

JAI NEWS

July to September

Selected News

2024 Animation Career Review Ranking

**International
Ranking: 44
Asian Ranking: 9**



ANIMATION
CAREER
REVIEW

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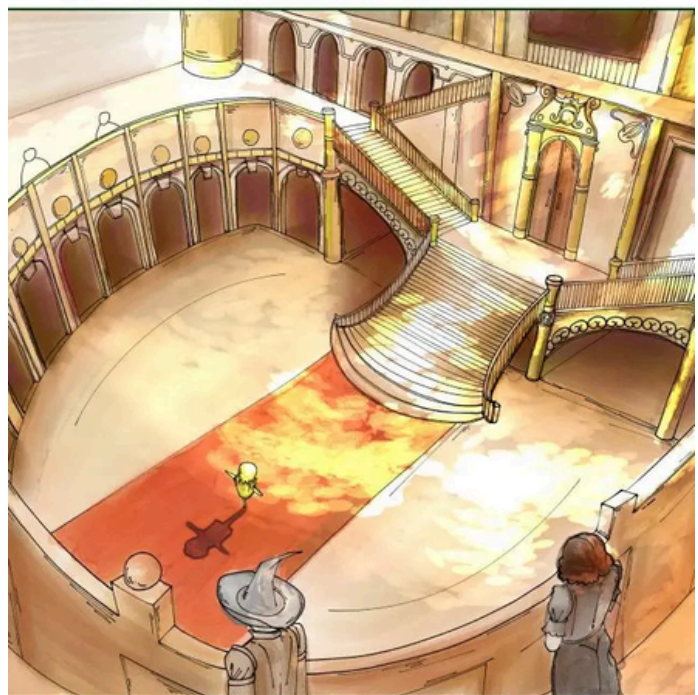
Retweet | The First Micro Film, Micro Short Play and Micro Video Research Institute Was Established in Changchun

In June 2024, the first Micro Film, Micro Short Play, and Micro Video Research Institute was established at Jilin Animation Institute, supported by the China Xia Yan Film Association. The institute focuses on researching the creation, aesthetic characteristics, and industrial development of micro films and videos. At the unveiling ceremony, led by Zhao Baole, famous actors Zang Jinsheng and Wen Yujuan advocated for promoting positive energy and traditional Chinese culture in micro productions. The institute aims to enhance JAI's research, talent training, and the cultural industry's development in Jilin ([More Information](#)).



Short Comic Creation Workshop Ends Successfully

The Short Comic Creation Workshop at Jilin Animation Institute's (JAI) School of Comics, led by French cartoonist Alia Ludier, aimed to enhance students' comic creation skills and provide an international exchange platform. Over 15 days, students learned about script setting, editing, and unique creative techniques. Alia's personalized guidance helped students develop their own style, explore new media comics, and create original projects. The workshop promoted JAI's international focus, integrating education, research, and industry, while expanding students' professional knowledge and future career prospects in comics([More Information](#)).



JAI's International Expert Workshop Has Another New Work

Jilin Animation Institute continues its focus on "Openness and International Orientation" by hosting an International Expert Stop-motion Animation Workshop, led by renowned German stop-motion director Grigori Zurkan. The workshop guided teachers and students in creating the stop-motion short film *Ghost Sonata*, inspired by Chopin's life and music. Students gained hands-on experience in character modeling, scene construction, and material craftsmanship, improving their animation skills. JAI plans to continue inviting international experts to enhance talent cultivation and the school's specialty programs([More Information](#)).



Reverse the Future | JAI Holds the International Design Master Workshop Series



Jilin Animation Institute recently held the *Reverse the Future* Master Workshop, led by Prof. Clive Van Heerden, a renowned design expert from the Royal College of Art. The 8-day event included workshops and lectures focusing on innovative design strategies, critical thinking, and future trend analysis. Teachers explored product development through ecosystems, while students learned how to create future scenarios using advanced design methods. Prof. Clive emphasized design as a tool for social progress, fostering innovation and sustainability in a rapidly changing world([More Information](#)).

A New Mode of E-commerce Game Changbai Awakening Produced By JAI Is On-line Trial Operation

Jilin Animation Institute launched an e-commerce simulation game *Changbai Awakening* on July 25, 2024. The game, set against the backdrop of Changbai Mountain in Northeast China, blends casual gaming with cultural tourism and e-commerce. Players can explore ecological restoration, manage a "farmers' market" to trade virtual goods for real-world rewards, and experience local folk culture. The trial is available for Android users, with the public test set to follow. The game aims to offer a soothing, immersive experience in the scenic northeastern landscape([More Information](#)).



Experience The Beauty of China, Meet in Jilin Together | JAI Successfully Held 2024 International Student Summer Camp



The camp included students from Gyewon University of the Arts and The University of Media Arts, and it was recognized as a recommended project by the China Education International Exchange Association. Participants engaged in a variety of cultural activities such as Chinese language and AI art classes, paper cutting, dumpling making, and tea culture. They also visited key historical and cultural sites. These experiences helped the students gain deeper insights into Chinese culture, JAI's animation and media arts focus, and China's achievements in natural resource protection and innovation. The summer camp further strengthened JAI's international exchange programs, especially with Korean universities, and aimed to promote Chinese culture globally while enhancing cooperation in education, research, and industry([More Information](#)).

The Students of JAI Won the First Prize in the 8th Milan Design Week - Excellent Works of Teachers and Students of Chinese University Design

The success of Jilin Animation Institute (JAI) students at the 8th Milan Design Week, where Guo Jingyu and Li Jiajun from JAI's School of Design won the national first prize for their project, *Cuju Information Visualization Design under Digital Intangible Vision*. The competition, a top-level national event, also recognized teacher Li Can with the "Excellent Instructor" award. JAI secured multiple accolades, including one national first prize and additional provincial prizes. The *Cuju Information Visualization Design* project focuses on the ancient Chinese sport of Cuju, which holds cultural significance and represents national wisdom. The project uses information visualization to explore various aspects of Cuju, such as its history, methods, and attire. This approach helps audiences better understand and remember Cuju, promoting the preservation of this intangible cultural heritage. JAI's School of Design continues to emphasize the integration of education, research, and industry, aiming to provide practical opportunities for students and foster innovative talents in the design field ([More Information](#)).

The 19th Changchun Film Festival China Event | Jilin Animation Institute Held A Seminar on “Traveling with Micro Drama - Micro Drama Seminar”



On August 28, Jilin Animation Institute hosted the Micro Drama Seminar as part of the 19th Changchun Film Festival. Artists, scholars, and creators gathered to discuss trends, artistic techniques, and market strategies for micro dramas, promoting innovation and sustainable development in the industry. JAI, a leader in film and television education, established China's first "Micro Film, Micro Short Drama, and Micro Video Research Institute" and invests 5 million RMB annually in student projects to integrate micro dramas into education, research, and talent development. The seminar also showcased the role of micro dramas in promoting Jilin's culture and boosting cultural tourism ([More Information](#)).

The Regional Cultural and Creative Product Northeast Beast - "Beast Captures the Heart" Won the Gold Medal of "2024 Jilin Province Tourism Commodity Competition"

The "Northeast Beast - Beast Captures the Heart" blind box series won the gold medal at the 2024 Jilin Province Tourism Commodity Competition. Inspired by Northeast legends and local customs, the series gives traditional animals anthropomorphic traits, making them more relatable and popular among visitors. This recognition highlights the creativity and quality of the product, encouraging Jilin Animation Institute (JAI) to continue innovating in the cultural and creative industries. JAI plans to develop more regionally distinctive tourism products, contributing to the growth of Jilin's cultural sector([More Information](#)).



Our Students Won the Bronze Award at the 2024 "China College Advertising Art Festival" College Awards



Students from JAI won the Bronze Award at the 2024 "China College Advertising Art Festival" College Awards! Huang Xinlei, a Visual Communication Design student, created "Yaya Children's Toothpaste Spring Festival Peripheral Design" under the guidance of Professor Mei Tingting. The project stood out from 15,491 entries, and Mei Tingting received the Outstanding Mentor Award. The festival, a national-level competition, challenges university students to create innovative work for well-known brands across various fields. Huang's work was praised for its unique creativity and innovative design, highlighting JAI's commitment to fostering talent. This achievement reinforces the school's dedication to innovative education and its goal of cultivating socially responsible, creative, and capable students([More Information](#)).

JAI International Achievement | Our Students Won Second Place in the 2024 International Animation Challenge

Jilin Animation Institute student Huang Yiya and her team won second place in the Real-time Animation category at the 2024 International Animation Challenge (IAC) in Singapore. Their 8-second animation, themed "The Vibrant Expression of Singapore's Culture and Heritage," was praised for its creativity and technical execution. The IAC, involving 23 leading animation schools worldwide, is a prestigious competition that fosters global collaboration. This achievement reflects JAI's commitment to international education and providing students with diverse global learning opportunities ([More Information](#)).



JAI's RPG Zero Animation and Comics Club Won The 2024 ChinaJoy Cosplay Best Visual Effects Award



Jilin Animation Institute's RPG Zero Animation and Comics Club won the Best Visual Effects Award at the 2024 ChinaJoy Cosplay Super League Finals. The event, part of the prestigious ChinaJoy digital entertainment expo, saw over 100 teams and 10,000 participants competing over four months. The RPG Zero team used their professional skills to design costumes, props, and special effects, creating a stunning visual performance with technologies like human-screen interaction and 3D stage effects ([More Information](#)).

Jilin Animation Institute Held Opening Ceremony for the Freshmen

On September 14, Jilin Animation Institute (JAI) held its opening ceremony for over 3,000 freshmen at the school stadium. Zheng Ligu, Chairman and President of JAI, welcomed the new students with a speech titled "Courage to Explore and Build a Splendid Chapter Together," offering five key expectations: embrace innovative thinking, make the most of college years, recognize the growth potential in various industries, engage deeply with the school's vision, and plan future careers with purpose. The ceremony began with the school song, "Dynamic World," and included speeches from student representatives Wang Runfeng and Duan Wenhui, expressing their ambitions for the future. Teacher Xu Xin also spoke on behalf of the faculty. Freshmen donned school badges, vowing to embody JAI's motto of "self-esteem, self-improvement, innovation, and creativity" as they face future challenges. The ceremony was a grand and inspiring event for all attendees([More Information](#)).



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