

浙江师范大学
ZHEJIANG NORMAL UNIVERSITY

GLOBAL ARTS AND RURAL REVITALIZATION INNOVATION DESIGN TALENT WORKSHOP

This workshop aims to cultivate talent with a global perspective, deep understanding of rural culture, and innovative design skills.

Eligibility:

- Non-Chinese citizens in good health;
- Fresh graduates in art, design, communication or related disciplines;
- Strong interest in scientific research with a willingness to pursue further studies.

Fees:

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

Registration Period: From now until May 30, 2025

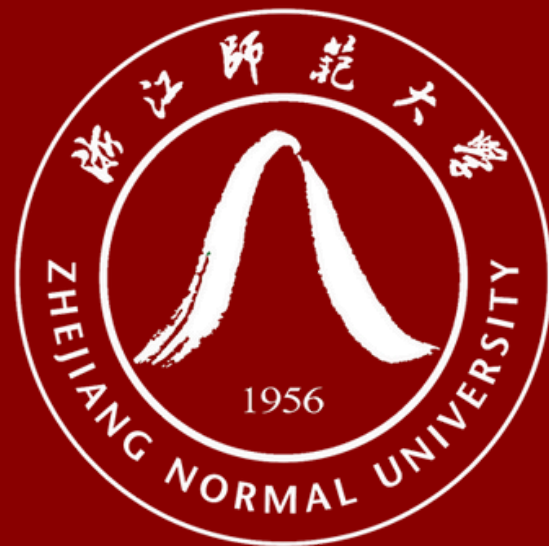
Project Duration: June 5 to June 20, 2025

Contact international@concordia.ab.ca to register or for additional information.



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。

八、联系方式

联系人：叶紫平，电子邮箱：admission@zjnu.edu.cn

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

Contact Person: Ye Ziping (Email: admission@zjnu.edu.cn)



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