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JAI NEWSLETTER

Selected News from July - September



吉林动画学院建校25周年

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MARCHING TOWARD INNOVATION, LEAPING INTO THE FUTURE | THE 3RD CHINA (JILIN) ANIMATION CONFERENCE OPENS IN CHANGCHUN

On September 27, the 3rd China (Jilin) Animation Conference opened in Changchun, themed “Marching Toward Innovation, Leaping Into the Future.” Leaders including Cao Lubao (CPC Jilin Provincial Committee), Gao Shiming (CFLAC) and Yan Xiaoming (China Television Artists Association) attended, alongside national animation creators, practitioners and scholars, aiming to boost China’s animation industry.

Today, Jilin’s animation industry is steadily advancing transformation and upgrading in areas such as policy support, technological innovation, talent development, and IP operation.

Guided by CFLAC and Jilin’s Publicity Department, and hosted by the China Television Artists Association, the conference received over 410 submissions (TV animation, comics, academic papers).

It features events like seminars, screenings, campus artist visits, and premieres (e.g., Zap’s Last Stand), plus Jilin Animation Institute’s 25th-anniversary exhibition. A development pattern of “enterprise-driven, university-empowered, and policy-supported” is taking shape. A group of competitive animation industry bases, leading enterprises, and technical teams are rapidly emerging, injecting new momentum into the high-quality development of the regional economy. ([More Information](#)).





REPOST | GLOBAL CALL FOR ENTRIES FOR THE 8TH "SNOW WOLF CUP" ANIMATION & COMICS COMPETITION

The 8th "Snow Wolf Cup" aims to encourage originality, foster multicultural exchange, support outstanding talents, and promote integration of animation education and industry. Guided by ASIFA, hosted by Jilin Animation Institute, and co-organized by ASIFA-CHINA, submissions are open from August 25 to October 15, 2025. Entries are divided into Professional Group (for companies, studios, creators, teachers) and Student Group (for student works).

Winners will get "Snow Wolf Cup" trophy, certificate and cash reward; 4-6 nominated works per category receive certificates.

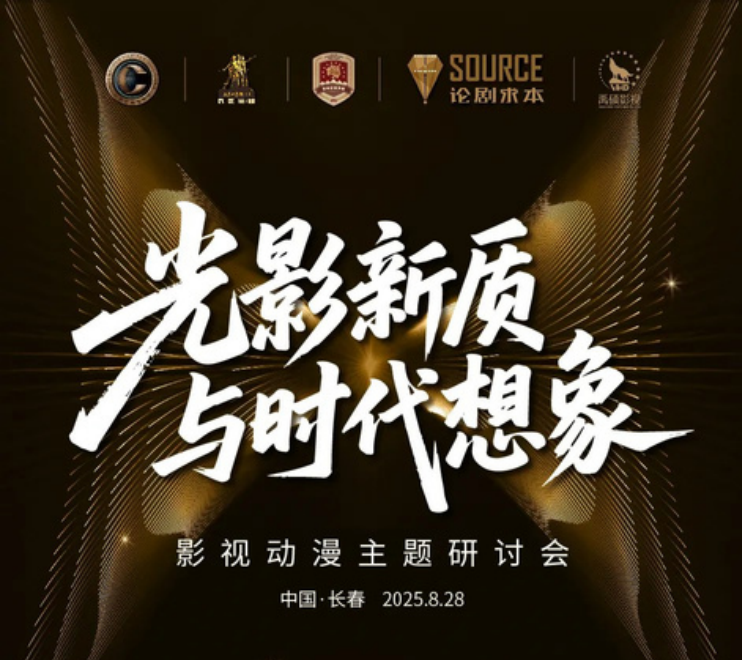
Submit signed or sealed registration form and materials to the following email address: **"snowwolfcupawards@126.com"** (email subject: "Category - Award - Work Name - Author").

For further categories and submission requirements, see more information. ([More Information](#)).

EXPLORING NEW FRONTIERS · MOVING FORWARD WITH INNOVATION! JILIN ANIMATION INSTITUTE HOLDS ITS 25TH ANNIVERSARY CELEBRATION



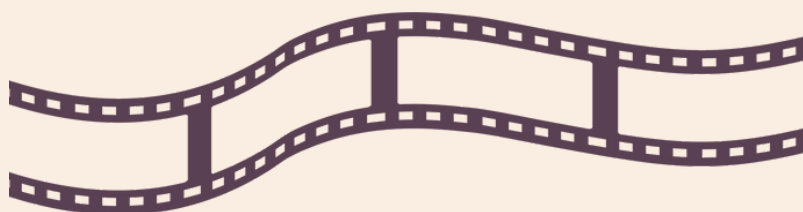
On September 15th, Jilin Animation Institute (JAI) held its 25th anniversary celebration, themed "Exploring New Frontiers · Moving Forward with Innovation," at its Culture and Arts Center. The event reflected JAI's 25-year journey of "breaking boundaries"—it has transcended traditional education via "integration of education, research, and industry" and advanced innovation rooted in its "Four Innovations" core culture. ([More Information](#)).



THE 20TH CHINA CHANGCHUN FILM FESTIVAL

SEMINAR ON “NEW DIMENSIONS OF FILM AND TELEVISION: LIGHT, SHADOW, AND THE IMAGINATION OF THE TIMES” HELD AT JILIN ANIMATION INSTITUTE

On August 28, coinciding with Chinese cinema's 120th anniversary and Changchun Film Studio's 80th, the seminar “New Dimensions of Film and Television: Light, Shadow, and the Imagination of the Times”—a key event of the 20th China Changchun Film Festival—kicked off at Jilin Animation Institute (JAI). Guided by the China Film Association and others, it was co-hosted by Changchun Film Group and JAI. Post-ceremony, keynote speeches and a roundtable discussed tech empowerment and Sino-Hungarian exchanges. The seminar offered an exchange platform, inspired students, and boosted film-animation integration. ([More Information](#)).



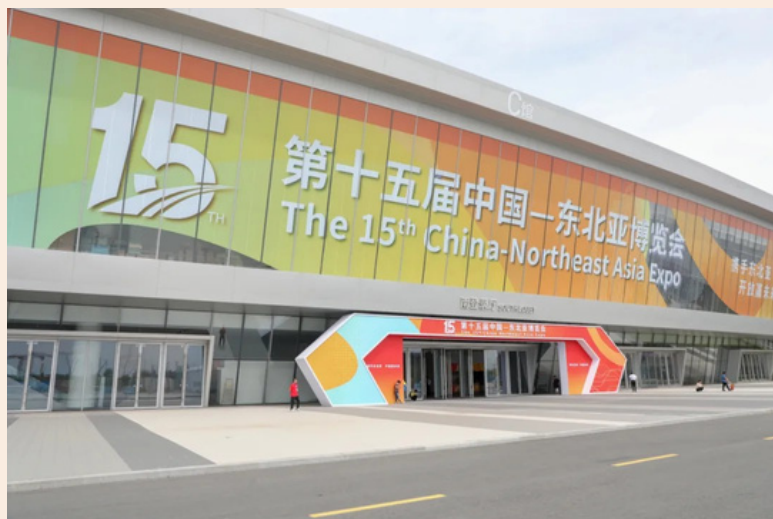
CONGRATULATIONS! JILIN ANIMATION INSTITUTE HAS OFFICIALLY JOINED THE INTERNATIONAL ASSOCIATION OF UNIVERSITY PRESIDENTS (IAUP)

Jilin Animation Institute (JAI) has recently joined the International Association of University Presidents (IAUP), a milestone that boosts its global higher education influence and lays a solid foundation for deeper international cooperation to advance its high-quality international education.

Founded in 1965, IAUP is a non-governmental organization of global university leaders - a key UNESCO partner with far-reaching global higher education impact. Moving forward, JAI will use the IAUP platform to deepen collaboration with global academic peers in education, talent cultivation, and research, contributing to global higher education development. ([More Information](#)).

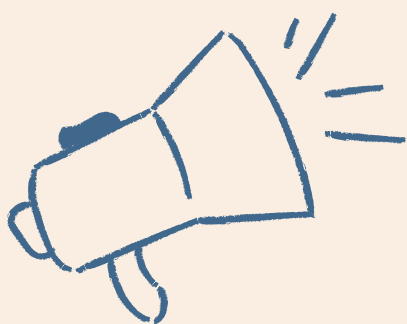
CHARTING A NEW ERA OF DIGITAL ART | JILIN ANIMATION INSTITUTE SHINES AT THE 15TH CHINA-NORTHEAST ASIA EXPO

From August 27 to 31, the 15th China-Northeast Asia Expo was held in Changchun, with Jilin Animation Institute (JAI) as the only Jilin university invited to participate. Under the theme "Joining Hands with Northeast Asia, Opening Up to Win the Future," JAI showcased original animated works, digital achievements, and derivatives, jointly telling "Jilin stories" with provincial key enterprises.



JAI's exhibition area was a highlight. It presented faculty-student original animated projects like "Zap's Last Stand, Battle of the Birds in Classic of Mountains and Seas"; displayed derivatives from Animal City of Tube and Frog Kingdom, demonstrating its IP development success.

This participation offered JAI a chance to collaborate with global enterprises. Moving forward, JAI will take this as a new start to deepen domestic and international cooperation, explore digital technology-culture integration, and contribute to Jilin's cultural industry global promotion and China's animation industry growth. ([More Information](#))



JAI · ACHIEVEMENT SHOWCASE | JILIN ANIMATION INSTITUTE ADDS 3 MORE NATIONAL FIRST-CLASS UNDERGRADUATE COURSES

Recently, the Ministry of Education announced the third batch of national first-class undergraduate courses, with JAI securing 3 approvals (1 online-offline blended course, 2 social practice courses). To date, JAI has accumulated 5 such courses, ranking 2nd among national private art colleges, tied for 3rd among Jilin's private universities, and standing at the forefront of private institutions nationwide.

This breakthrough reflects JAI's connotative construction. Moving forward, JAI will uphold its educational mission, advance quality-centered teaching reform, strengthen the radiating effect of approved courses, and build a "first-class led, multi-point breakthrough" curriculum ecosystem to nurture more innovative, practical talents for the national cultural and creative industry. ([More Information](#))

SCHEDULED FOR OCT 6 | *ZAP'S LAST STAND*: JILIN ANIMATION INSTITUTE'S SCI-FI ADVENTURE HITS THEATERS



Zap's Last Stand, an original sci-fi adventure animated film co-created by Jilin Animation Institute's faculty and students, has officially set its release date for October 6. This cyberpunk-style epic is poised to captivate audiences. The film presents a futuristic "Circuit City"—a cyber illusion where soft electric light weaves through a digital world. Blending cyberpunk aesthetics with real-life elements, its architecture is both functional and visionary: the "Recycle Bin" becomes an electronic prison, the "Software Installation Center" acts as a "Social App Building" for software "registration", and the iconic "RAM Building" stands as a mysterious command tower. Details like protagonist Zap's glowing "electronic blood" costume and the "honeycomb" motifs on guards' gear reinforce the tech-filled vibe, creating a visual feast that explores future tech life. On October 6, join the adventure to experience the cyber world's speed, passion, laughter, and charm in *Zap's Last Stand*! ([More Information](#))



JAI recently co-hosted the China-Korea Animation Workshop with South Korea's Dongseo University, featuring thematic seminars, academic lectures, collaborative creation, and cultural practice. A joint creative project signing ceremony also marked a new stage in their animation education and production cooperation, boosting China-Korea animation exchanges.

The workshop embodies JAI's "open internationalization" strategy, with both universities to expand cooperation for Sino-Korean cultural and animation development. ([More Information](#))

JILIN ANIMATION INSTITUTE AND DONGSEO UNIVERSITY OF KOREA JOINTLY LAUNCH CHINA-KOREA ANIMATION WORKSHOP, EMBARKING ON A NEW JOURNEY OF "CROSS-BOUNDARY CO-CREATION"





**THEATRICAL FILM
“WE ARE
TOGETHER”
CO-PRODUCED BY
JILIN ANIMATION
INSTITUTE
SET FOR RELEASE
ON OCTOBER 13**

The realistic film *We Are Together*, co-directed by Jiang Ping and Fan Yulin, is set for nationwide release on October 13. Co-produced by Jilin Animation Institute (JAI) and other institutions, it stars a cast of emerging and established actors like Niu Ben, He Saifei, and Guo Xiaodong.

This “real project, real practice” model embodies JAI’s deep industry-education integration. As the film’s release nears, it not only showcases Jiangsu-Qinghai friendship but also highlights JAI’s achievements in merging education with industry, reflecting the synergy of academia and practice. ([More Information](#)).

PROFESSOR YOUM DONGHYUN FROM CHUNGKANG COLLEGE OF CULTURAL INDUSTRIES, SOUTH KOREA: EXPLORING THE NEW FUTURE OF GAME DESIGN IN THE AIGC ERA

廉东贤教授

韩国青江文化产业大学
游戏内容学院院长

《AIGC时代的游戏设计新机遇》

讲座内容

- AIGC时代下的游戏设计环境
- AIGC与游戏设计的融合
- 项目案例
- 未来发展方向

Recently, JAI invited South Korea’s Youm Donghyun (Chungkang College Dean) to deliver *Game Design in the AIGC Era* to its School of Game Design. With rich expertise, he analyzed AIGC trends, prospects, and applications. Youm introduced AIGC concepts and types (text, images), noting game designers are shifting from “creators” to “curators/reviewers”. Addressing “job loss” fears, Youm said AIGC triggers “content inflation” but creators won’t disappear—only a gap between AI-skilled and non-skilled talents. The lecture aligns with JAI’s “open internationalization,” with more global exchanges to foster game design talents with international views. ([More Information](#)).



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WELCOME TO FOLLOW US!