

Plan managerial/ department DESIGN/ UAD Cluj Napoca
Prof.univ.dr. Rodica Alamoreanu

Fiintarea departamentului design din cadrul UAD are la baza o strategie stabilita de mai multa vreme care tinteste catre obiective de valoare perena.

Conditiiile fluctuante de pe piata muncii determina interesul departamentului catre ideea de a dezvolta in primul rind personalitatea artistica si creativitatea fiecarui student, de a-i gasi si dezvolta valentele si talentul.

Aceasta preocupare a departamentului e convergenta cu ceea ce astazi se numeste centrarea invatamintului pe student.

De aici rezulta, de aici doresc sa inceapa, orice initiativa de management in departamentul design.

Speram intr-o dezvoltare a relatiilor internationale si dorim prezenta unor profesori invitati utilizind contactele si platforma Erasmus. In ideea unor schimburi de experienta consider importanta restabilirea de contacte cu fosti studenti- actualmente buni profesionisti – pentru a conferentia pe teme de competenta lor si pentru a-si impartasi experienta profesionala de succes.

Importanta este si continuarea relatiilor deja stabilite de colegii mei cu reprezentanti ai institutiilor si ai comunitatilor locale, relatii care au avut un real succes.

O serie de propuneri cuprinse in axele prioritare ale universitatii se rezolva si la nivelul departamentelor. Astfel imbunatatirea si revizuirea periodica a curriculei si a continuturilor cursurilor, asigurarea unui corp profesoral de calitate, preocuparea pentru insertia absolventilor pe piata muncii – reprezinta constante in activitatea departamentului, acum si pe viitor.

Schimburile Erasmus, atat la nivelul studentilor cit si la nivelul profesorilor – au calitatea de a dinamiza activitatile departamentului. Ele trebuie sa aduca beneficiu procesului de invatamint si o crestere a calitatii lui.

Studentii sint – pe de alta parte- o sursa de creativitate si dorim implicarea lor in activitati de cercetare si creatie, in manifestari culturale ceea ce poate constitui o experienta benefica pentru dezvoltarea ulterioara a pesonalitatii lor.

Exista probleme de imagine care trebuie avute in vedere;

Popularizarea realizarilor departamentului design si a absolventilor. Initiative exista deja la nivelul departamentului prin existenta unui site destinat realizarilor studentilor. Au fost organizate expozitii pe diverse teme in afara universitatii dar cred ca ar trebui sa se organizeze si in interiorul ei pentru a putea insera mai bine realizarile departamentului in constiinta comunitatii.

Relatiile cu celelalte universitati de arta din Romania (la nivelul departamentelor de design) si organizarea de expozitii itinerante. (sau virtuale).

Un alt obiectiv este legat de dezvoltarea patrimoniului departamentului design; de mentinerea in actualitate a echipamentelor IT si a completarii elementelor de mobilier in conformitate cu numarul studentilor din departament.

Europass Curriculum Vitae

Personal information

First name(s) / Surname(s) **Rodica Alamoreanu**
 Address(es) 34/2 Ploiesti str., 400157 Cluj Napoca, Romania
 Telephone(s) +40264434770 Mobile: +40744911293
 E-mail ralamoreanu@gmail.com
 Nationality romanian
 Date of birth 20.01.1954
 Gender female

Occupational field **DESIGN, visual communication, high education**

Work experience

Dates 2012-present - head of Senat's Curricula Commission
 May 2008 – 2012 :Director of Research Center of Art and Design University in Cluj Napoca
 October 2006 –May 2008 Director of Artistic Creation Center "Explorari Creative in Arta si Design"
 1995-2000 and 2003- 2012 – Stiencific Secretary Faculty of Decorative Arts and Design
 2013-present - phd.Profesor design department UAD
 April 2006- 2013 : reader, design department UAD
 September 1991 -2005 lecturer, design department UAD

Occupation or position held PhD Profesor, Design Department , Faculty of Decorative Arts and Design
 Main activities and responsibilities Teaching visual communication, Graphic Design history
 Name and address of employer Art and Design University in Cluj Napoca
 Type of business or sector Art and design higher education

Education and training

Dates September 2005 - PhD at National Art University in Bucharest , Romania
 June 1977- Industrial and Interior Design diploma "Ioan Andreescu" Institute of Arts in Cluj Napoca,
 Design Department

Title of qualification awarded PhD in Visual Arts
 Principal subjects/occupational skills covered Teaching visual communications, graphic design and Graphic Design history
 Name and type of organisation providing education and training National Art University in Bucharest , Romania -PhD
 "Ioan Andreescu" Institute of Arts in Cluj Napoca

Personal skills and competences

Coordonation of research activity, data management, dissemination of UAD research activity,
 Teaching visual communication and Graphic Design history

Mother tongue(s) **Specify mother tongue : romanian**

Other language(s) **English, French**

Self-assessment
 European level (*)

Language

Language

		Understanding		Speaking		Writing	
		Listening	Reading	Spoken interaction	Spoken production		
E	Independent user		Independent user	Independent user	Independent user	Basic user	
F	Basic user		Basic user	Basic user	Basic user	Basic user	

(*) *Common European Framework of Reference for Languages*

Social skills and competences team spirit, loyalty , communication skills, positive attitude
 Technical skills and competences good command of research evaluation processes (I was responsible for the research activity raport in my university)
 Computer skills and competences Microsoft Word, CorelDraw, Adobe Photoshop, QuarkXPress

Annexes

Books

Design grafic între 1830-1940 - Ed. a 2-a, rev. -Cluj-Napoca : Alma Mater, 2012
ISBN 978-606-504-141-7

Designul grafic între 1830-1940, [Graphic design between 1830-1940] ed. Napoca Star Cluj
Napoca, 2010, ISBN 978-973-647-632-7

Designul grafic și publicatiile românești de avangardă, [Graphic design and avant-garde
Romanian publications], Alma Mater, 2005, ISBN 973-7898-22-2, 230 pagini

Chapters

From the first writings to multimedia, ed. ALTIP Alba Iulia, 2010, ISBN 978-973-117-255-2;
chapter: Graphics, design and multimedia: future and present stakes
ICOM prize 2011

Articles

Prof. Diana Ioana POPESCU, PhD, Reader **Rodica ALĂMOREANU** PhD
INFORMATION AND WARNING ON ROAD TRAFFIC NOISE BY VISUAL MEANS
TECHNICAL UNIVERSITY OF CLUJ-NAPOCA, Acta Technica Napocensis - Series Applied
Mathematics and Mechanics, vol. 57/1 2013, ISSN 1221-5872

Prof. Diana Ioana POPESCU, PhD, Reader **Rodica ALĂMOREANU** PhD
*GRAPHIC MATERIALS FOR INFORMATION AND WARNING
ON URBAN NOISE*

2010 ADEMS'10, the third International Conference (Advanced Engineering in Mechanical
Systems), at TECHNICAL UNIVERSITY OF CLUJ-NAPOCA

Intercultural Dialog 2008 – Bordeaux, France- round table *Communication* ; text :
« *Communications : Partager nos codes ?* »

Popescu D., Ursu-Fischer N., Alamoreanu R., Haiduc N., A Modern Model of Vibratory Plate
Compactor, Annals of MTEm for 2003 & Proceedings of the International Conference Modern
Technologies in Manufacturing, 2-4 October 2003, ISBN 973-656-490-8, pag. 377-380

Exhibitions

2014- 15 - Salonul Anual de Artă” al Uniunii Artiștilor Plastici filiala Cluj
2013-14- Salonul Anual de Artă” al Uniunii Artiștilor Plastici filiala Cluj
2012 - 13 dec-13 ian 2013 Salonul de grafica și arta decorativă- Muzeul National de Arta Cluj
2011 – 8dec-8 ian 2012 „Salonul Anual de Artă” al Uniunii Artiștilor Plastici filiala Cluj
2010, December – *Graphics and Decorative Arts Annual Exhibition* - National Art Museum in
Cluj Napoca
2007 October- *Europa Artium* Exhibition –National Art Museum in Cluj Napoca
2007 May –*Artists from Cluj in Sarmizegetusa* - UAP Galery, Deva
2007 June -Moments of Inspiration – Transylvanian Historical Museum in Cluj Napoca
2006 August- Sarmizegetusa – Creation Workshop
2006- *Graphics and Decorative Arts Annual Exhibition* UAP Cluj
2004 - Foto Video Department Exhibition, Art And Design University of Cluj , Casa Tranzit -
30 th May
2004 – March, *Gray/Pink* Exhibition, UAP Galery, Iuliu Maniu str., Cluj,
1991 – Decorative Arts Exhibition – CLUJ, UAP Galery, Iuliu Maniu str

Visiting professor

2012 – Academia Milano, Italia
2009-2010 Universite Le Mirail Toulouse –Franta –proiect FABREC
2009 – Palermo SICILIA, Italia ,schimb Erasmus
2008 – April – Erasmus, Academie Royale des Beaux Arts - Bruxelles
2007 November workshop Universite Le Mirail -Toulouse, France (Socrates exchange)
2006 April – Erasmus, Art University in Birmingham, UK
2006 April conference *Graphic Design and Romanian Avant-garde*, Art University in Dundee,
UK (Socrates exchange)
2006 April conferința *Graphic Design and Romanian Avant-garde*, Art University in Lincoln,
UK (Socrates exchange)
2004 April –Teaching- Academie Royale des Beaux Arts- Bruxelles, (Socrates exchange)
2002 June – Art University in Cracow -Poland (CEEPUS programme)
2000 May – Moholy-Nagy University in Budapest (CEEPUS programme)

<p style="text-align: center;">Annexes</p>	<p>Projects</p> <p>Proiectului POS DRU "Doctorate in Scolii de Excelenta" in calitate de expert. 2010-2011</p> <p>FABREC – <i>Fabrique européenne culturelle</i> in the PROGRAMME CULTURE (2007-2013) coordinator Centre d’Initiatives Artistiques de l’Université de Toulouse-Le Mirail, Sept.2008-Sept. 2010. Responsable du projet : Rodica Alamoreanu, Creation Note-Book 2008-2010, Voisinage</p> <p>Project IP <i>Entre dans et Design</i>, Universite Toulouse Le Mirail 2007</p> <p>Project: DESIGN BUSINESS - Training young designers in design process management, an important tool in creating profitable business - a pilot project in collaboration with Focus Design. program Funding: European Union PHARE 2000 – Economic and social structure: Human Resources Development in context industrial restructuring.</p> <p>RELANSIN program: Fundamental and applied research on vibrating plate compactors modernization, design and execution "(partners: Technical University Cluj Napoca Cluj Npapoca SC UNIREA SA) during 2001-03</p> <p>Member of CNCSIS program “ The study of ethnographic element as support of product design identity” - period 2001-02, 2002-03.</p>