

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 2022

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The Artistic Council of the Faculty of Art and Design discussed it on 25 May 2022.

The Academic Senate of the Faculty of Art and Design approved it on 20 June 2022.

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 2022 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 2022, the Strategic Intent of UJEP for the years 2021+, and the Implementation Plan for the Strategic Intent of UJEP for 2022, 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 2022 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 2022, the Faculty will primarily focus on activities related to the introduction of the newly accredited Bachelor's study programme.

The Faculty will complete the internal furnishing of the Ústí nad Labem House of Arts and commence its teaching and creative activities.

The Faculty will especially focus on analysing the previous period, negatively impacted by epidemiological measures, including the situation in individual studios with regard to the needs of students, applicants, and the teaching staff. Based on this analysis, steps will be proposed to bring changes to the admissions process, outreach to prospective students, work with students, and the stabilisation of teaching staff for the study programme.

MAIN OBJECTIVES OF THE FACULTY IN 2022

- 1. Preparation of the proposal for the application for a new accreditation of the Master's study programme in Curatorial Studies. Preparation of the proposal for the application for a new accreditation of habilitation procedures and procedures for the appointment of professors in the field of Visual Communication.**
- 2. Analysis of the Faculty's study environment, particularly in areas of interest to prospective students, study success, and staff development.**
- 3. Conceptual steps aimed at improving the study environment and increasing interest in studying at the Faculty, as well as revitalising the Faculty following the pandemic-related teaching restrictions.**
- 4. Update of the public relations strategy.**
- 5. Preparation of creative, study, and infrastructure projects for the new programming period.**
- 6. Update of the Faculty's tools to support creative artistic activities, in line with excellence requirements, and simultaneously providing greater support for student projects.**
- 7. Preparation and discussion of the short-term and long-term concept for the programme and financing of the Ústí nad Labem House of Arts.**
- 8. Implementation of the reconstruction of the Faculty building and the new wayfinding system.**
- 9. Implementation of the Academic Staff Evaluation System (HAP).**

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 industry professionals in the Faculty's educational activities in various formats, such as lectures and workshops.

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 programme countries.

Further support for international cooperation in 2022, using IP UJEP to enable student and lecturer mobility.

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

Utilisation of online and hybrid teaching and working techniques.

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.

Creation of practical tools for utilising the facilities of the Ústí nad Labem House of Arts for the creative activities of students and lecturers.

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 and support for doctoral students' international exchanges).

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

Update of the Dean's Directive on Supporting the Creative and Pedagogical Activities of Members of the Faculty's Academic Community, with the intention of expanding support opportunities for students.

Active implementation of the exhibition and accompanying programme at the Ústí nad Labem House of Arts, aimed at creating a platform for social discourse in the city.

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.

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.

Preparation of project teams for new grant titles under the OP JAK, NPO, and FST, and their active collaboration in content creation.

Collaboration with other art universities and 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.

Collaboration 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.

Introduction of the HAP system as one of the key tools for managing the quality of teaching and creative activities at the Faculty of Art and Design.

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 improving the quality of life, particularly within the framework of the RUR University project and further collaboration with the self-government of the Ústí Region.

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

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

Implementation of the reconstruction and remediation of the Faculty's main building.

Implementation of the new wayfinding system in the Faculty building.

Preparation of creative, study, and infrastructure projects, particularly under the JAK Operational Programme, and other titles such as Creative Europe and EEA Grants.

Active use of resources from IP UJEP to support the University's representation abroad, the professional development of academic staff, support for study internships, and the involvement of foreign academic staff and experts at the Faculty.

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

Using the capabilities of the HAP system, adapted to the Faculty's specific environment, to reduce the administrative tasks associated with reporting the activities of academic staff.

Efficiently utilising the potential of non-academic staff at the Faculty, and, if necessary, training them in new forms of administration.

Supporting the Faculty's academic staff in preparing and implementing their

habilitation procedures, particularly in the Department of Design and the Department of Applied Arts.

Supporting the Faculty's academic staff in preparing and implementing procedures for professorial appointments.

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

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

OP JAK – Operational Programme Johannes Amos Comenius

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