# BIGC

ACADEMIC
PROGRAMS
PROSPECTUS

# BEIJING INSTITUTE OF
# GRAPHIC COMMUNICATION

1958
BEIJING INSTITUTE OF GRAPHIC COMMUNICATION

Study at BIGC

# BEIJING

## BIGC

### INSTITUTE OF GRAPHIC COMMUNICATION

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1958

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# CON-TENTS

BIGC INTER-NATIONAL STUDY

# Contact Us

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# Warm welcome to join us!

## 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 accordance 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 Adminis-tration 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 experienc-es. 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 conferences 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 develop-ment 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 | 11060 |
| Undergraduates | 7071 |
| Masters | 2249 |
| Part-time Students | 1600 |
| International Students | 140 |
| Employees | 838 |
| Faculty | 527 |
| Staff | 311 |

## Bachelor's Programs in English/Chinese

### Engineering

Mechanical Engineering
Computer Science&Technology
Printing Engineering
Packaging Engineering

### Humanities

Communication(International Publishing&Communication)
Editing & Publishing
Journalism
Digital Publishing

### Management

Financial Management
Marketing
Cultural Industrial Management

### Art

Industrial Design
Painting
Photography
Digital Media Art
Visual Communication Design
Animation



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

### Engineering

**Automation**
*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

## Computer Science&Technology
**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

## Communication
**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

## Journalism
**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**

## Cultural Industrial 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

International Marketing Management

## Financial 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

## 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

## Art

### Painting
*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

## Industrial 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

## 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

## 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

## Visual Communication
*Core Courses:*
Professional Sketch
Color
Form

Decoration
Books Design
Packaging Design
Brand Design
Commercial Display Design
Special Effect Production

# Master's Programs in English/Chinese

## Engineering

Mechanical Engineering
Information & Communication Engineering
Light Industrial Technology & Engineering
Humanities

## Humanities

Journalism & Communication

## Management

Business Administration

## Art

Design
Fine Art

## Light Industrial Technology & 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

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

## Engineering

### Mechanical 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

## Information & Communication Engineering
**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

## Humanities

### Journalism & Communication
*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

## Management

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

## Art

### Design
*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

### Fine 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:(three 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 | RMB8000 | RMB 600 |
| Autumn semester | Sep 1- Jan 1st | June 10 | RMB8000 | 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

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

### 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 | CNY11,000-22,000/year (Master program) CNY 8,000-16,000/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 |
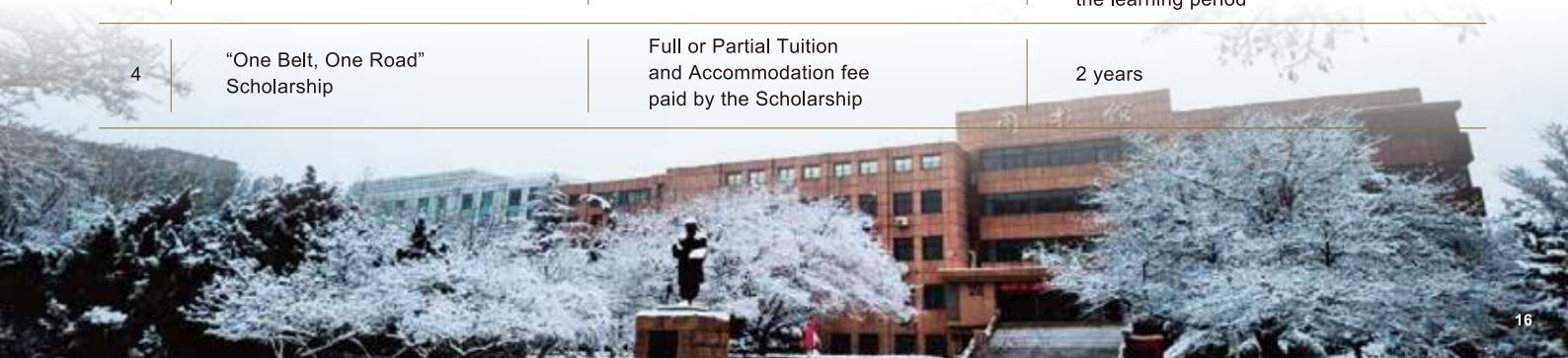
Note: For all the full time international students(degree students).Application: From March 1st to June 20th .Contact for more details: School of International Education Beijing Institute of Graphic Communication    No. 206 Xingsheng Street, Daxing District, Beijing, 102600, P.R.China degree-program@bigc.edu.cn，studychinese@bigc.edu.cn，training-program@bigc.edu.cn

## 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 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 | CNY16,000 | CNY16, 000 |
| Master's Programs | CNY22,000 | CNY22,000 |
| Training Program | Language & Culture: CNY 8,000 / semester, CNY 16,000/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 |
| | Three-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.

## Campus Life



Lecture

Cutural Festival

International Award

Graduate Ceremony

**Campus Life**

New Year Gala

Visit the Publishing house

Joint Program

Short-Term Program

## Residential Life



Gym

Kitchen

Dormitory

Dining Hall

Laundry Room of Foreign Student Apartment

Dormitory

# Labs and Studios


Virtual Studio Environment


Establishing Art Laboratory


Mechatronics experiment
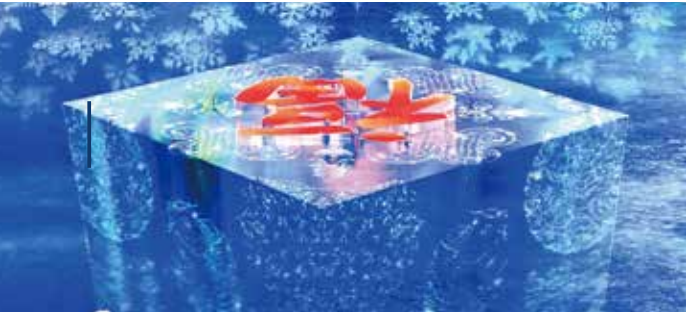

Excellent Classfor Printing MajorVisit Chilianghyde


Automation System Integration Laboratory


Mechatronics experiment

# Serve for the society | Works for 2022 Beijing Winter Olympics , designed by the faculty and students of BIGC group


Visual Effect Works


Visual Effect Works


Visual Effect Works


Core graphic design of visual image for the volunteers


packaging design for Commemorative coin

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