

I. BACKGROUND

The UK-China Collaboration on Animation Education, one of the nine on-going Knowledge Economy Partnership projects developed by British Council in China, reached a new and deeper level in this final phase with a five day-long event in April in Hangzhou, East China. The objectives of the collaboration project were to facilitate discussions between policy makers, practitioners, and professionals from China and the UK, and build up long-term and sustainable partnerships at various levels and in different formats among government, Higher Education Institutions and the animation industry of the two countries.

British Council facilitated a UK delegation comprised of 12 animation education experts from 6 UK higher education institutions who were invited to attend the 9th China International Cartoon & Animation Festival (CICAF 中国国际动漫节) in Hangzhou from April 26th to 30th. CICAF is regarded as the largest and most influential event in animation across China. A series of UK-themed events took place during this week-long event, including the UK-China Animation Education Forum, the International Undergraduate Illustration & Comics Exhibition, and return visits to 4 key universities located in Hangzhou.

This event marks the 4th phase of this joint animation education project between UK and China, and it is built on the success of the first three phases of the programme. Phase one took place in 2011 where a forum was organised; phase two, in April/May 2012, a series of UK-themed activities took place as an important part of the 8th CICAF, including Sino-UK Education Forum on Animation Talents Development, UK Higher Education Promotional Lecture, Screenings of the Best Short Films from the UK University Students, Animation Education Expo as well as visits to local animation organizations. In November 2012, a reciprocal visit from Hangzhou to the UK was arranged.

II. PARTICIPANTS

UK participants: the UK delegation was comprised of 12 animation education experts from 6 higher education institutions in the UK, most of who were participants from previous phases of this project:

- Royal College of Art
- University of Arts, London (Central Saint Martin's College)
- University of Portsmouth
- National Film & Television School
- University of Falmouth
- Edge Hill University

China participants:

- Hangzhou Municipal Government;
- Organising Committee of the China International Cartoon & Animation Festival
- China Academy of Art; (中国美术学院)
- Zhejiang University; (浙江大学)

- Zhejiang University of Media and Communication; (浙江传媒学院)
- Zhejiang University of Technology; (浙江工业大学)
- Hangzhou Normal University (杭州师范大学)
- Zhejiang Pro&High Cultural Ltd; (浙江普达海动漫艺术公司/学院)

III. IMPACTS

Through a series of events during the five day programme, both the UK and China had good opportunities to further their discussions on various potential collaboration projects that have been initiated and both sides were very pleased with the open and substantial discussions and the progress that has been achieved so far. New partnerships are being built while the existing ones have been further strengthened.

Visiting Fellow Scheme:

The Central Saint Martins College at the University of Arts, London presented its latest proposal on the Visiting Fellow Scheme, where one research fellow/academic staff from Chinese universities could be invited to Central Saint Martins (CSM) to do a research project in Animation. This would take place for three to six months based on the actual schedule of the applicant. The Fellow might work on projects with students, conduct archival research or complete a practice-based project for public exhibition or screening. CSM could host the visitor by providing research and exhibition facilities free of charge, and academic supervision during the research period.

Based on the discussion in last visit, a formal document on this scheme has been written, approved by CSM and disseminated to universities in Hangzhou, which details the application procedures, timelines, fees, and other academic standards for the Chinese applicants. One of the potential applicants Ms. Fu Yiwen (Amy) from Zhejiang University, one of the top universities in China, has already got sponsorship from her university and she will submit her application to CSM in due course.

This Visiting Fellow Scheme would be made an annual scheme and the number of fellows could be increased to 2-3 in future if the pilot goes well this year.

Joint Research Programmes:

The Royal College of Art had an extensive and in-depth discussion with China Academy of Art, one of the most prestigious art schools in China, in establishing joint research projects, particularly for doctoral studies. As a pilot, it is proposed that both sides would start with a joint research project on combination of traditional Chinese colour water painting skills with advanced computer animation skills.

An MOU has already been signed between the Royal College of Art and China Academy of Art, and it will be updated to reflect their latest discussion.

Joint Students Event:

Continuing the discussion during their last visit, Edge Hill University presented the proposal of China-UK Creative Animation and Knowledge Exchange Festival, or the CAKE Festival, which aims to host a week-long animation festival specifically between China and the UK in the 2nd week of July 2014 at Edge Hill University. Edge Hill pledges to invite 100 Chinese

students and up to 50 staff and industry representatives to the UK, providing free accommodation and food.

Surveys have been done at 4 of the universities in Hangzhou and the results showed that students are very enthusiastic about the festival. There are as many as 70 students who have expressed their intention to attend this festival in Zhejiang University of Media and Communication alone.

Students only have to pay for the international flights, some universities such as Zhejiang University of Technology has a policy to fund as much as RMB 10,000 per person for its students taking international programmes.

Edge Hill University is now drafting a three-year MOU on this project in the hope of making the CAKE festival a bi-annual event, (the 2nd CAKE festival could be hosted in China in rotation). The MOU is expected to be signed by interested Chinese Universities within the following month.

To respond to the suggestion by Hangzhou in last Nov, the CAKE festival will be followed by a 5-day-long Cultural Visit or English Language Programme to maximize the value of the long trip for participants. The cost will be borne by the students.

Joint Animation Production Project

Representing the University of Portsmouth, Dr. Roger Charles Eglin presented *The Stina and Wolf*, an animation film project that his university is currently working on in collaboration with professional animation companies in the UK. This project has already received a funding of RMB 5 million and a preview has been completed at Portsmouth. Dr. Eglin had a productive discussion with Prof. Shen Huaqing from Zhejiang University on collaboration in the planned modeling and production of this animation project.

Joint Degree Programmes:

Falmouth University used this visit to have further discussion with its potential partners Zhejiang University of Media and Communication, and Zhejiang University of Technology. Both of these universities have already started discussion with Falmouth in running joint degree programmes. Being impressed by the advanced facilities, deep integration with industry, and meetings with potential students of the two universities, Falmouth has strengthened its commitment to joint degree collaboration with China in Animation.

Substantial work such as curriculum mapping is currently being carried out and it was agreed that Zhejiang University of Technology will send its President to visit Falmouth University and sign an MOU early next year. It was agreed that they could start with 3+1 model and it is expected that first students would be transferred to Falmouth next year.

Hangzhou Zhejiang Cultural Park

On 27th April, UK delegation visited the Hangzhou Zhejiang Cultural Park (杭州之江文化创意园) which was also one of the 10 parallel sessions of the 9th CICAF. The Park became very first national level university park particularly for creative arts in China after being jointly accredited as "University Creative Park of China Academy of Art" (中国美术学院国家大学创意园) by Ministry of Education and Ministry of Science in 2011. The Park offers preferential policies and support, financial and non-financial, to arts graduates to

start up their own business in Hangzhou. Ms. Hu Nainv, Director of the Park intends to attract UK graduates to start up their studios, which has elicited great interest from UK universities, particularly Central Saint Martins' College, who have a large percentage (33%) of Chinese students studying animation. This visit would create potential opportunities for those who wish to set up their own businesses upon graduation. CSM will have further discussion with the Park in future.

IV. Media Reach

Being the largest animation festival in China, the 9th CICAFA attracted a population of 1.23 million on-site viewers this year. The UK has been a very active contributor and forms a strategic part of the Festival's success through facilitation of the British Council China. The series of events have enhanced the UK's leading profile in higher education and achieved mutual beneficial results.

The events achieved great impact through extensive and in depth media coverage, which covered all forms of media, both at national and local level, including TV, newspapers, and various leading digital and web based media in China. The Opening Ceremony was broadcast live on Hangzhou TV on 27th April 2013 and at least 1 million viewers watched the programme.

These events were reported on national media CCTV and China Daily.

<http://donghua.cntv.cn/special/dijzggjdmj/shouye/>

http://www.chinadaily.com.cn/hqgj/jryw/2013-04-27/content_8888903.html

The Sino-UK Animation Education Forum was made a feature programme and was broadcast on Zhejiang TV:

http://v.youku.com/v_show/id_XNTUzNDQyMTI4.html

These events were also reported by various government websites and industry media

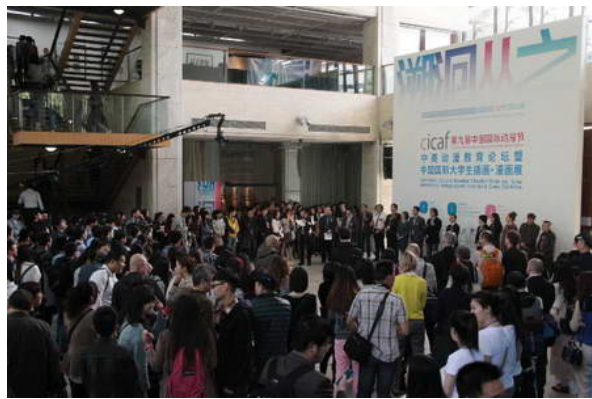
<http://www.hangzhou.gov.cn/main/zwdt/bzbd/qykt/T440390.shtml>

http://www.zj.xinhuanet.com/adnews/index_adnews/2013-04/27/c_115574249.htm

<http://www.visionunion.com/article.jsp?code=201304280011>

V. MAIN ACTIVITIES:

As a strategic part of the opening ceremony of the 9th CICAFA, the Sino-UK Animation Education Forum & International Undergraduate Illustration & Comic Exhibition were held at China Academy of Art on April 26th 2013. Leaders from Hangzhou Municipal Government, China Academy of Art, and other 15 Chinese arts colleges, with over 200 people attended the Opening Ceremony.



(Prof. Wang Zan, Vice President of CAA hosting Opening Ceremony of Sino-UK Animation Education Forum at CAA on April 26th)



In his Opening Speech, Mr. Chen Xiaoping, Vice Mayor of Hangzhou Municipal Government, spoke very highly of the UK contribution to both animation education and animation industry sectors in Hangzhou through UK participation of the previous two CICAFFs in 2011 and 2012. He particularly mentioned that *“Great achievements have been made in the animation sector through collaboration with the British Council. The UK has brought to Hangzhou world leading knowledge and valuable experiences in animation talents*

training and management, which has really widened the horizon of animation industry, academics and students in China.”

(Photo above: Mr. Chen Xiaoping, Vice Mayor of Hangzhou Municipal Government delivering his speech at the Opening Ceremony of the Forum on 26th April 2013)

Mr. Matt Burney, Area Director East China, British Council pointed out that *“over the past two years we have established strong links and relationships between our two countries through previous events. Today’s events mark another significant milestone in promoting exchange and cooperation between our two countries in the field of animation education.”*

(Photo above: Mr. Matt Burney, Area Director East China, British Council delivering his speech at the Opening Ceremony of the Forum on 26th April 2013)



At the Forum, a total of 6 UK animation education experts from 5 world class arts colleges delivered keynote presentations, including Royal College of Art, and National Film & Television School etc. Their topics mainly focused on creativity and research projects at the forefront of the discipline. UK experts introduced creative doctoral researches and practices, Documentary Animation Investigation, visualization of the

Tactile Memory and communicated with Chinese counterparts in areas of mutual interests, such as transformation from imagination to visual creation etc. The day-long Forum attracted over 200 leaders, staff and students from over 15 HEIs to attend, covering almost all major arts/animation colleges in China.

(Photo above: Prof Joan Ashworth, Head of Animation from Royal College of Art delivering keynote presentation at the Forum on 26th April 2013)



The International Undergraduate Illustration & Comic Exhibition was also held along with the Forum at CAA on 26th April. Student from UK universalities were also invited to exhibit their works at the 5-day long exhibition.

(Photo: Viewers at the International Undergraduate Illustration & Comic Exhibition at China Academy of Art on 26th April 2013)

From April 28th to 30th, the UK delegation visited 4 key animation and arts Higher Education Institutions in Hangzhou, respectively Zhejiang University of Media and Communication; Zhejiang University of Technology; Hangzhou Normal University and Zhejiang Pro&High Animation College. All four of these institutions were the participants from previous events under this animation project and also visited the UK in Nov 2012.

The delegation was very well received at each of the 4 universities. As well as the welcomes by the President or Vice President of the universities, the delegation was particularly happy to be able to meet and communicate with academic staff and learn more about students' animation works at each institution.

(Right Photo: Meeting with Prof LI Jun, Vice President of Zhejiang University of Media & Communication on 28th April 2013)



On April 30th, a special session of "Closed-door Consultation on UK-China Animation Education Collaboration" was particularly organized at Zhejiang Pro& High Animation College, where representatives of all participating universities gathered together and discussed various collaboration projects.

(Left Photo: Edge Hill University presenting CAKE Festival 2014 at the Consultation Meeting on 30th.)



VI. Feedback from Participants:

"We are very happy with the thought of working with CAA on joint research projects; we had very good discussion and will email the thoughts very soon regarding suggested next steps."
--Prof. Joan Ashworth, Head of Animation, Royal College of Art

"This is a high quality event, and I have developed a better understanding and a close link with my Chinese counter parts"
--Dr. Roger Eglin, Principal Lecturer, University of Portsmouth

"This was my first visit to China and I had a great time. I thought everything was well organized and geared to making sure we all could work as efficiently as possible. Jack and his team put a lot of effort in to getting us what we wanted."
--Derek Hayes, Senior Lecturer, Digital Animation, Falmouth University