

CHEN Jingwei

Professor and Doctoral Supervisor

Vice Dean of the School of Animation and Digital Arts, Communication University of China

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Ph.D. in Art Studies, Master of Arts (M.A.) in Design and Art, Bachelor of Engineering (B.Eng.)
in Animation and Software Development

Publications (last 5 years)

- Emerging Horizons in E-sports Studies.(2024). Media
- Handbook for Reporting and Promoting the Asian Games E-sports Competition.(2023)
Served the Hangzhou Asian Games
- A Study on the Innovative Development of Chinese Traditional Culture in the
Modern Media Environment.(2021). China Radio & Television Academic Journal
- A Study on Animation and Digital Media Education and Teaching.(2021)
- A Study on Virtual Reality Interaction.(2020)
- Gamification Design in AR Children' s Picture Books.(2019).Modern Publishing

Research Projects (last 5 years)

- 2025 - Research on the Design of Digital Games for Chinese Traditional Culture from a
Cognitive Perspective, National Social Science Fund of China (Art Project), PI
- 2024 - The Organic Integration of Chinese Traditional Cultural Concepts into the
Development of E-sports in the New Era, China Media Group (CMG), PI
- 2023 - "E-sports in the Asian Games" and Its Impact: Symposium & 2023 E-sports
Culture and Industry Conference, Tencent, PI
- 2022 - Research on the Design of Intelligent Interactive Products for Children with
Learning Disabilities, National Social Science Fund of China (Art Project), Participant
- 2020 - Research on Parallel Simulation Technology for Large-Scale Performances,
Sub-project of National Key R&D Program of China, PI
- 2020 - Innovation Research on the Knowledge System of Chinese Animation Art in the
New Era, Major Project of National Social Science Fund of China (Art Project), Participant

Professional Activities

- Director, China New Media Association for Youth
- Secretary-General, Digital Art Committee, China Society of Image and Graphics
- Committee Member, Game Industry Research Expert Committee & Esports Industry
Research Committee, China Audio-Video and Digital Publishing Association