

# JAI NEWS

THE SELECTED NEWS FROM JANUARY TO APRIL



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## Jilin Animation Institute Was Invited to Participate in the 51st Angouleme International Comic Festival in France



Jilin Animation Institute was invited to participate in the Angouleme International Comic Festival in France from January 24th to 28th, and started a four-day promotion, exhibition, project negotiation and inspection exchange activities.

Jilin Animation Institute is guided by the characteristics of “open internationalization”, focuses on cultivating professionals in the field of comics, is committed to creating original cartoon works, and actively participates in major international exhibitions. Through the effective output of JAI Brand, strengthen the international influence of Jilin Animation Institute, further promote international cooperation, and actively promote JAI original works into the international market. [\(More information\)](#).

## Jilin Animation Institute and Jilin JAI Cultural Arts Group Attended the 28th FILMART in HongKong

Organised by the Hong Kong Trade Development Council (HKTDC), the 28th FILMART, one of Asia's leading cross-media and cross-industry trade platforms for film and television entertainment, was held at the Hong Kong Convention and Exhibition Centre from March 11 to 14. FILMART attracted some 750 exhibitors from 25 countries and regions, with more than 30 regional pavilions showcasing a wide range of the latest films, TV dramas and animation productions. More than 30 exciting events, including film and entertainment company launches, film tours, seminars, networking sessions and preview screenings, were held during the event, providing one-stop information on the latest industry news to industry players from around the world. [\(More information\)](#).





# The Frog Kingdom: Extreme Sports Won “The 14th Jilin Province Changbai Mountain Literature and Art Award”

The animated film The Frog Kingdom: Extreme Sports is the third part of the original series of films Frog Kingdom by JAI. It tells the story of Princess Jike who loves sports, secretly sneaks out of the palace in disguise, encounters rain and other partners to form a team, experiences various hardships, and finally wins the crown of glory. On the basis of the continuation of the huge world view, the film is upgraded again, extending the tentacles of creation to cool extreme sports, and making technical breakthroughs in many aspects such as models, special effects, animation and lighting. The film's theme song and the songs in film were written and sung by Zhang Siyuan, an alumnus of JAI. [\(More information\)](#)



# Four Mobile Games Jointly Developed by JAI Were Approved Game Copyright Number



Four original games, "Food Master Island", "Changbai Awakening", "Fire Hero" and "Mi Ju", jointly developed by Jilin Animation Institute and Jilin JAI PanGu Network Science and Technology Co., LTD, were approved by the National Press and Publication Administration to publish domestic online game copyright number.

In the future, JAI will further deepen the school-enterprise dual-subject collaborative education model, take the opportunity of building a national innovation and entrepreneurship college, give full play to the industrial resource advantages of international integration, market docking and professional collaborative development, and promote the comprehensive integration of "education, culture, art, technology, market and consumption" with the game center project as the carrier. To train more excellent game talents and promote the prosperity and development of the game industry to make great contributions. [\(More information\)](#)

# Work of School of Game Won the First Prize in the 6th China Competition on Virtual Reality

Recently, the work "Four Seasons AR Creative Display" created by the School of Game of JAI won the first prize in the national final of the 6th China Competition on Virtual Reality (CCVR 2023). The competition received more than 3,000 works from various university teams from 28 provinces and cities (including Hong Kong) across the country, and the number of participating teachers and students was nearly 10,000 people.

## JAI School of Game Representative Team

JAI's representative team previously won the first prize in the 2023 Jilin Province College Student Virtual Reality Competition and Jilin Province Selection Competition of China Competition on Virtual Reality, and successfully qualified for the 6th China Competition on Virtual Reality National Finals. The team is led by Ge Yingying, Executive Vice Dean of the School of Game of JAI, and teacher Chen Jian.

## Animation Interaction Technology

The excellent performance of JAI's teachers and students in the competition is inseparable from the school's adherence to the implementation of the "integration of learning, research and production" schooling characteristics, and attaches great importance to the integration of "art and technology". ([More information](#)).

# JAI Achievements Display | The Micro-Film Wish Co-Produced by Jilin Animation Institute Won Many Domestic and Foreign Awards



Recently, the micro-film Wish, co-produced and shot by Jilin Animation Institute and Beijing Zhiwei Huahao Film and Television Culture Media Co., Ltd., won many awards at home and abroad. It won respectively: The Golden Angel Award for the "Best Short Film of The Year" at 2023 China-US Film Festival, the Best Work Award for The "Drama Unit" at 10th Asian Micro Film Art Festival, "The 4th China Cangzhou Chinese Excellent Traditional Culture Online Film Festival" Golden Lion Award for Excellent Online Micro Film, "The 5th Pioneer Art Film Exhibition·Meishi Cup" Jury Honor and many other honors. The film is directed by Zheng Liguang, the Chairman and President of Jilin Animation Institute, Fu Shaojie and Niu Ben as directors, Lu Huabin as chief producer, Fan Hui, Wan Siyu and Zheng Xinran as screenwriters, and the famous performing artist Zhu Xijuan as the leading actor. ([More information](#)).



# The School of Design Won Two National Silver Awards in the National Competition “Academy Award of Advertising Festival of Chinese College Students”

Recently, the annual winners of the 2023 Advertising Festival of Chinese College Students 2023 Autumn Collection Competition were announced, and after strict screening and fierce competition by the jury, the "Deer of the World - Double Deer Boy IP Image Variant Design" and "Return to Childhood", which were created by the class team under the leadership of teacher Mei Tingting of the Department of Visual Communication Design Major of the School of Design, won two national silver-level categories, and Mei Tingting was awarded the "silver-level instructor" prize. ([More information](#)).



# 2024 Global Game Jam- China·Changchun- JAI station ended successfully!



On January 28th, Global Game Jam - China·Changchun - JAI Station Global Game Jam was successfully concluded in Jilin Animation Institute! The closing ceremony was held by online + offline, with members of 19 teams and their instructors attending the closing ceremony. After 48 hours of time-limited theme creation, a total of 17 teams successfully completed their respective game works.

## Global Game Jam

The Global Game Jam is a test of technical strength, creative expression, teamwork, verbal communication and organizational skills under the limit of 48 hours. During the competition, the contestants brainstorm, discuss design ideas, solve difficult problems, challenge themselves, and strive to create high-quality works. This event also invited Mutual entertainment business group of Jilin JAI Cultural Arts Group Co.,Ltd., Archosaur Games Inc and a number of senior teachers to form a think tank to escort the players. ([More information](#)).

# AI Artificial Intelligence-Assisted Art Creation Training Camp Series Ends Successfully



On March 1st, Jilin Animation Institute and Jilin University Innovation and Entrepreneurship (Culture and Creativity) Union jointly organized the "Joint Entrepreneurship and Convergence Development" AI Artificial Intelligence-Assisted Art Creation Training Camp Series and it ended successfully. The camp has successfully held three series of activities, received positive response and strong support from universities in the alliance, and attracted the participation of more than 300 teachers and students from universities in the province.([More information](#)).

## “Animation” Leads the Future - Changchun Animation Industry “Makes Itself Known Outside of Fixed Circle”



### Creativity + Innovation, Animation Products Show Great Ambitions

At present, animation technology is developing rapidly, and “technology + art” is a major trend of animation creation.

### Integration + Culture enable to create products “explosive”

Animation is an important cultural card to tell the story of Jilin. In recent years, Changchun, known as the “film city” reputation, with its profound film and television culture, the local original animation IP works have shown a strong competitiveness and influence in the domestic and foreign markets.([More information](#)).



## Meta-Intelligence & 3D Industry Expectations of Graduates-Faculty Session of Media Design School

Meta-Intelligence: Tools and Models for Enhancing Skills

Nouhad Waheed will focus on the theme of Meta-Intelligence: Tools and Models for Enhancing Skills, explaining the three core concepts of “Meta-cognition”, “Meta-Learning” and “Meta-Intelligence” in turn. The topic of “Meta-cognition”, “Meta-learning”, “Meta-intelligence”, “Clear Learning Objectives”, “Seeking Feedback”, “Project-Based Learning”



*The Road to Success: What the 3D Industry Expects from Graduates*

Leo Allan centered on the theme of *The Road to Success: What the 3D Industry Expects from Graduates*, combined with his own work practice and rich industry experience, deeply analyzed the current situation and future development trend of the 3D industry. ([More information](#)).



## Special Lecture of Understanding Rules and Breaking Rules-Explanation of Storyboard Drawing Examples

On March 20, The School of Animation Industry of Jilin Animation Institute invited international young artist Aiesha Penwarden to give a special lecture named *Explanation of Storyboard Drawing Examples* to the teachers and students of the animation major of our school. More than 150 teachers and students from School of Animation Industry and School of Animation Art listened to the lecture.



This lecture expanded the international horizons of JAI's teachers and students, created a good academic atmosphere, strengthened students' understanding of the profession, and provided in-depth study of storyboard drawing techniques and expression techniques. ([More information](#)).



# Vice Consul for Cooperation of Consulate General of the Republic of France in Shenyang Visited Jilin Animation Institute

On March 29, Loïc LITTMANN-LOUVET, Vice Consul for Cooperation of the Republic of France in Shenyang, Director of Higher Education Department of Culture and Education Division, and Wang Qiang, Head of Promotion and Study Abroad Guidance Department of Higher Education Department of Culture and Education Division, Shenyang Center, visited our school. Zheng Liguo, Chairman and President of Jilin Animation Institute, and Liu Xin, Vice Chairman, received the visiting guests. ([More information](#)).



# Ms. Bai Lin, First Secretary of Embassy of Canada in China Visited Jilin Animation Institute

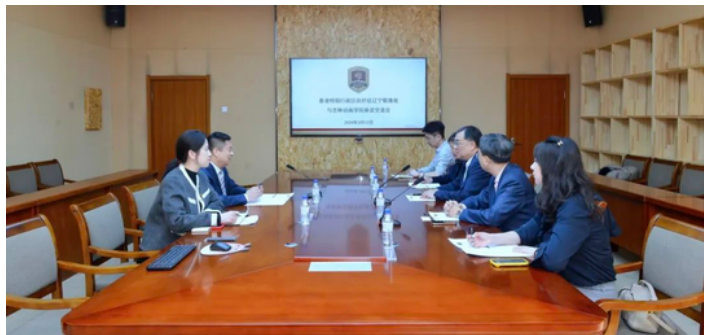
On March 20, Ms. Bai Lin, First Secretary and Trade Commissioner of Embassy of Canada in China, and Mr. Zhang Ke, Education Commissioner, visited Jilin Animation Institute. Liu Xin, Vice Chairman of Jilin Animation Institute, Bao Yiping, Executive Deputy Director of International Cooperation and Development Center, and others received the visiting guests.

After the visit, the two parties held a friendly discussion. Liu Xin introduced the JAI's education and international exchanges to the visiting guests, and deeply introduced the JAI's school-running characteristics of "Openness and International Orientation" and "Integration of Education, Research and Industry". As well as JAI's achievements in professional construction, innovation and entrepreneurship, film industrialization system construction and the integrated development of "Technology + Art". The two parties discussed aspects such as cooperation with Canadian universities and enterprises. Ms. Bai Lin expressed that she would promote relevant cooperation between the school and relevant animation, film and television universities in Canada, and give full support to the cooperation between the school and Canadian higher education. ([More information](#)).



# A Delegation from the Liaison Office of the Government of the Hong Kong Special Administrative Region in Liaoning Paid a Visit to JAI

On 12 March, the Director of Hong Kong SAR Government Liaison Office in Liaoning, Mr. Feng Bohao, and the Deputy Director, Mr. Chen Zhihuang, visited Jilin Animation Institute for research and study, accompanied by Zhang Xinhua, the third grade researcher of Hong Kong and Macao Affairs Office of Jilin Province and other researchers. Liu Zhenhua, Executive Vice President of JAI, received the visiting guests and had a discussion and exchange with them. JAI. ([More information](#)).



# 2024 Alumni Association (Beijing) of Jilin Animation Institute Was Held in Beijing



On March 9, the spring sunshine in Beijing was warm, and more than 200 alumni of Jilin Animation Institute gathered in the capital to hold the 2024 alumni Association with the theme of "Gathering JAI Power and Creating Future Development". This alumni association is the first stop of the national "Alumni +" action plan of JAI in 2024, aiming to further implement the alumni support project, take the opportunity of friendship to carry deep friendship, carry the sincerity of the university and enterprise resources, and give full energy to integration and development, gather JAI power, share JAI resources, cast JAI brand, and comprehensively help the development of the cultural industry of our country and Jilin Province.

Chen Lei, Deputy Director of the University Student Affairs Office of Jilin Provincial Department of Education, Zheng Ligu, Chairman and President of JAI, Yue Wu, Secretary of the Party Committee and Supervisor of JAI, Liu Xin, Vice Chairman of JAI, Peng Wei and Gaishirui, leaders of JAI, attended the fraternity. ([More information](#)).



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