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New initiatives in the joint educational cooperation of Central European universities in the field of graphic communications

5U CHEGA (5 Universities Collaboration in Higher Education for the Graphic Arts)



- University of Pardubice, Czech Republic
- University of Ljubljana, Slovenia
- University of Zagreb, Croatia
- University of Novi Sad, Serbia
- Óbuda University, Budapest, Hungary

5U CHEGA (5 Universities Collaboration in Higher Education for the Graphic Arts)

The representatives of the institutions agreed to launch a collaboration program regarding the following items:

- harmonization of conference dates in order to have an event calendar for the next 4 years including student workshops,
- mutual support of the publication of scientific works in their universities' journals, and mutual support of Acta Graphica as a peer-reviewed high quality scientific journal and the thematic shifting of the Journal of Graphic Engineering and Design towards professional and design areas,
- elaboration of an English language study program, which can be mutually accepted as a program for exchange students,
- to join the CEEPUS (*Central European Exchange Program for University Studies*) program as a financial support for the above study program and evaluate the possibilities of a joint application for the Erasmus Mundus project,
- joint research projects,
- to participate on the ING student competition project of Faculty of Graphic Arts in Zagreb University.

5U CHEGA (5 Universities Collaboration in Higher Education for the Graphic Arts)



Sign the contract about the collaboration
at Óbuda University/Budapest,
in July 5-6, 2011

“ING” student competition in graphic engineering and design

- The Student Senate of the Faculty of Graphic Arts in cooperation with the Management of Faculty of Graphic Arts organized an Engineering Competition of Graphic Designers and Engineers – ING at the Faculty of Graphic Arts in Zagreb University of Zagreb.
- The idea was conceived by the Faculty of Graphic Arts in Zagreb and the competition first took place in 2010. In view of the positive reactions of all participants and excellent acceptance by the students and their foreign guests, it is now being organised for the fifth year in a row.
- During the years workshops were organized such as “Calligraphy”, “3D printing”, “Make your own pop-up book” and “Design innovative packaging”. Also, guest lectures by renowned designers were organized, who presented some of their most successful works.

“ING” student competition in graphic engineering and design

- With the purpose of improving the cooperation and scientific exchange with other cognate faculties in the region, as well as raising the level of the competition, in the second year it was decided to take a step further in the organisation and offer the participants a much extended and enriched accompanying program. In addition to the competitive part, the participants have the opportunity to attend interesting workshops, guest lectures and experience a lot of other pleasant surprises.
- The costs of accommodation and meals for all students are fully covered by the Faculty of Graphic Arts in Zagreb.
- The University of Zagreb has a unique contact with University of Travnik in Bosnia and Herzegovina (Faculty of Technical Science) in historical and national reason. They are also invited as six participant to the competition.

“ING” student competition in graphic engineering and design

- The students are divided into five mixed teams of six members each, one representative of each participating faculty.
- The teams start working on the designing part of the assignment (e.g., a redesign of an Italian air conditioners catalogue) and for that purpose they receive a text, a collection of photographs, vector graphics, etc., which they may use to accomplish the assignment. The designing part is followed by the engineering part, e.g., calculation of material and operation costs, the duration of the printing and finishing process and of all other relevant parameters.
- The students are expected to have skills and competences to work with the Adobe software and to be familiar with the printmaking techniques and other processes of graphic production.
- The winning solution is evaluated by a jury of experts. The final score is based on the expert opinion of the jury, as well as on the votes of the audience, namely, the votes of the students who will, upon completion of the designing part of the competence, have the chance to vote for their favourite solution.

“ING” student competition in graphic engineering and design



The participants of the ING'2013 competition

‘ING’ & ‘CHIP’

- Although this international student program looks back only on a brief history, still it is worth highlighting a few details for a start.
- The teams of light industry engineers, printing and media specialization, from the Óbuda University have been participating at the international study competition "ING", in every spring. This one-week program focusing on modern graphic communication has a lot to offer in the professional fields of students from all the six participating academic institutions, as well as in practicing various forms of cooperation. Students can earn experience in work performed in international settings. During the competition and the relaxing evening programs, new contacts, relations and friends are made.
- This latter experience prompted the heads of the Institute of Media Technology and Light Industry Engineering and the members of the team having participated at the 2013 competition to return the invitation and host the representatives of the event-organizing students from Zagreb for an autumn meeting planned to last for a week.

'CHIP' program

chip!

***CROATIAN HUNGARIAN INTERNATIONAL
PROGRAM***

FOR STUDENTS IN GRAPHIC ARTS

*University of Zagreb,
Faculty of Graphic Arts*

*Óbuda University,
Faculty of Light Industry and
Environmental Engineering*

→ 2013 | nov | 11-16

'CHIP' program

CHIP* is our way to say thank you to the students of the UNIVERSITY OF ZAGREB, FACULTY OF GRAPHIC ARTS. We would like to invite you to our university to show you the daily life of our PRINTING AND MEDIA FACULTY and to spend some official (and unofficial) time with you.

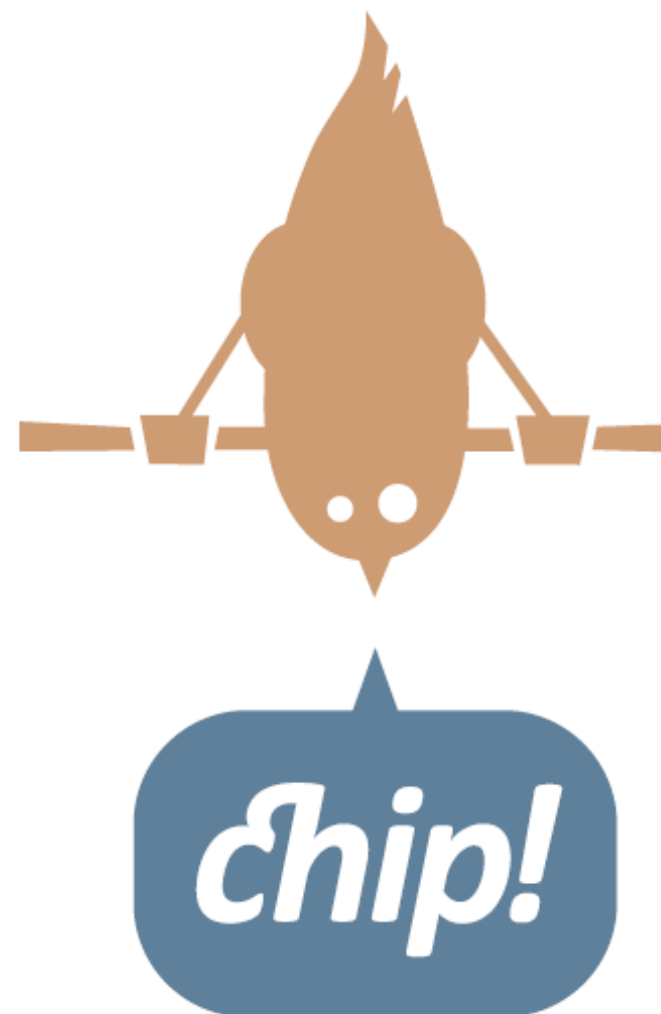
The program includes:

- english lectures and lessons about printing and media
- workshop and team works
- tours in BUDAPEST and near the capital
- biggest student event of the university: FRESHMAN PROM

See you soon!

→ 2013 | nov | 11-16

*CROATIAN HUNGARIAN INTERNATIONAL PROGRAM



‘CHIP’ and ‘CHIP Plus’ program

- This is how CHIP (Croatian–Hungarian International Program) was created in November 2013, covering attendance at professional lectures, the performance of joint design tasks and implementation activities, and obviously common leisure-time programs for the participating 6 Croatian and 6 Hungarian students.
- Encouraged by the remarkable success of the event, in 2014 “CHIP Plus” was initiated, which meant that the organizer, Obuda University – in addition to the students from Croatia – invited the young printing engineers of another university, i.e. from the Faculty of Engineering of the University of Novi Sad from Serbia.

‘CHIP Plus’ program

- Five Croatian and five Serbian students arrived at the program staged from 8 until 13 November, while for that week the faculty students' hostel provided accommodation to the guests. They were joined by the Hungarian team that would travel to the ING competition the following year. They were also acting as the hosts of the event with the support of the teachers of the institute. The very intensive 5-day program kicked off with an "open air" workshop on Sunday.
- During the discovery of Budapest, the participants had various tasks to tackle, which resulted in elements to be processed as graphic compositions later. Weekday mornings always started out with work. The students were arranged in teams, and were to design logos, image elements, placards and other graphic solutions that were actually printed on the last day. The middle periods of the days were spent with classes in English. The teachers of the Faculty held lectures in relation to modern multimedia solutions, state-of-the-art applications of paper-based packaging, as well as the "green printing" approach.
- Students really enjoyed practical "papermaking by hands" activities. A part of the program was a visit to Hungary's largest digital printing plant, the Prime Rate facility.

‘CHIP Plus’ program

- A pleasant surprise for the foreign students was an Excursion to Szentendre. So far, they had known very little of the town having considerable Serbian and Croatian heritage, culture. The Hungarian students as the hosts put in place lively evening pastimes. Obviously, a highlight event for the guests was their participation at the inaugural ball of first-year students.
- On the whole, the week turned out to be a success, great competitive works were presented. Joint work also pointed out the strengths of the individual participants and the areas where our education were to be improved. At the closing event, it could be apparently found that there was a cross-border community of young printers emerging, which was further strengthened by the CHIP Plus program.

‘CHIP Plus’ program



Conclusion

- The authors have reckoned that the detailed description of these successfully implemented programs can present examples for and originate ideas in relation to other collaborations with the involvement of the community of teachers.

Thank you for your attention!



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