

ACADEMIC
PROGRAMS
PROSPECTUS

北京印刷学院
Beijing Institute of Graphic Communication

BIGC

2019/2020
BEIJING
INSTITUTE OF
GRAPHIC
COMMUNICATION

ACADEMIC
PROGRAMS
PROSPECTUS

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BEIJING
BIGC
INSTITUTE
OF GRAPHIC
COMMUNICATION



BEIJING
INSTITUTE OF
GRAPHIC
COMMUNICATION



Address From Chair Of the Institute Council



Dear students:

I am glad to welcome you – all the students from the whole world. Let me first give an introduction of Beijing Institute of Graphic Communication (BIGC) to you.”

“BIGC was found in 1958 as Printing Institute. Based on its rich cultural and educational heritage, it has successfully transformed from a simply printing engineering institute to a comprehensive university with four authoritative disciplinary clusters: Engineering, Humanities, Management and Art. BIGC is dedicated to upgradingschool-running patterns, thus laying emphasis on the integration of engineering and literature, science and art, theory and practice. BIGC highly promotes the educational system with the cooperation between industry, university and academic research. Meanwhile BIGC has devoted to building up our preponderant disciplines, i.e. media technology, media culture,media management and media art to cultivate more internationally professional talents in this field.

The Academic research takes the leap in the domain of

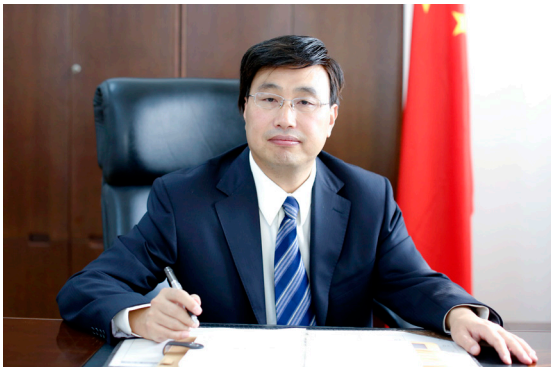
organic printing technology, the invention of packaging materials, and media field in China. Scientific endeavors, creativity and originality are dearly prized and nourished among the students and faculties. The research centers for both academicians, distinguished professors and post-doctors further support the advancement of the enterprises and propels the innovation in this territory domestically and globally. BIGC enjoys many research institutes such as China Institute of Organic Printing and Packaging, China Research Center of Printing Ink, Beijing Branch of China Packaging Testing Center, CAS-BIGC Co-laboratory of Printing Electronic Materials etc., which assume the State Programs concerning printing, media, art and publishing. Nowadays BIGC is on the way to its ultimate goal: to establish BIGC as a globally renowned graphic communication university with the distinctive features.

To follow up, I hope that the above description can inspire and motivate you. I can assure you that your choice of BIGC will be both intellectually and spiritually rewarding. I am looking forward to offering warm welcome in our campus.”

Prof. Gao Jinhong
Chair of the Institute Council
Beijing Institute of Graphic Communication

Gao Jinhong

Greetings From the President



Dear students:

I am pleased to welcome you and thank you for your interests in Beijing Institute of Graphic Communication. As one of the top universities in the graphic communication, printing & package, and media &publishing industries in China, we offer a high-level education for degree study (Master’s program and Bachelor’s program), non-degree study (various training programs), and exchange students programs etc.

With top-tier faculty and diversity of programs, friendly staff, a comfortable living environment and convenient traffic, I am sure that it’s worth considering BIGC as your first choice among target universities in China. With many strong and prestigious undergraduate and postgraduate programs to choose from, you will receive satisfactory quality education and have great future job prospects. Culturally speaking, China enjoys a glorious history of over 5000 years. The four ancient Chinese inventions

contribute greatly to the whole world. Proudly, the Chinese Printing Museum is just located in our campus. Hence, you can fully experience the miraculous ancient Chinese culture and civilization. From the perspective of economic advancement, China is on the high express way in overall development, which creates a lot of opportunities for overseas students.

As for its living conditions, BIGC enjoys very convenient traffic. The 4th line subway entrance is just at our gate, making it available for you to travel wherever you hope to go, thus facilitating your experiencing the modern Beijing. Your choice of BIGC will be rewarded with a wonderful university experience.

I am looking forward to welcoming you here in BIGC, Beijing!

Sincerely,

Prof. Luo Xueke
President
Beijing Institute of Graphic Communication

Xueke Luo



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Warm welcome to join us!

傳承 合作 發展

JOIN US
Warm
welcome to
join us!

Beijing Institute of Graphic Communication (BIGC) with its prototype--the Department of Printing has grown from the Central Academy of Handicrafts and Fine Arts (CAHFA) which was found in 1958. Since then, we have been striving for excellence through the creation, preservation, and application of knowledge. For 60 years, we have educated a great number of talents and worked with outstanding people to deliver knowledge leadership for a better world. Accordingly, our university has remained the leading institution in the field of printing & packaging, publishing and art & media in China. Now BIGC has become a comprehensive university with the coordination of engineering, humanities, management, media and art & design.

BIGC is a student-centered university and has always committed to students' development. Our educators are devoted to excellence in learning experiences and outcomes for their students. Skilled and motivated teachers are integral to provide heuristic teaching approach in accor-



dance to the students' aptitude. BIGC has a strong focus on teaching module, winning many outstanding national or municipal Awards for University Teaching and attracting the majority of China's highest academic achievers in this regard, as well as professionals who are keen on this field and overseas students.

We have established extensive cooperation that is in step with industry demands and expectations both abroad and at home. Our partners include Beijing Foreign Studies University, Tsinghua university, Beijing Jiaotong University, Beijing Institute of Technology, Taiwan Shih Hsin University, National Taiwan University of Art etc. We have also been carrying out worldwide cooperation in a deep-going way with many overseas universities like University of the Arts London, UK, Edinburgh Napier University, UK, Eastern Washington University, USA, Pace University, USA, Suffolk University, Boston, USA, University of Canberra, Australia, Linköping University, Sweden and so on. Besides, many industries and organizations joined us, such as China



General Administration of Press and Publication, China National Printing Corporation, China National Packaging Corporation, Chinese Academy of Science and Technology for Development, Institute of Chemistry Chinese Academy of Sciences etc., all of which provide our students with various opportunities, choices in internship, future employment and career prospect, and support them to achieve their individual aspirations, to become leaders in their chosen fields and to positively impact on the society in which they live.

We are continually discovering and practicing innovative approaches to fostering student retention and employability. The University works hard and achieves its strategic objectives by developing ways to engage students, and by pursuing best-practice inductions and student experiences. In addition to flexibility in program choice, students can take advantage of other additional opportunities-- wide range of extracurricular activities during their studies. Students can also enjoy overseas exchange study, participate in confer-

ences and research opportunities, access societies, and utilize sporting and cultural facilities.

We offer significant support to talented students through a broad range of scholarships including government scholarship, university scholarship and enterprise scholarship together with various awards. Meanwhile we dedicate to offering office spaces, skills training, professional development opportunities, career development, and internship, thus enhancing their comprehensive ability and employability.

We offer comfortable accommodation with wash room, free water and electricity to make overseas students' feel at home here. With three major campuses -- located nearby one another, students enjoys manifold space for their activities. The University has further invested substantially in construction and development, helping create harmonious environments to study and research in. BIGC has established 7 research institutes, many with a multidisciplinary focus.

We can ensure that whoever chooses BIGC will not be disappointed!



SCALE

SUITABLE SCALE OF BIGC

Students	9104
Undergraduates	6368
Masters	800
Part-time Students	1636
International Students	300
Employees	806
Faculty	560
Staff	246

Bachelor's Programs in English/Chinese

Engineering

Automation Engineering
Mechanical Engineering
Electronics Engineering
Computer Science
Printing Engineering
Packaging Engineering

Management

Enterprise Management
Accounting Management
Marketing
Business Administration
Logistic and Supply Chain Management

Humanities

International Publishing
Mass Communication
Editing & Publishing Science
Journalism

Art

Multimedia Communications
Fine Art
Art & Design
Photography
Visual Communication



Majors and Core Courses for Bachelor's Programs in English/Chinese

Engineering

Automation Engineering

Core courses:

Digital Electronic Technology
Microcomputer Principle And Interface Technology
Automatic Control Principle
Power Electronic Technology
Sensor And Detection Technology
C Language Programming
Engineering Graphics
Programmable Logic Device Application
Modern Control Theory
Control System Simulation
Industrial Configuration Software Application

Mechanical Engineering

Core courses:

Printing Electronics
3D Printing
Basis of Mechanical Designing
Technology of Sensor and Detecting
Power Electronic Technology
Control Technology of Computer
Principle and Application of SCM
VB programing Designing
VC programing Designing
Robot Technology



Electronics Engineering

Core courses:
 Circuit Analysis
 Analog Electronics Technology
 Digital Electronics Technology
 Principle & Interface Technique of Micro-computer
 Signal and System
 Digital Signal Processing
 Digital Communication
 C Programming
 Digital Graphic Processing
 Embedded System Digital
 Java Programming,
 3D Modeling Foundation,



Computer Science

Core Courses:
 Database Principles
 Operating Systems
 Principles of Computer Networks
 Principles of Computer Organization
 Principles of Compilers
 Software Engineering
 XML Programming
 Multimedia and Digital Publishing Technology
 C Programming
 Software Testing Technology
 Network Security Technology
 Digital Image Processing

Printing Engineering

Core Courses:
 Principle of Text/Image Processing and Reproduction,
 Theory and Application of Material for Information Recording,
 Functional Printing Materials and Application,
 Digital Photography, Digital Image Processing,
 Applied Optics for Printing Engineering,
 Data Processing and Experiment Design,
 Anti-counterfeiting Technology and Application,
 Graphic Processing and PDL,
 3D Information Capturing and Processing Technology
 Functional Printing Materials and Application

Packaging Engineering

Core Courses:
 Color science and Technology I-1

Engineering Drawing and Mechanical Design
 Principle of Text/Image Processing and Reproduction
 Digital Workflow (E/C Bilingual course)
 Fundamental Programming and Application I
 Digital Image Processing I
 Fundamental Programming and Application II
 Polymer physics and chemistry
 Introduction to Printing Engineering (Required)
 Applications for Text/Image/Graphics Processing
 Digital Photography
 Data Processing and Experiment Design

Humanities

International Publishing

Core courses:
 History and Culture of Communication
 History and Culture of Publishing
 Society and Culture of Western Countries
 Communication Studies, Intercultural Communication
 International Publishing management
 Copyright Management, Contemporary Publishing Industry
 Selected Readings of English Literature
 British History & American Literature
 Classics of Western Thoughts
 Editing and Proof-reading
 Studies of Influential Publishers
 Media Ethics and Regulations



Mass Communication

Core courses:
 Introduction to Journalism Communication
 Editing and Publishing History
 Communication
 Editology
 Principles of Economics/Economic Theory
 Public Relations
 Formal Logic
 Introduction To Journalism
 Statistical Basis
 Design Aesthetics and Appreciation
 Consumer Behavior
 Market Research and Analysis(Limited choice)
 Advertising planning and creativity
 Multimedia editing and processing
 Best-selling book and popular culture



Management

Enterprise Management

Core courses:
 Principles of Management
 Principles of Economics, Statistics
 Organization Behavior
 Human Resources Management
 Data Analysis for Business
 Management Communication
 Business Ethics
 Corporate and Business Law
 Production and Operation Management
 Sales Management
 Business Communication

Marketing

Core courses:
 Communication Management,
 Marketing Strategic
 Introduction to Marketing
 Consumer Behavior
 Advertising Management
 Marketing Research
 Media Planning
 Branding strategy
 Internet Marketing
 Marketing Financial Services
 Pricing Strategies
 Strategic Marketing Planning and Management
 International Marketing Management

Accounting Management

Core courses:
 Principles of Accounting
 Financial Accounting
 Advanced Financial Accounting
 Management Accounting

Cost Accounting
 Statistics
 Macroeconomics & Microeconomics
 Principles of Management
 Economic Law
 Management Information System

Logistic and Supply Chain Management

Core courses:
 Logistic and Supply Chain Management
 Media Enterprise Management
 International Cultural Trade
 Internet Marketing
 International Finance
 Internet Finance
 Strategic Management,
 Entrepreneurship Management,
 Multimedia Design and Production
 Digital Media Technology and Content Management



Art

Multimedia Communications

Core courses:
 Advertising Arts Journalism
 Broadcast and Digital Journalism
 Documentary Film & History
 Magazine Newspaper & Online Journalism (MNO)
 Media Studies
 New Media Management
 Communications Management (M.S.)
 Public Relations
 Interactive Publishing

Fine Art

Core courses:
 Professional Sketch
 Artist Colors
 Computer Aided Design I

Artist Decoration
Art History
Digital Media Art Appreciation
Video Animation Art Appreciation
Art Appreciation
Introduction To Film Aesthetics

Art & Design

Core Courses:
Computer Aided Design II
Design Science
Font Design
Graphic Design
Layout Design
Advertising Design and Application
An Introduction to The Exhibition
Drawing Specification and Creation
Professional Cartography
Printing Design Basis
Multimedia Electronic Publication Style Design

Photography

Core Courses:
Professional sketch
Color
Form
Computer Aided Design
Digital photography
Photography Technology
Advertising Photography
Film and Television Photography
Special Effects in Film and Television

Animation

Core Courses:
Professional Sketch
Color
Form
Decoration
Action Design
Introduction to Animation
Audio-Visual Language
Animation Character Design
Animation Scene Design
The Animation Creation
Digital Sculpture

Visual Communication

Core Courses:
Professional Sketch
Color
Form
Decoration
Books Design
Packaging Design
Brand Design
Commercial Display Design
Special Effect Production

Digital Media Arts

Core Courses:
Professional Sketch
Color
Form
Decoration
Multi-Media Creative Thinking
Digital-Media Performance
Digital-Media Design Software
Design Science
Computer Aided Design



Master’s Programs in English/Chinese

Engineering

Mechanical and Electronic Engineering
Automation Engineering
Computer Science
Printing and Packaging Engineering

Management

Business Management
Accounting Management
Marketing

Humanities

Journalism & Publishing
Mass Communication

Art

Design & Fine Art
Animation art
Digital media art



Majors and Core Courses for Master’s Programs in English/Chinese

Engineering

Mechanical and Electronic Engineering

Core Courses:
Linear Algebra with Applications In Automatic Control
Linear Control System
Stochastic Processes’ Theories and Applications
Optimal and Robust Control
Nonlinear Control Systems
Modern Testing and Measurement Technology
Systems Engineering Theory and Application
Pattern Recognition
Intelligent Control
Inertial Device and Inertial Navigation System

Automation Engineering

Core Courses:
Modern motion control system
Modern power electronics
Modern power system analysis
Multi-source information filtering and fusion
Servo drive and control
Malfunction diagnosis and fault tolerance technology
Modern electronics technique
Intelligent computing and information processing
Satellite navigation and positioning and geographic information system
Multi-agent coordination and control
Image acquisition and processing
Electromechanical power conversion
Optimal operation and control of power system



Power quality control technology
Modeling and Simulation of electromechanical control system
Embedded controller design

Computer Science

Core Courses
Object-oriented Programming
Data Structures
Database Principles
Principles of Computer Organization
Operating Systems
Principles of Compilers
Discrete Mathematics
Digital Logic
Software Engineering
Computer Networks

Printing and Packaging Engineering

Core Courses:
Digital Photography, Digital Image Processing,
Applied Optics for Printing Engineering,
Data Processing and Experiment Design,
Anti-counterfeiting Technology and Application,
Graphic Processing and PDL,
3D Information Capturing and Processing Technology
Functional Printing Materials and Application
Color science and Technology
Engineering Drawing and Mechanical Design
Principle of Text/Image Processing and Reproduction
Digital Workflow (E/C Bilingual course)
Fundamental Programming and Application

Humanities

Journalism & Publishing

Core Courses:
Media Relations and Crisis Management
Public Opinion Analysis and Application
Media Psychology
Market Survey and Analysis
Digital Publishing Technology
Publishing Applications Writing
Publications Marketing
Editing Practical Chinese Language (Limited Choice)
Statistical Basis
Natural Science Introduction
Design Aesthetics and Appreciation

Mass Communication

Core Courses:
Statistical Basis
Design Aesthetics and Appreciation
Consumer Behavior
Market Research and Analysis
Advertising Planning and Creativity
Multimedia Editing and Processing
Best-Selling Book and Popular Culture



Management

Business Management

Core courses:
Business Ethics
Quantitative Analysis
Management across Cultures
Business Management Review
Strategic Management
Business Research Methods
Business Communication

Accounting Management

Core courses:
Principles of Accounting
Cost Accounting
Macroeconomics
Microeconomics
Business Law
Principles of Marketing
Business Research Method

Marketing

Core courses:
Media Planning
Branding strategy
Internet Marketing
Marketing Financial Services
Pricing Strategies
Strategic Marketing Planning and Management
International Marketing Management

Art

Design & Fine Art

Core Courses:
Drawing Specification and Creation
Professional Cartography
Printing Design Basis
Multimedia Electronic Publication Style Design
Artist Decoration



Art History
Digital Media Art Appreciation
Video Animation Art Appreciation

Animation art

Core Courses:
Audio-Visual Language
Animation Character Design
Animation Scene Design
The Animation Creation
Digital Sculpture

Digital media art

Core Courses
Decoration
Books Design
Packaging Design
Brand Design
Commercial Display Design
Special Effects in Film and Television

Non-degree Programs

Summer and Winter Programs

Objectives:

Aiming at broadening and enhancing international cooperation, and promoting cross-cultural communication, we implement this program by way of integrating language learning, language practice, cultural experiencing and global communication so that all the participants can benefit in not only language acquisition but also truly understanding Chinese history, educational system, scientific innovation, aesthetics to strengthen their competence and capabilities.

Applicant Requirements:

We will accept candidates, who should be physically healthy and abide by Chinese Laws and university regulations.

Program Schedule:

Program Season	Time duration	Weeks Totally	Application Deadline
Winter program	January 10-January 24	2 weeks	December 20
Summer program	July 1-15/24	2/3weeks	June 10

Tuition and Fees:

Registration: CNY600/person

Tuition: CNY2500/person-CNY3600/person. The tuition covers: courses, lectures, library, sports and cultural facilities, break and lunch, tour guide accompaniment and insurance.

Facilities:(twin bed rooms with shared bathroom and kichen): CNY32/bed/day

Dining :

Dinners will be paid by attendants themselves.

Training Programs (Flexible entrance)

Why to learn Chinese?

China is one of the world’s oldest countries with over 5000 years history and enjoys the richest continuous cultures. 30 years reform and opening-up leads to China’s second largest economy in the world. China is the largest trading partners of many countries. International businesses prefer to hire people who speak more than one language. China has a huge market share, and business leaders are looking for people who can speak Chinese and operate successfully in a Chinese cultural context. Knowing Chinese may give you an edge when competing for an important position.

Chinese Language Training

Chinese Listening &Speaking	Comprehensive Chinese	Chinese Writing
Chinese Culture	Modern Chinese Pronunciation	

Program Schedule:

Chinese Program Season	Time duration	Application Deadline	Tuition Fee	Application Fee (Non-refundable)
Spring semester	March 1-July 1	December 20	RMB9000	RMB 600
Autumn semester	Sep 1- Jan 1st	June 10	RMB9000	RMB 600

Major Training

Why to do the major training in BIGC?

BIGC has developed into a comprehensive communication university characterized in printing and publishing, along with the coordination discipline development in engineering, the liberal arts, management, art, and economics. The major training program in BIGC has achieved remarkable popularity and lays a solid foundation for sustainable development with its own characteristics and advantages, which offers valuable enlightenment for students in this program.

Major Training Program: (tuition fee is in accordance with the agreement)

Printing Electronics

Principle and Process of Printing
Principle and Technology of Printing Manufacture
Printing Quality Measurement and Control
Technology and Application of Anti-counterfeiting
Printing Cost Accounting and Analysis
Printing Technology Application

Multimedia

Audio-Visual Language
Animation Character Design
Animation Scene Design
The Animation Creation
Digital Sculpture
Books Design
Packaging Design

Enterprise Management

Principles of Management
Principles of Economics, Statistics
Organization Behavior
Human Resources Management
Production and Operation Management
Sales Management
Business Communication

3D Printing

3D Digital document processing
3D Printing Materials
3D Printing Technology
3D Printing Equipment
3D Printing Application
Biological Printing Technology

Program Schedule:

Major Training Program	Time duration	Application Deadline	Application Fee (Non-refundable)
Spring semester	March 1st to July 1st	December 20	RMB 600
Autumn semester	Sep 1- Jan 1st	June 10	RMB 600

Note: For the specific course for each training program, please refer to the above curriculum list.

Facilities: (twin bed rooms with shared bathroom and kitchen): CNY32/bed/day

Board and lodging: Paid by learners themselves. (Note: For exact registration time, please refer to Admission Notice.)

Oversea Programs and Exchange Programs

BIGC actively collaborates with prestigious universities all over the world for the enrichment of academic experience for our students.

Summer programs (1-3 weeks):

1. Summer Cambridge Academic Experience program (UK)
2. Suffolk University Summer Program (US)
3. University of Abertay Dundee Summer Program (US)
4. Chiba University Summer Program (Japan)
5. West Sydney University Program (Australia)
- 6.Wyoming University Program (US)
- 7.Art Academy of London University (UK)
8. Other similar programs

Joint programs (1-2 semesters)

1. Linköping University Graphic Design and Communication Exchange program (Sweden)
2. Chiba University Exchange program (Japan)
3. Youth Exchange Students (YES) Program (US)
4. Shih Hsin University Exchange Program (China Taiwan)
5. Shu-Te University Exchange Program (China Taiwan)

Note: There are different requirements and rules regarding eligibility and enrolment for the above programs. For detailed information, please contact Ms. Zhang Lei (Tel: 60261002, Email: zhangximan@bigc.edu.cn) at the School of International Education.

Scholarships

	Categories of Applicants	Awards	Maximal Years of Renewal
1	Beijing Municipal Government Scholarship	CNY15,000-30,000/year (Master program) CNY 10,000-20,000/year (Undergraduate program)	2 years/4 years
2	BIGC Scholarship	CNY10,000-20,000/year	4 years
3	Enterprise Scholarship	CNY 5000- 10000 /year	Once during the learning period
4	“One Belt, One Road” Scholarship	Full or Partial Tuition and Accommodation fee paid by the Scholarship	2 years

Note: For all the full time international students(degree students).
Application: From March 1st to June 20th .
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How to apply?

Find out how to apply for a degree at Beijing Institute of Graphic Communication, please following the following instruction and you will learn more about the application process and discover what happens after you apply.

Application Process Online

- 1 Get the enrollment plan on the website:http://sie.bigc.edu.cn/
- 2 Create an account on the website: https://bigc.17gz.org/
- 3 Choose the program you want to study
- 4 Apply online and fill all the items online
- 5 Upload your scanned documents
- 6 Wait for the reply of admission by the inbox online
- 7 Pay for the application fee
- 8 Wait for the admission letter
- 9 Wait for the hardcopy of admission letter and Visa Application for study in China
- 10 Apply for the study visa

Admissions Policy

We want to support students to achieve their full potential, and believe that it's important to consider applications based on individual merit. With this in mind, your application will be considered in a fair, transparent and consistent way.
Read our Undergraduate and postgraduate admissions policy through apply.sie.bigc.edu.cn or www.bigc.edu.cn (International Students)

Tuition and Fees

Type	Programs in English	Programs in Chinese
Bachelor’s Programs	CNY 20.000	CNY20, 000
Master’s Programs	CNY30,000	CNY30,000
Training Program	Language & Culture: CNY 9,000 / semester, CNY 18,000/Year Major Training is in accordance with the training curriculum and agreement. CNY 400 insurance / semester, CNY 800 insurance / year	
Short-term Program	In accordance with the training curriculum and agreement Application Fee /CNY600,Insurance /CNY400	

Accommodation Information

Location	Room types	Facilities	Price
International Students Dorm on Main Campus.	Twin-bed room	Air-conditioner, desk, wardrobe, internet access, Bathroom (24-hour hot water); shared kitchens; shared laundry	CNY960 /person/month
	Four-bed room		CNY480 /person/month

Service

Preparatory courses

If you like to study at BIGC, and you do not meet the requirements for direct entry, you can take the International Foundation Year in the School of International Education(SIE), BIGC, which will aim to provide you with the skills and knowledge to succeed in your degree.

Life support

Being an international student means you are part of a wide community of different nationalities. You may feel at a loss in almost every aspect at very beginning. However, the School of International Education(SIE) will make you feel at home. BIGC will provide Orientation before starting your academic schooling so that you will make your transition to university life a lot easier and enjoy living and studying in Beijing, China. The School of International Education offers various guidance by many kind and warm-hearted supervisors.

Academic support

Programs at the SIE are taught by specialists and elite teaching teams. Your progress will be monitored at all times to make sure you remain on track to successfully complete the program, while encouraging you to develop throughout your time with us. In addition, the SIE also helps to instruct and guide you to adjust to the style of teaching that you will experience during your degree, including taking part in tutorials, seminar-style classes , larger group lectures, practice in labs, and forum on line etc.

Other support

Apart from the above service, the School of International Education (SIE), BIGC will offer other individually needed help, like helping to gain access to various organizations or service centers to solve your difficulties. We may also help to organize international students Union to enrich your life here. Whatever difficulties you encounter, you may feel free to contact us.

Distinguished Professors

Engineering

Cai Jifei 蔡吉飞

Professor, PhD.
Research direction: digital printing and packaging mechanics, printing and packaging mechanics education

Wang Yiming 王仪明

Professor, PhD. Research direction: printing mechan testing, dynamic design

Zhang Hao 张浩

Professor,M.E Research direction: power electronic, motion control system

Wang Yan 王燕

Professor, PhD. Research direction: signal processing, automation, mechatronics

Cao Peng 曹鹏

Professor, PhD. Research direction: high frequency signal collecting and processing, modern wireless communication circuit and system

Cao Shaozhong 曹少中

Professor, PhD. Research direction: non-lineal system theory, intelligent control

Chen Hong 陈虹

Professor, PhD.Research direction: printing and packaging mechanics design methodology

Chen Qiang 陈强

Professor, PhD. Research direction: plasmatic physics, Plasma physics, plasma diagnosis, power supply design, plasmatic engineering, plasmatic chemistry, new soft packaging materials preparation and modification

Cheng Guangyao 程光耀

Professor, Research direction: digitalized design and manufacturing, 3D printing, digital printing equipment

Cao Guorong 曹国荣

Professor, MSC. Research direction: packaging engineering

Cui Zheng 崔铮

Professor, PhD supervisor. Research direction: nanotechnology

Du Yanping 杜艳平

Professor, PhD. Research direction: logistic system security ,information technology ,logistic equipment, intelligent traffic control

Feng Liuping 冯柳平

Professor, PhD. Research direction: digital copyright protection, information hiding, counterfeit printing

Jin Yang 金杨

Professor. Research direction: graphic information processing, printing engineering

Li Dongli 李东立

Professor, PhD. Research direction: functional packaging material

Li Jinyao 李晋尧

Professor, PhD. Research direction: identification technology, intelligent instrument, printing mechanic control technology

Li Luhai 李路海

Professor, PhD. Research direction: printing, conductive ink

Yang Wenjie 杨文杰

Professor, PhD. Research direction: image processing

Li Yeli 李业丽

Professor, PhD. Research direction: graphic technology, information processing, data mining

Li Zichen 李子臣

Professor, PhD. Research direction: cryptology, information security, digital signature, encryption technology

Liu Fuping 刘福平

Professor, PhD. Research direction: 3D printing, optical counterfeit, signal transmission theory

Luo Yongshi 罗世永

Professor, PhD. Research direction: electron paint, counterfeit packaging material

Pu Jialing 蒲嘉陵

Profesor, PhD, PhD Supervisor. Research direction: information recording and its application and printing technology

Shi Jilong 施继龙

Professor, PhD. Research direction: history of science

Wang Shaoping 王少萍

Professor, PhD Supervisor. Research direction: automation and electronic engineering

Xie Kai 解凯

Professor, PhD. Research direction: computer graphic processing, computer vision and virtual reality

Xu Yanfang 徐艳芳

Professor, PhD. Research direction: printing chromatics and application, chromatic management and printing color image visual technology

Yang Li 杨力

Professor, PhD Supervisor. Research direction: printing and packaging

Yang Shulin 杨树林

Professor, PhD. Research direction: mobile application, digital copyright, big data

Yang Yixian 杨义先

Professor, PhD Supervisor. Research direction: internet security, cryptology

Yang Wenjie 杨文杰

Professor, PhD. Research direction: image processing

You Fucheng 游福成

Professor, PhD. Research direction:Digital image processing and image watermarking technology, machine vision and printing quality inspection

Humanities

Chen Dan 陈丹

Professor. Research direction: digital publishing, digital mass communication

Chen Fenglan 陈凤兰

Professor. Research direction: international publishing

Chen Qin 陈勤

Professor, PhD. Research direction: China modernization research, national affairs studies, cultural studies, mass communication

Hao Zhensheng 郝振省

Professor, PhD Supervisor. Research direction: publishing and journalism

Nie Zhenning 聂振宁

Professor.Research direction: publishing and editing

Sun Wanjun 孙万军

Professor, PhD. Research direction: international publication and communication, English language and literature

Wang Jingshan 王京山

Professor, PhD. Research direction: digital publishing, digital mass communication

Wei Chao 魏超

Professor.Research direction: mass communication theory, digital mass communication

Zhang Sheru 张舍茹

Professor. Research direction: applied linguistics, cross-cultural communication

Zhang Yangzhi 张养志

Professor, PhD, PhD Supervisor. Research direction: copyright economy

Zhang Wenhong 张文红

Professor,PhD. Research direction: Chinese literature

LI Baoling 李宝玲

Professor,PHD. Research Direction: Business management and e-commerce

Huang Xiaozhang 黄孝章

Professor. Research direction: information system analysis and design

LI Menggang 李孟刚

Professor, PhD Supervisor. Research direction: industrial economics

Li Zhitang 李治堂

Professor, PhD. Research direction: financial management, business internal control and auditing, media industrial economics

Liu yi 刘益

Professor, PhD. Research direction:business management, media economics

Wang Guanyi 王关义

Professor, PhDSupervisor. Research direction: business management, industrial economics

Wu Renqun 吴仁群

Professor, PhD. Research direction: information system and application, management decision

Art

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Professor, PhD.Research direction: design art history, design art theory, design and cultural industry

Liu Feng 刘峰

Professor. Research direction: animation, cartoon, composition and research

Liu Xiuwei 刘秀伟

Professor.Research direction:visual communication design, design art

Alumni

Sun Lijun 孙立军
Professor, PhD Supervisor.
Research direction: animation

Xu Ping 许平
Professor, PhD Supervisor.
Research direction: art and design

Shi Minfeng 史民峰
Professor,. Research direction: photography

TIAN Zhongli 田忠利
Professor,. Research direction: decorative art, subject painting composition

Yan Chen 严晨
Professor. Research direction:Digital multimedia art design and communication

Zhang Xiaodong 张晓东
Professor, PhD. Research direction: designing

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Board Chairman, Bao Chi Group

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President, China Publishing Today General Manager, Wen XuanQuan Mei (Beijing) Culture Development Co. Ltd

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President, China Academy of Printing Technology President, Printing Industry Press

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General Manager, Beijing HuaCai Sheng Ye Printing Co. Ltd

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Vice President, BIGC

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Vice President, Anhui Education Press

Wan Jie 万捷
Board Chairman,Artron Art Group

Wang Mingbo 王明波
General Manager, Beijing Yinjiang Color Printing Co. Ltd

Xu Zhengming 许正明
Deputy Director-General, State Administration of Press, Publication, Radio, Film and TV

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General Manager, Beijing Long Da Printing Packaging Group Co. Ltd

Zhu Guoliang 朱国良
Board Chairman, QL-Art

Xu Tianping 徐天平
General Manager, Beijing Jin Yin Lian Yin Equipment Co. Ltd

Yang Sen 杨森
General Manager, Beijing Hai Run Yuan Culture Co. Ltd

Yuan Zhongqiang 袁忠强
Deputy General Manager, Beijing Xinhua Printing Co. Ltd

Zhang Changyin 张昌印
Regional Manager, Koenig & Bauer Group

Zhang Lingui 张林桂
Board Chairman, Beijing Silver Peony Printing Co. Ltd

Zhang Wenguang 张文广
Vice President, China Tourism Press

Zhang Zuozhen 张作珍
Vice President, SDX Joint Publishing Co. Ltd



Cheng Kangying

CHENG Kangying and Basch Group

CHENG Kangying, board chairman of Basch Group, alumni of Beijing Institute of Graphic Communication. Basch Group funded in February in 1990, Basch Company has experienced zigzag entrepreneurship and development, Basch Company learns advanced foreign company management experience, explores the operation mode which is suitable in China, sets up a complete sales network, and develops forward-looking talent. It is the way of exploration that Basch has always been following and will keep going in the future. With professional teams of printing equipment sales, service, spare parts and consumables supplies Basch Group ensures “One-Stop” total solution—pre-sales, sales, training and after-sales to all customers. During the last decade, Basch Group has been operated very successfully in China market, sales growth year after year. Its annual turnover has exceeded 40 million US Dollars for the past 5 years. Now, more than 70% high-end security printing equipments in China are provided by Basch Group. The managers in Basch are composed of the teachers from Beijing Institute of Graphic Communication, overseas returnees, the people who had been working for Taiwai and other foreign companies, with ages between 30-40 years old. The tenet of “Basch” is to work with rich experience and professional knowledge, innovation, thrifty, respect, service, pursuit of excellence, good at learning, politeness, honesty and integrity.

For more detail information, please visit <http://www.basch.com.cn/>.

Artron Art Group

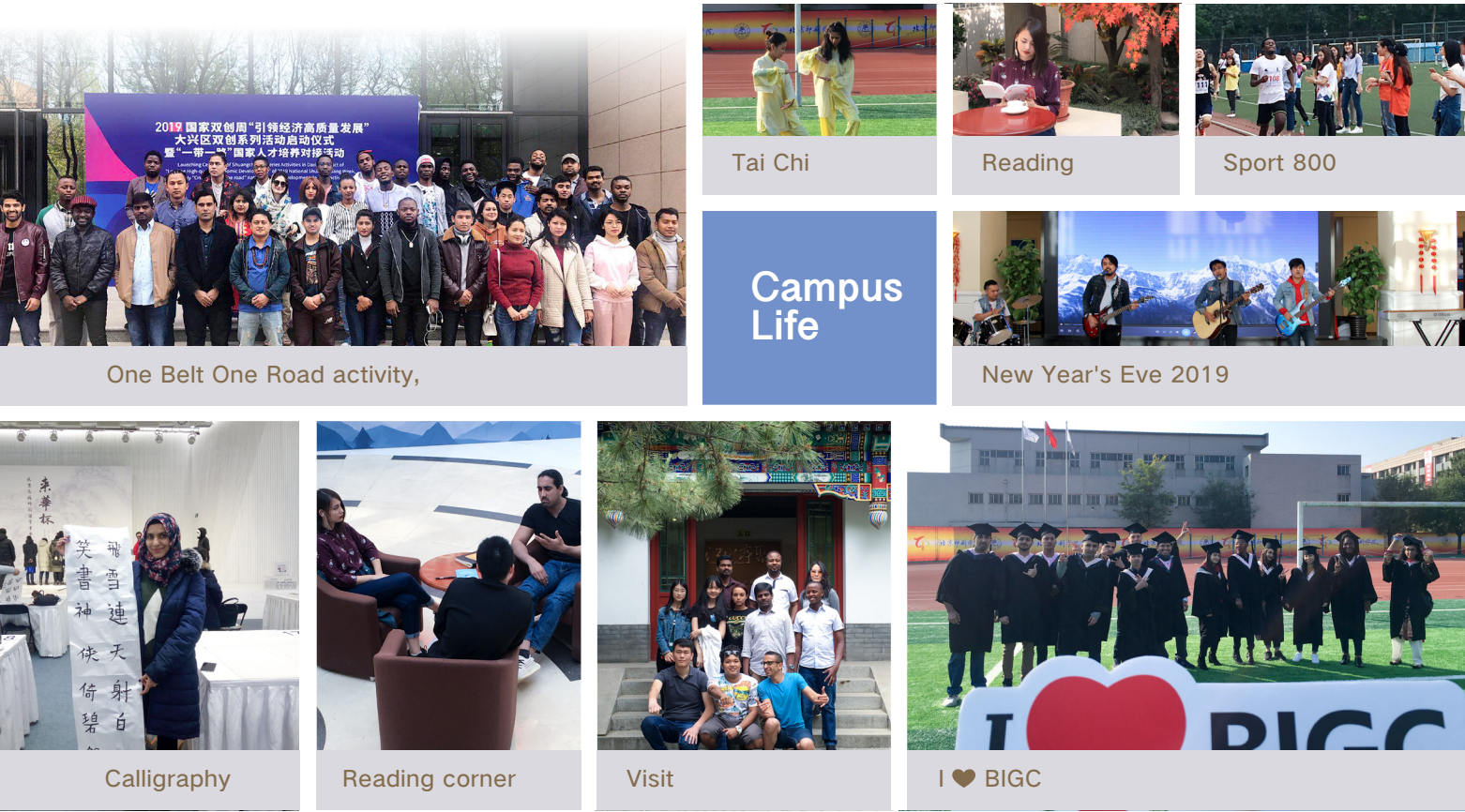
Artron Art Group --- the world's first class art service institution and art book manufacturing base. It leads China’s printing industry to the world’s top through providing high-quality integrated art services to nearly 60,000 artists, over 230 publishing houses, over 100 museums, galleries and memorials both at home and abroad. His art and business clients come from nearly 30 countries. It won many international awards including 35 Benny Awards, the “Oscar” of global printing business, and undertook state-level major printing projects, such as for the Beijing Olympics, Paralympics, celebrations of 60th anniversary of New China, Shanghai Expo etc. Mr. Wan Jie, BA from BIGC, is the founder and President of Artron Art Group Being an entrepreneur with utmost sense of social responsibility, Mr. Wan has established “Artron Scholarship” and “Artron Teaching Prize” at Beijing Institute Of Graphic Communication to promote quality education.

For more detail information, please visit <http://www.artron.com.cn/>.

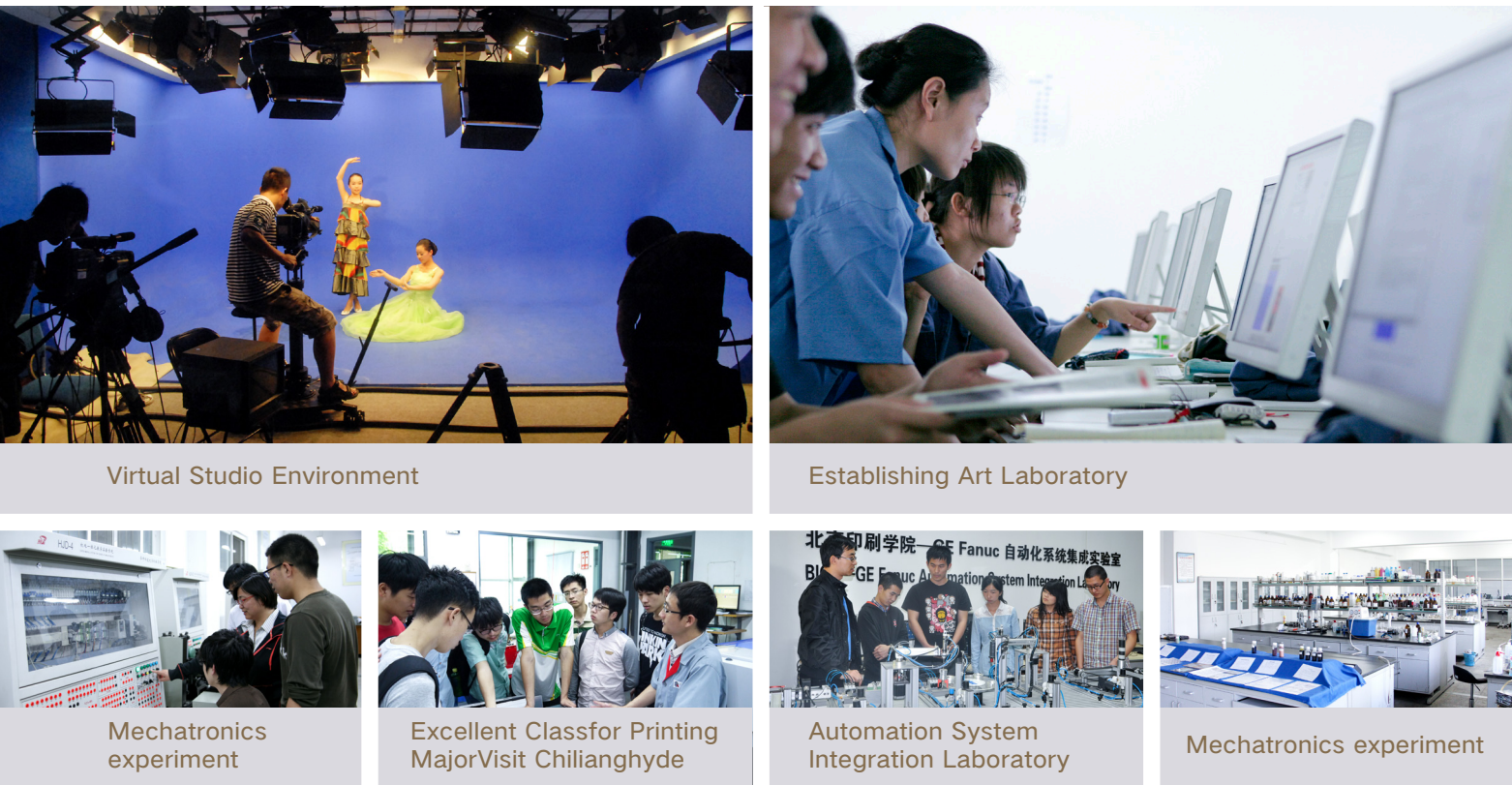


Wan Jie

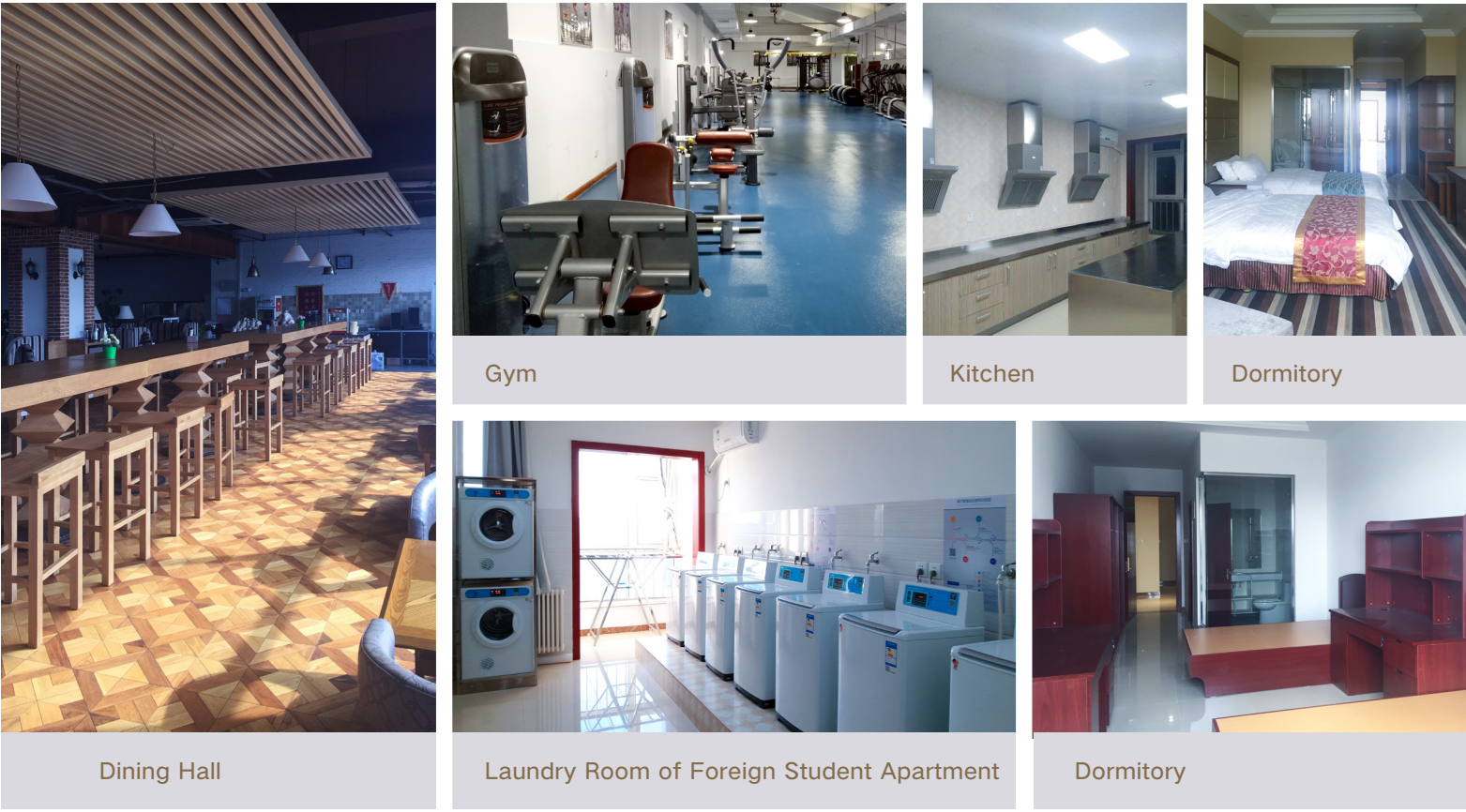
Campus Life



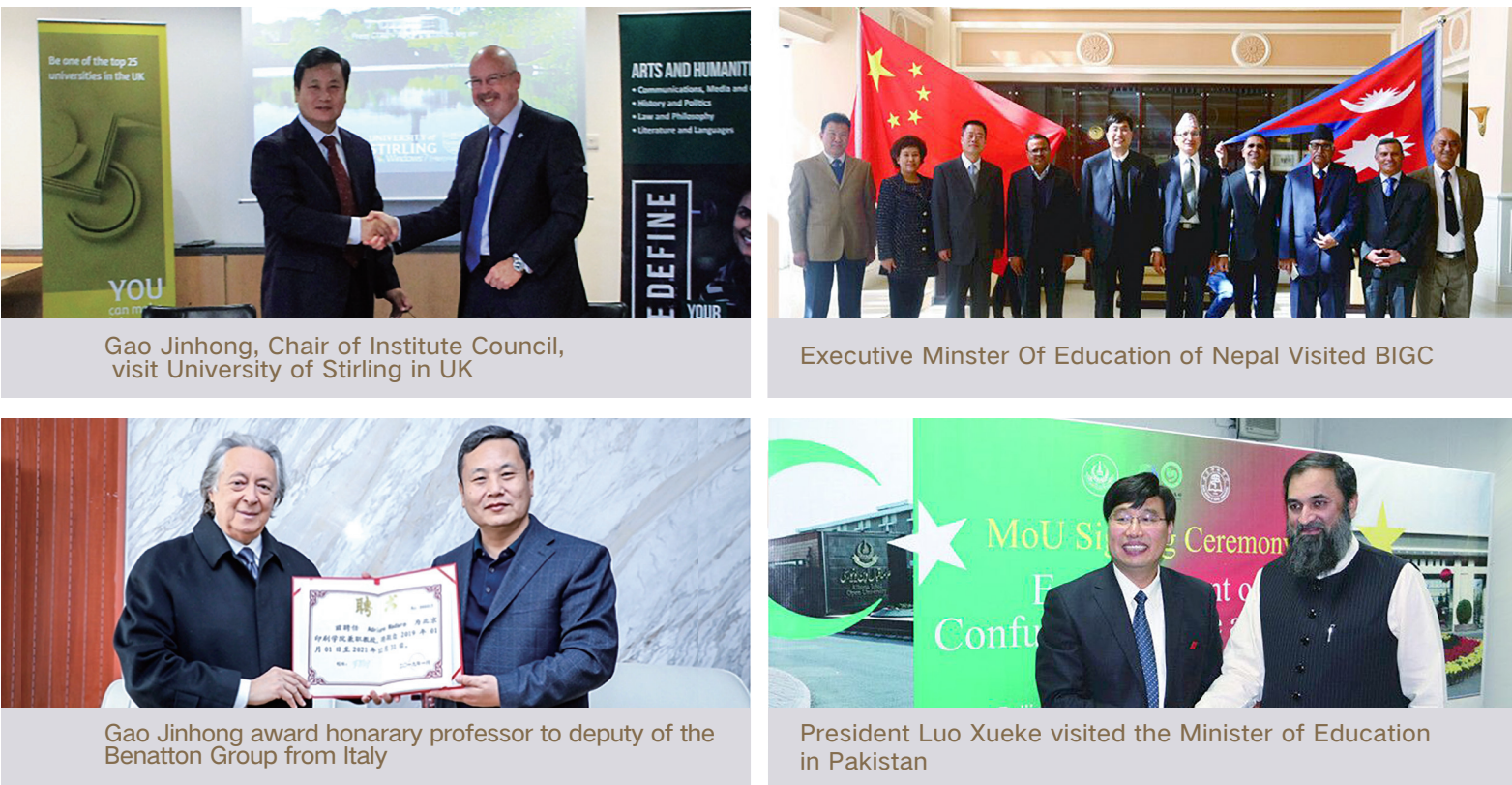
Labs and Studios



Residential Life



News and Events





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