



# JAI NEWS

The selected news in September



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## The Opening Ceremony for The 20th Anniversary and JAI Power Were Held Grandly

At 9:30 am on September 15, the opening ceremony for the 20th anniversary of Jilin Animation Institute was held in the Culture and Art Center. The opening ceremony was presided over by Liu Xin, Vice Chairman and Vice President of Jilin Animation Institute.

At the opening ceremony, Communication University of China, St. Petersburg State Film and Television University of Russia, The French Consulate General in Shenyang sent congratulatory letters, many international colleges and universities cooperating closely with Jilin Animation Institute, experts at home and abroad, and cooperation units also sent their blessings through videos.

On September 15, the "JAI Power Award" and "Friendship Award" ceremony was held in the Cultural and Art Center. Institute leaders, guests, staff representatives from JAI, employee representatives from Changchun, Beijing and Shanghai of JAI Culture and Art group, retired old employees and representatives of 2020 freshmen gathered together. The winners of the friendship awards include: Dmitry Geller, a famous Russian animation director; Steven Brown, associate dean of the character animation department of CalArts; Vesna Dvornikovic, secretary general of ASIFA; Nadège Le Lan, attachée culturelle of consulat général de France à Shenyang; Maeng

Hyung Jae, professor of industrial design department of College of Art and Design in Konkuk University; Koo Jong Sang, professor of Major of Communication in Dongseo University, executive chairman of BCM; Chung Yong Tak, honorary professor of drama and film of Hanyang University, representative director in Asian Zhaoya Entertainment Co., LTD.; CHOU HSI CHIUNG, secretary general of the Taiwan Institute of Cultural Exchange, and Yu Li, cultural assistant of the US Consulate General in Shenyang. You are JAI's forever friends! ([More Information](#)).



### The CCTV News Studio Interviewed Jilin Animation Institute

on September 9, the CCTV News Studio interviewed Jilin Animation Institute. The one-hour live broadcast, led by reporters and teachers, came to a successful conclusion and was widely praised. During the live broadcast, the camera followed the reporter to the museum of JAI, stop-motion animation studio and other places, and introduced in detail the stop-motion animation production process, 3D animation production process, film and television special effects production, physical special effects production and other related content. JAI has been committed to the cultivation of high-end applied professionals in the cultural and creative industry, creatively practicing the talent cultivation mode of "Teaching-led, Scientific Research Supported and Industry-oriented", and has provided more than 40,000 applied talents for the national cultural and creative industry. In recent years, the good news of JAI has spread frequently and appeared internationally. The excellent short animation work "10,000 Ugly Inkblots" was shortlisted for the 2020 Annecy International Animation Film Festival in France and the Ottawa International Animation Festival in Canada. Experimental animation "Colorful Life" was shortlisted in the 2020 Los Angeles Asian Film Festival, injecting "Chinese Elements" into the international animation market and film and television industry. ([More Information](#)).



CCTV Interviewed JAI



### China VR 2020 Opened Grandly in Jilin Animation Institute

China VR 2020, co-hosted by three national first-level scientific and technological societies, China Computer Federation(CCF), China Society of Image and Graphics(CSIG), China Simulation Federation(CSF), was held at the International Conference hall of Jilin Animation Institute(JAI) at 8:30 a.m. on Sept. 18. JAI is the main undertaker of this conference.

2020 is bound to be an unusual year in the history of cultural creation. Both China VR and JAI happened to meet each other on the occasion of their 20th anniversary. During the conference, hundreds of experts and scholars in the field of virtual reality at home and abroad, entrepreneurs, industry users, government and investment institutions will gather at JAI to talk about the academic frontier.

JAI as the main undertaker of China VR 2020, as the bridge and the link between virtual reality industry, in the critical period when the development of virtual reality education is facing a breakthrough change, actively mobilizing and exerting our subjective initiative in an all-round way, strengthening the cooperation with the virtual reality related industries, and pushing China's virtual reality cultural industry into the New Year. ([More Information](#)).

### 2020 International College Students Film&TV Exchange Exhibition Jilin, China Was Held in JAI



China VR 2020

In order to promote the communication of film and television majors between Chinese and foreign colleges and universities, and improve the creative level of teachers and students, 2020 International College Students Film& TV Exchange Exhibition Jilin,

China (ICSFEE) was held at the Art Center of Jilin Animation Institute today. It was hosted by JAI and International Tour Film Festival (ITFF), organized by School of Film and School of TV and New Media of JAI. The opening ceremony was hosted by Liu Junyi, president of the School of TV and New Media.



At the opening ceremony, Liu Xin, vice president of JAI, delivered a speech for the 2020 ICSFEE. She expressed the hope that the exchange exhibition would promote the study and exchange of film and television majors among international universities, build a platform for creative exchange for young people in film, television and new media field. It will also develop new ideas for the cultivation of film and television talents and the development of industry in the future.

The film exhibition has received strong support from Chinese and foreign universities. Universities from Italy, Korea, Thailand, Russia, Japan, Australia, China and other countries and regions submitted more than 200 works with diverse themes and rich contents.

The 2020 ICSFEE have strengthened the exchange of work between teachers and students of international universities. At the same time, it can increase the experience of exhibition planning of students majoring in advertising and related fields. Moreover, through forum activities and educational and teaching methods exchanges, we have carried out more in-depth cooperation with friendly colleges in professional teaching, practical teaching, industrial project cooperation and other aspects. ([More Information](#)).

## The First 2020 International Digital Marketing and Advertising Creative Competition and Forum Were Held in JAI



On September 23, the first 2020 International Digital Marketing and Advertising Creative Competition and the opening ceremony of the forum were successfully held online by Jilin Animation Institute (JAI), School of Creative Industry, Jilin Advertising Association and Himaker.com as guidance and technical support. More than 300 entries have been collected since August 1, and the solicitation will close on September 28. The evaluation will be divided into two stages, the first evaluation will be conducted by professional teachers from the sponsor unit, and the online evaluation will be conducted by experts from participating institutions. All the works collected during the competition will be exhibited on the Himaker.com online platform of JAI Cultural Arts Group. The award results will also be released on the official website of JAI and the Himaker.com online platform in mid-October. ([More Information](#)).

## The 2020 IAC Ended Successfully



### IAC 2020

The 2020 IAC closing ceremony hosted by IAC organizing committee and organized by Jilin Animation Institute (JAI) was officially concluded online at 13:00 on September 17, 2020 (Beijing time). After 14 days of intensive communication and joint creation by each group, 9 chain animation works with different themes and styles were created. The competition focuses on a creative theme with elements of "The Sky is Round, The Earth is Square". *Toad*, a chain animation work created by students from JAI of China as the team leader and composed by students from the UK, Thailand, Singapore and the Philippines for group A project team, was awarded the grand prize of 2020 IAC. This work has distinct artistic style and solid foundation of animation. It takes the Chinese style toad seeking wealth as the theme, symbolizing the story of the pursuit and fusion between Yin&Yang villain and the toad. ([More Information](#)).

## Jilin Animation Institute Hold The "Integration of Education, Research and Industry" Exhibition

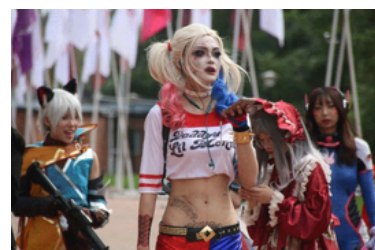
On September 15, the young and energetic Jilin Animation Institute ushered in the 20th anniversary of its founding. At 2:00 p.m., the exhibition of "Integration of Education, Research and Industry" for the 20th anniversary of Jilin Animation Institute was launched in front of the library. Zhang Ju, secretary of the party committee and supervisor of JAI, delivered a speech at the launching ceremony. The exhibition of "Integration of Education, Research and Industry" will be held in the exhibition hall on the first floor of the library, as well as the corridors and public spaces of various schools. Looking back on the past 20 years, in order to depict a more brilliant future, standing at a new historical starting point, Jilin Animation Institute has cultivated more excellent applied talents in cultural and creative industries for the country and local governments, and striding forward to the construction of the future industrial university! ([More Information](#)).



## Entrepreneurship Market Meets COSPLAY to Create Carnival Feast

On September 15, with the Jilin Animation Institute (JAI) ushered in the 20th anniversary of the comprehensive launch of the series of activities, JAI "Entrepreneurship Market for College students and Cartoon COSPLAY Carnival" activities officially began. More than 500 students brought COSPLAY Tours with different themes, and more than 10 clubs presented wonderful performances. More than 100 booths sold original handmade products from JAI teachers and students.

Cultural and creative products were broadcast live. The night market of JAI opened with a lively scene. This activity not only for JAI students to create a contact with the ACGN culture, broaden the horizon, but also to enhance the creativity and imagination of students, spread the connotation of JAI culture. At the same time, JAI also takes advantage of the infinite creativity, huge space and broad prospects of animation art to lead the development of animation industry! ([More Information](#)).

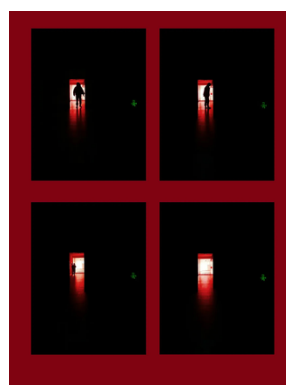


## The Work "EXIT" from Jilin Animation Institute Has Achieved Great Success in Singapore Art Design Contest

On the occasion of the 20th anniversary of the founding of Jilin Animation Institute (JAI), School of TV and New Media is sending the most sincere birthday gift to JAI. Recently, The Singapore Art Design Contest came to a close. After a fierce competition, the work of Gao Wang, a student from grade 19, photography department of School of TV and New Media, his work "EXIT" won the Silver Award in The Singapore Art Design Contest in China competition unit, and entered the international competition unit!

The work "EXIT" mainly expresses that when people encounter temptation in their life, they should not be driven blindly by their emotions, but should make a rational choice.

This award in the international competition is a concrete manifestation of the comprehensive strength and teaching achievements of School of TV and New Media of JAI, and also an affirmation and praise to the teaching practice of the Institute. ([More Information](#)).



Screenshots



Award Certificate



Da Bai Xiao Lin

## “Da Bai Xiao Lin” Group Release Their Latest Song “Youth”

On September 14, the day before the beginning of the series of activities for the 20th anniversary of Jilin Animation Institute, the signed artist of Jilin JAI Culture Arts Group, "Da Bai Xiao Lin" group release their latest song "Towards Youth". This song is the most special gift from "Da Bai Xiao Lin" to Jilin Animation Institute on its 20th birthday.

.When mentioned the creation background of the song, the group said that the song's inspiration was from the life they have passed, they hope can always like a young man, brave to pursue their dream life, from the lyrics, they express the courage to pursue beautiful things bravely and the positive and energetic attitude towards life. ([More Information](#)).

## JAI Contributed to The Construction of Changchun International Film Capital



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## The Main Creative Members of The Film “The Last Grenade” Presented at The 15th Changchun Film Festival



The 15th Changchun Film Festival kicked off at the Jingyuetan National Forest in Changchun, capital of Northeast Jilin Province, at Sept. 5. The film "The Last Grenade", produced by Jilin JAI VIXO Pictures Co., Ltd. , directed by Song Jiangbo, Director of School of Film of Jilin Animation Institute (JAI). the film was performed by Liang Hui, a signed artist of Jilin JAI VIXO Pictures Co., Ltd., was also presented at the film festival.

The "The Last Grenade" will start production this year, which will inject new forms and vitality into the Chinese film market and contribute to patriotic education! ([More Information](#)).



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