

## Bin Hu

### Basic Information :

Position : Assistant Professor

Address : Avenida Wai Long, Taipa, Macau

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### Education Background:

2015 -2019 Doctor of Philosophy, Queensland University of  
Technology, Creative Industries Faculty

2010 - 2011 Master of Digital Design with Honours, Queensland College of Arts, Griffith  
University

2008 -2009 Master of Digital Design, Queensland College of Arts, Griffith University

2003 - 2007 Bachelor of Arts (Creative Design), Shandong University of Arts.

### Research Interests:

Design & Communication: User Experience Design, Empathic Building, Healthcare & Digital  
Interaction Design, Industrial Design & Contemporary Visualisation, Chinese Culture and  
Semiotics.

### Working Experience:

September 2019 – 2021 Postdoctoral Research Fellow, Academy of Arts and Design,  
Tsinghua University

June 2016 – May 2018 Lecturer & Research Fellow, School of Design, Creative  
Industries Faculty, Queensland University of Technology

July 2014 – June 2015 Visiting Scholar & Research Fellow, Queensland College of Art,  
Griffith University

December 2011 – July 2019 Director, Department of (Interaction) Design, School of Arts and

Design, University of Jinan

**Teaching Courses (English - Chinese) :**

- Feb-June 2021 Practice of the Integration of Arts and Science from the Perspective of Optoelectronics, teaching for undergraduates from the Department of Electronics, Academy of Arts and Design, Schwarzman College, Tsinghua University.
- May-Jun 2020 Design Practice & Research Methodology for Master and PhD students who came from the Polytechnic University of Milan, Global Innovation Design Royal College Art (London) and Tsinghua University, teaching in English.
- Mar-Apr 2020 History and Theory of Design Research for Academy of Arts and Design, Tsinghua University Master and PhD students, teaching in English.
- Oct-Dec 2019 Design Research Methods and Applications for Academy of Arts and Design, Tsinghua University Master and PhD students, teaching in English.
- Apr-May 2019 Social Science Research Methods for Master students, Creative Industries Faculty, Queensland University of Technology, teaching in English.
- Nov-Dec 2018 User Experience Design for Bachelor students.
- Feb-May 2017 Interaction Design for Master students, School of Journalism and Communication.
- Feb-Mar 2016 Information Visualisation for Master students.
- Sep-Oct 2016 Co-Design: New Media and Interactive Design for Bachelor Students.
- May-Jun 2015 Interface Design for Bachelor students.
- Apr-May 2015 Visual Communication Design-Packaging Design for Bachelor students.
- Oct-Nov 2014 Visual Communication Design-Creative Advertisement Design for Bachelor students.
- 2011-2013 Form Basis: Plane composition; Colour Composition and Three-Dimensional Composition for Bachelor students.

### **Research Experience:**

1. Project Director and Principal Investigator - 2018 Shandong Province Social Science Planning Research Project "Qilu Culture Going Out - the Inheritance and Development of Confucian Culture in Australia ", Project Number: 18CZCJ31.
2. Australia Research Council 《Dealing with Industry Partners》 °
3. Project Director and Principal Investigator - 2015 Shandong Arts and Science Project "A Comparative Study of Packaging Design between Chinese and Western Tea Culture", Project No. 1506279.
4. Australian Research Council (ARC) Identifying Sustainability Framework and key variables: Preparing visual communication for the future. Project ID: QUT13041.
5. Project Director and Principal Investigator - Social Science Project University of Jinan: Chinese University Innovation initiative, No. X1250.

### **Publication, Peer Reviewed:**

1. Hu, B., Adhikary, R., (2021). Chinese traditional symbols in ‘visual communication’: towards a reflexive design practice, Sign and Society, under review,
2. Hu, B., Zelenko, O., Ziaesaeidi, P. (2020). Designing a Wayfinding System in Modern Healthcare- a Co-design Approach for a Chinese Oncology Hospital. CoDesign. Under review.
3. Hu, B., (2020), Exploring Contemporary Visualisation of Traditional Chinese Symbols: A Case of Tea Packaging Design. The Design Journal (A&HCI).  
<https://doi.org/10.1080/14606925.2019.1699763>
4. Hu, B., (2019), Design the Future of Healthcare: Prototyping an Interactive Hospital System for Promoting Healthcare Services, Thesis Collection of the 5<sup>th</sup> Art and Science International Symposium.

5. Hu, B., (2019), 《中國傳統圖案的現代可視化研究》,《第五屆藝術與科學國際學術研討會論文集》。
6. Hu, B., (2019), Exploring Contemporary Visualisation of Traditional Chinese Symbols: A Case of Tea Branding Design. Confirmation seminar paper, Queensland University of Technology ePrint. PhD Dissertation.
7. Hu, B., Zelenko, O., Pinxit, V., & Buys, L. (2019). A Social Semiotic Approach and a Visual Analysis Approach for Chinese Traditional Visual Language: A Case of Tea Branding Design. *Theory and Practice in Language Studies* 9(2), 168–177. doi: <http://dx.doi.org/10.17507/tpls.0902.06>
8. Hu, B., (2018), Respecting Traditions in Contemporary Visualisation Design. Conference Paper, 7th Intl Conference for Universal Design, Bangkok, Thailand.
9. 《基於民族傳統圖形在現代可視化設計中的研究策略》,《神州》,2018年05期。
10. Hu, B., (2016) The Innovation of Traditional Chinese Symbols in Visual Communication Design. *Renwen tianxia* (1) 64: 108-111. doi: 10.16737/j.cnki.rwtx81281190.2016.02.029
11. 《基於視覺傳達藝術發展的民族傳統設計創新討論》,《貴州民族研究》CSSCI ,2015年09期。
12. 《淺論濟南大學校園文化標識系統中的教育功能》,《文藝生活》,2015年01期。
13. Hu, B., (2014), An Investigation into the Application of Traditional Chinese Visual Identity Applied to a Cultural Enterprise. Griffith University Library Index.
14. 《論校園視覺文化中的隱形教育功能》,《藝術時尚》,2014年09期。
15. 《企業識別在現代設計中的應用與影響》,《濟南大學學報》,2013年12期。
16. 《CI戰略在城市識別系統中的應用》,《濟南大學學報》,2013年12期。

### **Awards & Honours:**

1. The winner of Postdoctoral International Exchange Program-Incoming Global Talent

awarded by China Postdoctoral Council in 2019

2. The reviewer for SAGE Open: SAGE Journals and the Design Journal: An International Journal for All Aspects of Design.
3. 2015-2019 澳大利亞昆士蘭科技大學博士研究生一等全額獎學金 QUTPRA 獲得者；
4. 2014-2015 澳大利亞格裡菲斯大學昆士蘭藝術學院 Griffith QCA 訪問學者；
5. Program of Study Abroad for Young Scholar sponsored by China Scholarship Council (CSC) and Chinese Government Scholarship in Social Science.