Higher Education Institution's Response

- **Higher Education Institution:**

  Cyprus University of Technology

- **Town: Limassol**

- **Programme of study Name (Duration, ECTS, Cycle)**

  In Greek:

  Πολυμέσα και Γραφικές Τέχνες, Πτυχίο, 240 ECTS

  Πολυμέσα και Γραφικές Τέχνες, Διδακτορικό Πρόγραμμα, 240 ECTS

  In English:

  Multimedia and Graphic Arts, BA, 240 ECTS

  Multimedia and Graphic Arts, PhD, 240 ECTS

- **Language(s) of instruction: Greek**

- **Programme's status:** Currently Operating

A. Guidelines on content and structure of the report

- *The Higher Education Institution (HEI) based on the External Evaluation Committee's (EEC's) evaluation report (Doc.300.1.1) must justify whether actions have been taken in improving the quality of the programme of study in each assessment area.*

- *In particular, under each assessment area, the HEI must respond on, <u>without changing the format of the report</u>:*

  - *<u>-</u> the findings, strengths, areas of improvement and recommendations of the EEC*
  - *<u>-</u> the deficiencies noted under the quality indicators (criteria)*
  - *- the conclusions and final remarks noted by the EEC*

- *The HEI's response must follow below the EEC's comments, which must be copied from the external evaluation report (Doc. 300.1.1).*

- *In case of annexes, those should be attached and sent on a separate document.*

1. Study programme and study programme's design and development
(ESG 1.1, 1.2, 1.8, 1.9)

Overall compliance in section 1. and sub-areas (1.1,1.2, 1.3, 1.4) with quality indicators/criteria	Compliant
"*Findings for Multimedia and Graphic Arts, BA* The Programme: - has a formal status and is publicly available - supports teaching, administrative staff and students to take on their responsibilities in quality assurance - supports the involvement of external stakeholders - is designed by involving students and other stakeholders - benefits from external expertise - is designed so that it enables smooth student progression Regarding the programme of study, clear, accurate, up-to date and readily accessible information is published. Information for the effective management of the programme of study is collected, monitored and analysed. Students and staff are involved in providing and analysing information and planning follow-up activities. *Findings for Multimedia and Graphic Arts, PhD* The Programme: - has a formal status and is publicly available - supports teaching, administrative staff and students to take on their responsibilities in quality assurance - supports the involvement of external stakeholders - is designed by involving students and other stakeholders - benefits from external expertise - is designed so that it enables smooth student progression Regarding the programme of study, clear, accurate, up-to date and readily accessible information is published. Information for the effective management of the programme of study is collected, monitored and analysed.	Thank you for the positive comments. This recommendation for qualifying entry exams for art and design is well received by the Department but needs very careful consideration. This is an issue that the Department has discussed extensively in the past to eventually conclude that the current admission framework is the most fair and appropriate one. An elaborated response on the matter is presented in "300_3_2 _departmental_evaluation" (section 4. Learning and Teaching).

Students and staff are involved in providing and analysing information and planning follow-up activities. *Strengths for Multimedia and Graphic Arts, BA* The program is carefully designed, and it development is assured by effective procedures and monitoring. *Strengths for Multimedia and Graphic Arts, PhD* The students are involved in the teaching as a programmatic condition. Their teaching is remunerated by the department. The eligibility of applicants is thoroughly screened to foster well-informed decisions. There are very active research collaborations on an international, national and local level. Organization and attendance of annual conferences as a compulsory asset of the PhD studies. The academic staff covers a diverse bandwidth of research interests and specializations. *Areas of improvement and recommendations for Multimedia and Graphic Arts, BA* Introduce qualifying entry exams for art and design Bachelor candidates to ensure attracting the most qualified applicants in the subject area. *Areas of improvement and recommendations for Multimedia and Graphic Arts, PhD* No specific recommendations.''	

2. Teaching, learning and student assessment
   (ESG 1.3)

Overall compliance in section 2. and sub-areas (2.1, 2.2, 2.3) with quality indicators/criteria	Compliant
"Findings for Multimedia and Graphic Arts, BA The overall impression towards learning and teaching is good. *Findings for Multimedia and Graphic Arts, PhD* The overall impression towards teaching and research is excellent. *Strengths for Multimedia and Graphic Arts, BA*	Thank you for the positive comments.

The academic team engages strongly in the teaching and students support. The average number of students that are in classrooms and labs is good. There is a good amount and diversity of courses and electives offered to inform the studies extensively. *Strengths for Multimedia and Graphic Arts, PhD* n/a"	

3. Teaching Staff
(ESG 1.5)

Overall compliance in section 3. and sub-areas (3.1,3.2, 3.3) with quality indicators/criteria	Compliant
"*Findings for Multimedia and Graphic Arts, BA* The Evaluation Committee had a positive overall impression. The quality of the teaching staff described in the application has been proven in the online meetings. *Findings for Multimedia and Graphic Arts, PhD* The Evaluation Committee had a positive overall impression. The quality of the teaching staff described in the application has been proven in the online meetings. *Strengths for Multimedia and Graphic Arts, BA* The recruited staff is qualified. The staff-student ratio is good. There are good synergies of research and teaching. The teaching staff publications are within the discipline. Teaching staff studies and publications are closely related to the programme's courses. Visiting and permanent staff are well balanced. The status of the academics is appropriate for the program. *Strengths for Multimedia and Graphic Arts, PhD* The recruited staff covers a diverse bandwidth of research areas. The staff-student ratio is good. There are good synergies of research and teaching. The teaching staff publications are within the discipline. Teaching staff studies and publications are closely related to the programme's courses. Visiting and permanent staff are well balanced.	Thank you for the positive comments.

Scholarly activity to strengthen the link between education and research is encouraged. *Areas of improvement and recommendations for Multimedia and Graphic Arts, BA* None. *Areas of improvement and recommendations for Multimedia and Graphic Arts, PhD* None."	

4. Students
(ESG 1.4, 1.6, 1.7)

Overall compliance in section 4. and sub-areas (4.1,4.2, 4.3, 4.4) with quality indicators/criteria	Compliant
"*Findings for Multimedia and Graphic Arts, BA* The Evaluation Committee was surprised that students are being admitted without demonstrating a portfolio. However, the selection process and further evaluation of such students is convincing. *Findings for Multimedia and Graphic Arts, PhD* The admission process for PhD candidates was found fully compliant. *Strengths for Multimedia and Graphic Arts, BA* There are clear and transparent standards for student admission, progress and certification. *Strengths for Multimedia and Graphic Arts, PhD* The admission criteria for PhD students are well developed and demonstrate high standards. *Areas of improvement and recommendations for Multimedia and Graphic Arts, BA* Introduce qualifying entry exams for art and design Bachelor candidates to ensure attracting the most qualified applicants in the subject area. *Areas of improvement and recommendations for Multimedia and Graphic Arts, PhD* No specific recommendations."	Thank you for the positive comments. We take the recommendation on "Introducing qualifying entry exams for art and design" for our BA very seriously. An elaborated response on the matter is presented in "300_3_2 _departmental_evaluation".

5. Resources
   (ESG 1.6)

Overall compliance in section 5. and sub-areas (5.1, 5.2, 5.3, 5.4) with quality indicators/criteria	Compliant
"*Findings for Multimedia and Graphic Arts, BA* There is extensive student support through academics and non-academics. The physical resources made and adequate visual impression, and they appeared to fit the purpose. However, it has been challenging to make informed judgements regarding physical resources based on an online site visit. *Findings for Multimedia and Graphic Arts, PhD* The program structure supports the PhD candidates in their research, their development and progress as well as their visibility to the outside world. The physical resources made and adequate visual impression, and they appeared to fit the purpose. However, it has been challenging to make informed judgements regarding physical resources based on an online site visit. *Strengths for Multimedia and Graphic Arts, BA* The establishment and integration of the Makers Space. *Strengths for Multimedia and Graphic Arts, PhD* The establishment and integration of the Makers Space. *Areas of improvement and recommendations for Multimedia and Graphic Arts, BA* Cafeteria / social meeting place with food and drinks. *Areas of improvement and recommendations for Multimedia and Graphic Arts, PhD* Cafeteria / social meeting place with food and drinks.*"*	Thank you for the positive comments. We agree on the recommendation for a social meeting place which is part of the broader issue of a centralized facility. Please also refer to "300_3_2 _departmental_evaluation". The issue of premises is a long standing one for the Department. We have invested a huge amount of effort over the past 10 years to make our teaching labs, research labs, and recently the Makerspace viable for teaching, learning, researching. These premises are unfortunately on rent and long-term planning is missing. Bringing physical resources together and centralizing its facilities in a campus would benefit the Department enormously; indeed, we are missing social meeting points for students and faculty members, such as a cafeteria. The university should seriously consider the support of the Department towards bringing its physical resources together in owned premises designed to serve the needs of the current program of studies as well the new program of studies to be pushed for approval.

6. Additional for distance learning programmes
   (ALL ESG)

Overall compliance in section 6. and sub-areas (6.1, 6.2, 6.3) with quality indicators/criteria	Compliant
"*Findings* The structure and the procedures of the PhD program are clearly defined and transparently presented. *Strengths* The academic staff supports the PhD candidates well with meeting the program's expectations and criteria, as well as with their research proposals. Current PhD students as well as those who have graduated highlight staff good accessibility. The admission criteria are well developed and demonstrate high standards. *Areas of improvement and recommendations* n/a"	Thank you for the positive comments.

7. **Additional for doctoral programmes**
   (ALL ESG)

 Nothing here

8. **Additional for joint programmes**
   (ALL ESG)

Nothing here

B. **Conclusions and final remarks**

"The committee has a positive overall impression of the department. The academic staffs' broad professional interests, expertise, and passion has particularly convinced the members of the evaluation committee. Towards the BA, the evaluation committee suggests to look into the possibility of re-structuring the program. Instead of two pathways, two individual BA programs might be offered. Since the two pathways are nearly separate from each other already, they can be offered as individual programs. The committee sees potential for a rise of the quality level and student development through dividing the	The Department of Multimedia and Graphic Arts and all the faculty-participants in this evaluation highly appreciate both the professionalism of the members of the external committee and the positive and constructive spirit, which prevailed throughout the day. The Department welcomes the positive comments made by the Committee in the report for the BA and PhD programs.

program into two separate BAs. Cross-disciplinary projects and courses shall be maintained and further developed.

Towards the PhD program, the committee is impressed that all 15 graduates have secured respectable positions in academia, research and industry.
The PhD has the strength to be the only doctoral program in Multimedia and Graphic Arts on Cyprus.

The committee agrees that the BA as well as the PhD program are both fully compliant to the expectations."

Towards the BA, the recommendation of the Committee to look into the possibility of having two individual BA programs is well received. This idea will become part of the strategic planning of the Department to be discussed further, all aspects being considered carefully. In general, the Department would agree that there is potential to raise the quality level and student development by offering two separate BAs. At the same time the Department needs to consider its resources, namely teaching staff and teaching facilities, for the offering of additional courses in two separate BAs for more in-depth education. On the other hand, the Department needs to carefully consider that the broad education enabled by the BA program in its current form has proven beneficial for our graduates with high employment rates and high satisfaction. It is possible that a more in-depth and specialized knowledge at BA level might not be consistent with the needs of the local industry. In all cases, the Department welcomes this idea and will continue to process it as part of its Strategic Planning. An the same time, the Department aims to offer conventional MA programs to allow graduates to develop in-depth knowledge in specific domains of Multimedia and Graphic Arts.

Overall, we are glad that the quality and commitment of the Department became apparent to the evaluation committee.

C. Higher Education Institution academic representatives

Name	Position	Signature
Andri Ioannou	Associate Professor, Department Chair	
Evripides Zantides	BA Program Coordinator (Graphic Arts Pathway)	

Doros Polydorou	BA Program Coordinator (Multimedia Pathway	
Marinos Koutsomichalis	PhD Program Coordinator	
Click to enter Name	Click to enter Position	
Click to enter Name	Click to enter Position	

Date: 13/04/2021