



JAI NEWS

The selected news from October to December



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Recruitment Information for Overseas Management Talents

Overseas Recruitment of Management for the School of Film

Basic requirements:

1. Graduated from prominent universities at home or abroad with Master's degree or above; overseas study and work experiences are preferred.
2. Understand and support private higher education.
3. A team player who has innovative thinking and communication and coordination skills.
4. Physical and psychological conditions fitted for the job.

Requirements for academic leaders :

1. Under the age of 55 (with exceptions) with the title of Professor or a senior professional title.
2. Having a high academic status, academic influence and an international vision, as well as strong leadership and management capabilities.
3. In the past five years, the candidate has led one national-level scientific research project and published at least five high-level papers (in SCI, SSCI, A&HCI, EI , CSSCI journals, not EI conferences proceedings or GCJC journals).

Requirements for industry high-end talents:

1. Highly identified with Chinese culture; having an international vision; familiar with future trends and needs of China's and foreign film industries;
2. Engaged in the operation and management of well-known film and television companies in the past three years; having innovative management thinking and certain understanding of IP brands, marketing, etc.; the candidate was in charge of or worked in projects that achieved good financial results, market benefits and brand value.
3. Work experiences in technological innovation and scientific R&D in well-known film and television companies in China or abroad in the past three years; keenly aware of the integration of technology, art, culture, and the market; practical and theoretical competence in emerging technologies, methods and ideas; involvement in technological and R&D projects that have brought breakthroughs, innovation and guidance for the future development of the industry.

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New Era ·New Technology ·New Fusion Grand Opening of 2021 International Animation Comics & Game Forum of The 16th Changchun Film Festival · China

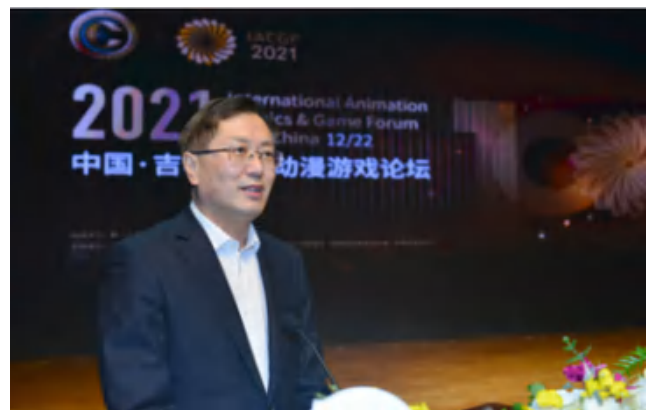
December 22, 2021, under the guidance of the 16th Changchun Film Festival-China Organizing Committee, China Cultural Chamber of Commerce for the Private Sector Animation Comics and Games Committee, Jilin Animation and Games Association, Jilin Non-party Intellectuals Association, The 2021 China-Jilin International Animation Comics & Game Forum organized by Jilin Animation Institute was grandly opened in the Culture and Art Center of JAI.



As one of the highlighting sub-events of the 16th Changchun Film Festival· China , this forum adopts a combination of virtual live broadcast and offline forums. Numerous experts, scholars, and entrepreneur representatives from home and abroad got together, conducted meaningful discussions on the theme of "New Era, New Technology, New Fusion", and promoted the development of the film and television industry in Changchun and the construction of cultural industry clusters to help the High-quality culture industrial development of Jilin Province. After being included as an important events of the Changchun Film Festival-China in 2018, the China Jilin International Animation Comics & Game Forum has promoted universities to better serve local economic, social and cultural development, and prospered the development of animation film industry and the overall film industry in Jilin Province.



On the opening ceremony, Mr. Zheng Ligu, member of the organizing committee of the 16th Changchun Film Festival-China , President and Chairman of Jilin Animation Institute, stated in his speech that 2021 is the first year of the "14th Five-Year Plan" and JAI will fully implement the strategic goals of establishing our country a rich education country , a science and technology based country, and a full of talent country. JAI has always adhered to the school-running characteristics of "Integration of Education, Research and Industry", established a cultural and creative industry application-oriented talent training system featuring animation, film and television, design and other majors, and continued to deepen the integration of production and education and interdisciplinary construction .



Mr. Zhang Zhiwei, Deputy Director of Propaganda Department of Communist Party of China Jilin Provincial Party Committee, attended the opening ceremony and delivered a speech. He pointed out that our country's animation industry is developing rapidly and the influence in cultural development is increasing. JAI is the leader and important contribution of the province's animation industry.

In the future, we are committed to comprehensively cultivating high-end application-oriented talents that meet the needs of the international market, and always adhere to the school-running characteristics of "Integration of Education, Research and Industry".



On the forum, Mr. Jiang Ping, Director and Deputy General Manager of the China Film Group Corporation rt Committee, and Mr. Li Zhongqiu, Vice President of ASIFA, gave keynote speeches on "Good Narration of China's Story in Films" and "The Study of Metaverse and Animation Itself". In addition, this forum also invited six domestic and foreign experts, including the former president of Beijing Film Academy, Professor, PhD Tutor, Vice President of China Film Association, Mr. Zhang Huijun to give wonderful speeches.

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Gao Yunlong, Vice Chairman of the CPPCC National Committee and Chairman of the All-China Federation of Industry and Commerce, visited Jilin Animation Institute

Gao Yunlong, Vice Chairman of the CPPCC National Committee and Chairman of the All-China Federation of Industry and Commerce, visited Jilin Animation Institute for investigation on October 14th, 2021. Gao Yunlong and his delegation visited JAI History Museum, the Creative Industry Innovation and Entrepreneurship Incubation Platform, the Education-industry Practical Teaching Platform and the Merchandising Exhibition Area for on-site investigations. During the visiting, Gao Yunlong listened to the Chairman and President of JAI, Zheng Liguang's introduction to the JAI's history, development, and school-running characteristics, and had a deep understanding of the education-industry docking and undergraduates' entrepreneurship and employment situations.



After learning about JAI 21-year development and achievements in the History Museum, Gao Yunlong pointed out that it is far-sighted to establish an animation university with an international perspective while facing the gaps in the domestic cultural market and future prospects; it is correct to take the integration of education, research and industry as the school-running characteristic and train applied talents in the cultural industry; it is a responsibility to build an incubation platform for students' entrepreneurship and employment.



Gao Yunlong had a friendly communication with young entrepreneurs at the Innovation and Entrepreneurship Incubation Platform. After listening to the introductions of entrepreneurs' respective creative workshops, entrepreneurial teams, entrepreneurial innovation and development, Gao Yunlong pointed out that excellent art works can be both ideologically and artistically successful, and can be welcomed in the market. He encouraged everyone to be ambitious, strive to improve skills, give full play to professional advantages, and create innovative creations with one's own artistic personality.

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Jilin Animation Institute (JAI) Attended the Launching Ceremony of Mass Entrepreneurship and Innovation Week in Jilin Province

On October 19th, after the launching ceremony of the National Mass Entrepreneurship and Innovation Week in 2021, the 2021 Mass Entrepreneurship and Innovation Week in Jilin Province was officially launched. Jing Junhai, the Secretary of Provincial Committee of the CPC delivered a speech and announced the launch. Han Jun, the Deputy Secretary of Provincial Party Committee and the Governor participated in the launching ceremony of the National Activity Week at the Jilin venue and presided over the launching ceremony of the Provincial Activity Week.



At the launching ceremony, representatives of "Mass Entrepreneurship and Innovation" platform from Jilin University, Changchun New District, Changchun Institute of Optics, Fine Mechanics and Physics, Chinese Academy of Sciences, Ferry Innovation Works, Jilin Animation Institute, and Advertising Industry Park of Jilin Province made exchange speeches.



Peng Wei, assistant to the President of JAI attended the launching ceremony on behalf of the heads of "Mass Entrepreneurship and Innovation", together with Tan Haoyue, Executive Deputy General Manager of Jilin JAI Cultural and Creative Industry Park of Animation, Comics & Games Management Co., Ltd., as the representative of "Mass Entrepreneurship and Innovation" Incubation Base, as well as Yan Xin, Executive Vice-Dean of School of Design, as the representative of "Mass Entrepreneurship and Innovation".

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Vice Governor of Jilin Province Visited JAI

On October 28th, Cai Dong, Vice Governor of Jilin province, visited JAI to conduct a survey of its progress in application-oriented talents cultivation, cultural and creative business incubation and students' employment and entrepreneurship.



JAI is a National Cultural Industry Demonstration Base and its animation major has been selected into the National First-class Majors Construction Project. Cai Dong and other government officials visited JAI's history museum and the Jilin International Animation and Comics Museum, the Innovation and Entrepreneurship Platform for Creation, the Education-industry Platforms for animation, comics, games, films and TV, and the IP merchandise showroom. During the tour, the team heard the report given by JAI's president, Zheng Liguo, on the institute's history, the talents cultivation model, the schooling characteristics, the development of the integrated Education-industry Platform, the scientific research achievements and students' entrepreneurship and employment. Cai Dong talked to some teachers, students and young entrepreneurs and said, "It is impressive that you have brought to life many great works and products that are closely linked to Chinese mainstream values and at the same time, have kept a focus on the market."



Other visiting government officials included Gao Shan, Deputy Director General of the Industry and Information Technology Department of Jilin province and other officials of the Informatization and Software Service Bureau of the Industry and Information Technology Department of Jilin province and of the General Office of the Jilin government. Liu Xin, Vice Chairman and Vice President of JAI, Wang Xiaoyan, Vice President of JAI, and Peng Wei, the assistant to the president of JAI received the officials group and accompanied them during the survey.

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Joint Entrepreneurship and Integrated Development | JAI Promotes Employment and Entrepreneurship Opportunities in Five Universities

A few days ago, under the guidance of the Jilin Provincial Department of Education, Jilin Provincial Department of Human Resources and Social Security, and Jilin Provincial Communist Youth League Committee, the provincial on-campus promotion of employment and entrepreneurship opportunities hosted by JAI went into Northeast Normal University, Jilin University, and Jilin University of the Arts, Changchun University of Technology and Changchun University of Science and Technology. The teachers and students learned the cultural start-up projects, which attracted the attention of many students, entrepreneurial youths and teams.



The slogan is Be entrepreneur with you; just take up an occupation in Jilin. At the promotion, industry experts from the JAI double-qualified team introduced the high-end projects of Integration of Education, Research and Industry in film and television, animation, games and cultural and creative products. The projects included the Chinese style animated film The Legend of King Yu, the animation series Sifang Animal City, the VFX film The Battle of the Mountains and Seas, the innovative and integrated game The Puzzle, and immersive murder mystery games. JAI chooses projects with promising market prospects and has invested heavily in youth entrepreneurship. The goal is to attract and encourage juniors and seniors to participate in the whole process of project development, design, production, and marketing. The promotion will help build cultural and creative clusters and cultural tourism clusters in Jilin by gathering talents.



As a model university for innovation and entrepreneurship in China, JAI is dedicated to cultivating applied talents in the cultural and creative industry. It has always adhered to the school-running characteristics of Openness and International Orientation, Integration of Education, Research and Industry, and Technicalization of Creative Products. Tapping into the resources of the cultural and creative industry, JAI drives its professionalism through industry undertakings and promotes teaching reforms through industry projects.

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Deepen Cooperation and Jointly Promote Educational Exchanges Between China and France -- A Visit by the Consul General of the French Consulate General in Shenyang

On November 2nd, Anne RULLIAT, the Consul General of the French Consulate General in Shenyang visited Jilin Animation Institute. Zheng Liguo, the Chairman and President of JAI welcomed the French delegation.



Elodie FRANCO-RITZ, Consul of Cultural and Educational Cooperation of the Shenyang French Consulate General, and Mme PENG Meng, Technical and Higher Education and Cooperation Specialist, also paid the visit, accompanied by the heads of the Planning and International Cooperation and Development office of JAI.



First of all, the Consul General Anne RULLIAT visited Galaxy Express Cinema, Sanmei Comic Universe, Vortex Image Customization and other school-related industries. Anne RULLIAT said that this was the first time that she had learned that JAI served as such a rich academic and practical platform, and affirmed the rapid development of the Institute.



Afterwards, Zheng Liguo, the Chairman and President of JAI, had an exchange and discussion with the guests. The two sides conducted discussions and exchanges on the in-depth cooperation between Jilin Animation Institute and French Art Academies, and the establishment of an international education alliance for the system of Animation, Comics & Games. Consul General Anne RULLIAT stated that the French Consulate General in Shenyang has exchanged with JAI for a long time and have established a good cooperative relationship. In the future, our two parties will, as always, make every effort to promote the cooperation between JAI and France in the fields of education and industry, and contribute to the cooperation and development of education, science and technology between the two countries!

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Consul General of Consulate-General of Japan in Shenyang and His Delegation Visited JAI



On November 3rd, KATAE Takashi, Consul General of Consulate-General of Japan in Shenyang, and his delegation visited Jilin Animation Institute, accompanied by Tajika Chika, Vice Consul of Culture, and Yun Xianhui, Director of Asia Division One of Foreign Affairs Office of Jilin Province.



The Consul General of Consulate-General of Japan in Shenyang and his delegation visited our History Museum, The International Animation Museum and The Songlin Museum. During the visit, Zheng Ligu, Chairman and President of JAI, first welcomed the visit of Consul General KATAE Takashi and his delegation, and focused on the situation that JAI adheres to the school running characteristics of "Openness and International Orientation", absorbs and draws lessons from international advanced school running ideas in cooperation, and improves the internationalization level of higher education. He said that over the years, the Institute has maintained friendly exchanges with the Consulate General of Japan in Shenyang, some Japanese universities and experts. Your visit would promote the Institute to expand teaching and talent training exchanges with some Japanese universities, strengthen in-depth cooperation with Japanese cultural industry companies, and promote friendly exchanges between China and Japan in education, culture and related industries.

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Focus on JAI Masters Gathering | The 40th National Design Master Class (Changchun) Open at JAI



The opening ceremony of The 40th National Design Master Class (Changchun) and The First-class Major First-class Curriculum Construction Research Course was held at the International Conference Hall of the Culture and Art Center of JAI on October 16-17, 2021. The National Design Master Class is guided by the Design Professional Teaching Supervisory Committee of Higher Education of Ministry of Education, sponsored by the National Design Master Class Organization Committee of Beijing Institute of Fashion Technology, organized by Jilin Animation Institute, Tongji University Design Art Research Center, "Master Award" Museum, Jilin Design Double-type Teacher Double-function Studio.



At the opening ceremony, Mr. Zheng Ligu, Chairman and President of JAI, expressed his warm congratulations on holding this First-class Major First-class Curriculum Construction Research Course, and extended a warm welcome to the arrival of guests and students, and expressed our heartfelt thanks to all experts and professors who support JAI.

He introduced the development and achievements of school in platform of construction, education and teaching, scientific research and other aspects in recent years. In the future, JAI will give full play to the advantages of application-oriented talent training, centering on the national cultural power, education power, science

and technology, talent power strategy and the planning and deployment of Changchun to build an "international cultural tourism creative city", and promote the construction of international influenced comics base, animation science theme park, animation town, industrial park, and film and television shooting location, build the Jingyue campus and Shuangyang campus to promote the vigorous development of higher education and culture high-quality development of the industry.



Party Member of Department of Education of Jilin Province, Chief Supervisor of the Education Supervision Committee of the People's Government of Jilin Province Mr. Yue Qiang, and Vice Chairman of the Design Professional Teaching Supervisory Committee of Higher Education of the Ministry of Education, Professor and Doctoral Supervisor of Tongji University, Honorary President of Jilin Animation Institute, the Chief Master of Shanghai Original Design Master Studio, Mr. Lin Jiayang; the former principal, professor, and doctoral supervisor of Jilin University of the Arts, Mr. Guo Chunfang, Chairman and President of JAI Mr. Zheng Ligu; Party Secretary and Supervisor Commissioner Mr. Yue Wu, Vice Chairman, Vice president Mrs. Liu Xin and relevant school senior management, directors of teaching units and functional departments, as well as more than 370 Master class students and other guests from 29 universities including Jilin University, Northeast Normal University, Jilin Universality of The Arts, and Jilin Animation Institute attended the opening ceremony. Mr. Liu Zhenhua, Executive Vice President of JAI presided over the opening ceremony.



Professor Lin Jiayang emphatically introduced the establishment process of the "Master Class" and the purpose of this course in his speech. He said this course is carried out in line with current teaching evaluation indicators. The content revolved around the construction of national-level first-class majors and national-level first-class courses, and closely integrated teaching, research. This course brought together outstanding teachers from all over the country to give lectures, hope this course can help teachers in Jilin Province improve and enhance the professional quality of teaching.

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Exchanges and Mutual Learning on Cross-Strait University Cultures Marketing Creativity and Jointly Plan for the Future



On December 9, the 2021 International Digital Marketing and Advertising Creativity Competition, namely the Cross-Strait Academic Forum, guided by the Jilin Advertising Association, hosted by Jilin Animation Institute, and undertaken by the School of Creative Industry, were held as scheduled in the conference room of the JAI Culture and Art Center. Zheng Ligu, President and Chairman of Jilin Animation Institute, Yue Wu, Party Secretary and Supervisory Commissioner, and Liu Xin, Vice President and Vice Chairman, attended the Opening Ceremony. All full-time teachers of the School of Creative Industry and some student representatives participated in the activity.



Liu Xin, Vice President and Vice Chairman of JAI, highly praised the enthusiasm of cultural and creative people on both sides of the strait, and expressed deep gratitude to the experts and scholars of universities on both sides of the strait for their creative guidance to students. She emphasized the effective promotion of the in-depth collaboration of government, university and enterprise on talents training, and put forward three expectations. First, she hopes that exchanges will be smoother and cooperation will be closer, and the universities and cultural enterprises on both sides of the strait can continue to carry out multi-dimensional and diversified exchanges. Second, she looks forward to more innovative ideas and more active participation.



Liu Li, President of the Jilin Advertising Association, made an online speech. Chen Mei, Director of International Exchange and Cooperation Department of Jilin Provincial Education Ministry, affirmed the powerful development of Jilin Animation Institute's unique industry docking advantages in talent training, and emphasized that the reform of the cultural and creative field will promote the industry structure adjustments and build a strong lever in the industrial modernization system.



Wang Yun, Chief Creative Officer of the Cultural and Creative Center of FAW Hongqi Automobile Sales Co., Ltd. made a speech on the topic of "Inheritance and Rebirth on Hongqi Renewal Road"; Yang Xibin, a full-time Associate Professor in the Advertising Department of the School of Journalism and Communication, Chinese Culture University, gave a speech on the topic of "Advertising Creativity in Cultural Industry-A Case Study of Taiwan's Cultural and Creative industry"; Zhao Shuai, Director of the Regional Management Department of FAW Hongqi Automobile Sales Co., Ltd., to share the topic of "Marketing is Passionate Creativity + Cold Numbers"; Zhang Yiyi, Professor of the Public Relations, namely the Advertising Department in Shih Hsin University, gave a speech on "Story Empowers Cultural and Creative Marketing-How to Do Cultural and Creative Marketing Well"; Zhang Jialin, Associate Dean of the School of Creative Industry of JAI, gave a speech on "Innovative Practice of Talent Cultivation in the Era of Digital Marketing".

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The 6th International College Students GameJam, ICSG Kicked off on the Internet

At 9:30 on November 15, 2021, Beijing time, the 6th International College Students GameJam, ICSG, sponsored by Animation, Comics and Games Professional Committee of China Cultural Chamber of Commerce for the Private Sector, Jilin Association of Non-Party Intellectuals, Animation and Games Association of Jilin Province and Jilin Animation Institute, and undertaken by the School of Game of Jilin Animation Institute(JAI) kicked off. Teachers and students from 15 universities in the UK, Russia, Japan, Thailand, South Korea, the Philippines and China gathered on the internet.



As a game development challenge for the students majoring in game and concerned majors at home and abroad, ICSG aims to provide students with a public platform for exchange and cooperation, creativity and sharing, practice and innovation in game creative design and practical ability, Cross-cultural Vision expansion and integration of innovative spirit. According to the sponsor, this competition brought together more than 100 students from 15 universities at home and abroad, namely, Tokyo University of Technology, Nihon University, Bansomdejchaopraya Rajabhat University, Rangsit University, King Mongkut's University of Technology Thonburi, Chungkang College of Cultural Industries, iAcademy, University of Portsmouth, St. Petersburg State University of Film and Television, Shenzhen University.

Guangzhou Academy of Fine Arts, Guilin University Of Electronic Technology, Guangxi Arts University, Hebei Academy of Fine Arts and Jilin Animation Institute. Participants teamed up and each team(16 teams in total) consisted of 6 students, carrying out creative game design and collaborative development with the theme of "Hand in Hand for Olympic Winter Games". According to the requirements of the competition system, each team needs to complete the game DEMO submission and online roadshow including game planning, art design and technical implementation within 12 days, and a review team will be composed of instructors and industry experts from participating colleges and universities. Centered on the comprehensive evaluation of the original game's innovation, entertainment, commerciality and completeness, the final winning team and outstanding works will be selected on November 26, 2021.



At the opening ceremony, Kasem Kamolchaipisit, Dean of the School of Animation and Digital Media of Bansomdejchaopraya Rajabhat University, Thailand, sent blessings to the competition through video on behalf of participating universities. Wu Yue, Secretary of the Party Committee and Supervisor of JAI, Vice-president Wang Chunli, Dean of School of Game Wang Chong, attended the Opening Ceremony. Liu Zhenhua, the Executive Vice-president of JAI addressed the opening ceremony as well.

[\(More Information\)](#)



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