

ArtEZ  
College van bestuur  
Postbus 49  
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## Besluit

**Besluit strekkende tot een positieve beoordeling van een aanvraag om accreditatie van de opleiding hbo-master Typografie van ArtEZ hogeschool voor de kunsten**

### datum Gegevens

21 december 2011	Naam instelling	: ArtEZ hogeschool voor de kunsten
onderwerp	Naam opleiding	: hbo-master Typografie (120 ECTS)
Definitief besluit accreditatie	Datum aanvraag	: 8 november 2011
hbo-master	Variant opleiding	: voltijd
Typografie ArtEZ (#5537)	Locatie opleiding	: Arnhem

### ons kenmerk Aanvullend

NVAO/20113083/ND Op 21 november 2011 heeft de NVAO aanvullende informatie gevraagd met betrekking tot de afwegingen die hebben geleid tot het globale oordeel "goed" over de opleiding. De  
bijlagen 1 NVAO heeft deze informatie ontvangen op 22 november 2011 en bij haar beoordeling betrokken.

### Beoordelingskader

Beoordelingskader voor de beperkte opleidingsbeoordeling van de NVAO (Stcrt. 2010, nr 21523).

### Bevindingen

De NVAO stelt vast dat in het visitatierapport deugdelijk en kenbaar is gemotiveerd op welke gronden het panel de kwaliteit van de opleiding positief heeft bevonden. De NVAO beoordeelt de kwaliteit van de opleiding derhalve als goed.

### Advies van het visitatiepanel

*Samenvatting bevindingen en overwegingen panel*

The overall judgement of the committee regarding the quality of the programme is good. Het panel heeft hierbij, alles afwegend, standaard drie ("Toetsing en gerealiseerde resultaten") de doorslag laten geven."

### Standaard 1 Beoogde eindkwalificaties

The intended learning outcomes are assessed as satisfactory.

The programme aims to develop the competences that participants need in order to become leading, independent graphic designers. Other Master's courses in the field of visual communication focus on editorial design, public spaces, interactive design or the use of

### Inlichtingen

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Pagina 2 van 7 design as an instrument for investigating political or social themes. However, the "Werkplaats Typografie" (WT) emphasises the substantive aspects of an autonomous design practice.

The WT has incorporated the final proficiencies that graduates must attain in competences, in accordance with the nationally recognised and professionally oriented Opleidingsprofiel Vormgeving: a course profile for design for bachelor's degrees in visual arts education. The competences of the programme are maintained through consultations with the experts in the field and the advisory committee of the WT. Students and alumni are surveyed regularly to verify if the assessed proficiencies meet the requirements of the professional field. In its core the ambition of the programme is to stay as it is now: on a small scale and intensive. Although the world is constantly changing the staff of the WT finds it positive to have the ambition to keep on doing the things they feel are most important and doing it in a way they feel it suits the programme best. As one of the staff members said: 'Staying the same in a changing environment is not easy.' In the view of the assessment committee these proficiencies have been explicitly coupled to the components of the Master programme and translated into concrete assessment criteria, thus enabling the staff to monitor the students' progress in an objective manner. The committee concluded that the competences of the programme were sufficiently in line with the international standard of intended master-learning outcomes.

#### *Standaard 2 Onderwijsleeromgeving*

The teaching-learning environment is assessed as excellent.

The professional work field plays a highly important role in the WT. Aside from the professional expertise of the core lecturers, during the programme students go on excursions and are involved with projects for related international events. However, the uniqueness of the programme lies within the commission-driven education: students engage with the work field via the commissions from real clients in the field of design. When working for clients, students are confronted with issues that are a real part of a graphic designer's daily practice. The student learns to deal with the field of tension between his own artistic ideas and the restrictions that are placed on them by principals. Working with external clients means that students continuously interact with their surroundings and with society; locally, nationally and internationally. The method of education and corresponding supervision at the WT is quite unique and tailored to the final objectives of the Master. The staff members take the students seriously and regard them as fellow designers. Critique, suggestions and comments from the students are integrated into the programme. The students are expected to actively contribute to the Master programme and are given responsibility for certain parts of the programme throughout the year. Within this didactical concept theory and practice are well integrated, in a natural manner. Staff members are extremely motivated and dedicated to the Master course, and have been involved in the founding and transformation of the WT into a professional Master. The students of the programme receive full critical attention from all staff members. The students have been selected with utmost care by the staff, and lecturers as well as coordinators demonstrate a great responsibility for the wellbeing and progress of their students as designers. The students see each lecturer on a weekly basis, with exception of one theory lecturer who resides in London. However, this lecturer visits the WT regularly for several days to a week for tutorials. As graduate thesis supervisor he meets with each student individually to discuss their thesis. The staff developed a good sense of which students should be admitted to the programme, based on their qualities and teamwork. WT also seems to have developed quite a good feeling of whom to select for a certain commission.

Pagina 3 van 7 Altogether the assessment committee is impressed by the lecturers' intuition for composing a team of students. The building in which the programme is located, supports the teaching methods.

*Standaard 3 Toetsing en gerealiseerde resultaten*

Assessment and achieved learning outcomes are assessed as good.

The quality and level of the commissioned work is very convincing. The commissions represent the master's level and the commissioners are satisfied with the final products. The 'thesis', as WT calls it, is about reflection of the student on its work. There is a new thesisstructure proposed for the year 2011-2012. Eventually this will lead to more structured and transparent reflection of the students so that is a good development.

Yet, students already do find it a positive experience: by starting to write the essay within the first couple of months they create an ongoing learning experience during the whole programme. It is clear that graduates manage to reach good positions both in the national and international field.

**Aanbevelingen**

De NVAO onderschrijft de volgende aanbevelingen van het panel.

The advisory committee consists of people who are too closely related to the WT: most members are commissioners or graduates. They meet only biannually or sometimes annually. The assessment committee thinks it would be better if the advisory committee were to consist of people who are more independent and therefore not related to the WT. The external critics are professionals from the international field. The selection of the external critics is made with focus on the content of the thesis. The assessment committee would like to challenge the programme to try to invite external critics that could be a bit further away from the regular workfield.

Ingevolge het bepaalde in artikel 5a.10, tweede lid, van de WHW heeft de NVAO het College van bestuur van de ArtEZ te Arnhem in de gelegenheid gesteld zijn zienswijze op het voornemen tot besluit van 29 november 2011 naar voren te brengen. Bij e-mail van 15 december 2011, heeft het college van bestuur van deze gelegenheid gebruik gemaakt. Dit heeft geleid tot een enkele tekstuele aanpassing.

Op grond van het voorgaande besluit de NVAO dat accreditatie wordt verleend aan de hbo-master Typografie (120 ECTS; variant: voltijd; locatie: Arnhem) van ArtEZ hogeschool voor de kunsten te Arnhem.

Dit besluit treedt in werking op 6 november 2012 en is van kracht tot en met 5 november 2018.

Den Haag, 21 december 2011

Nederlands-Vlaamse Accreditatieorganisatie



K.L.L.M. Dittrich  
voorzitter

Tegen dit besluit kan op grond van het bepaalde in de Algemene wet bestuursrecht door een belanghebbende bezwaar worden gemaakt bij de NVAO. De termijn voor het indienen van bezwaar bedraagt zes weken.

Schematisch overzicht oordelen panel:

Onderwerp	Standaard	Beoordeling door het panel
		<i>voltijd</i>
<b>1. Beoogde eindkwalificaties</b>	De beoogde eindkwalificaties van de opleiding zijn wat betreft inhoud, niveau en oriëntatie geconcretiseerd en voldoen aan internationale eisen	V
<b>2. Onderwijsleeromgeving</b>	Het programma, het personeel en de opleidingsspecifieke voorzieningen maken het voor de instromende studenten mogelijk de beoogde eindkwalificaties te realiseren	E
<b>3. Toetsing en gerealiseerde eindkwalificaties</b>	De opleiding beschikt over een adequaat systeem van toetsing en toont aan dat de beoogde eindkwalificaties worden gerealiseerd	G
<b>Eindoordeel</b>		G

De standaarden krijgen het oordeel onvoldoende (O), voldoende (V), goed (G) of excellent (E).

Het eindoordeel over de opleiding als geheel wordt op dezelfde schaal gegeven.

## Feitelijke gegevens

Docent-student ratio	1 : 16,5
Kwalificatie docenten	30% wo-ma 70% hbo-ma
Studielast	gemiddeld 40 uren per week
Contacturen	gemiddeld 28 uren per week
Rendement	<p><b>Instream</b>  2007-2008: 6  2009-2009: 7  2009-2010: 10  2010-2011: 10</p> <p><b>Uitstroom na 2 jaren</b>  2007-2008: 6 (100%)  2009-2009: 7 (100%)  2009-2010: 9 (90%)  2010-2011: n.a.</p> <p><b>Uitstroom na 3 jaren</b>  2007-2008: n.a. (0%)  2009-2009: n.a. (0%)  2009-2010: n.a. (0%)  2010-2011: n.a. (0%)</p> <p><b>Drop-out</b>  2007-2008: 0  2009-2009: 0  2009-2010: 1  2010-2011: 2</p>

Het panel kende de volgende samenstelling:

Voorzitter: ir. René Kloosterman, director of AeQui;

Leden:

- Min Choi, partner and graphic designer at Sulki & Min, Seoul, assistant professor in visual design at the University of Seoul and lecturer at the College of Fine Arts of Seoul;
- Carolien Glazenburg, curator at the Stedelijk Museum of Amsterdam;
- Lieven Van Speybroeck (student-lid) graduated from Piet Zwart Instituut (Rotterdam) as M Media Design & Communication in July 2011.

van Noort MScMC trad op als secretaris.