

LAI WEI

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CHONGQING · HONGKONG



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Education

- 2019.9-Now
PhD Design, School of Design, The Hong Kong Polytechnic University, Hong Kong
- 2013.6-2015.7
MA Character Animation, Central Saint Martins, University of the Arts, London
- 2008.9-2012.7
BA Animation, College of Animation and Digital Arts, Communication University of China, Beijing

Key skills

Education, Animation, Film Editing, Computer Art, Interaction Design, Illustration

Latest journal publications

- Investigating the Use of Folk Art Elements in Domestic Animation Films, 2019
- Researching on 'Five-Dimensional' Assessment and Evaluation System of Illustration Design, 2019
- Emotion and Service: Analysis Of Animation's Multi-directional Application, 2018
- The Practicability of Dynamic Image Design to Visual Education in the Context of Contemporary Visual Culture, 2018
- Media-Friendly Medium Prospection – Discussing the Leading Future of Animation Typology, 2018.

Projects

- 2019 Directed 'Five-Dimensional' Assessment and Evaluation System of Illustration Design project
- 2019 Participated in '1 + 1 + 1' experiential teaching mode of fashion design project
- 2017 Participated in Chongqing municipal-level project - speciality visual communication design department

Conferences

- 2019.12 'Wide Vision' International Forum of Visual Culture 2019: The View of Cross-Disciplinarity, Guangzhou
- 2018.11 Delivered a speech in Animation Scholars Roundtable Forum(Chengdu) and Western Universities Students Animation Festival Academic Proseminar
- 2018.11 The 3rd Annual Conference of Chinese Animation Studies, Chengdu
- 2018.10 Delivered a speech in China Youth Animation Scholars Forum, Beijing
- 2018.9 The 3rd International Conference on Education Research and Reform, Macao
- 2018.8 UI/UX Conference China, Shanghai
- 2018.7 Visualization and Visual Analytics Conference, Beijing
- 2016.10 International Experimental Animation Forum, Chongqing

Experiences

- 2019.9 Teaching assistant at Interaction Design Department in PolyU
- 2018.10 Director assistant of Visual Communication Design Department in CQUE
- 2018.6 Academic visits and cultural exchanges with University of the Arts, London and University of Central Lancashire
- 2017/18/19 Visual narrative filmmaker for Chongqing University of Education and fashion department, Chongqing
- 2017.5 Supervisor of Chongqing University of Education in China Graduate Fashion Week 2017, Beijing
- 2017.5 Cinematographer and filmmaker of post production for <What It Is>
Fwong Makeup & Styling Studio, Chongqing
- 2017.4 Visual narrative filmmaker for Chongqing University of Education and fashion department, Chongqing
- 2017.4 Instructor at Chongqing University of Education, Chongqing
- 2016.4 Instructor at Art Creativity Global, Chongqing
- 2016.9 Animator of Experimental film for Reorder Film Production Studio, Berlin
- 2016.9 Visual identity designer for Cube Art Centre, Chongqing
- 2016.5 Filmmaker of post production for promotion video Dr. Ray Ltd, Zhuhai
- 2016.3-2016.6 Instructor at Chongqing Vocational College of Art and Engineering, Chongqing
- 2014.10-2014.11 Stop-motion Designer and Animator of <Now They Are Here, Now They Are Not>
for English National Opera, London
- 2014.10 Visual designer and filmmaker of post production for Streetstories Social Network, London
- 2014.4-2014.6 Filmmaker of <Adverse Reaction> for The Old Operating Theatre, Museum & Herb Garret, London
- 2009.7-2009.8 Design Assistant at Zendai Art Centre, Shanghai

Exhibitions

- 2019 A Technological Perspective on Fahion Design, First China Fashion Industry Innovation and Entrepreneurship Conference , Hangzhou
- 2019 Group Exhibition "iSTART Children's Art Festival" at A4 Museum, Chengdu
- 2019 Group Exhibition "Independent Animation Film Screening" at The Post Mountain
- 2019 Group Exhibition "24 Frames Childhood" at Chengdu Contemporary Image Museum
- 2017.10 Group Exhibition "±8 Chinese Independent Animation Screening" at A4 Art Museum, Chengdu.
- 2016.5 - 2015.8 Tour Exhibition "Taiwan International Children's Film Festival 2016", Taiwan.
- 2012 Group Exhibition "CUT" in The Old Operating Theatre, Museum & Herb Garret, London.

Awards

- 2019 Product design "Continuing" primary selection to The 13th National Exhibition of Fine Arts, China
- 2016 Animation <In Black> <Adverse Reaction> won the second place of the best 2D Animation Animex Awards 2016, NY.
- 2016 Animation <In Black><Adverse Reaction> were selected Semi-Finalist International Open Film Festival (IOFF), NY
- 2015 Animation <In Black> won the second place of the best 2D Animation in The World Animation Celebration, CA.
- 2015 Animation <In Black> official selection to British Animation Awards, London.
- 2015 Animation <In Black> official selection to Semifinalist Adobe Design Achievement Award.
- 2015 Animation <In Black> official selection to Taiwan International Children's Film Festival, Taiwan.
- 2015 Animation <In Black> official selection to China Independent Animation Film Forum, Nanjing.
- 2015 Animation <In Black> official selection to Lascatolablu ENJOY! Animation Film Festival, Italy.
- 2015 Animation <In Black> official selection to AnimaSyros International Animation Festival, Greece.
- 2015 Animation <In Black> official selection to India International Children's Film Festival, India.
- 2015 Animation <In Black> official selection to Near Nazareth NN Festival.
- 2015 Animation <In Black> <Adverse Reaction> official selection to Blackbird Film Fest.
- 2015 Animation <In Black> official selection to Chinese Women Film Fest.
- 2015 Animation <In Black> official selection to Queen City Film Festival.
- 2015 Animation <In Black> official selection to Visionaria Film Fest.
- 2015 Animation <Adverse Reaction> official selection to Title Ruse Film Festival.
- 2014 Animation <Adverse Reaction> official selection to IN.S.A.N.E. Animation Film Festival.
- 2008 Animation <Bear Has Child> mentioned award in China Graduate Animation Competition, Beijing.
- 2008 - 2012 Animation <Bear Has Child> mentioned award in Beijing Film Academy.
Animation Competition, Beijing.
Won the third prize of MLBTM graffiti Competition.
Won the Outstanding student, the Third-class scholarship,
the Outstanding League Cadres in Universiy.

WEILAI'S RESUME

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◆ 教育背景

- ◆ 2019.9 - 至今 香港理工大學 設計學院 博士在讀
- ◆ 2013.6-2015.7 英國倫敦藝術大學 中央聖馬丁藝術與設計學院角色動畫專業 碩士學位
- ◆ 2008.9-2012.7 中國傳媒大學 動畫與數字媒體藝術學院動畫專業 學士學位

◆ 主要技能 教育教學，動畫設計，交互設計，影視編輯，電腦藝術，插畫繪畫

◆ 近期論文 ◆ 2019 分析國產動畫影片對民間美術元素的運用

- ◆ 2019 插畫設計“五維立體”考核與評價體系研究
- ◆ 2018 情感與服務—動畫多向性應用分析
- ◆ 2018 當代視覺文化脈絡下動態圖像設計於視覺教育可應用性淺析
- ◆ 2018 友好傳播媒介的前景—探討動畫類型學未來導向

◆ 會議論壇 ◆ 2019.12 受邀論文交流於“大視野”視覺文化國際論壇2019“跨界的觀看”廣州

- ◆ 2018.11 受邀發言於中國動畫學者圓桌論壇與西部大學生動畫節 成都
- ◆ 2018.11 受邀學術交流於第三屆中國動畫學術會議 成都
- ◆ 2018.10 受邀發言於中國青年動畫學者論壇論 北京
- ◆ 2018.9 受邀發言於第三屆國際教育研究論壇 澳門
- ◆ 2018.8 受邀於中國UI/UX論壇 上海
- ◆ 2018.7 受邀於資訊視覺化與視覺研究論壇 北京
- ◆ 2016.10 受邀於“跨越本體”國際實驗動畫論壇 重庆

◆ 實踐經歷 ◆ 2019.9-至今 香港理工大學設計學院 助理教師

- ◆ 2018-2019 重慶第二師範學院視覺傳達設計系 主任助理 讲师
- ◆ 2018.6 英國倫敦藝術大學及英國蘭開夏大學學術交流
- ◆ 2017/18/19 重慶第二師範學院與時尚服裝系 視覺創意執行
- ◆ 2017.5 中國大學生時裝周重慶第二師範學院 執行導演
- ◆ 2017.5 重庆峰形象工作室 导演兼摄影师
- ◆ 2017.4-至今 重庆第二师范学院美术学院 专职教师
- ◆ 2016.4-10 ACG国际艺术教育重庆研究生部 兼职任教
- ◆ 2016.9 德國柏林Rekorder電影製片公司製作Refl ektor新媒體藝術項目
- ◆ 2016.9 重慶立方體藝術培訓有限公司製作品牌包裝設計
- ◆ 2016.8 日本東京佛教協會“心”繪本大賞製作繪本
- ◆ 2016.5 Dr. Ray (雷治) 牙具合作製作MG廣告
- ◆ 2016.3-6 重慶藝術工程職業學院視覺傳達系 兼職任教
- ◆ 2015.7 英國倫敦藝術大學製作畢業設計《In Black》
- ◆ 2014.10-11 倫敦為英國國家歌劇院合作製作宣傳短片
- ◆ 2014.10 英國網絡平臺製作同名宣傳片
- ◆ 2014.4-6 倫敦為老手術博物館獨立製作宣傳短片
- ◆ 2012.7 中國傳媒大學製作畢業設計《熊與孩》
- ◆ 2009.7-8 上海正大現代藝術博物館 設計助理



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◆ 項目研究

- ◆ 2019 主持插畫設計“五維立體”考核與評價體系研究
- ◆ 2019 主研“1+1+1”體驗式教學模式在服裝設計課程中的應用研究
- ◆ 2017 參研重慶市特色專業“視覺傳達特色專業”

◆ 作品展覽

- ◆ 2019 作品《Me&MiniMe》參展於首屆中國時尚行業雙創大會科技與時尚展
- ◆ 2019 作品《In Black》群展於第五屆iSTART兒童藝術節
- ◆ 2019 作品《In Black》群展於“24格童年”成都當代影像館兒童影像放映單元展映
- ◆ 2019 作品《In Black》群展於北京後山獨立動畫電影展映
- ◆ 2017 作品《In Black》群展於+8中國獨立動畫影展
- ◆ 2016.5-2015.8 作品《In Black》巡展於臺灣國際動畫節
- ◆ 2012 作品《Adverse Reaction》群展於“CUT”老手術博物館倫敦

◆ 獲獎情況

- ◆ 2019 作品《繼續》入圍第十三屆全國美展全國工業設計初選
- ◆ 2016 作品《In Black》《Adverse Reaction》入圍紐約Animex Awards 2016影像節 最佳二維短片
- ◆ 2016 作品《In Black》《Adverse Reaction》入圍紐約國際開放電影節 (IOFF) 最佳二維動畫短片最終提名
- ◆ 2015 短片《In Black》獲得最佳二維短片亞軍The World Animation Celebration Festival美國國際短片慶典
- ◆ 2015 作品《In Black》入圍British Animation Awards英國影像大獎
- ◆ 2015 作品《In Black》入圍半決賽Adobe Design Achievement Award Adobe 設計成就獎
- ◆ 2015 作品《In Black》入圍中國獨立影展
- ◆ 2015 作品《In Black》入圍Lascatolablù ENJOY ! ANIMATION FILMFESTIVAL義大利 Lascatol abl u ENJOY ! 國際影像節
- ◆ 2015 作品《In Black》入圍TICFF臺灣國際兒童影展
- ◆ 2015 作品《In Black》入圍Anima Syros Internetional Animation Festival希臘 Anima Syros 國際影像節
- ◆ 2015 作品《In Black》入圍第八屆印度國際兒童電影節
- ◆ 2015 作品《In Black》《Adverse Reaction》入圍Blackbird Film Fest美國黑鳥國際電影節
- ◆ 2015 作品《Adverse Reaction》入圍Title Ruse Film Festival英國考文垂電影節
- ◆ 2015 作品《In Black》入圍中國女性影展
- ◆ 2015 作品《In Black》入圍Visionaria影像節
- ◆ 2015 作品《Adverse Reaction》入圍IN.S.A.N.E. Animation Film Festival瑞典IN. S. A. N. E. 電影節
- ◆ 2015 作品《Adverse Reaction》入圍Queen City Film Festival (QCFF) 美國女王都市電影節
- ◆ 2015 作品《In Black》與《Adverse Reaction》入圍Near Nazareth NNFestival
- ◆ 2012 作品《熊與孩》(第七屆)全國大學生原創動畫大賽最佳短片類提名獎
- ◆ 2012 作品《熊與孩》獲北京電影學院學院獎優秀短片獎
- ◆ 2008 獲得MLBTM影像i餘鵝比賽三等獎
- ◆ 2011-2012 獲得校三好學生，以及校三等獎學金
- ◆ 2010-2011 獲得校三好學生、以及校三等獎學金
- ◆ 2009-2010 獲得校三好學生、以及校三等獎學金
- ◆ 2008-2009 獲得校三好學生、以及校三等獎學金