

# ACADEMY OF FILM AND CREATIVE TECHNOLOGY

影视与创意科技学院



Xi'an Jiaotong-Liverpool University  
西交利物浦大学

**XJTLU** | ACADEMY OF FILM AND  
CREATIVE TECHNOLOGY

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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 re-think the role of universities, as demonstrated by the Syntegrative Education initiative. It also serves as the universities response to national and local initiatives to revitalize cultural and creative industries through valued 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.

简介

西交利物浦大学影视与创意科技学院的成立是响应国家的呼吁，促进教育、产业及社会的共生融合，以创新的思维，将影视、新媒体、游戏、数字娱乐等数字创意产业与专业教育结合，探索未来行业精英和业界领袖的融合式教育模式，撬动多方资源，营造教育、研究、创新、创业的新生态，通过以创新为核心的企业合作关系振兴文化和创意产业。

影视与创意科技学院以独特的多地点教育授课模式，为学生、教师、行业和社会提供跨区域教育教学机会。学院以西交利物浦大学的核心价值观为基础，将传媒、创意和科技等核心领域融入社会，建立国际文化生态系统，以知识创造为动力，推动产业发展，塑造未来社会。



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-locational following XJTLU’s Syntegrative 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.

愿景与使命

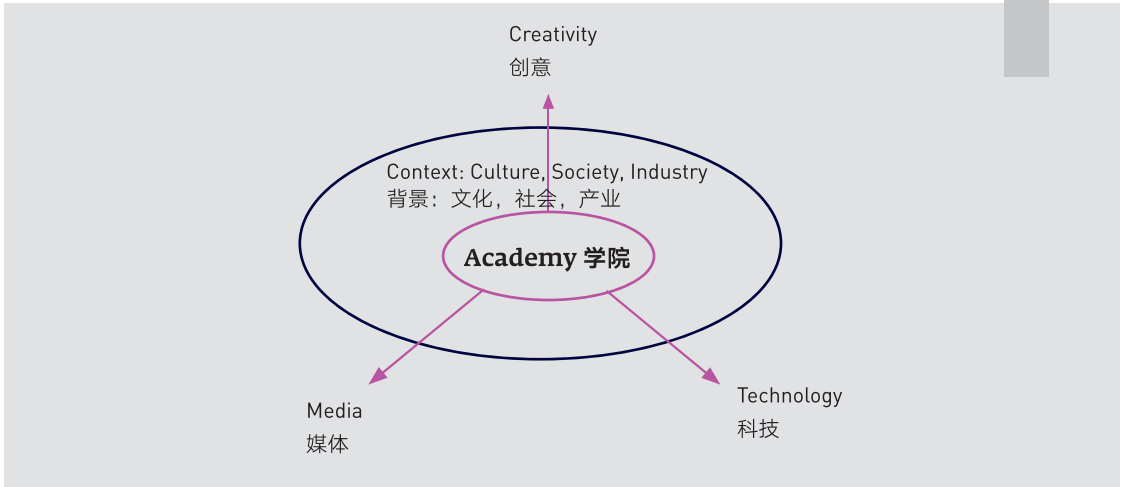
愿景：

以打造世界一流学院为目标，通过与媒体和创新产业的合作以满足行业需求、培养学生和专业人士成为文化创意产业领导者，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。
- 遵循西交利物浦大学的融合式教育模式，提供灵活的多地学习和教学体验。
- 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，以研究主导教学。
- 通过影视与创意科技与企业在各个方面的合作、知识转移，并向行业合作伙伴提供重点咨询，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。
- 促进高质量的国际合作，吸引高素质人才，提升大学品牌、影响力和国际声誉。

Values 价值





## Strategic Importance and Positioning

AFCT is proposed as a response to meet these challenges. It integrates interdisciplinary areas such as media, creative technology, and entrepreneurship to enable syntegrative education to train students to become leaders in new areas of creative industries. It will integrate innovation, scientific research strength and industry resources, to promote the development of China's Creative Technology and Film industrialisation. The areas of activity are represented in Diagram 1.

Creative technology can be seen as an area that includes art, digital product design, digital media/advertising, made with a software-based, electronic and/or data-driven engine. It can include multi-sensory experiences using computer graphics, video production, digital cinematography, VR, AR, video editing, digital sound technologies, software engineering, 3D printing, the Internet of Things, CAD/CAM and wearable technology.

The digital creative industry has been identified as one of the strategic emerging industries in the 13th Five-Year Plan of China. It is an example of the networked era, focusing on culture, content, and copyright, and drives the development of surrounding industries through integration and penetration. The key to developing the digital creative industry is digital creative technology and creative design.

Suggestions and recommendations for meeting the demand for future digital creative industry include:

- Establishing key projects and research centres focusing on digital creative technology
- Improving the quality of talents on digital creative technology
- Actively participating in international cooperation and increasing the influence of Chinese culture

## 战略重要性及定位

影视与创意科技学院结合了影视传媒、创意科技和创业等跨学科领域，通过融合教育将学生培养成为文化与创意产业新领域的领导者。它将整合创新、科研力量和产业资源，促进中国影视及创意科技相关领域产业化发展。活动领域如图1所示。

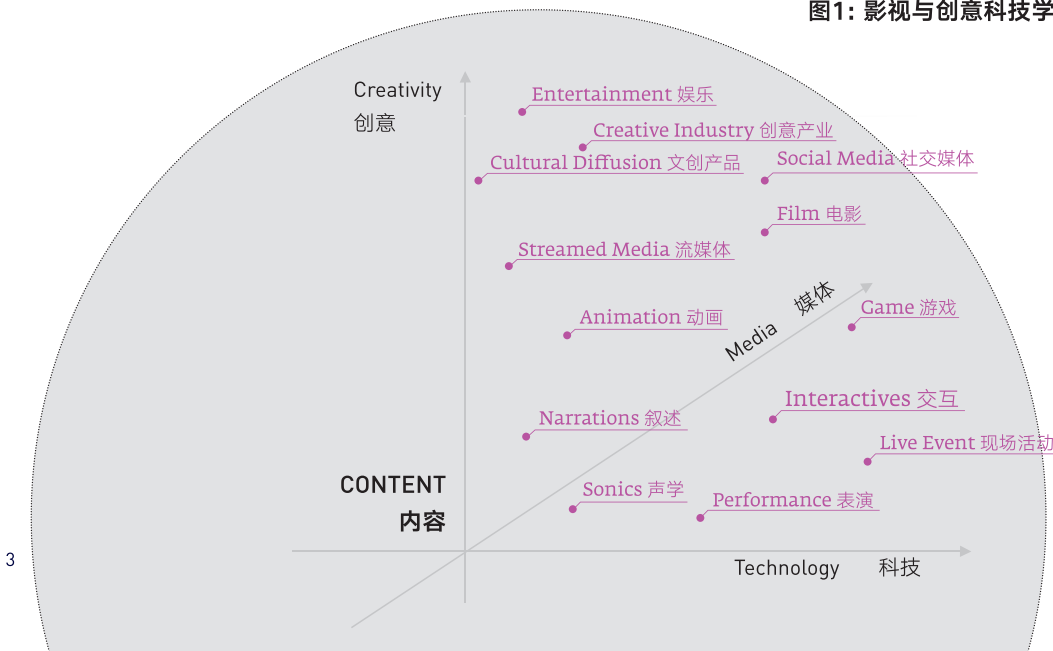
创意科技领域涉及影视、艺术、数码产品设计、数字媒体/广告，软件、电子及/或数据驱动的引擎制造。它可以通过使用计算机图形、视频制作、数字电影摄影、VR、AR、视频编辑、数字声音技术、软件工程、3D打印、物联网、CAD/CAM和可穿戴技术达到多感官体验。

数字创意产业已认定为中国“十三五”规划中的战略性新兴产业之一。它是网络时代的典范，以文化、内容、版权为核心，通过整合和渗透带动周边产业的发展。发展数字创意产业的关键是数字创意科技和创意设计。

为满足未来数字创意产业的需求，提出以下意见和建议：

- 建立以数字创意科技为重点，发展重点项目和研究中心
- 提高数字创意科技人才素质
- 积极参与国际合作，提高中国文化影响力

Diagram 1: Areas of AFCT  
图1：影视与创意科技学院的领域



## Organisational Structure

The Academy of Film and Creative Technology is multi-locational and has potentially four groupings of staff in four schools. Two are formed from existing XJTU 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 contains the development of the XJTU-Enlight 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 management 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 creativity, industries applied 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 college. The main focus of SCT is on digital arts and cultures, VR/AR/MR, gaming, Immersive media and sounds, and entertainments (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, entertaining media and media technologies.
- **The XJTU-Enlight Film School (Yangzhou):** Enlight Media is a content creator in three areas (film, animation and studio 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 3 BA Arts Technology and Entertainment, BA filmmaking and BA TV production students spending one year of study at Yangzhou (depending on options taken), Year 4 BA Filmmaking students working with Enlight media for their final

## 学院组织架构

影视与创意科技学院设有多个教学点，四个教学点都派有相应的教学人员。其中两所是由西交利物浦大学现有的学院组成，即影视艺术学院，以及文化科技学院，并将成为第一阶段发展的一部分。第二阶段包括位于扬州的与光线传媒合作开发的西浦·光线电影学院。第三阶段的发展计划在粤港澳大湾区，并将通过创建文化与创意学院，探索与媒体产业管理和媒体娱乐相关的议题及研究。

在核心业务和教育领域方面，每个教学点所在地和组成部分将有如下区分：

- **影视艺术学院（苏州工业园区）：**作为历史最悠久的学校，该学院主要侧重于创意制作，使用先进的技术工具来制作媒体内容，包括短片、电视制作、纪录片、创意视频和媒体艺术。学位课程包括电视制作学士、电影制作学士和数字媒体艺术学士。研究生课程包括文化创意产业硕士（正在筹备中），以及创业与创新硕士课程（详细设计中）。该学院的研究重点包括创意、产业应用研究、电影、媒体、文化和传播研究。
- **文化科技学院（太仓）：**文化科技学院是创业家学院（太仓）的创始学院之一，将继续在校园和学院的发展中发挥积极作用。文化科技学院的主要重点是数字艺术和文化、VR/AR/MR、游戏、沉浸式媒体和声音以及娱乐（这正是媒体、文化、艺术和科技的组合）。学位课程包括艺术、科技和娱乐学士，以及游戏设计硕士（正在发展为媒体和传播硕士的方向课程）和动画硕士（正在发展为媒体和传播硕士的方向课程）。该学院的研究（应用）重点包括新媒体、智能媒体、娱乐媒体和媒体。
- **西浦·光线电影学院（扬州）：**光线传媒是电影、动画及棚内内容的创作者。西浦光线电影学院作为第二阶段发展的关键部分，学院的重点是电影制作、发行和营销、产业导向的教学方法、导演和编剧的培养等。电影学院不会提供四年的学位课程，但现有的学位课程将有一年将在此地学习。这包括文化科技学院三年级的艺术科技与娱乐学士、电影制作学士和电视制作学士的学生，将在扬州学习一年（但取决于选修的课程），四年级的电影制作学士专业学生将在光线传媒完成毕业作品，以及动画专业的硕士和文化创意硕士的学生在扬州学习一个学期。研究重点是传媒和电影领域。

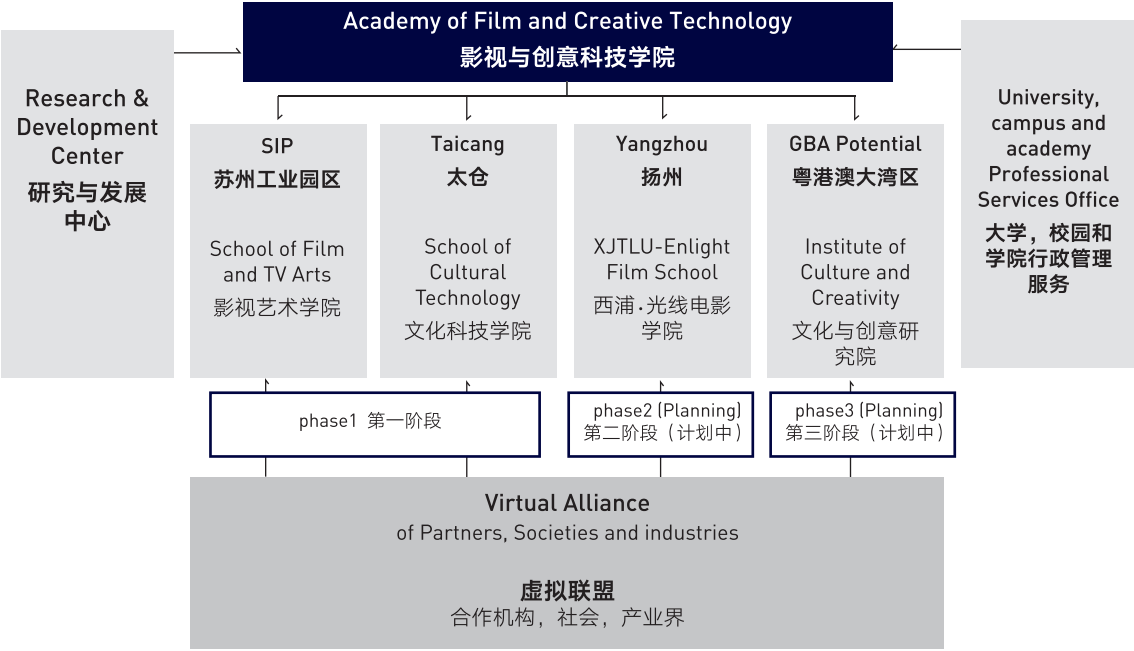


year project, and MA Animation and MSc Cultural and Creative Industries students spending a semester at Yangzhou. The research focus will be in the areas of media and film related applied research.

- **The Institute of Culture and Creativity (ICC) (Greater Bay Area):** The ICC will have a focus on cultural management and media. It is envisaged that the MSc Cultural and Creative Industries will also be delivered in the GBA once approved. There will also be a focus on short course provision, as well as a Research focus in the areas of cultural and creative industry applied research.

- **文化与创意研究院（粤港澳大湾区）：**将侧重于文化产业管理和媒体管理。此专业一旦获得批准，预计文化与创意产业硕士将在粤港澳大湾区授课。文化与创意产业研究院也将提供短期课程，其研究重点主要为文化和创意产业的应用研究。

Diagram 2: Structure of Academy of Film and Creative Technology  
图2：影视与创意科技学院架构



## 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 degrees, 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.

## 学院相互作用

### 学生

太仓校区和苏州工业园区两校区将成为新学院的核心，是主要的授课和研究所在地。西浦·光线电影学院为相关专业学生提供了宝贵的学习机会，通过在扬州一年的学习使他们获得行业知识。学院还在开发面向行业的学位，就像其他受SE启发的学位课程一样，至少有一个学期在业界学习。学院正在开发的硕士学位课程，学生将有一学期在扬州与光线传媒学习。

### 教师

根据知识、兴趣和技能以及研究或教学项目，我们鼓励教师在不同教学点间进行短期工作调动。对于一些国际教师来说，在苏州以外的地方工作可能有困难，但教师们仍有机会在不同的地方进行临时教学和研究。

### 研究

学院将与行业伙伴合作，开展以行业为重点的研究，以及联合培养博士生。研究问题和项目将由行业驱动，学生有一个行业指导老师/导师，以及来自西浦和利物浦大学的指导老师共同辅导。研究将围绕每个在地学院的重点研究主题进行，预计每个教学点的学院都将开设研究中心。研究中心的成员将基于个人兴趣和技能分配，而非按照就业和/或学习地点分配。





