

# ***Kong Lingqi***



Position : Assistant Professor  
Faculty : Faculty of Humanities and Arts  
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## ***Teaching and Research Areas :***

The Practice and Theory of Graphic Design, Visual Culture Studies, Design theory, East Asian and European Design History

## ***Academic Qualifications***

2010-2016 Ph.D /Visual Cultural Studies / Loughborough University  
2008-2016 Master / Graphic Design / University of Leeds  
2004-2008 Bachelor / Digital Film Design / Shandong University of Art and Design

## ***Teaching Experiences***

2019 - Present Assistant Professor /Faculty of Humanities and Arts / Macau University of Science and Technology  
2017 - 2019 Postdoctoral Fellow / School of Arts / Peking University

## ***Representative Publications***

### *Journal Articles:*

Lingqi Kong (2016). *The Graphic Image of Beijing*. Online Loughborough University Urban Graphic Object Archive Project.

[https://figshare.com/projects/The\\_Graphic\\_Image\\_of\\_Beijing/16086](https://figshare.com/projects/The_Graphic_Image_of_Beijing/16086)

Lingqi Kong (2018). 'Reflection and Integration: a New Trend in Chinese Modern Design', *Studies in National Art*, 2018(2).

Lingqi Kong (2019). 'The Cultivation of the Creators of Chinese Contemporary Literary and Art Climax', *Studies in National Art*, 2019(2).

Liu Lu, Lingqi Kong (2019) 'A Brief Study on Peacock Film Studio in the 1920s', *Contemporary Cinema*, 2019 (9).

Lingqi Kong (2019) 'The Image of Women and the Expression of Modernity in Chinese Early 20<sup>th</sup> Films', *Movie Review*, 2019 (6).

Lingqi Kong (2019) 'An exploration of the Climax of Contemporary Chinese Ink Art', *Contemporary Literary Criticism*, 2019 (5).

Lingqi Kong, Chunyan Wu (2020) 'An Exploration of the Effect of Wayfinding Signage on City Brand Building: Taking London's Wayfinding Signage Design as an Example', *Art & Design*, 2020 (2).

Lingqi Kong, Yuling Ye (2020) 'Analysis and Inspiration on World Urban Waster Classification Design', *Art Observation*, 2020(9).

Lingqi Kong, Chunyan Wu (2020) 'On the Cultural Attribute of Internationally "Universal" Public Information Signage', *Art & Design*, 2020 (11).

Lingqi Kong(2020) ' Vanishing Lines and Traces: A Comparison of two Generations of Nezha from the Perspective of Media Archaeology', *Movie Review*, 2020 (23-24).

Lingqi Kong, Xiaofeng Liu (2021) 'The Transcultural Lens : Developing a Design and Evaluation Model of Environmental Safety Signs from the Perspective of Cultural Ergonomics', *Art & Design*, 2022 (8).

#### *Book Chapters:*

Lingqi Kong (2013). 'An Evaluation of Local-Global Cultural Factors in Wayfinding Design – A Case Study of Beijing', in Annie W.Y. Ng and Alan H.S. Chan (eds), *Signs and Symbols in Workplace and Public*, New York: Nova.

Lingqi Kong (2018). 'Toward a Social Cinema (translation)', in wangwei(ed), *Anthology of Film Manifesto*, Zhengzhou: Henan University Press.

#### *Conference Proceedings:*

Lingqi Kong (2011). Cultural Diversity and Sustainable Design: An Evaluation of Local-Global Cultural Factors in Wayfinding Design, in *The Tao of Sustainability Proceedings*, pp. 481-487.

Paper presented and published at the Tao of Sustainability, An International Conference on Sustainable Design Strategies in a Globalization Context. Tsinghua University, Beijing, China.

Lingqi Kong (2014). *The Transformation of Beijing's Identity*. Presentation at Geographies and Identities Conference at the Loughborough University, UK.

Lingqi Kong (2017). *Urban Graphic Visual Culture: Beijing's Identity and Its Current Graphic Wayfinding Systems* at AAH2017 at the Loughborough University, UK.

Lingqi Kong (2022). *Ambiguity, Fusion and Transcendence in the Design Education*. Interdisciplinarity: Creative Education Futures in the Asia-Pacific Online Symposium, RMIT University, Australia.

### ***Research Grants/Projects***

2017, Co-writer, *2017 Development Report of Chinese Art* project

2017, Research fellow, the Reconstruction of the Art Courses for Interdisciplinary Students, Peking University

2017, Deputy Editor, the Series of Art Theory of Peking University – *Weimingxueyi*.

2018, Research Assistant, AHRC (Arts and Humanities Research Council)-Repositioning Graphic Heritage project.

2018, Research Assistant, National Social Science Fund Art Theory Project - Research on the History and Climax of Literary and Art.

2018, Research fellow, Modernity of Chinese Literary and Art, Peking University.

2020, Principal Investigator, Faculty Research Grands, *Research on the Design of Urban Traffic Signs from the Perspective of Norberg-Schulz's Space Theory—Take Macau's Traffic Sign System as an Example*

2021, Curator, China National Arts Fund, *China's Lotus: Macao's Return to the Motherland Art Exhibition*