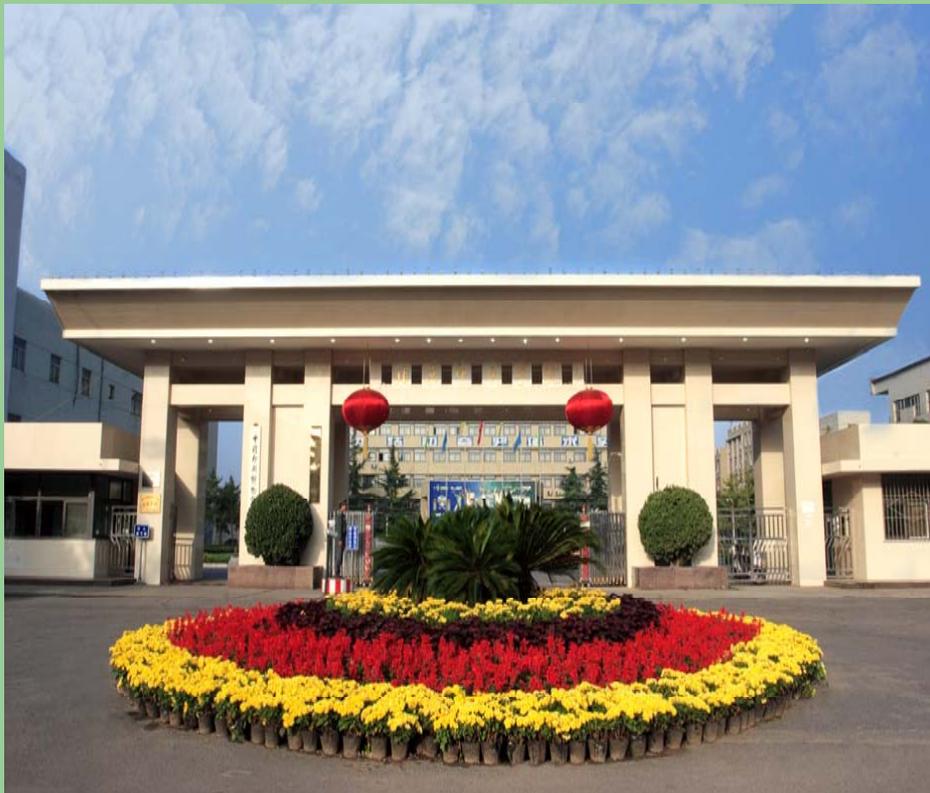




北京印刷学院
Beijing Institute of Graphic Communication



The Development of Graphic Arts Higher Education in China



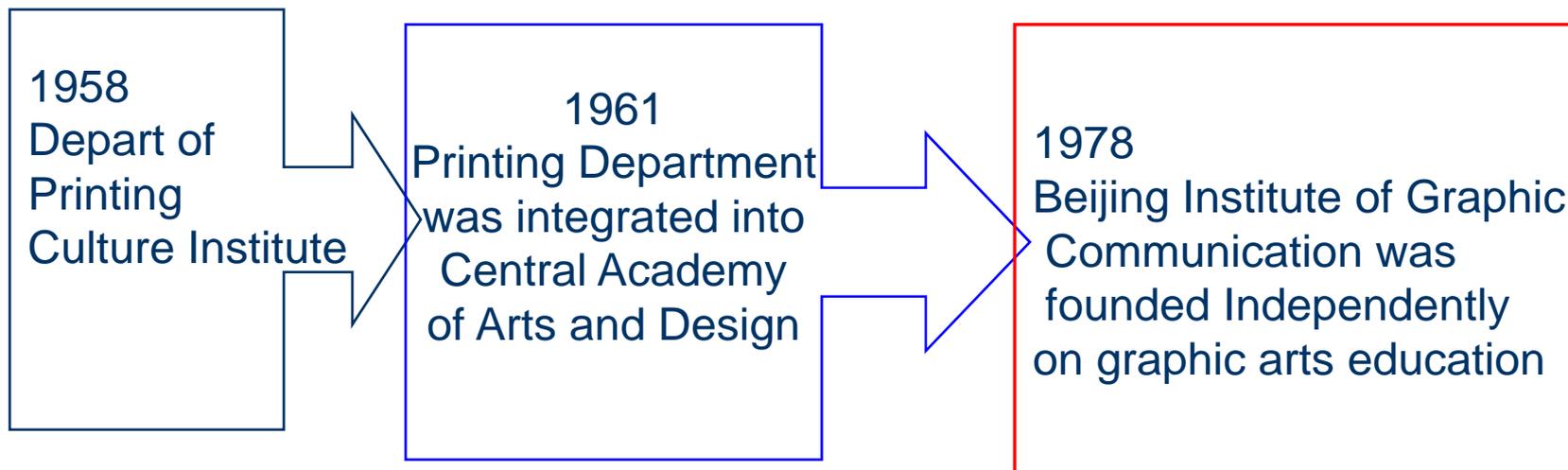
Prof. Qu Desen
President of BIGC

Beijing Institute of Graphic Communication
Oct. 12, 2009



Introduction of BIGC

--Development History





Introduction of BIGC

--Location



BIGC located at Daxing district, 25 km. south to the city centre, Tian-an-men Square.

About 110 thousands inhabitants live around.

5 other universities nearby.



Introduction of BIGC

-- Distribution of campus

North
Campus

West
Campus

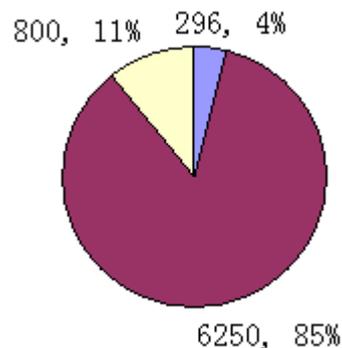
Main
Campus

- Main campus (4400 students)
 - School of Printing & Packaging Engineering
 - School of Information & mechanical Engineering
 - School of Art Design
 - Department of Graduate Education
- North Campus (1700 Students)
 - School of Publishing Communication & Management
 - School of Continuing Education
- West Campus(800 students)
 - School of Vocational Education



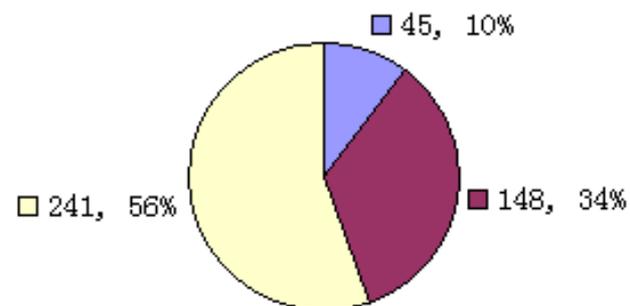
Introduction of BIGC

--Teaching staffs and students



Graduate
Undergraduate
Vocational

Composing Structure of
BIGC Students



Professor
Associate Professor
Lecturer

Composing Structure of
BIGC Teaching Staff



Introduction of BIGC --Professional setting

6 subjects for graduate

Communication Theories
Material Physics & Chemistry
Art Design
Mechanical Electronic Engineering
Business Management
Information & Signal Management





Introduction of BIGC --Professional setting

20 subjects for undergraduate

Printing Engineering
Packaging Engineering
Polymeric Material

Mechanical Engineering & Automation
Industrial Product Design
Science & technology of Computer
Engineering of Electronic Information
Automation Engineering
Technology of Digital Media

Editing & Publishing
Financial Management
Advertisement
Information management & System
Marketing
Cultural Industry Management
English Language
Communication Theories

Art Design
Painting
Animation



Graphic Arts Higher Education

**Undergraduate
Education**

**Vocational
Education**

**Continuing
Education**



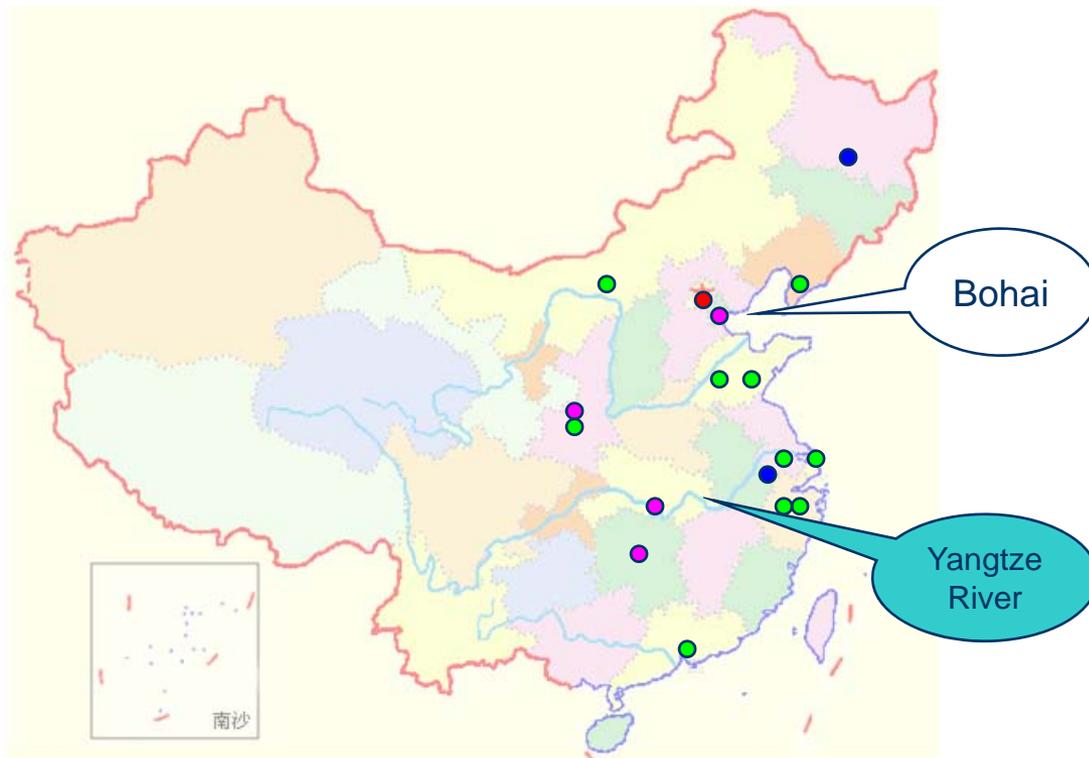
Undergraduate Education

- The school size expanded
- Orientation setting confirmed
- Consensus in core curriculum
- School running condition improved
- Research promoted industry progress
- New achievements



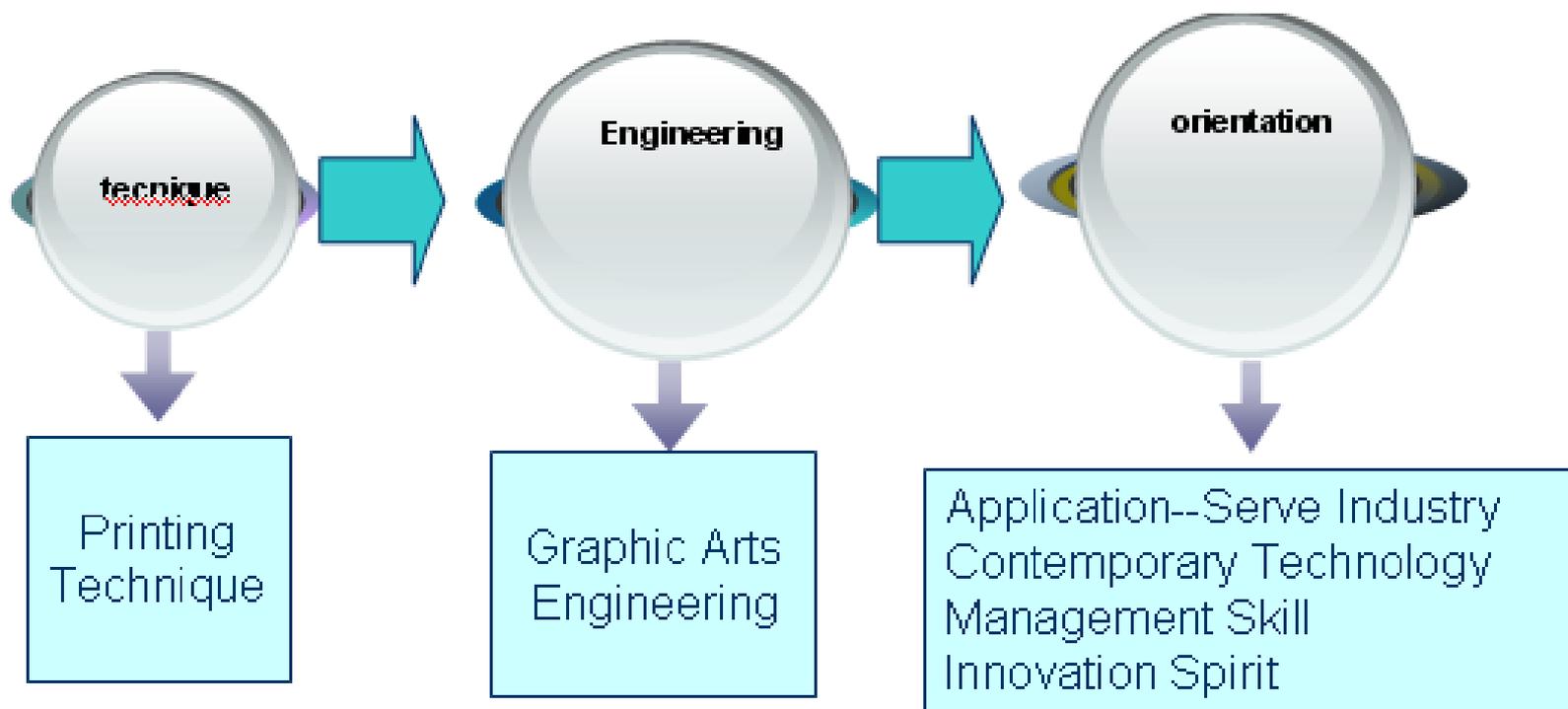
Foundation and Location of Universities with Graphic Arts Undergraduate Education in China.

- Foundation
- 1970s ●
- 1980s ●
- 1990s ●
- 2000s ●





The Orientation Setting of Graphic Arts Undergraduate Higher Education





Core Curriculum of Graphic Arts Undergraduate Education

- Optics Technology
- Color Science
- Printing Materials & Aptitude
- Equipments
- Printing Principium & Arts
- Information Processing
- Post-print Processing



Conditions for Operating the Universities

- Quality of Teacher Staff
- Laboratory Equipment
- Software

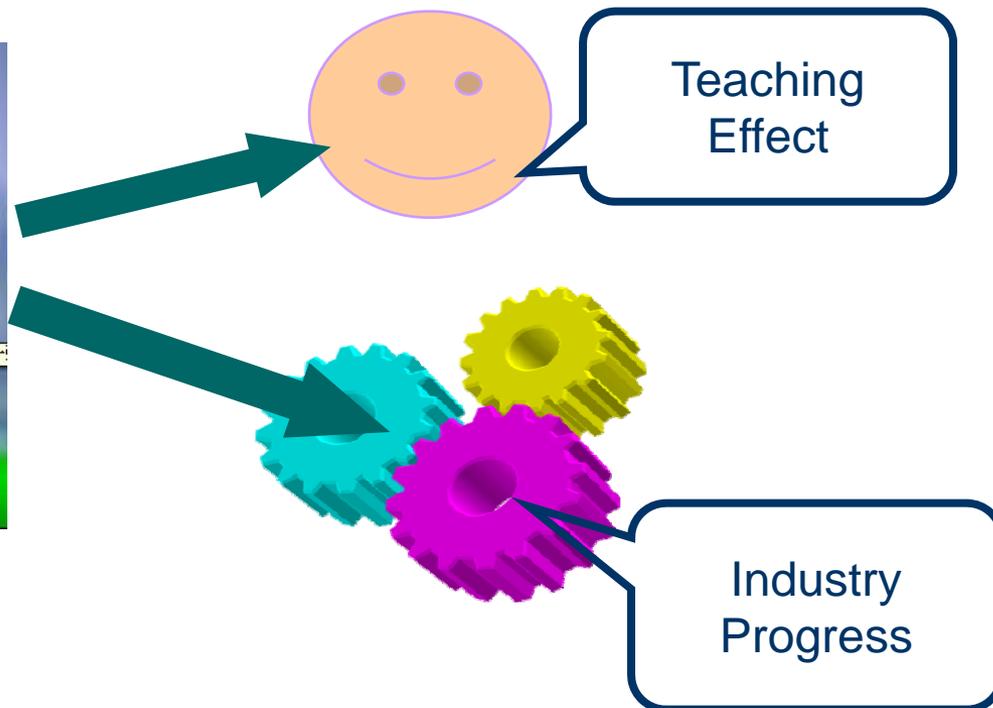




Research promoted industry progress



Experiment &
Research





Breakthrough in graphic arts education



- **Graphic arts education expanded into the area of graduate education.**
- **Some universities began accepting students for master's and doctor's degree.**



II. Graphic Arts Vocational Education

- Vocational education develop fast.
- Basic principles were formed.
- Training and teaching patterns became mature.





Vocational education develops fast

106 schools operate graphic arts vocational education.

2008

Importance of vocational education was strengthened again.

2005

2004

Vocational education expanded.

2002

1999

Government decided develop vocational education

1993

Tianjin Vocational University operated printing education

1986

Shanghai Printing School was restored

1978

More than 4000 students were trained

1968

Vocational education was launched.

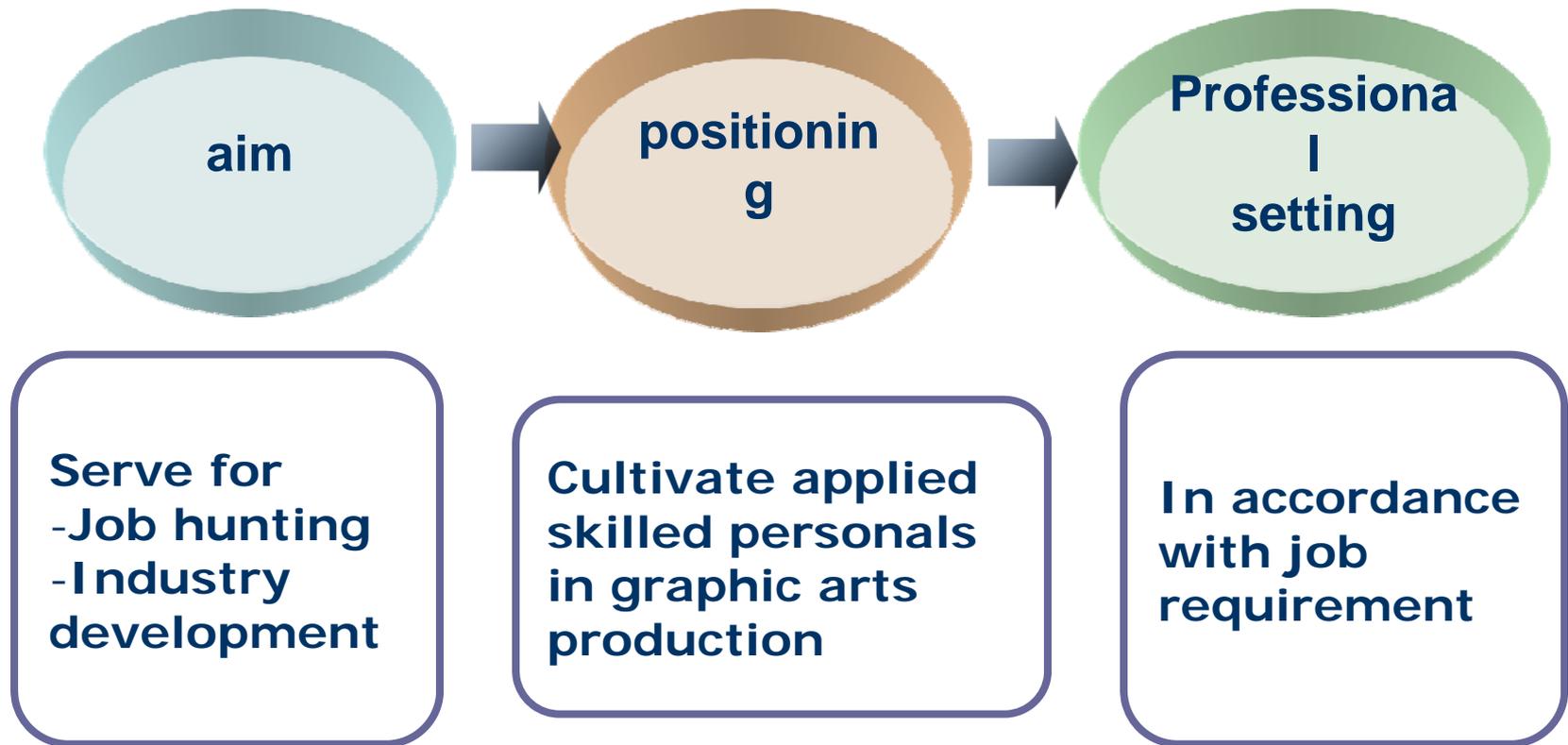
1960

Shanghai Printing & Publishing School was founded.

1953

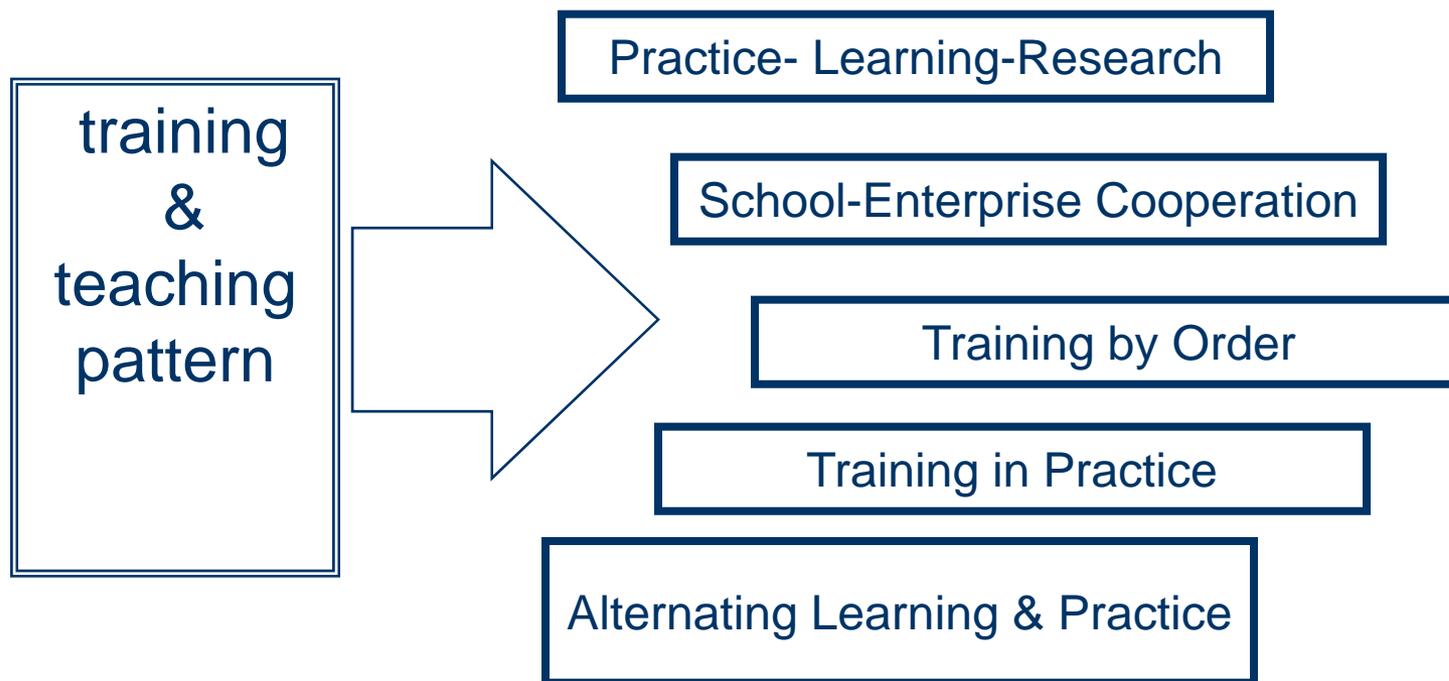


Basic principles were formed.





Training and teaching patterns became mature.





Continuing Education

In higher education, colleges and universities constitute one leg, while work-study universities and spare-time universities constitute the other .
----- Mr. Deng Xiaoping(1977)

**Development
&
Progress**

**Education
System**

**Operation
Pattern**

**Training
Brand
Cultivation**



Development of continuing education



Patterns

- study by correspondence
- Spare-time study
- Off-job study

Sample

Beijing Institute of Graphic Communication

- Since 1987
- 11 professional subjects.
- 30 workstations in and abroad
- trained 19,000 students

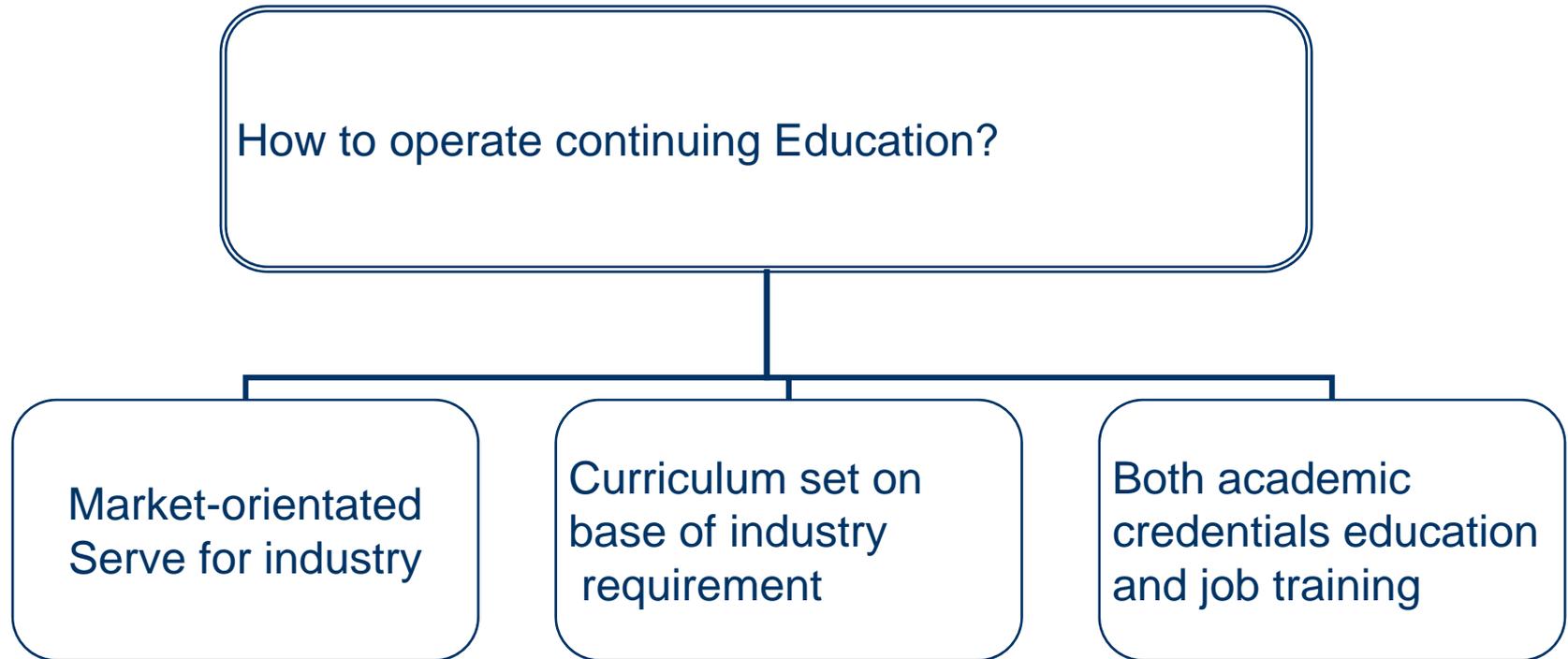


System of continuing education

- Professional setting is flexible and practical according to the evolutionary demand of job and industry.
- Curriculum is set on the base of industry requirement .
- Teaching staff should have both academic knowledge and experience in practice



Running pattern - corresponded to industry.





Co-education sprouts to foster training brand

2006

Education and Training Committee of Printing and Printing Equipment Industries Association of China was established

2007

Began the construction of elaborate courses and training in graphic arts education

NOW

Co-education is very popular since the training is reliable and helpful.



Conclusion

- Graphic arts higher education developed fast in China since 1978 with the development of industry.
- Graphic arts higher education is obliged to strengthen connotation construction, cooperation with the industry





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THANKS