Beijing Institute of Graphic Communication hosts

first Sinapse Asian Print Simulator User Meeting

Print education is an important link for the printing industry to train and reserve talents. With expensive printing equipment, it is urgent for professional colleges to solve the problem: how can they best integrate theoretical knowledge with practical operation? Recently, France-based Sinapse held the 1st Sinapse Asian Print Simulator User Meeting at Beijing Institute of Graphic Communication on April 22-24, discussing the printing sector's future training concepts and teaching methods with representatives from colleges of printing and training institutions in Asia. Firstly, Xu Wencai, assistant president at the host Beijing Institute of Graphic Communication, introduced the college's basic information and application of simulators during their teaching processes.

Xu Wencai, assistant president at Beijing Institute of Graphic Communication

Beijing Institute of Graphic Communication is an ordinary and full-time college, co-founded by the General Administration of Press and Publication of the People's Republic of China and the Beijing Government and mainly managed by the Beijing city. The college (formerly known as the department of printing of the School of Culture, which was owned by the Ministry of Culture) was approved by the State Council of China to be rebuilt as Beijing Institute of Graphic Communication on the basis of the department of printing of the Central Academy of Craft Art in 1978. It now possesses such six majors for masters as Communication, Metallurgical Physics and Chemistry, Design Art, Mechanical and Electronic Engineering, Signal and Information Processing and business management; over 20 majors for undergraduates, including Printing

Engineering, Packaging Engineering, Polymer Materials and Engineering, Mechanical Engineering & Automation, Electronic and Information Engineering, Computer Science and Technology, Automation, Digital Media Technology, Industrial Design, Communication, Editing & Publishing Science, Advertisement, English, Information Administration &Information Systems, Marketing, Financial Management, Management of Cultural Industry, Art Design, Painting and Animation; as well as such eight high vocational majors as Layout Editing and Proofreading, Marketing, Printing Graphic Information Processing, Packaging Design & Technology, Printing Technology, Printing Equipment & Processes, E-commerce and Multimedia Design & Making. The college now boasts over 6,900 full-time students.

The institute has established extensive ties with well-known printing and publishing houses in China and has set up 89 off-campus training and practice bases. The Printing Museum of China, an educational base for printing and publishing culture, is located in the campus. With exhibition floor area of over 4,600 square meters, the museum reserves more than 26,000 collections. The institute boasts teaching and research instruments and equipment of RMB1,739.9 billion; 79 multimedia classrooms and 10 voice classrooms, with total seats of 9,625, or 140 seats per 100 students; 2,668 computers for teaching purpose, or 37.82 computers per 100 students; 898,300 books and 175,000 electronic books in the library, or 116.87 books per student.

The institute has installed a total of 35 print simulators, of which 30 are offset lithography printing ones, two flexo printing ones, two gravure printing ones and an offset rotary printing one. The institute has built dedicated training rooms for these simulators. With the simulators, students can not only reproduce the whole process of actual printing operation, but also continuously fix the issues occurred during the operation by taking exercise testing. "We will first of all require students to pass the software training before every machine operation, which positively complements our teaching," said Xu.

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