

University of Zagreb
Faculty of Graphic Arts
Zagreb, 16th May 2015

FACULTY OF GRAPHIC ARTS, UNIVERSITY OF ZAGREB: QUALITY POLICY

The Faculty of Graphic Arts has defined its educational, scientific and professional role, taking into account internationally acknowledged standards of higher education and science (European Higher Education Area-EHEA, European Research Area ERA), declaring them a national interest of graphic profession.

The successful realization of these roles will depend on the integration of all segments within the institution. It is therefore necessary to employ available resources and maintain enthusiasm and motivation of the employees to accept the responsibility and direct their activities towards common goals.

The future of the Faculty is determined by the strategic development plan and includes objectives to be achieved.

The timeframe for achieving these objectives, their instruments and implementation, as well as control effectiveness are clearly presented in the Development Strategy. The mission and vision of the Faculty are defined accordingly, the Faculty as a public institution is therefore accountable to its current and prospective students, alumni and partners in the public and private sector. The Strategy keeps track of the alterations in national legislation in the field of science and higher education. The Faculty seeks to pursue the goals consciously and measurably through a system of quality assurance in all areas of its activities, in accordance with the Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG).

The goal of Graphic Arts is to establish links between business quality standards and higher education quality standards, thus ensuring complete quality control.

MISSION

The Faculty of Graphic Arts has been continuously encouraging nationally and internationally recognized excellence in education and research within the field of graphic technology and visual communication, based on quality management system, dissemination and application of knowledge to benefit society as a whole.

The Faculty of Graphic Arts is the oldest and leading national institution in the field of graphic technology and engineering. The creation and dissemination of knowledge is based on the latest scientific insights, and faculty's priority are its students who will benefit from the curricular programs developed to make them experts in the field. The Faculty actively participates in research in the field of graphic engineering, graphic design and graphic communications, collaborates with other higher education institutions from the region and provides research results and transfers knowledge to private and public sector.

VISION

The Faculty of Graphic Arts is an active participant within the European Higher Education and Research Area, educating internationally recognized experts and conducting internationally recognized research. The Faculty of Graphic Arts envisages the creation, analysis and exchange of ideas through education, mobility, research, professional and public activity. The principal long-term aim of the Faculty is to permanently develop educational resources and acquire and apply new scientific knowledge, thus ensuring the quality of education, in regard to the needs of the society.

Faculty quality policy is subject to constant control and, if necessary, is improved in line with the needs.