



Jiang Zheng Qing

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Professional field : Design-Digital Media Art
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Profile

He is now the director of the Department of Media, School of Art Design and Media, ECUST, Ph.D. in design, and associate professor.

He was selected into the Shanghai Pujiang Talent Plan (Class C), published more than 30 academic papers, and won many awards in domestic and international competitions for his work and that of his students.

Research Field

1. Digital image and animation design
2. Virtual reality and interaction design
3. User experience and design communication

Research results and main published thesis

[1]A Study of the Influence of Seductive Details in Popular Science Micro Videos on the Learning Effect,Rong Shu,Li Yang,Zheng Qing Jiang*,2021 5th International Conference on Education and Multimedia Technology (ICEMT 2021)

[2]Appearance Design Method of Household Beauty Instrument Based on Kansei Engineering,Huiyi Yang , Zhengqing Jiang,AHFE 2021 CONFERENCE

[3]Experimental Study on the Effect of Motion Sickness on 4D Movie Viewing Comfort,Wan gJinjin;JiangZhengqing, 《MAN-MACHINE-ENVIRONMENT SYSTEM ENGINEERING (MMESE 2019)》 ,2020-05-01

[4]Research on Human-Machine Motion-Sensing Factors of Large VR Amusement Equipment Based on AHP Algorithm, CongWenxu;WangShaohua;JiangZhengqing, 《MAN-MACHINE-ENVIRONMENT SYSTEM ENGINEERING (MMESE 2019)》 ,2020-05-01