

Ever wish to visit Chinese higher education institutions that are renowned for new media discipline, and establish strategic partnership with them?

Ever wish to link up with Chinese new media industries to establish collaborations with them so as to strengthen your institution's research capacity?

Ever wish to enhance your institution's international reputation and influence in China?

Welcome to join the "Sino-UK Higher Education Cooperation in New Media Industry, Round 2, 2013" which supports you to achieve your wishes and aspirations!

Background

1. In the 21st century, the global economy is faced with structural transformation with creative industry becoming a pillar of the whole knowledge economy. Governments and academic institutions pay increasing attention to the development of creative industry through higher level of integration of industries, teaching and research. Governments in China and the UK, with no exception, position new media industry as one of the key industries in both countries.
2. The Chinese Government is striving to develop its new media industry. This emerging industry has already enlivened relevant employment markets. A large amount of higher education institutions and industries in Shenzhen, Wuhan and Shanghai claim an urgent need to set up academic-industrial-research links of new media development with counterparts in the UK. However, there is no effective platform and mechanism to fulfill such needs.
3. The British Council (known as the Cultural and Education Section of the British Embassy in China) worked with Chinese partners to successfully organise the first "Sino-UK Higher Education Cooperation in Creative Media Industry" in financial year 2012/13. The Programme has facilitated successful establishments of strategic Sino-UK partnerships of new media collaboration between a number of Chinese and UK universities. Based on the success, we are now launching a round 2 of the programme.

Parties and Organisers

4. Organisers:
 - British Council
 - Media Lab of Hunan University (Shenzhen)
 - Wuhan University
 - Jinling College of Nanjing University
5. Participating Universities and companies:

UK universities:

- - 10 universities to be selected from all applications
(Please refer to Annex II for details on How to Apply. Application Deadline: 31 Aug 2013)

Chinese universities include:

- Media Lab of Hunan University (Shenzhen)
- The School of Communication and Design, Sun Yat-Sen University
- School of Journalism and Communication, Wuhan University
- School of Information and Journalism, Huazhong University of Science and Technology
- School of Information and News, Huazhong Normal University
- School of Arts and Law, Huazhong Agricultural University
- School of Journalism and Communication, South-Central University for Nationalities
- Journalism and Communication Discipline, School of Arts, Hubei University
- Jinling College of Nanjing University
- Shanghai Jiaotong University

Main participating Chinese companies are as below but not limited to:

- HUAWEI Technology Co. Ltd.
- ZTE Communication Co. Ltd.
- Tencent Technology Co. Ltd.
- Changhong Electrics Co. Ltd.
- Ping An Insurance (Group)
- China Business News
- BesTV.com
- Shanghai Yincheng Advertising Company

Objectives:

6. The Programme aims to showcase creativity and up-to-date innovations of new media discipline in both Chinese and UK higher institutions; to facilitate the set-up of strategic partnerships of new media discipline between Chinese and UK higher institutions; and to foster links between higher institutions and industries to achieve academic-industrial-research cooperations.

Programme activities

7. The Programme activities consist of the following three parts:

Part I: UK-China New Media Exhibition

Date: start from 1st December and last for about 10 days, 2013

Cities: Shenzhen, Wuhan, Shanghai, CHINA

Introduction: The exhibition provides an opportunity to showcase creativity and up-to-date innovations of new media discipline in both Chinese and UK

higher institutions. The exhibition will open to industries, academic and general public for about 10 days in Shenzhen, Wuhan and Shanghai.

Part II: China Study Visit by UK Higher Institution Delegation

Date: 1st – 8th December, 2013

Cities: Shenzhen, Wuhan, Shanghai, CHINA

Delegates: Representatives of UK higher institutions

Highlights of Each Stop:

Shenzhen • China-UK Academic-Industrial Cooperation

In 2008, Shenzhen joined the “UNESCO Global Creative City Network” and was awarded the title of “Design Capital”. It is the first Chinese city that joined the Network and the sixth city in the world that received the prestigious title. Since then Shenzhen has become an important technology innovation centre and a major base of new media industries, incubating a number of successful local new media industries. The city government designated every December as Creative December, during which a variety of cultural activities are held. The Sino-UK Higher Education Cooperation in New Media Industry programme will become part of Creative December Campaign and higher institutions from Shenzhen, Guangzhou and new media companies will be invited to join the activities in Shenzhen. Main focus for activities in Shenzhen stop is China-UK Academic-Industrial Cooperation.

Wuhan • China-UK Higher Education Institution Cooperation

Wuhan, capital city of Hubei province in central China, is the regional centre of economy, technology, education and culture with excellent education resources. There are two “Project 985” universities, seven “Project 211” universities in Hubei. In terms of courses of national level, disciplines, role-model teaching centres, teaching capacity, Hubei ranks top 3 in China. Main focus for activities in Wuhan stop is China-UK Higher Education Institution Cooperation.

Shanghai • Showcase of New Media Innovations

Shanghai is China’s centre of economy, culture, science and technology, and has profound cultural background, esp. in the area of new media discipline. A large scale UK-China New Media Exhibition and an awarding ceremony of the high-profile “International University Students’ Short Film Competition” will take place in Shanghai. It is estimated that more than 100 higher institutions from all over the world will take place. Main focus for activities in Shanghai stop is showcase of New Media Innovations.

Proposed Visit Agenda:

| Date | City/Focus | Activities |
|--------------------------|--|---|
| 1 st December | Shenzhen• Sino-UK Academic-industrial | Opening of UK-China New Media Exhibition (Shenzhen) |

| | | |
|--------------------------|---|---|
| | Cooperation | China-UK Symposium on academic-industrial cooperation |
| 2 nd December | | Visit new media industries in Shenzhen |
| 3 rd December | | Round table meeting between higher education institutions and industries of new media from China and the UK |
| 4 th December | Wuhan • Sino-UK Higher Education Institution Cooperation | Visit higher education institutions in Wuhan |
| 5 th December | | |
| 6 th December | | Round-table meeting between higher institutions of new media from China and the UK |
| 7 th December | Shanghai • Showcase of New Media Innovations | Opening of UK-China New Media Exhibition (Shanghai) Awarding ceremony of “International University Students’ Short Film Competition” |
| 8 th December | | Round-table meeting between higher education institutions and industries of new media from China and the UK |

PS. Please refer to Annex I for needs from Chinese institutions and industries.

Part III: UK Study Visit by Chinese Higher Education Institutions and Industries Delegation of New Media

Date: End of February, 2014 (about 7-10 days)

Delegates: Representatives from higher education institutions, industries and organisers

Contents of the visit:

- Visit participating British higher institutions
- Visit new media industries and relevant projects
- Roundtable meetings to further discussions on Sino-UK cooperation

Programme Timetable

8. The Programme will proceed in line with the following timeline:

| | |
|--|--|
| June, 2013 | Invitations to UK universities and industries |
| 31 st Aug, 2013 | Application deadline |
| 10 Sept., 2013 | Confirmation on application |
| 1 st – 8 th December, 2013 | UK-China New Media Exhibition & China Study Visit by UK Higher Institutions Delegation of New Media |
| February, 2014 | UK Study Visit by Chinese Higher Institutions and Industries Delegation of New Media |

Fees

9. Participants from UK higher institutions will need to cover
 - Their own international travel expenses, i.e. international travel expenses, visa and international insurance
 - Each UK participant will need to pay GBP600 to cover the basic cost for his/her expenses in China, which includes accommodation, meals, cross-city transportation connecting Shenzhen, Wuhan and Shanghai, in-city transportation and interpretation. (A Sales Order will be issued to each university once participants are confirmed)

Appendix I: Cooperation Intention from Chinese Institutions and Industries

Cooperation Intention:

- A. **Academic exchange:** Researchers of either partner institution will be invited to conduct short-term academic visits to counterpart institution to deliver academic lectures, visit media organisations etc.
- B. **Course collaboration:** Chinese higher institutions will invite faculty staff of UK counterpart institutions to teach a specific course through running “3+1” undergraduate programme, “2+1” postgraduate programme.
- C. **Exchange of teachers and students:** exchange of undergraduates, postgraduates and faculty staff between partner institutions in China and the UK for 6 months and beyond.
- D. **Joint research:** Jointly apply for research projects funded by EU, Chinese or UK governments.
- E. **Joint technology R&D:** UK higher institutions conduct joint technology R&D that meets the needs of Chinese industries.
- F. **Expansion of overseas’ markets:** UK institutions help Chinese industries to expand overseas’ markets and develop products that fit for overseas’ markets.
- G. **Talents development:** Talents development for Chinese and UK higher institutions, and for Chinese industries. Such will include that UK institutions provide training for technicians of Chinese industries, and that Chinese industries provide internship opportunities for UK students.
- H. **Others** (please specify)

| City | Organisation | About the organisation | Cooperation Intention |
|----------|--|--|--|
| Shenzhen | Media Lab of Hunan University (Shenzhen) | Member institution of “985 Project”, “211 Project” | A. B. C. D. E. G. H (Building an international community of open source soft/hard-ware) |
| | The School of Communication and Design, Sun Yat-Sen University | Member institution of “985 Project”, “211 Project” | A. B. C. D. H |

| | | | |
|------------------------------|---|--|---|
| | HUAWEI Technology Co. Ltd. | Technology | E. F .G. H |
| | ZTE Communication Co. Ltd. | Communication | |
| | Tencent Technology Co. Ltd. | Website | E. F .G. H |
| | Changhong Electrics Co. Ltd. | Electrics | E. F .G. H |
| | Ping An Insurance (Group) | Insurance | E. F .G. H |
| Wuhan | School of Journalism and Communication, Wuhan University | Member institution of "985 Project", "211 Project" | A.B.C.D.H |
| | School of Information and Journalism, Huazhong University of Science and Technology | Member institution of "985 Project", "211 Project" | A.B.C.D.H |
| | School of Information and News, Huazhong Normal University | Member institution of "211 Project" | |
| | School of Arts and Law, Huazhong Agricultural University | Member institution of "211 Project" | A.C.D |
| | School of Journalism and Communication, South-Central University for Nationalities | An institution affiliated to the Ministry of Education | A.B.C |
| | Journalism and Commuication descipline, School of Arts, Hubei University | Key provincial institution | A.B.C |
| | Shanghai | Jinling College of Nanjing University | Independent College |
| Shanghai Jiaotong University | | Member institution of "985 Project", "211 Project" | A. B. C. D. E. G. H |
| China Business News | | Newspaper | D.E.F.G.H(To explore the possibilities of jointly developing finance creativity |

| | | | |
|--|---------------------------------------|---------------|--------------------------------------|
| | | | products and new media applications) |
| | BesTV.com | IPTV | D.E.G.H |
| | Shanghai Yincheng Advertising Company | Advertisement | D.E.F.G.H |

Appendix II: How to apply?

Criteria

- **Universities who have courses in the fields of new media industry, such as:**
 - Video & Audio (Film & Television Production)
 - Digital Photography
 - Photographic Information
 - Visual Representation of Information
 - Interactive Design
 - Communication Design
 - Film & Television Production
 - Advertising
 - 2D、3D Animation
 - Cultural Industries and Media Market
 - Contemporary Issues in Media Policy
 -etc.

Application Dates:

- Starting date: 1 June 2013
- **Deadline: 31 Aug 2013**
- Confirmation: 10th Sept 2013

(British Council China will confirm to accept your application on this day)

Application Form:

Please fill in the application form and send it back to the email address below by 31 Aug 2013, indicating on the Subject area of “**IHE – New Media Industry**”:

lhe.guangzhou@britishcouncil.org.cn

Note: Please carefully fill in the following form. We will select only 10 universities from UK according to both the information provided and professional consideration.

| | |
|---------------------------|-------------------------------|
| Name of University | |
| Name of School | |
| Address | |
| Details of contact | Name: Title: |

| | |
|---|--|
| | Tel: Email: |
| Details of the participant(s) in the activities in China | Name: Title: Tel: Email: (Please add rows if there is more than one participant) |
| Why do you want to apply for this programme? What do you want to achieve from participating in this programme? | |
| Brief introduction to the University with a focus on the school(200 words) | |
| Brief bio of the participant(s) (200 words each) | |
| Do you want to participate in the UK-China Joint New Media Exhibition? Please refer below for requirement for this exhibition. | Yes No |
| Name of the exhibit(s) and Brief description of the exhibit(s) (100 words per exhibit) | (Please add rows if there is more than one exhibit) |

Requirements for UK-China New Media Exhibition:

We welcome all kinds of new media innovations and achievements to be demonstrated in the exhibition e.g. games, interactive installations & products, interactive contents or storytelling, media arts, internet services, student graduate design etc.

The exhibition will be open to industries, academic and general public for about 10 days in Shenzhen, Wuhan and Shanghai. All the demos should have fully functional prototypes or maintenance persons to solve technical problems. The exhibits should be small enough to be carried by hand or in suitcase. What we can provide locally are only projectors, power supply, student volunteers (1 per demo) and some exhibition materials.