

**Evaluation of the LAFA – Salford Partnership**

School of Arts Media and Creative Technology  
University of Salford

**Professor Allan Walker**18<sup>th</sup> May 2020

The University of Salford is pleased to contribute to the application to renew the Sino-UK programme and to confirm the success of our partnership with the Luxun Academy of Fine Art.

From the outset in 2012, this partnership has provided opportunities for students and staff from both institutions to gain international experience and detailed understanding of transnational approaches to creative education and the creative industries. These have increased since the Agreement on Cooperation between LAFA and UoS was signed in 2015 and have formed an essential element of the joint undergraduate programme in Digital Media Arts. The details of this Cooperation have been captured in the BA (Hons) Digital Media Financial Agreement signed by both parties in 2018. For the past four years, we have delivered this programme in successful collaboration with our colleagues at LAFA and have produced excellent results in recruitment and academic performance and achievement by students.

In addition to the joint programme, our partnership has included staff exchanges, visits and exhibitions as well as several short courses, one of which included an international research-based project with students attending from LAFA, Korea, Chicago and Salford on a Global Digital City Project in July 2015. For Salford staff, working on the joint programme in China has provided a major cultural experience as well as insight of Chinese teaching methods and practices. In close collaboration with our colleagues at LAFA, we have produced new international and interdisciplinary models for education for the creative industries and this has included opportunities for peer learning and staff development for Chinese staff.

We have also hosted the first cohort of students in their final year at our campus in Salford. This has been a new experience for the University of Salford and one which has been marked by some wonderful achievements and events. From the start, the Chinese students have contributed to the life of the University and also the City of Manchester with their designs for the 70<sup>th</sup> Anniversary Celebrations held by the Chinese Consulate. While it is a great regret that the coronavirus has curtailed normal completion of these students' studies, successful implementation of the emergency measures is also a reflection of the strength of our partnership. There has been strong cooperation throughout the period of the virus as we have put in place extraordinary measures to ensure the safety and academic progress of our students. We will continue to do this until we have found a way to contain the virus and make sure our students and staff can work in good health.

We look forward to the next stage of our partnership and to continue this programme and also to explore further related developments both at Master and Research Degree levels.

There has also been recognition of the Institutional significance of this partnership and this has been demonstrated by our Vice Chancellor, Professor Helen Marshall who attended the signing of the Sino-UK partnership Agreement in the Great Hall of the People, Beijing in June 2017. This was

followed in 2018 by Professor Allan Walker, Dean of School of Arts and Media representing the University at LAFA's 80th Anniversary in Dalian campus and Opening ceremony of School of Sino-British Digital Media. In 2018, Professor Lu Zhao was made a Visiting Professor at Salford and in August 2019, Party Secretary Wang Shenshi came to Salford to attend the opening ceremony for the first final year cohort of Sino-UK students. This year we are due to honour President Li with an Honorary Doctorate and an exhibition of his work.

In conclusion, the cooperation project is progressing very well. Since its inception, the project has achieved good results in increasing enrolment, improved talent training, high quality teaching, new curriculum planning, innovations in teacher allocation, excellent teacher-student interaction and other aspects. In the professional field students have gained an international vision and experience a much wider taught experience. The international teaching mode and excellent environment and resources has cultivated exciting new talents who can fully engage in digital media arts and the wider design industry.

#### **Key moments in the development of the Partnership**

2012 -2015	<ul style="list-style-type: none"> <li>Relationship initiated in 2012 following a visit by President Wei Ershen and other senior staff to Manchester</li> <li>Followed by academic exchanges and visits by Prof LuZhao and Prof Walker</li> <li>Further consolidated by R. Barfield ADI being awarded a Visiting Professorship by LAFA</li> </ul>
2015-2016	<ul style="list-style-type: none"> <li>Sino-UK Cooperative Agreement signed in 2015</li> <li>First cohort of students recruited by the Design Faculty of LAFA at their Dalian Campus in September 2016</li> </ul>
2018	<ul style="list-style-type: none"> <li>Summer Courses in Design for LAFA students in Salford</li> <li>Dean Lu Zhao appointed as a Visiting Professor at Salford</li> <li>Salford staff teaching 4 modules per year at campus in Dalian</li> <li>Dean Walker international speaker at LAFA 80<sup>th</sup> Anniversary Celebrations, Dalian Campus</li> </ul>
2019	<ul style="list-style-type: none"> <li>September 2019, 68 students progress to final year (Level 6) study in Salford.</li> <li>Signing of contracts for Sino UK programme in Digital Media Arts guaranteeing minimum number of students studying in their final year at Salford</li> <li>First cohort of final year students arrive in Salford</li> <li>Visit by Regional Party Secretary Wang Shenshi and Dean, Professor Lu Zhao to Salford</li> </ul>
2020	<ul style="list-style-type: none"> <li>First graduating cohort from the joint programme</li> <li>LAFA President Li to be awarded an Honorary Doctorate by the University of Salford</li> </ul>

#### **Learning Agreement**

The current agreement enables students from LAFA to study on a BA of Digital Media Arts on a 3 + 1 model:

- 3 years in LAFA learning in English on a curriculum owned by LAFA
- 6 – 8 modules in each year of Level 4 and 5 (Year 2 and Year 3 in LAFA), are designed and delivered by academics from Salford.
- 1 year of study in Salford for students with a suitable proficiency in English on the Level 6 BA (Hons) Digital Media Arts programme at Salford
- These students are able to graduate with awards from both institutions.
- The syllabus allows the students to learn a range of digital media skills alongside UK students and to choose to specialise in one of them.
- The focus of the programme is on interdisciplinary learning and on exploring how to innovate and work with technologies essential to the new creative industries.

- The programme is delivered by academics with a strong background in creative practice in industry or research
- Learning takes place in world class facilities at Salford's digital media campus at the MediaCityUK industry hub and at the multi-disciplinary art and design campus in the heart of the University

**Successes and Challenges in the Delivery of the Sino-UK Programme (this can be developed into the main items for review and action in September)**

1. **Staff Diversity:** 18 academic staff from Salford have delivered teaching at LAFA so far. This has exposed students to a considerable diversity and range of teaching styles and is a key component of quality in the programme.
2. **Interdisciplinary Approach:** The range and number of visiting staff to LAFA ensure that students grasp the interdisciplinary potential of their studies and exposes them to different ways of learning and collaborating as well as combining theory, practice and technology.
3. **Staff Student Ratios:** Salford staff have been supported in their teaching by staff from LAFA and this is also providing peer mentoring and staff development for Chinese staff. Class sizes are large and one of the ongoing challenges has been to maintain appropriate staff student ratios.
4. The delivery pattern for the number and duration of modules in LAFA's Year 2 and Year 3 has been evolving successfully since the programme began and an opportunity now exists to review how best to streamline this delivery to ensure a sustainable and successful experience in future
5. **Quality of Accommodation for UK Staff:** It is a large commitment for UK staff to work in China and it is now time to improve the quality of their accommodation and internet access to provide an improved quality of experience.
6. **English Language Provision:** Language tuition has been variable and there is agreement that it needs to take place earlier in the programme. Students need to achieve a higher standard of English earlier in the programme. The programme team have been considering the organisation of summer courses in English language at Salford at the end of the second year to remove the pressure on students at the end of their third year.
7. **Pre-sessional English:** Before beginning their Level 6 studies on the University of Salford campus in September, many LAFA students were required to attend intensive English language classes in the summer to improve their IELTS scores to the required level for UK learning. While successful, it was also a very intense period for all concerned.
8. **Cultural Experience:** The 5 and 10 weeks pre-sessional programmes also enabled students to acclimatise to the UK way of life. They undertook a full programme of social and cultural events to provide full immersion before starting their degree studies. These experiences have enabled the students to feel truly at home at Salford and to make the most of their time in the UK.
9. **Range of Experience:** Students who progress to the L6 of the Digital Media Arts programme in the UK at Salford are exposed to a wide range of creative, collaborative and industry opportunities that can significantly enhance the depth and breadth of their learning and future employability.
10. **Contribution by LAFA students to Salford:** Students have integrated well with their UK colleagues and had the opportunity to work with Salford staff and students on the design for the high profile 70<sup>th</sup> Anniversary celebrations of the PRC at an event for 500 hundred people in the centre of Manchester hosted by the Consul General in Manchester.
11. **Working Relationships:** Excellent working relationships exist between the two LAFA and Salford Deans and staff and this has ensured that any problems have been addressed quickly. Over the next stage, there needs to be a more formalised management meeting structure to assist the process of continuous review and improvement.
12. **High Quality Resources:** World class facilities exist at the New Adelphi and MediaCityUK campuses and students have benefited from these.
13. **Performance During Year:** The first cohort of Digital Media Arts students are due to graduate in July 2020. So far, their experiences in the UK have been very positive and the outcomes likely to be very successful.

14. **Pandemic:** The impact of the Covid 19 virus in China in February meant Salford staff were not able to travel to teach students on campus but have quickly developed on-line learning methods which have been working very well. When the virus prevented teaching on UK campuses in March LAFA students were able to carry on studying through on-line methods.

### **Future Developments**

- We will resume face to face studies on the Digital Media Arts programme as soon as possible in Dalian and also Salford. The joint programme is proving very popular in Dalian and numbers have grown significantly to 120 students per year in 2019 – 2020.
- Students who are currently studying in Salford now have the opportunity to progress onto one of the postgraduate degree programmes at Salford including the MA in Creative Technologies.
- A new collaboration allows students on the MA in Digital Media Arts in Dalian to spend one year in the UK during the second year of their study at LAFA. They will study for the MA in Contemporary Fine Arts programme and will receive an award from both institutions.
- We are exploring ways to collaborate on delivering post graduate research degrees and courses in PhD study skills.
- In July 2020 the President of LAFA was due to attend the University's Graduation ceremony and to be awarded an Honorary Doctorate by the Chancellor of the University of Salford. Also, President Li was also due to hold an exhibition of his work during this period. Unfortunately, the impact of the pandemic has meant these joint celebrations will now need to be delayed until later in the year.

A handwritten signature in dark ink, appearing to be 'Li' followed by a stylized flourish.



**Allan Walker教授**

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## 中国鲁迅美术学院与英国索尔福德大学合作办学

索尔福德大学媒体艺术与新技术学院

**Professor Allan Walker**

18<sup>th</sup> May 2020

艾伦·沃克（Allan Walker）教授

2020年5月18日

索尔福德大学很高兴协助办理此次评估，以延续签此中英合作办学项目并确认我们与鲁迅美术学院的\*\*合作是成功的。

自2012年伊始，这种合作关系就为我们两所院校的学生和教职员提供机会去获得国际体验，并对跨国参与创新教育和创新产业有详细的了解。自2015年鲁迅美术学院与索尔福德大学签订合作协议以来，我们的合作有所增加，并且已成为数字媒体艺术专业本科合作办学项目的一项重要内容。有关此合作的详细内容，在双方于2018年签署的数字媒体专业本科（荣誉）教育项目财务协议中有详述。在过去的四年中，我们与在鲁迅美术学院的同仁们通力合作，成功开设了该合作办学课程，并在招生、学生的学业表现和成绩方面均取得了优异的成绩。

除了合作办学外，我们的合作还包括人员交流、互访和展览、以及一些短期课程，其中就包括一项国际研究性项目，在项目中，来自鲁迅美术学院、韩国、芝加哥和索尔福德的学生于2015年7月参加了一个全球数字城市的项目。对于索尔福德的教职员而言，在中国参加此合作办学项目的工作是一次重要的文化体验，同时还能近距离的观察和了解中国的教学方法和实践。通过与鲁迅美术学院同仁的密切合作，我们为创意产业开设了多个全新的、国际性的并且是跨学科的教育模式，其中包括为学生提供同伴学习的机会以及为中方教职员提供职业发展的机会。

我们已在索尔福德的校园接待了此项目的首届学生，他们来索尔福德大学完成他们最后一年的学习。这对索尔福德大学来说是一种新的体验，并且已经取得了不俗的成绩。从一开始，我们项目的中国学生为中国领事馆举行的国庆70周年庆典进行了相关设计，为索尔福德大学和曼彻斯特市献上了第一份礼物。然而很遗憾，由于冠状病毒的爆发，这些学生不得不提前结束学业，但我们成功采取了一系列紧急措施也从侧面反映了我们合作的实力。在整个疫情期间，我们一直都通力合作并采取了一系列特殊措施来确保学生们的安全和学业进度。在我们找到能够遏制病毒的办法前，我们将继续这样做，以确保我们的学生和教职员能够健康地生活、学习和工作。

我们期待着我们的合作步入下一阶段并继续运行该合作办学项目，我们还期待在硕士学位

和研究型学位层次上进行更进一步的探索。

鲁迅美术学院与索尔福德大学的合作伙伴关系对双方院校都具有重要意义，并且也得到双方的肯定与认可，这一点从我们的校长海伦·米歇尔（Helen Marshall）教授出席2017年6月在北京人民大会堂举行的中英合作办学项目的签约仪式便可窥见。随后在2018年，索尔福德大学艺术与媒体学院院长艾伦·沃克（Allan Walker）教授代表索尔福德大学出席了鲁迅美术学院在其大连校区举行的80周年校庆以及中英数字媒体学院的开学典礼。2018年，赵璐教授成为索尔福德大学的客座教授，2019年8月，鲁迅美术学院党委书记王慎十来到索尔福德参加了第一届中英学生最后学年的开幕式。今年，我们打算授予李院长荣誉博士学位并举办其作品展。

总而言之，此合作办学项目开展的非常顺利。自项目成立以来，该项目在增加入学率、改进人才培养、提供高质量教学、制定新的课程规划、创新师资配置、开展出色的师生互动等方面均已取得了良好的成绩。在专业领域方面，学生们不仅得以开阔国际视野，而且还体验到了更广泛的教学模式。得益于国际化的教学模式和优秀的环境与资源，此项目已为数字媒体艺术和更广泛的设计行业培养出了一批优秀的全新人才。

#### 此合作进程中的重要节点

2012年-2015年	<ul style="list-style-type: none"><li>继鲁迅美术学院韦尔申院长和其它高级教职员访问曼彻斯特后，双方于2012年开始建立业务关系</li><li>赵璐教授和沃克(Walker)教授随后进行学术交流和访问</li><li>鲁迅美术学院授予R. Barfield ADI客座教授称号，双方的合作关系得到进一步夯实。</li></ul>
2015年-2016年	<ul style="list-style-type: none"><li>2015年签订中英合作办学协议</li><li>2016年9月，鲁迅美术学院设计学院大连校区招收了此项目的第一届学生</li></ul>
2018年	<ul style="list-style-type: none"><li>在索尔福德大学为鲁迅美术学院的学生开设设计专业夏季课程</li><li>赵璐院长成为索尔福德大学的客座教授</li><li>索尔福德大学派师资在鲁美大连校区授课，每年教授4个模块</li><li>索尔福德大学艺术与媒体学院沃克(Walker)院长在鲁迅美术学院在其大连校区举行的80周年校庆上致辞</li></ul>
2019年	<ul style="list-style-type: none"><li>2019年9月，共68名学生顺利升读进入最后一年在索尔福德大学的学习(英国6级)</li><li>中英数字媒体艺术专业合作办学项目签约，规定了进入索尔福德大学参加最后学年的学习的学生保底人数</li><li>首届毕业学年的学生抵达索尔福德大学</li><li>鲁迅美术学院党委书记王慎十和设计学院院长赵璐访问索尔福德大学</li></ul>
2020年	<ul style="list-style-type: none"><li>首届学生从此合作办学课程毕业</li><li>索尔福德大学将授予鲁迅美术学院李院长荣誉博士学位</li></ul>

#### 学习协议

根据当前的协议，鲁迅美术学院的学生能够以3+1模式学习数字媒体艺术专业本科课程：

- 前3年在鲁迅美术学院学习鲁美的校本课程，英语授课；
- 4级和5级（在鲁迅美术学院的第2年和第3年）每年有6—8个模块，均由索尔福德大学的老师设计和授课；
- 达到索尔福德大学数字媒体艺术专业（荣誉）学士学位6级课程，并且具备一定的英语能力的学生，将在索尔福德学习1年；
- 这些学生能够获得两校分别颁发的文凭；
- 教学大纲允许这些学生与英国学生一起学习各种数字媒体技能，并选择专门研究其中一项；
- 该项目侧重跨学科学习，并探索如何创新和使用对新兴创意产业来说必不可少的技术；
- 该课程的授课老师均在创意实践产业或研究方面具有极丰富的经验；
- 索尔福德大学在其位于MediaCityUK产业中心的数字媒体校区，以及索尔福德大学的心脏—多学科艺术与设计校区为就读此项目的学生提供世界一流的设施。

### 此中英联合办学项目实施中的成功与挑战（可以纳入要在9月份进行的审查和采取的行动的主要内容）

1. **师资多元化：**到目前为止，来自索尔福德大学的18名教学人员已在鲁迅美术学院授课，为学生们带去了极为多样化的教学方式，这是确保该项目课程质量的关键一环。
2. **跨学科研究：**向鲁迅美术学院派驻一定范围和数量的客座教师可确保学生们掌握其所学专业的跨学科潜力，使他们能够接触到各种不同的学习和协作方式，并将理论、实践和技术相结合。
3. **师生比：**索尔福德大学的教职员的教学活动得到了鲁迅美术学院教职员的支持，这既形成了辅导互助，也为中方教职员提供了职业发展的机会。由于班级规模都很大，要保持适当的师生比是当前面临的挑战之一。
4. 自该项目开始以来，在鲁迅美术学院教授的第二学年和第三学年的各课程模块的授课方式（包括模块数量和课时长）已经逐渐定型，现在有机会来审查如何最妥当地对其进行精简和优化，以确保其在未来仍是成功的并且是可持续的。
5. **英方教职员的住宿质量：**英方员工在中国工作是极大的奉献，现在是时候来改善他们的住宿质量和上网问题，以提高他们的体验质量。
6. **英语语言规定：**语言学费不是固定的，双方一致同意英语语言的培训需要在课程的更早期进行。学生们需要在课程早期阶段就达到更高的英语水平。该项目团队一直在考虑在第二学年年末在索尔福德大学举办英语暑期课程，以减轻学生们在第三学年年末的压力。
7. **学前英语：**在于9月份进入索尔福德大学参加6级课程的学习前，许多鲁迅美术学院的学生被要求参加夏季的英语强化课程，以便将他们的雅思成绩提高到去英国学习所需的水平。尽管取得了成功，但对所有相关人员来说，这个时间是相当紧的。
8. **文化体验：**为期5周和10周的学前课程还能使学生们提前适应在英国的生活。学前课程中安排了大量的社会活动和文化活动，为的是让学生们在开始他们的学位课程的学习前沉浸



式体验当地的生活。这些经历和体验使学生们能够在索尔福德大学真正感受到家的感觉，并充分利用他们在英国的时间。

9. **体验范围：**升入英国索尔福德大学学习数字媒体艺术课程L6的学生可以接触到各种各样的创意、协作和行业机会，这些机会可以极大地扩展他们学习的深度和广度以及未来的就业能力。
10. **鲁迅美术学院学生对索尔福德大学的贡献：**学生们已与英国同事们融为一体，并获得了与索尔福德大学的教职员和学生合作的机会，他们共同设计了由中国驻曼彻斯特总领事馆在曼彻斯特的中心举办的中华人民共和国国庆70周年纪念活动，共有500人参加了这一庆祝活动。
11. **工作关系：**鲁迅美术学院和索尔福德大学两校校长和教职员之间已建立和保持着良好的工作关系，正是两校之间这种良好的工作关系，使得所有问题都能得到迅速解决。下一阶段，需要有一个更正式的管理会议结构，以协助进行持续的审查和改进。
12. **一流的资源：**新阿德尔菲校区和MediaCityUK校区拥有世界一流的设施，为学生们提供最好的资源和环境。
13. **年度表现：**首批数字媒体艺术专业的学生将于2020年7月毕业。到目前为止，他们在英国的表现是非常值得肯定的，也极有可能顺利完成学业拿到学位。
14. **新冠疫情：**今年2月份中国出现新冠病毒疫情，受其影响，索尔福德大学的教职员无法前往鲁美校区授课，但我们很快推出了在线学习，而且效果非常好。当3月份受疫情影响，英国各校区也无法进行正常的教学时，鲁迅美术学院的学生们却仍旧能够通过在线学习的方式继续学习。

## 未来的发展

- 我们将尽快在大连和索尔福德恢复面对面的数字媒体艺术课程的教学。事实证明，该合作办学项目在大连非常受欢迎，在2019年至2020年期间，招生人数已显著增长到每年120名学生。
- 目前正在索尔福德大学学习的学生现在有机会升读索尔福德大学的其中一个研究生学位课程，包括创意技术专业硕士学位课程。
- 目前有一项新的合作计划，允许在大连攻读数字媒体艺术专业硕士学位的学生，在他们在鲁美的第二学年去英国学习一年。他们将学习当代艺术专业硕士课程，并获得两校颁发的文凭。
- 我们正在探索合作开设研究生研究型学位和学习技能型博士学位课程。
- 按计划，2020年7月，鲁迅美术学院院长应出席索尔福德大学的毕业典礼，并被索尔福德大学授予荣誉博士学位。此外，李院长还将在此期间举办他的个人作品展。但受疫情影响，这一系列的活动现在需要推迟到今年晚些时候了。

