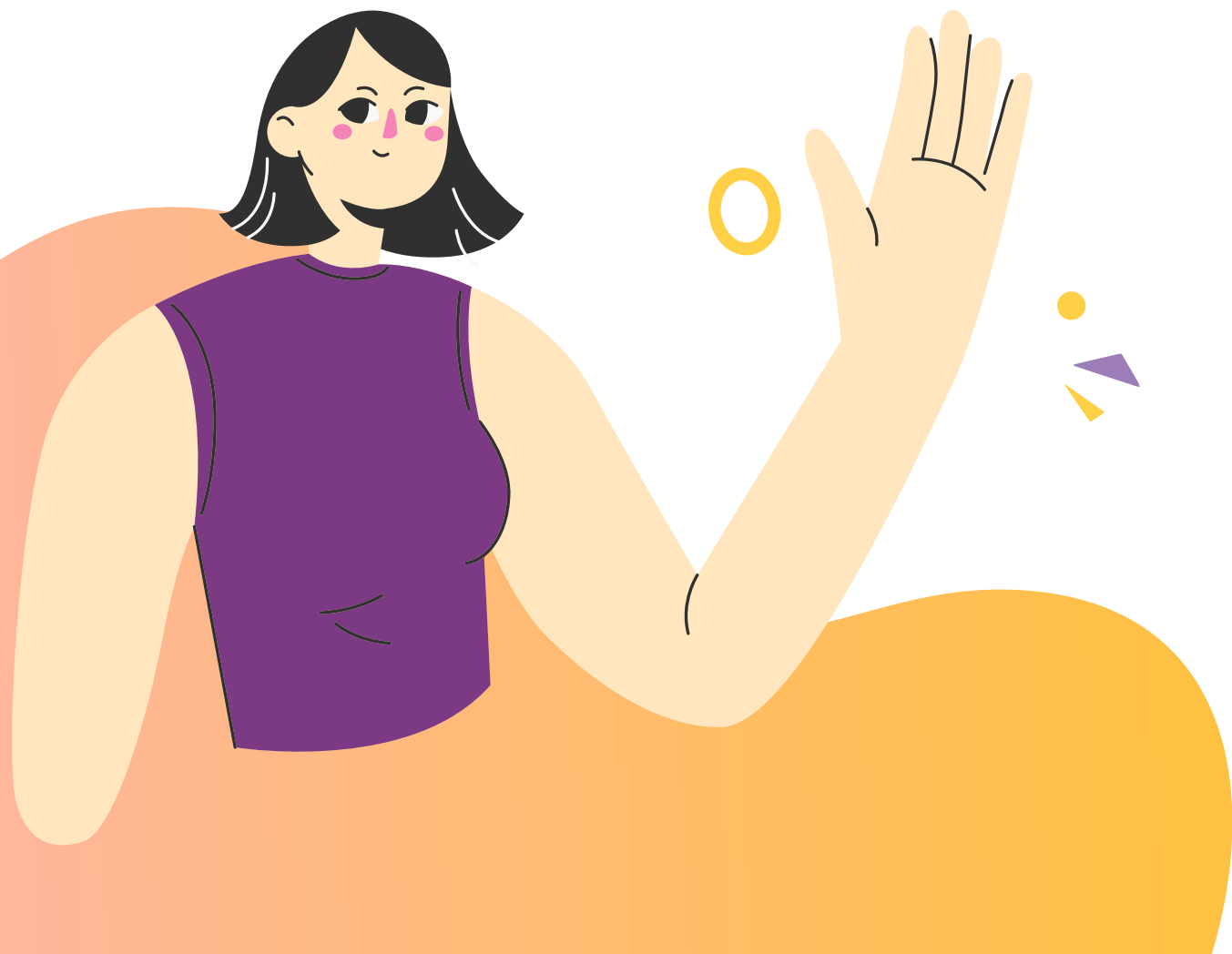
日程安排
SCHEDULE

03

申请介绍
APPLICATION
INTRODUCTION

01

项目介绍 PROGRAM INTRODUCTION



教育是推动国家发展与全球进步的引擎，也是文化传承与创新的关键力量。为增进国际文化交流，助力全球教育合作，浙江师范大学推出“2025国际教育文化交流研习营”，帮助学员深入了解中国高等教育体系，体验多元文化，并提升专业能力与国际视野。

项目特色：

1. 顶尖资源支持：依托教育学院名师团队，整合国家级教师教育实训中心与智能教育实验室。
2. 多元学习模块：包括学术研讨、文化体验、实践探究与成果展示，提供全方位学习体验。
3. 深度文化交流：搭建跨文化沟通平台，增进文化理解与包容。

项目意义：

通过研习营，学员将全面了解中国教育与文化，提升学术与个人能力，拓展国际化视野，为未来发展奠定坚实基础。

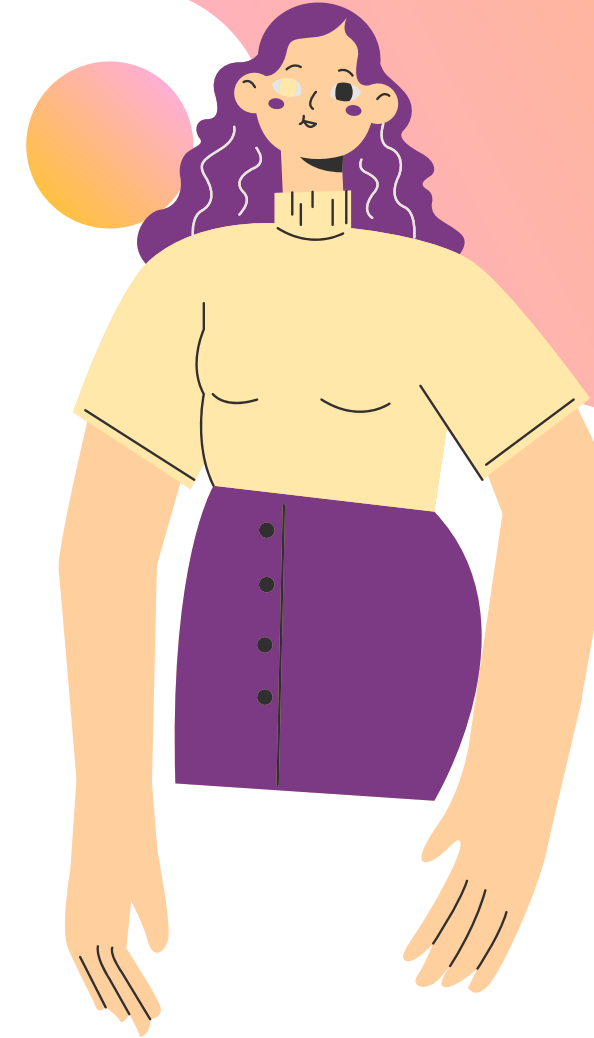
Education is the driving force behind national development and global progress, as well as a key to cultural inheritance and innovation. To enhance international cultural exchange and foster global educational collaboration, Zhejiang Normal University is launching the 2025 International Education and Cultural Exchange Camp, designed to help participants gain in-depth knowledge of China's higher education system, experience diverse cultures, and enhance professional skills and global perspectives.

Program Highlights:

1. Top-notch Resources: Supported by expert faculty from the College of Education, leveraging national-level teacher training centers and smart education laboratories.
2. Diverse Learning Modules: Includes academic discussions, cultural experiences, practical exploration, and achievement showcases, offering a comprehensive learning journey.
3. In-depth Cultural Exchange: Builds a platform for cross-cultural communication to foster understanding and inclusivity.

Program Significance:

Participants will gain a deep understanding of Chinese education and culture, improve academic and personal skills, broaden global perspectives, and establish a solid foundation for future growth.



02

日程安排 SCHEDULE



Day 日期	Time 时间	Activity 活动内容
Day 1 第一天	All Day 全天	接机/酒店修整 / Airport pick-up/hotel check-in and rest
Day 2 第二天	Morning 上午	开幕式及破冰活动 / Opening ceremony and ice-breaking activities
	Afternoon 下午	文化体验：参观教师教育实训中心、非洲博物馆等，了解校园文化和国际交流成果 / Cultural experiences: visiting Teacher Education Training Center, the African Museum, etc., to learn about the campus culture and achievements in international exchanges
Day 3 第三天	Morning 上午	学术研讨：中国文化与汉语基础，学习汉语基础知识和中国传统文化 / Academic seminars: Basics of Chinese Culture and Chinese Language, learning about the fundamentals of China culture and language
	Afternoon 下午	文化体验：金华双龙洞参观，感受自然景观与文化内涵 / Cultural experiences: visiting the Shuanglong Cave in Jinhua to experience the natural scenery
Day 4 第四天	Morning 上午	学术研讨：教育共富政策理论与实践，探讨中国教育公平与发展政策 / Academic seminars: Theories and Practices of Education for Common Prosperity, exploring policies on educational equality and development
	Afternoon 下午	实践探究：教育共富实践案例——缙云县（欠发达地区），了解教育在促进地方发展中的作用 / Practical explorations: visiting Jinyun County, a case of Education for Common Prosperity, understanding the role of education in promoting local development
Day 5 第五天	Morning 上午	学术研讨：指向科学素养提升的科技教育，研究中国科技教育模式 / Academic seminars: Science and Technology Education for Scientific Literacy Enhancement, learning about science and technology education in China
	Afternoon 下午	实践探究：金华职业技术大学，探讨职业教育的发展与前景 / Practical explorations: visiting Jinhua University of Vocational Technology, exploring the development and prospects of vocational education
Day 6 第六天	All Day 全天	文化体验：横店影视城，领略中国文化的前世今生 / Cultural experience: visiting Hengdian World Studio, discovering the rich history and vibrant evolution of Chinese culture
Day 7 第七天	All Day 全天	自由活动/修整 / Rest
Day 8 第八天	Morning 上午	学术研讨：中国高等教育治理体系与实践案例，了解中国高校管理与发展经验 / Academic seminars: The System of Chinese Higher Education and Practical Cases, learning about the management and development experience of Chinese universities
	Afternoon 下午	文化体验：金华大学生非遗实践基地——古婺窑火，体验非遗文化传承 / Cultural experiences: Visiting Guwu Kiln Fire, appreciating the intangible cultural heritage
Day 9 第九天	All Day 全天	体验教育学子的一天，参与中国学生的日常学习生活 / Experiencing a day as an education student by joining Chinese counterparts in their daily life
Day 10 第十天	All Day 全天	实践探究：大中小协同育人案例——走访附属幼儿园、中小学，观察中国基础教育协同模式 / Practical explorations: visiting kindergartens, primary and secondary schools, observing the collaborative model of basic education in China
Day 11 第十一天	Morning 上午	学术研讨：高等教育高水平对外开放多元路径探索，研究教育国际化策略 / Academic seminars: Multiple Paths for High-level Opening-up in Higher Education, learning about the initiatives for the internationalization of education
	Afternoon 下午	交流座谈：国际化情况介绍、留学生招生等，了解留学中国机会与政策 / Exchange and discussion: introduction to ZJNU internationalization and international student enrollment, learning about the opportunities and policies for studying in China
Day 12 第十二天	All Day 全天	成果展示：结业报告会准备，包括成果整理、汇报排练等 / Results presentation: preparing for the concluding meeting
Day 13 第十三天	Morning 上午	成果展示：学员展示研究成果，分享心得体会 / Results presentation: showcasing participants' findings and share their thoughts and experiences
	Afternoon 下午	表演与互动游戏，增进文化交流与友谊 / Performances and games to enhance cultural exchanges and friendship
Day 14 第十四天	All Day 全天	修整/送机 / Rest/airport see-off

03

申请介绍 APPLICATION INTRODUCTION



一、活动主题：国际教育文化交流

二、申请截止时间：2025年5月31日

三、申请对象：

- (一) 欧美国家公民，身体状况良好；
- (二) 拟修读或正在读教育学或人文社科类相关专业的高中生、本科生
- (三) 中文水平良好者优先。

四、项目时间：2025年7月2日至15日

五、费用说明：项目期间在中国境内的食宿、交通、集体活动及保险费用由主办方承担；往返机票、签证申请等相关费用由参与者自理。

六、申请流程：

- (一) 网络报名：<https://admission.zjnu.edu.cn>；
- (二) 名额为15-20人，学校将根据学生申请材料综合评审，择优录取；
- (三) 发送录取通知及邀请函。

七、申请材料：

- (一) 有效护照
 - (·) 在读证明
 - (·) 成绩单
 - (·) 语言能力证明



Scan QR Code to apply

I. Workshop Theme: International Education and Cultural Exchange

II. Application Deadline: May 31, 2025

III. Applicants:

- (1) Citizens of European countries or America in good health;
- (2) High school students or undergraduates planning to study or currently studying education, humanities, or social sciences;
- (3) A good command of Chinese is preferred.

IV. Project Duration: July 2 to July 15, 2025

V. Cost Instructions: The organizer will cover the costs of accommodation, meals, transportation, activities, and insurance within China during the project, while participants are responsible for their round-trip air tickets, visa applications, etc.

VI. Application Procedures:

- (1) Online Application at <https://admission.zjnu.edu.cn>;
- (2) The Workshop will accept 15-20 participants. Admissions will be based on a thorough review of application materials;
- (3) Admission notice and invitation letter will be provided.

VII. Application Materials:

- (1) Valid passport
- (2) Proof of enrollment (for current students)
- (3) Academic transcripts
- (4) Proof of language proficiency

VIII. Contact: international@concordia.ab.ca