

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 2021

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at Jan Evangelista Purkyně University in Ústí nad Labem for the year 2021

The Artistic Council of the Faculty of Art and Design discussed it on 11 June 2021.

The Academic Senate of the Faculty of Art and Design approved it on 15 June 2021.

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 2021 is based on the Strategic Intent of the Ministry of Education, Youth and Sports of the Czech Republic for the years 2021+, its update for 2020, the Strategic Intent of UJEP for the years 2021+, and the Implementation Plan for the Strategic Intent of UJEP for 2021, as well as the Strategic Intent of FUD for the years 2021+.

The aim of this Plan is to identify the main areas of development for the Faculty in 2021 and outline the specific steps the Faculty will take 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 activities in the third mission of the University. This Plan also aligns with the structure of the strategic documents of the Ministry of Education, Youth and Sports and UJEP, thereby adopting the priorities that these institutions consider important.

In 2021, the Faculty will primarily focus on implementing activities related to the introduction of the newly accredited Bachelor's and Doctoral study programmes. The Faculty will complete the reconstruction of the Ústí nad Labem House of Arts, equip it with the necessary facilities, and commence its teaching and creative activities. The Faculty will also focus on the increasingly growing demands for monitoring and evaluating the quality of its activities and teaching staff, with the goal of identifying the most effective tools to reduce the currently exponentially growing bureaucratic burden.

Building on the experience gained during the school closures due to the pandemic, the Faculty will develop the potential of blended learning and hybrid teaching and working techniques. 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 upcoming period.

MAIN OBJECTIVES OF THE FACULTY IN 2021

1. Commencement of teaching according to the new accreditation of the Bachelor's study programmes in Fine Arts and Design.
2. Development of the potential for blended learning and hybrid teaching and working techniques.
3. Commencement of studies in the newly accredited Doctoral study programme in Visual Communication.
4. Updating of the Faculty's tools to support creative artistic activities towards excellence requirements, while also providing greater support for student projects.
5. Completion of the reconstruction of the Ústí nad Labem House of Arts and the commencement of its programme.
6. Stabilisation of the organisational structure, programme content, and financing model for the Ústí nad Labem House of Arts for the following period from 2022.
7. Implementation of the public tender for the Faculty building reconstruction project.
8. Implementation of the Academic Staff Evaluation System (ASES, HAP in Czech).
9. Organisation of the final phase of the four-year international TICASS project under the Horizon 2020 programme at the Faculty of Art and Design.
10. Preparation of creative, study, and infrastructure projects for the new programming period.

STRATEGIC CHAPTERS

1. DEVELOPMENT OF COMPETENCIES FOR STUDENTS DIRECTLY RELEVANT TO LIFE AND PRACTICE IN THE 21ST CENTURY.
2. IMPROVEMENT OF THE AVAILABILITY AND RELEVANCE OF FLEXIBLE FORMS OF EDUCATION.
3. ENHANCEMENT OF THE EFFECTIVENESS AND QUALITY OF DOCTORAL STUDIES.
4. STRENGTHENING OF STRATEGIC MANAGEMENT AND EFFICIENT UTILISATION OF CAPACITIES IN THE AREAS OF ARTISTIC CREATION, ARTISTIC RESEARCH, AND CONCEPTUAL DEVELOPMENT.
5. BUILDING CAPACITIES FOR STRATEGIC MANAGEMENT.
6. DEVELOPMENT AND EXPANSION OF THE FACULTY'S INFRASTRUCTURE AS A MODERN EDUCATIONAL INSTITUTION.
7. REDUCTION OF ADMINISTRATIVE BURDEN ON UNIVERSITY STAFF, ALLOWING THEM TO FULLY FOCUS ON THEIR MISSION.

TOOLS AND STEPS FOR IMPLEMENTING STRATEGIC GOALS

1. DEVELOPMENT OF COMPETENCIES FOR STUDENTS DIRECTLY RELEVANT TO LIFE AND PRACTICE IN THE 21ST CENTURY.

Commencement of teaching according to the new accreditation of the Bachelor's study programmes in Fine Arts and Design.

Stabilisation of staffing for the management of Studios at the Departments of Design and Visual Communication, in accordance with the accreditation standards for Bachelor's and Master's study programmes.

Gradual reconstruction of the structure of the Department of General Education in line with the new study plans and courses introduced in the newly accredited programme.

Implementation of the international lecture series Face to Art.

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

Active use of student internship opportunities at external institutions, supported by the University project IP Support for Internships, as one of the effective tools for gaining relevant experience from the practical professional environment.

Creation of a dedicated chapter for supporting student projects within the Faculty's internal grants system.

Support for student projects and presentations at competitions, exhibitions, and showcases.

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

Further support for international cooperation in 2021, using IP UJEP to enable student and lecturer mobility.

2. IMPROVEMENT OF THE AVAILABILITY AND RELEVANCE OF FLEXIBLE FORMS OF EDUCATION.

Development of the potential for online and hybrid teaching and working techniques. Preparation of methodology and study materials for online forms of study, supported by the University's IP Blended-learning project.

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

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.

Involvement of students in flexible programme activities within the events and operations of the Ústí nad Labem House of Arts.

3. ENHANCEMENT OF THE EFFECTIVENESS AND QUALITY OF DOCTORAL STUDIES.

Incorporation of new courses and updates to study plans in connection with the new accreditation of the Doctoral study programme in Visual Communication.

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

4. STRENGTHENING OF STRATEGIC MANAGEMENT AND EFFICIENT UTILISATION OF CAPACITIES IN THE AREAS OF ARTISTIC CREATION, ARTISTIC RESEARCH, AND CONCEPTUAL DEVELOPMENT.

Updating the Faculty's tools to support the artistic or design outputs of academic staff and students, with the aim of strengthening the share of excellent outputs and simultaneously expanding opportunities for student activities.

Support for the presentation of design projects and outputs within national and international design exhibitions.

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

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

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.

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.

Organisation of the final phase of the international TICASS project – 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.

Collaboration with other art universities and cooperation 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 activities and their presentation.

Development of cooperation with local authorities, private companies, and other institutions on specific projects.

5. BUILDING CAPACITIES FOR STRATEGIC MANAGEMENT.

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.

Adaptation of the HAP system for the Faculty environment and its pilot launch.

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

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

Participation in the restructuring of the region, particularly in the field of creative industries and human resources development, as well as in efforts to improve the quality of life.

6. DEVELOPMENT AND EXPANSION OF THE FACULTY'S INFRASTRUCTURE AS A MODERN EDUCATIONAL INSTITUTION.

Completion of the reconstruction of the Ústí nad Labem House of Arts building.

Preparation of project documentation for the reconstruction and remediation of the main Faculty building.

Implementation of a new wayfinding system in the Faculty building.

Preparation of creative, study, and infrastructure projects for the new programming period, particularly for the JAK operational programme, and other titles such as CREATIVE EUROPE and EEA GRANTS.

Active use of resources from the UJEP Institutional Plan 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.

Intensive development of all relevant contemporary forms of online communication, not only for their study and creative use but also as one of the primary tools for communication with the public.

7. REDUCTION OF ADMINISTRATIVE BURDEN ON UNIVERSITY STAFF, ALLOWING THEM TO FULLY FOCUS ON THEIR MISSION.

Use the capabilities of the HAP system, adapted for the specific environment of the Faculty, to reduce the number of administrative tasks related to the reporting of academic staff activities.

Effectively utilise the potential of non-academic staff at the Faculty, and provide training in new forms of administration.

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

Support for the Faculty's academic staff in preparing and conducting the process for their appointment as professors.

Submitted 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

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

OPVĚV – 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