

# Scientific Research Strategy of the Faculty of Graphic Arts of the University of Zagreb 2014-2020

## Summary

The Faculty of Graphic Arts of the University of Zagreb is the only scientific and educational institution in the Republic Croatia which educates future masters in graphic technology and scientists in field of graphic engineering within the area of technical sciences.

The Faculty, defined by its mission as the leading institution in the region, employs a multidisciplinary approach to the development of teaching processes and study courses for lifelong education of staff in the field of graphic technology, namely, in graphic engineering and graphic design. It establishes the connection between higher education and high-school education, not only in Croatia, but also in the European Union. The Faculty of Graphic Arts implements the transfer of knowledge and results of scientific research from the fields of graphic engineering, graphic design and graphic communications fields to the private and public sector in cooperation with the other higher education institutions in the region.

The science of graphic industry studies the emergence, formation, transformation and role of graphic media in the system of visual communications. Thematic elements of the strategy's achievement of objectives are guided by the core activities of graphic technology and its application and comprise printed and non-printed, i.e. digital media, as well as all components of visual communications and multimedia. Furthermore, they comprise the elements of graphic design and of graphic product design, printed elements within the field of functional application as well as packaging. Thematic elements of scientific research also comprise other fields outside the field of graphic technology when implementating interdisciplinary research in segments where graphic technology can contribute in a wide sense.

The Faculty of Graphic Arts is undergoing significant developmental changes when it comes to research. This primarily refers to changes related to the increase of knowledge which require development of new technologies, transformation of social and production relations and changes related to graphic technology. All this leads to the transformation of conventional

graphic technologies of printed media towards new means of visual communication. In accordance with this, The Faculty of Graphic Arts is directing its research and innovation potential towards the expansion of the existing field of conventional graphic technology and design to the segments that are developing more intensely and are becoming an increasingly more significant part of the graphic technology field, such as the new fields related to packaging, publishing, management, multimedia and web technologies.

Scientific activities of the Faculty of Graphic Arts related to the segment of conventional graphic technologies is developing in two directions: one towards future means of visual communications within the web 2.0 environment and the other towards new and more advanced materials, new technologies of 2D and 3D printing, environmental protection and sustainable development as well as improvement of conventional graphic technologies.

Scientific activities of the Faculty of Graphic Arts related to graphic design is focused and will continue to focus on the development of systematic and formalized methodologies relevant to a specific practice of design. This is based primarily on the science on modern technologies and technological processes based on the application of knowledge in the field of graphic technologies.

The Faculty will encourage joint interdisciplinary projects in creative industries, art and photography, ICT technologies, web design, multimedia and all other projects related to graphic technology, while promoting the culture of quality. Multidisciplinary approach will be ensured through involvement in competence networks with local and international research institutions.

The core areas of scientific research activities of the Faculty are:

1. graphic technology
2. graphic product design
3. multimedia and web technologies

coupled with application of fundamental knowledge in mathematics, physics and chemistry as well as other courses that are an integral part of the graphic technology study programme.

In accordance with the above, we set the following distinct goals of the scientific-research activities of the Faculty of Graphic Arts:

1. expansion and enhancement of scientific research activities
2. development of optimal organizational structure as a support to the expansion and enhancement of research and innovation activities
3. ensuring high quality of the postgraduate studies