



# JAI NEWS

The selected news from October to December



驰骋天地 | 创享未来

**吉林动画学院  
二十周年** 2000-2020

JILIN ANIMATION INSTITUTE  
20th ANNIVERSARY

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## The Alumni Conference of Jilin Animation Institute Was Held Ceremoniously

"2020, I love you, Jilin Animation Institute!" The video of blessing sent by alumni was broadcast at the conference. They expressed their gratitude and their most sincere wishes for the 20th anniversary of JAI. At the meeting, JAI released the support plan for the alumni starting business, and announced the formal establishment and launch of the seven alumni branch (service station) in Guangzhou, Chengdu, Chongqing, Hangzhou, Qingdao, Dalian and Shenyang. Mr. Zheng Liguang, Chairman and President of JAI and honorary President of the Alumni Association, made an important speech at the alumni conference with the theme of "Alumni -- the walking name card of JAI". "I am also an entrepreneur, for me, entrepreneurship is always on the road, I know the twists and turns of entrepreneurship and hardships. In the future, I will lead all the alumni to start their own business together. As long as we share the same goal, direction, value orientation and firm goal direction, we will surely succeed in starting our own business and achieve our goals!"



JAI will release the project library with a total investment of more than RMB 300 million to the alumni Entrepreneurial Alliance. At the same time, the junior and senior platform cooperation studio and innovation entrepreneurship studio are integrated into the team library every year, with a total of 6,500 teachers and students. ([More Information](#))

JAI is the permanent home for alumni, and will always cheer for alumni. In the future, JAI will continue to promote the establishment and development of alumni branches (service stations) in Fuzhou, Jinan, Chengdu, Tianjin and other regions, so as to help JAI students to explore the world and enjoy the future!



## The Fifth International College Students GameJam Competition Opened Online

Sponsored by Jilin Provincial Department of Education, 2021 Jilin College Graduates Employment Negotiation Month -- Cultural and Creative Industry Graduates Employment and Entrepreneurship Fair co-organized by Jilin University Graduate Employment Guidance Center and Jilin Animation Institute was held in JAI on October 17, 2020.



The International College Students GameJam is a brand competition of School of Game, based on the success of the previous competition, this year is the fifth session.

We hope that the domestic and foreign universities will take the competition as an opportunity to promote exchanges and cooperation among universities, and enhance students' international vision.



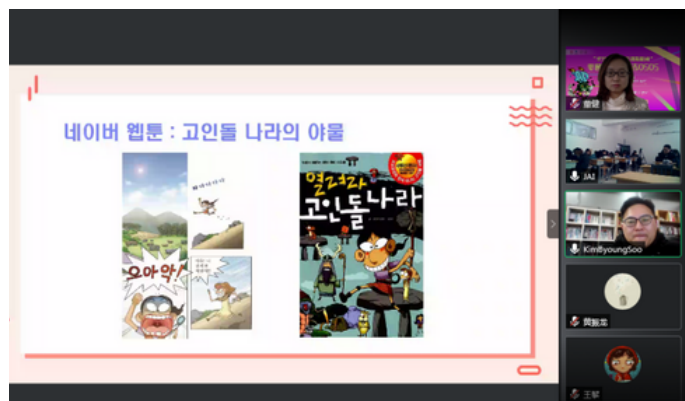
On December 2nd, SU ZEFENG, lecturer of Nanyang Polytechnic will give a lecture with the theme "Why do people play". On December 8th, game planning teacher LIU Yaqi from JAI will give a lecture with the theme "Where there are people, there are Jianghu-martial arts and games". Wonderfulness is worth looking forward to! ([More Information](#))



## The 4th JAI "24-Hour International Comics Marathon" Competition Successfully End

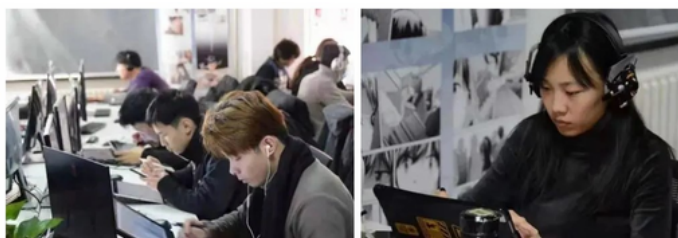


On December 17, the 4th JAI “24-hour International Comics Marathon” competition came to a successful end. This competition has 68 contestants from 11 universities, including Korean Daegu University, Kazakh National Academy of Art, Korean Kaywon University of Art&Design, China Academy of Art, Beijing Film Academy, etc.



On the afternoon of 18th, Professor Kim Byoung Soo from Korean Mokwon University gave an online lecture on “Paper Comics and Online Comics” for teachers and students. Professor Kim emphasized the importance of paper comics and introduced his creative experience and feelings to teachers and students with vivid and humorous language.

At 12:00, December 22, the 4th JAI “24-hour International Comics Marathon” competition Master Evaluation Class and Awards Release were online at the same time. Now log in Himaker, you can also see the representative works of domestic and foreign competitors in the JAI “24-hour International Comics Marathon” competition”.



Under the high intensity of creation, the contestants in each division used their own comics creation skills to draw the Amid the Pandemic: A Tribute to Our Heroic Times. In this contest of mental and physical strength, although the 24-hour overnight artists are slightly tired, they are still determined to finish their paintings. ([More Information](#))

## The School of Animation Art Invited Tobias Deicke to Give An Online Lecture

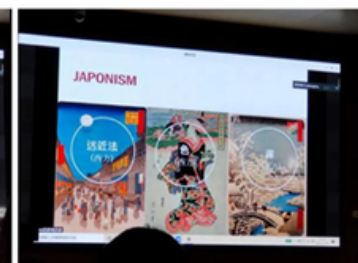
In order to strengthen students’ understanding of animation art, broaden students’ international vision, the School of Animation Art invited Tobias Deicke, a German animation expert, to give an online lecture titled “Animation, Illusion and European Art” in November 27.



More than 300 teachers and students gathered in A422 multimedia classroom to participate in the lecture. Tobias deeply explores the history of animation and European art from four aspects, including the style and related skills of animation, the interpretation of animation illusion standards, the sharing of European art studies, and the review of the development history of animation with the theme. ([More Information](#))

## School of Industrial Design Held An International Experts Lecture on “Hybrid Design in New Trends-Zen Design”

On November 18, 2020, School of Industrial Design held an online lecture on "Hybrid Design in New Trends-Zen Design". This lecture invited SEO HEE BONG, The Korean design expert, who was a postgraduate of TAMA Art University in Japan, who is good at integrating the design cultures of East Asian countries and combining the characteristics of the East and the West for transformational design.



In the lecture, Professor SEO HEE BONG spoke highly of China's future design development, and encouraged students to create design styles that belong to the East and China, not limited to imitating Western designs or stereotyped Zen designs. ([More Information](#))

## On Line Lecture | School of Television and New Media Held the Lecture on “ Oral Communication”

On 3rd Dec 2020, the School of Television and New Media invited Professor Hsia, chun-hsiang, the Communications PhD of College of Journalism and Communications of Shin Hsin University, Taiwan, to give the on-line lecture with the topic “Academic Concepts and Medium Technology --- Formation and Evolution of oral communication”, aiming to strengthen students’ understanding of oral communication in the new media era, and learn to use oral communication better.

### 专家讲座



学术概念与媒介技术：  
口语传播的形成与演变



At the beginning of the lecture, Dean Liu Junyi gave a detailed introduction to Professor Hsia, chun-hsiang, and starting the description of the charm of language brought students into the lecture. Regarding to oral communication in our life, the institutionalizing of oral communication, oral communication as a medium technology, the decline and revival of oral communication and the using field of medium field these five aspects, Professor Hsia deeply explored the connection and difference between oral communication and broadcasting and hosting. ([More Information](#))

## School of Television and New Media Held the Lecture on “From Script to Screen: the Journey to Write”

To improve the narrative thinking and directing ability of students majored in Broadcasting, TV Direction and New Media, the School of TV and New Media invited two senior professors Nigel Douglas, and Thomas Charles Craig

from Derby University to held a lecture with the theme “from Script to Screen: the Journey to Write” at 17:30 on 8th Dec.



At the beginning of the lecture, Professor Thomas explained to the students the difference between a film script and a book, how to write a good script, and what is necessary to write a good script. Professor Thomas recommended a series of extra-curricular books and professional software on script writing, and imparted his own experience on script writing. Later, Professor Nigel compared script writing to architecture and analyzed the structure of the script for students. Through deconstructing the script writing, the two teachers explained "how to write a good script" in a simple and profound way, and summarized a “Goats” theory--- goal, obstacle, action, tactics and stakes. In the following Q&A part, the students actively raised questions, and the two teachers further answered the students' questions about the script writing in detail, which led the present teachers and students had a deeper understanding and cognition of the drama. ([More Information](#))

## School of Industrial Design and the School of Design jointly held an International Expert Lecture on “Interdisciplinary Thoughts and International Innovative Design”

On the afternoon of December 9, 2020, School of Industrial Design and School of Design jointly held an online lecture on the theme of “Interdisciplinary Thoughts and International Innovative Design”. Professor HUANG YU-CHE is a doctor of design from Chaoyang University of Technology.

Professor Huang has won many international competitions and international invention awards such as the Red Dot Award, and has many invention patents and new patents.



Professor Huang introduced the theme of the lecture from the cross field of business, aesthetics and engineering. Through the analysis and comparison of many classic cases, he clearly analyzed the application of interdisciplinary thinking in design, emphasized the cross domain integration and international design, and analyzed the core points of innovation and innovation and international competition from the professional perspective. ([More Information](#))

## Chinese Premiere of Italian film Fellini and Alter Ego

The year 2020 marks the 100th anniversary of the birth of Federico Fellini, the film master. Jilin Animation Institute and the ITFF 2020 Festival jointly hosted the premiere of Fellini's commemorative film Fellini and Alter Ego in China, which was undertaken by the School of Film of JAI. The film was shown at 1:30 p.m. on December 11 in the Youth Theater of JAI. The leaders, teachers and students of the School of Film participated in the film watching activities.

The faculty and students of the School of Film showed great enthusiasm for the premiere, and the theater was full of seats. The film Fellini and Alter Ego is selected from many classic films of Federico Fellini. The film aims to commemorate the 100th anniversary of the master's birth and pay tribute to him.



The premiere was a short time, and the audience after the premiere felt that they still had a lot of emotion. This film watching activity provides a valuable exchange platform for the majority of film and television lovers, improves the audience's understanding and perception of art, and is of great help to shape students' film concept and improve their creative level. In the context of the epidemic, this exhibition also has a more special significance, that is to help young filmmakers and boost the confidence of the industry. ([More Information](#))

## JAI Students Participated in the Comic & Biodiversity Webinar of du Mois franco-chinois de l'environnement Series Activities

The teachers and students of the School of Comics participated in the online comic webinar organized by the Shenyang French Consulate General on October 28, 2020. As part of the "Comic & Biodiversity" Comic Competition of the 7th du Mois franco-chinois de l'environnement series activities, this webinar invited more than 300 French Department and Art Department teachers and students from LuXun Academy of Fine Arts, Jilin Animation Institute, Changchun Normal University, Dalian University of Foreign Languages, Heilongjiang International University to participate.



"Comic & Biodiversity" Comic Competition and Webinar in Northeast of China

This webinar was hosted by Mrs. Elodie FRANCO-RITZ, Consul of Cultural and Educational Cooperation of the Shenyang French Consulate General, and was lectured by French graphic designer and illustrator Michael PRIGENT. This webinar enriched the creative ideas of comic teachers and students, expanded their international horizons, promoted the artistic exchanges between teachers & students and Chinese & French cartoonists in the aspects of creative and market, and played an important role in the future construction and development of the School of Comics of Jilin Animation Institute. ([More Information](#))

## Listening to Elite Lectures to Deepen Course Construction - Our Teachers and Students Participate in Remote Education Courses of Korean Cultural Industry Entrepreneurship

On November 28th, the 6-week distance education course of Korean cultural industry entrepreneurship ended. Teacher Wang Shengnan from School of Creative Industry and Student Sun Jiaqi from School of Game participated in this course and won the Special Award and Excellence Award respectively.



The remote education was undertaken by Andong National University Graduate School of Korea Culture and Industry, the remote education course was hosted by Professor KIM SI BUM, he is the professor of Andong National University Graduate School of Korea Culture and Industry and the Special Trial Committee Member of Korean Court (Intellectual Property).

The series training courses consists of 18 hours, the contents covering the understanding of the cultural industry, cultural industry value chain, the cultural industry project planning case writing method, cultural industries and cultural marketing, and intellectual property rights, cultural industry and authorization, etc.

The cooperation with Andong National University Graduate School of Korea Culture and Industry will actively promote the MOOC production and future course construction of our Institute. ([More Information](#))

## 2021 Jilin Cultural and Creative Graduates Employment and Entrepreneurship Fair was successfully held in JAI

Sponsored by Jilin Provincial Department of Education, 2021 Jilin College Graduates Employment Negotiation Month -- Cultural and Creative Industry Graduates Employment and Entrepreneurship Fair co-organized by Jilin University Graduate Employment Guidance Center and Jilin Animation Institute was held in JAI on October 17, 2020.

At the launching ceremony, Secretary of Party committee of JAI and Supervision of Commissioner ZHANG Ju, on behalf of all the teachers and students of JAI, warmly welcomed all the authorities and guests.

He said "it is the original mission and major responsibility of education administrations and universities to promote stable employment of graduates and fully employed with higher quality. As the national animation teaching and researching base, national animation industry base and national cultural industry demonstration base.

JAI rely on its own talents training advantages and the strengths of docking with industries, under the trust and support of the Provincial Department of Education, it has undertook special job fair of the province for cultural and creative industries for five consecutive years. Sincerely hope that employers in the employment and entrepreneurship fair to recruit extensively and harvest fruitfully. I hope that students can cherish this opportunity, based on their own situation, give full play to their advantages and potential, reasonably adjust expectations, and plan for the future of life properly



JAI strives to create a high level of cultural and creative personnel training through the cooperation and close connection between the government, enterprises and schools, so as to jointly serve the revitalization of the national cultural industry . ([More Information](#))

## 2020 Students Advanced Collective and Advanced Individual Commendation Conference Was Held Grandly

At 2 p.m. on December 2nd, 2020 Students Advanced Collective and Advanced Individual Commendation Conference of JAI was held grandly in the International Conference Hall of Culture and Art Center. At the commendation conference, the leaders announce the commendation document first, and award the certificates of honor to the winning students and collective representatives. At the commendation conference, the total amount of national scholarships and grants, school scholarships and platform practice scholarships was 11.47 million yuan, the chairman's entrepreneurship fund was 10 million yuan, 4,256 people won scholarships, 1,715 people won outstanding individuals, and 130 collectives won advanced collectives.

These commendations and awards, full of the school's love and expectation of students, but also reflects the country's encouragement and spur of outstanding young college students. ([More Information](#))



Honored student

## Vancouver Film School Visited Our JAI

On October 12, Mr. Jerry, Director of China Office of Vancouver Film School, visited our Institute. Mr. Jerry visited our Institute's History Museum and Animation Museum first, learned about our Institute's history and institute-running characteristics, he praised the works exhibited in the museum, and highly recognized the works of our students!



Mr. Jerry visited our museum

This visitation deepened the friendship between our Institute and Vancouver Film School. In the future, both sides will continue to deepen cooperation, explore diversified cooperation projects, and jointly develop a more abundant exchange for teachers and students of the two schools! ([More Information](#))



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**WELCOME TO FOLLOW US!**