

Hadassah Academic College

From the Inside Out

Winter 2015-16



College again voted no. 1 in Jerusalem

In a national poll of 10,000 students released to mark the start of the academic year, Hadassah Academic College was voted as the preferred institution of higher learning at which to study in Jerusalem.

The poll was commissioned by the Israel National Student Union. This is the second year in a row that the College was ranked by students as the top institution for study in Jerusalem.

College President Prof. Bertold Fridlender commented, "We are delighted by students' appreciation of our College. We invest great efforts to ensure a student-friendly campus, and provide every assistance so that students will successfully graduate and are well prepared to enter the workforce."



Manufacturers Association recognizes HAC students

The Jerusalem Manufacturers Association awarded prizes to four outstanding students from the College's Department of Inclusive Industrial Design in recognition of their innovative final projects. Students include Ido Abulafia; Ram Benderman; Rona Benita; and Limor Chaviv.



(R-L): Ran Tuttnauer (Chair, Manufacturers Association); Ido Abulafia; Ram Benderman; Dina Shahr (Chair, Dept. of Inclusive Industrial Design); Prof. Bertold Fridlender; Arik Grebelsky (immediate past Association Chair); Rona Benita.



Prof. Moshe Caine, Chair, Department of Photographic Communications

Prof. Moshe Caine was born in London, England and immigrated to Jerusalem as a child in 1959. He holds undergraduate degrees from the Hebrew University of Jerusalem and Harrow College (UK) and a master's degree in electronic imaging from Coventry Polytechnic (UK). Moshe lectured in photography at the Bezalel Academy of Arts & Design from 1981-2009 and has been teaching at the Hadassah College since 1984. He was recently appointed Chair of the College's Department of Photographic Communications.

What are the unique features of the College's Department of Photographic Communication? What is your vision for the Department?

We are living in an ever evolving world of digital communications. A picture may still be worth a thousand words. Yet, with increasingly ubiquitous digital photo sharing and high power smart-phone cameras in everyone's pockets, the modern art and profession of photography have developed new meanings, approaches and significance in a world saturated by images.

Today's professional photographers use new techniques, perspective and technology to shape the worlds of advertising, art, news, and business.

Our students are encouraged to combine the technology, theory and practice of visual professionalism and communication with the creative aspects of photography.

As in all the College's degree programs, the BA in Photographic Communications combines high level academics with practical training and experience geared towards the job market. Students explore theories of visual and interactive communications and creativity alongside the development of marketable skills in applied photography, media design, 3D imaging technologies, internet and mobile technology development, graphics, video production and other techniques.

While we are not an art school, we attempt to give each and every student the opportunity to achieve his or her dream in the widest sense. We encourage curiosity, diversity, individuality, and creativity alongside an unbending demand for the highest quality in professional practice.

I also aim to instill in our students my interest in the applications of visual media towards cultural heritage preservation.

In today's world there is a growing collaboration between academia, institutions and industries. There is no other Israeli academic institution that offers visual and media solutions to the needs of this field. The global economic condition alongside the rapid developments in all fields of science and technology dictate such partnerships. My vision is that one day, not long from now, our Department will be able to offer such an alliance with the wide array of cultural heritage institutions in Israel.

What career opportunities do you envision for our graduates upon graduation?

The majority of our graduates find employment and career advancement within the wide spectrum of professional and academic spheres of our studies. Some are employed in commercial photographic, design or media studios, others in the printed media industries. Some have branched into the more advanced areas of media technologies, programming and internet development, while others still are engaged in the photojournalistic tradition. We have graduates working today in museums and public institutions as image and media specialists, while some pursue advanced studies both in Israel and abroad.

Many of our present lecturers are alumni of this department, and several are concurrently also completing their doctoral research in diverse areas of the field.

What are your current research interests and activities?

My interests lie in the fusion of past and present, specifically in digital imaging solutions for conservation, preservation, restoration and presentation of cultural heritage artifacts.



Adler Aphasia Center hosts Israeli start-up

Executives from the “Brainsgate” start-up company met with members and staff from the Adler Aphasia Center to better understand the personal and emotional aspects of aphasia. “Brainsgate” is a medical device company that is currently focusing on improving the outcome of patients suffering from ischemic stroke in a 24 hour window after onset of symptoms.

“Tempus” conference in Germany

HAC faculty recently led a conference at Aalen University (Baden-Wuerttemberg, Germany) on a research project in lifelong learning being pursued with 28 colleagues from 16 institutions in Israel and Europe. Conducted within the framework of the European Union’s “Tempus” program, this three year study examines ways and methods to encourage students to pursue lifelong learning. During the visit, participants commemorated victims of the Holocaust at the site of the former Oberndorf synagogue.



Hadassah Hospital hosts students of Industrial Design

Hadassah Hospital’s Department of Physiotherapy hosted a one-week seminar for third-year students of Inclusive Industrial Design. Students were exposed to technologies and products currently used by hospital therapists, and were challenged to create new products sensitive to patients’ functional, emotional, and cognitive needs. The students’ creations will be featured at a national physiotherapy conference to be held in 2016.



In photo: “Physioglove”, a student designed glove for use by therapists and patients in conditions of paralysis or weakness in the hand. Design by students Tal Levy, Daniel Jeraffi, and Gilat Lavie.

First-ever alumni reunion - Communication Disorders



150 alumni of the College's Department of Communication Disorders gathered at the College prior to the start of the academic year for a first-ever reunion. Attendees were welcomed by College President Prof. Bertold Fridlender and Department Chair Dr. Sara Meilijson. Participants had an opportunity to network with Department faculty and colleagues. This inaugural event was made possible through the initiative and support of The Rosalinde and Arthur Gilbert Foundation of Los Angeles.

Study visits to Greece and Milan

Prior to the start of the academic year, students of Hospitality Management visited various international tourist sites in Greece to understand issues of management and marketing. Students met with site managers and senior staff. In a related activity, third-year hospitality management student Lenoy Reuveni was selected by the Hilton chain to spend one week at its flagship Milan hotel to understand its management and operations.



Leven Fellow Yehuda Michael



Yehuda Michael, a graduate of the College's BA program in Politics and Communication began graduate studies this year at Brandeis University's Heller School for Social Policy and Management. Yehuda immigrated to Israel from Ethiopia in 2009. He enrolled in the College after serving in the IDF. In addition to his studies, Yehuda volunteered weekly at Jerusalem's Yad Hamoreh School for autistic children. Last year, he was selected to travel to the U.S. to present Israel to college students as part of a "Stand With Us" Israeli student delegation. Yehuda is a graduate of the College's Michael A. and Andrea Leven Fellowship Program to assist and advance promising students. Each Leven Fellow is the first in his/her family to pursue a college education.

Prof. Fridlender hosted by Hadassah-Naples, Florida

Prof. Bertold Fridlender introduced the College and its future plans to 60 enthusiastic members of the Hadassah Collier-Lee Chapter in Naples, Florida at a luncheon event in late October. The event was chaired by longtime College friends Gilbert (Gil) and Lanny Rashbaum.

Politics and Communication students hosted by Channel 1 News

Students of Politics and Communication visited the Channel 1 news studio to understand the dynamics and issues in producing a nightly news broadcast. The College's bachelor degree program in Politics and Communications aims to provide students with hands-on tools and training as preparation for careers as campaign managers, spokespersons, political correspondents, publicists, lobbyists, political strategists, and consultants.



Shamir Optics hosts optometry students



Shamir Optical Industry Ltd., ranked among the world's top companies to develop and market eyeglass lenses recently hosted undergraduate students from the College's Department of Optometry. Students were guided through the company's state-of-the-art plant to understand the various stages in the development, design and manufacture of progressive lenses and molds for the ophthalmic industry.

Hadassah Academic College
 37 Hanevi'im St. P.O.Box 1114,
 Jerusalem 91010, Israel

Tel: (972)2-629-1932
 Fax: (972)2-629-2676
 contact: shimonar@hadassah.ac.il

www.hadassah.ac.il

Visit us on
Facebook



Hadassah Academic College



TRANSLATION FROM HEBREW

Opening of the 2015-2016 academic year

Dear Students,

"I disapprove of what you say, but I will defend to the death your right to say it"

Voltaire, French philosopher. (1694-1778)

Hadassah Academic College's campus provides an opportunity for students to interact and find common cause with individuals and groups from varied backgrounds. We encourage diverse opinions as we view our College as a bridge between different parts of Israeli society ... a place where each person can express their views within the boundaries of law and respectful discourse.

Unfortunately, we are opening the year in the shadow of difficult events, ever-rising tension, and violent tones. I call on everyone: disavow any and all violence. Hadassah Academic College is an academic institution that educates toward dialogue, culture, and mutual respect. We place supreme value in each person's free expression on condition that he/she acts responsibly, with mutual respect, and without intention to agitate or oppose others with violence. I intend to act strictly against any violent action or expression intended toward any party either on campus or via the social networks. Such action is totally unacceptable and we will do everything in our power to remove it from our midst ... violence in general and nationalist-motivated violence in particular.

I request to all: Preserve the atmosphere of mutual understanding that has always abided at our College. Live in peace. Focus on your studies and succeed. Enjoy the social opportunities that college life offers and discover that it is right and possible to live in peace and friendship, to succeed and advance towards a better future for you and your children.

We view our College as a home and haven of understanding and community to you all, both new and old members of our family. I wish you a fruitful and challenging new year, a broadening of horizons and enrichment of knowledge, exciting discoveries and experiences, new friendships and success in your studies.

Be good students and especially good, respectful people respecting one another with honor – that is our way.

My door is always open for you.

Sincerely,

Prof, Bertold Fridlender,

President of the Hadassah Academic College of Jerusalem