

SELF-EVALUATION REPORT MODULE 3

EVALUATED UNIT: Faculty of Multimedia Communications (FMC)

Appendix Text attachment to 3.4 - FMC

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Communication Agency (KOMAG) – a unique study subject which is unparalleled in universities in the Czech Republic. Thanks to KOMAG, the efficiency of inter-disciplinary cooperation also increases by involving students from all the 11 design and audio-visual studios as well as of the Marketing Communications Institute in the organization and implementation.

KOMAG in numbers: 6 cultural projects; 250 students involved as part of the organisation; 15,000 visitors to the events. In the framework of KOMAG 2014–2018, the following projects are organized on an annual basis:

Salvator Award – the award granted by the President of Zlín Region as a traditional award for exceptional acts as saving life/health or emergency relief. The aim of the project is to show that there are heroes even today, and to express thanks for their extraordinary actions.

Zlín Design Week. All the annual Zlín Design Weeks filled the streets of the city, the main square, the Zlín chateau, parks and public space with design. International design & marketing conferences, the “Vepřo Knedlo Design” interactive workshops and Best in Design grand evening parties are regularly underway along with a lot of lectures, field trips and movie shows.

Fashion Point introduces to the public prominent fashion industry personalities and presents the production of Apparel Design Studio and Footwear Design Studio of the TBU FMC in Zlín. The first part of the event takes the form of lectures, the second part represents a non-traditional fashion show.

BusFest. Musical festival in trolleybuses. Culturea is a Zlín travel festival presenting 2 different countries every year in the form of performances, workshops, lectures and seminars.

Through the fingers present a young student festival opening up controversial social issues every year and highlighting the problems that people often fear to talk about. The aim of the project is to attract the general public and stimulate debates, thus opening the eyes of those who create a senseless boundary between good and evil and between acceptable and unacceptable. The festival includes workshops and lectures with speakers, a film document screening and an accompanying programme.