

# 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 2020

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 2020

- The Artistic Council of the Faculty of Art and Design discussed it on 7 February  
2020.

- The Academic Senate of the Faculty of Art and Design approved it on 24 March  
2020.

## 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 2020, 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 2020 and outline the specific steps the Faculty plans to implement in order to reflect the current demands for quality study and creative facilities, the development of an international environment, conceptual support for creative outputs, and the development of the third mission activities of the University. Given the financial support obtained for projects in 2020, the Faculty will primarily focus on activities related to the accreditation processes for the Bachelor's study programmes and the reconstruction of the Ústí nad Labem House of Arts. A significant impetus for improving the Faculty's internal environment will be the evaluation of the outputs from the centralised development project of the foreign evaluation by the European agency EQ-Arts. In all its activities, the Faculty management will work with an emphasis on the highest quality of study in accredited study programmes and the high quality of creative outputs as defining and foundational conditions for the successful development of the University in the new decade.

## **MAIN OBJECTIVES OF THE FACULTY IN 2020**

- 1. Implementation of accreditation applications for the Bachelor's study programmes in Fine Arts and Design with the support of the ESF OPVTV project REPROREG 'Support and Development of Study Programmes at the Faculty of Art and Design'.**
- 2. Implementation of the reconstruction of the Ústí nad Labem House of Arts with the support of the government programme RESTART, OPVTV project ERDF REART 'Construction of Teaching Spaces at the Faculty of Art and Design'.**
- 3. Preparation of the organisational structure, programme content, and financing model for the Ústí nad Labem House of Arts after the completion of its reconstruction and the commencement of operations in 2021.**
- 4. Evaluation and implementation of the outputs from 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. Development of the Strategic Intent of the Faculty of Art and Design for the years 2021–2025.**
- 6. Organisation of the final phase of the four-year international project TICASS under the Horizon 2020 programme at the Faculty of Art and Design.**

## **AREAS OF DEVELOPMENT OF THE FACULTY**

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

# **TOOLS AND STEPS FOR IMPLEMENTING DEVELOPMENT GOALS**

## **1. EDUCATIONAL ACTIVITIES**

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

1.1.1. Preparation and submission of accreditation materials for the Bachelor's study programmes Fine Arts and Design, in accordance with the schedule of the project 'REPROREG: Support and Development of Study Programmes at the Faculty of Art and Design'.

1.1.2. Stabilisation of the staffing for the management of studios at the Departments of Photography and Visual Communication, in accordance with the requirements of the accreditation standards for the Bachelor's study programmes.

1.1.3. Support for studio leaders in habilitation procedures, in accordance with the accreditation standards for the Bachelor's study programmes, particularly in the Design study programme, in the studios of Ceramic Design, Product Design, and Glass.

### **1.2. Doctoral Studies**

1.2.1. Gradual incorporation of new courses and updates to study plans in connection with the new accreditation of the Doctoral study programme Visual Communication, should it be successfully confirmed.

### **1.3. Habilitation and Appointment Procedures for Professors**

1.3.1. Support for academic staff of the Faculty in preparing and implementing their habilitation procedures, particularly at the Department of Design and the Department of Applied Arts.

1.3.2. Support for academic staff of the Faculty in preparing and implementing procedures for the appointment of professors.

## **2. CREATIVE ACTIVITIES**

### **2.1. Artistic, Design, and Research Activities**

2.1.1. Building profile areas of creative outputs that characterise the Faculty of Art and Design in the national context: Photography and New Media, Fine Arts – Art of Social Engagement, Design and Graphic Design in the Era of Environmental Responsibility, Curatorial Studies.

2.1.2. Support for artistic or design outputs by academic staff and students of the Faculty through internal grants.

2.1.3. 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, participation in the Milan Design Week exhibition, and others.

2.1.4. Support for the participation of academic staff and students of the Faculty in projects at prominent domestic and international institutions or at prestigious international conferences abroad.

2.1.5. Organisation of the final phase of the international TICASS project (see 3.2.3).

### **2.2. Gallery Activities**

2.2.1. Implementation of the internationally-oriented exhibition plan, including accompanying programmes for the Ústí nad Labem House of Arts in 2020, in temporary premises.

2.2.2. Preparation of the new programme content for the reconstructed Ústí nad Labem House of Arts, its financial and operational staffing, and forms of its presentation as a unique creative and study facility for the Faculty, in preparation for its planned opening in 2021.

### **2.3. Publishing Activities**

2.3.1. Support for publishing outputs by academic staff and students of the Faculty through publishing grants.

2.3.2. Active use of editorial and publishing outputs to promote the Faculty to both expert and general audiences, through participation in festivals, professional exhibitions, and competitions.

## **3. INTERNATIONALISATION**

### **3.1. Internationalisation of Teaching and the Internal Environment of the Faculty**

3.1.1. Support for the involvement of foreign lecturers, artists, theorists, and industry professionals in the Faculty's educational activities in various formats, such as lectures and workshops.

3.1.2. Implementation of the international lecture series Face to Art.

3.1.3. Pilot programme for the regular involvement of a visiting foreign artist-lecturer.

3.1.4. Development of the follow-up Master's study programme in English.

3.1.5. Development of the internationalisation of the Doctoral study programme (admission of international students).

3.1.6. Development of existing and preparation of new courses in English language for the Czech students at all study programmes.

3.1.7. Support for multilingualism in the internal environment – improving the operational and organisational components of study (internal documents, STAG, the study department, and other staff).

### **3.2. Internationalisation in the Field of Creative Activities**

3.2.1. Support for the implementation of international creative outputs by members of the academic community, support for the presentation of creative outputs at international exhibitions, trade fairs, conferences, and showcases.

3.2.2. Implementation of the internationally-oriented exhibition programme at the Ústí nad Labem House of Arts in line with point 2.2 according to the exhibition plan: <https://duul.cz/vystavy/pripravovane/>.

3.2.3. Organisation of the final phase of the international project TICASS – Technologies of Imaging in Communication, Art and Social Sciences under the Horizon 2020 programme, including the research programme of project participants from the Kenyan University, conference, workshops, publication, and exhibition.

3.2.4. Preparation of the international conference and exhibition organised in connection with the commencement of operations at the Ústí nad Labem House of Arts in its reconstructed premises in 2021.

### **3.3. Internationalisation in the Area of Mobility**

3.3.1. Implementation of student and lecturer mobility under Erasmus+ within the programme countries.

3.3.2. Support for the students selected for study and practical mobility through intensive courses of English, German, or Spanish (organised by UJEP).

3.3.3. Development of contractual cooperation (new agreements, revision of existing ones), including the potential involvement in Erasmus+ mobility between programme

and partner countries (international credit mobility).

3.3.4. Further support for international cooperation in 2020 (UJEP IP), enabling the implementation of student and lecturer mobility.

3.3.5. Utilisation of bilateral agreements with non-EU countries for outgoing and incoming mobility of students and lecturers.

## **4. DEVELOPMENT ACTIVITIES**

### **4.1. Development in the Area of Quality**

4.1.1. Evaluation and implementation of the outputs from 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'.

4.1.2. Implementation of an internal systemic tool for structuring the salary system for academic staff at the Faculty.

4.1.3. Adaptation of the HAP system for the Faculty's environment in collaboration with the management of UJEP.

4.1.4. 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).

4.1.5. Active role of the Faculty within the Association of Art Faculties, aimed at strengthening its position within Czech higher art education.

4.1.6. Active role of the Faculty within the Commission for Higher Art Schools of the Council of Higher Education Institutions (RVŠ).

## **4.2. Investment and Non-Investment Activities**

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

4.2.2. Implementation of a new wayfinding system in the Faculty building, considering the budgetary constraints for 2020, and creation of a plan for the gradual renewal of the building's painting for the upcoming period.

4.2.3. Streamlining the equipment loan system for exhibitions and building an online loan system.

4.2.4. Replacement of the vehicle fleet, sale of the older service car, and acquisition of a new service vehicle.

## **4.3. Active Utilisation of Grant Titles**

4.3.1. Implementation of activities supported by the RESTART programme – see points 1.1.1 and 4.2.1.

4.3.2. Optimisation of job positions aimed at strengthening the grants department, with the goal of streamlining fundraising activities and their administration.

4.3.3. 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), Technology Agency of the Czech Republic (TAČR), Visegrad Fund, Creative Europe, the Czech-German Future Fund, Ústí Region, and others.

4.3.4. Active use of resources from the UJEP Institutional Plan (IP) to support the University's representation abroad, support for the professional development of

academic staff, support for study internships, and support for the involvement of foreign academic staff and experts at the Faculty.

#### **4.4. Improvement of Presentation Tools Quality**

4.4.1. Definition of the Faculty's strategy and mechanisms in the area of public communication, streamlining the organisation and production of materials and events intended for the public.

4.4.2. Increase and streamline presentation activities aimed at prospective students, with the goal of reversing the unfavourable trend in the number of applications for study.

4.4.3. Ongoing updates of both the Czech and English versions of the Faculty's website.

4.4.4. Continuation of building the Faculty's digital archive, including documentation of students' work and Faculty events.

#### **4.5. Developmental Cooperation with External Partners**

4.5.1. Continuation of 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.

4.5.2. Collaboration with other art universities and cooperation with other art faculties based on the platform of the Association of Art Faculties.

4.5.3. Implementation of lectures and workshops with industry professionals.

4.5.4. Collaboration with domestic and international exhibition and collection institutions in the field of creative activities and their presentation.

4.5.5. Development and establishment of collaboration with local authorities, private companies, and other institutions on specific projects.

## **5. SOCIAL ROLE**

5.1. Collaboration with local institutions (such as Činoherní Studio, Emil Filla Gallery, Museum of the City of Ústí nad Labem, Hraničář Public Hall) to develop cultural life in the region and the city.

5.2. Collaboration with exhibition institutions of national and international significance.

5.3. 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.

5.4. Collaboration with local authorities in cooperation with the management of UJEP.

## **List of Abbreviations:**

CRP – Centralised Development Project

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