



动画学院奖介绍

Introduction to the Animation Academy Awards

动画学院奖是由北京电影学院动画学院创立于2001年的专业性动画评奖活动,每年举办一届,每年年底举行颁奖及学术交流等一系列活动。

动画学院奖旨在鼓励与推动具有独立精神与创造性的动画创作, 不断挖掘与充分展现动画创作艺术的多样性,为真正热爱动画艺术的 人提供展现自我与互相交流的机会,促进动画创作中的学术思考。

动画学院奖推崇追求艺术与人文价值的动画作品以及在动画学术范畴内有启示意义的作品。

动画学院奖并不拒绝具有商业性质的动画作品,但是动画学院奖的评奖方式是非商业性的,挑选评委的标准是在动画领域内有所成就并对动画具有专业见解的人,职位、资历、名气并不重要。完全尊重每一位评委的独立见解。评奖的惟一标准是作品本身是否优秀。

2001年,第一届动画学院奖是属于北京电影学院动画学院的校内 评奖活动,活动大大激发了同学们的创作热情。

2002年,动画学院奖已成为全国性的专业动画赛事,收到了数百部参赛作品,年底举行了规模盛大的颁奖晚会,从全国各地特别是动画院校专程赶来参加晚会的有500人之多。如果说中国动画的产业化发展还有这样或那样的问题的话,那么郁积在每一位创作者身上的创作能量却在这次赛事上让我们看到了爆发之

势,特别是年轻人对动画的热情与创作

上的活力更让我们倍感鼓舞。在这 届动画学院奖上获奖的学生作品 《塘韵》、《日子》等相继人选国外 重要动画或短篇电影节并获奖。

2003年,第三届动画学院奖 开始从纯粹评奖的形式向电影 节形式过渡,除更为隆重的颁 奖晚会之外,还安排参赛作品 观摩、世界优秀动画作品观 摩、学术交流会等活动。而12 位分别来自大陆、香港特别行 政区、台湾及加拿大的大学专 业教师、动画导演、故事片导 演、制片人及独立电影制作人 组成了本届学院奖的评审委员 会。此次共收到来自全国及香



第七届动画学院奖

港特别行政区 20 多所院校的参赛作品 115 件,其中有 78 部作品入围,37 部作品分获 12 个奖项的提名,最终 21 部作品夺取奖项。

2004年,第四届动画学院奖由于前期准备工作积极到位,这届学院奖共收到来自国内外共50多所院校送来的310部优秀动画短片,作品风格形式更加多元化,具有非常高的学术性和实验性,作品大多都融合了最新的动画创作理念和CG技术。因此,本届学院奖受到社会各界人士的广泛关注和热情参与。盛大的颁奖晚会让广大动画爱好者流连忘返,回味无穷。

2005年,第五届动画学院奖,更加国际化的学院奖有将近1000部作品参赛,数量创历史记录,一方面说明:随着近几年中国动画教育的发展,200多所院校的动画教育和创作水平正在逐步提高,中国动画原创作品非常丰富;同时也说明:学院奖的号召力更加强大,她的学术魅力得到了更加广泛的认可。

2006年,第六届动画学院奖是一个盛大的节日,是动画界动画短片最高学术奖。时值中国动画诞生80周年,"动画学院奖"也走入了第六个年头。"动画学院奖"始终如一地 秉承着自己的宗旨: 弘扬中国原创动画,加强国际动画学术交流,实现动画人的梦想。参评作品评选客观,公平、公正,吸引了许许多多的国内外选手前来参赛,他们的热情带动了"动画学院奖"的规模与水平逐年提高,焕发了旺盛的生命力。参赛作品从第一届十几部发展到了现在的数千部,"动画学院奖"自己也在一步一个脚印地大踏步前进着。

2007年,第七届学院奖,我们将继续保持学院奖学术至上、鼓励原创、关心人文的原则,在越来越受到各界关注与支持的情况下,将学院奖的评奖、颁奖、学术交流等各项活动办得更规范、更专业。

在本届学院奖的奖项及奖金设立上加大了鼓励幅度。作为国内最具权威的动画短片评选活动交流盛会,参加此次盛会的嘉宾不仅有来自全国各地的艺术院校老师和学生,还有各大媒体记者、甚至还有多家国外艺术院校的师生。因此,组委会在活动上投入了更多的精力,精心为参加活动的学生组织了国外动画专家的论坛、以及全天的展映活动,立志为广大动画爱好者举办出一届真正不折不扣的"动画盛典"!

"动画学院奖"分 13 项大奖,是一个体现自我、展示才华、以学术为核心、重在动画原创艺术的交流与学习的智慧殿堂。在这里,同学们的作品不但能被其他人看到或者评判,还可以与国际业界同行们进行创作理念和制作技术上的交流,服务中国,获取走向世界动画舞台的绿色通行证。

The Animation Academy Awards was set up as the specialized animation award-granting activity in 2001 by the animation school of BFA. And it was held annually, followed by a series of activities such as the award-granting and academic exchange at the end of the year.

The Animation Academy Awards is aimed at encouraging and promoting the animation creation with independent spirit and creativity. And it also aims at continuously exploring and exhibiting to a full extent the multiple facets of the animation arts, and offers the opportunity of self-expressing and communicating with each other for people who really love animation arts.

This award holds in esteem the pursuit of animation works with great artistic and humanity value. It also highly praises the inspiration-activated works in the realm of animation arts.

The award does not show cold shoulders to the animation works withcommercialism, but the way it is operated is not commercial. The judges we choose must be people who are renowned in the animation field and must have their

own special opinion, and the position, qualification and reputation does not necessarily matter so much. We fully respect every judge unique view, and the only criterion to see whether the works is excellent or not is the works itself.

The 5th Animation Academy Awards of 2005 has got well preparation for richer content of works and wonderful activities, so the scale of it can be compared beauty with any other academic film festival. The session of academy awards has received more than 1000 excellent animation short films from more than 100 colleges at home and abroad, which have varieties of styles and are highly academic and experimental with newest concept of animation producing and CG technology.

"The Sixth Animation Academy Award", the supreme academic award in the realm of animation arts, is a grand festival. It happens on the occasion of the 80th anniversary of the birth of China's animation. "Animation Academy Award" consistently adheres to its purpose of carrying forward the spirit of China's original animation, promoting international academic exchange of animation, and realizing the dream of animation creators. Because the process of appraising works participating in the contest is objective, fair, and just, a great deal of contestants from home and abroad are attracted to participate in the contest. It is their enthusiasm that drive the scale and level of "Animation Academy Award" to improve year by year, radiating its exuberant vitality. The number of works participating in the contest has developed from dozens in "the First Animation Academy Award" into thousands now. And "Animation Academy Award" itself is also making solid progress in big stride.

The seventh Academy Award (2007) is coming, and we will continue maintaining academy supremacy, encouraging original work and concerning human culture. Under more and more people's attention and supports, we will make the Academy Award, the prize presentation and various academic exchanges more standardized and more professional.

We have added more awards to encourage more young animation students and animators. As the most authoritative animation festival in China, it will not only attract domestic animation school teachers and students, but also major media reporters and several foreign art school teachers and students. Therefore, the organizing committee makes great effort to support this festival, included organizing international animator forums and holding the whole day exhibitions for participates, in order to show you an excellent "Animation Festival"!

There are 13 settings for the 7th Animation Academy Award. The Academy Award is like a palace of wisdom in which contestants embody themselves and show their talent with emphasis on exchange and learning of the original art of animation. It is here that works of the students may be appreciated or evaluated by others, or students may also engage in exchange of the concept of creation or production techniques with international colleagues, serving China and scoring a green passport to move towards the world stage of animation.

院长致辞 Greets by the President

天,我们大家欢聚在人民大会堂,共同庆祝"动画学院奖"的第7个生日。作为一个中国动画人,我感到无比的欣喜与自豪:7年来,"动画学院奖"始终如一地乘承着自己的宗旨。国内外评委们客观公平的态度,吸引了许许多多的国内外选手前来参赛,他们的热情带动了"动画学院奖"的规模与水平逐年提高,焕发出旺盛的生命力。参赛作品从第一届的十几部发展到了现在的四千余部,"动画学院奖"自己也在一步一个脚印地大踏步前进着。院校作品的专业水平有了较大提高;全国有1千多所高校开设了动画及相关专业课程,数十万学生成为中国最活跃、最旺盛和最有希望的动漫生力军;大量的国外参赛作品使得"动画学院奖"成为国际影响力的奖项。

2006年4月国务院办公厅转发财政部等部门《关于推动我国动漫产业发展的若干意见(国办发[2006]32号)》后,各部门、各地区加快推动动漫产业快速发展工作,一些部门与地方还出台了进一步贯彻落实动漫产业快速发展的具体方案。国家批准成立了多个国家级数字娱乐、动漫游戏、创意基地。国内很多城市也把动漫游戏产业作为新的产业增长点。中国正成为全球数字娱乐及创意产业成长速度较快的地区,广阔的市场前景使得中国成为国外数字娱乐产业巨头争夺的新市场。

中国不仅仅是人口大国,更是一个有着悠久历史与灿烂文化的文明古国,中华民族深厚的文化底蕴为中国发展数字娱乐产业奠定了坚实的基础,并提供了扎实而丰富的题材。但我们今天还不能称为世界动漫产业大国。近几年,党中央和国务院接连制定了一系列发展动漫产业的政策,要求我们用5~10年的时间发展成为世界动画产业大国,这给了我们上千余所高校学习动画专业的学生一个很好的就业机会,也是我们动画从业者一次很好的发展机会,我们一定要牢牢抓住这千载难逢的大好时机,力争在3年之内就把中国打造成一个动画产业大国。

这是一次盛大的动画节日。经过7年的努力,涌现出一批代表当今国际动画艺术短片创作最高水平的作品,并得到了社会的普遍认可,成为中国最具影响力的动画创作展评舞台。越来越多地受到各级政府、知名媒体、海外著名学院、大型电影节的重视和关注。今年参选的动画作品 4000 余部,其中优秀作品 1500 部,作品分别来自世界各地院校、动画公司、美国、法国、澳大利亚、新加坡、韩国、日本国家和中国台湾、香港、澳门地区等,参选作品规模大、人数多。

总结几十年的动画教育经验,我们深刻地意识到:教学的最终目的是为了创作、为了就业,是为了实现动画人的梦想。而创作是需要一个真正意义的平台。"动画学院奖"就是一个体现自我、展示才华、以学术为核心的、重在动画艺术上的交流与学习的智慧平台。在这里,同学们的作品不但能被其他人看到或者评判,还可以与国际业界同行进行创作理念和制作技术上的交流,寻找新的发展机会,获得走向世界舞台的绿色通行证。

面对新的形势和挑战,如何利用千载难逢大好的动漫游戏产业发展机会、如何学习和借鉴国内外发展成功经验、教育如何为推动动画产业发展和如何为构建和谐社会服务、如何让在校学生毕业后有立足之地、教育如何为营造和引领中国动画产业新需求等,面对机遇与挑战,我们一定共同努力,共同奋斗,团结一致开创中国动画的美好未来!

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ear Honorable Guests, Ladies and Gentlemen, today we congregate in the Great Hall of the People, it is my great honor to present the opening address to celebrate the seventh birthday of "Animation Academy Awards". As a Chinese animator, I am pleased and proud of the seven years, because the "Animation Academy Award" consistently upholds its purpose. And domestic and foreign judges objective and fair attitude, which has attracted a large number of domestic and foreign players to come, led by their enthusiasm, Animation Academy Awards' scale and level has gradually increased and is shining with exuberant vitality. From a dozen entries in the first session to the current more than 4,000 entries, "Animation Academy Award" is step by step forward in big strides. The professional standards of the institution works were considerably improved; over 1000 colleges and universities opened animation and related courses, and thousands of students became China's most active, most exuberant and most promising cartoon reinforcements; a large amount of foreign entries made "Animation Academy Awards" into international influential awards.

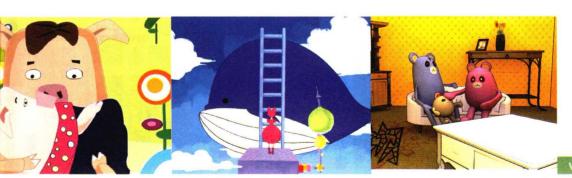
The government approved the establishment of a number of state-level digital entertainments, cartoon games, creative bases; many domestic cities took cartoon & game industry as a new growth point for industry; China is becoming one fast developed country in the world on the global digital entertainment and creative industry, the broad market prospect makes China the new competitive digital entertainment industry market.

China is not just a country with a large population, but also is a country with a long history and splendid culture of ancient civilizations, and Chinese people's profound cultural foundation has laid a solid foundation for the development of digital entertainment industry in China and provides solid and rich subjects. But now we can not be called the world cartoon industry power. In recent years, the CPC Central Committee and the State Council formulated a series of successive cartoon industry development policies, and we are required in $5 \sim 10$ years to become the world's major animation power, which give more than 1,000 college and university animation s good job opportunities, and which is a good opportunity for animators. Therefore we must firmly grasp this golden opportunity, and make great effort to make China into a super animation industry country.

This is a animation festival. Many first-grade international short animations came from this festival and were recognized by the public. We have received more than 4000 entries this year all over the world, and 1500 of them are great.

We are profoundly aware of the importance of the animation education as a good platform, for creative works, for jobs and for dreams, and that is the Animation Academy Awards' purpose. We are building a bridge of new opportunities, technology exchanges and professional competitions to the world.

Facing the new situation and challenges, we should know how to use the excellent opportunities of cartoon & game industry development, how to learn from the successful domestic and foreign development experiences, how to promote the animation education, how to build harmonious social services, how to help graduates and how to satisfy Chinese animation industry's new demands; facing opportunities and challenges, we must work together, fight together and unite to create a bright future for the Chinese animation. Thank you!



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China TV Association Animation Art Committee

China Youth Organizing Committee for Green Network Action

International Animation Education Association

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Research Center of Animation and Comics of China and Japan

Beijing Zhongying Communication Corporation

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Contents

目录

终评评委 International Jury	2
初评评委 Selection Committee	3
特邀嘉宾 Specially Visited Guests	4
会议日程 List of Meeting Calenda	
学院奖奖项设置 Settings of the Academy Awards	
历届获奖名单 List of Winners of Animation Academy Awards	8
优秀作品介绍 Introduction of Excellent Works	24
中国内地 Mainland China	25
	24
北京 Beijing 北京电影学院动画学院	
Animation School of Beijing Film Academy	26
北京服装学院艺术设计学院	
Beijing Institute of Clothing Technology	36
北京工商大学	
Beijing Technology and Business University	37
北京工业大学	2.5
Beijing University of Technology	37
北京光荣软件有限公司 Beijing Koei Software Co. Ltd	40
北京金松林电脑动画制作有限责任公司	4(
Jin Song Lin Cartoon Co. Ltd.	4(
北京民族文化艺术职业学校	
National Culture and Arts Vocational School of Beijing	40
北京市工贸技师学院机电分院	
Electromechanical Branch of Beijing Institute of Industry and Trade Techni	cian 41
北京市实用高级技术学校	
Beijing Applied High Technology School	41
北京中视科华传媒技术有限公司 China Television Media .Ltd	43
非在校生	43
Non-student	44
on the contract of the Contrac	

中国内地	Mainland Ch	nina			
序号	省(市)	作品数	序号	省(市)	作品数
1	北京	110	5	浙江	51
2	陕西	73	6	河南	35
3	河北	37	7	江西	18
4	辽宁	93	8	江苏	49

其欣然影视机构其卡通动画公司	
Beijing Qi Xin-Ran Digital Sci-Tech Co. Ltd	. 44
清华大学	
Tsinghua University	. 45
星球地图出版社 Starman Press	40
Starmap Press	. 48
中国传媒大子 Communication University of China	40
中国农业电影电视中心 CCTV-7《乡约》栏目	. 48
China Agriculture Film & Television Center	53
中国人民大学徐悲鸿美术学院	. 55
XuBeihong School of Art, Renmin University of China	. 53
中国少年儿童新闻出版总社	
China Children Press & Publication Group	. 55
中数传媒有限公司	
China DTV Media Inc.Ltd	. 55
中央美术学院	
Central Academy of Fine Arts	. 55
THE OLD THE STATE OF THE STATE	
<mark>陕西 Shaanxi</mark>	. 62
陕西科技大学 Sharmi University of Salama & Talanda	
Shaanxi University of Science & Technology 天捷动画工作室	. 62
大徒幼四工下至 Tian Jie Studio	90
渭南师范学院	. 00
Weinan Teachers University	80
西安科技大学	. 00
Xi' an University of Science and Technology	81
西安美术学院	. 01
Xi' an Academy of Fine Arts	. 81
西安追梦*策划设计有限公司	
Xi' an Zhuimeng planning Design Limited	. 84
西北大学	
Northwest Unversity	. 84
西部数码集团	
Western Digital Group	. 86
河北 Hebei	. 87
河北工艺美术学院	
Hebei College of Art & Design	. 87
刊 北经页大字	
Hebei University of Economics&Trade	8/
A 7	
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序号	省(市)	作品数	序号	省(市)	作品数
9	吉林	10	13	上海	27
10	内蒙古	32	14	广东	11
11	福建	6	15	黑龙江	8
12	云南	6	16	四川	29

第七届动画学院奖

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河北科技大学唐山分院 Tangshan Branch of Hebei University of Science & Technology
石家庄职业技术学院 Shijiazhuang Vocational Technology Insitute
辽宁 Liaoning
东北大学东软技术学院 Software College of Northeastern University99
辽宁科技大学 University of Science and Technology Liaoning99
辽宁师范大学 Liaoning Normal Unversity102
鲁迅美术学院
Luxun Academy of Fine Arts106 沈阳航空工业学院
Shenyang Institute of Aeronautical Engineering
Shenyang Ligong University
浙江 Zhejiang
宁波大学 Ningbo University130
浙江传媒学院 Zhejiang Institute of Communication&Media131
浙江理工大学
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The Professional School of Art Design, China Academy of Art
The School of Media and Animation China Academy of Art
河南 Henan147
郑州轻工业学院 Zhengzhou University of Light Industry147
中原工学院
Zhongyuan University of Technology
江西 Jiangxi 159
南昌航空大学 Nanchang Hangkong University

中国内地	Mainland Ch	nina			
序号	省(市)	作品数	序号	省(市)	作品数
17	重庆	31	21	天津	15
18	山西	19	22	贵州	3
19	湖北	2	23	广西	2
20	湖南	12	24	安徽	1

7th	Vi
	165

THE RESIDENCE OF THE PARTY OF T
<mark>江苏 Jiangsu</mark> 165 江苏大学
Jiangsu University
Nanjing Normal University
Nanjing Arts Institute
吉林 Jilin
Northeastern Normal Unversity
Animation School of Jilin Art Academy
<mark>内蒙古 Neimenggu</mark> 184 内蒙古大学
Inner Mongolia University
Inner Mongolia Normal University
福建 Fujian 195 福州大学厦门工艺美术学院 195
The Arts and Design College, Xiamen, Fuzhou University
云南 Yunnan 197 昆明理工大学
Kunming University of Science and Technology
Yunnan Normal University
Art College of Yunnan Normal University
Yunnan Arts University
上海 Shanghai
Non-student
East China Normal University
Shanghai University
Shanghai Top Institute of Information Technology 203

港台地区 HongKong SAR & Taiwan Province						
序号	省(市)	作品数	序号	省(市)	作品数	
25	香港	1	26	台湾	6	

第七届动画学院奖

广东 Guangdong 广州大学	208
「州スチ Guangzhou University 广州美术学院	208
Guangzhou Institute of Fine Arts 深圳职业技术学院	210
Shenzhen Polytechnic	210
<mark>黑龙江 Heilongjiang</mark> 黑龙江大学	212
Heilongjiang University	212
<mark>四川 Sichuan</mark> 捌伍动画	214
Bawu Cartoon	214
Chengdu University of Technology 四川师范大学	215
Sichuan Normal University 四川音乐学院成都美术学院	215
Chengdu Fine Arts College of Sichuan Conservatory of Music 西南民族大学	218
Southwest University for Nationalities	223
重庆 Chongqing四川美术学院	225
Sichuan Fine Arts Institute	224
Chongqing University of Posts and Telecommunications	225
山西 Shanxi	234
The Prafessional Training Academy of Radio Film & TV	234
Taiyuan University of Technology	237
湖北 Hubei	241
Hubei Institute of Fine Arts 武汉科技学院	241
Wuhan University of Science and Engineering	241

	国外作品	Foreign Pro	ducts			
	序号	省(市)	作品数	序号	省(市)	作品数
	27	美国	3	29	韩国	13
xii	28	法国	1			

Supinfocom of France 259

法国 SUPINFOCOM

韩国 Chung-Ang University



终评评委 International Jury

第七届动画学院奖评委会主席

The chairman of the selection committee of the 7th Animation Academy Awards



曹小卉 北京电影学院教授 Cao Xiaohui The Professor of Beijing Film Academy

第七届动画学院奖终评评委

The international jury of the selection committee of the 7th Animation Academy Awards



钟泉 长春电影制片厂美术片分厂厂 长、二级美术师 Zhong Quan Cartoon and Puppet Film Branch Director of Changchun Film Studio, Second-Grade Artist



中国高等院校电影电视学会副会长、中国·台港电影研究会理事、中国电影评论学会理事 Huang Shixian Vice President of Chinese Collegial

黄式宪

Association for Visual Art. Taiwan and Hong Kong Film Research Association Director, China Film Critics Association Director



戴铁郎 著名动画艺术家、一级导演 Dai Tielang Famacs animator, the first-grade director



东京国际电影节常务理事 小学馆动漫造型事业中心执行 董事 Masakazu Kubo (Japan)

久保雅一(日)

Masakazu Kubo (Japan) Tokyo International Animation Film Festival Permanent Syndic, Chief Director of Character Centre



美国迪斯尼公司著名动画导演《四眼天鸡》三维动画片的建模与角色动作设定总监 Kevin Geiger (American) Famous animation director of Disney.The Supervisor of CG modeling and character action design on "Chicken Little".

凯文・盖格(美国)



Harald inHülsen (德) 汉诺威国际电影节主席 Harald inHülsen (Germany) Hanoverian International Film Festival Chairman