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Executive Summary

The establishment of the Academy of Film and Creative Technology is an innovative response to government, industry and societies call to rethink the role of universities, as demonstrated by the Syntegrated Education Initiative. It also serves as the universities response to national and local initiatives to revitalize cultural and creative industries through valuable partnerships, with creativity at its core.

The Academy of Film and Creative Technology will be a unique multi-location educational model, providing cross-site opportunities for students, staff, industry and society. Building on the core values of the university, the academy brings together the core areas of media, creativity and technology within the context of society to establish an international cultural ecosystem, driven by knowledge generation to advance industry and shape future society.

Vision and Mission

Vision

To establish a world-class academy, which through partnership with media and creative industries to meet industry needs, trains students and professionals to become cultural and creative leaders, driven by knowledge generation to advance industry and shape future society.

Mission

- To create a highly integrated Film and Creative Technology higher education model that connects society, industry and university, trains cross-disciplinary elites with an entrepreneurial mindset, industry-specific skills, and innovation spirit within creative industries.
- To create a Community Academy that provides creative and cultural technology opportunities and services to all generations of users.
- To provide a flexible learning and teaching experience that is multi-located following XJTU’s Syntegrated Education model.
- To give direction to applied research opportunities that meets the needs of staff and industrial partners, as well as research led teaching, that also values maximization of research outcomes.
- To facilitate industry and society involvement in Film and Creative Technology through collaboration with industries in all aspects, knowledge transfer, and focused consultancy to industrial partners.
- To predict future trends within the Film and Creative Technology industry, and therefore support the industries sustainable development.
- To promote high quality international collaborations, to attract high quality talents and enhance the university brand, influence and reputation nationally and internationally.

Values 价值

- Creativity 创意
- Media 媒体
- Technology 科技
- Context: Culture, Society, Industry 背景: 文化、社会、产业

愿景与使命

愿景: 以打造世界一流学院为目标，通过与媒体和创意产业的合作以满足行业需求，培养学生成为文化及创意产业的领导者，并以知识为动力，推动行业发展和创造社会的未来。

使命:  
- 创建一个高度整合的影视传媒和创新科技高等教育模式，连接社会、企业和大学，在创新创意产业方面，培养具有创业思维，行业技能和创新精神的跨学科精英。
- 创造可为世代沿用的文化与创意科技服务。
- 落实北京科技大学的融合式教育模式，提供灵活的多学分和教学体验。
- 为满足员工和企业合作伙伴需求，学院重视研究的应用，将研究成果最大化，以支持教学。
- 通过影视与创意科技企业在各个方面合作、知识转移，并向行业合作伙伴提供重点服务，促进企业发展和社会参与。
- 预测影视及创新科技产业的未来发展趋势，从而支持产业的可持续发展。
- 推动高质量的国际合作，吸引更多人才，提高大学品牌、影响力和国际声誉。
The Academy of Film and Creative Technology is multi-localational and has potentially four groupings of staff in four schools. Two are formed from existing JXTLU schools, the School of Film and TV Arts, and the School of Cultural Technology. Each will retain their current name, and will form part of the first phase of development. The second phase expands the development of the XJTU-NTU Film School in partnership with Enlight Media, and is located in Yangzhou. The third phase of development is planned for the Greater Bay Area and will explore through the creation of an Institute of Culture and Creativity (ICC), issues associated with cultural and media entertainment.

Each group location and constituent part will be distinguished as follows in terms of core business and education provisions.

- **The School of Film and TV Arts (SIP):** The oldest of the established schools, the school has a main focus on creative production, using advanced technological tools to produce media content, including short film, TV production, documentary, creative video, and media arts. Degree programmes include BA TV Production, BA Film Making, and BA Digital Media Arts. Postgraduate programmes include MSc Cultural and Creative Industries (in preparation), as well as a pathway in the MSc Entrepreneurship and Innovation (in detailed design). The Research focus for this school includes creative industries, interdisciplinary research, film, media, culture and communication studies.

- **School of Cultural Technology (Taicang):** The School of Cultural Technology (SCT) is one of the founding schools of the Entrepreneur College (Taicang), and will continue to play an active role in the development of the campus and the college. The main focus of SCT is on digital arts and cultures, VR/AR/MR, gaming, immersive media and sounds, and entertainment (which is combinations of media, culture, arts and technologies). Degree programmes include the BA Arts Technology and Entertainment, as well as MA Game Design (being developed as a pathway under MA Media and Communication), and MA Animation (being developed as a pathway under MA Media and Communication). The applied research focus for this school includes new media, intelligent media, entertainment, and new media technologies.

- **XJTU-Enlight Film School (Yangzhou):** Enlight Media is a content creator in three areas (film, animation and animation-based product). As the key part to phase 2 development, the focus of the school will be on film production, distribution and marketing, industrial project-based pedagogy, and director and screenwriter training. The film school will not deliver degree programmes in their entirety, but will provide existing degree programmes with a location for a year of study. This includes Year 1 BA Arts Technology and Entertainment, BA filmmaking and BA TV production students spending one year of study at Yangzhou (dependent on options taken), Year 1 BA Filmmaking students working with Enlight media for their final

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**Institutional Structure**

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**Institutional Structure**
School Interactions

Students

The schools at Taicang and SIP campuses will be the
heartbeat of the new academy, being the home for
both degree programmes and research. The XJTLU-
Enlight Film school offers exciting opportunities
for students studying on degree programmes to
gain industry-based knowledge through spending
one year studying their modules on location in
Yangzhou. The Academy is also developing industry-
oriented degree, much like other SE inspired degree
programmes, where at least one semester is spent
in industry. With respect to the masters degrees
being developed within the Academy, this will mean
students spend one semester in Yangzhou studying
with Enlight Media.

Staff

Movement between locations for short-term
assignments will be encouraged based on knowledge,
interest and skillsets, as well as research or teaching
projects. Whilst it is recognized that it may be
difficult for some international staff to be located
outside of Suzhou, there are still opportunities for
staff to work and research in the different locations
on a temporary basis.

Research

The Academy will work with its industry partners
to produce industry focused research as well as Joint
PhD students. Problems and projects will be industry
driven, with students having an industry supervisor/
mentor, as well as supervisors from XJTLU and UoL.
Research will be based around a number of research
themes, and it is envisaged that research centres will
develop in each location. Membership of research
centres will be based on individual interest and
skillsets, rather than location of employment and/or
study.