

## Invitation to UK Art and Design Courses Booklet

Dear partners,

The British Council is delighted to invite you to join our initiative promoting UK **Art and Design** studies in China.

UK education is highly recognised in China for its pursuit of academic rigour and innovation and for the high return of investment on individual development. There are currently 100,000 Chinese students studying in the UK. In 2011, the UK Border Agency issued over 50,000 student visas in China, with an increase of nearly 20% compared to 2010.

In line with the ongoing UK Now 2012 Arts Festival in China, the education marketing team of the British Council China will highlight key aspects of UK based **Art and Design** courses to key Chinese stakeholders and general public via a stand alone booklet. It will provide a targeted promotional channel for UK institutions to enhance their profiles in the area of Art and Design among Chinese audiences and showcase their excellence in Art and Design education.

### **About the Art and Design Courses Booklet**

#### **What's a subject specific booklet?**

- A subject specific booklet is a Chinese version brochure that focuses on a specific academic area. Students who are interested in the subject area will often use it as a guide for finding general information as well as to find institutions that provide the specific courses.
- Production and distribution of the booklet will be carefully planned alongside with Education UK marketing campaigns and events in China.

#### **What subjects are considered “Art and Design”?**

There are a wide variety of subjects that are considered in this subject group. Examples include fine art, ceramics and glass, digital media, three-dimensional (3D) design, two-dimensional (2D) design, pottery, public art projects, applied arts, history of art and history of design, general design, graphic and communication design, illustration, industrial design, jewellery design, print media, product design, retail design, sculpture, silversmithing and metal work, typographic design, visual design and display, etc.

#### **What are the benefits for your institution?**

- Reaching your target audience - We're expecting 150,000 visitors through online and offline promotion channels. Therefore, for those who join the booklet, it means direct engagement with your target audience and effectively highlighting your institution's strengths using a very recognised channel.

- Utilizing multiple channels - Production and distribution of the booklet will be planned alongside our education marketing campaigns all year around, such as the national education exhibitions, campus events, agent events, etc. The booklets will also be sent to training schools, agents and our other partners as key guidance on **Art and Design** courses for their consultants, their clients and general public.
- Doing highly cost-effective promotions - If you have a very limited marketing budget and are looking for a cost-effective way of promotion, the booklet provides a consistent and convincing alternative to reach your prospective students.

The booklet will be produced in Chinese language and we will arrange quality translation for institution profiles which are submitted in English and we retain the right of abridgment of the content in case the profile exceeds the stipulated number of words.

### **What are the distribution channels?**

The booklet will be distributed through various national channels and local promotional channels that we engage with, which include:

- Exhibitions, information days and workshops organised by the British Council
- British Council front of house display
- 2012 National Autumn Education Exhibition
- 2013 National Spring Education Exhibition
- Local exhibitions organised by local authorities
- Joint activities with the Arts team at the British Council
- Campus events
- Events organised by agents, language training schools and the British Council's other partners in China
- Chinese institutions and education agents
- IELTS test centres

### **Inputs needed from UK institutions**

UK institutions will be required to prepare and send the British Council China the following materials in text (.doc) and photos (.jpg) after participation has been confirmed:

- If your institution applied to reserve **an advertorial page on the inside cover page**, it is advised to provide a ready-to-print artwork (dimensions to be provided in due course), so you will have your institution's branding presenting on the page.
- If your institution applied to reserve **a profile page**, a standard page layout will be followed. A profile collection template will be provided for you to submit the relevant contents, which may include a brief introduction to the institution, campus facilities, Art and Design course information, students' achievement in this field, quotes from alumni, information on living and travel, and scholarships available for Chinese students, etc.

\* The booklet will be produced in Chinese language. No matter which page options you select, we will provide quality translation service on your request.

## Cost

Item	Quotation	Invoice Date
Profile listing (Full page of A5 size)	GBP 500 *	<i>You will be sent invoice when the booklet is officially published in October 2012</i>
Advertorial page on the inside front cover OR the inside back cover (Full page of A5 size)	GBP 800 *	
<b><i>*All prices are exclusive of VAT unless otherwise stated</i></b>		

The minimum number of participating institutions is 15 and the maximum is 50. Applications will be accepted on a first-come-first-served basis.

## How can I participate?

First please complete the **application form** and send it back by **15 June 2012** as confirmation. Please notice all forms should be sent back via emails and we will not accept fax or paper-based forms.

A confirmation email will be sent to you upon receiving your completed application form by **22 June 2012**. An **institution profile form** will be attached to this email to collect your content for the booklet.

Please note that the British Council China maintains the right to cancel the publication if minimum participation is not achieved.

## Cancellation Policy

Cancellation fees will be charged for withdrawal from the publication, as of the date of receipt of *Written Notice of Withdrawal*:

- 50 per cent of the full advertisement fee for withdrawals received on or after **22 June 2012**.
- 100 per cent of the full advertisement fee for withdrawals received on or after **27 July 2012**.

## Who can I contact?

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