

Doc. 300.3.2

Date: 18 March 2021

Higher Education Institution's Response

(Departmental)

- **Higher Education Institution:** University of Nicosia
- **Town:** Nicosia
- **School/Faculty:** Humanities and Social Sciences
- **Department:** Design and Multimedia
- **Programme(s) of study under evaluation**
Name (Duration, ECTS, Cycle)

Programme 1

In Greek:

Διαδραστικά Μέσα και Κινούμενα Σχέδια (4 έτη, 240 ECTS, Πτυχίο)

In English:

Interactive Media and Animation (4 years, 240 ECTS, Bachelor of Arts)

Programme 2

In Greek:

Γραφιστική και Ψηφιακός Σχεδιασμός (4 έτη, 240 ECTS, Πτυχίο)

In English:

Graphic and Digital Design (4 years, 240 ECTS, Bachelor of Arts)

Programme 3

In Greek:

Ψηφιακές Τέχνες και Σχεδιασμός (18 μήνες, 90 ECTS, Μάστερ)

In English:



Digital Art and Design (18 months, 90 ECTS, Master of Art)

- **Department's Status:** Currently Operating



The present document has been prepared within the framework of the authority and competencies of the Cyprus Agency of Quality Assurance and Accreditation in Higher Education, according to the provisions of the “Quality Assurance and Accreditation of Higher Education and the Establishment and Operation of an Agency on Related Matters Laws of 2015 to 2019” [N. 136 (I)/2015 to N. 35(I)/2019].

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.300.3.1) must justify whether actions have been taken in improving the quality of the department in each assessment area.*
- *In particular, under each assessment area, the HEI must respond on, without changing the format of the report:*
 - *the findings, strengths, areas of improvement and recommendations of the EEC*
 - *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. 300.3.1).*
- *In case of annexes, those should be attached and sent on a separate document.*

1. Department's academic profile and orientation

Sub-areas

- 1.1 Mission and strategic planning**
- 1.2 Connecting with society**
- 1.3 Development processes**

The Department of Design and Multimedia has been considered to be compliant in all criteria of this section. The EEC noted the Department's clearly formulated mission, which is to provide high quality teaching in its areas of specialization, as well as its strategic planning with regard to our goals and objectives.

The EEC confirmed that "the application papers have been detailed and informative" and "the quality of the teaching staff described in the application has been proven in the online meetings".

The EEC members also pointed out that "there are sufficient extra-curricular activities" and "the tutor to student ratio is sufficient" while "the connection between students and tutors is close and sufficient". In addition, they noted that "students get industry insights and contacts via their tutors and the projects offered". Furthermore, the EEC confirmed the positive contribution of the Department to the society and noted the "coherence and compatibility among the programmes of study offered by it".

Under the "areas of improvement and recommendations" the EEC member made the following suggestion: "... to offer (to students) options for the final semesters to go more in depth with the final project. There is a number of other projects in the final semester that all weigh the same amount of ECTS as the final project does. Two projects might be connected, and complement each other into a more extensive final project. By this, students can achieve 12 ECTS in their final projects".

We would like to thank the Committee for the suggestion. Different programmes of study in the fields of Art and Design have different learning outcomes, aims and objectives. For such curricula to be innovative and successful, the specific and distinct needs of the different professional areas should be taken into consideration. As the recommendation of the Committee members is also to be found in the programmatic evaluations, we would like to refer them to the relevant BA in Graphic and Digital Design and BA in Interactive Media and Animation response documents.

2. Quality Assurance

Sub-areas

2.1 System and quality assurance strategy

2.2 Quality assurance for the programmes of study

The Department of Design and Multimedia has been considered to be compliant in all criteria of this section and no deficiencies in the quality indicators have been identified.

The Committee has confirmed that the mechanisms for quality assurance are in place and effective, and commended on the Department's services and mentoring provided to students.

In particular the EEC stated that "its overall impression is that the department is compliant".

The EEC also pointed out that there is "great staff engagement towards students and teaching" and that there is "sufficient activities such as inviting relevant designers for talks and participating in international Competitions"

Furthermore, the EEC stated that the "staff is committed to their subject areas and covers a great bandwidth of specializations" while also noting that there is "strong support in cross-disciplinary studies, and by the collaboration of different departments sharing labs and facilities."

The EEC has also made suggestions for further improving the two BA programs by introducing a four-project structure starting the 5th semester. We would like to thank the EEC for their suggestions and to point out that our programmes of study have different learning outcomes, aims and objectives. For our curriculums to be contemporary and effective, all the diverse disciplines that need to be covered should be taken into account. As the recommendation of the Committee members is also to be found in the programmatic evaluations, we would like to refer them to the relevant BA in Graphic and Digital Design and BA in Interactive Media and Animation response documents.



3. Administration

The Department of Design and Multimedia has been considered to be compliant in all criteria of this section.

In specific, the Committee members noted that “the overall impression is good, however due to the course of the online evaluation the EEC cannot give any details.”

We would like to thank the EEC for their positive comment and to point out that details about the Administration can be found on page 76 of the Departmental application for accreditation.

No areas of improvement have been identified in this section.

4. Learning and Teaching

Sub-areas

4.1 Planning the programmes of study

4.2 Organisation of teaching

The Department of Design and Multimedia has been considered to be compliant in all criteria of this section.

The EEC has pointed out that “the overall impression towards learning and teaching is satisfactory”.

In addition, the EEC has stated that “the teaching staff accommodates a high amount of office hours to support the students individually and that “the average number of students that are in a classroom or lab is good.”

We welcome the EEC’s positive comments and reiterate our commitment to low class sizes (Ratio of academic staff in relation to students) in general.

The EEC did not identify any issues.

5. Teaching Staff

The Department of Design and Multimedia has been considered to be compliant in all criteria of this section.

The EEC noted that “the overall impression of learning and teaching is satisfactory. The teaching staff, as well as the structures implemented, are convincing”.

The EEC also pointed out the following strengths:

“Good number of teaching staff”.

“Ratio of academic staff in relation to students is good”.

“Many of the teaching staff are experts from the industry”.

“The staff CVs make a good impression and demonstrate a good bandwidth”.

The EEC suggested that “the process of student feedback, and how the department responds to those, remains unclear after the online meetings and presentations”.

We would like to point out that we collect student feedback at the end of every semester through online questionnaires where students evaluate their courses and lecturers. Furthermore, students are also involved in the Quality Assurance Committee of the Department by having a student representative in the relevant committee.

Moreover, we would also like to ensure the EEC that the students’ recommendations that have been collected through the internal evaluation procedure of the department and its programs, have been taken into consideration in making some of the changes that have been submitted to the EEC through the application for accreditation.

Details about the Internal Evaluation Committee and procedure can be found on page 66 of the Departmental Application for accreditation.

6. Research

The Department of Design and Multimedia has been considered to be compliant in all criteria of this section.

The EEC found that “the academic staff engages in research and carries their findings into their teaching. Particularly on the MA program, there are convincing methods to equip students with research skills and include them into the staff’s research.” The EEC went on to additionally comment that “specific staff members evidence strong research profiles”.

We welcome the EEC positive comments and reassure them that our Faculty is committed to teaching and research excellence.

There were no recommendations in this area.



7. Resources

There were no comments on this assessment area in the report.

While the visit took place online and was not possible for the EEC to visit our facilities we would like to note that the Department has provided the EEC with a video showcasing our facilities as well as links to our departmental website which includes detailed descriptions and pictures of all our labs. (<https://www.unic.ac.cy/amd/facilities/>)

Furthermore, we would like to reassure the EEC that our infrastructure is sufficient as it includes specialized facilities for all the disciplines that we teach. We would also like to point out that in the past year the University has invested in multi-million-euro lab facilities, including new Graphic Design studios, a new Virtual Reality and Interactive Arts lab, a fully equipped Stop-motion Animation studio, Ceramics facilities and a fully renovated Photography studio. Finally, due to the pandemic, live streaming systems have been installed in all our art and design studios and classrooms.



B. Conclusions and final remarks

The Department of Design and Multimedia would like to thank the EEC members for their two-day virtual visit, for the constructive discussions and for their feedback in their report. We welcome the EEC positive conclusions.

More specifically the EEC noted that “The committee agrees that the department is sufficiently equipped. The structures appear satisfying, the staff is qualified and committed. Overall, the committee agrees the department is fully compliant.”

Finally, we would like to reiterate our appreciation to the EEC members for their positive evaluation of the Department of Design and Multimedia and the cordial and constructive manner in which they have conducted their assessment.



C. Higher Education Institution academic representatives

<i>Name</i>	<i>Position</i>	<i>Signature</i>
FullName	Position	
FullName	Position	
FullName	Position	
FullName	Position	
FullName	Position	
FullName	Position	

Date: Click to enter date

