

Invitation to IC Beijing 2017

---Our School, Our City and Our Welcome

- **Beijing Institute of Graphic Communication (BIGC)** is the first to have established majors of printing in mainland China. Among printing publishing related universities, BIGC has the most numerous industry-related majors, the most numerous student get enrolled here, and the most numerous teachers and researchers are involved.



1. BIGC Basic Information

Establishment of **BIGC** approved by the State Council, evolving from the Department of Printing Technique, Central Academy of Craft Art

Beijing Cultural College (affiliated with Ministry of Culture)

Mutual construction agreement signed by the Beijing Municipal Government and the former GAPP (General Administration of Press and Publication)



Incorporated into the Central Academy of Craft Art

Became under administration of the **Beijing Municipal Government**

- **Students:** **6700** undergrads, **680** postgrads
- **Teachers:** **794**, including **523** full time teachers (66%) and **251** professors and associate professors (48%)
- **6 Schools:** School of Printing and Packaging Engineering, School of Publishing and Journalism, School of Design and Art, School of Information Engineering, School of Mechanical Engineering , School of Economics and Management

- **2** national special feature majors, **4** Beijing municipal special feature majors;
- **4** Beijing municipal key labs;
- **8** ministerial level key labs.
- **1** post doctoral station; **19** authorized academic master's degrees; **5** authorized professional master's degrees; **26** undergraduate majors.



Key functions in disciplinary construction

- **Chair of the International Printing Standard Committee**
- Deputy chair of the Directive Committee of Light Industry Education, the Ministry of Education
- Deputy chair of the Directive Committee of Publishing Majors in Higher Education
- Chair of the Directive Committee of the Publishing Major Postgraduate Education
- **GAPP Advanced Talent Training Base of Printing and Publishing**
- Beijing Publishing and Culture Industry Research Base
- National New Media Industry Base “Animation Composition and Talent Training Center”
- **Among “the Five most attractive universities of special feature in mainland China”**

- Optimization of disciplinary groups:



2. Talent Cultivation

Future-oriented, industry-related talent cultivation

- Up-to-date digital media majors of digital printing, digital publishing, digital media art and digital media technology
- Mode of education of “combination of engineering and humanities, of art and technology, of practice and theory”



Training for the ability of practice

- 2 Beijing municipal experiment teaching demonstration centers(Printing engineering comprehensive training center; Digital art teaching and practice center)
- 2 Beijing municipal off-campus talent training bases (Beijing ARTRON color printing Co.Ltd; China science publishing and communication Co.Ltd)



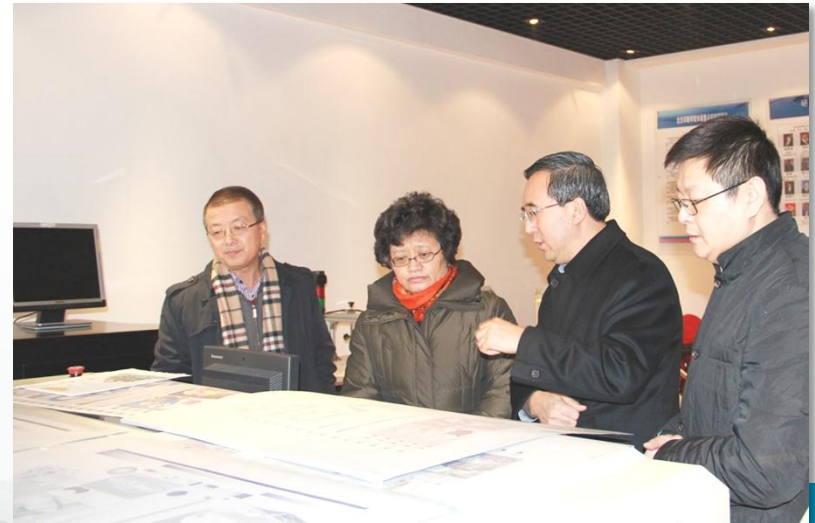
Students' innovation and entrepreneurship

In 2010, **BIGC** University Science Park was established to encourage student entrepreneurship.



3. Industry-related Research

In Aug 2010, the establishment of **Beijing Green Printing and Packaging Industry Research Institute** was approved by the municipal government, making it one of the 6 construction projects of Zhongguancun Science City.

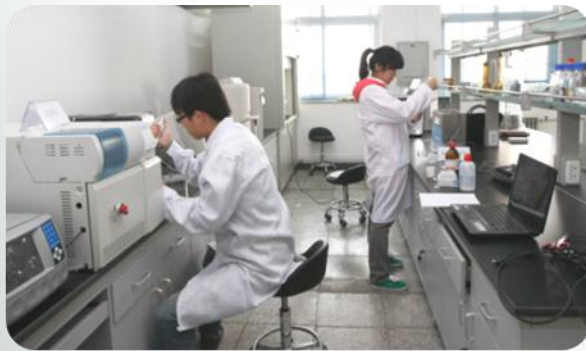


- Zhongguancun Open Lab
- Capital Science and Technology R&D Platform
- National Printing Machinery Quality Inspection and Testing Center
- SAPPRFT (State Administration of Press and Publication, Radio, Film and TV) Quality Inspection Center's Green Printing Testing Lab

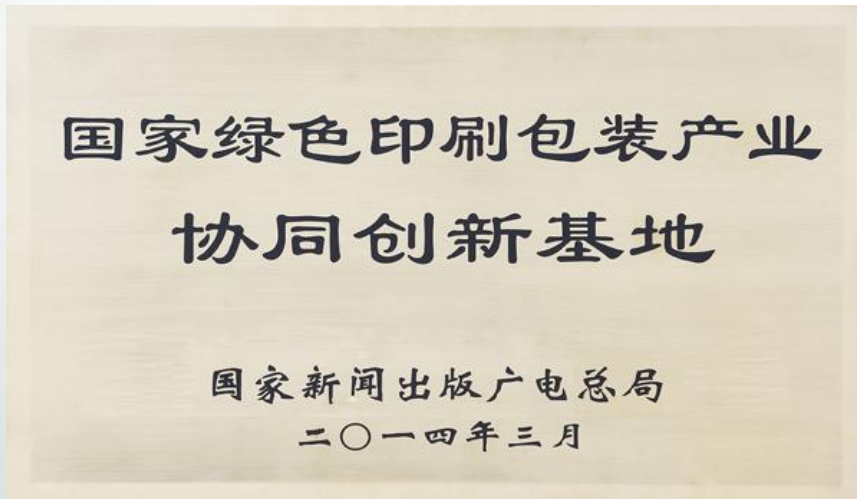


8 ministerial key labs/research bases

- Beijing Municipal Key Lab for Printing and Packaging Material and Technology
- Beijing Municipal Key Lab for Digital Media and Art
- Beijing Publishing Industry and Cultural Research Base
- Beijing Municipal Higher Education Engineering Research Center for Printing Equipment
- Beijing Municipal Key Lab for Upmarket Printing Equipment Signal and Signal Processing
- Beijing Municipal Key Lab for Digitalized Printing Equipment
- Beijing Municipal Key Lab for Cross Media Publication
- Beijing Municipal Engineering and Technology Research Center for Printing Electronics



- In March 2014, the establishment of “**National Green Printing and Packaging Coordinated Innovation Base**” was approved by SAPPRFT (State Administration of Press and Publication, Radio, Film and TV)



- In July 2014, Digital Publishing and Communication Research Institute was established in **BIGC**.



4 Social Service and International Cooperation

- **4** major industrialization investment projects
- **200 million RMB** yuan (around **32 million US\$**)



- Service Contracts for research support, testing and authentication, expert consultation worth **30 million RMB (4.8 million US\$)** in 2012 and 2013.



International Cooperation and Exchange

- Cooperation agreements with over **50** world universities
- More than **60** faculty members receive training and attend meetings overseas every year
- Over **100** students participate in exchange programs and summer school programs overseas every year



- Over **200** international students came to **BIGC** for language study, short term exchange and advanced study



- Major conferences hosted by **BIGC** in recent years :
China-EU Digital Publishing Forum
China UK Publishing Forum
Cross-strait Chinese Publishing Forum
Digital Publishing Technology and Media Art Forum
5th International Conference on Flexible and Printed Electronics (ICFPE)



5 **BIGC** achievements

Majors and Disciplines Ranking:

2014 Printing Engineering : **1**

2014 Packaging Engineering : **5**

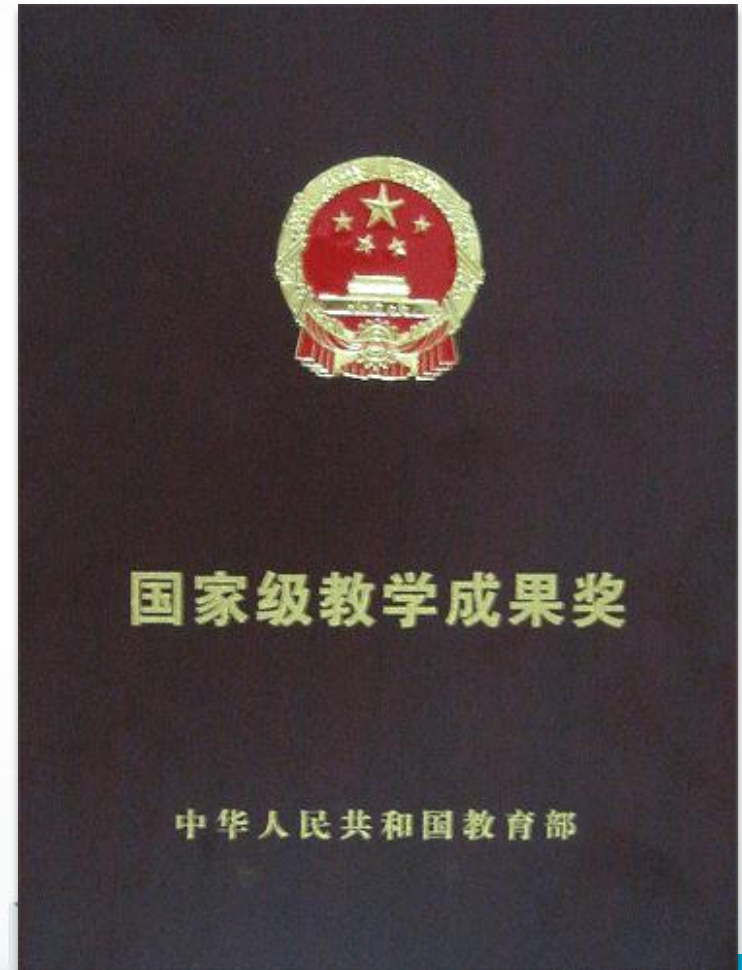
2012 Design : **8**

2012 Art : **11**

2012 Journalism and Communication : **9**



- “**Four in One**” talent cultivation mode won 2nd class award of the 2014 National Award for Teaching Accomplish.



Research achievements

- Projects: **23** national level projects, **5** projects from National Natural Science Fund's Key Research Programs and "**863 Plan**", and **63** ministerial level programs in recent 3 years
- Research funds: yearly fund of **12 million US\$, 11 million US\$, 10.2 million US\$** between 2012 and 2014

- **704** research papers were indexed by **SCI, EI, CSSCI** in the past three years.
- More than **20** national level textbooks of superior quality
- **524** applications for patent were filed and **276** were granted patent, ranking the **10th** among all universities in Beijing, and **2nd** among Beijing municipal universities.



Awards :

- The water-ink animated scroll “Picture of one thousand miles of river and mountain” designed by the team led by BIGC teachers, Gao Yanmei and Pu xiaoli was display at the reception hall of **2014 Beijing APEC Summit**.



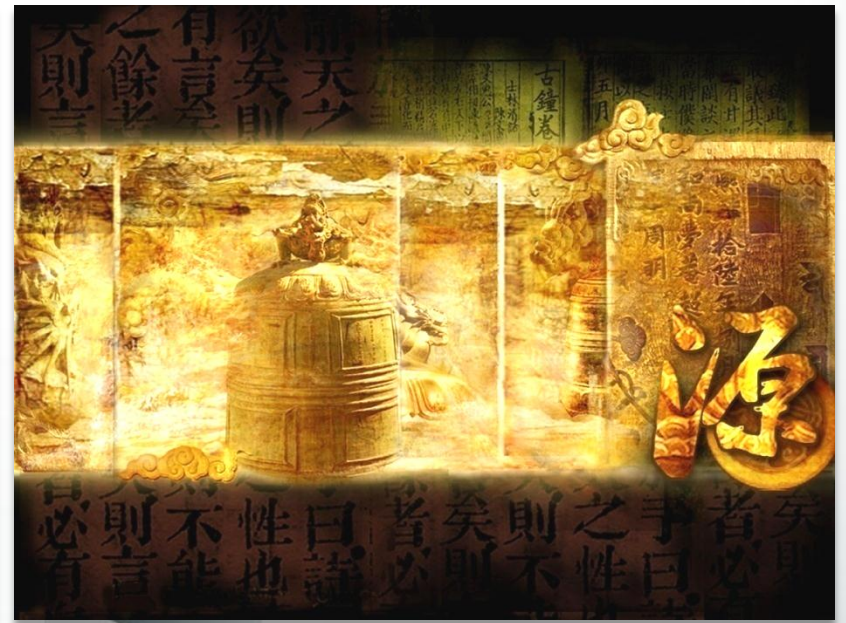
Awards :

- In August 2014, the mascot designed by BIGC student, Cui Xin, was chosen by **the 2nd Summer Youth Olympic Games**.



Awards :

- “Sheng Shi Zhong Yun” by BIGC’s teacher, Yan Chen, was winner of Prix Mobius International des Multimedias.



Awards :

- **BIGC** teacher Xu Li won bronze medal in Pentaward Worldwide Packaging Design Competition.



Awards :

- Chinese state government award of publishing



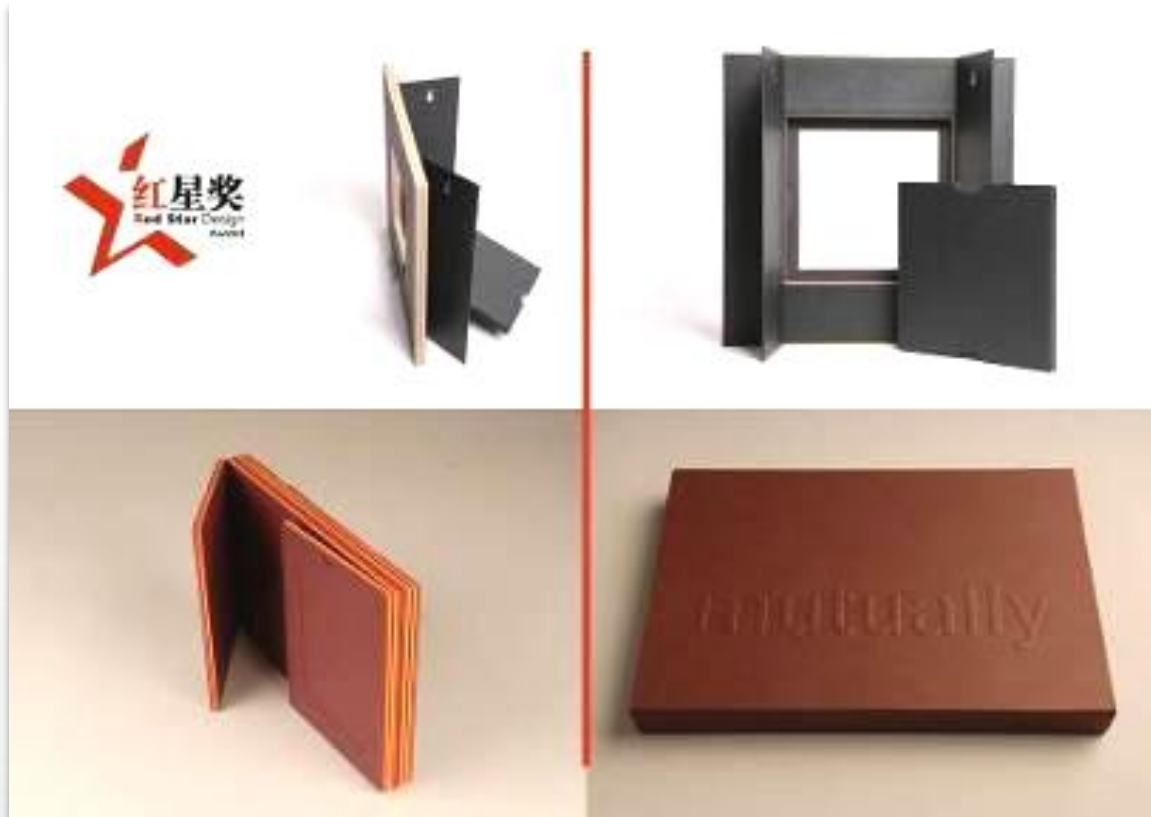
Awards :

- IN 60th anniversary of the People's Republic of China parade, one of floats was designed by **BIGC** team.



Awards :

- **BIGC** teacher Han jiping won “China Red Star Design Award”.



Awards :

- Research Report on China's Printing Industry Development
- Report on the Implementation of Green Printing
- Periodicals of Republic's 60 years.



Awards :

- Electric wire defrosting device won the First Prize of the National Contest for Innovative Machinery Design.
- BIGC students won 10 various awards in Beijing Municipal College Student Electronic Design Contest
- BIGC students won awards from 7th National “Freescale” Intelligent Car Contest.



Students' entrepreneurship and employment

- 25 companies are settled in the University Science Park. Their output value amounted to **6.07** million US\$ in 2014.
- College Students' Innovation and Entrepreneurship Park incubated 20 teams and groups, with annual sale revenue of **615,000** US\$.
- 3 student enterprises were named “**Distinguished entrepreneurship team of Beijing college students**”.



- The rate of graduate employment remains **95%**
- The best record among universities in Beijing



Distinguished Alumni



- **Cheng Kangying**: BIGC graduate(1982), majoring in Printing Machinery, president of Beijing BASCH Co., Ltd.



- **Wan Jie**: BIGC graduate(1984), majoring in Printing Machinery, the founder and president of Artron Enterprises(Groups) limited.



- **Zhu Guoliang**: BIGC graduate(1991), majoring in Printing technology, president of Beijing QL-Art Printing Co., Ltd.

Distinguished Alumni



- **Jing Suqi**: BIGC graduated(1991),majoring in Management Engineering, chairman of Beijing Tengjuda Headhunting Co.,Ltd. current president of Timehr.com

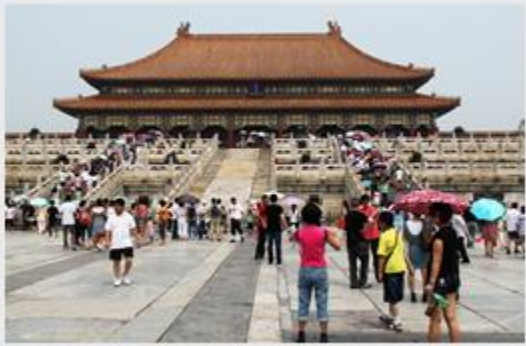


- **Chen Yan**: BIGC graduate(2000),majoring in Graphic Design, president of China academy of printing technology, president of printing industry press



- **Zhang Zuozhen**: BIGC graduate(2001),majoring in Management Engineering, vice general manager of SDX Joint publishing company, Director of Marketing center

City: Peking



Forbidden City



Great Wall



Summer Palace



Temple of Heaven



Tiananmen Square



Hutongs



Bird's nest



Water Cube



New CCTV Tower



National Grand Theatre







Taoism



Buddhism



Tibetan Buddhism



Judaism



Islam



Catholicism



Christianism



Orthodox Catholic

- **Population: 21,700,000, including 200,000 foreigners (2015)**
- **Visitors: 3,576,000 foreigners (2015)**
- **Food & Dining**

Beijing Regional Cuisine: Beijing Duck, Hot Pot

Chinese Cuisine: Eight main regional cuisines

**Others: French、Italian、Germany、Indian、Persian、
Thai、Japanese、Korean、Vegetarian、Halal、kosher**

<http://www.beijingpage.com>



北京印刷学院

BEIJING INSTITUTE OF GRAPHIC COMMUNICATION



有自方不樂
朋遠來亦乎



THANKS