

Personal profile

ZHOU Wen, female, born in March 1974, is a professor and doctoral supervisor at the School of Arts and Media of Beijing Normal University. Served as Head of the Department of Digital Media, Assistant Dean and Executive Director of the Digital Creative Media Research Center. Master's degree in cinematography from the Department of Cinematography of Beijing Film Academy, Doctorate in theatre and film from the School of Arts and Media of Beijing Normal University, and visiting scholar at the University of Southern California (USC) and the School of Visual Arts (SVA) in New York.

Member of the Animation and Digital Media Education Steering Committee in Higher Education under the Ministry of Education, Vice President of the Film and Television Education Committee of the Chinese Association of Higher Education, Vice Director of the Animation and Digital Media Art Committee of the Society of film and Television Institute of China Academy of higher learning, and board member of the Chinese Society of Cinematographers.

Mainly engaged in the research of Digital Media and Digital Image, Virtual Reality Image and Animation Industry, while presiding over more than ten projects including the National Social Science Foundation (general project) "Animation Image Research -Art, Consumption and Industry", "Narrative Mechanism and Effect Research for VR Panorama Image", also a sub-project of National Social Science Foundation (major project) " Chinese New Digital Media Art: The research on digital new media images", and "Research on American Animation Image and Lessons from it" project from the Ministry of Education of China. Published six books and textbooks, including *Research on Chinese Contemporary Animation Image - Art, Consumption and Industry* and *Survey Report on Chinese Animation Industry and Consumption* , also published dozens of papers in academic journals such as *Telematics and Informatics*, *Contemporary Cinema*, *Film Art*, *Modern Communication*, *Journal of Beijing Film Academy* and *China Radio & TV Academic Journal*.

Won the First Prize of Beijing Higher Education Teaching Achievement Award in 2017, and Second Prize of National Higher Education Teaching Achievement Award in 2018.