

**Host organization: Academy of Art in Szczecin**

**Country: Poland**

**Organization role: coordinator, beneficiary, WP leader, task leader**

**Project Acronym: TICASS**

**Project start and end date: May 1, 2017 – April 30, 2021**

**Type of MSC action, H2020: RISE**

**Project objectives and research field:**

TICASS project investigates visual communication strategies in an urban context from the intercultural perspective. Research conducted in different locations? Local contexts (Poland, Kenya, the United Kingdom, Italy and the Czech Republic) allow us to look for similarities and differences in visual imagery, its aesthetics, relevance to social and economic structure, and communicative and educational values.

**Tell us why the topic is important and/ or how it brings to advancement in your research field:**

Visual communication is an important component of everyday social life around the globe, and we consider it a kind of 'universal' language. However, a closer observation allows us to notice anthropological, cultural, social and economic similarities and differences in various local contexts. This leads the project team to theoretical reflection on the possibility of effective intercultural visual communication and educational clues in practice. As a result, the Educational Recommendations for Studies in Media, Art and Design, as well as the series of courses in visual literacy for school children can be formulated and launched. Such recommendations and examples of good practices are necessary in order to implement visual literacy in public education effectively.

**What are the benefits of participating in a MSC action?**

MSC action allows TICASS researchers to exchange their knowledge, competences and experience from fellow researchers from other countries, also least developed nations. Opening up one's perspective is an important component necessary for understanding contemporary challenges, especially in the age of global migration processes.

**Did you encounter any challenges during application/ implementation and did you get any help?**

During the application process we have received a professional support from the Regional Centre for Innovation & Technology Transfer in Szczecin, which offered us trainings, workshops and individual assistance with the preparation of the application and Grant Agreement.

During the implementation we faced an unexpected leave of a Partner and prepared the Amendment to the Grant Agreement. In this process, the most help we have received was from the Association for Education, Science and Culture in Szczecin, who mediated between us and a new Partner; and from the Project Officer, who helped the team draft and implement the Amendment without undue delay, so that the second mobility in the project, planned to the new Partner's institutions, could be realized with just one month delay in comparison with the initial plan.

**Would you recommend others to apply? What useful advice/ tips can you give them?**

I would highly recommend participating in MSCA RISE programme, because it offers great possibilities for scientific development with tangible outputs. Important issues that have to be addressed are: considering the precise target groups and stakeholders; having more interested parties to participate in the project, in order to enable a smooth transition in case of another Partner's withdrawal from the project; preparing detailed work and financial plan for a Partner that may have insufficient know-how to do it on its own.

**What strategies did your organization use to attract the fellow/s? Are they in line with national strategies supporting the widening EC policy?**

In order to attract interested institutional parties, first we organized an initial meeting before the application. The meeting enabled us to figure out the form of the Consortium.

Finding persons interested in the project's research was not a problem, because visual communication strategies, structure and educational challenges are important subjects in humanities and art nowadays.

To attract broader audience and external stakeholders, we use the Internet website, newsletter, press releases, social media, open meetings in the project and a series of activities related to the project.