

Kong Lingqi



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Faculty : Faculty of Humanities and Arts
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Teaching and Research Areas :

Design Practice and Theory, Visual Culture Studies,
Graphic Design, Sustainable Design, Cultural Heritage
Protection

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

Publications

(1) Articles:

Kong, L.Q(2016) 'The Graphic Image of Beijing', *Online Loughborough University Urban*

Graphic Object Archive Project. doi:

https://figshare.com/projects/The_Graphic_Image_of_Beijing/16086

Kong, L.Q (2018) 'Reflection and Integration: A New Trend in Chinese Modern Design',

Studies in National Art, 2018(2).

Kong, L.Q (2019) 'The Cultivation of the Creators of Chinese Contemporary Literary and Art

Climax', *Studies in National Art*, 2019(2).

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

Kong, L.Q(2019) 'The Image of Women and the Expression of Modernity in Chinese Early 20th Films', *Movie Review*, 2019 (6).

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

Kong, L.Q & Wu,C.Y (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).

Kong, L.Q& Ye,Y.L (2020) 'Analysis and Inspiration on World Urban Waster Classification Design', *Art Observation*, 2020(9).

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

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

Kong, L.Q& Lu,L (2021) 'Beyond Comparison: Important Implications of Digital Humanities Research Methods for Film Analysis', *Journal of Beijing Film Academy*, 2021(12); Reprinted in *Film and Television Art* (Renmin University Copying Materials), 2022(4).

Kong, L.Q& Wang, X.F (2022) 'The Transcultural Lens: Developing a Design and Evaluation Model of Environmental Safety Signs from the Perspective of Cultural Ergonomics', *Art & Design*, 2022(8).

Li, H & Kong, L.Q(2022) 'Convergence, Deviation, and Resonance in Multicultural Integration: A Case Study of the Detective Chinatown Universe', *Movie Review*, 2022(17).

Hsiao, P.W, Kong, L.Q*&Ye, Y.L(2023) ' Interactive game experience: a preliminary investigation of the impact of virtual reality on exercise rehabilitation behaviors', *Interactive Learning Environments*(Q1, IF=5.3), 32(9).

Li,H, Xue,T, Zhang,A.J, Shen,J.F, Luo,X.Q, Kong,L.Q* & Huang,G.H (2025) 'Impact of urban and cultural landscape heritage on mental health: a systematic review and meta-synthesis', *BMC PUBLIC HEALTH* (Q1, IF=3.6), 25(1).

Hsiao, P.W, Kong, L.Q & Ti, Y(2025) 'From Awareness to Action: Using Immersive Augmented Real-ity to Promote Sustainable Food Practices', *Sustainability*(Q2, IF=3.3), 17(24).

Kong,L.Q, Ye, Y.L, Wang, Q& Hsiao, P.W(2026) 'City of Characters and Shadows: Exploring the Three-layer Narrative Structure in Macao Street Signage', *Journal of Macau University of Science and Technology*, 20(3).

Liu, J.S, Kong, L.Q, Hsiao, P.W& Wu Chunyan(2026) 'Towards Cultural-Ecological Creation: 3D-Printing-Driven Research on Ecological Regeneration and Culturally Sustainable Design of Waste Oyster Shells', *Chinese Art*, (1).

Qin, Y.G & Kong, L.Q (2026) 'Portuguese Azulejo Art through a Cross-Cultural Lens: A Case Study of the Historic Viuva Lamego Ceramics Factory Site', *World Art*, (1).

(2) Book Chapters:

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

Kong, L.Q (2018) Toward a Social Cinema (translation), in W. Wang (ed.) *Anthology of Film Manifesto*, Henan University Press.

Kong, L.Q, Deputy Editor-in-Chief (2020) *Weiming Xueyi* (Series on Frontiers in Art Theory Teaching and Research, Peking University), China Federation of Literary and Art Circles Publishing House.

Kong, L.Q (2024) 'A Study on the Relationship Between Graphic Design and Collective Identity from the Perspective of Contemporaneity', In Y.C.Wang (ed.) *A General Introduction to the Modernity of Chinese Literature and Art*, Peking University Press.

(3) Conference Proceedings:

Kong, L.Q (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.

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

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

Liu, J.S, Kong, L.Q, Hsiao, P.W& Wu, C.Y (2025) 'Path to Rebirth: Ecological Regeneration and Culturally Sustainable Design of Abandoned Oyster Shells by 3D Printing Material Technology', in *the 8th International Conference on Knowledge Innovation and Invention*, Fukuoka, Japan.

Research 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

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, 400,000.00 (rmb) .

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, 30,000.00 (mop) .

2022, Co-Principal Investigator, China National Arts Fund – China's Lotus: Macao's Return to the Motherland Thematic Art Exhibition Themed Art Creation Exhibition, 900,000.00 (rmb) .

2023, Art Advisor, Special Exhibition of Macao International Art Biennale 2023 – Light and Shadow as Torch: Re-encountering Da Vinci.

2024, Core Team Member and Training Mentor, China National Arts Fund – 2024 -Sino-Portuguese Cultural Fusion in Macau: Cultivating Innovative Craftsmanship Talents,800,000.00 (rmb) .

2024, Project Team Member, Major Art Research Project of National Social Science Fund – “The Two Integrations” and Innovation in Contemporary Chinese Art Theory,700,000.00 (rmb) .

2025, Curator, Art Macao: Macao International Art Biennale 2025 Collateral Exhibition – Hi, I'm here to listen to what Macao has not said!,10.000.00 (mop) .

2025, Principal Investigator, Friendly Ecological Space Construction Project – Visual Identity System Design, 20,000.00 (rmb) .