



# WE ARE PROUD OF OUR HISTORY

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Vakalo was the first school of “Applied Arts” in Greece to offer full programmes of study at tertiary level.

Founded in **1958**, with a history of six successful decades already behind it, the school has established a **great reputation** as the foremost design education institution in Greece, and on many occasions has appeared among the top colleges internationally.



# MISSION

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The mission of Vakalo College (from 1958 until today) is to provide a thorough and in-depth art and design education aiming to develop the potential of students, both in terms of **creativity** and synthesis as well as **critical research** and analysis, enabling them to pursue fulfilling and distinguished professional careers.







## PARTNERSHIP

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In 1996 Vakalo entered into an agreement with the **University of Derby** to validate its programmes of studies at BA and MA levels.

The Vakalo did not seek to operate a franchise as it had developed its own programme through a 40-year period of successful operation till then.



# A 28 YEAR OLD LONG-STANDING PARTNERSHIP

- 1996 initial validation agreement (BA)
- 1998 upgrade to full honours (BA Hons)
- 2000 postgraduate validation (MA)
- 2001 UoD audit
- 2003 revalidation (UG)
- 2005 revalidation (PG)
- 2006 QAA Audit
- 2008 partnership review
- 2009 revalidation (UG+PG)
- 2011 revalidation (PG)
- 2011 QAA Audit
- 2013 revalidation (UG+PG conversion to 20 credits)
- 2015 partnership review
- 2015 QAA Audit (TNE)
- 2016 revalidation (UG) - new UG pathway
- 2018 revalidation (PG) - new PG pathways
- 2022 validation (PG) – new PG pathway
- 2023 revalidation (UG+PG)





# PROGRAMMES OFFERED / UG

The Vakalo College offers (under the validation of the University of Derby) 3-year undergraduate programmes of studies in design at BA (Hons) level in **three specialist pathways**:

- Graphic Design
- Interior Design
- Digital Design

All students pursue a common curriculum in the first year and then they select a specialist pathway for years 2 and 3.

Vakalo recruits a selected number of at most **100 new UG students** at Level 4.





# PROGRAMMES OFFERED / PG

The Vakalo College also offers (under the validation of the University of Derby) **three** full-time (12-month) or part-time (24-month) **postgraduate programmes** of study at MA level in

- Visual Communication
- Architectural Design and
- Digital Design

Each PG programme includes five specialisation routes, namely:

**Visual Communication** (Graphic Design, Typography, Illustration and Book Design, Digital Media Design, Visual Communication Theory)

**Architectural Design** (Interior Design, Landscape design, Spatial Design, Theatre Design, Hotel Design)

**Digital Design** (UX Design, UI Design, Motion Design, Branding Design, Digital Cultural Theory)





# INTERNATIONAL PROJECTS

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# INTERNATIONAL PROJECTS

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Early 90s:

- a) collaboration protocol with the **University of California at Pomona**
- b) joint programme of exchange visits and shows with the **London College of Printing (LCP)**

Late 90s: collaboration project with the **University of Aarhus**, Denmark was pursued on the illustration of the literary works of Argentinean Jorge Luis Borges

2012-2014: three-year Erasmus project with the **University of Derby**, the **University of Montpellier** and the **University of Venice** on Dance, Architecture and Spatiality (DAS project)

2016: collaboration with the **University of Kassel**, Germany, working on a joint project in the context of the Documenta 14 exhibition

2021-2022: collaboration with the **Bauhaus Universtitat**, Weimar-Germany, working on an Interior, Architecture and Set Design joint project

The personal archives of the College founders Eleni Vakalo, foremost Greek poetess and art-critic, and George Vakalo, prominent artist and stage designer, are kept at **Princeton University**, USA





# STAFF

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- Vakalo employs **46** highly qualified and **experienced staff** who form a closely-knit team of dedicated teachers, selected on the basis of shared values, principles and aims. 85% of them hold a Master's degree
- A good retention policy (**1:6 student to tutors ratio**) and a friendly environment ensures they strongly identify with the school and its progress
- A wide range of education backgrounds (Greece, UK, France, Germany, Italy, USA, Norway, the Netherlands) contributes to an open-minded and cosmopolitan outlook



# OUR TUTORS ARE AMONGST THE GREATEST DESIGNERS IN GREECE

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Our tutors are professional graphic, interior and digital designers, architects, artists and art historians with distinguished and prize-winning careers and all of them are accredited lecturers by University of Derby

We are proud to announce the following **stats** about 30 of our staff members, during the last 5 years (2019-2024):

- They have won more than **125 Design Awards**, national and international, including 8 American, 24 European, 89 National Awards and distinctions
- They have important clients and projects in their cv's, including the most important museums, theaters and companies in Greece
- They have organized and run more than **66 workshops and 82 inspirational lectures for Universities** and businesses all over the world
- They have taken part in more than **40 global art exhibitions**
- They have published more than **25 papers** in journals



# FACILITIES/ RESOURCES

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Vakalo operates at **three located sites** consisting of (i) the main **privately owned** building (1600 sq.m), serving the Undergraduate and the Postgraduate programmes, including the library and 3 computer labs, (ii) a privately owned visual arts and 3d model sculpturing lab (250 sq. m) and (iii) a printing and engraving workshop (250 sq. m).





# STUDENT EXPERIENCE

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- The student experience, as attested by student statements is a most positive one
- Students are offered opportunities to creatively investigate a wide range of design areas and are supported by library and online resources
- Vakalo provides a well equipped and friendly environment that fosters a sense of belonging to a special kind of team





# STUDENT EXPERIENCE

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- **200 visits** to Galleries, Museums, Archaeological sites and Design Studios in the last 7 years
- **15 educational trips** combining pleasure and learning also strengthen the 'Vakalo spirit'.  
Visits abroad, include:  
4 trips to New York,  
5 trips to Berlin,  
1 trip to Amsterdam
- **Live projects** with firms and NGOs, bring students into direct contact with the market and social issues







# EMPLOYABILITY

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- The **employment prospects** for Vakalo graduates are better than any competitor in Greece. The good name of the College, as well as the good work provided by our graduates in employment, attract employers who seek job candidates directly from the Vakalo.
- Over 150 advertisements for job opportunities received, against a figure of about 120 graduates in the last two years.
- Good prospects of **employment abroad** based on strong portfolios and college reputation, strengthened by the work of our alumni overseas.
- Vakalo alumni currently employed in the UK, Germany, USA, France, Spain, the Netherlands, Norway, Emirates.



# 21<sup>st</sup> CENTURY ALUMNI

## WORLD CLASS DISTINCTIONS

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- Image and Identity Department **Athens 2004 Olympic Games** Director, Olympic Games Consultant
- Mobius/UNESCO: **1<sup>st</sup>** prize in multi-media creativity
- **20** “best of show” awards in historical miniature figures international and World Expo’s competitions
- European Design Award for Vakalo animation campaign (3<sup>rd</sup> place)
- **8** American Design Awards
- **24** European Design Awards
- **200+** National Design Awards





# THE FUTURE / STRATEGY 2023-2028

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- Work closely with the University of Derby to develop an international centre for excellence in design
- Develop new PG programmes, that offer good employment prospects and a solid learning background for a sustained edge in the market (such as Master in UX/UI Digital Design)
- Increase recruitments, through focused publicity campaigns and by emphasizing the philosophy of Vakalo, which includes high quality teaching, well-equipped facilities, support to students and student/alumni achievement or distinctions
- Deliver some of the programmes offered not only in Greek but also in English to attract potential interest from overseas (e.g. summer schools, short courses or new PG programmes)
- Broaden portfolio to target potential international audiences exploring art and design in the context of Greek culture, ancient and modern, as well as the tourist industry, addressed to students of art and design schools abroad.
- Uphold good name built over six decades by continuing to provide high quality teaching, facilities, resources and support to our students.
- Closely follow developments in technology, market trends, education methods and techniques.
- Engage in joint student projects and exchange visits with Universities abroad.