

**Lecture on Japanese Animation & Content Industry - Theory & Practice
by Professor TAKAHASHI Mitsuteru**

On 4 March 2024, a lecture on the Japanese Animation & Content Industry – Theory and Practice by Professor TAKAHASHI Mitsuteru of Digital Hollywood University of Japan, was held at the Daaga Auditorium, the University of the West Indies, St. Augustine Campus, with over 250 individuals in attendance. The lecture was organised as part of the Embassy’s activities to commemorate the 60th Anniversary of Diplomatic Relations between Japan, and Trinidad and Tobago and in celebration of Japan – CARICOM Friendship Year.

The event began with a short formal programme with remarks from Ms. MAKINO Michiko, Chargé d' Affaires, Embassy of Japan, Professor Indar Ramnarine, Deputy Principal, University of the West Indies, St. Augustine Campus and the Honourable Lisa Morris-Julian, Minister in the Ministry of Education.

Following the remarks, Professor Takahashi presented on the global economic contribution of the animation and content industry and discussed the impact and reach that Japanese Animation internationally. He also outlined the various career opportunities which exist in this dynamic field apart from the popularly known director, animator and creator. These include storyboard artist, music director, voice performer, digital artist and character designer. Additionally, he explained the processes involved in international co-production and highlighted some future prospects of the animation industry.

The lecture was well received by the public, including representatives from academic, technical and vocational institutions, the business community, members of the media and Japanese animation enthusiasts.

Professor Takahashi is Dean of the Faculty of Digital Communication at the Digital Hollywood University in Japan. He is an expert in the media and content field and is involved in technical and vocational education and training in the content development industry in various countries. He has published several books on topics such as media theory, content industry and anime studies.



Professor TAKAHASHI Mitsuteru



Audience at Daaga Auditorium



Ms. MAKINO Michiko gives remarks



The Honourable Lisa Morris-Julian, Minister in the Ministry of Education gives remarks



Professor Indar Ramnarine, Deputy Principal, University of the West Indies, St. Augustine Campus gives remarks



Bishop Anstey High School East & Trinity College East students with Professor Takahashi



Tableland Secondary Students with Professor Takahashi



Valencia Secondary School student with Professor Takahashi



University students with Professor Takahashi



Audience at Daaga Auditorium