

School of Art & Design

MA Fine Art
MA Future Design
BA (Hons) Graphic Design
BA (Hons) Fine Art Experimental Media
Foundation Diploma in Art, Design & Media Practice

PRAGUECITYUNIVERSITY

School of Art & Design

PRAGUECITY**UNIVERSITY**

George Allen, BA, MFA
Dean of the
School of
Art & Design



The School of Art & Design offers undergraduate (Foundation as well as postgraduate degree programmes) and partners at Teesside to receive a UK-certified Prague City University dedicated to providing

which creativity and innovation are fostered in study. In a highly supportive environment, conceptual development are cultivated through a range of courses and projects.

Our creative team includes specialists from a wide variety of fields: photography, typography, editorial design, 3D animation, web design, interactive systems, video production. Many of the faculty hold advanced degrees, are active in their disciplines, and remain active researchers, exhibiting artists. Workshop, seminar and guest lectures by students with valuable knowledge and experience. Instruction from contemporary artists and practical experience across a range of disciplines. Artist and Lecture Series provides students with instruction from artists and designers from around the world.

Design offers qualifications at (Foundation Diploma, Bachelor of Arts) level, and postgraduate (Master of Arts) programmes. All are offered in conjunction with our partner University in the UK, allowing students to receive a quality education right here in Prague. The University School of Art & Design is offering students with a quality education in design, professional career preparation and industry experience side by side through a broad selection of disciplines. Our members include students, artists and advanced practitioners in graphic design, photography, advertising, corporate identity, branding, motion graphics, animation, sound design, drawing, painting, sculpture, printmaking, production and more. Many members are active in traditional and new media and digital design. Lecturers, theorists, and internationally renowned project-based activities provide practical experience, while supplemental industry visits and design practitioners offers insight into the real world of disciplines. And our popular Visiting Artist Programme provides students with the opportunity to learn from leading industry professionals from all over the world.



Exhibitions, Performances & Workshops



We continuously celebrate our students' success and creativity by organising regular exhibitions, workshops and performances, which in turn help students make important connections with potential employers or clients. The highlight of the year are the graduate exhibitions that celebrate our graduating

students' creative achievements. For students at all levels — Foundation, BA (Hons) Fine Art Experimental Media/ Graphic Design, and MA Fine Art/ Future Design — the end of the spring semester presents a fantastic opportunity to exhibit work to family, friends and the general public.

If you are interested in studying at PCU, you are warmly invited to visit our exhibitions and see what the School of Art & Design has to offer.

Foundation Diploma in Art, Design & Media Practice

Our one-year (two-semester) Diploma gives students the opportunity to explore and gain competencies across a diverse range of creative specialisations before committing to an undergraduate degree programme, or career in the creative arts.

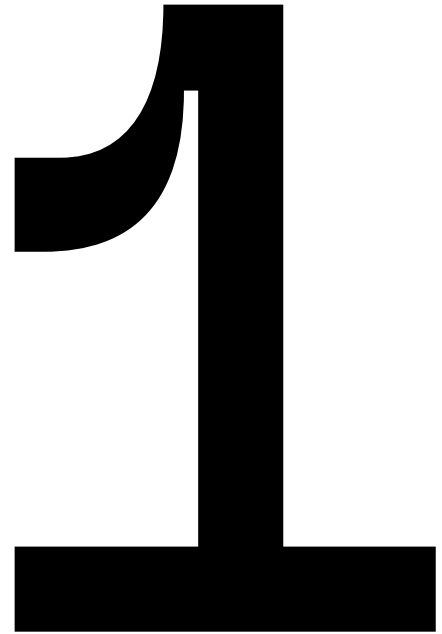
This programme is open to those who would like to improve their skills and qualifications for either work or future studies, and do not yet have a portfolio or meet the standard entry requirements for a Bachelor's degree. This popular programme is also chosen by students who want to explore multiple areas before determining their future path.

A range of artistic techniques, materials, technical equipment and processes are explored to develop work in art, media and design. The programme pushes experimentation and development of skills to give students the tools and confidence to accomplish and express their creative vision. This is reinforced in the first semester by the

weekly Friday Show, where students showcase their project work to the general public.

Students also develop critical awareness of the contemporary visual world and the relationship of design and artistic practice to historical, cultural, environmental and social influences.

The programme is structured with exploratory and confirmatory phases to help students find their niche and develop an artistic portfolio that they can use to apply for entry to a Bachelor's degree or for creative work opportunities.



year

Start in September
or February

EXPLORE, EXPERIENCE AND CREATE WORK IN THE FIELDS OF ART, MEDIA AND DESIGN

DEVELOP SKILLS, LEARN AND PRACTICE TECHNIQUES WITH ADVANCED DESIGN SOFTWARE, TECHNICAL EQUIPMENT AND TRADITIONAL MATERIALS

RECEIVE INDIVIDUAL MENTORING FROM LECTURERS TO HELP YOU DISCOVER AND FIND YOUR FUTURE PATHWAYS

GAIN A THEORETICAL FOUNDING TO FURTHER DEVELOP IN BACHELOR'S LEVEL STUDIES

PARTICIPATE AND PRODUCE WORK FOR THE WEEKLY FRIDAY SHOW DURING SEMESTER 1

Exploratory Phase*

- Art History
- Design History
- Painting/Drawing
- Adobe Photoshop, Illustrator & InDesign
- Sound Design
- Animation
- Illustration/Graphics
- Photography
- Interactive Art
- Sculpture/Installation
- Choosing a Pathway

* Skill topics are subject to change

Confirmatory Phase

- Contextual Studies
- Final Major Project
- Presentation & Portfolio



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Thanks to the amazing environment and great lecturers, we have gained massive experience and new skills during our foundation year of study at PCU and as a result we chose to continue studying for a BA (Hons) in Graphic Design.

Lizi & Nini Mishveladze, Georgia

BA (Hons) Graphic Design

Our Bachelor's programme stands firmly upon the pillars of design practice, professional skills and research. Lecturers encourage practical, student-centred learning, innovation, independence and adaptability, ensuring graduate employability.

As an industry, and as a discipline, Graphic Design has seen tremendous growth and change in the digital era. Students entering design programmes today are preparing for career paths that may not even be recognisable when they graduate.

Over the course of three-years, our students experience a highly practical and creative programme where they learn to use a wide-range of tools and hone skills. Students undertake assignments from live client briefs, giving them real-life experience and

confidence to execute a creative vision across all forms of media. Students also recognise their capabilities to create positive social change through the power of their visual messaging.

Overall, graduates are highly capable, open-minded, and extremely flexible - equipped with solid studio, research, and professional skills, as well as the soft skills necessary to pursue and succeed in a wide range of design careers.



years

Start in September
or February

EXPERIENCE A WELL ROUNDED DESIGN EDUCATION REVOLVING AROUND STUDIO PRACTICE, RESEARCH, THEORY AND PROFESSIONAL SKILLS

LEARN TO WORK IN A STUDIO ENVIRONMENT AND ENGAGE IN REAL CLIENT WORK

DEVELOP SKILLS IN TYPOGRAPHY, CORPORATE IDENTITY, WEB, EDITORIAL DESIGN, UI/UX AND MOTION GRAPHICS

LEARN FROM PROFESSIONALS IN THE FIELD WHO BRING THEIR EXPERTISE DIRECTLY TO THE CLASSROOM

PARTICIPATE IN INTERNATIONALLY-RECOGNISED COMPETITIONS AND LIVE PROJECTS

TAKE THE OPPORTUNITY OF AN INTERNSHIP THROUGH THE SCHOOL'S INDUSTRY NETWORK CONNECTIONS

YEAR 1

- Design Thinking
- Analogue Design
- Digital Design
- Design History
- Research Techniques
- Typography and Editorial
- Illustration
- Animation
- Visual Communication
- User Centred Design
- Design Ethics
- Client Work

YEAR 2

- Branding
- Web and Application Design
- Sustainable Design
- Critical Design Writing
- Speculative Design
- Design Specialisation
- Career Profiling
- Creative Coding
- UI/UX Design
- Design Studio
- Client Work

YEAR 3

- Collaborative Group Project
- Live Projects and Competitions
- Design Research and Writing
- Final Major Project
- Professional Positioning
- Graduation Show



We are three friends from different parts of the Czech Republic, with different backgrounds and met while studying Graphic Design at PCU. The structure of the programme, and especially the teachers were very open to individual interests. Thanks to such support, each of us developed various skills and learnt how to use them together, to bring the best results to any project. The school also prepared us well for our professional lives through assignments with real clients. We learnt how to present our ideas to people outside of the college and learnt what was necessary for “surviving”. After our studies and work experience in different studios, we decided to form our own agency and together with another friend we started our own multi-disciplinary studio in Prague.

Lukáš Chládek, Jonáš Nobile, Daniel Quisek (Netvarec),
Czech Republic





BA (Hons) Fine Art Experimental Media

Our Bachelor's programme takes a multidisciplinary approach to the dynamic world of fine art and digital technology. Students benefit from practical and creative learning, small class sizes and a highly individual approach to teaching.

Through a gradual transition from tutor-led projects to student-centred learning, the programme builds a strong set of forward-looking, creative, technical and academic skills, enabling students to gain first-hand knowledge of the developments in current and emerging media and technologies in the arts.

The practical knowledge and skills offered by the programme, is continually informed and complemented by relevant theory, critical thinking and reflection.

Students learn in a studio-focused, research-informed and highly practical environment, where they gain experience and skills using traditional

fine art practices and new medias. This includes coding, video, sound, editing & production workshops and analogue skills such as drawing, painting, sculpture, animation and interactive performance and more. These skills along with budget management and exhibition planning allow graduates to pursue a range of career opportunities and activities in the arts, technologies, the cultural sphere and beyond.

3

years

Start in September

DEVELOP ADVANCED TECHNICAL AND PROFESSIONAL SKILLS FOR FUTURE EMPLOYMENT IN ART AND TECHNOLOGY

PARTICIPATE IN INTENSIVE LECTURES AND WORKSHOPS DEVOTED TO THE EXPLORATION OF NEW AND TRADITIONAL MEDIA

RECEIVE TUTORIAL SUPPORT AND MENTORING FROM INTERNATIONAL PRACTICING ARTISTS AND PROFESSIONALS

LEARN IN SMALL CLASS GROUPS AND TAKE AN INDIVIDUAL STUDENT CENTRED APPROACH TO YOUR STUDIES

JOIN OUR VIBRANT COMMUNITY OF STUDENTS AND LECTURERS ENCOURAGING DIALOGUE AND COLLABORATION

VISIT GALLERIES ACROSS PRAGUE, THE CZECH REPUBLIC & ACROSS CENTRAL EUROPE

NETWORK WITH ARTISTS & CREATIVE PROFESSIONALS

YEAR 1

- **Introduction to Studio Practice I:**
Idea Generation, including:
 - Drawing
 - 3D Animation
 - Sound & Video Production
 - Interactive Art
- **Art & Culture Since Modernity**
- **Introduction to Studio Practice II:**
Understanding Historical, Cultural, Socio-political, and Curatorial Influences on Art Making, including:
 - Painting
 - 2D Animation
 - Cyberspace and 3D Game Art
- **Art Movements and Visual Culture**

YEAR 2

- **Developing Studio Practice I:** Research Informed Practice, including:
 - Interactive Multimedia Performance
 - Interactive Storytelling
 - Sculpture
 - Curating Exhibitions and Events
- **Critical Writing and Research project**
- **Developing Studio Practice II:** Integration and Deployment of Knowledge and Skills
 - Interactive Installations
 - Cross-media Documentary
 - Curating Exhibitions and Events
 - Augmented and virtual reality
- **Dynamic & Professional Research Project**

YEAR 3

- **Professional Studio Practice**
- **Fine Art Thesis**
- **Final Exhibition Project:**
 - Curation of Work



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As a graduate of the BA (Hons) Fine Art Experimental Media programme my future dream became a reality as I now work as a Director, Producer and Videographer. I credit the experiences that PCU gave me. Not only did I learn important aspects of sound, animation and coding, but my course has put me in touch with people from all over the world.

Charlotte Vacková,
Czech Republic





MA Future Design

18-24 months

PCU's flagship design programme encourages experimentation with traditional and newly-emerging methods and practice. And engagement with businesses in the creative sector allows students to see the enterprise potential of their own original and innovative design visions across a wide range of media, techniques and technologies.

Start in September

This programme suits working professionals and recent graduates who wish to advance qualifications, as it's offered in Intensive (12-18 months) and Standard (24-30 months) formats. In addition, students are expected to attend workshops & guest lectures as well as undertake independent learning and group work of approximately 16-17 hours per week.

The programme offers a complex level of learning while mixing and consulting with businesses in the creative sector, nurturing students' ability to realise the enterprise potential of their ideas.

This experiential approach to learning is further enhanced by the newly introduced Advanced Practice module. Students complete an internship, research project, university-based project or residency, enabling the development of solutions

to real-world problems, enhancing personal and professional knowledge, skills, behaviours and the opportunity to increase professional connections. Ideas generation and project work is undertaken individually and in groups across a wide range of media, techniques and technologies.

Continuous discussion, debate and critique, broadens understanding and enables students to locate their approach within a larger social context, recognising their capabilities to create positive social change through the power of their work.

The bi-weekly Visiting Artist & Lecture Series offers additional learning opportunities as guest speakers often create workshop and tutorials for Master's students.

The relationship between designer and target audience/user is a primary focus, and project work is conducted

with a view to developing a portfolio for emerging markets, sectors and the rapidly changing economic climate.

The programme encourages self-managed studio practice along with continual support from a well-established and well-regarded core faculty team.

BALANCE SPECIALIST TRAINING, INDEPENDENT LEARNING AND PROBLEM SOLVING THROUGH AN IN-DEPTH EXPLORATION OF DESIGN STRATEGY RESEARCH AND PRACTICE

COLLABORATE WITH A COMMUNITY OF DESIGNERS AND THINKERS WITH COMMON GOALS AND DISPARATE IDEAS

REALISE THE ENTERPRISE POTENTIAL OF YOUR IDEAS THROUGH CONNECTING AND CONSULTING WITH LOCAL INDUSTRY PARTNERS

TAKE THE OPPORTUNITY TO WORK WITH REAL CLIENTS ON COMMUNITY AND BUSINESS PROJECTS AND INITIATIVES

SEMESTER 1*

- Innovation by Design
- Design Research Methods
- Launchpad: Exit into Industry

SEMESTER 2*

- Design Practice
- Critical Thinking and Theoretical Contexts
- Design Integration

SUMMER SEMESTER

- Advanced Practice

SEMESTER 3*

- MA Future Design Major Project



* Study plan for Intensive format. Modules in standard format are spread over two years, four semesters.

Mike Jelinek graduated from MA Future Design at PCU and specialises a concept designer, working on projects such as Future Ink (ArsElectronica/Wacom), Terminator Dark Fate (Tim Miller/Jim Cameron), and exhibition research (Tellart) for Dubai's Museum of the Future. Notwithstanding his design background, he is passionate about ideation and human perception in the design context, which is also the subject matter of his doctorate research that he's undertaking at STU (Slovenská technická univerzita v Bratislave) in Slovakia. Mike currently works as a senior research manager focusing on creative workflows at Wacom.



MA Fine Art

The MA Fine Art programme is designed to develop advanced practical and theoretical skills, and is aimed at graduates, practising artists and working professionals. Individual or group project work is research-driven and process-based across a wide range of media: sound, video, installation, performance, painting, sculpture and more.

Over the course of two-years, students expand on their knowledge and methods and learn how to contextualise their work within an intellectual framework relevant to contemporary art and culture, and the social and philosophical context in which they are practicing.

The experiential approach to learning is further explored with the newly introduced Advanced Practice module, normally undertaken over summer after the first year of study. Students complete an internship, research project, university-based project or residency, enabling them to develop solutions to real-world problems, enhancing personal and professional knowledge, skills, behaviours and the opportunity to increase professional connections. The MA Fine Art programme is open to students

from a variety of backgrounds, including graduates, practising artists and designers, and mid-career professionals. Ideas generation and project work is undertaken individually and in groups across a wide range of media, techniques and technologies, offering dynamic experimentation and exploration of traditional and newly emerging methods of media and practice across sound, video, installation, performance, photography, painting and sculpture.

The bi-weekly Visiting Artist & Lecture Series offers additional learning opportunities as guest speakers often create workshop and tutorials for Master's students.

The programme encourages self-managed studio practice along with continual support from a well-established and well-regarded core faculty team.



years

Start in September

DEVELOP AN ADVANCED ACADEMIC ANALYSIS OF YOUR CREATIVE WORK AS A PROFESSIONAL ART PRACTITIONER

PRODUCE WORK THAT LEADS, QUESTIONS AND CREATES DISCOURSE WITHIN WIDER CONTEMPORARY LOCAL AND GLOBAL ART CONTEXTS

COLLABORATE WITH A COMMUNITY OF DESIGNERS AND THINKERS WITH COMMON GOALS AND DISPARATE IDEAS

EXPERIMENT AND EXPLORE A WIDE RANGE OF MEDIA, TECHNIQUES AND TECHNOLOGIES

DEVELOP CREATIVE PROBLEM-SOLVING THROUGH INVESTIGATION AND EXPERIMENTATION

COMMIT TO INTELLECTUAL AND PROFESSIONAL DEVELOPMENT AT AN ADVANCED LEVEL

YEAR 1 — Modules

- Contemporary Practice
- Research Methods
- Post-Studio Art
- Critical Thinking and Theoretical Contexts
- Advanced Practice

YEAR 2 — Modules

- Future Practice
- Launchpad: Exit into Industry
- Masters Exhibition



I was interested in the combination of studio based practice and research so having the option to do both was very different from my previous programme. During my studies, the level of intimacy and understanding of my classmates' works, and being able to guide each other with what we were doing was invaluable.

Akshaya Krishamoorthy,
India



Bishop's Court Campus

Bishop's Court Campus is located in the city centre. This dedicated art and design studio provides a dynamic space for classes, exhibitions, workshops, and is also the venue for our bi-weekly VALS lecture series. The studios extend over three floors; first floor, ground floor and basement, enabling students to study in a range of spaces covered by campus-wide Wi-Fi. Modern labs are furnished with quality hardware plus industry-standard software for both Mac and Windows users.

Originally a textile factory, and later a contemporary art gallery, the building has a rich heritage as a centre for artistic production, a tradition which PCU is proud to maintain and develop. In the spring and summer, the space becomes a hive of activity as students and lecturers prepare for the highly anticipated end-of-year Graduate Exhibitions.

City Centre Campus

Our reception is in the City Centre Campus, a 5 minute walk from Bishop's Court and where some School of Art & Design programmes take place.





Pragovka Campus

Pragovka is PCU's third campus, located in the developing district of Vysočany in Prague 9. Our Postgraduate studios provide the necessary space for students undertaking their Master's in Fine Art. These studios host regular exhibitions, workshops, and a wide range of creative activities.



New Campuses

In January 2023, PCU will begin an exciting new phase of development when we embark on the first part of a two part campus expansion plan with a move from our founding campus in Vinohrady, to a new City Centre Campus in Prague 1. This will be followed in 2024 by the opening of a second campus in the creative district of Pragovka.

PCU has sought to find new campuses that are at once spacious and energy efficient to reduce environmental impact, and close to Prague's safe and excellent public transport network. Both campuses are also attractive due to their location within neighbourhoods that are complementary to the teaching, learning and research taking place at PCU, giving students better access to visit and learn directly from professionals working nearby.

The City Centre and Pragovka Campuses are a 12 minute metro ride apart, and approximately 22 minutes door to door. By tram or by bike - almost entirely on the cycle paths - the journey will be 30-35 minutes.

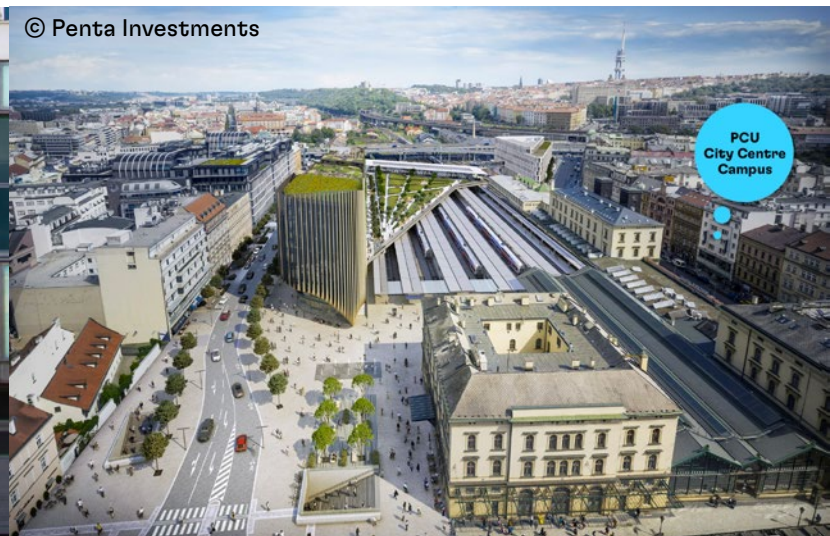
City Centre Campus

PCU's City Centre Campus will occupy the first, second and fifth floors of the Hybernska Centrum building in Hybernska street, directly opposite the Masaryk railway station and Náměstí Republiky metro line. The campus is located in the dynamic new quarter of Masaryčka which is undergoing swift urban development and renewal. The quarter includes prestigious new buildings for global businesses alongside public-friendly green spaces, numerous cafes, hotels, restaurants, study spaces and galleries surrounding the railway station.

The City Centre Campus has the advantage of facing Prague's newest prestige development Masaryčka, one of the last projects designed by renowned Iraqi-British architect Zaha Hadid. Located within Hybernska Centrum, the campus features tall ceilings, wide corridors and classrooms that are spacious, well-ventilated and bright.



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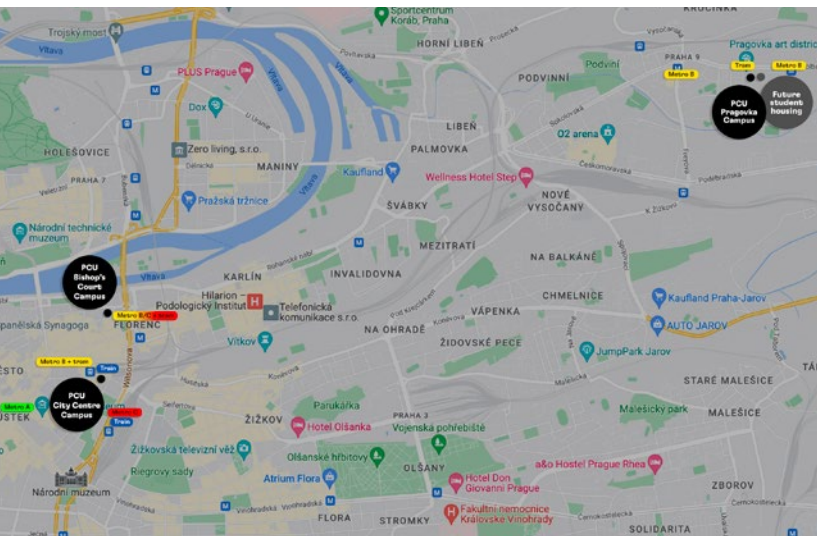




Pragovka Campus

PCU has had a small campus at Pragovka for several years and a long-held ambition to move into the middle wing of the E Factory when it is fully reconstructed. The Pragovka Art District is a transformative project that will feature historically significant industrial buildings converted into sustainable, energy efficient studios, start-ups, incubators and traditional office and classroom spaces. These will sit alongside newly built housing connected by green, public-friendly open spaces. The E Factory - built between 1930-1933, by architect Josef Kalous - is the beating heart of Pragovka and is the main entry point to the district. Pragovka is a short walk from the Kolbenova and Vysočanská metro stations and tram stops, and in the future it will be fully integrated into the nearby cycle path network.

The district has actively pursued a rich tenancy mix to organically grow a collaborative and creative community. As the education partner within the project, PCU is central to the developer's vision which will also include art studios and businesses. The aim is synergy through information exchange, shared resources and a rich programme of activities and events, alongside essential retail such as restaurants, bars, cafes and groceries. In the near future, the district will include a brand new Student Housing development just 20 metres from the campus front door, and many apartment developments in the nearby environs.



Visiting Artist & Lecture Series

Twice a month the School of Art & Design welcomes a wide range of practicing artists and designers from Europe, the UK and further afield to take part in the prestigious Visiting Artist & Lecture Series (VALS).

VALS is a creative space where artists, designers, philosophers, curators, exhibition project managers, gallery directors and art historians all converge. This enables students to build a great network for their future, and for the arts community at large to stay connected to current trends and issues in contemporary art and design practice.

All students of the School of Art & Design are encouraged to attend, and the programme is also open to the general public.



Recent speakers have included:

ARCHITECT & TOWN PLANNER, OSAMU OKAMURA

FRENCH SOUND ARTIST AND SOUND ENGINEER, FÉLIX BLUME

VR ARTIST AND PRAGUE COLLEGE ALUMNUS, MIKE JELINEK

FOUNDER AND CEO OF MINIMUM WASTE, PETR BÁČA

AMSTERDAM-BASED DESIGN STUDIO, THE RODINA

GALLERY OWNER, CAMILLE HUNT

CZECH GRAPHICS AND MOTION DESIGNER, LUKÁŠ VEVERKA

BRITISH FUTUROLOGIST, PAUL CHANEY

DUTCH SOUND ARTIST, HANS VAN KOOLWIJK

FOUNDERS OF DESIGNBLOK, JANA ZIELINSKI AND JIŘÍ MACEK

Visit and watch these events at www.pcu.cz/vals

LAURA LUNA CASTILLO is a new media artist and experimental musician from Mexico. After achieving her BA (Hons) Fine Art Experimental Media with first class honours at Prague College (now PCU) Laura continued her studies pursuing an MA in Visual Arts in the UK, where she focused on installations and kinetic sculpture and is now currently studying for a PhD in Digital Arts and Experimental Media at the University of Washington in Seattle, USA. Laura also secured a full scholarship and a research/teaching assistant position at the University of Washington.

In addition, she was chosen as a SHAPE 2016 artist (Platform for Innovative Music and Audiovisual Art in Europe) and has presented several multimedia projects at MUTEK Montréal, Unsound Krakow, CYNERTART (International Festival for computer Based Art) Dresden and the Hello World Festival (Women and Digital Creativity) in Mexico City. Laura has presented in the USA at EMPAC (The Curtis R. Priem Experimental Media and Performing Arts Center) in New York, at Virginia Tech's Cube Fest 2019, and most recently, at the SAT Fest 2021 in Montréal, Canada where she used their full-dome Satosphere, to present her immersive VR short film.



Meet our Academic Leadership Team



George Allen, BA, MFA

Dean of the School of Art & Design, George Allen studied European History and Art at James Madison University in Virginia, and received his Master of Fine Arts degree in Photography from Virginia Commonwealth University, where he was also a lecturer. Before coming to the Czech Republic, he worked for - among others - the production company HBO. His photographs have been exhibited in galleries in North America and the Czech Republic, including the Flashpoint Gallery in Washington DC; the Nightingale Gallery at Eastern Oregon University; Southern Illinois University, Carbondale; and at the gallery of the French Institute in Prague.



Ondřej Fučík, DiS, BA (Hons), MA

Ondřej is Associate Dean for the School of Art and Design. He studied Printing and Graphic Design at Prague Graphic School, and Cultural Studies and Ethnology at Charles University. He has a BA in Graphic Design and an MA in Future Design. Professionally he focuses on book design and visual identities. Ondřej has collaborated with Czech publishers Slon, Akropolis and Albatros, and developed the visual style of the audiobook label Tympanum. From 2011 to 2014 he designed visual campaigns for the NGO Automat, including 'Do práce na kole' (Bike to Work) and 'Zažít město jinak' (Different City Experience). He was responsible for the re-design of the Czech ethnological journal, Český Lid. At PCU, Ondřej works with students on live projects concentrating on local clients.



Dr Branislava Kuburović, Ph.D.

Programme Leader for MA Fine Art, Branislava is a researcher and translator. She undertook her doctoral studies in Performance and Visual Culture at the University of Roehampton in London, where she also lectured at Goldsmiths College, University of London, and Chelsea College of Art and Design. She is an Associate Fellow of the UK Higher Education Academy, and her work has been published in many international professional periodicals including Parallax and Performance Research, as well as by Tate Modern and Prague Quadrennial. She has translated for leading Czech cultural institutions, publishers, museums and galleries.



Petr Knobloch, BSc, MFA

Programme Leader for MA Future Design, Petr is also a leading practitioner in the field of graphic design. He holds a Master of Fine Arts degree in 2D Design from Cranbrook Academy of Art, Michigan, where he was the recipient of a Fulbright award. He has worked for global corporations including Ford, PepsiCo, GE Capital, Deloitte, O2, The Walt Disney Company, British Airways, and Google; his Czech clients include the National Gallery, the Museum of Decorative Arts, and the Czech Centres in London and New York. His awards include the Interactive Media Design Review Bronze Medal, (ID International, New York), and the Graphic Designer of the Year award for 2013 (Czech Grand Design).



Dr John Hill, Ph.D.

John is Programme Leader for BA (Hons) Fine Art Experimental Media. He is also an artist, curator and writer, with a BA in drawing from Camberwell College, University of the Arts London. As a founding member of the collective LuckyPDF, he has had work exhibited internationally and been commissioned by major UK institutions. In 2017 he led the Studio of the Visiting Artist at AVU, the Academy of Fine Arts, Prague and curated their 2019 Diploma show *Nejkrásnější věk*. In 2020 he was invited to host the Student Forum at Berlin's transmediale festival. His writing has appeared in *Frieze Magazine*, *PARSE Journal*, *Artalk* and *Camera Austria International*. He has completed a PhD in Fine Art Theory and Practice at Liverpool's John Moores University.



Sean McAlorum, BA (Hons), MA

Sean is Programme Leader for BA (Hons) in Graphic Design. As well as teaching, he spent nearly twenty years working in magazine publishing and advertising. His Bachelor's degree in Graphic Design was awarded by Leeds Metropolitan University. Among his many activities in the Czech Republic, he was involved in the design and production of the Czech version of *Quo* magazine, and worked as lead designer at the Leo Burnett Praha agency. His clients included Fiat, Nestlé, Unilever, Gambinus, Kraft, Mazda and ČSOB. He also prepared a successful agency campaign for the repair of Charles Bridge, which won Agency of the Year at the Golden Drum Advertising Festival in Portoroz, Slovenia.



Franco Hüller, BA, MFA

Franco Hüller, Programme Leader for Foundation Diploma in Art, Design & Media Practice, is an Italian artist who devotes himself to experimental work in the fields of painting, photography, installations, performance and video art. He graduated in 1999 from the Academy of Fine Arts in Bologna (*Accademia di Belle Arti di Bologna*) specializing in painting, and has been living and working in Prague since 2008. His most recent solo exhibitions were 'Grand Tour' - murals for the Main Station in Prague (2019); and 'Badabam' at the Galleria Paggeriarte di Sassuolo in Modena (2018) He has also participated in multiple collective exhibitions, including 'Mixed Messages' (French Institute in Prague, 2016) and 'Sketch', an outdoor installation for Nadace Nieuwe Helden in Brussels.

What do I need to apply?

We make the application process for each of our applicants as smooth and easy as possible. We talk to each applicant to understand their needs and requirements, as we wish to offer the best possible choice of programme. Our study advisors, lecturers and students are always happy to share their experiences with applicants.

	Foundation Diploma	Bachelor's Full-time	Master's Standard
Confirmation of previous education	YES	YES	YES, Bachelor's degree
Confirmation of English level upon entry	YES, IELTS 5.0 or above**	YES, IELTS 5.5 or above**	YES, IELTS 6.0 or above**
Letter of motivation	YES, 300 words minimum	YES, 300 words minimum	YES, 500 words minimum and to include a research proposal
Portfolio	NO, applicants need to submit examples of creative / artistic work	YES, applicants must meet minimum portfolio requirements	YES
Final interview	YES	YES	YES
Curriculum vitae	NO	NO	YES
Two recommendation letters from lecturers or art professionals	NO	NO	YES

** Other internationally-recognised English language certificates are accepted.

Scholarships

Full-time applicants to Prague City University are eligible to apply for a scholarship covering up to 50% of tuition fees. Scholarships can be awarded for either a single academic year or the duration of the whole programme.

The **Academic Excellence Scholarship** is for outstanding academic achievement and/or engagement in an academic context and the **Academic Excellence Progression Scholarship** is awarded to all Bachelor's degree graduates of any programme at PCU who decide to continue onto a Master's degree within the first year of finishing their Bachelor's degree. The scholarship awarded depends on the final classification of the Bachelor's degree.

The **Social Engagement Scholarship** is awarded for voluntary or school activities, or more generally for positive community engagement in society. At Master's level we also take into consideration applicants' work experience and contributions in the workplace.

Support for local students

We also have a special fund to support students coming from Czech-language and Slovak-language secondary schools and universities.

Industry Network discount

If you work for a company which is part of our Industry Network, you qualify for an automatic 10% discount, regardless of whether you or your company are paying for tuition.

Begin your application today!

You can get started right away on our website at www.praguecityuniversity.cz. You can also contact us at (+420) 222 101 020 or admissions@praguecityuniversity.cz to speak to one of our admissions specialists.

City Centre Campus

Hybernská 24, Prague 1, 110 00
Czech Republic

Bishop's Court Campus

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Pragovka Campus

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