

## Shaohua Pan 潘紹華

PhD Candidate, University of Lapland, Finland  
Senior Lecturer, Design School, Beijing Normal University, Zhuhai

### WORK EXPERIENCE

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2016 September – Currently

#### **PhD candidate of Culture-based Service Design**

School of Design, University of Lapland, Finland. <http://www.ulapland.fi>

My research topic is: Design for Elderly Care: A Service Design Prototype for Cultural-based Nursing Home in China. I take more study in Gerontology, Human-centered care, Social Design, Service Design, Design thinking, Design Management.

2012 September – Currently

#### **Senior Lecturer and Curricular Coordinator of the Graphic Communication Department (International Program)**

School of Design, Beijing Normal University, Zhuhai, P.R. China

No. 18 Jingfeng Road. Tangjiawan, Zhuhai City, Guangdong Province, China <http://www.bnuz.edu.cn/>

Collaborating with faculty members to create the curricular plan and working in close conjunction with Hochschule für Design und Kommunikation, University of Applied Sciences, Hamburg, Germany.

2012 September – 2016 August

#### **Head of Brand Design Department of Design Factory International (DFI) Cooperated with DFI Hamburg Germany**

School of Design, Beijing Normal University, Zhuhai, P.R. China

No. 18 Jingfeng Road. Tangjiawan, Zhuhai City, Guangdong Province, China <http://dfi.bnuz.edu.cn/>

In charging of curricular development of the DFI program, pedagogical qualification of teachers, building up our teaching team etc.

2011 October - 2012 July

#### **Assistant of Faculty of Design at FH (Anhalt), Anhalt Applied University of Sciences, Germany.**

International Masterprogram in Design (MAID)

Hochschule Anhalt (FH) Bernburger Straße 55, D 06366 Köthen website: <http://design.hs-anhalt.de>

■ Organizing and preparing courses and facilitating communication between students and professors.

2007 July - 2008 September

#### **Consultant and Assistant (Part-time)**

Puerto Rico Demaco Trading Company (China).

No. 239 Jingshi Road, Jinan City, Shandong Province, China

■ Assisting the manager in gaining an insight and deeper understanding of Chinese culture and traditions in business relations. Promoting the company's corporate identity and market in China.

2003 September - 2010 July

## **Art and design teacher and Chair of students affairs.**

Shandong Art & Design University, P.R. China

No. 23 Qianfo Shan East Rd. Jinan, China , <http://sdada.edu.cn/>

- I taught Design basics, Graphic language, Chinese folk art, Chinese art history and other courses. Each class had an average of 25 to 50 students.

## EDUCATION AND TRAINING

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2015. July

### **North American Approaches to Teaching Excellence in University Education**

Summer Institute at Acadia University and at Saint Mary's University, Canada

- Teaching Methods, Flipped Classroom Training, Debate Workshop.

2010 October – 2012 July

### **Master of Art in Integrated Design,**

**Anhalt Applied University of Science (Bauhaus Dessau), Germany.**

- Main courses: Social Design, Information Design, Communication Design, Design Theory, Typography Design, Integrated Design etc. My thesis topic was "How to guide designers to do good research"

1999 September - 2003 July

### **Bachelor Degree in Spatial & Exhibition Design**

**Shandong Art & Design University, China**

- I was selected in second place out of two thousand students participating in the admission examination in 1999. Main courses: Spacing Design and Planning, Visual Communication Design, Marketing Promotion, Information Design, Exhibition Process and Design etc.

## ADDITIONAL INFORMATION

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### Publications

1. Pan Shaohua, Comparative methods in teaching between Canada and China at Third Level Education. *Aesthetic and Time* , Zhengzhou University Press, China, 2015,12
2. Pan Shaohua, Importance of Design Methodology in Research; *Art and Technology* ; Art & Technology Press, Zhejiang, China; 2015,12
3. Pan Shaohua features in the documentary book: *New and Vigorous Designers in China*; China Water Press; 2013, 01

### Presentations

- German Culture and German Architectures between 1901-1910 (Colonial Period) in Shandong China, 2004. October; Jinan
- Interchange between West and East in Design, 2013, 2014, Zhuhai

### Projects

- Visual Communication Design and Spatial Design, Science Library of Dian-Liu Zhuang Primary School, Jinan China, 2001
- Graphic Design and Spatial Design of SDADA University at China Education Achievement Show, Jinan China, 2003, 01;
- Spatial Design, CDMA, China Unicom Company, International IT Information Exhibition, 2005.05
- Spatial Design, Auto Expo Exhibition (International), Tianjin China; 2005 07; collaborative work.
- Conception Graphic Design, "Protesta" Project of MA team, 2011
- Social Work Design, "3C" Communication between Country and City, MA project with Yuji Onuma (Japanese), 2012.

**Workshop** ■ Latin Typography workshop coordinated with Akira Kobayashi (Japan) Zhuhai, 2015.

**Courses** ■ Design Thinking, Design Process, Typography Design, Editorial and Layout Design (2012-2016).  
■ Spacial Design, Exhibition Installation, Graphic Design, Design History and Conception (2003-2010).