



STUDIJŲ KOKYBĖS VERTINIMO CENTRAS

Vilniaus dizaino kolegijos

**STUDIJŲ PROGRAMOS *KŪRYBINIŲ INDUSTRIJŲ DIZAINAS*  
(653W26001)**

**VERTINIMO IŠVADOS**

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**EVALUATION REPORT  
OF *DESIGN FOR CREATIVE INDUSTRIES* (653W26001)**

**STUDY PROGRAMME**  
at Vilnius College of Design

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Išvados parengtos anglų kalba  
Report language - English

## DUOMENYS APIE ĮVERTINTĄ PROGRAMĄ

Studijų programos pavadinimas	Kūrybinių industrijų dizainas
Valstybinis kodas	653W26001
Studijų sritis	Menai
Studijų kryptis	Dizainas
Studijų programos rūšis	Koleginės studijos
Studijų pakopa	Pirma
Studijų forma (trukmė metais)	Nuolatinė (3)
Studijų programos apimtis kreditais	180
Suteikiamas laipsnis ir (ar) profesinė kvalifikacija	Vizualinių komunikacijų dizaino profesinis bakalauras
Studijų programos įregistravimo data	2012-05-31 No SV6-21

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## INFORMATION ON EVALUATED STUDY PROGRAMME

Title of the study programme	Design for Creative Industries
State code	653W26001
Study area	Arts
Study field	Design
Type 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 of design for visual communication
Date of registration of the study programme	2012-05-31 No SV6-21

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The Centre for Quality Assessment in Higher Education

# CONTENTS

<b>I. INTRODUCTION .....</b>	<b>5</b>
1.1. Background of the evaluation process.....	5
1.2. General.....	5
1.3. Background of the HEI/Faculty/Study field/ Additional information .....	5
1.4. The Review Team .....	6
<b>II. PROGRAMME ANALYSIS.....</b>	<b>6</b>
2.1. Programme aims and learning outcomes.....	6
2.2. Curriculum design .....	8
2.3. Teaching staff.....	9
2.4. Facilities and learning resources .....	10
2.5. Study process and students' performance assessment .....	12
2.6. Programme management .....	13
2.7. Examples of excellence * .....	14
<b>III. RECOMMENDATIONS .....</b>	<b>16</b>
<b>IV. SUMMARY .....</b>	<b>17</b>
<b>V. GENERAL ASSESSMENT .....</b>	<b>19</b>

## I. INTRODUCTION

### 1.1. Background of the evaluation process

The evaluation of on-going study programmes is based on the **Methodology for evaluation of Higher Education study programmes**, approved by Order No 1-01-162 of 20 December 2010 of the Director of the Centre for Quality Assessment in Higher Education (hereafter – SKVC).

The evaluation is intended to help higher education institutions to constantly improve their study programmes and to inform the public about the quality of studies.

The evaluation process consists of the main following stages: *1) self-evaluation and self-evaluation report prepared by Higher Education Institution (hereafter – HEI); 2) visit of the review team at the higher education institution; 3) production of the evaluation report by the review team and its publication; 4) follow-up activities.*

On the basis of external evaluation report of the study programme SKVC takes a decision to accredit study programme either for 6 years or for 3 years. If the programme evaluation is negative such a programme is not accredited.

The programme is **accredited for 6 years** if all evaluation areas are evaluated as “very good” (4 points) or “good” (3 points).

The programme is **accredited for 3 years** if none of the areas was evaluated as “unsatisfactory” (1 point) and at least one evaluation area was evaluated as “satisfactory” (2 points).

The programme is **not accredited** if at least one of evaluation areas was evaluated as “unsatisfactory” (1 point).

### 1.2. General

The Application documentation submitted by the HEI follows the outline recommended by the SKVC. Along with the self-evaluation report and annexes, the following additional documents have been provided by the HEI before, during and/or after the site-visit:

No.	Name of the document

### 1.3. Background of the HEI/Faculty/Study field/ Additional information

#### **1.4. The Review Team**

The review team was completed according *Description of experts' recruitment*, approved by order No. 1-01-151 of Acting Director of the Centre for Quality Assessment in Higher Education. The Review Visit to HEI was conducted by the team on 24/04/2015

- 1. Mr. John O Connor (team leader)**, *Dublin Institute of Technology, Director and Dean, College of Arts and Tourism, Ireland.*
- 2. Dr. Hanna Karkku**, *Aalto University, Planning Officer, Finland.*
- 3. Dr. Aija Freimane**, *Art Academy of Latvia, Assistant Professor, Latvia.*
- 4. Ms. Ilona Gurjanova**, *Estonian Association of Designers, Chair, Estonia.*
- 5. Mr. Andrius Cipliauskas**, *Beepart Creative Workshop, Director, Lithuania.*
- 6. Mr. Vytautas Karoblis**, *Student, Lithuania.*

## **II. PROGRAMME ANALYSIS**

### **2.1. Programme aims and learning outcomes**

According to the SER the mission of VCD is to create conditions for acquisition of professional Bachelor's degree qualification based on applied creative activities, to ensure the quality of studies and the process of studies complies with the standards of the European Union. VCD declare that the purpose of the programme is to train highly-qualified specialists in visual communications design with a sound understanding of visual expression principles required for creative industry activities; ability to plan communication; collect and analyse the data necessary for resolving problems, related to creative industries as well as implementation and initiation of innovations; understanding creative industries-related project planning, execution and evaluation and applying combined technological and creative tools; ability to develop qualitative visual communications design projects and professionally and responsibly communicate in different social environments; ability to independently develop in the professional area, to reflect over and adequately assess the achievements of professional activity and relating further education with the skills of entrepreneurship and the needs of the public.

The meeting with the programme team, teachers and students confirmed the reality of the descriptions in the SER.

Information on the study programmes at Vilnius College of Design is posted in Lithuanian and in English on the website of the VCD ([www.dizainokolegija.lt](http://www.dizainokolegija.lt)). The information on all programmes implemented by the VCD is also presented in the internet website of the Open vocational information, counselling, and guidance system (AIKOS)

(<http://www.aikos.smm.lt/aikos/index.htm>), annual national publications 'Kur stoti', 'Kur mokytis ir persikvalifikuoti', 'Kaip įsidarbinti', 'Kur mokytis'.

It is clear that the learning outcomes of the Design for Creative Industries programme are compliant with the requirements prescribed for the first – professional bachelor – study cycle at the college. With a view to ensuring the compliance of the study programme with the requirements for the development of study programmes effective in the Republic of Lithuania the programme was drafted with reference to the legal acts.

It is also clear that the program team carried out extensive research to identify the need and the demand for specialists in creative industries. The College carried out a survey on the issue among a range of companies working in the area of creative industries, i.e., advertising, communication and public relations agencies; companies, engaged in music, film and animation production activities; radio and television companies; as well as institutions, operating in the area of art and education. The responding companies confirmed the demand in the market for specialists in the area of creative industries and replied to questions concerning the relevance of the competences and abilities developed by the design for creative industries study programme for a specialist of creative industries design. From the meeting with social partners it is clear that the programme Design for Creative Industries responds to their needs.

During the visit it was not possible to see final project work because the programme has not yet completed a full cycle but it is evident that graduates will meet the learning outcomes. As for the moment expert panel could not get all necessary evidence of all programme learning outcomes achievement and achievement of main programme aim. This program is professional bachelor which gives for future professionals skills to be able to apply the principles of visual expression; will be familiar with the historical tendencies of art, design and innovations; will be able to work with computer graphics software; will apply visual means of expression; will have mastered communication techniques and strategies; will be able to apply the principles of narrative construction; will be able to collect, systemize and analyse information by using the latest sources of information; will demonstrate team work skills; will be able to develop and present design projects; will be able to proceed with further independent professional development and responsibly assess the impact of their professional activity performance results upon the environment.

After graduation the students of Design for Creative Industries study programme will be able to work in advertising agencies, design studios, in various fields of media, various cultural projects and services sectors as well as develop individual projects.

The programme title is broad but the College has to put a considerable thought into it and can argue convincingly as to its relevance. The arguments are supported by the social partners and employers.

## ***2.2. Curriculum design***

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 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 to 30 ECTS; total subjects in a semester – 7; total credits in a semester – 30 ECTS; graduation project – 12 ECTS.

During the first semester students are taught general subjects which develops the principal view of students towards modern visual culture. They develop the basic skills of visual culture and become familiar with the possibilities of their speciality.

In the second semester the attention is concentrated on a branding project; design of branding elements is introduced to the students during graphic design lectures as well as subtleties of the graphic design expression and principles of the formation of identity. During the third semester the students deepen their knowledge in media studies and communication methods, which, like knowledge on advertising psychology, are focused on the development of social advertising project.

In the fourth semester the students acquire knowledge and skills on interactive computer graphics, which are necessary for implementation of multimedia design projects. Upon development of those projects, the students may choose to deepen their knowledge in the fields of web programming or animation.

During the fifth semester the students implement creative industries design project and one of the conditions, applicable to this project, is its correlation with the subject of urban culture studies. In order to ensure efficient communication of the project, the knowledge and skills on public relations, intellectual or business law and visual semiotics are essential.

During the visit the Team couldn't see the sixth semester works during which the students prepare for and implement their graduation project but the Team is satisfied that the description in the SER is accurate and appropriate.



The subjects of all six semesters are taught consistently by further promoting the independent learning and cognitive process, the students learn to analyse the problematic of visual communication and search for original solution methods reflecting the needs of society and demand for new creative industries.

According to SER the aim is to provide students with the theoretical basis and develop practical skills of the specialty striving to achieve the learning outcomes necessary for a Professional Bachelor in Design for Creative Industries, i.e. to acquire general, professional and special competences. The depth 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.

The Team would like to highlight that VCD has a strong feeling of conceptual thinking, and contemporary and topical issues. The work practices and internships are also positively marked as a good way to develop professional skills for future.

The study programme of Design for Creative Industries is compiled to train a visual communication design specialist, thus, most subjects are compulsory. The compulsory subjects provide the general basis for the specialty. The subjects of all six semesters are taught consistently by further promoting the independent learning and cognitive process, the students learn to analyse the problematic of visual communication and search original solution methods reflecting the needs of society and demand for new creative industries.

From the meeting with students the Team got the impression that the workload is high, so to add something additional it would be quite problematic, nevertheless the Collage encourages students to participate in various activities outside the school.

While following changes taking place in the market and analysing the newly emerging needs Vilnius College of Design continuously improves the study programmes implemented at the College. Thus the Department of Design for Creative Industries analyses the implementation of the programme, and, based on the experience accumulated by the VCD seeks to identify the areas that need to be improved. When developing the programme efforts were made to integrate a maximum number of different creative industries expression areas. Significant attention in the course of the studies was dedicated to advertising.

### ***2.3. Teaching staff***

According to SER the lecturers who work in the study programme have acquired Master or at least Equivalent to Master Degree, In 2014-2015 learning period in VCD are 2 associated professors, 12 Lecturers and 5 assistants. It's important to note that staff is young and motivated.

Teachers at the College are practitioners, professionals in their own areas working in the area of visual communications design and creative industries, having significant experience in creative and organisational work. A sufficiently young age of most teachers is conducive to application of innovative and relevant teaching methods and good communication with the students.

With reference to SER in 2012-2013 the staff/student ratio was 1:0,7 it means 13 full time students and 9 lecturers, In 2013-2014 ratio was 1:0,7; 27 full time students and 20 lecturers, in 2014-2015 ratio was 1:0,6; 34 full time students and 19 lecturers. To talk about the turnover of the teachers at the moment is too early, because the programme is new.

Also lecturers from international colleges have been invited to the College for several years; the visiting teachers participate in international projects and exchange, implement the most innovative teaching methods.

The mobility of teachers of the College is realised in the following forms: seminars abroad, study trips, participation in international conferences and exhibitions of artistic works. Upon returning to the College from different events the participants share their good practice and contacts with the academic community thus contributing to the professional development of lecturers and students and facilitating their learning and understanding of new trends. Also as mentioned above foreign Lecturers who are coming to VCD they also bring some experience. During the expert visit was an observation from teaching staff that time for subject preparation or improvement could be a bit longer.

Lecturers of Vilnius College of Design seek not only to improve pedagogical practices, but to obtain academic degrees and academic titles as well. Three lecturers, holding PhD title in the area of social sciences and two lecturers, holding licentiate of arts, have been teaching in the programme within the three-year-period. Furthermore, at present one doctoral student is teaching in the programme and one lecturer, licentiate of arts, is currently in advanced studies to obtain a PhD.

#### ***2.4. Facilities and learning resources***

During the visit the Team saw enough evidence that Vilnius College of Design has created for students of Design for Creative Industries study programme appropriate conditions for work

and use special purpose premises. The premises currently available at the College fully meet the requirements on the occupancy of premises, and are sufficient for delivering lectures, practical classes and for independent work of students.

Visiting VCD we discovered excellent teaching and learning equipment, all spaces are allocated close to each other, the Library is also placed in this same building and is easily accessible. We saw well-equipped computer rooms, photo studio and other facilities. Maybe only in printing facilities is there room for improvement by the addition of a wide format printer.

In the fourth semester the students of the Design for Creative Industries study programme are assigned to speciality practicum placement. The practicum placement is ordinarily arranged at media companies, advertising agencies, design companies, communication agencies, etc. The College creates favourable conditions for active and enterprising students to acquire some practical skills at companies also outside the placement time. Students are encouraged to get more actively engaged in creative-project activities right from the second semester of the first year. Moreover, the students may also complete their practicum placement abroad obtaining the scholarship in the frames of ERASMUS+ programme. From visiting VCD we got impression that college and social partners have excellent relations and complement each other.

Vilnius College of Design has a library-reading room providing students and the academic staff with academic reference sources. The library accumulates reference sources and information publications related to the subjects relevant for the study programme. The library-reading room has computerised working places, the students are provided with a possibility to print (scan) documents. Most students use in the College their personal lap top computers, as the premises provide Wi-Fi internet access.

The particular character of the Design for Creative Industries study programme implemented at the VCD requires wide-scope interdisciplinary knowledge, and the library-reading room has accumulated a stock of literature reflecting the diversity and the quality of such knowledge.

Since 2011, the library of the College is a member of the Lithuanian Research Library Consortium. Being a member of the Consortium the library of the College has access to the electronic databases subscribed to by the Consortium. Students have access to Oxford Art Online, Oxford Reference Online, EBSCO publishing platform, Emerald Management eJournals Collection, Taylor & Francis data bases.

The VCD provides for its teachers and students with all publications required for the study programme. The number and the diversity of the publications are sufficient for ensuring high quality implementation of the programme. The stock of the library-reading room includes books

and publications of more than 4,000 titles, of which about 70% are books in foreign languages. The library-reading room of Vilnius College of Design subscribes important and thematically relevant periodicals.

### ***2.5. Study process and students' performance assessment***

According to SER the Design for Creative Industries programme admits students that have successfully graduated and acquired secondary education. The admission score is structured according to the criteria for the formation of the general admission score set forth by the Ministry of Education and Science of the Republic of Lithuania. The students may enrol in Vilnius College of Design on the basis of direct admission to VCD (this admission is organized and implemented by VCD) or may be admitted to the College on the basis of the general admission to higher institutions of Lithuania, which is organized by the Association of Lithuanian Higher Education Institutions (hereinafter – LAMA BPO).

In 2012–2013 and 2013–2014 the VCD carried out direct admission to Design for Creative Industries study programme according to the following criteria: The Lithuanian language (matura examination) score – 20%; Foreign language (annual) score – 10%; Admission examination score – 70% (35% drawing assignment and 35% – the composition assignment).

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 Design for creative Industries 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.

Within the framework of the studies efforts are taken, next to the study subjects and assignments, to involve students in creative-project activities at the College and beyond it. This provides to the students conditions to acquire factual experience of their future activities. From meetings with collage staff and students seems that VCD is actively participate in cultural and social live outside of the college.

The College encourages students to involve in Erasmus+ mobility programmes choosing either partial studies or practice placement abroad, to provide support to students who arrive in VCD according to Erasmus exchange programme, to take part in various Erasmus projects, activities and initiatives.

VCD intensively expanded international relations with foreign higher education institutions, delivering studies in the area of design for creative industries: academic and administrative staff went to foreign academic institutions to establish contacts and discuss on development of joint activities.

The students of the VCD are provided with multi-faceted support. They are informed about various possibilities of assistance during the course introduction to studies. The students find additional information about loans, mobility, scholarships, financial support, career possibilities, various events, etc. on the notice boards. They get consultations of successful learning, individual timetable etc.

For the purpose of the evaluation of student performance the College applies an accumulative evaluation system that consists of interim review reporting, activity at lectures and the final accounting at a review. The level of achievement of the learning outcomes of each subject is evaluated at the scale from 1 to 10 points.

The principal methods for the study results' evaluation include a review that is levelled up to an examination, examination or a differentiated credit. The reviews arranged at the College are public and used as an occasion to present students' work. The knowledge of students on specific subjects is evaluated throughout the entire semester. The final evaluation of the student's knowledge is performed during the examination session with the participation of all professors of the Department.

The Design for Creative Industries programme has been implemented for three years only, and will record its first graduates in spring 2015. Currently there is no possibility to evaluate the compliance of the professional activities of graduates of the programme. However, based on social partners opinion future graduates of the programme will perfectly meet the needs of the market, will have no difficulties in finding employment according to their profession, or will be able to set up their own business in the area of creative industries.

## ***2.6. Programme management***

According to SER the quality of the programmes is assessed on the basis of collegiality, involving in the process the College, the Department, employees of the VCD and social partners. Quality assessment is an on-going process undertaken each semester. On the basis of the quality management system, implemented at the VCD, all the programmes delivered at the VCD are subjected to self-evaluation, conducted on a regular basis. The drafting of the self-evaluation of the programmes is perceived as an on-going process ensuring the uninterrupted monitoring of

quality of the programmes. Principal components of the internal self-evaluation process are the following: attracting stakeholders (social partners), improvement of the study design/plan on the basis of the market needs, renewal and development of facilities, professional development of lecturers.

The VCD accumulates all documents related to the process of the programme realisation. The VCD stores minutes and resolutions of the Academic Council, minutes of the Methodological Council, minutes of meetings of the Department, lists of students and their academic performance records, lists of practicum placements, admission rules, descriptors of the programmes and subjects, methodological works drawn up by teachers, the fund of course papers of students (originals and electronic records), electronic records and originals of graduation projects. Vilnius College of Design publishes accurate and objective information about the study programmes implemented at the VCD, and the qualifications granted to its graduates in the website of the College at ([www.dizainokolegija.lt](http://www.dizainokolegija.lt))

According to the teachers the study design is being improved by giving proposals and the students arising in the course of their practical activities and an actual practical experience. Any improvements of the programme are effected while complying with the requirements for amending the programmes.

The potential future employers or social partners are involved in the reviews of the works of the students and provide advice on execution of creative projects in the course of their development. Also these remarks influence the development of the programme.

Vilnius College of Design acts in accordance with the studies quality assurance system of the European Higher Education Area, has adopted its quality improvement strategy, and the Quality Manual that is publicly accessible for members of the community. From several meetings in VCD we got impression that the program is always under implementation.

## ***2.7. Examples of excellence \****

The Team commends Vilnius Collage of Design for its vision on how to move forward and to develop in the future.

The Team notes that students work in a range of subjects including historical, political, social inclusion which are important in contemporary life. This enables students and the college to feel the pulse of everyday life and become effective professionals in society.

The Team was particularly impressed by very positive response from social partners. They mentioned, that students are very active, they have good professional skills. They were very satisfied with the work of the by students.

Some members of Team had visited VCD with previous panels and commend the progress in creating facilities that are student-orientated and have style.

It was not possible to see final projects, but the Team considers that students have made a very big transition from school to professional level.

The staff is very motivated, they can teach in foreign languages, and some has international experience, and also deserved commending.

The teachers approach to the students is more collegial than official, these relations are highly valued by the Team.

### **III. RECOMMENDATIONS**

1. The collage is well positioned to increase internationalisation and attract students from abroad for full-time studies particularly for this program.
2. We understand that dormitories question is a bit out of Collage context, but maybe some cooperation with other institutions in this field would be additional point attracting students for full time or short-term studies.
3. During the visit we have heard that wide format printer would be useful for printing semester works. And also a possibility for students to stay longer in Collage premises a bit longer, especially before reviews.



## **IV. SUMMARY**

### ***Programme aims and Learning Outcomes***

The programme aims and learning outcomes are well defined, clear and publicly accessible; they are comprehensive, appropriate, and of the correct standard for the 1st Cycle Professional Bachelors degree being accredited. They are publicly accessible via the website and a number of other sources. The study programme Design for creative industries aims and outcomes meets each other. Administrative, teaching staff, students and social partners see and describe program this same, that means that program is strong and clear.

### ***Curriculum Design:***

The curriculum design meets the legal requirements, and the content of the subjects and/or modules is consistent with the type and level of the studies. The subject modules are consistent with the 1<sup>st</sup> Cycle professional Bachelors Degree, and are appropriate for the achievement of the intended learning outcomes. The subject module learning outcomes are generally consistent with the programme learning outcomes. The strength of the study programme Design for creative industries is: conceptual thinking, wide perspective vision, matching concerns of today.

### ***Teaching Staff:***

The study programme is provided by staff meeting legal requirements, and the qualifications of the teaching staff are adequate to ensure learning outcomes. A sufficiently young age of most teachers is conducive to application of innovative and relevant teaching methods and good communication with the students.

### ***Facilities and learning resources:***

The premises for studies are adequate both in their size and quality, and the teaching and learning equipment are generally adequate both in size and quality. The teaching materials (textbooks, books, periodical publications, databases) are adequate and accessible, and the students were very complimentary on this aspect of the provision. The stable growth of college premises is also good sign of continuous implementation.

### ***Study Process and Students' Performance Assessment***

The Team in VCD saw impressive student's performance. Students are encouraged to participate in student mobility programmes, other activities outside of the college. The assessment system of students' performance is clear, adequate and publicly available.

### ***Programme Management:***

The quality of the programmes is assessed on the basis of collegiality, involving in the process the College, the Department, employees of the VCD and social partners. Quality assessment is an on-going process undertaken each semester. This time possible to feel that teachers team are more ensure what they are doing, nevertheless keep growing international and local partner contact network is important, also going in to international education market is crucial to keep continue the grow.

## V. GENERAL ASSESSMENT

The study programme *Design for Creative Industries* (state code – 653W26001) at Vilnius College of Design is given a **positive** evaluation.

*Study programme assessment in points by evaluation areas.*

No.	Evaluation Area	Evaluation of an area in points*
1.	Programme aims and learning outcomes	3
2.	Curriculum design	4
3.	Teaching staff	4
4.	Facilities and learning resources	4
5.	Study process and students' performance assessment	4
6.	Programme management	4
	<b>Total:</b>	<b>23</b>

\*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:	Mr. John O Connor
Grupės nariai: Team members:	Dr. Hanna Karkku
	Dr. Aija Freimane
	Ms. Ilona Gurjanova
	Mr. Andrius Ciplijauskas
	Mr. Vytautas Karoblis

**Vertimas iš anglų kalbos**

### **III. REKOMENDACIJOS**

1. Kolegija turi visas galimybes didinti tarptautiškumą ir būtent į šios programos nuolatinės studijas pritraukti užsienio studentų.
2. Suprantame, kad studentų bendrabučių klausimas nelabai susijęs su kolegija, tačiau galbūt bendradarbiavimas šioje srityje su kitomis institucijomis padėtų pritraukti studentų į nuolatinės ar trumpojo ciklo studijas.
3. Per vizitą išgirdome, kad semestro darbams spausdinti praverstų plačiaformatis spausdintuvas. Taip pat kalbėta apie galimybę leisti studentams pasilikti kolegijos patalpose šiek tiek ilgiau, ypač prieš peržiūras.

### **IV. SANTRAUKA**

#### ***Programos tikslai ir studijų rezultatai***

Programos tikslai ir studijų rezultatai puikiai apibrėžti, aiškūs ir viešai prieinami; jie išsamūs, tinkami ir atitinka pirmosios pakopos profesinio bakalauro laipsnį suteikiančių studijų lygį. Programos tikslai ir studijų rezultatai viešai skelbiami interneto svetainėje ir keliuose kituose šaltiniuose. Kūrybinių industrijų dizaino studijų programos tikslai atitinka studijų rezultatus. Administracijos darbuotojai, dėstytojai, studentai ir socialiniai partneriai vienodai suvokia ir apibūdina programą, o tai reiškia, kad ji yra stipri ir aiški.

#### ***Programos sandara***

Programos sandara atitinka teisinius reikalavimus, o dalykų ir (arba) modulių turinys – studijų rūšį ir lygmenį. Dalykų moduliai atitinka pirmosios pakopos profesinio bakalauro laipsnį suteikiančių studijų lygį ir yra tinkami numatytiems studijų rezultatams pasiekti. Dalykų modulių studijų rezultatai iš esmės suderinti su programos studijų rezultatais. Kūrybinių industrijų dizaino studijų programos stiprybė – konceptualus mąstymas ir platus požiūris į šiandienos aktualijas.

#### ***Personalas***

Studijų programą vykdomasis personalas atitinka teisinius reikalavimus, o dėstytojų kvalifikacija yra tinkama studijų rezultatams užtikrinti. Dauguma dėstytojų gana jauni, todėl dėstydami taiko novatoriškus ir aktualius metodus, taip pat puikiai sutaria su studentais.

#### ***Materialieji ištekliai***

Tiek studijų patalpų dydis, tiek kokybė tinkami, o mokymo ir mokymosi įranga irgi iš esmės yra tinkamos apimtys ir kokybės. Mokymo priemonės (vadovėliai, knygos, periodiniai leidiniai, duomenų bazės) yra tinkamos ir prieinamos, studentai tuo labai patenkinti. Stabili kolegijos patalpų plėtra taip pat yra geras nuolatinio programos įgyvendinimo ženklas.

### ***Studijų eiga ir jos vertinimas***

Vilniaus dizaino kolegijoje ekspertų grupė sužinojo apie įspūdingus studentų veiklos rezultatus. Studentai skatinami dalyvauti studentų judumo programose ir kitoje veikloje už kolegijos ribų. Studentų pasiekimų vertinimo sistema aiški, tinkama ir viešai prieinama.

### ***Programos vadyba***

Programos kokybė vertinama pagal kolegialumo principą, į šį procesą įtraukiant kolegiją, katedrą, kolegijos darbuotojus ir socialinius partnerius. Kokybės vertinimas yra nuolatinis procesas, vykdomas kiekvieną semestrą. Šį kartą buvo galima pastebėti, kad dėstytojai labiau užtikrinti tuo, ką daro. Vis dėlto svarbu nenustoti plėsti tarptautinių ir vietos partnerių tinklo, o norint ir toliau augti būtina eiti į tarptautinę švietimo rinką.