



Promoting Students' Work



Promoting students' work collected by:

- Technikum Fototechniczne (Warsaw, PL)
- Walter-Gropius-Berufskolleg (Bochum, DE)
- Escola Artística de Soares dos Reis (Porto, PO)
- HTBLVA Graz Ortweinschule (Graz, AT)

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GRASP Partner schools

Technikum Fototechniczne (Warsaw, Poland, coordinating partner)

This technical college of photography is the largest and the oldest Polish school that educates students in the field of photography, including graphics, multimedia projects and moviemaking. Students are prepared to pass matura exams and vocational exams that verify qualifications such as: registration and image processing and the execution and implementation of multimedia projects. The school employs 60+ fully qualified teachers, including 22 teachers of vocational training. The Phototechnical High School provides training for 503 students.

The school cooperates with about 80 reputable companies dealing with photography and similar branches, where apprenticeships of our students are organized.



HTBLVA Graz - Ortweinschule (Graz, Austria)

Ortweinschule is a Higher Technical College for both Engineering and Construction as well as Art and Design.

With a staff of 220+ it caters to more than 1650 students aged 14+ and adults with diverse social and cultural backgrounds. Within the department of Art and Design, Ortweinschule offers general and vocational education and training in the following faculties:

- · Graphics and Communication Design;
- Film and Multimedia Art;
- Photography and Multimedia Art;
- Interior Design and Architecture;
- Product Design and Presentation;
- · Sculpturing, Object Design, Restoration; Ceramics Art Craft;
- Jewellery and Metal Design.

Vocational education is offered to young students aged 14 to 19 to obtain an A-level as well as a vocational certificate in respective fields. Adult education/vocational courses are offered to students aged 18+ to obtain a diploma in the specific fields listed above. In order to be accepted, all prospective students undergo initial assessment with the focus on subject areas chosen. Internships are compulsory in all fields. Ortweinschule intends to support students in gaining a wide range of perspectives in view of their professional education, their future jobs, their foreign language skills, and their intercultural understanding.



Walter-Gropius-Berufskolleg (Bochum, Germany)

Walter-Gropius-Berufskolleg is a public vocational college of further education which offers young people a wide range of educational courses, including vocational training in different trades, further education and training as assistants with dual qualifications and college and university entrance qualifications. Almost 1700 students are taught by 75 teachers in three different buildings, which are situated in the centre of Bochum, a town in the urban Ruhr area. The region was formally known for its coal and steel industries but today it boasts health, media, technological and educational services. Employers range from big industrial companies with their own advertising departments to small agencies and successful film and video companies to small photography studios.



Escola Artística de Soares dos Reis (Porto, Portugal)

The Soares dos Reis School of Arts was officially established in January 1884. The school is geared towards education of arts and is a non-profit public institution. Annually, the school hosts around 900 students, spread across different educational departments. As a Specialized Artistic Teaching School, Soares dos Reis - currently named Soares dos Reis School of Arts - is dedicated to the teaching and practice of the visual arts and mainly offers four specialized art courses: Audiovisual Communication, Communication Design, Product Design and Artistic Production.

These four courses are oriented in a double perspective: study presecution in technological specialization courses or higher education (university) and placement into the active, working life.

The school also offers two professional courses (2D and 3D Animation, Furniture Design).

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INTRODUCTION

Our schools have the mission not only to ensure a remarkable education but also to promote the student's work, giving them the opportunity to show their art projects in some of the most important places in the city, museums, art galleries, etc. We believe that sharing our vision with the community we are inviting others to think about how art can improve our lives and the community life as a whole, reinforcing the identity of all in the process and inspiring others, schools and partners, to a similar path.

We hope this edition presenting the way we promote our student's work can be a reference for all who has, like us, the responsibility to guide art student's throughout the beginning of a successful career



1. EXHIBITIONS IN THE SCHOOL GALLERY

Presentation of photographic and graphic works in the form of exhibitions taking place in the school gallery

Escola Artística de Soares dos Reis

Amongst the several events that take place in EASR during the school year, we can highlight two: the school's anniversary and the final exhibition. This latter is an opportunity for students to showcase the work they developed throughout the year. The different departments take up the school's halls and turn it into a massive gallery open not only to its own community but also to outside guests. Besides the exhibition the school's body puts together events, such as concerts and performances in order to appeal to the general public and reinforce its cultural identity in the city of Porto. Moreover it allows for the students, teachers and parents to mingle and exchange ideas, and thus promoting the name of the school.

One other key moment in our school year is its anniversary which celebrations usually happen on the 1st week of January. During one week the school invites several speakers across a whole spectrum of the various creative industries as well as it promotes events that involve the whole school community, celebrating its trademark as a pivotal art's school in the country. The panel of speakers is also a great way for students to learn outside the traditional classroom.

- Technikum Fototechniczne
- Walter-Gropius-Berufskolleg



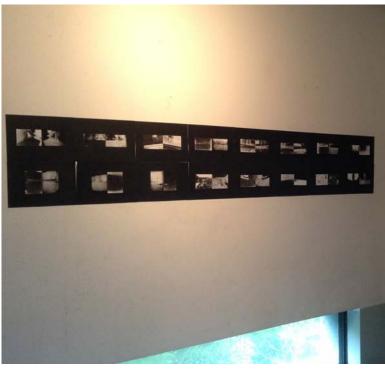


1. EXHIBITIONS IN THE SCHOOL GALLERY

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Escola Artística de Soares dos Reis





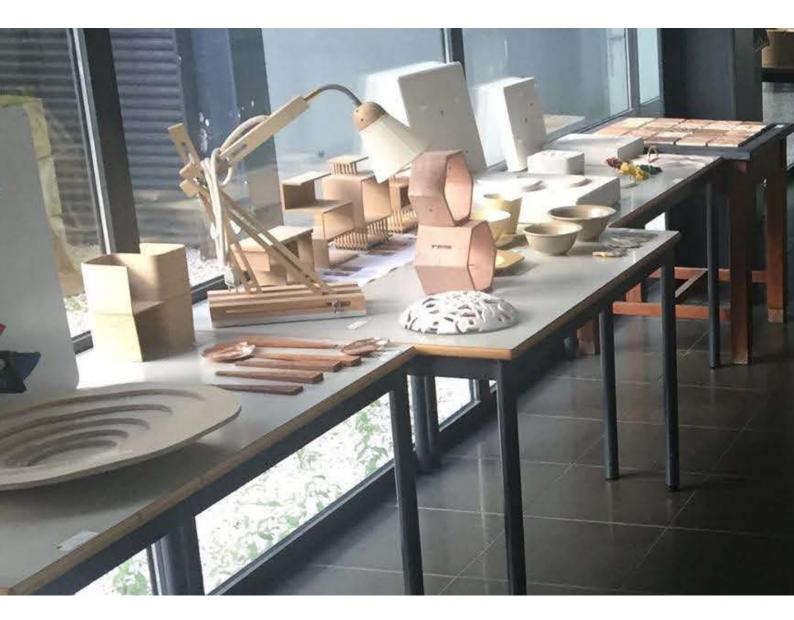


2. EXHIBITIONS AT SCHOOL

Presentation of photographic and graphic works in the school space

Escola Artística de Soares dos Reis

- HTBLVA Graz Ortweinschule
- Walter-Gropius-Berufskolleg





2. EXHIBITIONS AT SCHOOL





3. EXHIBITIONS IN MUSEUMS AND CITY GALLERIES

Presentation of photographic and graphic works in the form of exhibitions held in museums and professional urban galleries

Technikum Fototechniczne

In case of schools educating in professions related to photography, graphics and film, cooperation of educational institutions with cultural centers is simply indispensable. Organizing exhibitions of students' achievements in renowned museums and city galleries gives students exceptionally high rank, facilitates promotion of their works in broad out-of-school environments and provides graduates with certificates of renown institutions, which may prove important to their careers.

Technikum Fototechniczne in Warsaw is actively looking for prestigious exhibition venues, analyzing the offer of cultural institutions in the local environment and presenting them with its exhibition proposals. The school's activity has meant that the institution has been cooperating closely with museums and galleries in Warsaw for many years, organizing presentations of photographs taken by students. The most spectacular exhibitions have been held for 10 years at the headquarters of the Royal Castle in Warsaw. They are the result of annual joint cultural projects. The places where students' exhibitions were presented include Polish and foreign state museums (Technikmuseum in Berlin, Museum of King Jan III's Palace in Wilanów, J. Piłsudski's Museum in Sulejówek, Railway Museum - Museum Station, Museum of Warsaw, Technical Museum) and municipal museums and galleries.

Organizing exhibitions in professional museums and galleries has, apart from promotional advantages, also the advantage that cultural institutions often cover costs related to printing and presentation of works, prepare additional materials in the form of programs and folders, invite to open-to-public exhibitions, disseminate in a professional manner through cultural channels information about exhibitions and their creators.

The works exhibited in museums and galleries must, however, have a very high quality and artistic value, as this is an indispensable condition for their presentation in a specialized and renowned cultural institutions.

Practice also applied by:
• HTBLVA Graz - Ortweinschule

4. EXHIBITIONS IN MUNICIPAL INSTITUTIONS AND COMPANIES

Presentation of photographic and graphic works in the form of exhibitions taking place in urban space (office buildings, embassies, cafes, restaurants, shopping centers, railway stations, parks, headquarters of municipal institutions)

Escola Artística de Soares dos Reis

EASR is the only public art's school in the north of Portugal. This quality alone already attaches a big sense of responsibility, demanding from the school a prestigic body of work and a deeper engagement in promoting both the curriculum and our student's skills. Due to this particularity we have signed multiple partnerships with several cultural identities from Porto, such as public and private institutions, museums, associations, festivals, etc. One of our recent partnerships was the Bienal de Fotografia do Porto, which is notorious not only in Porto but in the whole country and abroad representing one of the biggest events in photography. This partnership allowed for a group of students to have their work shown at one of the many galleries that house the event.

Regardless of the partnership our aim is always to be able to promote our student's work and the school itself as a place where innovation and responsibility walk hand in hand.

- HTBLVA Graz Ortweinschule
- Walter-Gropius-Berufskolleg



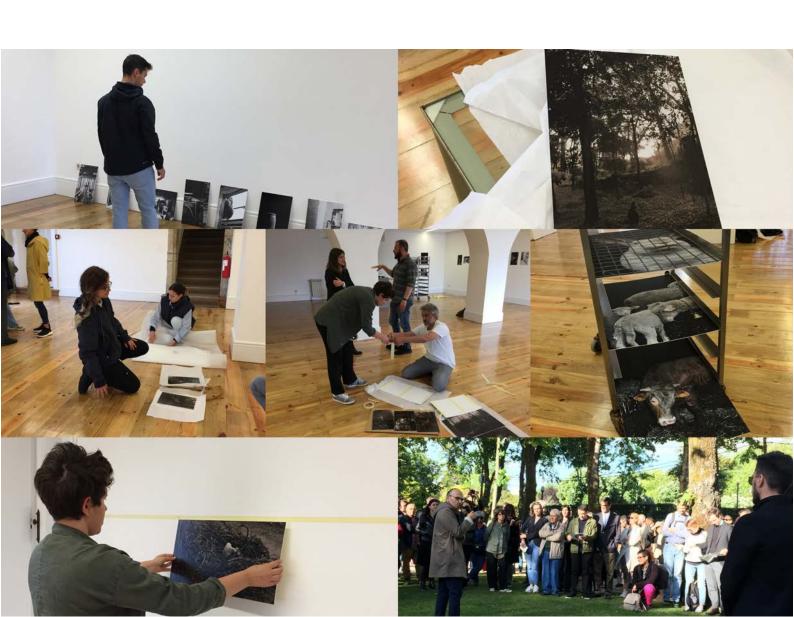






4. EXHIBITIONS IN MUNICIPAL INSTITUTIONS AND COMPANIES

HOUSE TAÏT - MUSEUM - PORTO



4. EXHIBITIONS IN MUNICIPAL INSTITUTIONS AND COMPANIE

FOUNDATION HOUSE OF IMAGE - PORTO



5. EXHIBITIONS IN THE URBAN SPACE

Presentation of photographic, film and graphic works in the form of exhibitions taking place during urban events (e.g. Warsaw Children's Day, the Chłodna Street Festival, etc)

Technikum Fototechniczne

Schools in the photographic and graphic field are not always able to obtain space for exhibitions of students' works in renowned museums and galleries. Thus, Technikum Fototechniczne uses cyclical or one-off urban events to present the achievements of the youth. Among the events during which pupils' and school's works can be promoted are: town or city days, celebrations of anniversaries, public and religious holidays, conventions and conferences for various professional environments, local, school and company events of various types. Technikum Fototechniczne joined the projects organized by other entities and presented the achievements of its students, among others during:

- 1. Celebrations related to the 100th anniversary of Poland regaining independence organized by the territorial self-government;
- 2. Independence Day (exhibitions of graphic works devoted to the meaning of national colors and the Polish flag in the lives of young people),
- 3. Celebrations of the 35th anniversary of martial law in Poland (presentation of photographs and an exhibition of photographs referring to the famous photographs by Chris Niedenthal),
- 4. Events related to the celebrations of the XXV anniversary of cooperation between Berlin and Warsaw and the Open Day of the German Embassy (exhibition "Change of place of residence, Germans in Warsaw, Poles in Berlin"),
- 5. Warsaw Children's Day, Women's Day and Teacher's Day (presentations of photojournalism of events at the offices of municipal institutions),
- 6. Cavalry Holidays (outdoor exhibitions showing photographs taken by students in the previous year),
- 7. Night of Museums.

The exhibitions presented during the celebrations of these days and holidays were thematically related to the event. An important element of the school's work is, therefore, conducting classes in the field of photography and graphics in a substantive connection with the current calendar of local events.







Technikum Fototechniczne not only adapts to the calendar of urban events, but also creates their course by directing to their organizers an offer enriching the substantive scope of the undertaking. The subject matter of the proposed exhibitions does not refer directly to a given event, but shows the talents of students in various areas of photography and graphics. On the occasion of the feast of one of the city streets (Chłodna St. in Warsaw), the school presented exhibitions of the most outstanding student works created in a given year. A good opportunity to promote the students' achievements are also conferences for teachers. The meeting about talented students became, for example, a pretext for the presentation of student photos in the institution valued in Poland - the Copernicus Science Center.

One cannot overestimate the promotion of students' achievements by presenting the effects of cooperation with the school by companies, associations, foundations and other institutions of the local environment. As an end result of joint activities, they organize photographic exhibitions on their premises showing the course and effects of cooperation. Technikum Fototechniczne presented in this way photographs of its students at the premises of the Warsaw ballet school, hairdressing and styling school and several foundations, and photographs taken as part of the project "Debutants" illustrated activities of participants of the program in Warsaw and Vienna.

The school maintains wide contacts with the local community, analyzes its needs and wonders how to satisfy them. Thanks to such a system of work, it is able to prepare an appropriate offer, while guaranteeing high technical and artistic quality of the works. Adapting the offer to the requirements of event organizers facilitates its inclusion in the undertaking and makes the school's efforts to promote students and the institution effective. It also increases the chance of financing the exhibition by the organizer of the event.

Practice also applied by:

• HTBLVA Graz - Ortweinschule

6. EXHIBITIONS AND PRESENTATIONS FOR CANDIDATES FOR SCHOOL

Presentation of photographic, film and graphic works during school promotion

HTBLVA Graz - Ortweinschule

Open House Day at Ortweinschule

Promoting achievements of students and respective departments to attract new candidates for school has been a vital marketing strategy for years. Approaching "new customers" on eye level, on a peer to peer basis, has proved to be very successful for getting the kids interested in the various departments and fields of artistic education on offer at Ortweinschule.

Ortweinschule stages its Open House Day once a year for two days and always in the last week of November. Staging this exhibition of departments and their fields of education always involves a big effort from students as well as teachers. Preparation for Open House Day usually starts well before the actual date: projects, workshops, resources in terms of rooms, materials, technical equipment and the like need to be brainstormed, implemented and secured.

During the two days of exhibitions the students of Ortweinschule also do act as guides for the visitors guaranteeing a low-threshold approach to arts and design for the curious newcomers. Numbers of visitors at the Open House Day usually are a strong indicator for inscriptions for the coming school year.

A special highlight at Open House Days always is the Film and Multimedia Department's television show. Third form students stage a real TV show being broadcasted live for the visitors and streamed online.

Open House Day Promotional Video: https://bit.ly/2Edn6hB



- Technikum Fototechniczne
- · Walter-Gropius-Berufskolleg
- Escola Artística de Soares dos Reis



7. FILM AND PHOTOGRAPHIC FESTIVALS AND REVIEWS

HTBLVA Graz - Ortweinschule

Vocational education at Ortweinschule is offered to young students aged 14 to 19 to obtain an A-level as well as a vocational certificate in respective fields of arts and design. In order to be accepted, all prospective students undergo initial assessment with the focus on subject areas chosen. Internships are compulsory in all fields. Curricula provide for theoretical and practical professional education to cover usually more than 50% of the number of hours per week required in total, which is on average 22 hours. Especially students in the field of Photography and MultimediaArt as well as Film and MultimediaArt are supported by the school to go public with their works as early as possible during their studies and collect practical experience. In collaboration with companies and public institutions, photographic exhibitions are staged regularly in Graz and Styria. The students in Film and MultimediaArt are frequently invited to take part in festivals.

Practice also applied by:

 Escola Artística de Soares dos Reis



8. IN THE COURSE OF SCHOOL PROMOTION

External educational fairs, school presentations, open school days

Technikum Fototechniczne

The schools of the photographic, graphic and film industries most effectively promote their achievements through the presentation of students' works. The opportunity to show the achievements of students and the school are, among others, educational fairs, open days and other types of presentations of educational institutions organized for school candidates and their families.

In order to stand out among the exhibitors, Technikum Fototechniczne presents each time the most beautiful student pictures, arranged in the form of a mini-exhibition. Depending on the size and form of the exhibition stand, the photographs are presented directly on the walls or on the exhibition easels, as well as in the form of a multimedia presentation on the monitor. Every year, the school presents the pupils' work during the Warsaw and district educational fairs.

Technikum Fototechniczne also visits other lower-level schools with exhibitions and presentations of the students' achievements, effectively acquiring candidates in this way.

An advantageous occasion for exhibitions in the school gallery and passageways at the school's headquarters are school open days and annual meetings with career counselors. Also visits of special school guests (representatives of local government, other educational institutions, employers) are a pretext for changing the school's decor and a new exhibition in the school gallery.



- Walter-Gropius-Berufskolleg
- Escola Artística de Soares dos Reis

9. SCHOOL WEBSITE

Escola Artística de Soares dos Reis

The Art School of Soares dos Reis maintains a permanently updated portal with news and information relevant to the life of the school community, being the principal mean of communication of the school.

In this portal are also available news about student work and about the prizes that students gain in participation in contests and events. In addition, the exhibitions in which our students participate are disclosed.

- HTBLVA Graz Ortweinschule
- · Walter-Gropius-Berufskolleg



10. SCHOOL SOCIAL NETWORKS

Escola Artística de Soares dos Reis

In order to publicize its activity to the community, the School created a team of teachers specially dedicated to the management of social networks.

Information about school activity and students' work is available in these networks. The management of these networks has different approaches depending on whether it is Facebook, Instagram, Vimeo or YouTube.

In addition, there are several courses that maintain their own accounts in order to publicize work from their courses, such as Audiovisual Communication or Artistic Production.



- HTBLVA Graz Ortweinschule
- Walter-Gropius-Berufskolleg

11. WEBSITES OF MUNICIPAL AND OTHER INSTITUTIONS

Walter-Gropius-Berufskolleg

Our students love to work with real customers and are often asked to design logos, labels, leaflets, posters or other print media for schools or municipal institutions.

They enjoy professional briefings, create drafts and often design websites or print products which are then presented to the representatives of these institutions.

When a design has been chosen, the final product is actually used and recognized by the public. It appears in publications and on the website of the institution.

Here are some examples:





12. PRODUCT BASES FOR INTERNATIONAL PROJECTS

Technikum Fototechniczne

The students' achievements created in the framework of international cooperation can be also promoted by posting material results in the form of photographic and graphic works in the bases of international educational programs. Technikum Fototechniczne used for this purpose the European Shared Treasure base ("A Young Portrait of Europe") and Erasmus + Project Results Platform ("A grasp of graphics and visuals"), which included the final products of the Comenius projects implemented at the school. Another platform on which student results were published is e-Twinning.

The international result databases allow the school to achieve even higher rank on the education market, confront its achievements at the international level with other institutions and gain foreign partners for further cooperation. On the other hand, students can present their work within the whole European Union and significantly broaden the circle of recipients of their art, as well as interest potential employers.

13. INTERNATIONAL PROJECT WEBSITES

Escola Artística de Soares dos Reis

As a way of publicizing the various Erasmus + projects in which Soares dos Reis' Art School is involved, we have been collaborating in the creation and management of the sites related to these projects.

In addition to allowing the dissemination of the projects to the community, they also function as repositories of the various products students developed and activities.

Examples:

Erasmus+ KA2

Art & Design in Our Lives · http://supskv.cz/erasmus/



P Search



Fashion show

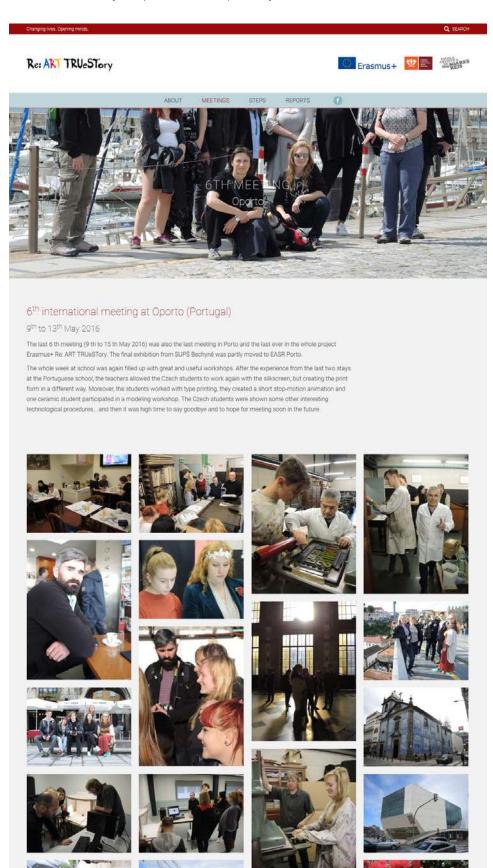


13. INTERNATIONAL PROJECT WEBSITES

Escola Artística de Soares dos Reis

Erasmus+ KA2

Re: ART TRUeSTory · http://erasmus.supsbechyne.cz/



14. A MASS-MEDIA

Walter-Gropius-Berufskolleg

A close contact to the local press is vital for each successful school or educational institution. Schools try to appear in their regional newspapers as often as possible in order to attract the attention of future students and their parents or families.

Journalists like to focus on students' viewpoints but are not always willing to report about exhibitions of students works. They like to concentrate on opinions or special interests of young people but also follow invitations to events or project presentations.

Here are some examples:



Liebe Schülerinnen und Schüler, liebe Lehrerinnen und Lehrer,

Vielen Dank für ihre Mühe.

Herzliche Große
Audi (as Audiu
LKD ANGREAS DIOREL









15. SCHOOL BULLETINS

Walter-Gropius-Berufskolleg

Vocational schools offer a wide range of educational courses which they like to present in image brochures or regularly updated bulletins. Requirements which are necessary to attend courses, the content and structure of those courses and the qualifications you can gain are presented, as well as examples of students' works and teaching methods. These bulletins are published in combination with separate flyers for each individual course which can easily be distributed at education fairs, meetings with partner schools, the employment office and career consultation Appointments.

Moreover once a year a colourful brochure is published which presents all European projects being conducted in vocational schools in one governmental district. It is distributed among all schools of the district, sent to (municipal) providers and other educational institutions to demonstrate the variety of projects and their effect on European vocational education.

Here are some examples:







16. SCHOOL NEWSLETTER

Walter-Gropius-Berufskolleg

In 2019 the first newsletter of one of our partner schools will be published to inform stakeholders about interesting school events, e.g. projects, excursions, exhibitions, the introduction of new equipment, open days, etc. It will probably be released every three months and sent to stakeholders. These are mainly all employers and agencies who train students in their companies (see Dual Training System and list of employers taking interns), but also representatives of municipal institutions, the school provider and all other school partners.

Here is an example page:



17. OCCASIONAL PUBLICATIONS

HTBLVA Graz - Ortweinschule

Ortweinschule's annual school report with a circulation of 5000 copies is issued each year and handed out to (former) students, parents, sponsors, companies and the like. Special achievements of students in all fields of education are specifically highlighted.

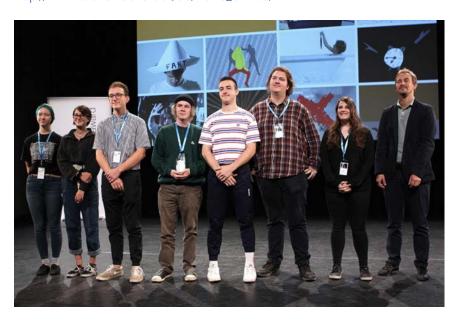


18. PHOTO/FILM/GRAPHIC CONTESTS

HTBLVA Graz - Ortweinschule

Students at Ortweinschule are encouraged to go public with their achievements and works as early as possible. Taking part in diverse contests is not only welcomed but also actively supported by the teachers. Participating successfully not only underlines the school's endeavor to be among – if not - the best schools of its kind in Austria, but also helps future graduates to evaluate the skills and competences acquired while studying at Ortweinschule. And our students definitely are successful as the many prizes and awards show.

http://www.ortweinschule.at/de/news_events/#





STUDENTS VOICES

"I had a chance to exhibit my photographs in the school gallery. For me it was an incredible event. I could take pride in presenting my works to the invited guests, my teachers and school mates. I also learned a lot on how to organize an event like this." Igor Rafalski

"When my photography techniques teacher invited me to participate in a big school project "Debutants" in cooperation with Museum of King Jan III's Palace in Wilanów I had no idea how big and important this event would turn out to be. At first our photos were exhibited at the Wilanów Museum's premises and then they were even shown in Vienna. It's hard to tell how proud we were."

Zofia Jędruszczak

"My work took part in a photography contest organized on the anniversary of Poland regaining independence by a cultural institution. They were exhibited on a large screen projector and analyzed by a well-known photographer. Later, they were printed as postcards. For me it's a chance to introduce my works to a wider audience."

Agnieszka Walawska

"Our school participated in photography and film project entitled "Say Independence".

We made films, organized exhibitions of photos and took part in important events. What I'm proud of most is, that one of the films we made was used as the background for a theatre play. It's hard to count all the people who saw it."

Anna Zając