

Besluit

Besluit strekkende tot een oordeel positief onder voorwaarden van een aanvraag toets nieuwe opleiding van de hbo-master Digital Design van de Hogeschool van Amsterdam

Gegevens

datum	Instelling	: Hogeschool van Amsterdam
20 december 2016	Opleiding	: hbo-master Digital Design
onderwerp	Graad opleiding	: Master of Science
Besluit	Variant	: voltijd
TNO onder voorwaarden	Locatie	: Amsterdam
hbo-master	Studieomvang (EC)	: 60
Digital Design van de	Datum macrodoelmatigheidsbesluit	: 1 maart 2016
Hogeschool van Amsterdam	Datum aanvraag	: 23 juni 2016
(004993)	Datum locatiebezoek	: 14 oktober 2016
uw kenmerk	Datum paneladvies	: 16 november 2016
hc16u0230	Instellingstoets kwaliteitszorg	: ja, positief besluit van 5 november 2013
ons kenmerk		
NVAO/20162839/LL		

bijlagen **Beoordelingskaders**

- Beoordelingskader voor de beperkte toets nieuwe opleiding van de NVAO (Stcrt. 2014, nr 36791).
- Artikel 5a.11, vierde lid, van de Wet op het hoger onderwijs en wetenschappelijk onderzoek (WHW) (Stb. 2010, 293)
- Artikel 1 van het Accreditatiebesluit WHW (Stb. 2011, 536)

Bevindingen

De NVAO stelt vast dat in het paneladvies deugdelijk en kenbaar is gemotiveerd op welke gronden het panel de kwaliteit van de opleiding positief onder voorwaarden heeft bevonden.

Samenvatting bevindingen en overwegingen van het panel (hierna ook: the panel).

Standard 1: *the panel concludes that the programme meets the standard.*

The master's programme Digital Design at Amsterdam University of Applied Sciences is a full time, one-year programme, comprising 60 ECTS. The primary objective of the master's programme is to educate more and better digital designers, at an internationally competent level. The underlying ambition is to strengthen the societal and economic position of the Netherlands and to contribute to building the brand value of 'Digital Design'. The panel agrees that the envisaged programme fills the need in the creative industry for graduates with this specific master's profile and therefore makes an adequate contribution to the professional field.

Graduates from the Digital Design master programme are supposed to demonstrate the ability to function at level seven of the European Qualification Framework (EQF). The programme aims to educate the so-called 'T-shaped professionals'; the vertical bar on the T represents the depth of related skills and expertise in a single field (in this case: programming, business skills et cetera), whereas the horizontal bar is the ability to collaborate across disciplines with experts in other areas and to apply knowledge in areas of expertise other than one's own. The panel is of the opinion that, although the learning outcomes per course are adequately described, the overall learning outcomes are in need of further elaboration and clarification. According to the panel a further specification of the learning outcomes will facilitate the creation of a more clear profile of the (desired) applicant; in particular the panel understood the idea of the desired 'T-shaped student', but the specifics are to be elaborated.

The panel concluded that the academic and professional level of intended learning outcomes of the master's programme is according to international standards. The necessary competences are presented in the Main Assessment Dossier and are discussed during the site visit.

The programme made a comparison ("benchmark") with other master programmes. The panel endorses the conclusion of the programme's management that there is no comparable programme currently being developed within the Dutch realm. In addition the panel concluded that international ties have been made with other international institutes but the panel supports further initiatives to continue the international (Dutch) profiling of the programme and collaboration and comparison with other international institutes.

Standard 2: *the panel concludes that the programme meets the standard.*

The master's programme is a full-time programme, carried out in two consecutive standard AUAS semesters of 20 weeks. Upon successful completion, the programme awards the 60 EC required for a Postgraduate Level 7 with a Master of Science degree.

The programme consists of 16 courses, 3 projects and 1 start/end conference and exposition. Courses are clustered according to areas of expertise, each characterised by a foundation course, essential for the identity of the master's programme. Besides the foundation courses, the programme includes supporting courses, which provide additional knowledge and skills for the areas of expertise and the related competences and capabilities of the digital designer at master's level.

Pagina 3 van 8 At the end of each semester the students will undergo a general assessment where their overall progress and the realisation of their individual learning goals will be evaluated and feedback given. In addition to all obligatory courses, students select one supporting course for which they choose to do additional individual coursework (extending it from 1 EC to 3 ECs). The panel wishes to complement the programme management with the extensive and detailed description of the curriculum courses.

Initially, the panel was of the opinion that the curriculum of the programme is fragmented and very 'dense': courses are offered with the study load of 1 EC (28h of study) and the final qualifications of some courses seemed to be very ambitious. The panel was also worried that the programme being as crammed as was suggested on paper, would not give the creative professionals enough space to breathe and to create their own process. The panel discussed the feasibility, the density and the study load of the programme during the site visit. Based on this (additional) information, the panel concludes that the master's programme is challenging and still dense from time to time, but that clustering of the (minor) courses should lead to a feasible study programme.

The panel is very pleased with the quality and motivation of the teaching staff, but expresses its concern about the heavy workload for the teaching staff, considering the many duties and roles of the programme and the few available hours given to execute these duties. The active involvement and dedication of professors ('lectoren') and members of the creative industry is highly appreciated by the panel. The panel is of the opinion that the programme is well organized and that the students will be well prepared for obtaining their final qualifications. The literature and facilities are up to standard.

As a result of the rising complexity of societal problems, there is a demand for 'T-shaped' professionals in industry. Therefore, the master's programme will collaborate closely with industry partners. Agencies will also specifically contribute to the design and marketing of the master's programme. The panel is positive about the collaboration with the creative industry but recommends the programme management to stay independent from the creative industry.

The programme management considers it of great importance that the 'right' type of students enters the master's programme. Therefore, a selection committee will judge every candidate. Students will submit an application including their profile, portfolio and a pitch. From the interviews – and not from the provided reports - the panel learned about the *different specific qualities an applicant should possess to enter the master's programme*. The panel therefore strongly recommends to define and specify the required qualities in written form as well on short notice.

Standard 3: the panel concludes that the programme partially meets the standard.

Throughout the programme, both formative and summative assessments have their place. Formative assessments will be continuous; lecturers and coaches will assess students' work during lessons and through the portfolio and provide feedback. A range of formative, holistic feedback points supports the final summative assessments: peer assessment as input for the examiners, group and individual critiques and tutorials. Collaborative practice is encouraged alongside one-to-one feedback. Individual development and progression is monitored through face-to-face contact.

Pagina 4 van 8 The level and complexity of assessments increase over time and more and more elements are introduced with each course and project. One intermediate assessment (1 EC) will be conducted at the end of Project 2; a final assessment (2 ECs) will take place after Project 3. Both assessments will take in consideration all the work (classwork, projects, individual study) conducted by the student up to that point.

A new postgraduate-level Examination Board will be appointed for the Master's programme. The Board will consist of suitably qualified and experienced members of Master's staff and other AUAS staff with suitable expertise. In the first instance, the Examination Board will also function as assessment committee. Every year the Examination Board draws up an assurance agenda and annual report. During the site visit the panel discussed the above mentioned topics with members of the Examination Board. The panel was not convinced by the explanations of the Examination Board and even though the panel is convinced that the quality of the members of the Examination Board are up to standard, it became clear that the duties and level of knowledge of the Examination Board are in need of sharpening.

The master's programme will be concluded by the completion of the final project, which underpins the personal vision and portfolio (including students' individual project contribution). Besides the two (independent) examiners, industry experts will be involved in the assessment as crucial advisors. The final presentations will be in the form of a conference/exposition in which students present their work and products. A supervisor and co-supervisor are appointed for the assessment of the final project. Based on the discussions with the programme management, the teachers and the examination board, the panel concludes that this part of the programme development is still under construction. The panel recommends to define (written and clear) criteria and procedures for summative assessments during the programme and the final project. Based on the constructive and trustworthy discussions with the prospective programme management the panel is confident that it takes its responsibilities seriously and it is in control of the quality management of the assessment procedures.

Standard 4: *the panel concludes that the programme **partially meets** the standard.*

The Main Assessment Dossier states that the programme will be part of the organisational and financial structure of the AUAS School of Digital Media and Creative Industries (FDMCI). The panel is convinced that the programme is supported by the authorities of AUAS and has been provided with sufficient budget for the development and initial execution of the programme. However, to continue the programme in a sustainable way, to make sure that the workload for teachers will not be too high and that the programme is guaranteed to have 'creative space' and a sufficient study environment, the panel urges the programme management to increase the budget for staff and facilities.

Given these considerations, the panel advises NVAO to take a **conditionally positive** decision regarding the quality of the proposed programme hbo-master Digital Design at Amsterdam University of Applied Sciences.

Advies van het panel

Het panel adviseert de NVAO om positief onder voorwaarden te besluiten ten aanzien van de kwaliteit van de nieuwe opleiding hbo-master Digital Design van de Hogeschool van Amsterdam.

Pagina 5 van 8 **Aanbevelingen**

De NVAO onderschrijft de aanbevelingen van het panel, in het bijzonder de aanbevelingen voor het verder specificeren van de eindkwalificaties en van het profiel van de gewenste instromende studenten.

Besluit

Ingevolge het bepaalde in artikel 5a.10, derde lid, in verbinding met artikel 5a.11, achtste lid, van de WHW heeft de NVAO het college van bestuur van de Hogeschool van Amsterdam te Amsterdam in de gelegenheid gesteld zijn zienswijze op het voornemen tot besluit van 28 november 2016 naar voren te brengen. Bij brief van 12 december 2016 met kenmerk hc16u0230 heeft het college van bestuur ingestemd met het voornemen tot besluit.

De NVAO besluit de aanvraag beperkte toets nieuwe opleiding van de opleiding hbo-master Digital Design (60 EC; variant: voltijd; locatie: Amsterdam) van de Hogeschool van Amsterdam te Amsterdam als positief onder voorwaarden te beoordelen. De voorwaarden zijn:

- de toetsformulieren en toetscriteria zijn op orde;
- de examencommissie vervult haar wettelijke taken en haar rol binnen de opleiding;
- het programmamanagement voorziet voldoende middelen in verhouding tot de verwachte werklust van het personeel.

Pagina 6 van 8 De termijn waarbinnen aan deze voorwaarden moet zijn voldaan bepaalt de NVAO op 12 maanden.

Uiterlijk 6 (zes) maanden voor afloop van de termijn van de voorwaarden, levert de instelling documentatie aan de NVAO waarin zij aangeeft hoe aan de voorwaarden is voldaan.

Graad: Master of Science

Advies Croho-onderdeel: techniek.

Visitatiegroep: nader te bepalen¹.

Van kracht tot en met 19 december 2017.

Den Haag, 20 december 2016

De NVAO
Voor deze:

L.O. 

Dr. A.H. Flierman
(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.

¹ De opleiding dient ten minste twee jaar voor de vervaldatum gebruik te maken van de zogenoemde aprilronde om zelf zorg te dragen voor een indeling in een visitatiegroep. Daarna neemt de NVAO het besluit over de indeling in een visitatiegroep.

Onderwerp	Standaarden	Oordeel
1 Beoogde eindkwalificaties	De beoogde eindkwalificaties van de opleiding zijn wat betreft inhoud, niveau en oriëntatie geconcretiseerd en voldoen aan internationale eisen	Voldoet
2 Onderwijsleeromgeving	Het programma, het personeel en de opleidingsspecifieke voorzieningen maken het voor de instromende studenten mogelijk de beoogde eindkwalificaties te realiseren	Voldoet
3 Toetsing	De opleiding beschikt over een adequaat systeem van toetsing	Voldoet ten dele
4 Afstudeergarantie en financiële voorzieningen	De instelling geeft aan studenten de garantie dat het programma volledig kan worden doorlopen en stelt toereikende financiële voorzieningen beschikbaar	Voldoet ten dele
Algemene conclusie		Positief onder voorwaarden

- Prof. dr. ir. Han Brezet (voorzitter), Hoogleraar in Design for Sustainability, faculteit Industrial Design Engineering, Departement Design Engineering, sectie Design for Sustainability, TU Delft;
- Jynse Cremers (lid), MA, Docent Digital Design en opleidingscoördinator Devine - Digital design and development, Hogeschool West-Vlaanderen, België;
- Drs. Jurriënne Ossewold (lid), MA, eigenaar en directeur van The Creative Media Consultancy, Amsterdam;
- Joris Solleveld (student-lid), BSc./MSc.-student, MSc. Biological Sciences, track Limnology and Oceanography – EKK-niveau 7, Graduate School of Life Sciences, Universiteit van Amsterdam.

Het panel werd bijgestaan door dr. Dagmar Proviijn, beleidsmedewerker NVAO, procescoördinator en Liza Kozłowska, MA, beleidsmedewerker NVAO, secretaris (gecertificeerd).