Kauno kolegijos

STUDIJŲ PROGRAMOS *ĮVAIZDŽIO DIZAINAS* (653W23006)

VERTINIMO IŠVADOS

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EVALUATION REPORT

OF *IMAGE DESIGN* (653W23006)

STUDY PROGRAMME

at Kaunas College

Grupės vadovas: Team leader:	Prof. Costas Mantzalos
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Išvados parengtos anglų kalba
Report language - English

Vilnius
2013

DUOMENYS APIE ĮVERTINTĄ PROGRAMĄ

Studijų programos pavadinimas	*Įvaizdžio dizainas*
Valstybinis kodas	653W23006
Studijų sritis	Menų studijų sritis
Studijų kryptis	Dizainas
Studijų programos rūšis	Koleginės studijos
Studijų pakopa	Pirmoji
Studijų forma (trukmė metais)	Nuolatinė (3)
Studijų programos apimtis kreditais	180
Suteikiamas laipsnis ir (ar) profesinė kvalifikacija	Mados dizaino profesinis bakalauras
Studijų programos įregistravimo data	2011-07-12, 1-01-94

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INFORMATION ON EVALUATED STUDY PROGRAMME

Title of the study programme	*Image Design*
State code	653W23006
Study area	Arts
Study field	Design
Kind of the study programme	College Studies
Study Cycle	First
Study mode (length in years)	Full-time (3)
Volume of the study programme in credits	180
Degree and (or) professional qualifications awarded	Professional Bachelor in Fashion Design
Date of registration of the study programme	2011-07-12, 1-01-94

Studijų kokybės vertinimo centras

CONTENTS

I.   INTRODUCTION

Kauno kolegija (KK), where the study programme of Image Design (ID) was founded in 2000, and at present it has got more than 7300 students. After the reorganisation of structural divisions of KK on 01/09/2013, KK has such academic divisions: the Faculty of Management and Economics, the Faculty of Technologies and Landscaping, Justinas Vienožinskis Faculty of Arts, the Faculty of Medicine, Kėdainiai Jonušas Radvila Study Centre, Tauragė Department, and servicing units such as various offices, subdivisions and centres. KK Library is an integral part of the institution, which is a member of the Consortium of Lithuanian Academic Libraries as well as the Association of Libraries of Lithuanian Colleges. It has the automated library software *ALEPH 500* installed.

KK cooperates with more than 160 foreign stakeholders. 150 of them are related to the EU Erasmus programme. The institution is a member of the international associations and networks such as EURASHE, EAIE, UASNET, BUSINET, EAEC, ENPHE, UNITED NATIONS GLOBAL COMPACT, and since 2008 participates in three networks (EkoTekNord, Nordejordemodern, Gerocompetence) of the programme of cooperation in the field of education NordPlius, which is being implemented in Northern and Baltic countries. KK has experience in participating in international projects as well as wide partnership

Justinas Vienožinskis Faculty of Arts (JVFA) has been a division of KK since 2001. It has 8 departments including Department of Image Design. The study programme of Image Design was commenced in 2012.

The mission *of the Department of Image Design (DID)* is by implementing the study programme of Image Design to train a creative, critically thinking specialist of image design, able actively participate in the society, and understand his/her mission and roles he/she plays in the context of the changing economic, social and cultural environment in Lithuania, Europe and the whole world. The Department of Image Design, alongside with the ID Study Programme Committee, is responsible for updating the content of the study programme and its curriculum; the quality of studies; usage of the resources; achievement of the aims defined in the study programme and the plan of the performance of the Department; and internal assessment as well as self-assessment of the performance.

The procedures of the external evaluation for the Prof. BA Degree Programme in Image Deign were initiated by the Centre for Quality Assessment in Higher Education of Lithuania nominating the external evaluation peer group formed by the head Prof. Costas Mantzalos (Cyprus), Prof. Bernhard E. Burdek (Germany), Prof. Lylian Meister (Estonia), Andrius Ciplijauskas (Lithuania), and Kotryna Stasiukynaitė, student representative (Lithuania).

The Self Evaluation Report (hereinafter – SER) of the Programme was made available to the expert team in January 2014. The head of the expert team distributed the workload according to each expert's discipline and each member of the expert team examined the SER individually, preparing problem questions or discussion points. The experts obtained further information during the site visit in Kaunas on March 27th through interviews with Administration Staff, Staff responsible for preparation of SER, the teaching staff, students, employers and stakeholders. After the visit, on March 29th the expert group held a meeting, discussed the contents of the evaluation report and agreed upon the numerical evaluation of every area of the evaluation.

II. PROGRAMME ANALYSIS

1. *Programme aims and learning outcomes*

The study programme of Image Design, which was commenced in the autumn of 2012, was the first study of such a type in Lithuania. The programme aims and learning outcomes are well defined; the whole department has a clear vision on the Image design speciality. However, when international expert team examined the SER content the general feeling, which resulted from this reading, was somehow blunt and not clear enough. Team of experts suggests that the SER team may look into the content of material and enhance the context of this report for future assessment.

The aims and anticipated learning outcomes of the study programme of ID are announced on KK and JVFA websites (www.kauko.lt, www.studijos.lt, www.aikos.smm.lt, www.jvmf.lt), also in promotional materials about the study programmes that are being implemented in KK and JVFA. They are also introduced during the visits by the academic staff and students in schools of general education; annual *Open-door Days;* and exhibitions/fairs in Lithuania such as *Fair of Institutions of Higher Education; Learning. Studies. Career.*

During the visit team of experts got impression, that this programme has a big potential in local market and could become a very competitive in the international market too. The strong support to the programme was expressed by social partners and professionals working in this field.

According SER, College itself made a research on the demand for the studies of image design in Kaunas region in 2011 before designing the study programme of Image Design. The investigation revealed that no one is preparing professionals who are able work in a complex creating image design. Image designer has to deal not only with fashion, make up, haircuts, but also have some experience working with photographers, film makers, graphic designers, directors and other professionals creating multidiscipline tasks.

The study programme of Image Design is new, it was accredited since 12/07/2012 and because of this fact expert team couldn't see the final graduate works. On the other hand experts were able to analyse programme aims and curriculum. Based on this analysis team of experts made a conclusion that learning outcomes are consistent with the type and level of studies and the level of qualification. Some small improvements in curriculum could be done for getting better results, but the main direction is very positively evaluated.

The mission of the study programme is to train professional bachelors in fashion design, who are able, taking into account client's needs and social environment, to design and implement the distinctive image of the client; work individually or in a team with people in artistic projects, presentations of fashion designers' collections, concert organisations, advertising agencies, beauty shops and studios, and ready to establish their own service company.

There is generally good compatibility between the name of the programme and the learning outcomes, content and the qualification that is offered. The key word in the title reflects the content of the Programme, the qualification degree awarded and defines the field of study. This is a programme that can be characterized as quite interdisciplinary offering students knowledge about modern image design technologies, management, sociology, psychology, professional skills. Is important that students taught to work in multidisciplinary teams what is particularly important for their future professional carrier. Professional Bachelor degree gives for graduates a strong practical skills with sufficient theoretical background.

2. *Curriculum design*

According to the Accreditation Teams' best knowledge and understanding provided by SKCV and the Self Evaluation Report, the programme complies with national legal acts and regulations. The compliance with the Bologna process and the establishment to the European Credit Transfer System (ECTS) is commended.

With reference to SER the study programme of Image Design has been compiled following the Orders of the Minister of Education and Science of the Republic of Lithuania, which govern the process of science and studies. The volume of the study programme is 180 ECTS credits that are covered during 3 years of studies, 30 credits per semester. 135 of them are compulsory credits of the study field, 15 credits are assigned to General subjects of collegial studies, 30 credits are meant for elective subjects that students can choose freely. Professional internships and practical training take up more than 60% of the study programme of ID so total volume of the professional internships is 33 credits.

There is a very clear spread of modules throughout the 6 semesters through 3 years of the programme which follows academic patterns of most Professional Bachelor programmes internationally. Each semester consists of not more that 5 modules and students start with bigger number of contact hours in the start developing to bigger number of self study towards the end of the 3-year cycle.

The curriculum of the study programme of Image Design is composed by distributing the subjects into five blocs: Artistic preparation, professional skills, management block, psychology block and digital block.

The mission of the study programme of Image Design corresponds to the mission of KK, i.e. to implement qualitative studies of higher education, which are oriented towards practical performance, the needs of the learner and the society as well as the development of applied scientific/artistic activities. The content of the study programme is designed in the way that students not only get knowledge and develop professional skills, but they also model their provisions and attitudes towards the newest developments of science, art and technologies, which helps to successfully enter the international market.

The curriculum design follows a sequence, which matches other design programmes both locally as well as internationally. It starts from the stage of Art and Design foundation introducing students to fundamentals of drawing, visualization and expression and progresses with image design problem solving, focusing both on the theoretical as well as practical skills. However the team of experts believes that curriculum design needs further enhancement by introducing a stronger creative and experimental input in practical terms. To match the real scope of Image Design, there needs to be additional input and provision of education about contemporary art and design with greater reference to semiological theories ranging from Barthes to Eco to Baudrillard.

We would also recommend to rethink about elective subjects such as: law, business basics, marketing psychology, photography. Expert teams opinion concludes, that mentioned subjects should be not in elective subject row. We think that these subjects are crucial for image design professionals.

The aim is to provide students with the theoretical basis and develop practical skills of the specialty striving to achieve the anticipated learning outcomes necessary for a Professional Bachelor in Image Design, i.e. to acquire general, professional and special competences. The width of curriculum, strongly supported by opportunities offered through optional studies and the freedom to participate in a range of extra curriculum activities – including presentations by participating in exhibitions or other projects – allowing students to develop both a strong and appropriate integration between theory and practise in their work and to develop interdisciplinary practises.

It seems that students have quite big workload therefore all the changes in the programme have to be done in frame of existing frame. The study programme of Image Design is compiled to train an image design specialist, thus, most subjects are compulsory. The compulsory subjects provide the general basis for the specialty of an image designer. The

subjects are distributed in such a way that having learnt certain subjects, other subjects can be studied. What is also important that college give for students' knowledge how to continue learn after the studies which were also evident during the on site meeting with students.

Generally the programme reflects achievements in science, art and technology. Artistic research watching and analyzing movies, working in well-equipped photographic studio with analog and digital photography made a very positive impression. The possibility to have chance to work with light and music in theatre by social partners is also a positive sign that college is looking for opportunities to give the best knowledge what is possible.

Of course continuous enhancement and improvements must always be on the agenda of the college matching the development of new technologies. There may be some room for improvement especially in relation to the area of image design in virtual reality and also other improvements mentioned above in analysis.

3. Staff

The teaching staff working in the study programme have acquired at least Master or or equivalent to Master Degree. In case of vacancies, a competition to occupy lecturer's position is announced, the process, conditions, order, organisation and requirements of which are defined by the *Regulation on the Competition Held to Occupy a Position of a Lecturer*.

With reference to SER 12.5% of the subjects of the main study field are taught by scientists and acknowledged artists. About 95% of the academic staff has more than 3-year practical experience in the field of the subject taught. In 2013/2014 period the ID programme has 2 associate professors, 13 lecturers, 4 assistants.

During the first academic year of the implementation of the study programme, i.e. 2012/2013, there were 2 acknowledged artists working in the study programme, and during the second year, 2013/2014, the academic staff included 3 doctors of sciences and 1 acknowledged artist.

During on site visit it was evident that teaching staff came across as devoted and committed towards teaching and learning, bringing their own good practice into the programme. There was clear understanding on the structure of the faculty who works like a community in a collective as well as in a diverse mode.

The number of the teaching staff is adequate to ensure learning outcomes: in 2013-2014 the number of lecturers was 19 and students 17. In 2012- 2013 the number of lecturers was 12 and students 16. So the ratio between lecturer and student is close to 1.

The new methodology of estimating tenure defines the number of lecturer's working hours (contact and non-contact) in an academic year, which is 1440. Contact hours include theoretical lectures, practical activities, workshops, consultations, supervising internships, reviewing of self-study tasks and internship reports, examinations, and participation in the presentation of final theses. Non-contact hours include preparation of tasks, advanced consultations, development of new study subjects or improvement of the existing ones, applied scientific research and artistic performance, contracted and consultation activities, in-service training, etc.

Analysing the turnover of the teachers at the moment is too early, because the programme is new. But proportion of young and experience lecturers seems very balanced. By visiting college our team discovered that the lecturers are quite active not only in Lithuanian but also in international scene, nevertheless the College has to think how to involve international tutors in the programme.

As mentioned in the SER Lecturers have favourable conditions to constantly participate in the events of in-service training which is necessary for them to meet the minimal qualification requirements to hold the position of an associate professor, lecturer or assistant that are defined in the regulations approved in KK. In 2012/2013, 75% of the academic staff of the

study programme of Image Design improved their qualification in conferences, 41% attended seminars, 1 lecturer had a professional internship in Lithuania, and 1 abroad.

Professional lecturers practice experts see as a positive factor for improving programme, bringing in the newest tendencies form the market. By taking active participation in conferences, seminars, courses, internships, etc., the academic staff improves their professional, pedagogical and methodological qualification. During the period assessed, 2 lecturers of the study programme of ID participated in Erasmus academic mobility programmes.

With reference to SER the members of the academic staff implementing the study programme of Image Design took active participation in applied scientific research, artistic activities and projects. In 2012/2013, the academic staff composed 3 scientific articles, made 7 reports, held 6 personal seminars, participated in 23 exhibitions (5 of them abroad), organised 5 personal exhibitions and 3 events, where they created image for the participants, etc. Thus, on basis of this analysis team of experts are sure that teaching staff of Image Design study programme is of high quality.

4. *Facilities and learning resources*

During visit in Kaunas our team discovered that facilities and generally physical resources including studios, laboratories, workshops and the library were found to be of a very good standard. We also see an administration effort to renew College property. Some laboratories such as the Photographic Studio accommodate state of the art technology and equipment. Continuous enhancement and improvements must always be on the agenda of the college matching the development of new technologies and the industrial evolution.

The premises used for the implementation of the study programme of ID, individual workplaces and the equipment used are good for organising qualitative study process.

As mentioned before, photography studio, make up room also computer classes are sufficient in size and quality. From the SER it is also possible to get a picture that KK has particular software, everywhere are wireless internet access, which helps for students to keep mobility. The spaces for The Central Library and faculty libraries have joined the net of academic libraries and use the automated library software *ALEPH*. Every month, the information about the newly published and acquired publications is placed on KK Internet website and sent by e-mail to Heads of departments. On lecturers' request, the lists of the publications stored in the library and intended for particular study programmes are provided.

Students' knowledge gained while studying the basics of studies and specialty subjects as well as skills are reinforced, applied and improved during practical professional activities. The places for internships will be selected to the students of the study programme of ID taking into account the conditions defined in the study programme and the type of the internship. For such a reason, the Department of ID is creating a network of basic institutions for students' internships and searching for new stakeholders.

After the visit we have to draw attention that college has a sufficient number of books and magazines actual for Image design. The community of the Library can use *EBSCO Publishing, Oxford Reference Online* and *Emerald* data bases (DBs). Information about the tested DBs, search in DBs as well as innovations are provided on KK website www.kauko.lt in the group work system *Google Apps*, which is used for communication and dissemination of information. The KK library has got 106 computers for its users.

At present the Library funds store 15,678 copies of 9,113 titles. 30 periodicals have been subscribed (9,776.04 LTL), i.e. 13 titles in Lithuanian, 17 in foreign languages (13 in English, 2 in French, and 2 in Russian).

All study rooms are equipped with necessary equipment and materials; wireless internet access is provided. All in all, experts are satisfied with the quality of premises and equipment used in study process. At the same time there is clear evidence that College administration is constantly improving material resources through various projects.

Studijų kokybės vertinimo centras

5. *Study process and student assessment*

The conditions and order of students' admission into the study programme of Image Design is defined by the Association of Lithuanian Higher Schools (LAMA BPO). The applicants of the study programme of ID should have acquired at least secondary education. The competitive score in the study programme ID is comprised of the assessments of school-leaving and entrance examinations (with the weighting factor of the entrance examination - 0.7, and that of school-leaving examination in Lithuanian - 0.2) and the annual score (in a foreign language, with the weighting factor 0.1).

There is a good structure and organization of the study process, similar to other professional bachelor programmes internationally, the timetable of the study programme of Image Design includes lectures, workshops and internships. The academic load is distributed evenly throughout 3 years. Each semester, 7 subjects are studied, and the student gains 30 credits. 50% of the study volume is meant for self-study, and 50% is assigned for contact classes.

Current students were found to be quite enthusiastic and motivated. Students seemed to show interest in acquiring new knowledge, and they exhibited projects, which were found to be interesting, both in making as well as in concept. From interview with them it became clear, that they are quite active in various activities and workshops, nevertheless the college administration has to look for other opportunities encouraging students to go out in to public space.

During the visit we got impression that administration put a lot of efforts building new relations for international mobility programme, so we recommend to keep continue do this, because interweaving students it was felt that they wish to participate in the Erasmus mobility scheme. The college should look into this issue and try to establish bilateral agreements with as many countries as possible. The team of experts strongly feels that mobility is very essential and it will open up new directions as well as potential for the development of the programme to acquire an international character and outlook.

Based on the SER two types of consultations are provided in the Faculty, deepening and levelling ones. The number of *deepening* consultations is defined in study programmes and is meant for deeper analysis of more complicated issues and clarification of the problems encountered. *Levelling* consultations are meant for individual advice and take place after academic classes according to approved lecturers' timetables of consultations in spring and autumn semesters.

Students are provided with a possibility to change the study programme or the institution of higher education and have their results recognised. The students who arrive from other education institutions are provided with a possibility of recognition of learning outcomes. Those students who pay for studies have a possibility to become state-financed students if vacancies occur.

Students with good academic results who communicate in foreign languages are provided with a possibility to undertake partial studies according to Erasmus mobility programmes. They are consulted on possibilities of participating in such studies, the selection system, etc. Students are consulted using distance learning technologies, *Moodle* environment or e-mail. Those who due to health problems or other important personal reasons cannot consistently attend classes are provided with a possibility to study according to an individual schedule, have a study break or academic leave, and have their examination session brought forward or postponed.

KK has got a sufficient number of rooms in dormitory, so, on request, all students can be accommodated in a dormitory. Students can attend exhibitions of famous Lithuanian and foreign artists held in the Faculty Gallery.

The criteria for student achievement assessment are tied up with the learning outcomes. The system and procedure of student assessment is based on the principles of reliability, clarity and objectivity. The Assessment system is clearly outlined in the SER and is publicly available to students online as well as during first introduction to studies. Furthermore

during the course of Introduction to Studies, students are acquainted with the requirements of academic ethics, and sanctions for violating its norms. During their first lectures, academic staff acquaint students with the system of the cumulative assessment and its criteria.

It is too early to analyse professional activities of the majority of graduates, on the other hand, based on stakeholders and social partners opinion – feedback, team of experts is confident that graduates will work in image design field. In order to ensure qualitative study process, JVFA prepared and approved *the List of systematic surveys of the participants in the study process in JVFA and their organisation*, which defines the aims and periodicity of surveys. Another factor is: the number of drop-outs in JVFA is one of the smallest in KK. In recent years, it was just 5-8%. Conclusion could be made, that study process is organised rather well, however it is still too early to be assured if graduates will meet programme providers expectations and also, at this stage of study programme implementation international mobility of students is rather low.

6. *Programme management*

Responsibilities for decisions and monitoring of the implementation of the programme are clearly allocated. The basic structural unit of JVFA is a department in this case Image Design. One department implements one study programme. The composition of the academic staff working in the department depends on lecturer's academic load in a particular study programme and the subjects taught. Each department is managed by a lecturer in the position of Head of the Department, who is responsible for the functioning and formation of the study programme. The study programmes are administrated by secretaries. Image Design department is very small and this allows make improvements very quickly. Even in this short period when programme is existing some changes are done to improve the programme.

According to the SER the quality of the study programme and its implementation is monitored by the Study Programme Committee consisting of 9 persons. Since 2012, this function has been delegated to the Committee of Assuring Quality of Management and Studies under KK Academic Council.

The ID department is quite young. The model functions in cycles and is implemented through self-assessment and benchmarking. Through the process of self-assessment, the KK quality policy is directed towards the alignment of self-control and improvement of one's performance. The improvement of the System of Quality Assurance and its functioning receives constant attention in KK. The study quality is also ensured by constant feedback from students and stakeholders. In order to ensure qualitative study process, JVFA prepared and approved *the List of systematic surveys of the participants in the study process in JVFA and their organisation,* which defines the aims and periodicity of surveys

The evaluation and improvement processes involve stakeholders' opinion expressed during discussions, some changes were already made in the study plan. From the point of view of stakeholders, it is necessary for the future Image Design specialists to know and be able to manage graphical vector and image editing software, they also are recommending introduce advertising psychology in to study field. This was also confirmed by students' surveys while assessing the study subjects of Composition 1,2, Colour science, Make-up/grease - paint composition and techniques, and Fashion history. Taking into account these observations, the subject of Information technology was replaced by Applied computer programmes.

From the SER seems that this small department react very flexibly in internal surveys and stakeholders opinion, this gives an assumption that KK continually improve all aspects of its provision.

III. RECOMMENDATIONS

1. The importance of the programme is well defined by everybody, giving emphasis on the uniqueness of its character not only in this region but also in Lithuania in general. This is an interesting point, which needs to be explored further. The college may look into strategic planning not only to establish a regional center for image design education, but also to attract non-local as well as international candidates.

2. The team of experts believes that curriculum design needs further enhancement by introducing a stronger creative and experimental input in practical terms. To match the real scope of Image Design, there needs to be additional input and provision of education about contemporary art and design with greater reference to semiological theories ranging from Barthes to Eco to Baudrillard.

3. It was felt that the students wish to participate in the Erasmus mobility scheme. The college should look into this issue and try to establish bilateral agreements with as many countries as possible. The team of experts strongly feels that mobility is very essential and it will open up new directions as well as potential for the development of the programme to acquire an international character and outlook.

4. The possibility to have chance to work with lighting would give for students better understanding the power of light creating mood, shape of human body and also would give better skills for future work with photographers. We would also recommend rethinking about elective subjects such as: law, business basics, psychology of marketing, photography. Expert team opinion concludes, that mentioned subjects should be not in elective subject row. We think that these subjects are crucial for image design professionals.

IV. SUMMARY

Programme Image Design professional BA has a clear aims and learning outcomes, nevertheless we suggest that the SER team may look into SER report and enhance the context for future assessment. The importance of the programme is well defined by everybody, giving emphasis on the uniqueness of its character not only in this region but also in Lithuania in general. This is an interesting point, which needs to be explored further. The college may look into strategic planning not only to establish a regional centre for image design education, but also to attract non-local as well as international candidates.

The curriculum design follows a sequence, which matches other design programmes both locally as well as internationally. It starts from the stage of Art and Design foundation introducing students to fundamentals of drawing, visualization and expression and progresses with image design problem solving, focusing both on the theoretical as well as practical skills. However the team of experts believes that curriculum design needs further enhancement by introducing a stronger creative and experimental input in practical terms. Some subjects has to be added or changed from electives to main subjects of study field.

Teaching staff is very good balanced in terms of lecturers age and between theoreticians and practitioners, nevertheless the college has to motivate them participate in Erasmus programme, in other artistic activities in Lithuania and abroad. Collage has to look for possibilities to invite international lecturers.

Facilities and generally physical resources including studios, laboratories, workshops and the library were found on a good standard. We can praise administration for these efforts and also notice that continuous enhancement and improvements of facilities and learning resources must always be on the agenda of the college matching the development of new technologies and the industrial evolution.

Generally speaking there is a good structure and organization of the study process, similar to other professional bachelor programmes internationally, it's clear that this programme is very young and all the time it has to be followed and improved. We would suggest keep encouraging students to participate in research, artistic and applied research activities in Lithuania and abroad. The college should look how to establish bilateral agreements with other schools in other countries. The team of experts strongly feels that mobility is very essential and it will open up new directions as well as potential for the development of the programme to acquire an international character and outlook.

Administration and programme management were found to be well structured. The professional BA in Image Design is lead by a very enthusiastic and lively professional, and it is well supported by faculty as well as the whole college, nevertheless again question about internalization has to be on the focus.

Generally speaking the programme although only in its second year of operation, is at a positive point where there is great potential, and real new niche, and everyone involved in this, needs to make a point of exploiting all possibilities in pushing the programme further.

V. GENERAL ASSESSMENT

The study programme *Image Design* (state code 653W23006) at Kaunas College is given **positive** evaluation.

Study programme assessment in points by evaluation areas.

No.	Evaluation Area	Evaluation Area in Points*
1.	Programme aims and learning outcomes	4
2.	Curriculum design	3
3.	Staff	4
4.	Material resources	4
5.	Study process and assessment (student admission, study process, student support, achievement assessment)	3
6.	Programme management (programme administration, internal quality assurance)	4
	Total:	**22**

*1 (unsatisfactory) - there are essential shortcomings that must be eliminated;

2 (satisfactory) - meets the established minimum requirements, needs improvement;

3 (good) - the field develops systematically, has distinctive features;

4 (very good) - the field is exceptionally good.

Grupės vadovas:
Team leader: Prof. Costas Mantzalos

Grupės nariai:
Team members: Prof. Dr. Bernhard E. Burdek

                 Prof. Lylian Meister

                 Andrius Ciplijauskas

                 Kotryna Stasiukynaitė

Studijų kokybės vertinimo centras

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V. APIBENDRINAMASIS ĮVERTINIMAS

Kauno kolegijos studijų programa *Įvaizdžio dizainas* (valstybinis kodas – 653W23006) vertinama **teigiamai**.

Eil. Nr.	Vertinimo sritis	Srities įvertinimas, balais*
1.	Programos tikslai ir numatomi studijų rezultatai	4
2.	Programos sandara	3
3.	Personalas	4
4.	Materialieji ištekliai	4
5.	Studijų eiga ir jos vertinimas	3
6.	Programos vadyba	4
	Iš viso:	**22**

* 1 - Nepatenkinamai (yra esminių trūkumų, kuriuos būtina pašalinti)
2 - Patenkinamai (tenkina minimalius reikalavimus, reikia tobulinti)
3 - Gerai (sistemiškai plėtojama sritis, turi savitų bruožų)
4 - Labai gerai (sritis yra išskirtinė)

<...>

IV. SANTRAUKA

Profesinio bakalauro studijų programa *Įvaizdžio dizainas* turi aiškius tikslus ir studijų rezultatus, vis dėlto siūlome savianalizės suvestinės rengimo grupei peržiūrėti savianalizės suvestinę ir vertinimuose ateityje pateikti daugiau konteksto. Visi pabrėžė studijų programos svarbą, atkreipdami dėmesį į jos unikalumą ne tik šiame regione, bet ir visoje Lietuvoje. Tai įdomus dalykas, kurį reikėtų panagrinėti išsamiau. Kolegija galėtų persvarstyti strateginį planavimą ne tik tam, kad taptų regioniniu įvaizdžio dizaino švietimo centru, bet ir pritrauktų nevietinius ir tarptautinius kandidatus.

Studijų programa sudaryta tokia pat seka, kaip kitos vietos ir tarptautinės dizaino studijų programos. Ji pradedama nuo meno ir dizaino pagrindų, supažindinant studentus su piešimo, vizualizacijos ir raiškos pagrindais ir pereinant prie įvaizdžio dizaino problemų sprendimo, dėmesį sutelkiant tiek į teorinius, tiek į praktinius gebėjimus. Tačiau ekspertų grupė mano, kad studijų programos sandarą reikia dar tobulinti į ją įtraukiant daugiau praktinio kūrybinio ir eksperimentinio darbo. Į studijų programą reikia įtraukti tam tikrus dalykus arba pasirenkamuosius dalykus perkelti į pagrindinius studijų krypties dalykus.

Tarp dėstytojų egzistuoja labai gera pusiausvyra dėl jų amžiaus, taip pat tarp teoretikų ir praktikų, tačiau kolegija turi skatinti juos dalyvauti *Erasmus* mobilumo programoje, kitoje meninėje veikloje Lietuvoje ir užsienyje. Kolegija turi ieškoti galimybių pasikviesti lektorių iš užsienio.

Patalpos ir materialieji ištekliai apskritai, įskaitant studijas, laboratorijas, seminarų patalpas ir biblioteką, yra geros būklės. Galime pagirti administraciją už jų pastangas, taip pat pastebėti, kad nuolatinis patalpų ir materialiųjų išteklių tobulinimas ir gerinimas privalo visada būti įtrauktas į kolegijos darbų sąrašą, siekiant prisitaikyti prie naujų technologijų atsiradimo ir pramonės raidos.

Studijų kokybės vertinimo centras

Apskritai, studijų eigos struktūra ir organizavimas yra geri, panašūs į kitų valstybių profesinio bakalauro studijų programas. Akivaizdu, kad ši studijų programa dar nauja ir ją reikia nuolat stebėti, tobulinti. Siūlytume toliau skatinti studentus dalyvauti mokslinėje, meninėje ir taikomojoje mokslinėje veikloje Lietuvoje ir užsienyje. Kolegija turėtų ieškoti būdų, kaip sudaryti dvišalius susitarimus su mokyklomis kitose valstybėse. Ekspertų grupė laikosi tvirtos nuomonės, kad mobilumas yra būtinas ir kad jis sudarys sąlygas naujoms studijų programos plėtojimo kryptims ir atskleis jos potencialą, kad ji įgytų tarptautinį pobūdį ir perspektyvą.

Nustatyta, kad administracijos ir studijų programos vadybos struktūra yra gera. Profesinio įvaizdžio dizaino bakalauro studijų programai vadovauja labai entuziastinga ir aktyvi profesionalė, jai paramą teikia fakultetas ir visa kolegija, vis dėlto reikėtų daugiausiai dėmesio skirti tarptautiškumo klausimui.

Apskritai, nors studijų programa teikiama tik antrus metus, ji pasiekusi tokį etapą, kai jos potencialas yra didelis, tad yra reali nauja niša, o programoje dalyvaujantiems reikia išnaudoti visas galimybes ją toliau plėtoti.

III. REKOMENDACIJOS

1. Studijų programos svarba gerai apibrėžta, atkreipiamas dėmesys į jos unikalumą ne tik šiame regione, bet ir visoje Lietuvoje. Tai įdomus dalykas, kurį reikėtų panagrinėti išsamiau. Kolegija galėtų daugiau dėmesio skirti strateginiam planavimui ne tik tam, kad taptų regioniniu įvaizdžio dizaino švietimo centru, bet ir pritrauktų nevietinius ir tarptautinius kandidatus.

2. Ekspertų grupė mano, kad studijų programos sandarą dar reikia tobulinti, į ją įtraukiant daugiau praktinio kūrybinio ir eksperimentinio darbo. Siekiant suderinti realią įvaizdžio dizaino aprėptį, reikia papildomai studentus šviesti apie šiuolaikinį meną ir dizainą, daugiau dėmesio skiriant semiologijos teorijoms nuo Rolando Bartheso iki Umberto Eco ir Jeano Baudrillardo.

3. Susidarė įspūdis, kad studentai nori dalyvauti *Erasmus* mobilumo programoje. Kolegija turėtų šią problemą spręsti ir pamėginti sudaryti dvišalius susitarimus su kuo daugiau šalių. Ekspertų grupė laikosi tvirtos nuomonės, kad mobilumas yra būtinas ir kad jis sudarys sąlygas naujoms studijų programos plėtojimo kryptims ir atskleis jos potencialą, kad ji įgytų tarptautinį pobūdį ir perspektyvą.

4. Gavę galimybę padirbėti su apšvietimu, studentai geriau suprastų nuotaikos kūrimo, žmogaus kūno formavimo apšvietimu galią ir įgytų geresnius įgūdžius darbui su fotografais ateityje. Taip pat rekomenduotume apsvarstyti pasirenkamuosius dalykus, tokius kaip teisė, verslo pagrindai, rinkodaros psichologija, fotografija. Ekspertų grupės nuomone, pirmiau nurodyti dalykai neturėtų būti įtraukti į pasirenkamųjų dalykų sąrašą. Manome, kad jie yra itin svarbūs įvaizdžio dizaino specialistams.

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Studijų kokybės vertinimo centras