



蒋正清

所属学院 艺术设计传媒学院
学科领域 设计学 - 数字媒体艺术
邮箱 jzq20000@126.com
jiangzhengqing@ecust.edu.cn

个人简介

现任华东理工大学艺术设计传媒学院传媒系主任，设计学博士，副教授。曾入选上海市浦江人才计划（C类），发表学术论文30余篇，本人及指导学生作品多次在国内外大赛获奖。

研究方向

- 1、数字影像与动画设计
- 2、虚拟现实与交互设计
- 3、用户体验与设计传播

研究成果及主要发表文章

- [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] 基于数字孪生技术的校史馆 VR 导览设计研究, 冯于天韞, 蔡骏, 蒋正清, 设计. 2021, 34(16)
- [4] 诱惑性细节对科普微视频记忆效果的影响研究, 羊莉, 蒋正清, 文化创新比较研究. 2021, 5(01)
- [5] Experimental Study on the Effect of Motion Sickness on 4D Movie Viewing Comfort, Wang Jinjin; Jiang Zhengqing, 《MAN-MACHINE-ENVIRONMENT SYSTEM ENGINEERING (MMESE 2019)》, 2020-05-01
- [6] Research on Human-Machine Motion-Sensing Factors of Large VR Amusement Equipment Based on AHP Algorithm, Cong Wenxu; Wang Shaohua; Jiang Zhengqing, 《MAN-MACHINE-ENVIRONMENT SYSTEM ENGINEERING (MMESE 2019)》, 2020-05-01