

## Besluit **Besluit strekkende tot het verlenen van accreditatie aan de opleiding hbo-master Modevormgeving van ArtEZ**

### Gegevens

<b>datum</b>	Naam instelling	:	ArtEZ
10 september 2014	Naam opleiding	:	hbo-master Modevormgeving (120 ECTS)
<b>onderwerp</b>	Datum aanvraag	:	23 september 2013
Besluit accreditatie hbo-master	Variant opleiding	:	voltijd
Modevormgeving van ArtEZ	Locatie opleiding	:	Arnhem
(002068)	Datum goedkeuren panel	:	26 augustus 2013
<b>uw kenmerk</b>	Datum locatiebezoeken	:	2 en 3 oktober 2013
2013.056.02-02/cvb/lt/kk	Datum visitatierapport	:	juni 2014
<b>ons kenmerk</b>			

### NVAO/20143081/SL **Aanvullende informatie**

<b>bijlagen</b>	De NVAO heeft bij e-mail van 11 augustus 2014 het evaluatiebureau aanvullende informatie gevraagd over de consistentie van behandeling van de examencommissie. Bij e-mail van 19 augustus 2014 heeft de NVAO de aanvullende informatie ontvangen.
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### Beoordelingskader

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

### Bevindingen

De NVAO stelt vast dat in het visitatierapport en de aanvullende informatie deugdelijk en kenbaar is gemotiveerd op welke gronden het panel de kwaliteit van de opleiding voldoende heeft bevonden. Het visitatierapport geeft de bevindingen en overwegingen weer van het panel over de masteropleidingen Fashion en Modevormgeving van ArtEZ. Het panel heeft beide opleidingen gezamenlijk beoordeeld.

### Advies van het visitatiepanel

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

### *Intended learning outcomes*

The assessment committee evaluates the intended learning outcomes of the programmes to be sufficiently concrete and attuned to the demands of the professional field. In the view of the committee, the final qualifications of the programme are in line with developments in the fashion domain. The profiles of the programmes take the interrelation between research, critical thinking, authentic artistic identity and innovative design/strategy as their starting

Pagina 2 van 7 point. The courses aim to educate fashion professionals who are aware of the wide range of developments in the fashion world, are able to critically reflect on their work in relation to the working field, and are capable of redefining the boundaries and underlying principles of the discipline. The committee judges that the profiles of the programmes have been translated into sufficiently concrete intended learning outcomes, the level and orientation of which are in line with (inter)national requirements of a master programme in the arts.

#### *Curriculum*

The assessment committee was able to discern that the content and structure of the programmes support students in their individual development towards an independent profession in the fashion sector. The orientation of the programmes ensures that the students can acquire critical research and creative skills, which will enable them to sustain a successful career in the fashion world, either as a designer (Fashion Design) or a strategist, a curator or a forecaster (Fashion Strategy). In addition, students of Fashion Strategy are supported if they wish to develop a profession that is tailored to their own particular interests and capabilities. The nature of the exchange and research projects, the participation in (inter)national networks and expertise of the (guest) lecturers all ensure that the programmes are continuously in touch with the professional field and aware of new or emerging developments and trends, which are often discovered and explored by the students themselves. The committee is positive about the structure of programmes, which approaches students as emerging fashion professionals and coaches them as they develop their own signature and profile as a designer or strategist in the professional field. It, therefore, encourages them to continue developing projects in which students of both programmes can collaborate and learn from each other's expertise.

The committee judges the programmes to be feasible, due to the open communication between staff, students and management. Students receive effective guidance and coaching from the lecturers, as well as from their personal tutors throughout the programme.

#### *Staff*

The curricula of Fashion Design and Fashion Strategy are taught by a team of high quality lecturers who are experts in the field of fashion and who in many cases maintain a successful practice as fashion professionals. The committee appreciates the manner in which the programmes ensure the cohesion between their staff members and has been able to observe that the lecturers are dedicated, knowledgeable and experienced, effectively communicating a passion for the fashion profession. The committee was particularly struck by the manner in which the lecturers of Fashion Design conveyed a sense of ownership of their programme. The committee is of the opinion that the size of the staff is adequate for the curricula in question, although it does observe that the workload seems to be high for the core team of lecturers, most of whom are employed parttime.

#### *Facilities*

The assessment committee observes that the location, facilities, tutoring and provision of student information is of a high standard. Both programmes are housed in a building at Kortestraat 27 in Arnhem and share the second floor. In the view of the committee, the location offers the students a suitable learning environment in which they can work with and consult fellow students and lecturers. The central hall of the building is used for exhibitions and presentations and there are plans to transform this hall into a multi-purpose artspace that can host an array of events as well as exhibit the unique character of the master programmes of ArtEZ.

Pagina 3 van 7 The committee observes that the communication of course information and test results can be improved, based on the feedback it received from students and alumni and the results of the NSE.

#### *Quality assurance*

The assessment committee has been able to establish that the programme is evaluated on a regular basis through student- and alumni surveys, staff evaluations and the professional working field committee. Fashion Strategy also convenes expert meetings every year to evaluate its programme and to give students the opportunity to show their work to internationally recognised fashion specialists. The committee is positive about the self-critical open-mindedness of the programmes and their desire to improve themselves by structurally involving relevant stakeholders in the evaluation of their goals and curricula.

#### *Assessment and learning outcomes achieved*

The assessment committee has been able to establish that the assessments and achieved learning outcomes are of a good standard. The validity of the assessments is guaranteed by the deployment of various forms of testing. The objectivity of the assessments is ensured by the structural inclusion of multiple as well as external assessors at key moments in the curricula. The final exam is evaluated by a graduation committee, which consists of a chairman, a secretary and a lecturer as well as an external assessor. The committee is also positive about the transparency of the assessment procedure. Evaluations are always motivated by lecturers and students have the opportunity to discuss their results with their examiners.

The committee was able to conclude that the graduates succeed very well in achieving the intended qualifications of the programmes. This is not only demonstrated by the high quality of the final graduation products but also by the manner in which graduates are able to carve a place for themselves in the fashion world. It is clear to the committee that the programme is producing proficient fashion professionals who have an individual fascination and passion for their discipline. On the basis of its discussions with graduates and representatives of the working field, the committee recognises that the graduates share an individual and reflective approach to fashion culture, demonstrate entrepreneurial initiative, and have the ability to apply various investigative and reflective approaches within their professional practices.

#### *Recommendations*

Though the committee approves of the goals of the programmes, it thinks that Fashion Strategy could benefit from a more defined profile in which the intended professions of the programme are clearly articulated. In addition, the committee thinks that an inclusion of the commercial domain in the profile, such as branding and marketing, would open the programme up to a wider range of students.

Where the content of the programmes is concerned, the committee is of the opinion that the theory courses in the first year could be made more challenging. Students and alumni the committee spoke to conveyed that these courses were not always attuned to their own level of theoretical or cultural-historical knowledge. Furthermore, the committee observed that the curriculum could do more to acknowledge the specificity of shoe design in the shared theory courses, in the view of the committee.

The committee judges the programmes to be feasible. However, the committee would like to encourage the programmes to re-evaluate and specify the weighing of the EC (the division between research, creative process and final product, for example) in the courses and

Pagina 4 van 7 overall curricula to improve the transparency of the programmes for both students and lecturers.

The committee would like to further encourage the Fashion Strategy programme to push its students in the translation of their concepts into more innovative and experimental products for their final graduation project.

#### **Aanbevelingen**

De NVAO onderschrijft de aanbevelingen van het panel en in het bijzonder om:

- de weging van de EC's te heroverwegen;
- de theorievakken in het eerste jaar uitdagender te maken;
- de beroepen waartoe 'Fashion Strategy' opleidt te benoemen in de profilering en daarbij ook het commerciële domein te betrekken.

#### **Besluit**

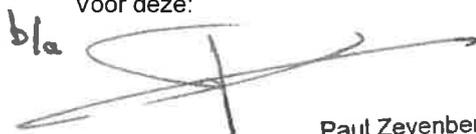
Ingevolge het bepaalde in artikel 5a.10, tweede lid, van de WHW heeft de NVAO het college van bestuur van de ArtEZ te Arnhem in de gelegenheid gesteld zijn zienswijze op het voornemen tot besluit van 25 augustus 2014 naar voren te brengen. Bij e-mail van 9 september 2014 heeft de instelling gereageerd op het voornemen tot besluit. Dit heeft geleid tot aanvulling van bijlage 2 in het definitieve besluit.

De NVAO besluit accreditatie te verlenen aan de hbo-master Modevormgeving (120 ECTS; variant: voltijd; locatie: Arnhem) van ArtEZ te Arnhem. De NVAO beoordeelt de kwaliteit van de opleiding als voldoende.

Dit besluit treedt in werking op 23 september 2014 en is van kracht tot en met 22 september 2020.

Den Haag, 10 september 2014

De NVAO  
Voor deze:

*bla*  
  
Lucien Bollaert  
Bestuurder

Paul Zevenbergen  
Bestuurder

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.

Onderwerp	Standaard	Beoordeling door het panel
<b>1. Beoogde eindkwalificaties</b>	1. De beoogde eindkwalificaties van de opleiding zijn wat betreft inhoud, niveau en oriëntatie geconcretiseerd en voldoen aan internationale eisen	<b>Voldoende</b>
<b>2. Programma</b>	2. De oriëntatie van het programma waarborgt de ontwikkeling van vaardigheden op het gebied van wetenschappelijk onderzoek en/of de beroepspraktijk.	<b>Goed</b>
	3. De inhoud van het programma biedt studenten de mogelijkheid om de beoogde eindkwalificaties te bereiken.	<b>Voldoende</b>
	4. De vormgeving van het programma zet aan tot studeren en biedt studenten de mogelijkheid om de beoogde eindkwalificaties te bereiken.	<b>Goed</b>
	5. Het programma sluit aan bij de kwalificaties van de instromende studenten.	<b>Goed</b>
	6. Het programma is studeerbaar.	<b>Goed</b>
	7. De opleiding voldoet aan wettelijke eisen met betrekking tot de omvang en de duur van het programma.	<b>Voldoende</b>
	<b>3. Personeel</b>	8. De opleiding beschikt over een doeltreffend personeelsbeleid.
9. Het personeel is gekwalificeerd voor de inhoudelijke, onderwijskundige en organisatorische realisatie van het programma.		<b>Goed</b>
10. De omvang van het personeel is toereikend voor de realisatie van het programma.		<b>Voldoende</b>
<b>4. Voorzieningen</b>	11. De huisvesting en de materiële voorzieningen zijn toereikend voor de realisatie van het programma.	<b>Voldoende</b>
	12. De studiebegeleiding en de informatievoorziening aan studenten bevorderen de studievoortgang en sluiten aan bij de behoefte van studenten.	<b>Voldoende</b>
<b>5. Kwaliteitszorg</b>	13. De opleiding wordt periodiek geëvalueerd, mede aan de hand van toetsbare streefdoelen.	<b>Goed</b>
	14. De uitkomsten van deze evaluatie vormen de basis voor aantoonbare verbetermaatregelen die bijdragen aan realisatie van de streefdoelen.	<b>Goed</b>
	15. Bij de interne kwaliteitszorg zijn de opleidings- en examencommissie, medewerkers, studenten, alumni en het afnemend beroepenveld van de opleiding actief betrokken.	<b>Goed</b>
<b>6. Toetsing en gerealiseerde eindkwalificaties</b>	16. De opleiding beschikt over een adequaat systeem van toetsing en toont aan dat de beoogde eindkwalificaties worden gerealiseerd.	<b>Goed</b>
<b>Eindoordeel</b>		<b>Voldoende</b>

De standaarden krijgen het oordeel onvoldoende, voldoende, goed of excellent. Het eindoordeel over de opleiding als geheel wordt op dezelfde schaal gegeven.

**Tabel 1: Rendement.**

<b>Cohort</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Rendement</b>	100%	86%	58%

**Tabel 2: Docentkwaliteit.**

<b>Graad</b>	<b>Ma</b>	<b>PhD</b>
<b>Percentage</b>	40%	40%

**Tabel 3: Student-docentratio.**

<b>Ratio</b>	1:12,5
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**Tabel 4: Contacturen.**

<b>Studiejaar</b>	<b>1</b>	<b>2</b>
<b>Contacturen</b>	20	6

**Toelichting:**

**Rendementen 2008-2009: 58%, 2009-2010: 75%. De rendementen fluctueren door het kleine aantal studenten dat de opleiding aanneemt.**

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- Ir. R. Kloosterman, voorzitter, directeur van evaluatiebureau AeQui;
- M. van den Bosch, Head of Design bij H&M, Zweden;
- Prof. dr. U Lehmann, Professor in Cultural History en MA Course Leader for Fashion aan de University for Creative Arts, Rochester (UK);
- S. Niquille, M Des, recent afgestudeerd aan de opleiding M Design van het Sandberg Instituut.

Het panel werd ondersteund door drs. J. Batteau, secretaris (gecertificeerd).