



# ART&DESIGN INSTITUT

## General Info

ART & DESIGN INSTITUT is the first private college in the Czech Republic, where students can study fine art. Students can choose two of the six creative subjects - Painting, Graphic Arts, Photography, Space and Art, Intermedia Studio, Multimedia. This is studied together with six theoretical subjects Art History, Marketing and Trade of Artworks, Museums and Gallery Studies, Philosophy of Artistic Expression, Psychology of Art, Cultural Anthropology and Art.

The main aim of ADI is to prepare their students - future artists to create valuable artworks as well as to promote employability of graduates.

Foreign students can choose to study selected subjects, which are broadly described in the Course catalogue.

## Graduate Profile

Graduate profile is the profile of the artist of the 21st century - the whole concept of education is conceived with reflection on the current social situation, while not suppressed artistic license of every individual. The school offers a choice for every student, whether he/she wants to devote himself/herself to "professional art", or whether he/she will choose one of the other possible applications of his/her vision and ability transforming his/her creative vision into daily practice. Graduate profile is the profile of the artist of the 21st century - the whole concept of education is conceived with reflection on the current social situation, while not suppressed artistic license of every individual. The school offers a choice for every student, whether he/she wants to devote himself/herself to "professional art", or whether he/she will choose one of the other possible applications of his/her vision and ability transforming his/her creative vision into daily practice.

Graduate will be a creative artist, which will know the ropes in the field of culture and art market – and instead of becoming unemployed, he/she will be able to work with potential clients - a targeted part of the curriculum will therefore offer workshops, sales realization, own student gallery, leasing of students artworks, auction, etc.

## Graphics

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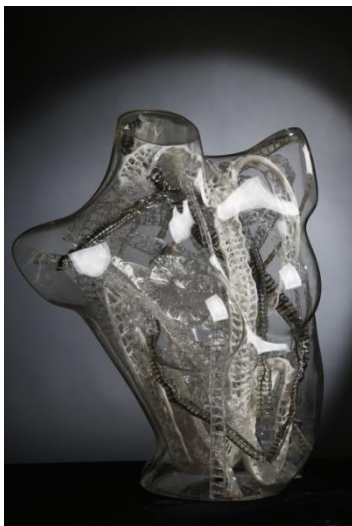
Graphics offers a comprehensive and integrated study program, including all ways and forms of classical graphic technologies. It introduces graphics as a flexible art with a deep artistic, technological, technical and aesthetic tradition that has become a staple of modern communication structures with a wide range and impact.



## Intermedia Studio

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Intermedia as a free movement between the media, ie. that students are not forced to pursue a single artistic discipline, but seek to express their sense of who is at the beginning of each work by adequate means of expression. Not only are moving around the visual arts, but also using creative media that have not been yet used. Students are also forced to consider unusual connection e.g. physical, and intangible media (eg. Sculpture, steam, fear or masses of colour, liquid, silence, etc.).



## Painting

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The basic objective of painting is to create conditions for the development of individual personality. Students learn the specifics of painting schools and styles, their main - and those less familiar - leaders - especially in the context of their overlaps with other stages of the painting to the present. Great emphasis is on developing student's ability to separate his/her personal development from fashion art trends and finding own expression - in the line - or in the confrontation - with contemporary art. Course educates a free artist who is fully aware of his responsibilities towards his work and society.



## Photography

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On the students there are high demands not only on their artistic creativity skills but also to prove their ability to assess the resulting effects of their work prior to its emergence. Photos often capture instant, genuine moments - shot, the atmosphere - which is always unique. Students work from the very beginning - and prove their skills - integrating their work within the photographic design.





## Multimedia

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The aim is to thoroughly familiarize students with computer graphics and its use in practice, so that after graduation they should be able to work in the field of creative design, custom processing level design HTML and Flash (not a priori dynamic scripts), the creation of graphic works and applications using conventional 2D ads technologies both in the field vector and bitmap graphics that always keeps parameters such as graphic work, matching the exploitation of the work and presentation technologies used.).



## Space and Art

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Subject Space and Art establishes itself in an interesting interface between the actual creation of students' spatial artefacts - and the ability to use works and other artistic professions of students' colleagues. It has, therefore, by its nature, close to the managerial activities, when it comes to handling art objects already incurred.

