



上海交通大学  
SHANGHAI JIAO TONG UNIVERSITY

### Visa

SJTU will provide students with electronic DQ form and admission notice. Applicants should bring the visa paperwork, admission notice, DQ form and a valid passport to the local Chinese embassy or consulate to apply for a short term student visa (usually the visa type "X2"). Students from visa-waiver-country shall also hold valid student visa (X2 type visa) for entry. Those who are already in China need to submit a copy of the visa page, residence registration notice, and all of the above application documents to the PCB in Shanghai after registering at SJTU.

The DQ form and the admission notice will be sent to the applicant via an email within two weeks after May 30, 2025.

\*If you are a local student from Hong Kong, Macao and Taiwan, you do not need the DQ form.

### Insurance

Students who plan to attend this program should obtain insurance prior to studying in China. Each student needs to present the insurance certificate to the administrative staff on the day of registration.

### Transcript

Official transcripts will be sent out in September to the mailing address you indicated in your application.

Students who wish to transfer credits need to obtain pre-approval from the relevant authorities at your home universities.

### Certificate

An official certificate will be issued to the student who completes the course by the University.

### Contact

Email: [icci-summer@sjtu.edu.cn](mailto:icci-summer@sjtu.edu.cn), [syhuang@sjtu.edu.cn](mailto:syhuang@sjtu.edu.cn)

Website: <http://summerprogram.sjtu.edu.cn/>

# 2025 SJTU GLOBAL SUMMER SCHOOL

So26

## Exploring AIGC in Cultural and Creative Industries



# PROGRAM OVERVIEW

SJTU welcomes undergraduate and graduate students from all over the world to study in Shanghai, one of the most dynamic cities in China. This summer, we invite you to enhance your academic credentials, advance your career, and explore your interests.

The 2025 Global Summer School provides excellent opportunities for students to learn about China through academic and cultural immersion. A wide range of courses in various disciplines are provided, including Public Policy and City Governance, Practice in Restoring Chinese Historical Buildings, Digital Innovations and Smart Construction, Machine Intelligence and Robotics, and AIGC and Cultural Industries, each of which will be accompanied by Chinese language courses.

In addition to academic lectures, local excursions, cultural activities, and field trips are also available for International students. From these extracurricular activities, students will learn more about Chinese culture, history, politics and the latest developments of the country. This is a chance to experience Chinese culture firsthand and to make friends from China and all around the world.

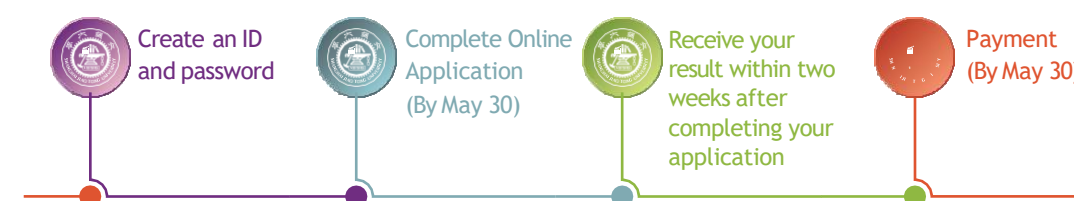
Join us this summer and discover how SJTU can help you realize your potential!



## → Eligibility

- Students from overseas, Hong Kong, Taiwan, and Macao must be enrolled as an undergraduate or graduate student before applying for this program.
- Students from non-English-speaking countries should provide an English language proficiency certification: IELTS (minimum score of 6.0), TOEFL (minimum score of 79), or TOEIC (minimum score of 800). If you are studying in an all-English-taught program, you must provide relevant certifications.
- Other prerequisites may be required by each course.

## → Application Process



- Please apply via the following website :  
<http://apply.sjtu.edu.cn>  
The following items must be uploaded to the online application:
  - A scan of the ID page of the student's passport. The passport must be valid for at least 6 more months for the visa application.
  - An ID photo (Similar to a passport photo)
  - Curriculum vitae (CV)
  - Motivation letter
  - Language proficiency certificate (If applicable)
- Applicants can only enroll in one course in the program.

## → Course Schedule

- Lectures **will** be held in the morning, and field trips or company visits **will** be arranged in the afternoons from Monday to Thursday. The Chinese language and culture courses will be conducted every Tuesday and Thursday afternoon. There are no classes on Fridays. Cultural trips will be arranged on weekends.
- If the number of participants is less than 15 students, the course will be cancelled. If this is the case, students will be notified via the website by the 30<sup>th</sup> of May, 2025. Students have two course selections when filling out the online application. If the first course is cancelled, the applicant will be automatically reassigned to the second course.
- Please check our website for the updated version of the schedule for each course.





# Exploring AIGC in Cultural and Creative Industries

Duration:  
2025.6.30 - 2025.7.13  
(2 weeks)

Campus:  
Minhang

Tuition Fee:  
CNY9500  
(USD1300)

## Course Description

Exploring AIGC in the Cultural and Creative Industries is a comprehensive course designed for international students, focusing on the multimodal applications of generative artificial intelligence (AIGC) technologies in the cultural and creative industries. The course covers modules on text generation, image and video production, sound creation, and commercialization pathways. Through theoretical learning, hands-on experiences, and visits to cultural and creative enterprises, students will enhance their interdisciplinary practical skills and creative literacy.



## Highlight »

- > Multidisciplinary Integration: Multimodal AIGC content creation across text, images, and sound.
- > Hands-On Practice and Immersive Experiences: Includes visits to Shanghai's cutting-edge cultural and creative enterprises and popular cultural activities.
- > Commercial Applications: Exploration of AIGC use cases and business prospects in advertising, branding, and film industries.
- > International Team: A team of AIGC experts offering insights to broaden students' global perspectives.
- > Outstanding students participating in this Summer School will have the opportunity to receive scholarships.



## Assessment

Attendance: 15%  
Participation in discussion: 20%  
Assignments: 30%  
Final project: 35%

## Contact

General Consultation  
(icci-summer@sjtu.edu.cn)  
Program Coordinator: Elena Huang  
(syhuang@sjtu.edu.cn)

## Instructors

### Ting HAN

**Tenured professor** at SJTU, doctoral supervisor, and a concurrent professor at the Institute of Medical Robotics. Ting Han is a designated "Yangtze River Scholar" young scholar by the Ministry of Education and a distinguished professor of SJTU. He has spearheaded over 10 national and provincial-level projects and undertaken multiple research projects for the Chinese Academy of Engineering, the Ministry of Industry and Information Technology, and Samsung Advanced Institute of Technology in South Korea.

Research Fields: Management & Strategy of Design, User Research & Experience Design, Innovation & Interaction Design

### Liang YUAN

**Tenured professor** at SJTU. Yuan received his PhD in Electrical and Computer Engineering from the Ohio State University in 2011 and was selected for the National High-Level Talent Program in 2014. He serves as an Associate Editor for the internationally renowned journal Displays and is a committee member of the Robotics Professional Committee of the Chinese Association of Automation and the Intelligent Robotics Committee of the Chinese Association for Artificial Intelligence.

Research Fields: Computer Vision & Image Processing, Intelligent Robotics, Metaverse Technology

Zhixin XU

Zhixin Xu is an assistant professor, a composer, sound artist, and scholar in computer music at SJTU. Xu graduated from the University of Cincinnati with a doctorate in Composition. He has performed at prestigious platforms such as the International Computer Music Conference (ICMC) and the Society for Electro-Acoustic Music in the United States (SEAMUS). He is also dedicated to developing music programming languages, promoting the application of computer music technologies, and contributing to commercial music production and education.

Research Fields: Electronic Music Composition, Interactive Music Design, Granular Sound Synthesis, Application of Music Programming in Games, VR environments, and Sound Field Positioning.

Meng ZHANG

Meng Zhang is a leading AIGC researcher at the School of Media and Communication of SJTU. Graduated from USC-SJTU Institute of Cultural and Creative Industry, he has been serving as an instructor for AIGC workshops and directed multiple award-winning AIGC films at national and provincial levels. As a video director and strategist for cultural media companies for over a decade, he won the gold medal in the cultural and creative track of the "Challenge Cup" National Entrepreneurship Competition and was recognized as a Shanghai Entrepreneurial Talent.

Yu WANG

Yu Wang is a Senior Multimedia Engineer in Computer and Information Technology Application. Graduated from Tokyo University of Technology with a master's degree in Multimedia Science and a specialization in CG animation creativity and technology, he is a student of Dr. Mitsuru Kaneko, the father of Japanese computer graphics and Oscar winner. He has co-created the animation IP project "Guru Guru" with Kaneko Mitsuru and the director of "Friends", and co-designed the animation characters with Seki Shuichi, a leading designer of Osamu Tezuka Studio in Japan.

Research Fields: CG & Animation, Technology in Short Video Production, Interdisciplinary Studies across Culture, Image & Industry

Jun WANG (Guest Speaker)

Jun Wang is the Vice President of Visual China Group and an industry mentor at USC-SJTU Institute of Cultural and Creative Industry. Graduated from SJTU with a doctoral degree, he oversees the company's solutions business, leading the development of the "Visual+" value-added service system, which offers comprehensive solutions for visual content creation and management. He spearheaded the development of the fully proprietary visual digital asset management cloud service product, VDAM, serving over 200 government departments, media outlets, and enterprises.

Enterprise Fieldtrip

China Literature

China Literature, also known as Yuewen, is a leading enterprise in the global cultural industry based on digital reading with a special focus on IP development. It owns several well-known cultural & entertainment brands, such as QQ Reading, Qidian, New Classics Media, and Tencent Animation & Comics. With a rich reserve of literary works spanning over 200 genres, it serves as a platform for tens of millions of creators and hundreds of millions of users.



Lilith Games

Lilith is one of the largest enterprises in game publishing and development in China. With a number of well-known games such as Art of Conquest, Rise of Kingdoms, and AFK Arena, it is the only Chinese gaming company featured on the 2019 LinkedIn Top Companies and the KPMG Top 50 Chinese Global Brand Builders ranking.



Kanjian Music

Kanjian Music, literally Find Music, is a leader in licence management automation for the music industry. With the largest music library in Asia, Kanjian has already served more than 1,000,000 creators and 100,000 organizations, reaching over 1 billion online listeners across more than 300 digital services worldwide.



Course Schedule		Orientation	Text Module	Image Module	Lab & Tour	Sound Module	-	-	Video Module				Tour	Commencement	-	
		06.30 Mon	07.01 Tue	07.02 Wed	07.03 Thu	07.04 Fri	07.05 Sat	07.06 Sun	07.07 Mon	07.08 Tue	07.09 Wed	07.10 Thu	07.11 Fri	07.12 Sat	07.13 Sun	
Morning	Course & Activity	<b>Orientation</b>  <b>Lecture</b> Trend of AIGC Technology	<b>Lecture</b> Text Generation & Content Creation	<b>Lecture</b> Image Generation & Visual Design	<b>Lab</b> AIGC Lab & Project Workshop	<b>Lecture</b> Sound Design & Music Composition	<b>Lab</b> AIGC Lab & Project Workshop (Voluntary Participation)	-	<b>Lecture</b> Image Generation & Visual Design	<b>Lecture</b> Image Generation & Visual Design	<b>Lecture</b> Image Generation & Visual Design	<b>Lab</b> AIGC Lab & Project Workshop	City Tour	<b>Lab</b> AIGC Lab & Project Workshop	-	
	Instructor	Liang Yuan Ting Han	Yu Wang	Meng Zhang	TA Session	Zhixin Xu	Meng Zhang		Meng Zhang	TBD	TA Session					
Afternoon	Course & Activity	<b>Campus Tour</b>	<b>Lab</b> AIGC Lab & Project Workshop	<b>Lecture</b> Image Generation & Visual Design	City Tour	Enterprise Visit Kanjian Music	-		<b>Lab</b> AIGC Lab & Project Workshop	<b>Lab</b> AIGC Lab & Project Workshop	City Tour	Enterprise Visit Lilith Games				<b>Final Presentation</b>
		<b>Icebreaking</b>	<b>Enterprise Visit</b> China Literature													Commencement
	Instructor	Wanjun Lu		Meng Zhang				Meng Zhang	Meng Zhang							

\*Courses and instructors may be subject to change. ICCI reserves the right of final interpretation.





→ **Credit**  
2 Credits

→ **Important Dates**

Duration	2025.6.30-2025.7.13
Application period	2025.1.1-2025.5.30
Application deadline	2025.5.30
Registration & dormitory check-in	2025.6.30 8:30am-5:00pm
Welcome reception	2025.7.1
Courses begin	2025.7.2
Courses end	2025.7.11
Dormitory check-out	2025.7.13 8:30am-5:00pm

→ **Fees**

Application fee	400 CNY (60 USD)
Tuition fee	9,500 CNY (1,300 USD)
Payment deadline	2025.05.30

The culture trip and accommodation fee are not included in the tuition fee.

→ **Refund Policy**

\*\*The application fee is non-refundable.

Withdrawal is defined as dropping of an entire academic program. All cancellation requests must be sent to [isc.mobility@sjtu.edu.cn](mailto:isc.mobility@sjtu.edu.cn).

Cancellation Date	Remarks
By May 30,2025	Full refund
By July 1,2025	50% refund
After July 1,2025	No refund

→ **Announcement**

You will be notified of the result through our website, and by email within two weeks of completing the application.

→ **Accommodation**

The 2025 Global Summer School will be held at Minhang and Xuhui campus. Students can choose on-campus or off-campus accommodation based on the location of the classes.

For on-campus accommodation, room reservations should be made online at [dorm.sjtu.edu.cn](http://dorm.sjtu.edu.cn) in June and the accommodation fee paid online. All students living in on-campus accommodation should obey SJTU's accommodation rules and regulations. Due to limited on-campus accommodation, students can also choose off-campus accommodation.

More detailed information regarding accommodation reservation will be released once you have been admitted to the Global Summer School.

For more information, please contact the International Student Service Center  
Minhang Campus: [issc\\_minhang@sjtu.edu.cn](mailto:issc_minhang@sjtu.edu.cn) +86-21-34203955