

HUMAN SIDE OF TECHNOLOGY

2021

A statement that we are the leading university in Lithuania is just the beginning of our story.

Kaunas University of Technology is the most notable technological higher education institution of our country originating from the University of Lithuania established in 1922. For a century, new knowledge and solutions are developed in the laboratories of KTU, the enterprises are born in the start-up incubator, modern methods of studies enable the students in the exploration of the boundaries of their capabilities and talent.

The technological component is significant in all our activities; however, we do not aim to improve the existing solutions but rather “employ” technologies to make life easier.

We are a stable and strong institution; therefore, we are not afraid of changes. We can be flexible. We watch the events of the world, listen to our partners in business and industry, respond to economic

and societal processes and propose solutions for a sustainable society of the future that contribute to the development and strengthening of our country.

Cooperation within the University creates interdisciplinary solutions – study programmes, innovations, research centres, research projects – corresponding to the needs of the modern world. Cooperation with external Lithuanian and global partners enables a global approach to challenges as well as contribution to the welfare of our planet using the solutions developed at the University.

The graduates of our studies have competencies enabling them to go beyond the limits of professions and give them new definitions, respond to the present trends of the labour market as well as foresee the future ones.

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STRONG

TALENTED

NEW

PROFESSIONAL

Strong/determined/solid – one of the largest universities in Lithuania originating from the first university of independent Lithuania – the University of Lithuania – a constant leader in national ratings maintaining stable positions in the international ratings.

Talented/intellectual/professional – world-class researchers conduct high-level research, talented students who are provided with the opportunities of development of their skills under various additional programmes, professional lecturers.

Open/positive/friendly – the university communicates the latest scientific discoveries to the public, organises the exhibitions of scientific inventions and gives public lectures, has laboratories with their modern equipment which are open to business and industry, conducts cooperation between various areas and specialists, business and industry representatives are involved in the process of studies.

RELIABLE

Modern/progressive/trend-setter – laboratories equipped with state-of-the-art equipment, modern didactics for the improvement of the students' skills and knowledge, teams of researchers solving the challenges of the modern global world.

Dynamic/pro-active/moving/searching/curious/flexible/brave – the achievements of the university's alumni break down the stereotypical image of the "nerd" the university bravely reorganizes, changes, responds to everyday realities not only by the studies and scientific solutions it offers but also their organisational processes.

Practical/pragmatic/rational – the developed innovations are applied in real life, the practical learning methods are applied in the process of studies, as a member of the international ECIU University, KTU uses challenge-based learning to contribute to the development of solutions for a local and global society.

Entrepreneurial – KTU established the first academic start-up incubator in Lithuania – "Startup Space"; it has the National Innovation and Entrepreneurship Centre – one-stop-shop between the business and research, organises hackathons, provides opportunities to get support from business angels for successful development of ideas, organises the largest career and contact fair in the Baltic States.

Honest/reliable – diligent and persistent students and researchers are encouraged, provides with conditions for development; the system for development and maintenance of academic ethics is efficiently applied.

MANIC

PROGRESSIVE



VISUAL

IDENTITY

Courage

Be visually distinctive, apply the latest trends, maintain integrity; however, when the time comes, change.

Innovation

Application of 3D visuals in visual communication, the use of exclusive fonts for headlines.

Rationality

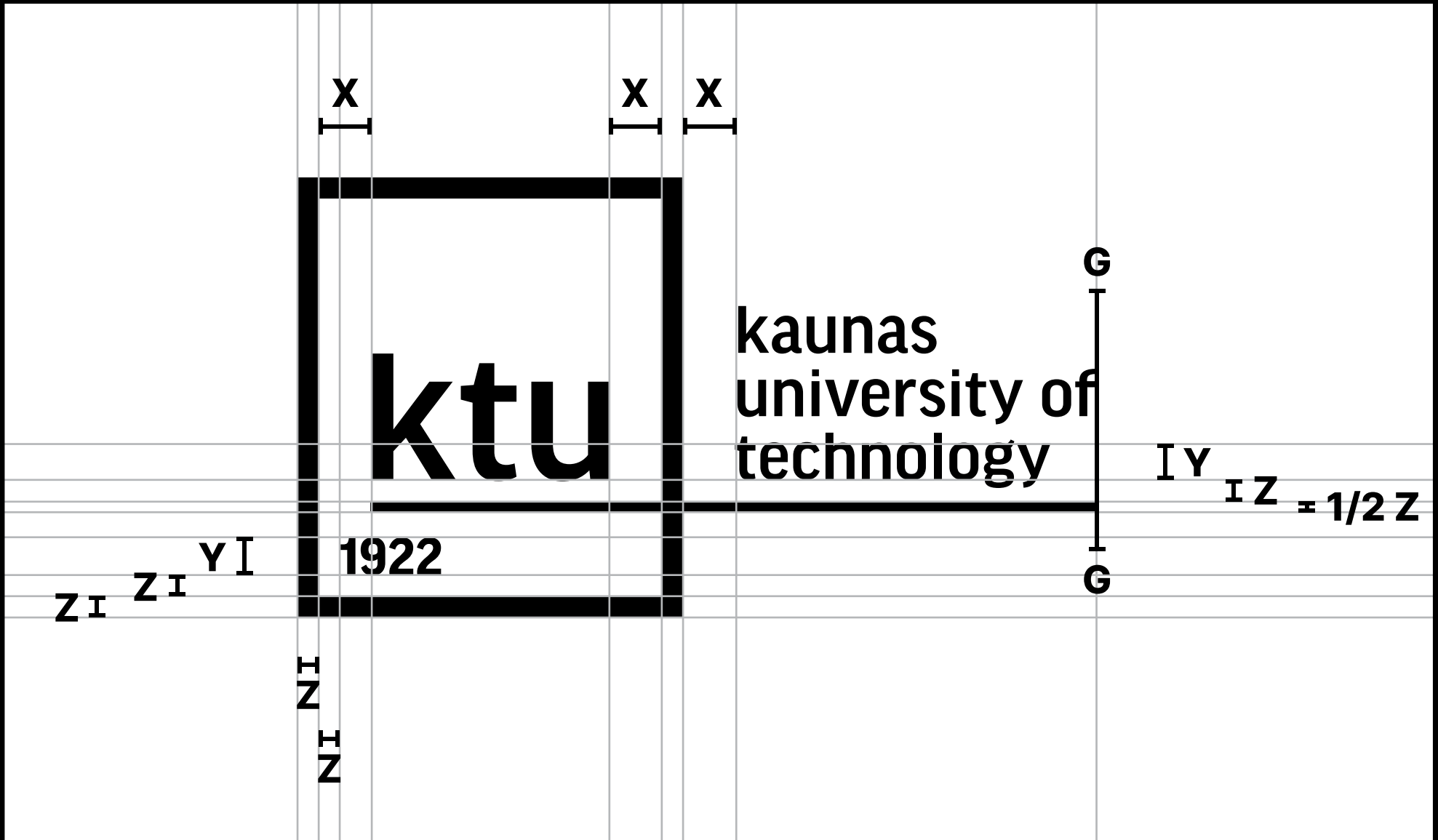
The use of the grid in visual aids, integration of the black colour.

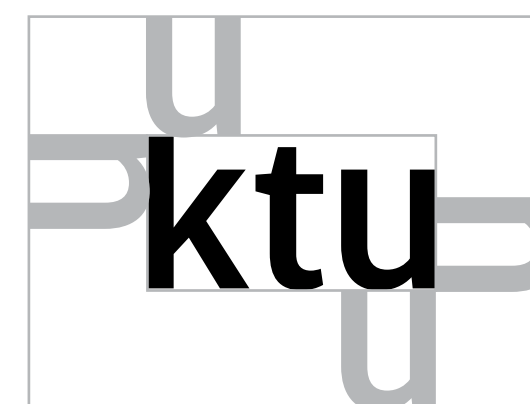
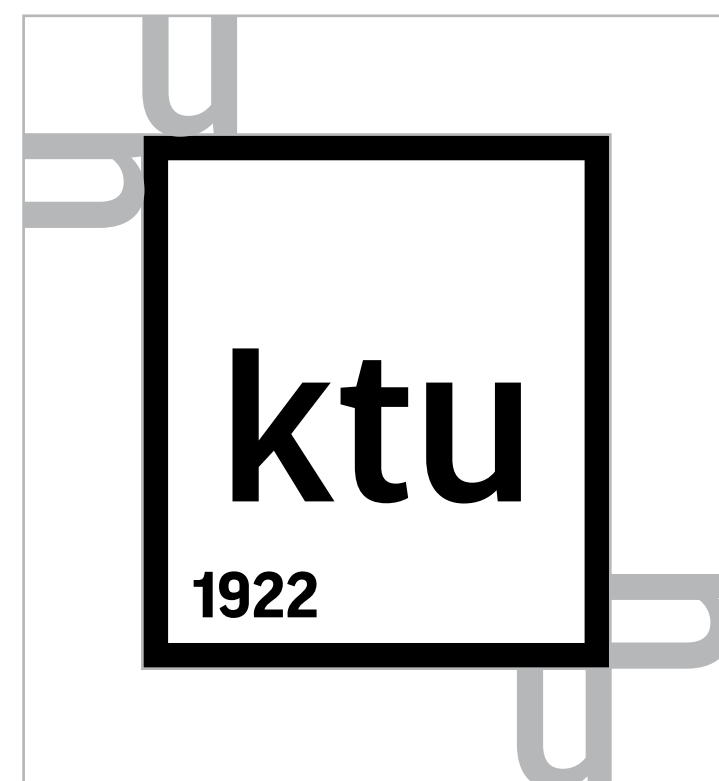
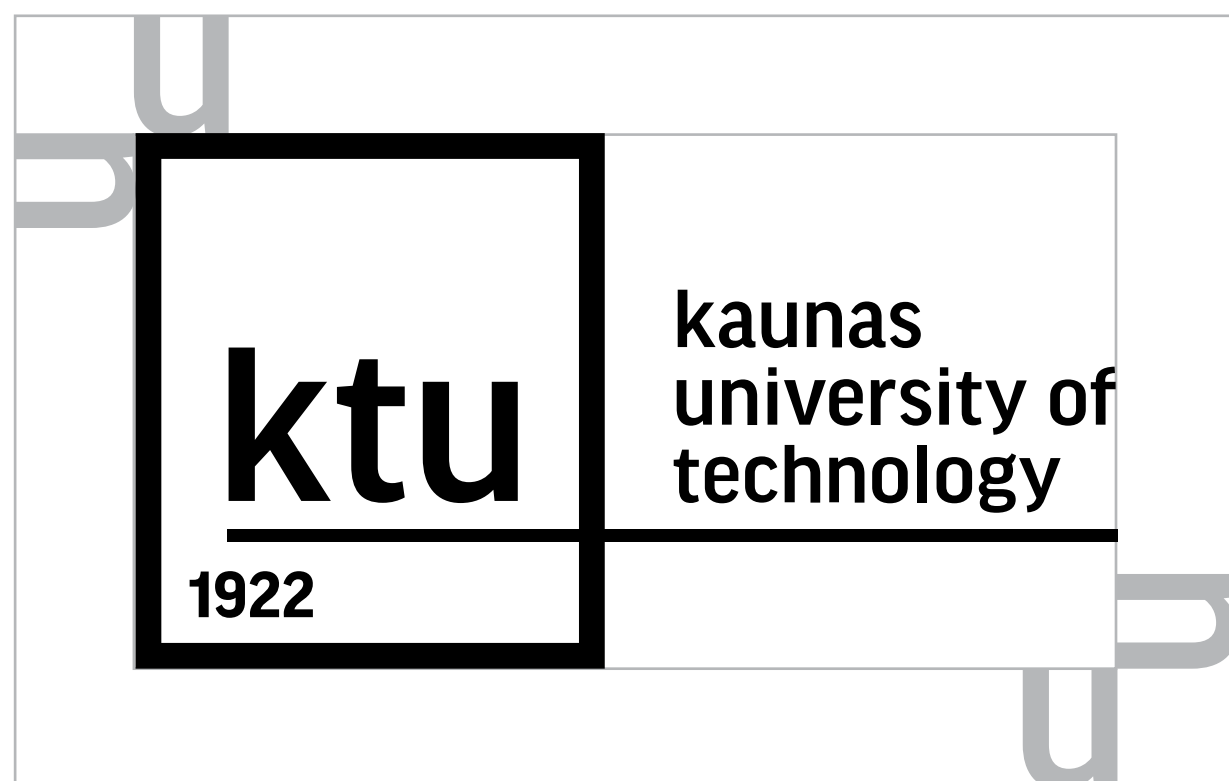
Cooperation

The combination of soft forms and sharp lines, the use of contrasting forms and colours creates visually attractive compositions indicating that cooperation among the different areas brings the best results.

Professionalism, transparency

Maintaining integrity by all means available use of open transparent forms.

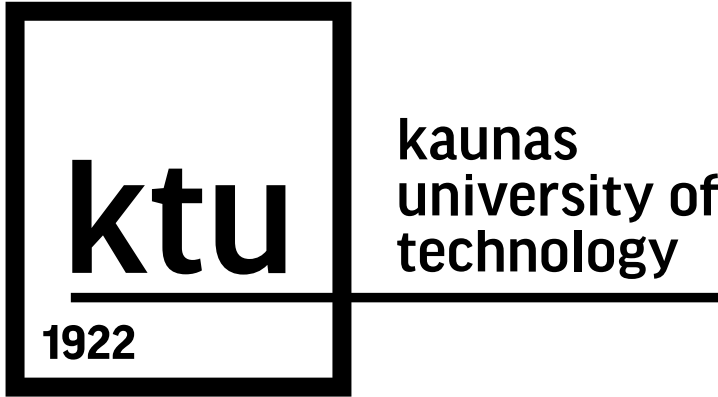
	 <p>The diagram illustrates the construction of the KTU logo on a grid. The logo consists of a square frame containing the lowercase letters 'ktu' in a bold, sans-serif font. To the right of the frame, the words 'kaunas university of technology' are written in a smaller, all-caps sans-serif font. Below the frame, the year '1922' is displayed. Various construction lines and labels are present: 'x' marks the width of the frame; 'G' marks the height of the frame; 'IY' and 'IZ' mark the height of the text; '1/2 Z' indicates a specific alignment point; 'Z I' and 'Y I' mark the width of the text; and 'N I' and 'N' mark the height of the year.</p>	<p>Use the font “Good Headline Pro Medium” in lower case lettering for the adaptations of the logo.</p> <p>Stretch 1/2 Z line as much as required for the alignment with the last dot of the most extending letter (G line).</p>
	<p>The logo is created in a manner to make it adaptable for the following groups as needed: administration, faculties, institutes.</p> <p>The Students’ Association(s), student organisations or newly emerging student communities can create their unique logos with the help of KTU marketing or external designers; the logos should be coherent with the main KTU logo.</p> <p>Individual logos and style guides, including the integration of the abbreviation KTU, can be created for the projects implemented at the University. All stylistics have to be approved and coordinated with KTU marketing.</p>	



The logo safe zone is identified according to the height of the **lowercase letter “u”** from **“ktu”** and includes all the perimeter of the logo.

VERSIONS OF

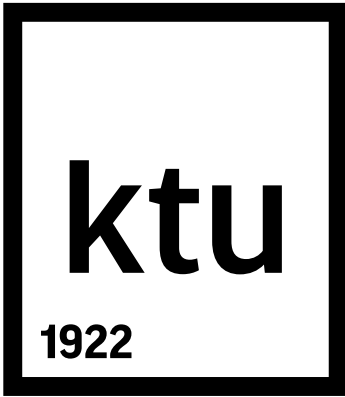
4 VERSIONS OF THE LOGO IN USE



Full logo

Recommended smallest size
(according to the height)

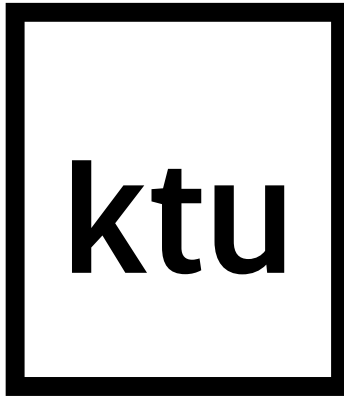
15 mm



Abbreviated logo

Recommended smallest size
(according to the height)

10 mm



Abbreviated logo
without a date

Recommended smallest size
(according to the height)

5 mm



Icon

Recommended smallest size
(according to the height)

1,5 mm

The logo can be used in four compositions. The use of various versions depends on the context and the medium.

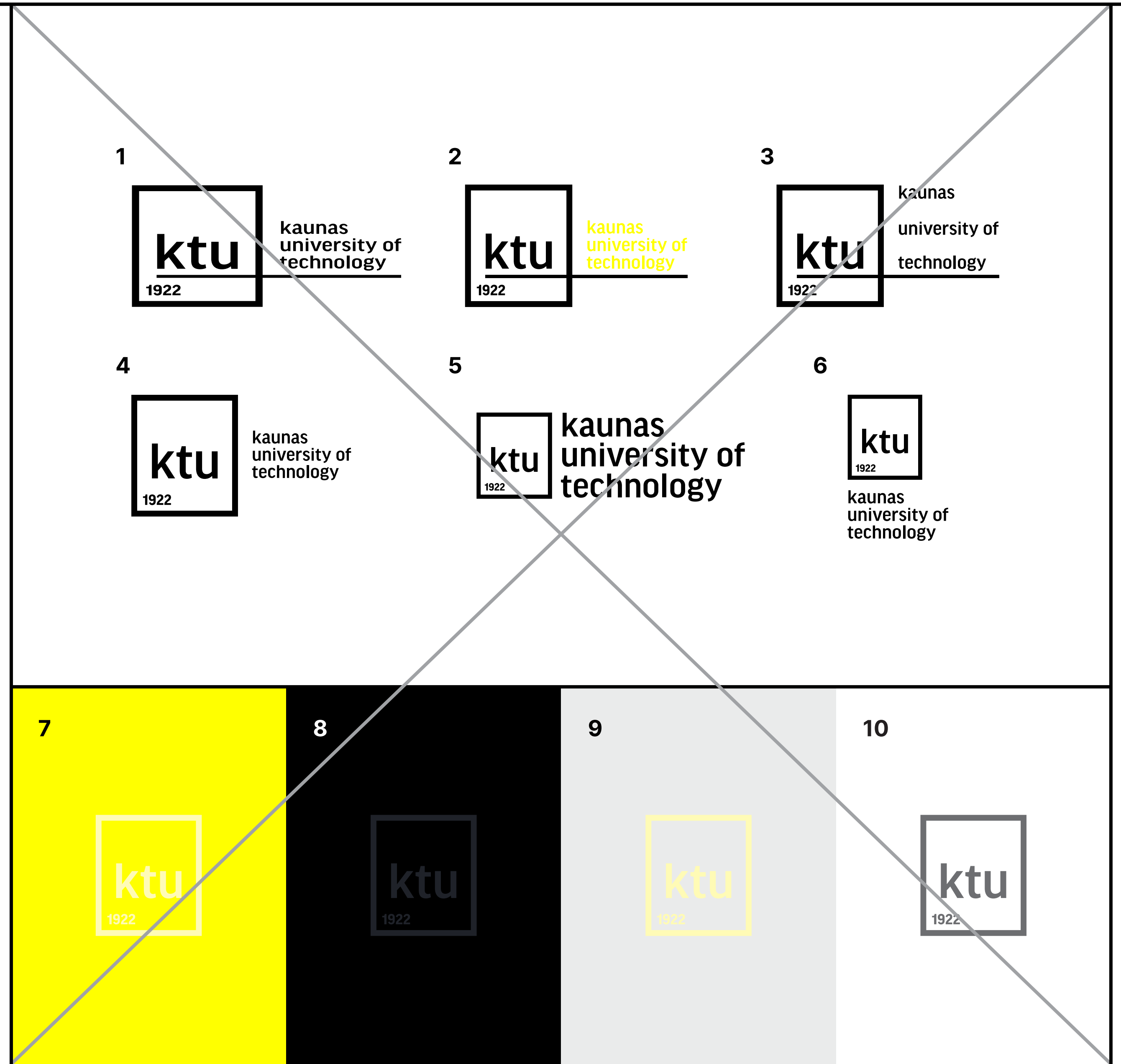
The recommended smallest size is only used for very small formats in printing on fabric surfaces for maximum readability.

THE LOGO

HOW NOT TO USE

The big Nos in the use of the logo:

- 1. Maintain the proportion** when increasing or decreasing the size of the logo. In this example, the logo is stretched horizontally.
- Use a monochrome logo – white in the dark background or dark tones in the bright background. If required by the concept, the colour of the logo can only be changed by the designers of KTU marketing or publishing house “Technologija”.
- The space between the lines of the logo has to be preserved as shown. **The spaces cannot be increased, reduced or otherwise changed.**
- The adaptations of the logo are **only used with a low dash**.
- The **size of the font of the logo's text cannot be changed**.
- The **location of the logo's adaptation text cannot be changed**.
- 7-8-9-10. The logo has to remain legible and contrasting** with the background.



EXAMPLES OF THE WRONG USE OF THE LOGO AND COLOURS

The colours used for general communication.
RGB – the colours used in the digital environment.
CMYK – the colours used in the press.

RGB and CMYK colours may differ a little.

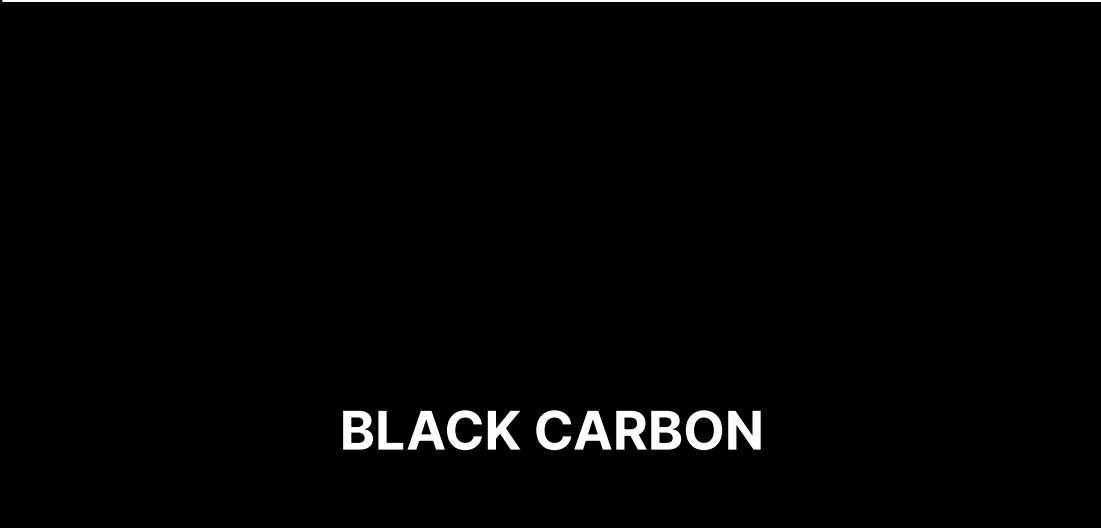
ELECTRIC YELLOW
In the theory of colours, the colour yellow is associated with rationality and clear thinking. This colour symbolises cognition – the wisdom gained through experience. The combination of black and yellow colours symbolises a mental advantage.

RGB 0/0/0
CMYK 0/0/0/100
HEX #000000

RGB 255/255/255
CMYK 0/0/0/0
HEX #ffffff

RGB 241/242/242
CMYK 0/0/0/5
HEX #f1f2f2

RGB 255/255/0
CMYK 0/0/100/0
HEX #ffff00



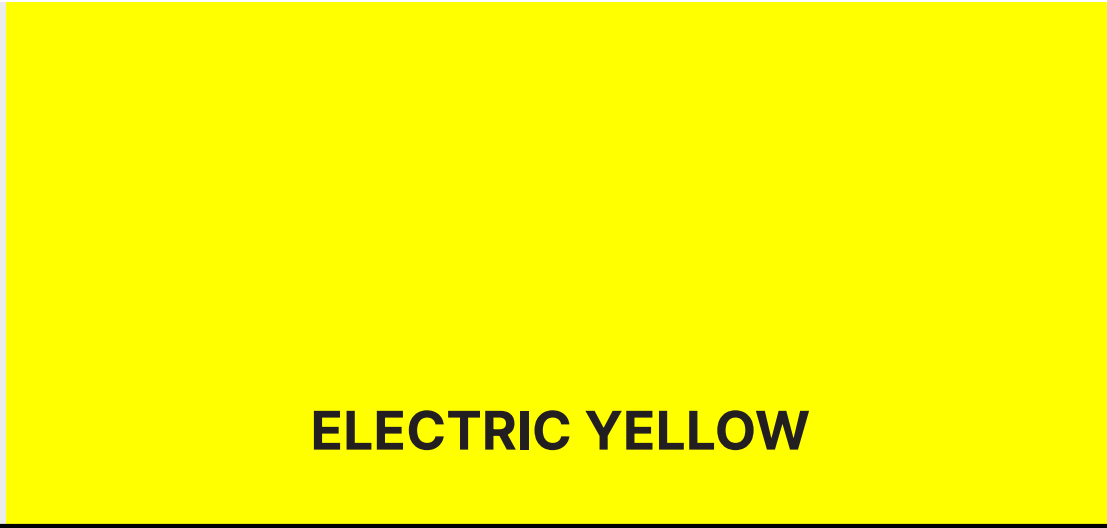
BLACK CARBON



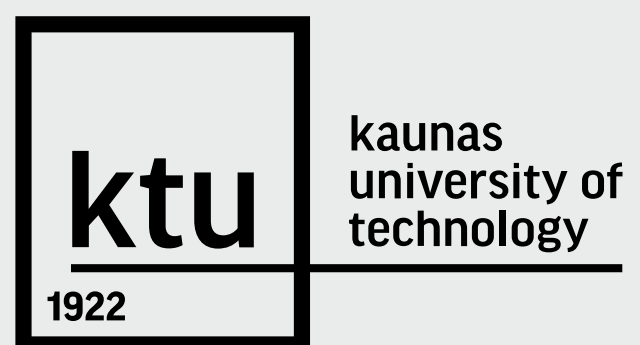
WHITE BALANCE

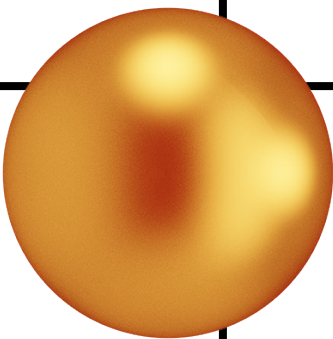


GREY MATTER



ELECTRIC YELLOW





INTER V

Inter V Extra LightInter V Extra Semi Bold

Inter V Extra RegularInter V Extra Bold

Inter V Extra MediumInter V Extra Black

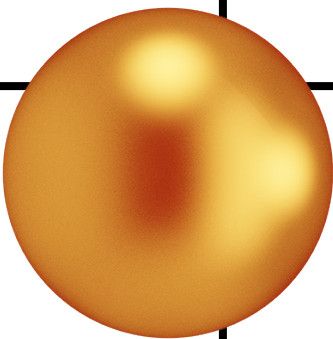
The universally used font is “Inter Variable”. This font is perfectly adapted for use in printing and on screen. The x height is specially adapted for readability. The font is created by Swedish software developer **Rasmus Andersson**.

ARCHIVO Black Regular

The “ARCHIVO Black Regular” is classified as a headline font. A brave, modern font was specially created for digital space and printing and adapted in 200 languages. Readability enables the use of this font as a graphic element in compositions. The letters **B, D, E, F, H, P, R** can be used.

SK PRIMOREGULAR

The “SK PRIMo Regular” is classified as a headline font and used for headlines. A brave and modern font was created by a calligrapher **Tikhon Reztcov** based on the periodic table “Opera”; in 2006, the British Royal Institute proclaimed the periodic table the best book of all time.



ARIAL

LUFGA

Inter V Extra Light

Lufga Regular

Inter V Extra Regular

Lufga Bold

The “Arial” font for universal use. One of the most popular fonts included in the software of all computers. This font is perfectly adapted for use in printing and on screen. It is used as the replacement of the font “Inter V”.

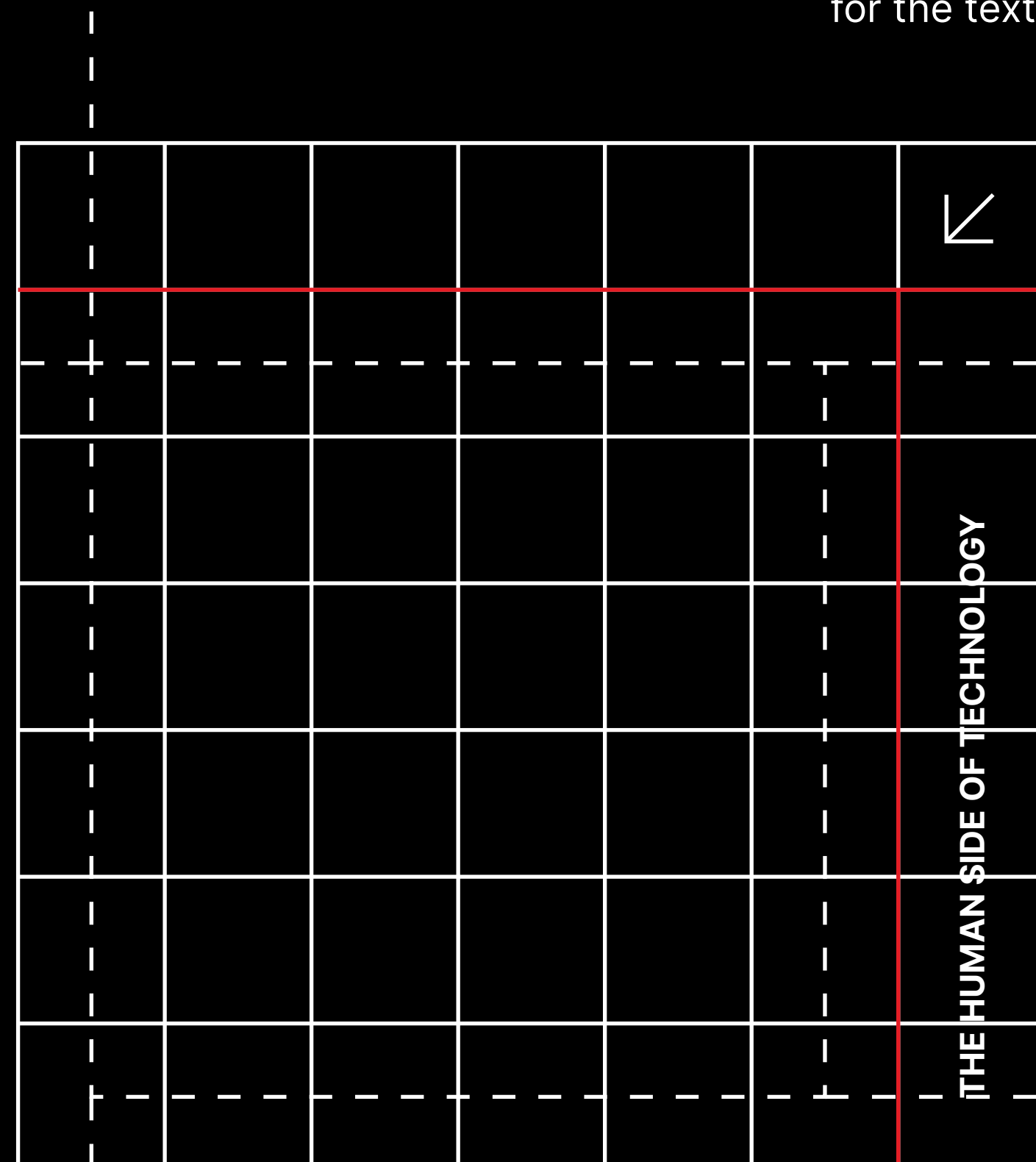
Minimalistic but ornate font “Lufga”. It is used for the communication letters written on special occasions and festive greetings.



Graphic elements. They are used in presentations, social media visuals as additional graphic elements.

The composed text cannot cross the dotted lines.

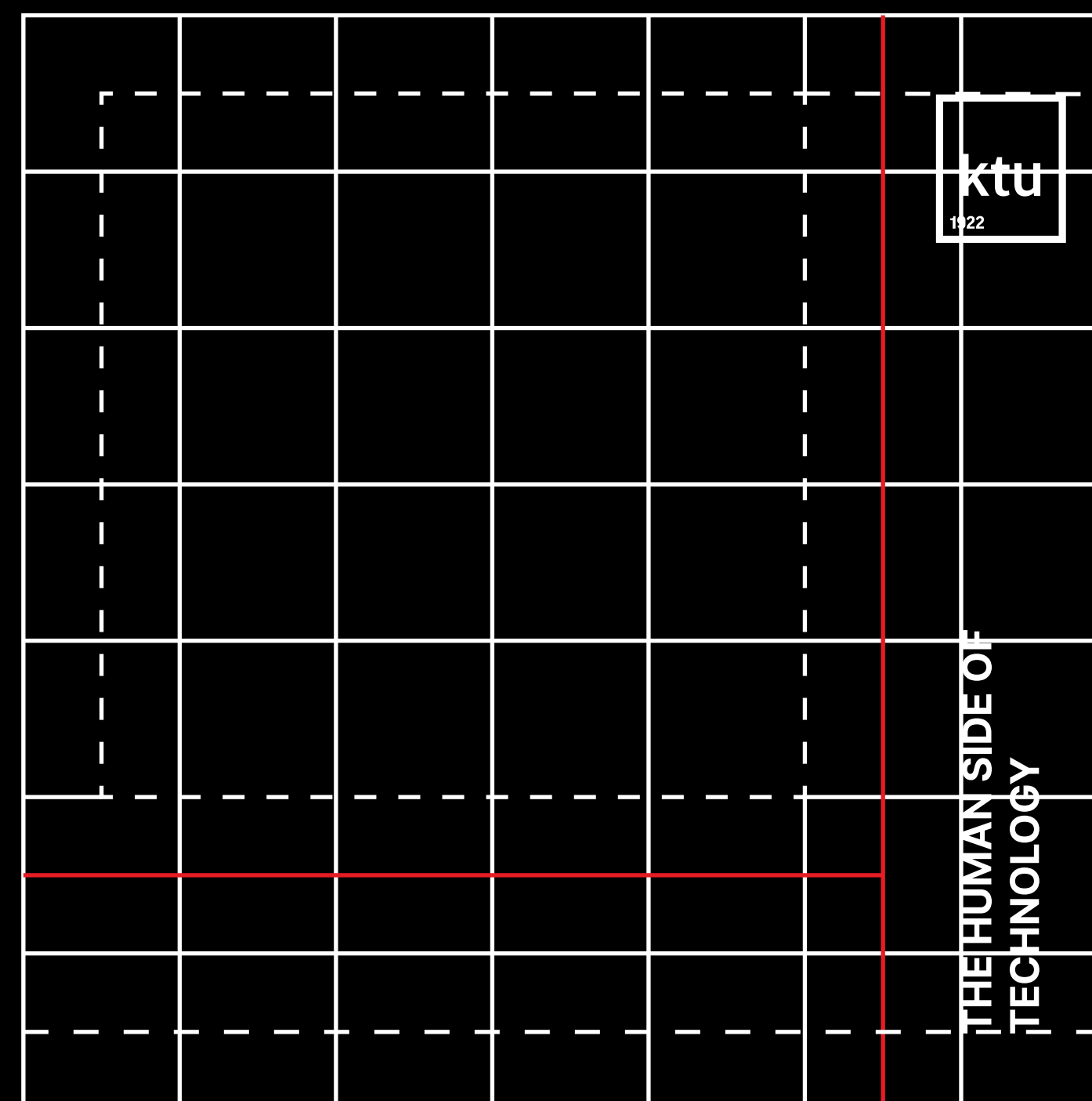
An icon can be included if there is sufficient space for the text.



The composed text cannot cross the dotted lines (1/2 box).

If the used icon is next to the text written on the top, the motto is written in one line.

A place for an abbreviated KTU logo.

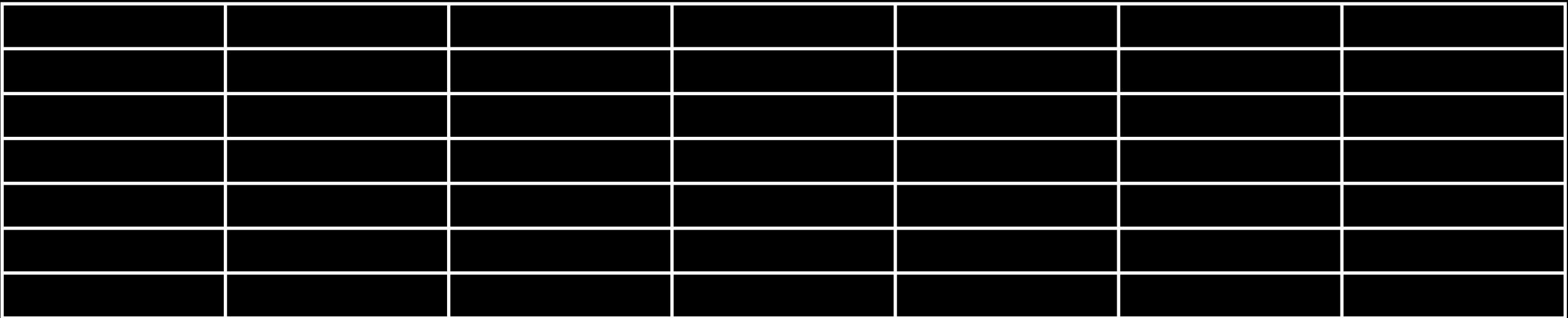
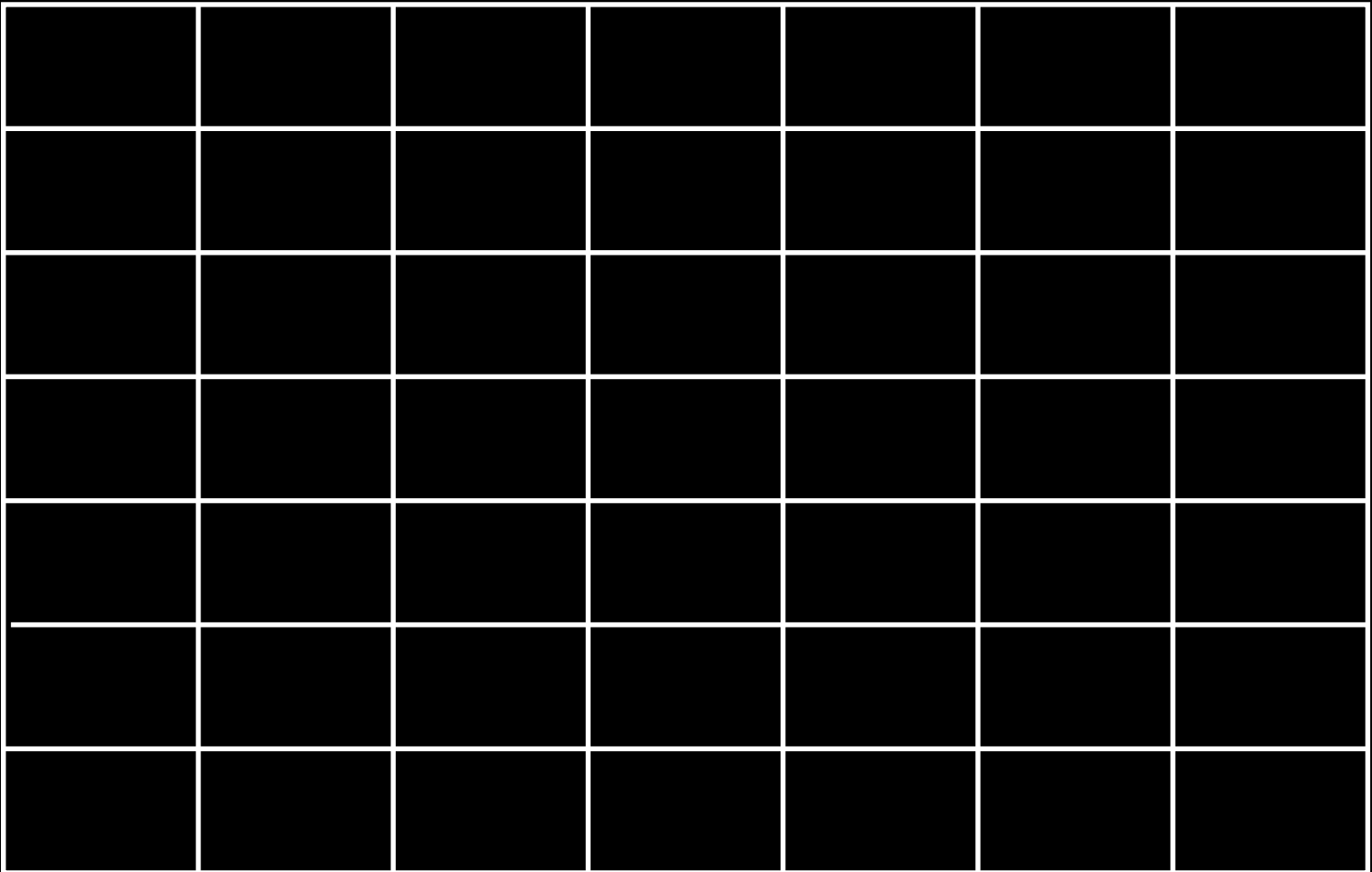
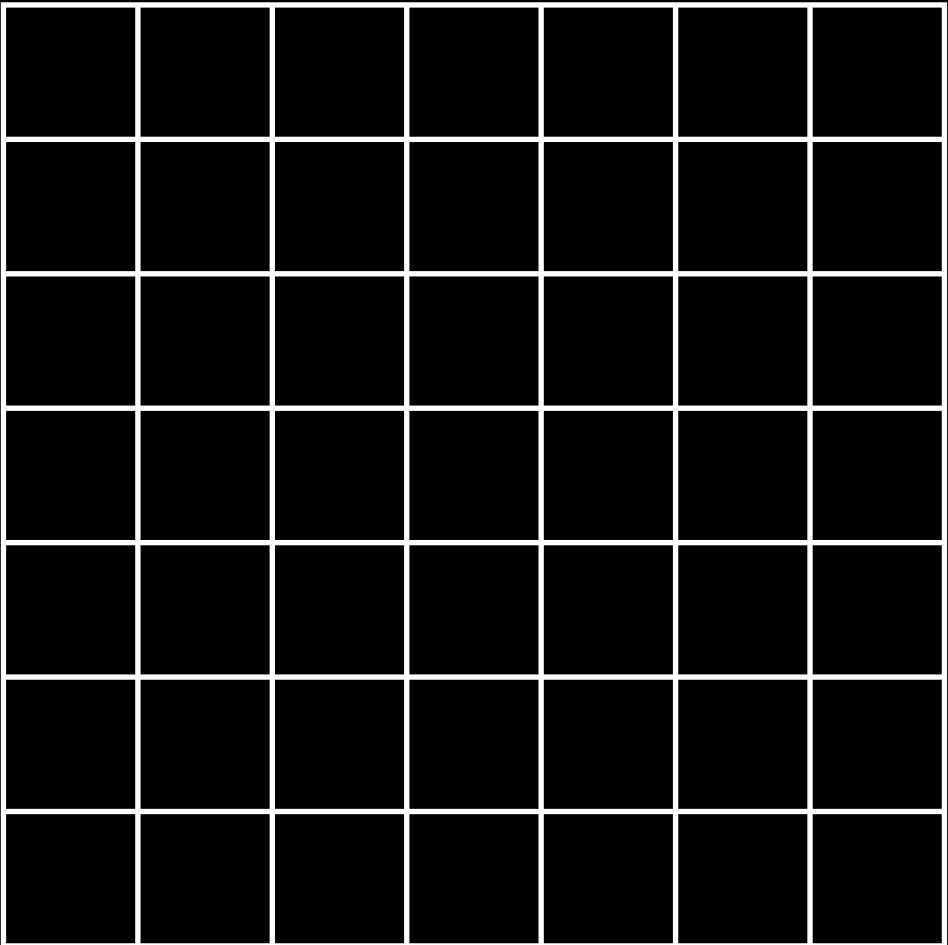


If the logo is used, the motto is written in two lines.

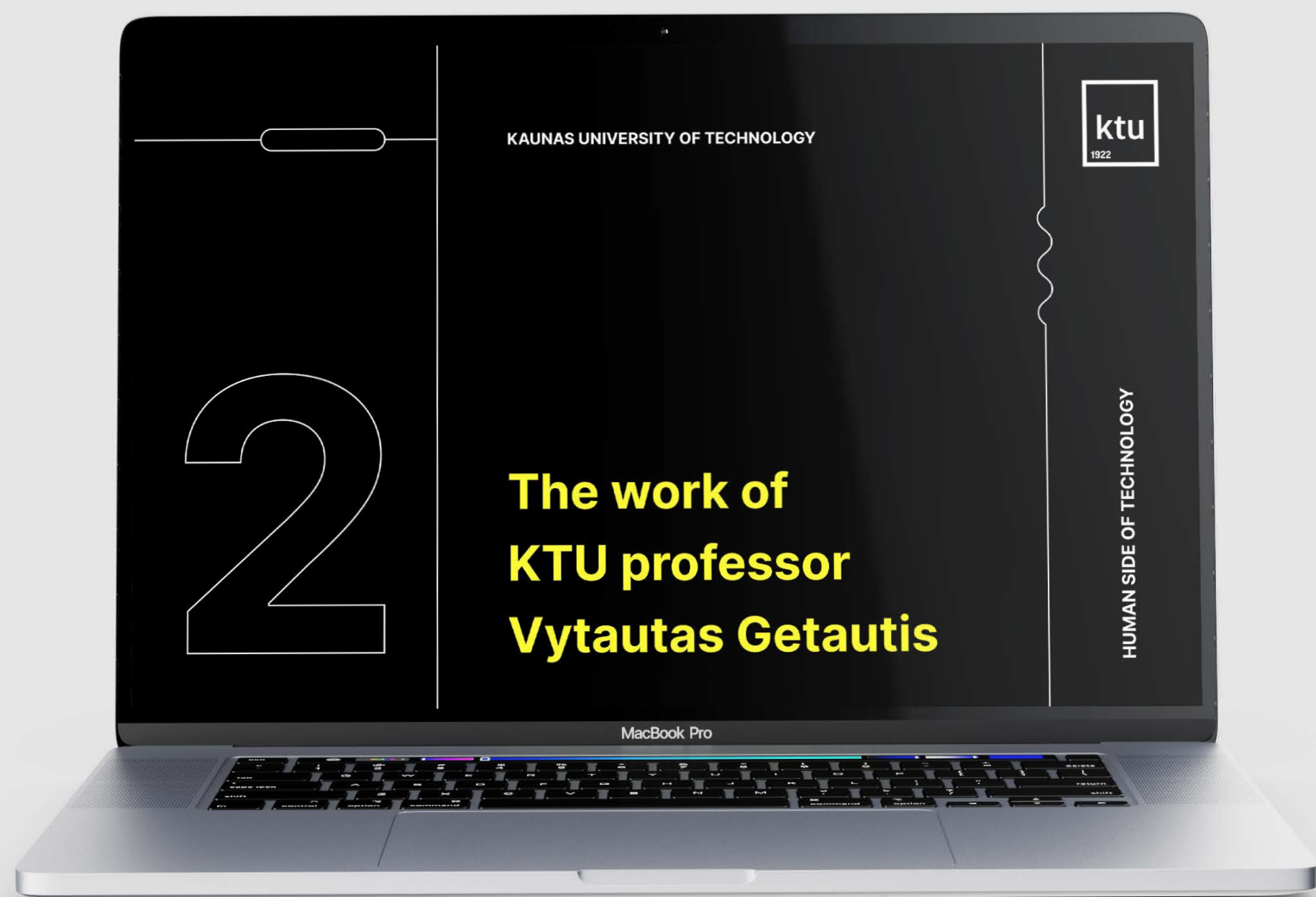
OUR SECRET GRID

A composition grid consists of 7 vertical and horizontal components. This rule is applied to square formats as well as all the other formats, both vertical and horizontal ones.

A composition grid can be divided according to the need and the length of the text.
The main rule – play and do not be afraid to experiment while simultaneously maintaining the order.



OUR SECRET GRID



ktu
1922

HUMAN SIDE OF TECHNOLOGY

The work of KTU professor Vytautas Getautis, who invented the solar cells of record-level effectiveness, was published by the journal “Science”.

RESEARCH APPLICABILITY | 24 11 2020

The solar cells of record-level effectiveness

1

RESEARCH

Professor of KTU Faculty of Chemical Technology (CTF) Vytautas Getautis is famous for the achieved world record of the effectiveness of solar cells.

2

THE IMPORTANCE OF THE TEAM

Vytautas Getautis is sure that while conducting such research, the team of colleagues who work together and the experience of each team member are particularly important.

3

THE IMPORTANCE OF TIME

It is impossible to learn all the “inside” secrets in a short time. Similarly to the household, it will take time to make a tasty dinner in an unfamiliar kitchen.

12 | WORKS OF KTU PROFESSOR VYTAUTAS GETAUTIS

ktu



EVENTS


ktu
1922

Novel method
developed by
Lithuanian
scientists

ktu
1922

HUMAN SIDE OF TECHNOLOGY

EVENT!



DR ARTIOM MAGOMEDOV

Outstanding organic
solar cells' perfor-
mance achieved by

ktu
1922

HUMAN SIDE OF TECHNOLOGY

Novel method
developed by
Lithuanian
scientists

ktu
1922

HUMAN SIDE OF TECHNOLOGY

EVENT!

ktu
1922

KTU nominees
in the Lithuanian
National Television
Awards

KTU PROFESSOR
VYTAUTAS GETAUTIS

EVENTS



BETWEEN MYTHS AND REALITY



LOGY



EVENT!

HUMAN SIDE OF TECH

KTU EXPERT

NEWS!

The number of .lt
domains is growing
due to expansion of
mobile internet

HUMAN SIDE OF TECHNOLOGY

ktu

KTU nominees in
the Lithuanian National
Television Awards



EVENTS

ktu
1922

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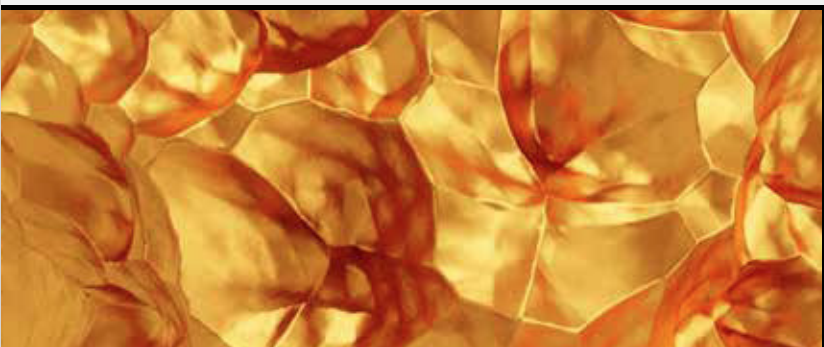
National Television
Awards

KTU PROFESSOR
VYTAUTAS GETAUTIS

EVENTS



BETWEEN MYTHS AND REALITY



HUMAN SIDE OF TECHNOLOGY

Artificial
intelligence

Novel method
developed by
Lithuanian
scientists

ktu
1922

DE OF TECHNOLOGY

The number of .lt
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ktu

HUMAN SIDE OF

KTU nominees in
the Lithuanian National
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EVENTS

ktu
1922



EVENT!

HUMAN SIDE OF TECH

ktu
1922

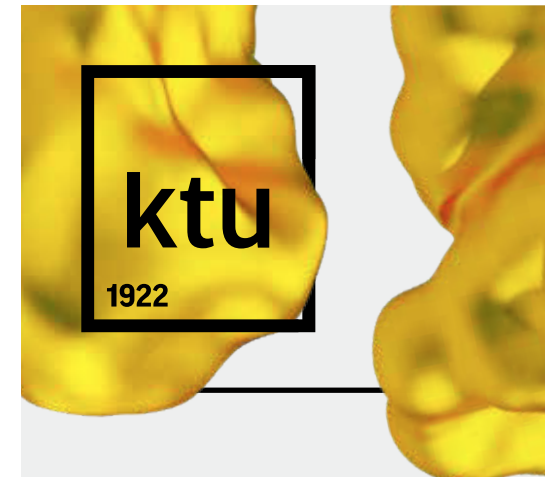
DIGITAL MEDIA



Art photographer Rakauskas passes away



Kaunas 2022 will reveal its programme during special Forum



BETWEEN MYTHS AND REALITY

Artificial intelligence

NEWS



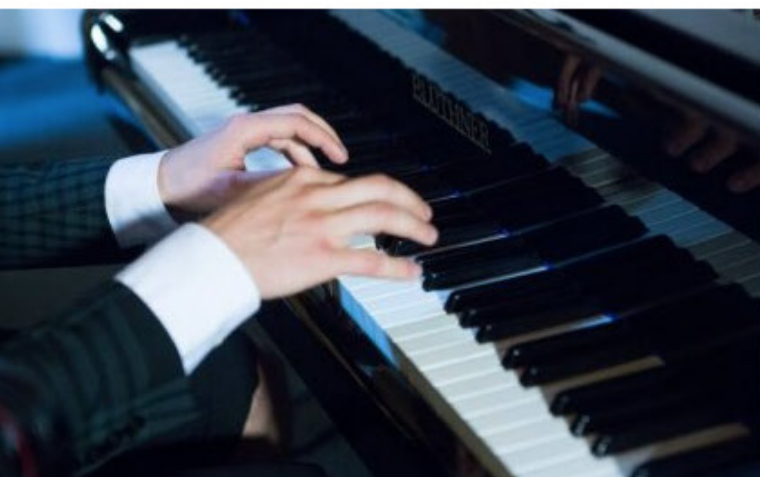
Lithuanian film wins award for Best Film at Venice Film Festival



Unexpected twist of events: Kaunas Airport changed its name



Paintings worth EUR 8.4 mln brought from Denmark to exhibit



Young Lithuanian pianist teaches Čiurlionis' music colors in America

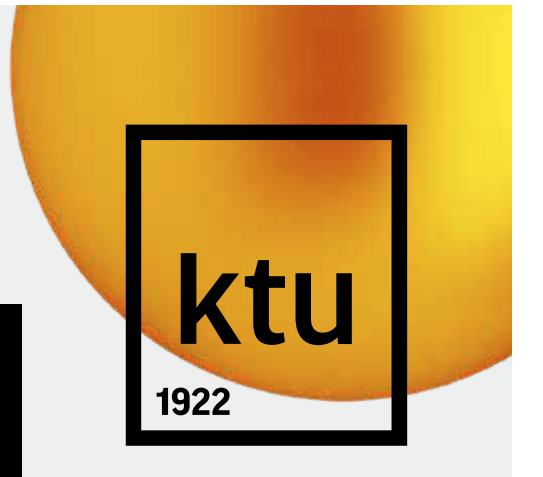


New walking tour inspired by Litvak artist Samuel Bak launched in Vilnius



MYTHS AND MYTHS AND REALITY

The next in line to implement AI: health and entertainment industries



Culture



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DIGITAL MEDIA

FIN
R

BETWEEN
MYTHS AND

REALITY

Artificial intelligence needs to be taught



ACCORDING TO STATISTICS, EUROPE IS STILL FAR BEHIND IN
TERMS OF INVESTMENT IN AI COMPARED TO THE US AND CHINA

ktu
1922

THERE ARE MANY MYTHS CONCERNING
ARTIFICIAL INTELLIGENCE (AI) TODAY.

ONE WAY TO DO SO IS TO EDUCATE PEOPLE.

Let's take Finland's example: the country plans to introduce AI to 1 per cent of the population. In 2017, the Finnish government published an AI strategy entitled Finland's Age of Artificial Intelligence.

One of the goals was to raise the AI awareness among the general public. To do so, many different higher education institutions in the country were asked if they have educational resources to perform the task.

BETWEEN
MYTHS
AND

REALITY

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HUMAN SIDE OF TECHNOLOGY

ktu
1922

There are many myths concerning artificial intelligence (AI) today.

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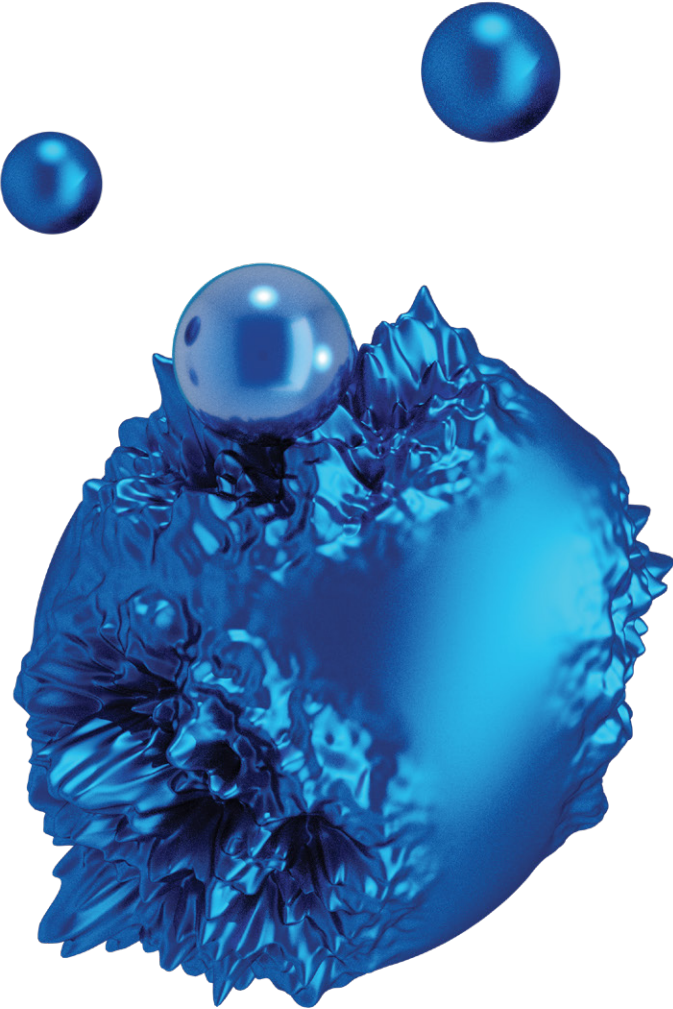
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ktu
1922

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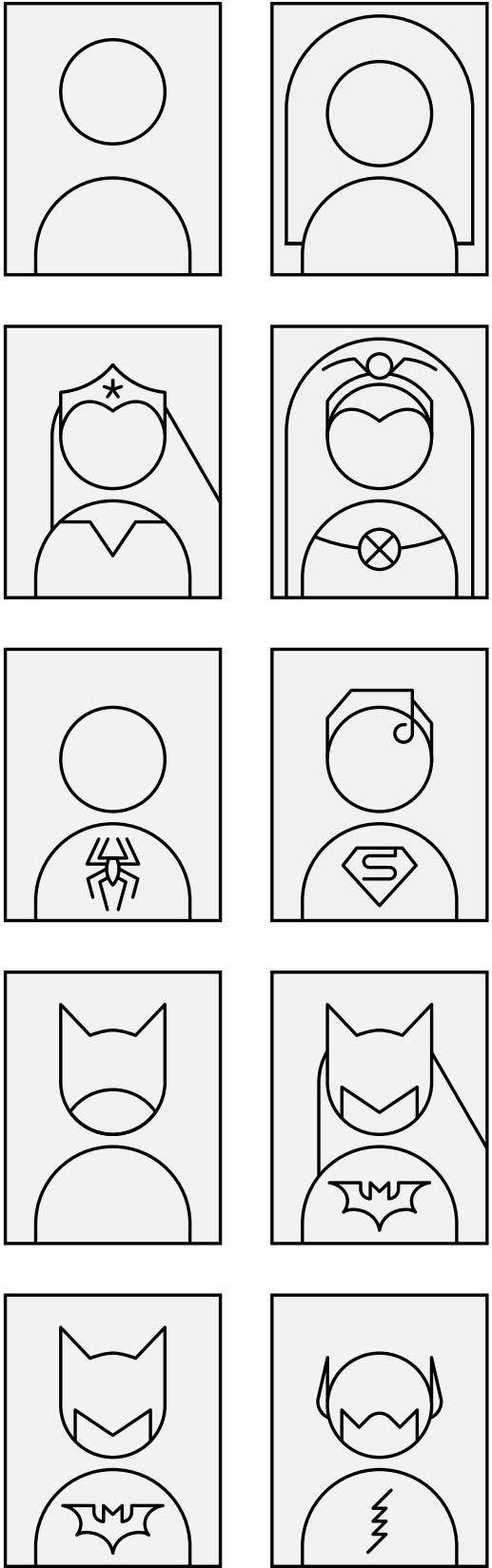
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EMPLOYEE ID CARDS

This design of the cards is for the administrative employees. If you want to remain *incognito* and hide your identity, you can choose a neutral icon or become a **superhero**.



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COAT OF

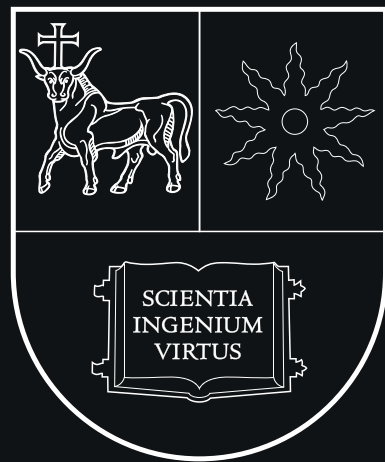
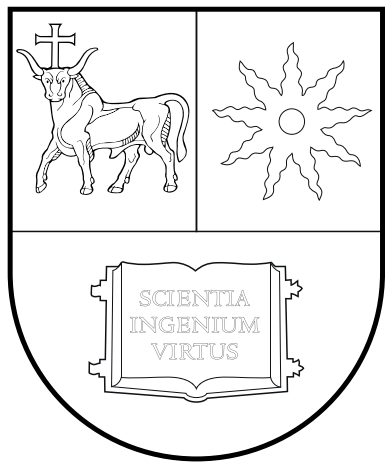
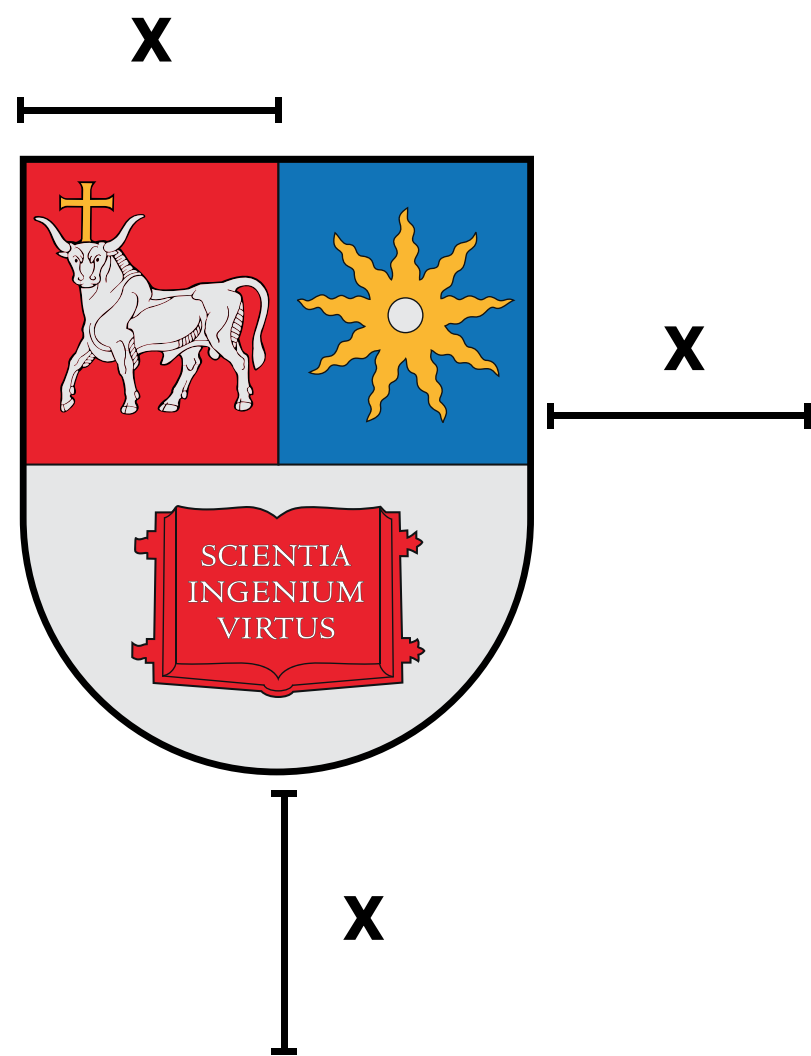
AF RMS

Author – Arvydas Každailis.
Date of creation – 2014.

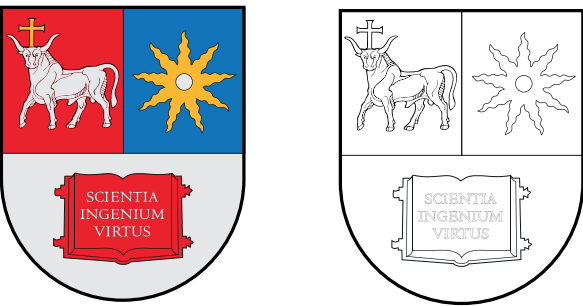
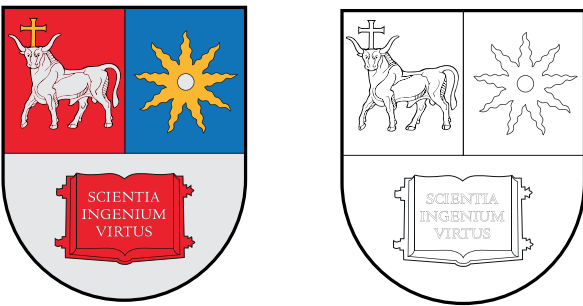
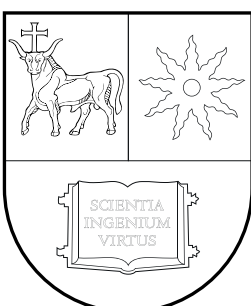
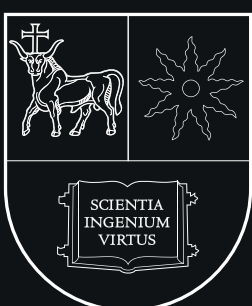
The space zone identifies the minimum distance (from all four sides) between the coat of arms and other graphic elements.

The size of the main module is equal to half the width of the coat of arms marked x.

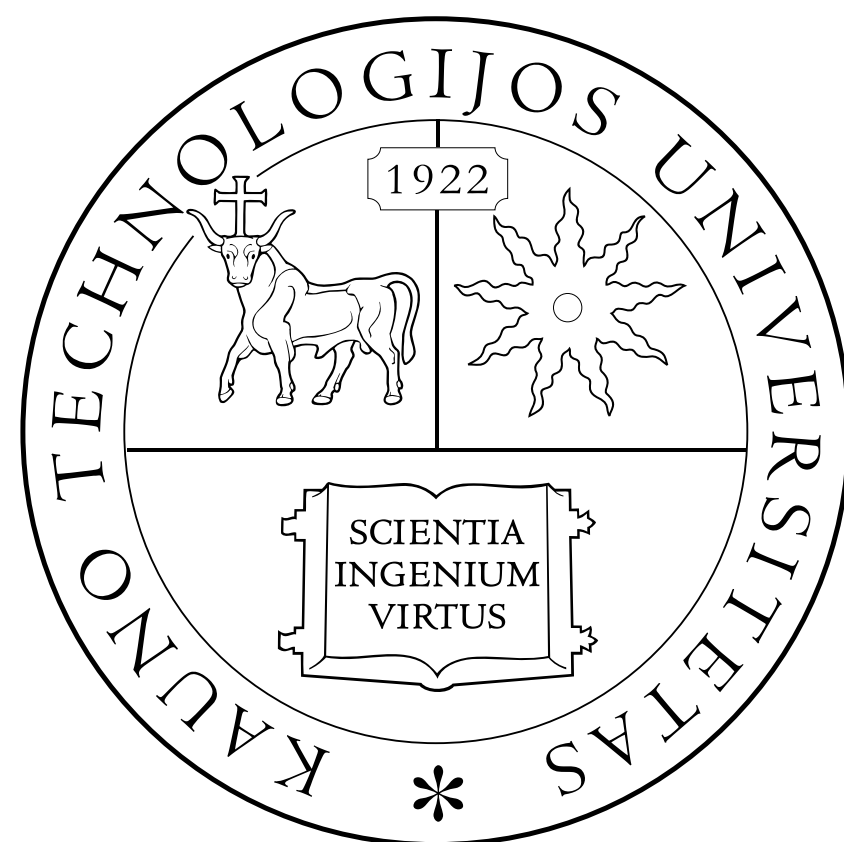
A coloured or black linear drawing can be used in the bright background and a coloured or white linear drawing can be used in the dark background.



DIMENSIONS OF

					
	The optimum size of the coat of arms is 25-30 mm.	The smallest size of the coat of arms for high-quality prints is 15 mm.	The minimum size of the linear coat of arms is 10 mm.		
	The coat of arms is only used on high-quality fabrics and sufficiently high-quality and resolution prints to make the image clearly visible.		If the coat of arms is used as a monochrome linear drawing, its minimum size can be 10 mm.		

THE COAT OF ARMS



The optimum size of the stamp
of the coat of arms is
50×50 mm

The minimum size of the stamp
of the coat of arms is
30×30 mm

The stamp of the coat of arms is a part of
the heraldic set coordinated with the Lithuanian
Heraldry Commission.

The size and colour of the ink of the coat of
arms are not defined; the depicted size and
colour **(black)** are recommended.

COAT OF	ARMS
	<div data-bbox="1042 440 1379 846"> </div> <div data-bbox="2192 440 2755 846"> <p>The use of the coat of arms as a decorative element is strictly prohibited.</p> <p>It cannot be used instead of the logo for external communication.</p> <p>Several examples of misuse are provided below.</p> </div>
	<div data-bbox="676 1146 1042 1596"> </div> <div data-bbox="1402 1151 2209 1588"> <div data-bbox="1476 1183 1659 1403"> </div> <div data-bbox="1439 1448 1722 1515"> <p>Dr. Vardas Pavardė Pareigos</p> </div> <div data-bbox="1839 1292 2172 1521"> <p>Gatvė st. 14-10 LT-XXXXX Kaunas, Lithuania Phone +370 37 XXX XXX Fax +370 37 XXX XXX Mob. phone +370 XXX XX XXX vardas.pavarde@ktu.lt ktu.edu</p> </div> </div> <div data-bbox="2512 1136 2822 1592"> </div>
	<div data-bbox="1179 1746 2329 1793"> <p>EXAMPLES OF MISUSE OF THE COAT OF ARMS</p> </div>



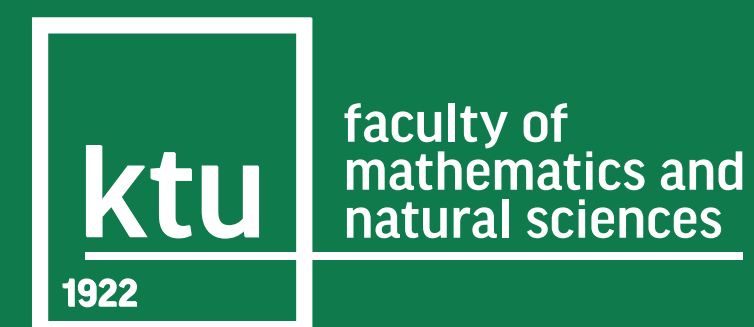
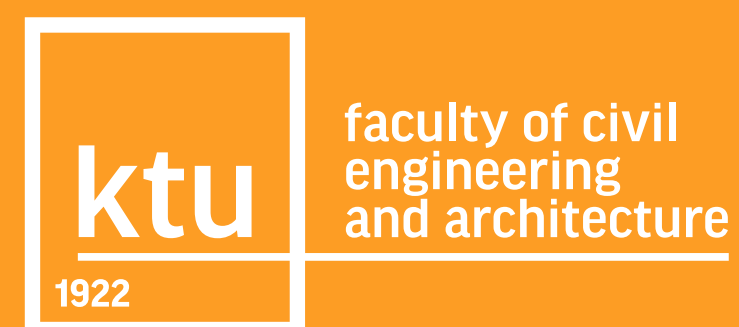
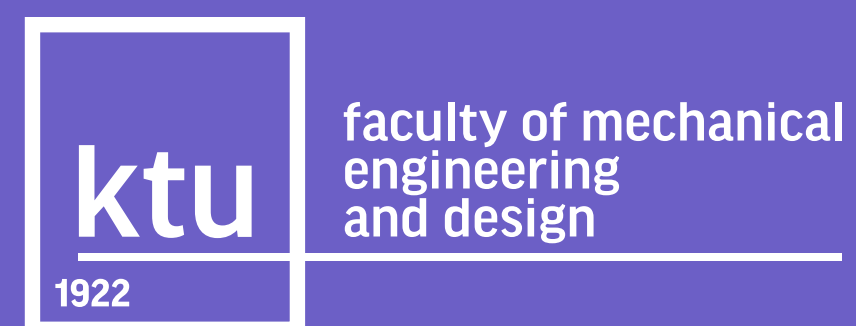
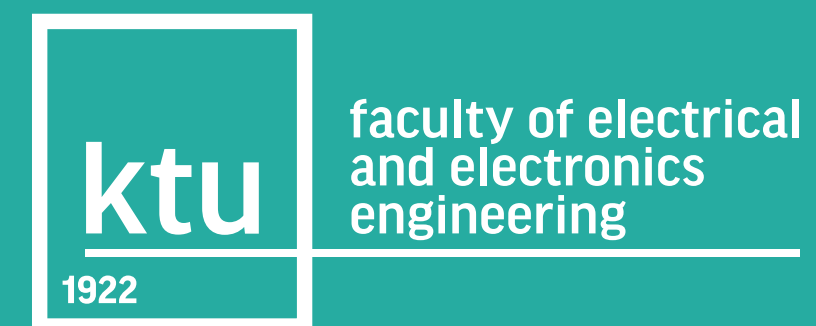
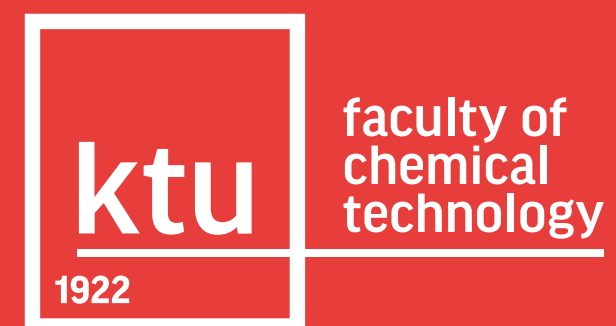
TO

THE FACULTIES

WHAT

We see the university as the centre for talent attraction – we are chosen by gifted and motivated students, researchers with inspiring ideas and talented lecturers. We value the professionalism of our employees and provide conditions for their growth. We understand that the university's environment is stimulating not only because of the opportunities it provides but also because of the people working in it. We are not the only ones who see the importance of the above-mentioned values. We believe they are the reason why Kaunas University of Technology is valued by our partners and society; they shape the world's view of our university.

COLOURS



FOR THE FACULTIES



JUNO VELVET

RGB 36/38/111

CMYK 100/100/25/12

HEX #24266f

ACID RED

RGB 238/62/60

CMYK 0/91/85/0

HEX #ee3e3c

ELECTRIC GREEN

RGB 38/179/168

CMYK 75/3/41/0

HEX #26b3a8

CARROT ORANGE

RGB 231/174/53

CMYK 6/65/97/0

HEX #e77729

VIOLET PLANET

RGB 108/95/205

CMYK 68/70/0/0

HEX #6c5fcd

PURPLE LAKE

RGB 124/29/147

CMYK 63/100/0/0

HEX #7c1d93

CYBER BLUE

RGB 62/136/217

CMYK 73/43/0/0

HEX #3e88d9

GOLDEN YELLOW

RGB 253/157/36

CMYK 0/45/96/0

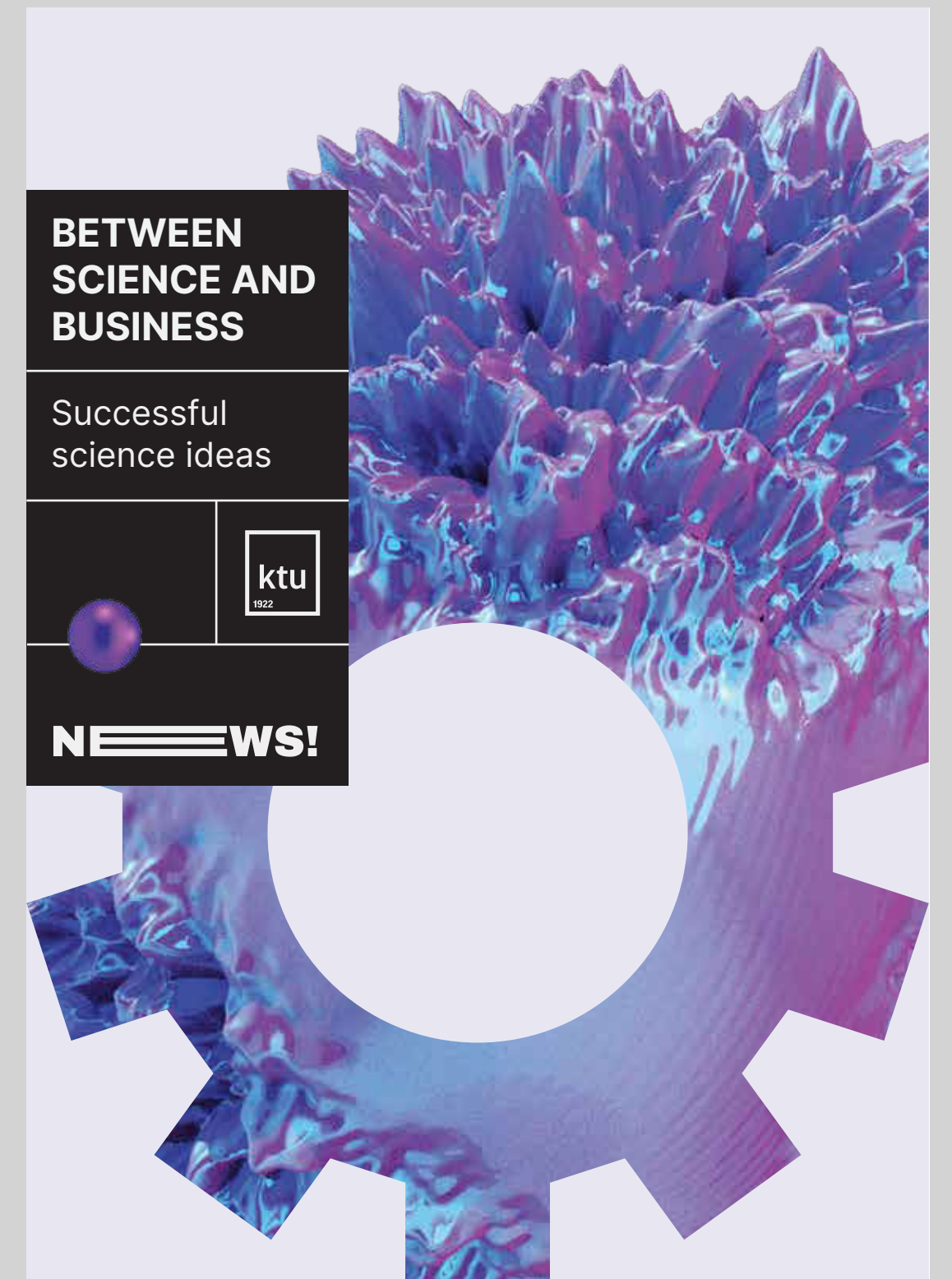
HEX #fd9d24

PHYSIS GREEN

RGB 15/123/77

CMYK 89/27/88/14

HEX #0f7b4d



<div data-bbox="343 230 639 315"><p>FACULTY OF INFORMATICS</p></div> <div data-bbox="936 180 1126 367"></div>	<div data-bbox="1379 183 1782 362"><p>FACULTY OF SOCIAL SCIENCES, ARTS AND HUMANITIES</p></div> <div data-bbox="1972 193 2159 380"></div>	<div data-bbox="2415 183 2728 362"><p>FACULTY OF MATHEMATICS AND NATURAL SCIENCES</p></div> <div data-bbox="3008 193 3195 362"></div>
<div data-bbox="343 756 806 887"><p>PANEVĖŽYS FACULTY OF TECHNOLOGIES AND BUSINESS</p></div> <div data-bbox="936 718 1126 930"></div>	<div data-bbox="1379 756 1675 887"><p>FACULTY OF CHEMICAL TECHNOLOGY</p></div> <div data-bbox="1972 718 2159 930"></div>	<div data-bbox="2415 737 2718 915"><p>FACULTY OF MECHANICAL ENGINEERING AND DESIGN</p></div> <div data-bbox="2875 718 3082 930"></div>
<div data-bbox="343 1281 749 1459"><p>FACULTY OF ELECTRICAL AND ELECTRONICS ENGINEERING</p></div> <div data-bbox="969 1271 1086 1483"></div>	<div data-bbox="1379 1309 1702 1440"><p>SCHOOL OF ECONOMICS AND BUSINESS</p></div> <div data-bbox="1965 1281 2162 1478"></div>	<div data-bbox="2415 1309 2852 1440"><p>FACULTY OF CIVIL ENGINEERING AND ARCHITECTURE</p></div> <div data-bbox="3028 1271 3175 1483"></div>
<div data-bbox="276 1694 3332 1876"><p>THE FACULTIES</p></div>		

EMPLOYEE ID CARD

The cards for the employees of the faculties have unique colours and an abbreviation of the faculty.

If you want to remain *incognito* and hide your identity, you can choose a neutral icon or become a **superhero**.



WHAT WE

The vision of Kaunas University of Technology:

competitive in the international area, interdisciplinary, technological university, creating and transferring knowledge and innovations.

When talking about our goals, we mean not only tomorrow or in five years but also today, now. When thinking about the groups we influence, we mean not only society or business but also our current and future students, the members of the university's community. When researching the territory of our activities, we focus not only on the horizon but also over and behind the horizon.

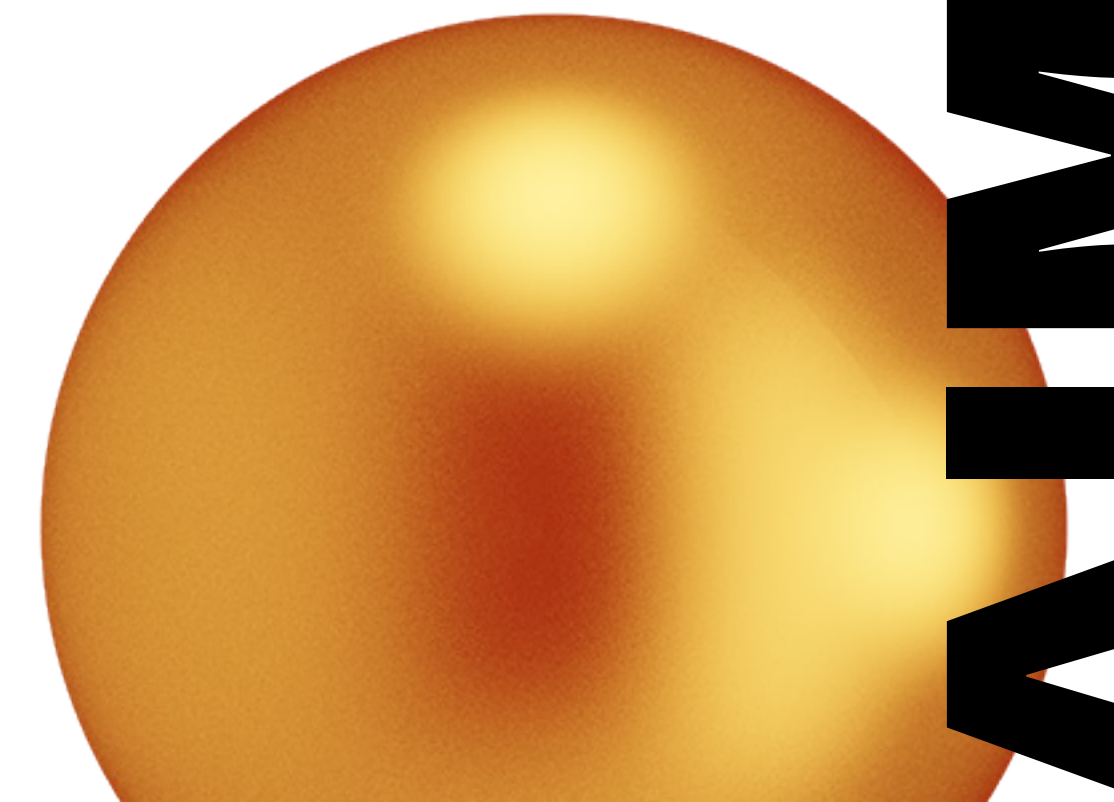
We achieve our goals by offering the motivated students to complete their studies enabling its graduates to become specialists enriching the Lithuanian talent bank. When creating scientific knowledge and innovations, we employ creativity for problem-solving. We are the engineers of the society of the future – we value the joy of discoveries when fact-based structures support the ideas. We understand the changes are initiated by the external factors as well as the internal needs of the university's community. Our organ-

isation develops responding to the personal development path of each one of its members.

We feel an obligation to promptly respond to the challenges faced by society by expert solutions, innovations, the professional competencies developed at the university. Acting in the complex context of the modern world, we are obligated to our students and partners to provide interdisciplinary knowledge, competencies and inventions. Being related to the global society, we set our goals extending beyond the limits of our country or region.

Professionals with high intellectual potential and engineering thinking combining creativity and technologies – that is how we want to be seen by the world. We aim for this message to be spread by the personal story of every one of us, as the representatives of the university.

The human side of technology.



FOR
F
M
A

==RASMUS

Discovered Erasmus – an annual competition for the students who participate in the mobility, encouraging them to share their experience by uploading the photographs and vlogs onto their social media with special hashtags.

Highlight of the text		Transition of colours			
RGB	75/23/202	RGB	93/75/176	RGB	196/182/231
CMYK	82/87/0/0	CMYK	75/81/0/0	CMYK	22/28/0/0
HEX	#4b17ca	HEX	#5d4bb0	HEX	#c4b6e7

GO Abroad Fair – an annual event at the beginning of the spring semester. During the event, the partner universities and KTU students who have completed the mobility represent their institution and present their experience to the future students of KTU.

Highlight of the text		Transition of colours			
RGB	75/23/202	RGB	217/92/37	RGB	236/190/173
CMYK	82/87/0/0	CMYK	10/77/100/0	CMYK	5/28/29/0
HEX	#4b17ca	HEX	#d95c25	HEX	#ecbead

Café Erasmus & Discovered info point. During this monthly event, our international exchange specialists invite the students to have a cup of coffee or tea, learn about the exchange opportunities at KTU and get the answers to their questions.

Highlight of the text		Transition of colours			
RGB	75/23/202	RGB	0/149/157	RGB	162/221/217
CMYK	82/87/0/0	CMYK	83/22/38/0	CMYK	35/0/17/0
HEX	#4b17ca	HEX	#00959d	HEX	#a2ddd9

ERASMUS+
INTERNSHIP

Register for the Erasmus+ internship abroadt



Submit an application until 1 March

ktu discover^{ed}



ERASMUS+
INTERNSHIP

ktu discover^{ed}



STUDY and complete
and INTERNSHIP
abroad!

Submit an application
until 1 March

SUBMIT AN APPLICATION FOR A SCHOLARSHIP! 

ERASMUS+
INTERNSHIP

ktu discover^{ed}



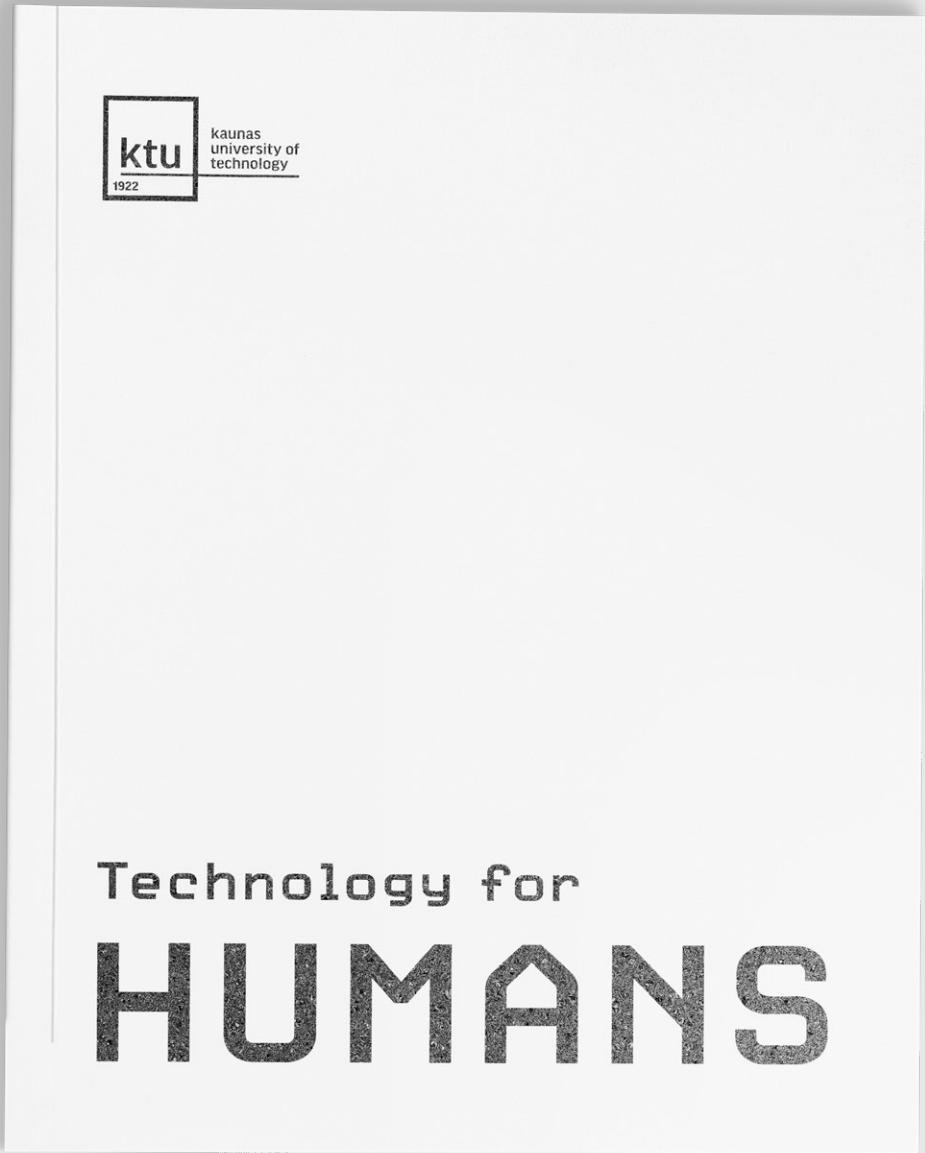
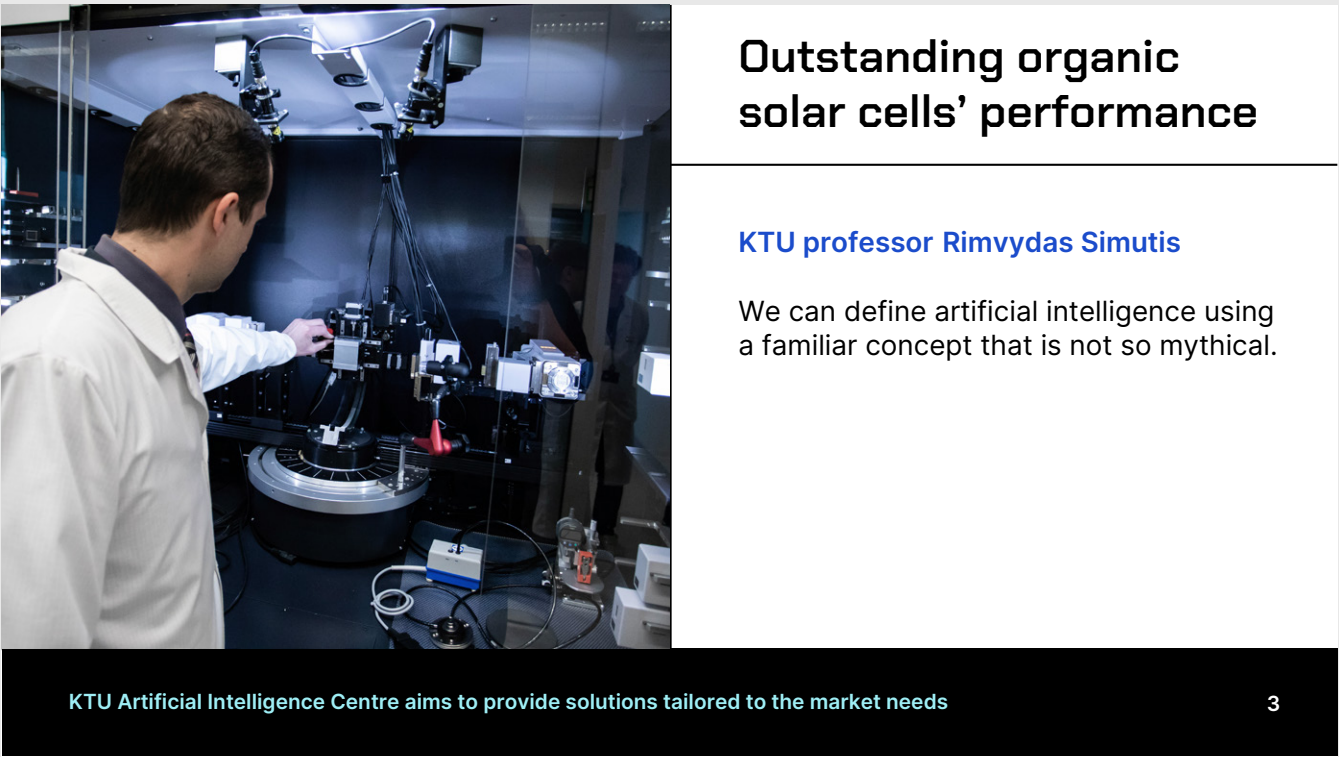
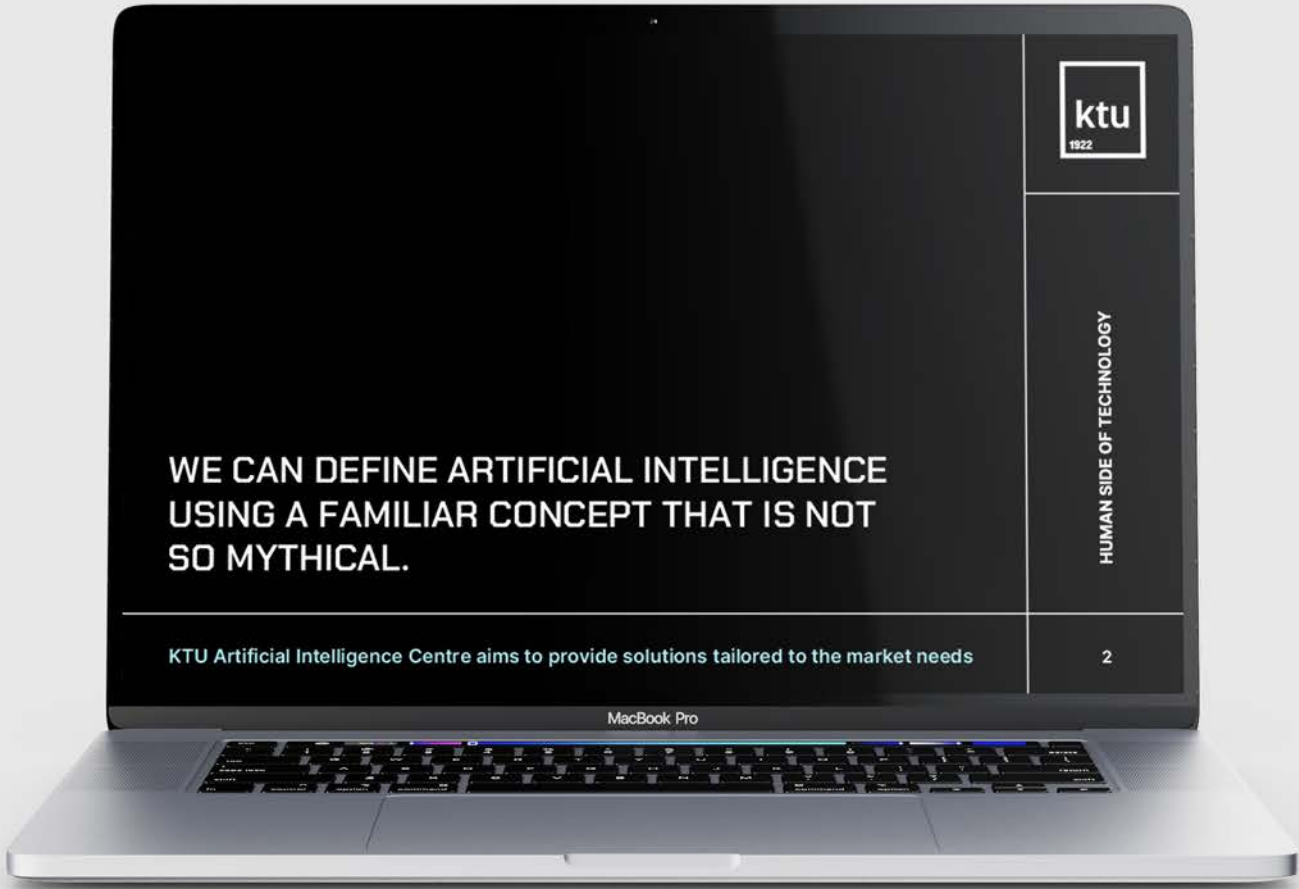
STUDY and complete
and INTERNSHIP
abroad!

Submit an application
until 1 March

SUBMIT AN APPLICATION FOR A SCHOLARSHIP! 

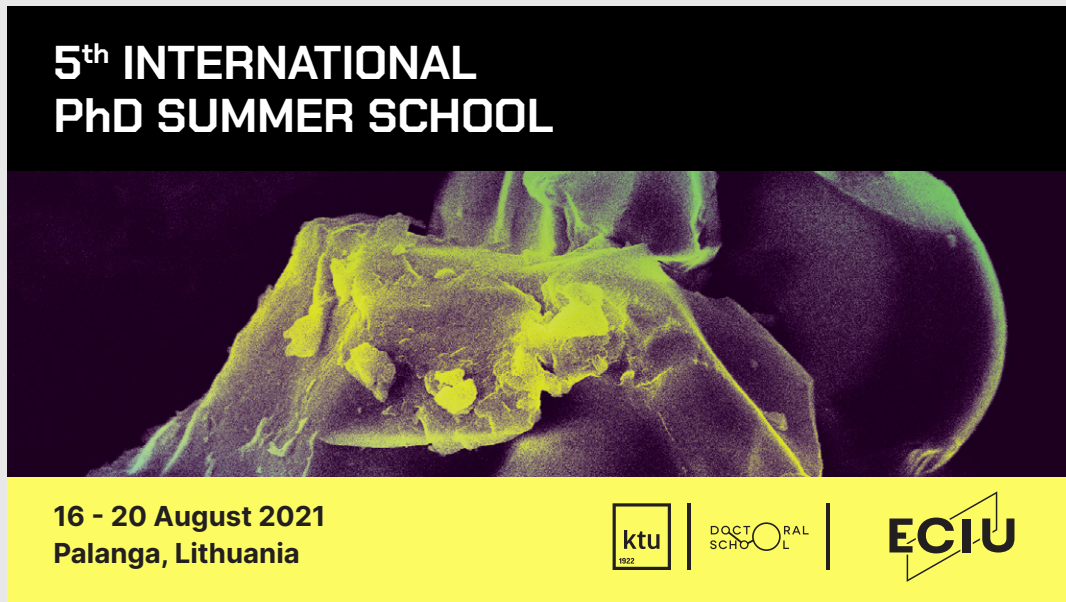
RESSEAL-ROTH

FARES



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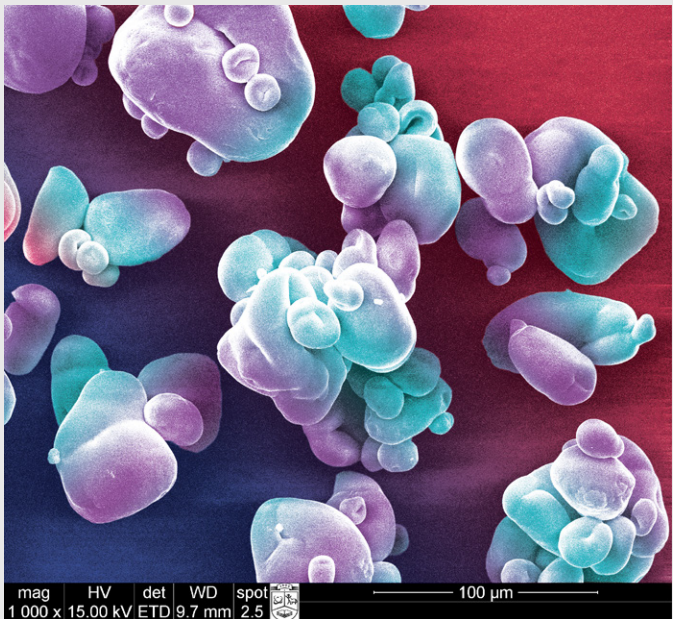
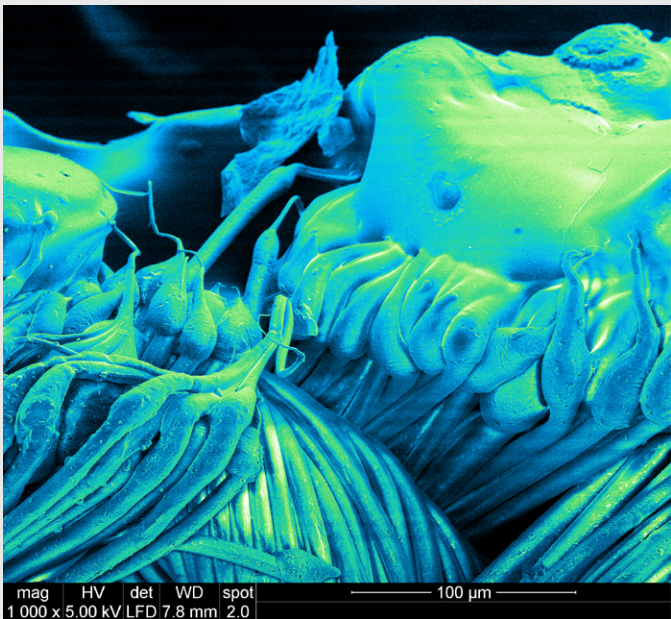
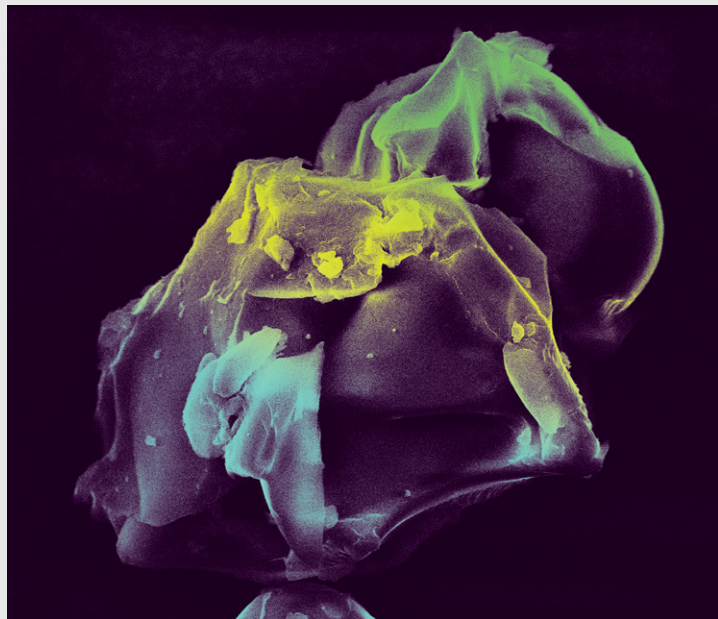


RGB 158/238/245
CMYK 39/0/10/0
HEX #9eeef5

RGB 27/76/203
CMYK 91/71/0/0
HEX #1b4ccb

RGB 252/252/98
CMYK 5/0/72/0
HEX #fcfc62

RGB 99/164/108
CMYK 65/16/74/1
HEX #63a46c



The coloured or monochrome microscopic photographs or photo-shoot photographs, specially made for KTU Doctoral School, are used for the visuals.

Chakra Petch

Chakra Petch Light

Chakra Petch Semi Bold

Chakra Petch Regular

Chakra Petch Bold

Chakra Petch Medium

Chakra Petch Black

W
O

E

WE COMMUNICATE

COMMUNICATE

If Kaunas University of Technology were a person, people would listen to this person's opinion; not because it is expressed loudly but because the provided information is valuable. When talking about ourselves, we avoid an ostentatious approach, our statements are fact-based, **we are not creating the stories – we discover them.**



ABOUT US

HOW

COMMUNICATE

WE COMMUNICATE THE VALUE

We do not undervalue society's right to know. We communicate knowledge about science, innovations and studies with regards to their relevance to the target audience. We use examples to illustrate the statements. We provide complex terms in an understandable language; however, we remain loyal to the facts, we do not distort information while trying to make it understandable. We do not tell stories that create no value to the audience. We work – the others can chat.

WE CONSIDER THE AUDIENCE

The knowledge about the university's scientific inventions, offered studies, research, experimental development and innovation activities and services are relevant to various audiences. When communicating to different audiences, we consider their level of knowledge and interests.

WE REMAIN RESPECTFUL

We address all our audiences as equals: we do not try to belittle them by providing specific, incompre-

hensible terms or, on the contrary – explaining the easily understandable terms in a very simple language. We reveal, provide insights, tell instead of preaching.

WE RAISE CURIOSITY

When communicating, we begin discussions with curious people who may not have an education in engineering or exact sciences. We try to motivate them to learn and discover more. All our communication has the goal of building trust in scientific knowledge and the university as the repository of expert competence that is open and accessible.

WE REMAIN FRIENDLY

Our communication demonstrates collegiality. We do not emphasise our status, the acquired knowledge or competencies. When communicating, we maintain a friendly tone without becoming too familiar or using formal generalisations. The message we communicate states: look, what we have discovered / learned / what we offer / what we have created – let's try it and maybe we will make the world a better place.

ABOUT US

COMMUNICATION

IN SOCIAL MEDIA

In social media, the same as in all the university's communication, we consider the audience, communicate the value, remain respectful, raise curiosity and remain friendly.

We logically plan the periodicity of our communication: we do not burden our followers with too much information yet we do not allow them to forget about us. All the used visuals have to be in the dimensions of a specific position of social network and qualitative requirements (for example, the dimensions of LinkedIn page cover differ from the dimensions of Facebook account cover).

We use as many provided tools in social media as we can (Instagram Stories, Instagram Reels, LinkedIn Stories, etc.), follow the news and keep up with the recent trends.

We plan the communication with regards to the audience of the specific social network: we share the institutional news, the achievements in studies and research, the impressions related to the university's culture, leisure time, community life, talk and discuss the issues of the educational policy.

We respect the Lithuanian language and write without any grammatical or stylistic errors.

We logically plan the periodicity of our communication: we do not burden our followers with too much information yet we do not allow them to forget about us.

We tag locations, partners and friends in our posts, use hashtags; however, we do it considering the social network.

Any relevant hashtag is important on Instagram; however, they should not be overused on LinkedIn or Facebook.

According to the circle of the followers, if needed, we post in Lithuanian as well as English languages.

We communicate with our followers: ask them questions, reply to their messages and comments.



COMMUNICATION IN SOCIAL MEDIA

Kaunas University of Technology @ktuspace · Dec 9, 2020
Elements of AI course is now available in Lithuania! bit.ly/2JGNkz8
#artificialintelligence #Lithuania #AI #KTU



Between myths and reality: artificial intelligence needs to be taught
There are many myths concerning artificial intelligence (AI) today: people say that robots will replace human at work, or that the algorithms ...
delfi.lt

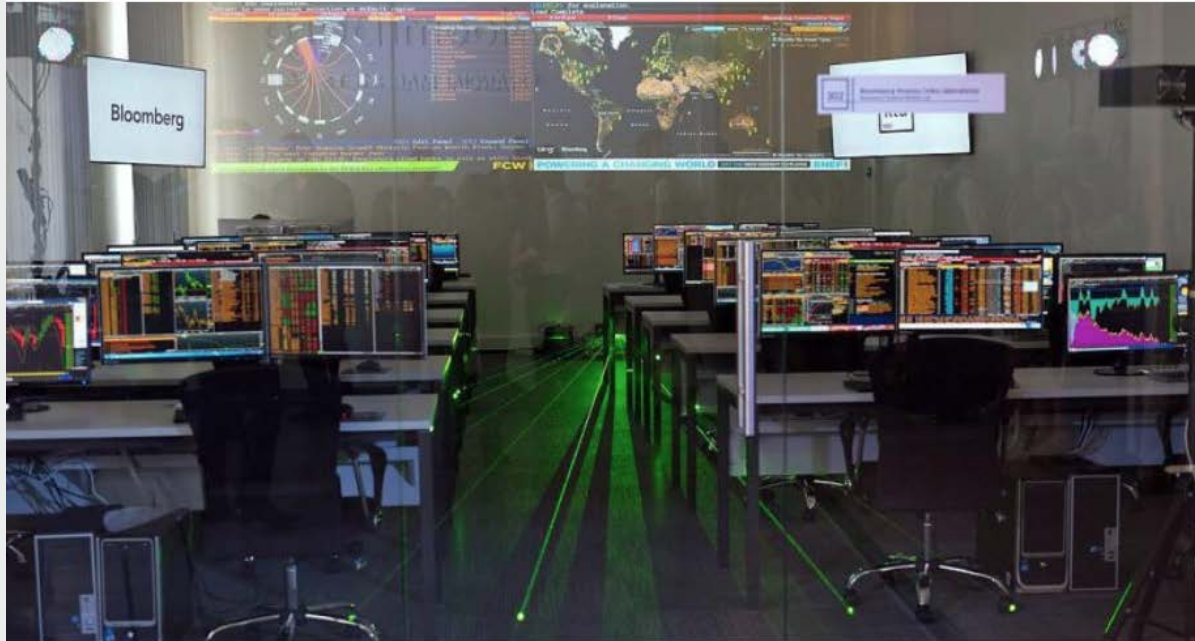
4 6

Kaunas University of Technology
37,044 followers
3mo ·

LT | **#KTU** Ekonomikos ir verslo fakultetas gavo kvietimą prisijungti prie finansų rinkų giganto „Bloomberg L.P.“ tinklo! Ši partnerystė kurs dar didesnę pridėtinę vertę ne tik Lietuvai, bet ir visam Baltijos šalių regionui.

EN | **KTU School of Economics and Business** were invited to join the giant finance market network Bloomberg L.P.! This partnership will have a great value not only for Lithuania but also for the entire Baltic region.

[See translation](#)



KTU – tarp prestižinių pasaulio universitetų „Bloomberg“ tinkle
lrt.lt · 4 min read
230 · 2 comments

KTU Kauno technologijos universitetas/Kaunas University of Technology ✓
★ Favorites · October 29, 2020 ·

🇱🇹 Tobulų žmonių nėra – esame nerangūs, kliūvame, krentame, pamirštame ir lengvai pasiduodame emocijoms. Esame pilni klaidų, tačiau galime išmokti jas ištaisyti enterktu.com/

🇬🇧 We are human. Yet, we are not perfect at all. We are clumsy, we trip and fall, we forget and our emotions get the best of us. We are full of bugs, but we can learn to fix them all enterktu.com/



ENTERKTU.COM
Technology for humans | KTU
[Learn More](#)

368 3 Comments 68 Shares

COMMUNICATION

IN SOCIAL

**KTU Kauno technologijos universitetas/Kaunas University of Technology**

saus. 28 d., 13:02 • 🌐

🇸🇮 Robotizacija ekspertų vertinama skirtingai: vieni prognozuoja didžiulius darbo vietų praradimus technologijų naudai, o kiti mato perspektyvas naujoms profesijoms. Apie dirbtinį intelektą ir jo kontraversišką įtaką mūsų dabarčiai bei ateičiai **Laisvės TV** laidoje „Pinigų kartos akademija“ diskutavo filosofas, **KTU Socialinių, humanitarinių mokslų ir menų fakultetas** docentas Nerijus Čepulis bei **Satalia** vadovas Domas Janickas. Pokalbį moderavo **#KTU Socialinių, humanitarinių mokslų ir menų fakulteto dekanas Ainius Lašas** 👉 <https://bit.ly/3psD4dp>

🇬🇧 Experts have a different opinion about robotics. Some say that people will lose jobs to technology, while others see new jobs opportunities. Nerijus Čepulis, philosopher and associate professor at KTU Faculty of Social Sciences, Arts and Humanities; Domas Janickas, the head of Satalia Lithuania, discussed artificial intelligence and its controversial influence on our present and future in the Laisvės TV show Money Academy. The conversation was moderated by Ainius Lašas, Dean of the Faculty of Social Sciences, Arts and Humanities.


PINIGŲ KARTOS AKADEMIJA




DIRBTINIS INTELEKTAS IR LIETUVA

 153





19 komentary Bendrinimų: 10 


**ktuspace**

Kaunas



[View Insights](#)[Promote](#)



 Liked by **ela_saz** and **387 others**

ktuspace Dear freshers, how was the colourful run? 🎨🏃

**ktuspace** Dear freshers, how was the colourful run? 🎨🏃

20w

**ktuspace** .

20w 1 like Reply

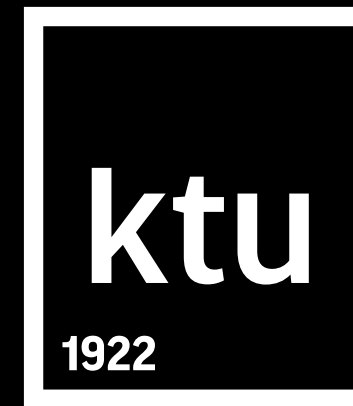
**mano.vardas.ona** Liuks!

20w 2 likes Reply

**rushadly @aleskerovw** sən hardasan?

20w Reply

View 1 reply



HUMAN SIDE OF TECHNOLOGY

2021