

1st Summer School of Graphic Media Workflow, Zagreb 2024.

From February 12th to February 16th, 2024, the First Summer School of Graphic Media Workflow was held at the University of Zagreb Faculty of Graphic Arts.

The idea about this workshop came through the good cooperation in the CEEPUS network (RS-0704-12-2324 (Umbrella) - Research and Education in the Field of Graphic Engineering and Design). The summer school was initiated and organized by hosts, Assoc. Prof. Tomislav Cigula, PhD, Assoc. Prof. Rahela Kulčar, PhD and Prof. Igor Majnarić, PhD and with the financial support of the host institution. The attendees from abroad came to a short-term mobility in the CEEPUS which provided accommodation and daily allowance. CEEPUS is a programme for the mobility of students and academic staff of universities in the Danube region (Central European Exchange Program for University Studies).

The summer school was held by a joint effort of eight teachers coming from four institutions, University of Zagreb Faculty of Graphic Arts, the Faculty of Technical Sciences (Department for graphic engineering and design) of University of Novi Sad, the Faculty of Technology (Graphic Engineering) of University of Banja Luka, and the Faculty of Natural Sciences and Engineering (Department of Textiles, Graphic Arts, and Design, Chair of information and graphic arts technology) of University of Ljubljana. Majority of student participants came from Ljubljana, and the total number of students was 26. The summer school, lasted five days divided in three parts, first part (Day 1 and 2) was reserved for presentation of the involved institutions and presentation on topics which were helping students in their workshops (Day 3 and 4). The following topics were presented:

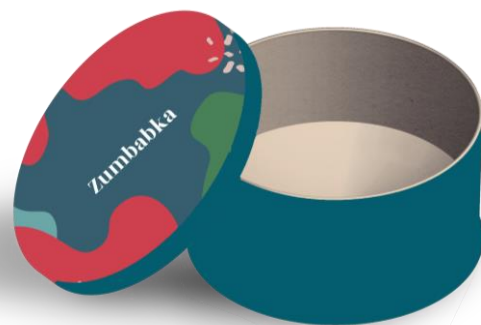
1. Graphic Media Workflow, *Assoc. Prof. Tomislav Cigula, PhD, Zagreb, Croatia*
2. Printing Estimating, *Assist. Prof. Zoran Gazibarić, PhD, Banja Luka, Bosnia and Hercegovina*
3. How to Market a Print Media Product, *Rastko Milošević, PhD, Novi Sad, Serbia*
4. Design of Printed and Digital Media, *MSc. Đorđe Vujčić, Banja Luka, Bosnia and Hercegovina*
5. Digital Graphics, *Prof. Helena Gabrijelčič Tomc, PhD, Ljubljana, Slovenia*
6. Role of „prepress“ in graphics – broader approach, *Prof. Raša Urbas, Ljubljana, Slovenia*
7. Color and Its Functional Role - Effects of Special Inks, *Assoc. Prof. Rahela Kulčar, PhD, Zagreb, Croatia*
8. Game Design Foundations, *Assist. Prof. Bojan Banjanin, PhD, Novi Sad Serbia*

On the 3rd and 4th day of the summer school, students were working in a mixed international group on a project of creating a conceptual packaging design for a food product, chocolate by the inputs given by the teachers.





The results achieved by the students in just two days in terms of the completeness and complexity of their final solutions, as well as the level of collaboration within the team they met for the first time, far exceeded the expectations of all participating professors! It is hard to present solutions teams have developed in those two days (design, marketing plan, etc.) but images of packaging design will have to do:



In order of appearance (from top left):

- **Team W** – Bliss bites, Anja, Maruša, Teodora and Lucija
- **Team K** – Frisky, Ana, Jure, Tina, Dajana and Jakov
- **Team C** – ReGreen, Tatjana, Sara, Vojin, Nina, Nuša
- **Team M** – Zumbabka, Nataša, Manca, Pika, Anastazija, Lucija, Toni
- **Team Y** – Rhythm, Tomislav, Jelena, Milica, Blanka, Katarina, Tamara

On the last day of the summer school, professors and students visited a very modern printing house near the faculty, Denona d.o.o. (<http://denona.hr/en/>), where they were hosted, guided, and given detailed explanations about the activities and production of the printing house by Mr. Robert Valpotić. After this tour, the hosts showcased their laboratories and introduced the workshop participants to their scientific research segment and the measuring equipment they have at the faculty.



Filled with very pleasant impressions from Zagreb, we hope that through this post, we will be able to convey at least a part of the experience of participants and the atmosphere of the summer school, thereby motivating students to consider applying for similar events.

To illustrate how students felt after the summer school, a few quotes:

“I had an amazing time at the 1st Summer School of Graphic Media Workflow in Zagreb! I was given the opportunity to learn, connect, and share my knowledge and experience with foreign students and experts, all while being supported through the whole process by our hosts (that made it so much fun)! I made memories and got to know foreign educational systems, cultures and the city of Zagreb in such a dynamic environment.” Lucija (Slovenia)

“The main thing I didn’t like is that this Summer School lasted only 5 days, wish it was longer :)” anonymous, from the poll (what I disliked most)

“The task was very demanding (especially for such a short period), but it was precisely this that bonded us and forced us to give 110%, and in the end, we achieved something we could be proud of, even if not all the details were thoroughly thought-through in the end.” anonymous, from the poll (what I liked most)

And smiles on faces after assignment completion (end of Day 4)

