

## **AIGA China Design Bridge**

### **INTENTION**

AIGA China Design Bridge will facilitate dedicated relationships between Chinese design institutions and U.S. design entities. Each “Bridge” will represent a long-term commitment on both sides which will foster mutual understanding by exposure to different cultures, sharing resources, expanding opportunities for faculty, providing access to international exchange often reserved for large, coastal or well-funded institutions, and leveling of the playing field between Chinese and the U.S.

### **PARTICIPATION**

- Chinese institutions teaching design which have an interest in cross-cultural communication and exploring design. (Chinese institutions must have dedicated staff members able to communicate in English.)
- American design schools, professional studios or AIGA chapters with interest in cross-cultural communication and exploring design and in China.

### **AIGA CHINA'S ROLE**

Connect institutions — U.S. and China. Facilitate the channels of information and resource exchange; including curricula, business processes, etc. Increase cross-cultural understanding.

### **NETWORK**

Create a network of design institutions in China and the U.S. Match them upon request or initiate pairing. Use our existing AIGA China Advisory Board (representing 12 regions across China) as a starting point and primary source for networking with Chinese educators and schools.

### **PROGRAM**

- Chinese and U.S. institutions will be matched by evaluating each school's range of departments, general curriculum, student body, campus location, etc.
- Once the Bridge counterparts agree to take part in the program, they will sign an agreement which demonstrates their commitment and outlines each side's responsibilities.
- The first exchange will likely be a visit by an envoy from the U.S. side to the Chinese institution.
- Subsequent exchanges will be determined by the Bridge partners, and might include faculty as well as students from both sides.
- Collaborative “virtual” exchanges, with no physical travel, will also be encouraged.

### **OUTCOMES**

- A content-rich database of design institutions and educators has already been established.
- The first Bridges will be initiated during the 2009–2010 academic year.

*A PDF of this application/questionnaire (in both Chinese and English) will be available at <http://www.aigachina.org/content.cfm/aiga-china-design-bridge>.*

This application/questionnaire has been created as a means of gathering information about your organization. By understanding your organization's profile, AIGA China will be able to suggest appropriate and valuable Bridge relationships that benefit both sides.

We would appreciate receiving only fully completed applications. Please read the questions carefully and give well-considered answers. Of course, you may mail the application to us later!

**This application is from:**

- China                                       academic institution  
 U.S.A.                                         non-academic Institution  
 another country

**School/organization\* name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Country:** \_\_\_\_\_

**Province/State:** \_\_\_\_\_ **Post code:** \_\_\_\_\_

**Primary contact person (Chinese speaker\*\*):**

**Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Cell:** \_\_\_\_\_

**Primary contact person (English speaker\*\*):**

**Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Cell:** \_\_\_\_\_

**Please Note:**

\* Academic institutions, universities, schools, design clubs or chapters, design companies, etc are all referred to in this questionnaire as "organization" to serve different types of applicants. Academies and universities may also be referred to as "school".

\*\* This could be the same person.

**On the following questions. Select one answer, unless otherwise indicated. Make a selection by checking the box .**

**1. The place where the organization is located is (select all that apply):**

- A. urban  
 B. rural  
 C. by the sea  
 D. in a mountainous area  
 E. other

**2. The organization is located in a city that could be described as (select all that apply):**

- A. an industrial city  
 B. a capital city  
 C. an economic center  
 D. a tourist city

**3. The organization is in the country's (select up to two):**

- A. east  
 B. west  
 C. north  
 D. south  
 E. central

**4. The host city's population is (select one):**

- A. less than 250,000
- B. less than 500,000
- C. below 1 million
- D. between 1 to 10 million
- E. more than 10 million

**5. The host organization is (select one):**

- A. a design school/academy
- B. a design department within an art school/academy
- C. a design department within a university
- D. none of the above

**6. The host organization is (select one):**

- A. a design studio
- B. an advertising, P.R. or marketing company
- C. a design club
- D. the local chapter of a larger organization, such as AIGA
- E. none of the above

**7. The host organization has a relationship with AIGA that could be described as:**

- A. professional membership "individuals within this organization"
- B. associate membership
- C. group membership
- D. full time faculty member
- E. AIGA student group
- F. AIGA chapter
- G. none of the above

**If the answer to Question 6 was A, B, C, or D; please move ahead to Question 15.**

**8. The host school is:**

- A. private
- B. public

**9. How many students are enrolled in the school?**

- A. less than 1,000
- B. 1,000 to 5,000
- C. 5,000 to 10,000
- D. 10,000 to 20,000
- E. more than 20,000

**10. How many design students (all disciplines) are enrolled in the school?**

- A. less than 200
- B. 200to 500
- C. 500 to 1,000
- D. 1,000 to 2,000
- E. more than 2,000

**11. How many design faculty (full time and part time) teach in the school?**

- A. less than 25
- B. 25 to 50
- C. 50 to 100
- D. more than 100

**12. Indicate the school's departments or disciplines (select all that apply):**

- A. apparel (fashion) design
- B. animation
- C. automotive/transportation design
- D. environmental design
- E. film/video
- F. furniture design
- G. graphic design
- H. illustration
- I. interactive and digital media
- J. jewelry design
- K. photography
- L. product design
- M. textile design

**13. Indicate the school's top three disciplines, according to enrollment or reputation (select all that apply):**

- A. apparel (fashion) design
- B. animation
- C. automotive/transportation design
- D. environmental design
- E. film/video
- F. furniture design
- G. graphic design
- H. illustration
- I. interactive and digital media
- J. jewelry design
- K. photography
- L. product design
- M. textile design

**14. Indicate which disciplines would benefit most from an exchange program (select up to three):**

- A. apparel (fashion) design
- B. animation
- C. automotive/transportation design
- D. film/video
- E. furniture design
- F. graphic design
- G. illustration
- H. interactive and digital media
- I. jewelry design
- J. photography
- K. product design
- L. textile design

**Academic institutions please skip to Question 21.**

**15. The organization is engaged in the following design activities (select all that apply):**

- A. advertising
- B. automotive design
- C. book, editorial, publication design
- D. branding
- E. identity design
- F. environmental and signage design
- G. fashion (apparel, textile or jewelry) design
- H. furniture design
- I. illustration and animation
- J. interactive and web design
- K. packaging design
- L. print design
- M. product design
- N. strategy
- O. video and commercials
- P. website design

**16. Indicate the sectors represented by the organization's clients (select top three):**

- A. academic/education
- B. arts and entertainment
- C. civic and governmental
- D. commercial (general)
- E. fashion
- F. finance
- G. institutional (such as hospitals or museums)
- H. retail
- I. not applicable

**17. How many employees/members does the organization have in the host office?**

- A. less than 25
- B. 25 to 50
- C. 50 to 100
- D. over 100

**18. How many employees/members does the organization have worldwide?**

- A. less than 50
- B. 50 to 100
- C. 100 to 300
- D. over 300
- E. not applicable

**19. The organization has offices in (select the most appropriate answer):**

- A. one location
- B. three to five locations within one country
- C. six or more locations within one country
- D. up to five locations throughout the world
- E. six or more locations worldwide

**20. The organization's reach (in terms of clients, members or products) could be described as:**

- A. local
- B. regional
- C. national
- D. international

**All applicants please answer the following questions.**

**21. Does the non-Chinese organization have a staff member who is proficient at reading and writing Chinese?**

- A. yes
- B. no
- C. not applicable

**22. Does the Chinese organization have a staff member who is proficient at reading and writing English?**

- A. yes
- B. no
- C. not applicable

**23. Has the organization had international exchanges in the past?**

- A. yes
- B. no

**24: How many other international exchange relationships is the organization currently involved in?**

- A. one or two others
- B. three to five others
- C. six or more others
- D. no other exchanges

**25. What are the *three* primary goals of your organization in initiating an AIGA China Design Bridge relationship?**

- A. technology or software training
- B. international exposure, cultural experiences
- C. design thinking
- D. conceptual skill-building
- E. design and business intersection
- F. environmental awareness (green design)
- G. curriculum development
- H. lecturing/educational experiences
- I. empathy with client/user base
- J. business strategy

**26. If there is other information that would be useful in the pairing process, please write it below:**

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**Please return the completed questionnaire to us, in person, by mail or by email ([info@aigachina.org](mailto:info@aigachina.org)).**