

# JAI NEWS

THE SELECTED NEWS FROM JANUARY TO MARCH

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**Zheng Liguo, Chairman and President of Jilin Animation Institute, has been elected as Vice President of the China Association for Non-Government Education**

On January 10, the Fourth National Congress of the China Association for Non-Government Education (CANHE) and the 15th (2025) China Non-Government Education Development Conference were held in Beijing. The conference was themed "Aligning with the '15th Five-Year Plan' Development Strategy, Jointly Drawing a New Blueprint for Innovation and Development of Non-Government Education." During the conference, Zheng Liguo, Chairman and President of Jilin Animation Institute, has been elected as Vice President of the China.

[\(More information\)](#)

## Province's Sole Representative! Original Works by Teachers and Students of Jilin Animation Institute Selected as Excellent Works in Ministry of Education's "Respecting Chinese Excellent Traditional Culture" Initiative

Recently, the Ideological and Political Work Department of the Ministry of Education announced the selection results of the 2025 university 'Respecting Chinese Excellent Traditional Culture' publicity and education campaign. The work submitted by Jilin Animation Institute, titled 'Inheriting the Red Gene and Continuing the Red Bloodline,' was successfully selected as an outstanding work in the 'Flame Memory' category of university red stories. It became the only university work in Jilin Province to receive this honor, demonstrating the college's solid achievements in the field of red culture inheritance and cultural education. ([More information](#))

## Jilin Animation Institute has been elected as Vice Chair Unit of the International Communication of Chinese Culture Committee of the China Association for Non-Government Education



Recently, the Inaugural Conference of the Professional Committee on International Communication of Chinese Culture of the China Association for Non-Government Education and the Symposium on Non-Government Education and the International Communication of Chinese Language and Culture were held in Beijing. Liu Xin, Vice Chairman of Jilin Animation Institute, was elected Vice Chairman of the Professional Committee on International Communication of Chinese Culture of the China Association for Non-Government Education at the inaugural conference. During the roundtable forum on 'Innovative Development of Chinese Language and Culture Talent Cultivation and International Communication,' Liu Xin delivered an exchange speech. ([More information](#))

## Good News for 2026! Jilin Animation Institute Textbook Selected as a National Planned Undergraduate Textbook for the 14th Five-Year Plan

Recently, the Department of Higher Education of the Ministry of Education released the Public Notice on the Proposed List of National Planned Undergraduate Textbooks for General Higher Education during the 14th Five-Year Plan Period. The Fundamentals of Interaction Design (2nd Edition) edited by Professor Li Sida of Jilin Animation Institute (JAI) has been successfully selected. JAI is one of only nine private undergraduate institutions whose textbooks made the list. This is another major breakthrough in the university's textbook development, following the National First Prize for Textbook Construction Excellence and national vocational education planned textbooks under the 14th Five-Year Plan. ([More information](#))



## Jilin Animation Institute's original short drama This Killer Is Not So Good Season 2 is now online: a blend of laughter and tears as the rookie assassin finally rises against the odds!

The original short drama This Killer Is Not So Good Season 2, jointly produced by Jilin Animation Institute, Jilin Jidong Yushuo Film and Media Co., Ltd., and Beijing Shimeng Yinghua Film and Culture Co., Ltd., officially premiered today on the Hongguo Short Drama platform. Since the release of Season 1, the series has earned widespread acclaim and strong word-of-mouth thanks to its refined production, vivid character portrayals, and humorous storyline. This season not only continues the core appeal of its "Republic-era absurd light comedy" style, but also moves toward a satisfying conclusion of the story. A series of high-energy highlights are set to be unlocked, making it a highly anticipated finale for viewers. [\(More information\)](#)



## Chasing Dreams Across Mountains and Seas, Crafting Excellence through Industry-Education Integration | Shanghai University: My Meow Boyfriend Premieres Today!

The fantasy youth short drama Shanghai University: My Meow Boyfriend, meticulously created by faculty and students of Jilin Animation Institute, officially premieres today on the Hongguo Short Drama platform. Centered on the fateful bond between a mythical beast boy and an energetic young girl, the series uses a youthful narrative style to reinterpret the charm of traditional culture, while delivering a fresh and engaging campus story. It stands not only as a testament to the dedication of Jilin Animation Institute's faculty and students in the field of film and television, and their commitment to practice-oriented teaching, but also as a vivid achievement of the university's efforts to deepen industry-education integration and advance its "integration of learning, research, and production" model. The series injects new vitality into contemporary film and television content creation and offers audiences a distinctive audiovisual experience. [\(More information\)](#)



## International Animation Director Tim Webb: Focused on Practical Development of Animated Short Films

Recently, the Animation Research Institute and School of Animation Art at Jilin Animation Institute (JAI) invited Tim Webb - senior professor at the Royal College of Art, animation director and educator - to lead an International Expert Studio on the Pre-production of Animated Short Films. The 6-week immersive workshop concluded successfully. Centered on animated documentary as a distinctive creative form, the studio guided students through intensive teaching and hands-on creation, and successfully incubated 10 outstanding student animation projects, injecting international creative vitality into the “JAI Produced” brand. ([More information](#))



The co-created animated series Changbai Spirits Season 1 (Remastered Edition), produced by faculty and students of Jilin Animation Institute, is now available on Tencent Video



On March 24, the animated series Changbai Spirits Season 1 (Remastered Edition), co-created by faculty and students of Jilin Animation Institute, officially launched on the Tencent Video platform, further expanding the reach of this high-quality domestic animation. With upgraded technology and richer presentation, the series is set to engage a broader new audience while continuing to convey the aesthetics of the East and the positive message of guardianship. Through its inventive narrative structure and nuanced, well-developed characters, the series weaves in core values of courage, unity, and responsibility. Previously, the series sparked strong viewership on platforms such as iQIYI, Youku, and CCTV Video, earning widespread acclaim from audiences. Its highly distinctive “Eastern aesthetics” visual style, combined with a warm and healing narrative core, has been particularly praised. ([More information](#))