Dr. JIANG TAN

PhD in Design
Associate Professor/Master's Tutor
Director of Digital Media Art Department, South China Normal University
Email: jiangtan@scnu.edu.cn
ORCID: https://orcid.org/0000-0002-0912-0389
Google Scholar: https://scholar.google.com/citations?user=4NnoiB0AAAAJ&hl=en

Research Areas

Immersive art therapy

Self-media communication effectiveness

Pan-virtual reality technology application

Digital protection of intangible cultural heritage

Academic Qualifications

Doctor of Creative Industry and Art Practice |Limkokwing University of Creative Technology

Master Exchange Program (Entertainment Interaction) | Nanyang Technological University

Master of Engineering (Computer-aided Animation Creation) | Peking University

Bachelor of Arts (Art Design by Computer) | Donghua University

Work Experience

Associate Professor (Distinguished Associate Researcher) | School of Fine Art, South China Normal University | 2020.07 – Present

Technical Observers | 3D Digital Game Art Competition of 45th World Skill Competition (Russian Kazan) | 2019.06 – 2019.09.

Lecturer - Associate Professor | Shanghai Publish and Printing College, University of Shanghai for Science and Technology | 2009.03 – 2020.06.

Academic Achievements

"User-centered software design: User interface redesign for Blockly-Electron, artificial intelligence educational software for primary and secondary schools" *Sustainability* DOI:10.3390/SU15065232（SSCI JCR Q2 IF=3.889 Corresponding Author）2023.3

"Research into influencing factors in user experiences of university mobile libraries based on mobile learning mode" *Library Hi Tech* DOI:10.1009/LHT-11-2021-0423（SSCI JCR Q2 IF=2.357 Leader author）2022.9

"Research Into improved Distance Learning Using VR Technology" *Frontiers in Education* DOI:10.3389/feduc.2022.757874（ESCI JCR Q2 IF=2.998 Corresponding Author）2022.2

"AIDM: artificial intelligent for digital museum autonomous system with mixed reality and software-driven data collection and analysis" *Automated Software Engineering* DOI:10.1007/s10515-021-00315-9（SCIE JCR Q3 IF=1.68 Leader author）2021.12

"Research on the Direction of Innovation and Entrepreneurship Education Reform Within the Digital Media Art Design Major in the Digital Economy" *Frontiers in Psychology* DOI:10.3389/fpsyg.2021.719754（SSCI JCR Q1 IF=4.232 Corresponding Author）2021.10

"*ENTER THE METAVERSE*" | monograph，ASHWIN ANOKHA PUBLICATION 2022.12, ISBN: 9788195906000.

"Research on the Application of Scientific and Technological Innovation in New Media Art" published in "*Scientific Research Management*" (CSSCI) 2021．11

An Angle adjusting device for digital photography | National Invention Patent, 2021.1

"Application Research of Visual Significance in Movie and TV Animation Design" | International Conference on Applied Social Science, 7th 2018, Mexico City, 2018.

" Evolution of Art form of Video Animation Design under the Background of Computer Graphics System Development " | Journal *International Journal of Technology Management*, 2017.

"*Aspects of animation*" | monograph，Serials Publications (P) Ltd. 2016.5, ISBN:978-81-8387-590-5.

"Factors influence animation brand profits" | Journal *International Journal of Education Management*, 2015.

"The Implementation of Automatic Rigging System" | International conference on since and innovation of Singapore, 2014.

"Inheritance and Rebirth—Cartoon Translation and Annotation of Dongba Hieroglyphs" | China Ocean University Press, ISBN: 9787567003712, 2014.

Academic Research Program

"An Empirical Study on the Effect of Metaverse Social Media on Anxiety Relief and Stress Release among Adolescents", person in charge of the Sino-foreign cooperation project of the Ministry of Education's "Chunhui Plan", (Project No.: HZKY20220114)

Undertake the Guangdong Social Science Research Project - Research on the Digital Inheritance and Protection of Intangible Cultural Heritage Mojiaquan from the Perspective of Pan-Virtual Technology (Project No.: GD21CYS20).

Presided over the Beijing Normal University Future Design Seed Fund Project - Research on XR Immersive Digital Interactive Reproduction of the Full Picture Book of Dream of Red Mansions (Project No.: 03800-111122116) with a project funding of 300,000 yuan.

Undertake the policy theory research project of Hainan Provincial Department of Civil Affairs - Hainan Excellent Place Name Cultural Inheritance and Protection Research (Project No.: 2021HNMZ-018) has been completed.

Undertake Major Industry Research Project "Research on Digital Media Industry in Guangdong-Hong Kong-Macao Greater Bay Area"

Undertake Sichuan Provincial Department of Science and Technology Key Laboratory Project "Research on the dissemination of local operas on short video social platforms."

Honors and Awards

The Third Prize of Policy Theory Research Achievements of Hainan Provincial Department of Civil Affairs, 2021

Won the college's 2012-2017 scientific research work model prize. This award is selected every five years, and the winners need to be outstanding in all aspects of scientific research work and only one position of each department.

Won the Excellent Film Prize of Kuala Lumpur International Film Festival in the Sky 2019.

Academic and Professional Membership

Appointed as a master's thesis review expert of Digital Art School of Shanghai University since year 2019.

From Jan of 2018 have been appointment as General Secretary of ACM SIGGRAPH Asia Shanghai Chapter.

From year 2013 have been member of International Animated Film Association.

From year 2022 have been member of International Art Therapy Association of Shanghai.