

Strategic Intent

Faculty of Art and Design
at Jan Evangelista Purkyně
University in Ústí nad Labem

For the period 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.

TABLE OF CONTENTS

PREAMBLE

VISION

STRATEGY

1. DEVELOPMENT OF COMPETENCIES FOR STUDENTS DIRECTLY RELEVANT TO LIFE AND PRACTICE IN THE 21ST CENTURY
2. IMPROVEMENT OF ACCESSIBILITY AND RELEVANCE OF FLEXIBLE FORMS OF EDUCATION
3. INCREASE IN THE EFFECTIVENESS AND QUALITY OF DOCTORAL STUDIES
4. STRENGTHENING STRATEGIC MANAGEMENT AND EFFICIENT USE OF CAPACITIES IN THE AREAS OF ARTISTIC CREATION, ARTISTIC RESEARCH, AND CONCEPTUAL DEVELOPMENT
5. BUILDING CAPACITY FOR STRATEGIC MANAGEMENT
6. BUILDING AND DEVELOPING THE FACULTY'S FACILITIES AND INFRASTRUCTURE AS A MODERN EDUCATIONAL INSTITUTION
7. REDUCING ADMINISTRATIVE BURDEN ON HIGHER EDUCATION STAFF SO THEY CAN FULLY FOCUS ON THEIR MISSION

PREAMBLE

The Faculty of Art and Design at Jan Evangelista Purkyně University in Ústí nad Labem (hereinafter referred to as the Faculty) is a centre for higher education in the arts in the Ústí Region. It offers a full system of Bachelor's, Master's, and Doctoral degree programmes. The four-year Bachelor's degree programme is divided into two fields of study: Fine Art and Design, with specialisations in Graphic Design and Design. The two-year follow-up Master's programme continues in the same fields of study and also includes the specialised programme in Curatorial Studies. At the Master's level, the Faculty offers a programme in English, Fine Art. At the Doctoral level, a four-year programme in Visual Communication is offered, providing adequate space for educational and creative activities across a wide range of artistic, design, and research fields.

The Faculty also holds the rights to conduct habilitation procedures and procedures for the appointment of professors in the field of Visual Communication.

In all activities related to the implementation of educational and creative work, the Faculty focuses on respecting and preserving traditional artistic craft methods and techniques, while simultaneously making increased use of new technologies that develop the potential of artistic creation in line with current trends and scientific knowledge shaping contemporary creative society.

The Faculty is a workplace focused on strengthening excellence in all educational and creative activities, concentrating on broad interdisciplinary and international collaboration, widely open to technological and research innovations, and actively involved in the process of restructuring the socio-cultural and creative potential of the region and community.

As part of a higher education institution operating in the fields of art, design, and curatorial studies, the Faculty develops its Strategic Intent in line with the Ministry of Education, Youth, and Sports' (MEYS, MŠMT in Czech) Strategic Intent for higher education institutions for the period starting in 2021. The main chapters and key objectives of its Strategic Intent are directly derived from the structure and formulations of the Strategic Intent of Jan Evangelista Purkyně University in Ústí nad Labem for the period 2021+, particularly with regard to the development of the quality of artistic creation, education, and social responsibility in areas relevant to the cultural and creative industries.

The Faculty's Strategic Intent builds upon the previous Long-term Plan of the Faculty, which was effectively implemented during the years 2016–2020.

VISION

The Faculty of Art and Design at Jan Evangelista Purkyně University in Ústí nad Labem is a significant educational and creative higher education institution. It plays an indispensable role in the regional, national, and international context in the fields of Fine Art, Design, Visual Communication, and Curatorial Studies. Through its study programmes focused on fine art and design, along with the associated excellent creative artistic and research activities, it fulfils its social responsibility primarily by accelerating the development of creative industries, long-term exhibition activities, design innovations, and socio-cultural interventions.

The Faculty is an international community of students, artists, designers, art theorists, and curators who shape the school based on high ideals formed at the intersections of art history, trust in the exceptional nature of the creative spirit, and the most current global, national, and regional social and cultural challenges of the time.

Graduates of the Faculty are prominent creative individuals active in the fields of fine art and new media, photography, graphic and spatial design, applied arts, and curatorship, whether as independent creators or as employees of significant institutions in both domestic and international professional environments.

The Faculty is built on the traditions of the local industry, the ability to reassess the historical legacy into a contemporary creative perspective, and constantly pushes its horizons beyond the limits of the most current technological tools in artistic and design creation. It carefully evaluates the historical opportunity to contribute to the reconstruction of the so-called coal regions, or to participate with a full range of creative approaches in the development of human resources and the improvement of the quality of life in the Ústí Region.

Thanks to its programme orientation towards new media, the Faculty successfully responds to the challenges of the 21st century, adapting to the current social situation in terms of the applicability of new forms of study and approaches to hybrid and online teaching methods and strategies. The Faculty also anticipates the risks associated with emergency solutions related to the ongoing need to respond to various levels of epidemiological measures.

The Faculty upholds the ethical code, gender equality, intergenerational transfer of experience, and emphasises the support of career development and professional profiling of younger members of the academic staff.

Environmental, social, and personal responsibility of the artist and designer – a member of the academic community – are core values that form the foundation for their creative freedom. With confidence in the dynamic energy of creative thinking and creation, the Faculty actively engages in the European cultural space and adheres to the principles of sustainability.

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

Main Objectives:

To prepare students for long-term professional success in the context of social and technological changes, developing their competencies by enhancing the relevance of their studies in relation to career prospects, flexibility, and a positive attitude towards learning. To improve the quality of education and the tools for ensuring its delivery, to respect and strengthen the connection between studies and future employment, to develop the competencies of teaching staff, and to enhance the international dimension of educational activities.

1.1. The Strategic Intent is based on the current situation at the Faculty, during a period when newly accredited academic study programmes are being gradually implemented at the Bachelor's, follow-up Master's, and Doctoral levels. In all of these programmes, in accordance with the Ministry of Education, Youth, and Sports (MŠMT) objectives, the Faculty is focusing significantly on qualitative growth and societal relevance, along with strengthening the internationalisation of the internal environment of the higher art school.

1.2. The concept of medium- and long-term development incorporates the results of the external evaluation of the Faculty's internal environment conducted by the European agency EQ Arts, while also following the recommendations of the International Evaluation Panel, which were provided in 2020 as part of the evaluation of Module 3 of the 17+ Methodology.

1.3. While the mission and vision for the future direction of Fine Art are clearly articulated, in the Bachelor's and follow-up Master's Design programmes, it will be necessary to specify these aspects, considering the very dynamic industry development, current social challenges, the need for continuous feedback, and the necessity – in collaboration with the current programme leader of both programmes – to identify key themes for future development within five years. This includes the profiling of the "Ústí Design School" and the appointment of a new programme leader in accordance with the requirements of the National Accreditation Authority for the submission of a Monitoring Report on staffing in 2024 for the granted accreditation.

1.4. Current industry trends, the demand for the competitiveness of graduates, and an emphasis on gallery practice will also serve as the starting points for the new concept of the planned accreditation of the follow-up Master's programme in Curatorial Studies.

1.5. In line with the aforementioned principles, the Faculty is introducing, within all newly accredited programmes, courses that enhance the competitiveness of graduates. These include the development of students' self-presentation skills through courses focused on PR strategies, marketing, intellectual property, and courses taught in English, across all three levels of education. A significant area of change also includes groups of courses that develop skills and knowledge in the areas of industry-specific software and technologies, as well as theories of new media.

1.6. In accordance with these standards, the Faculty will prepare the accreditation for the Curatorial Studies programme and the accreditation for the Habilitation and Appointment procedure in the Visual Communication programme.

1.7. The Faculty systematically deepens the internationalisation of its internal environment and initiates and supports activities related to student, alumni, and staff international mobility. In response to current social challenges, it explores the possibilities of e-mobility and online lecture courses by invited foreign experts.

1.8. The Faculty will further enhance the support for creative activities, focusing on increasing the expertise and professional competencies of students, as well as on the career development of academics (internal grants, editorial activities). The system of financial and intellectual support for creative work will be linked to opportunities for contextualising these activities on a national and international scale, along with the public presentation of art, design, and curatorial activities.

1.9. Even more consistently and specifically than in previous years, the Faculty will focus on ongoing and medium-term evaluation of the relevance of studies in relation to students' career prospects, through both internal and external evaluation methods, as well as monitoring the success and employability of graduates.

1.10. The Faculty will move some specialised teaching modules to the Ústí nad Labem House of Arts, but most notably, a large portion of creative, exhibition, and socio-educational activities. The Faculty views this institution as a key centre that concentrates the potential of a wide range of artistic research and practice. The Ústí nad Labem House of Arts will also house a residency studio for visiting international Faculty members.

2. IMPROVEMENT OF ACCESSIBILITY AND RELEVANCE OF FLEXIBLE FORMS OF EDUCATION

Main Objectives:

To expand and improve the offer of further education provided through flexible learning formats, both within accredited study programmes and through lifelong learning, to increase the accessibility of information resources, support their openness, and improve availability for a wide range of target groups. To develop career counselling with a focus on raising awareness of opportunities for further education and improving access to it. To develop the offer of study programmes and individual courses for international students.

2.1. Through its publishing programme, the Faculty stimulates the distribution of knowledge, awareness of current artistic trends, and produces high-quality learning resources, both authored and academic monographs, thematic catalogues of group exhibitions, and experimental student projects in the field of graphic design. It thus develops two editorial series: Projects and Monographs.

2.2. The Faculty offers its own publishing output through professional distribution networks (Kosmas, Artmap) to ensure that its publications reach the widest possible target audience – students of Czech universities and secondary schools, as well as both specialised and general public. At the same time, it distributes its publications directly within the academic environment,

in gallery contexts, at specialised book fairs, and in professional bookstores. It participates annually in the competition for the Most Beautiful Czech Book of the Year.

2.3. The Faculty initiates and coordinates the creation of electronic learning resources, including online teaching materials and learning platforms, which ensure the quality of education during times when access to schools is restricted due to the pandemic.

2.4. The Faculty develops the potential of streamed lectures intended for both the academic community and the general public. Through its own creative team, it organises the international lecture series Face to Art, which is further shared in the online environment.

2.5. As part of the Bachelor's course Foreign Lecturer's Course, the Faculty creates a fruitful creative environment for multicultural dialogue and international exchange of experiences. The course is designed as a group process-based dialogue, during which an artistic output is created, and it takes place within the spaces of the Ústí nad Labem House of Arts.

2.6. Through its own digital archive, the Faculty documents and preserves visual records of the artworks created by members of the academic community, thus distributing information about Faculty-organised events to a wide range of target groups.

2.7. The Faculty stimulates independent creative work by students and organises or initiates multi-genre creative workshops, supports the organisation of festivals, co-finances participation in design exhibitions, hosts the biennial student creation event Exit Prize, and awards the Exit Design prize within the Czech International Student Design Award competition.

2.8. The Faculty implements distance and hybrid learning elements in response to the current challenges of the epidemiological situation, while acknowledging their inherent limitations and the necessity of physical contact with students in artistic education (use of technological facilities in studios and workshops, consultations on ongoing projects, transfer of technological skills, organisation of exhibitions, documentation of completed works).

2.9. The Faculty successfully develops the follow-up Master's programme Fine Art in English, thereby naturally strengthening intercultural connections between Czech and international students. It also develops PR strategies to raise general awareness of this programme, particularly in the online environment. The Faculty helps applicants manage the administrative burden associated with the admissions process and visa requirements.

3. INCREASE IN THE EFFECTIVENESS AND QUALITY OF DOCTORAL STUDIES

Main Objectives:

To establish and develop tools for increasing the effectiveness and quality of doctoral studies, provide quality support and resources for successful study, and create conditions for reducing academic failure. To open up opportunities for integrating students and graduates into professional communities, ensuring the support of excellence by creating appropriate conditions. To strengthen the openness and internationalisation of doctoral studies.

3.1. The Faculty coordinates the improvement of the quality and effectiveness of doctoral studies within national and international networks of which it is an integral part – particularly within the Association of Art Faculties and ELIA (European League of Art Institutes). This is done with an emphasis on "creative education," the position of "extended artist," and the concept of "transferable creative intelligence," which not only develop the fields of art and culture but also cultivate the broader society.

3.2. Within the doctoral study programme in Visual Communication, the Faculty strengthens transdisciplinary and inter-Faculty collaboration; it refines the definition of artistic research and considers the integration of its methods into the general academic awareness according to the Vienna Declaration.

3.3. The Faculty stimulates the enhancement of both the quality and quantity of publication outputs from doctoral projects; it allows doctoral projects to be included in the Faculty's publishing programme. Institutionally, it supports a system of multi-source funding for the outputs of doctoral studies.

3.4. The Faculty systematically contextualises the artistic creation of doctoral students and supports its inclusion in the exhibition programmes of prestigious galleries.

3.5. The Faculty presents doctoral exhibition projects by its own doctoral students as well as students from doctoral programmes of other Czech higher art schools at the Ústí nad Labem House of Arts as part of the independent programme Gallery 2.

3.6. The Faculty places a fundamental emphasis on the development of the internationalisation of the doctoral study programme, focusing on the frequency, duration, and qualitative impact of international mobility. International students are allowed to complete their doctoral projects in English, including taking entrance exams, fulfilling all academic requirements – consultations, colloquia, lectures, and workshops – in English. Furthermore, the preparation of evaluation reports, review assessments, and the defence of dissertations are also conducted in English.

3.7. The Faculty focuses on enhancing the competencies and credibility of the members of the Subject-Area Board and the supervisory team (including foreign supervisors); it refines the functionality and flexibility of the entire study programme and its individual segments, in line with the newly established accredited programme.

3.8. The Faculty views the doctoral study programme, and specifically its students, as a unique potential for the development of human resources and intergenerational stability within the

educational climate. For this reason, it involves internal doctoral students in teaching practice at both the Bachelor's and Master's levels. Doctoral students and postdoctoral researchers are also key to the preparation and implementation of project initiatives, with an emphasis on international collaboration. Doctoral students and postdoctoral researchers are motivated and encouraged to create interdisciplinary projects that are structured by gender and age.

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

Main Objectives:

In line with the implementation of the Research Organisation Evaluation Methodology (Methodology 2017+), take measures to improve the quality and competitiveness of research and the research environment, set processes, conditions, and infrastructure to support priority research directions, teams, and activities with a focus on a high degree of internationalisation, and strive to increase the proportion of acquired excellent international research projects. Build partner networks at both national and international levels, develop cooperation with the application sector, and support the transfer of results and knowledge into practice.

4.1. In line with the Strategic Intent of Jan Evangelista Purkyně University, the Faculty will contribute to increasing the proportion of artistic outputs with "fundamental and groundbreaking significance," as defined in the Register of Artistic Outputs (RAO, RUV in Czech) system. At the same time, it will prepare project initiatives and begin implementing international projects with an emphasis on excellence and international collaboration.

4.2. The Faculty stimulates measures to increase competitiveness in line with the principles of Methodology 2017+, to the extent that it is possible within the specific context of artistic study programmes, and in accordance with the objectives of FORDU 6 – Humanities and Arts.

4.3. Over the next five years, the Faculty will stabilise the structure of the teaching staff in line with the needs of newly accredited study programmes and the dynamics of the development of individual programme specialisations, also considering the current social challenges of the second decade of the 21st century.

4.4. The Faculty systematically supports academic staff in preparing for habilitation procedures and the appointment of professors.

4.5. In the area of human resource development and in accordance with the Career Regulations, the Faculty implements Academic Staff Evaluation (ASE, HAP in Czech) as one of the evaluation criteria, specifically adapted to the conditions of the Faculty.

4.6. Within the next year, the Faculty will successfully complete the reconstruction of the Ústí nad Labem House of Arts, thereby enhancing the teaching and gallery facilities, as well as enabling the opening of the residency studio for foreign Faculty members.

4.7. In line with the dynamically changing internal environment and external social context, the atomisation of community meetings, and the limited ability to socialise artworks during the pandemic, as well as the parallel development of social networks, the Faculty will enhance its

online communication strategies and their technological support. An integral part of information transfer will continue to be the combination of online and offline modes of management operation, with a detailed analysis of situations in which the online mode provides a positive benefit (such as the participation of foreign experts in decision-making mechanisms, flexibility, accessibility, and responsiveness through online connections, even during foreign trips or unexpected changes in conditions).

4.8. The Faculty will establish its management mechanisms to prepare students and graduates for their dynamically evolving "transdisciplinary future." In its decision-making processes and communication tools, the Faculty will strive to adapt as empathetically as possible to the specific needs of students affected by the pandemic crisis. Emphasis will be placed on motivating students towards successful graduation, but increased attention will also be given to students for whom long-term demotivation to study is identified at an early stage. Focus must therefore be placed on the development of competencies in creative intelligence and adaptability.

4.9. The instability caused by anti-pandemic measures will impact the development of the Faculty for at least the next few years. In 2021, students will be those who have spent the last two years of their secondary or undergraduate studies under non-standard conditions and will be admitted to the Faculty based on online entrance exams. This will inevitably affect their competencies and skills, and this fact will also influence their adaptability to the University environment. It will be necessary to monitor and take into account their specific needs, minimising the far-reaching damage caused not only by the closure of secondary and higher education institutions or the limitations on their operations, but also by the closure of galleries, museums, and libraries, which are indispensable professional resources.

5. BUILDING CAPACITY FOR STRATEGIC MANAGEMENT

Main Objectives:

To determine the strategic priorities of the University competently and qualifiedly, in alignment with societal needs and social responsibility, to ensure the quality of all its activities and develop a system for their evaluation. To develop capacities for analytical, strategic, and other activities, to make decisions, plan, and develop priorities based on relevant data and information. To develop and refine processes, tools, and mechanisms for working with human resources. To systematically support the positive perception of the University, promote its activities, and expand cooperation with relevant stakeholders at both national and international levels.

5.1. Alongside its educational and creative activities, the Faculty shares responsibility for the development of the fields it represents and for the state and direction of the professional community of which it is a part.

5.2. The Faculty actively participates in the restructuring of the region, particularly in the area of creative industries and human resource development, as well as in improving the quality of life.

5.3. The Faculty develops cooperation with the application sector, particularly in the field of design, for example, through innovation vouchers or by fulfilling direct commissions.

5.4. The Faculty actively collaborates with other institutions in the context of both Czech and foreign higher art schools, through bilateral cooperation as well as within broader official networks.

5.5. The Faculty implements international projects focused on socially relevant topics in the areas of environmental issues, new technologies, and social and sustainable design.

5.6. The Faculty systematically supports the realisation and presentation of excellent creative work; it views the Ústí nad Labem House of Arts as a unique and excellent institution for study, artistic research, and social relevance.

5.7. The Faculty improves and streamlines the use of quality assessment tools for educational and creative activities; these tools are adapted to the specific conditions of educational and cultural institutions during the implementation of anti-pandemic measures.

5.8. The Faculty develops mechanisms to deepen the internationalisation of its internal environment, such as expanded forms of cooperation with foreign lecturers, artists, designers, and curators; preparation and implementation of project initiatives with an emphasis on international collaboration; development of an accommodating, linguistically comfortable environment for all international partners; support for a bilingual character of the internal environment, including bilingual online interfaces; development of language competencies for individual staff members, including administrative and technical staff; partial integration of Czech and English study programmes; introduction of courses in English; presence of permanent and guest foreign lecturers and international instructors; integration of international doctoral students into the teaching system of both Czech and international students in Bachelor's and Master's programmes; development and expansion of the follow-up Master's programme Fine Art; development of mobility within Erasmus+ and other programmes; creation of new opportunities for international exchanges; active participation in international study and creative projects; organisation of international exhibitions, conferences, and workshops; publishing multilingual publications in collaboration with international partners; support for guest lecturers, artists, and theorists; support for student and staff participation in international exhibitions and presentations; using online learning formats as an opportunity for greater involvement of foreign lecturers and instructors.

6. BUILDING AND DEVELOPING THE FACULTY'S FACILITIES AND INFRASTRUCTURE AS A MODERN EDUCATIONAL INSTITUTION

Main Objectives:

To support the development of key facilities for quality study and creative activities in line with the needs of the dynamically evolving areas of both practical and theoretical professional spheres. To ensure the infrastructure for creating and enhancing opportunities for interdisciplinary team projects, multifunctional spaces, classrooms, studios, and workshops, as well as highly specialised and unique facilities. In line with its focus on fine art and new media, to particularly develop technological and equipment infrastructure, while also providing space for the further development of digital platforms in the field of design. Given the rapid

pace of development in communication technologies and tools in both studies and public relations, to focus on maximising efficiency and professionalism in these environments.

6.1. The Faculty is located in a building within the University campus, which underwent reconstruction in 2008. While it currently meets the operational needs of study and energy requirements, gradual partial renovations and some more significant structural interventions will be necessary. A major development project is the reconstruction of the Ústí nad Labem House of Arts, which will be completed during this period.

6.2. Revitalisation of the Faculty building and its technological infrastructure (structural moisture remediation in the building's basement; reconstruction of corridors and installation of a new wayfinding system; completion of the refurbishment of the building's vestibule; adaptation of additional interiors based on the evolving needs to ensure adequate study comfort).

6.3. Development of functional and efficient IT support, a professional communication strategy, and public relations system.

6.4. Completion of the reconstruction of the Ústí nad Labem House of Arts. Following the expansion of spatial opportunities and the overall significant modernisation, this multifunctional facility will be used for exhibition, study, conference, and many other activities related to excellent creative work and the presentation of contemporary art and design.

6.5. Ongoing and systematic updating of the equipment in material workshops and other technological facilities.

6.6. Regular updating of professional technical and software equipment for work in the field of contemporary digital media, graphic design, and design.

6.7. The communication area has undergone a dramatic transformation in recent times, becoming one of the key capabilities for interaction not only with the Faculty's internal academic community but also, and most importantly, with the entire public sphere and prospective students. Along with the shift of nearly all work and information processes to the web environment, the demands on professionalism and the complexity of the well-managed information and communication strategy have increased.

6.8. The Faculty currently engages all available forms of promotion in its communication activities. The systematic development of these activities, along with the ongoing updating of the website, including the thoughtful use of contemporary communication platforms and social networks, is therefore an essential prerequisite for the Faculty's stable operation in the context of the current information society. The Faculty will also develop new tools for communication not only with the public and prospective students, but also with students, with the aim of linking the study environment between the physical and online spaces so that it can conduct teaching and communication in hybrid formats.

6.9. The Faculty will take the necessary steps towards diversifying funding, particularly in the areas of project activities and technology transfer, as well as in the applied field of design.

7. REDUCING ADMINISTRATIVE BURDEN ON HIGHER EDUCATION STAFF SO THEY CAN FULLY FOCUS ON THEIR MISSION

Main Objectives:

To support the development of key information systems and databases for the systematic collection of data and information necessary for strategic management, quality assurance, reporting, and communication with public authorities. To continue the digitalisation of administrative processes, eliminate duplications, and reduce the administrative burden on staff.

7.1. The Faculty is aware of the limitations it faces in regard to this objective. Primarily, the level of administrative burden on staff is determined by the mechanisms embedded in the University-wide system. However, the Faculty strives to draw attention to the acute overburdening of academic staff both within University bodies and by addressing the issue systemically through the representation of the Council of Higher Education Institutions.

7.2. The unsustainability of the burden relates to the duplication or chaining of reporting creative, educational, and international activities into unconnected databases.

7.3. The solution to the duplication of reports involves the implementation of the HAP system, which – when interconnected with the Personal Bibliographic Database (PBD, OBD in Czech) / Registry of Research Results (RRR, RIV in Czech) and Register of Artistic Outputs (RAO, RUV in Czech) systems – will enable the creation of a continuously updated database of all evaluated criteria, with the ability to extract the required data.

7.4. The Faculty is also aware of the need to address the issue of the loss of personal time due to the blending of work responsibilities into a 24-hour, 7-day cycle for every staff member. The unsustainable level of workload was an accompanying phenomenon of the pandemic situation, where continuous communication with students became an urgent necessity. The hybrid nature of both theoretical and practical teaching also represents a double burden, with the need to use specific pedagogical tools and teaching strategies for each respective teaching model.

7.5. No later than within one year, it will be necessary to analyse and refine the method of reporting work duties in the home office regime, including administrative and technical staff. In justified cases, it will be necessary to update and revise the specific job descriptions of certain employees.

7.6. At the same time, it will be essential to focus on psycho-hygiene and mutually accommodating communication rules between teachers and students, who, on one hand, require ongoing, predominantly individual contact, but on the other hand, there is a risk of burnout for overburdened teachers in their efforts to be accommodating to students.

7.7. Within one year, it will be necessary to assess the method of fulfilling academic duties for students operating in a distance or hybrid mode. Efforts will need to be made to minimise risks determined by continuously evolving external circumstances, such as an increase in academic failure, loss of motivation, and recurring uncertainty.

7.8. In all steps the Faculty management takes in working with the administrative environment, study agenda, and the impact of the current pandemic crisis on both teachers and students, it will aim to harness the potential and ethos of artistic creation with a view towards a positive and healthy future for the academic study and creative environment.

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:

HAP	Academic Staff Evaluation
ELIA	European League of Art Institutes
MEYS, MŠMT in Czech	Ministry of Education, Youth, and Sports'
RUV	Register of Artistic Outputs
PBD, OBD in Czech	Personal Bibliographic Database
RRR, RIV in Czech	Registry of Research Results
UJEP	Jan Evangelista Purkyně University in Ústí nad Labem