

Implementation Plan for the Strategic Intent of the Faculty of Art and Design at Jan Evangelista Purkyně University in Ústí nad Labem

For the year 2019

Implementation Plan for the Strategic Intent of the Faculty of Art and Design
at Jan Evangelista Purkyně University in Ústí nad Labem for the year 2019

- The Artistic Council of the Faculty of Art and Design discussed it on 7 February
2019.

- The Academic Senate of the Faculty of Art and Design approved it on 13 February
2019.

INTRODUCTION

This Implementation Plan for the Strategic Intent of the Faculty of Art and Design (hereinafter referred to as "FUD" or "the Faculty") at Jan Evangelista Purkyně University in Ústí nad Labem (hereinafter referred to as "UJEP" or "the University") for the year 2019 is based on the Long-term Intent of the Ministry of Education, Youth, and Sports of the Czech Republic (MŠMT) for 2016–2020, its Update for 2019, the Long-term Intent of UJEP for 2016–2020, the Implementation Plan for the Strategic Intent of UJEP for 2019, and the Long-term Intent of FUD for 2016–2020.

The aim of this Plan is to identify the main areas of the Faculty development in 2019 and outline the specific steps the Faculty plans to take in order to reflect the current demands for quality study facilities, the development of an international environment, and the development of the third mission activities of the University. Given the financial support obtained for projects in 2019, the Faculty will primarily focus on activities related to the accreditation processes of the Bachelor's and Doctoral study programmes, as well as the reconstruction of the Ústí nad Labem House of Arts, where new study spaces will be created. A significant contribution to the international environment will be the project for foreign evaluation by the European agency EQ-Arts. All practical steps for potential systemic changes in the internal environment of the University will be preceded by an open discussion on the new formulation of the Faculty's vision.

MAIN OBJECTIVES OF THE FACULTY IN 2019

- 1. Initiation of the preparation for the accreditation of the Bachelor's degree programmes in Fine Arts and Design with the support of the ESF OPVTV project 'Support and Development of Study Programmes at the Faculty of Art and Design'.**
- 2. Preparation for the accreditation of the Doctoral study programme in Visual Communication.**
- 3. Initiation of the building reconstruction of the Ústí nad Labem House of Arts with the support of the government programme Restart for Higher Education, OPVTV project ERDF REART 'Construction of Teaching Spaces'.**
- 4. Implementation of the foreign evaluation of the study environment, as part of the Ministry of Education, Youth and Sports' Centralised Development Project, 'External Evaluation at Art Faculties of Non-Artistic Universities in 2019'.**
- 5. Establishment of a new diversified financial remuneration model for the Faculty staff.**
- 6. Continuation of active participation in the four-year international TICASS project within the Horizon 2020 programme and other grant activities.**

AREAS OF DEVELOPMENT OF THE FACULTY

- 1. EDUCATIONAL ACTIVITIES**
- 2. CREATIVE ACTIVITIES**
- 3. INTERNATIONALISATION**
- 4. SOCIAL ROLE**
- 5. DEVELOPMENT ACTIVITIES**

TOOLS AND STEPS FOR IMPLEMENTING DEVELOPMENT GOALS

1. EDUCATIONAL ACTIVITIES

1.1. Bachelor's and Follow-up Master's Studies

Initiation of the preparation and development of accreditation materials for the Bachelor's study programmes in Fine Arts and Design, in accordance with the schedule of the project "Support and Development of Study Programmes at the Faculty of Art and Design," with the support of the OPVVV fund.

1.2. Doctoral Studies

- Initiation of the preparation and development of accreditation materials for the Doctoral study programme in Visual Communication.
- Support for the public presentation of doctoral study projects through a series of exhibitions at the Ústí nad Labem House of Arts.
- Addressing the new graphic design for dissertation covers as a specific output format of high quality, representing an institution that shapes the highest standards of cultural education, with the aim of applying the new design in the upcoming submission period for dissertations.

1.3. Habilitation and Appointment Procedures for Professors

- Continuation of the habilitation procedures and appointment procedures for professors in the field of Visual Communication.
- Support for mid-career academic staff in preparing and implementing their habilitation procedures, particularly at the Department of Applied Arts and the Department of Design.

2. CREATIVE ACTIVITIES

2.1. Artistic, Design, and Research Activities

- Organisation of exhibition events to mark the 30th anniversary of the November changes of 1989.
- Continuation of support for artistic or design outputs by academic staff and students of the Faculty through internal grants.
- Support for the presentation of design projects and outputs within national and international design exhibitions such as Designblok, Designweek, and the Czech International Student Design Award, and consideration of participation in the Milan exhibition.
- Support for the participation of academic staff and students of the Faculty in exhibition projects at prominent domestic and international exhibition institutions or at prestigious international conferences abroad.

2.2. Gallery Activities

- Development of a significantly internationally-oriented exhibition plan for the Ústí nad Labem House of Arts and its accompanying programmes focused on socially relevant topics.
- Development of exhibition activities at the Rampa Gallery and collaboration with the Emil Filla Gallery and the Hraničář Gallery.

2.3. Publishing Activities

- Continuation of support for publishing outputs by academic staff and students of the Faculty through publishing grants.
- Active use of publishing and editorial outputs to promote the Faculty to both expert and general audiences, through participation in festivals, professional exhibitions, and competitions.
- Continuation of building the Faculty's digital archive, including documentation of students' work and Faculty events.

3. INTERNATIONALISATION

- Support for the involvement of foreign lecturers, artists, theorists, and professionals from practice in the Faculty's educational activities in various formats, such as lectures and workshops.
- Pilot programme for the regular involvement of a visiting foreign artist-lecturer with the support of the IP (Institutional Plan).
- Development of study programmes for international students by expanding the offer of lectures in English.
- Implementation of an internationally-oriented exhibition programme at the Ústí nad Labem House of Arts, following on from point 2.2 Gallery Activities.
- Ongoing active participation in the international project TICASS - Technologies of Imaging in Communication, Art and Social Sciences under the Horizon 2020 programme.

- Collaboration within the network of partner universities under the Erasmus+ programme and utilisation of mobility support for students and lecturers.
- Organisation of the international conference CENSE (Central European Network for Sonic Ecologies).

4. SOCIAL ROLE

- Continuation of collaboration with local institutions (such as Hraničář Public Hall, Činoherní Studio, and the Museum of the City of Ústí nad Labem) to develop the cultural life in the region and city.
- Continuation of collaboration with exhibition institutions of national and international significance.
- Active implementation of the exhibition and accompanying programme at the Ústí nad Labem House of Arts, with the aim of creating a platform for social discourse in the city.

5. DEVELOPMENT ACTIVITIES

5.1. Development in the Area of Quality Assessment

- Implementation of the foreign evaluation of the study environment as part of the Ministry of Education, Youth and Sports' Centralised Development Project "External Evaluation at Art Faculties of Non-Artistic Universities in 2019" by the European agency EQ-Arts.
- Creation of an internal systemic tool for structuring the salary system for academic

staff.

- Implementation of the Rules for Internal Academic Staff Evaluation in compliance with University mechanisms and systems for motivating career growth, as well as the requirements of accreditation standards.

- Adaptation of the HAP (Academic Staff Evaluation) system for the Faculty's environment, following the Ministry of Education, Youth and Sports' Centralised Development Project "Strengthening the Mechanisms Necessary for Self-Evaluation Processes at Art Faculties of Non-Artistic Universities" from 2018.

- Purposeful use of the RUV system (Register of Artistic Outputs system) for monitoring creative activities and its implementation within the overall structure of quality evaluation and motivational remuneration of academic staff.

- Active involvement of lecturers in University and external bodies responsible for quality assurance, such as the Internal Evaluation Council, RUV Council (Council of Register of Artistic Outputs), and NAU evaluators (National Accreditation Authority for Higher Education evaluators).

- Active role of the Faculty within the Association of Art Faculties aimed at strengthening the quality of the study programmes Fine Arts, Fine Arts, and Design.

5.2. Investment and Non-Investment Activities

- Implementation of the reconstruction of the Ústí nad Labem House of Arts building with support allocated under the Restart programme, in collaboration with the University's investment department and project team.

- Implementation of the adaptation of the interior spaces of the Faculty building, particularly the entrance hall.

- Streamlining the equipment loan system for exhibitions, building an equipment storage facility, and developing an online loan system.
- Modernisation of the Faculty's study facilities as part of the completion of the University project 'U21 - Modernisation of the Study Environment'.
- Replacement of the personal service car.

5.3. Active Utilisation of Grant Titles

- Developing activities necessary for realistic and structured involvement in the OPVVV Operational Programme, particularly in the areas of internationalisation and quality, in line with the Faculty's focus and structure.
- Implementation of activities supported by the Restart programme – see points 1.1 and 5.2.
- Optimisation of job positions aimed at creating a grants department, with the goal of streamlining fundraising activities and the administration of the increasing number of extra-budgetary earmarked grants for creative activities.
- Preparation of grant applications for the implementation of exhibitions and conference events, applying for funding from the Ministry of Culture of the Czech Republic (MK ČR), the Czech Technology Agency (TAČR), Visegrad Fund, Creative Europe, the Czech-German Future Fund, the Ústí Region, and others.
- Active use of resources from the UJEP Institutional Plan (IP) to support the University's representation abroad, support for habilitation procedures, support for study internships, and support for the involvement of foreign academic staff at the Faculty.

5.4. Improvement of Presentation Tools Quality

- Increase and streamline presentation activities aimed at prospective students.
- Completion and update of the English version of the Faculty's new website.
- Improvement of the graphic design of all communication materials, letters, diplomas, and documents of the Faculty.

5.5. Development Cooperation with External Partners

- Deepening inter-Faculty cooperation at UJEP in the professional field within the framework of accompanying events for the exhibition programme at the Ústí nad Labem House of Arts.
- Continuation of collaboration with other art universities in shaping the quality of the study programmes in Fine Arts and Design.
- Continuation of collaboration with other art faculties based on the platform of the Association of Art Faculties.
- Implementation of lectures and workshops with industry professionals.
- Collaboration with domestic and international exhibition and collection institutions in the field of creative work and its presentation, with an emphasis on high-quality outputs.

Presented by: Assoc. Prof. Mgr. A. Pavel Mrkus, Dean of the Faculty of Art and Design at Jan Evangelista Purkyně University in Ústí nad Labem

List of Abbreviations:

CRP – Centralised Development Project

CENSE – Central European Network for Sonic Ecologies

ESF – European Structural Funds

ERDF – European Regional Development Fund

HAP – Academic Staff Evaluation

IP – Institutional Plan

MK ČR – Ministry of Culture of the Czech Republic

NAU – National Accreditation Authority for Higher Education

OPVVV – Operational Programme Research, Development, and Education

RESTART – Project for the Restructuring of the Ústí, Moravian-Silesian, and Karlovy Vary Regions, implemented in cooperation with the Government Commissioner's Office, the regions, and the Ministry of Industry and Trade and the Ministry for Regional Development, under the auspices of the Czech Government

RUV – Register of Artistic Outputs

TAČR – Technology Agency of the Czech Republic

TICASS – Technologies of Imaging in Communication, Art and Social Sciences