

School of Film and New Media formally announced



TNUA formally announced the founding of the School of Film and New Media with a bang in late October with government officials and celebrities from the local film and media industries witnessing the historic moment.

The guests of honor invited to a press conference on October 27 for the announcement included Minister without Portfolio Ovid Tzeng, the architect of the government's push for creative industries, as well as famous director Hsing Lee.

TNUA President Prof. Ju, Tzong-Ching noted that since its establishment 27 years ago, the University has won various recognitions for its excellent achievements in education, and its teachers and students have been brilliant stars on various international stages.

In August 2009 TNUA received permission from the Ministry of Education to set up the School of Film and New Media. There are two departments: the Department of Filmmaking, and the Department of New Media Art, with both also offering master's degree programs. Enrollment will formally start in 2010. The School, the first in Taiwan

to focus on film and new media art, aims to nurture talents to build up the "soft power" of Taiwan's creative industries, Prof. Ju stressed.

He noted that filmmaking and digital contents are two of the six major areas in Taiwan's push for creative industries. In support of the government's push for creative industries, TNUA has been apt to play the role of a leader, opening its Arts and Activity Complex with a 200-seat movie theatre in October 2008, and founding the School of Film and New Media in October 2009 – the sixth school of TNUA and a forward-looking institution that establishes a firmer base for TNUA's existing achievements and integrates resources for cross-disciplinary studies to meet the global trend for creative industries.

Mr. Tzeng said he expects the School of Film and New Media to supply more talents for Taiwan's creative industries. He also said the government will give financial support for performance and exhibition projects that promise quality.

Mr. Ho Cho-fei, director of the Department of Higher

Education under the Ministry of Education, said as long as a university has good educational goals, clear strategies and strong capabilities of implementing them, the Ministry of Education will keep sending resources and support. Mr. Ho noted that TNUA is exemplary of such universities.

The famous director, Mr. Lee, said Taiwan's first film school has finally come into being after a wait of 30 years, thanks to Prof. Ju's efforts. He noted that Taiwan's film industry has not developed to its full potentials over the past six decades chiefly because of a lack of management and marketing professionals. He said he hopes TNUA can consider incorporating management and marketing its filmmaking curriculum so that good movies can reach a wider audience.

Prof. Der-Lor Way, chairperson of the Graduate Institute of Arts and Technology, said the birth of a discipline integrating arts and technology is significant at a time when the humanities, arts and digital technology are becoming increasingly important. The Department of New Media Art will incorporate digital art theories and expressions, providing training in such fields as interactive space and architecture, interactive Internet installation art, virtual reality and three-dimensional images, he said.

Prof. Daw-Ming Lee, chairperson of the Graduate Institute of Filmmaking, said the graduate program has invited local and foreign scholars and professionals to offer courses. Its students have also won various awards in Taiwan and overseas, such as the Golden Horse Award.

The Department of Filmmaking will seek more collaboration with the industries to provide students with more opportunities of participation in film production, he said.

A look at the School of Film and New Media

Founded in 2009, the School of Film and New Media is the only higher education institution in Taiwan focusing on film and new media art. Its undergraduate programs will be introduced in August 2010. Its present master's degree programs have been formed by incorporating the School of Theatre Arts' filmmaking graduate program and the School of Fine Arts' graduate program of arts and technology. The School looks provide talents of technology, creative work, R&D, and design for the culture and creative industries.

Department of Filmmaking

The B.F.A. Program will be dedicated to various aspects of film art, including acting, cinematography, sound recording, editing, production design, digital effects, as well as feature film directing, screenwriting, and producing. Its goal is to provide students with basic knowledge and skills of film history, aesthetics, and production. The curriculum keeps abreast of the world's latest technological trends.

The graduate program, introduced in 2003, is the only one in Taiwan dedicated to the training of feature film producers, screenwriters and directors. The program has three divisions: Producing, Screenwriting, and Directing. The curriculum offers opportunities of exchange with

professionals and students of TV and film in Taiwan and other countries.

Department of New Media Art

Its B.F.A. Program will have a major focus on new media art, media technology and design. It explores cross-disciplinary integration of creative arts and digital technology to enable articulation of the new digital art form in the age of technology. Students will be trained to apply technology to media art, or apply digital technology to the interaction between arts and creative cultural industries.

First introduced in 2001, the M.F.A. Program focuses on media art and digital art. By exploring the nature of modern art, aesthetics and philosophical discourses on art in the digital age, students will learn to understand the meaning of contemporary arts. They may also learn to develop innovative technologies from the realms of science, and apply discoveries and technologies of modern science as media for new art forms.



Gila Almagor at Kuandu Arts Festival



Renowned Israeli actress and author Ms. Gila Almagor graced TNUA with her presence last month, staging a solo play for the Kuandu Arts Festival, as well as giving talks.

Apart from the autobiographical play, "The Summer

of Avia," which tells of her own life at the age of 10, Ms. Almagor also helped promote the screening of 10 Israeli films at the festival. One of the films, "Under Domim Tree Teenage," is based on her life at 14.

The 70-year-old actress said recording her own ordeals is a good way to heal the wounds and come to terms with the past. Ms. Almagor, who loves to work with young artists, said she had been glad to accept TNUA's invitation to a second visit to Taiwan.

The Israel Week of the Kuandu Arts Festival was enabled by the support from the Israel Economic and Cultural Office in Taipei (ISECO), whose representative Mr. Raphael Gamzou said Ms. Almagor's visit to Taiwan was a demonstration of the importance of arts and cultural

exchanges between the two countries.

He pointed out that Lee Chen-wei, who just graduated from TNUA's Department of Dance this year, has become the first Taiwan dancer to join Batsheva Dance Company, Israel's internationally acclaimed dance group.

TNUA President Prof. Ju, Tzong-Ching noted that Ms. Almagor's artistic accomplishments, as well as her devotion to charity and peace. Prof. Ju also thanked ISECO's support for allowing more varieties in this year's arts festival.

Prof. Peggy Chiao of TNUA's Graduate Institute of Filmmaking said films provide a shortcut to understanding cultures, and that she hoped the film festival would satisfy movie lovers.

Performance Schedule 11/12-12/11

F Free \$ Ticket

Music Tel: 02-2893-8245

19:30 Nov. 13 Marina Chiche Violin Solo Recital \$ 100
7:30 p.m. Violin/Marina Chiche
TNUA Concert Hall

Fine Arts Tel: 02-2893-8786

12/08-12/19 Department of Fine Arts 23rd Exhibition F
Dec. 8-19 TNUA Library B1

Theatre Tel: 02-2893-8772 02-2893-8822

Nov. 13-14 Arabian Nights F
7:30 p.m. Department of Theatre Arts Room T305
Nov. 14-15
2:30 p.m.

KdMoFa Opening hours: Tuesday-Sunday
10 a.m.-5 p.m. (closed on Monday)
Tel: 02-2896-1000 ext. 2444

Running till Dec. 31 Drift Wood Sculpture Festival F
Egret Grassland

Running till Dec. 31 Comedies F
Rooms 101, 102, 103, 104 and 201

Running till Dec. 31 Jayne Dyer Solo Exhibition F
Rooms 401-405

Running till Aug. 31, 2010 Life of Dancing Steel F
Solo Exhibition of Sculpture by Chang Tzu-Lung
Egret Grassland