

Development and Implementation of Multimedia and Digital TV Curricula

Project Acronym: DIMTV

Project number: **586318-EPP-1-2017-1-AL-EPPKA2-CBHE-JP**



Part I: A Detailed Description of DIMTV

Project start date: 15 Oct 2017
Project end date: 15 Oct 2020



Aims and Objectives of DIMTV

General Objective

Innovation and implementation of multimedia and digital television (MDTV) in Albania and Kosovo.

Aims and Objectives of DIMTV

Specific Objectives

- Restructuring the existing curricula of first cycle multimedia and digital television (MDTV) study program
- Developing a new curriculum for professional master studies in MDTV with specialized directions in computer graphics and multimedia and broadcasting production
- Developing three specialization modules in professional master program in MDTV
- Building a new high quality equipped laboratory/studio

What?

- A great impact on broadcasters, media industry and graduated students.
- Define competencies and learning outcomes for the multimedia studies in MDTV
- Review and restructure the existing curricula of the bachelor multimedia studies
- Implement new professional master programmes with three specialization modules in Albanian and Kosovo HEIs:
 - Image Processing
 - 3D Animation
 - Production/Post-Production
- Implementation of PM curriculum will contribute to the increase the number of MDTV experts

Innovative character of the project

- **Innovation in both BSc and PM curricula and teaching infrastructure** for MDTV programmes of Albanian and Kosovo partners.
- **A new professional master programme** with three specialization modules
- **UAMD MDTV well equipped laboratory:**
 - Teaching and Learning;
 - 3D graphics;
 - Modelling, Animation and Design;
 - Post-Production;
 - Digital broadcasting;
 - Application Development.
- **Lecturers and researchers:**
 - **opportunity to conduct research** in these fields
 - publish in several scientific journal and conference participation

Project consortium

Leader

- Aleksander Moisiu University (UAMD), Albania

P2

- Epoka University (EPOKAUNI), Albania

P3

- Radio Televizioni Shqiptar (RTSH), Albania

P4

- University for Business and Technology (UBT), Kosovo

P5

- University of Prishtina (UP), Kosovo

P6

- University of Ljubljana (UL), Slovenia

P7

- University of Tartu (UT), Estonia

P8

- VSB Technical University of Ostrava (VSB-TUO), Czech Republic

Why UAMD?

Role of the leading organization?

Offer MDTV Professional Master
with three Modules

- The **only public Higher Education Institution** offering MDTV studies in Albania
- UAMD will be responsible for:
 - project management
 - quality control
 - developing teaching instructions and course description required for the curriculum
 - coordinating the project activities
 - communicating with project partners and
 - make sure that the project objectives are met within time and budget.
- Planning and implementation of the infrastructure for deploying a highly equipped laboratory/studio
- In collaboration with EU partners, UAMD will:
 - organize trainings and workshops for both staff members and students.

EPOKAUNI

Offer Image Processing Module

- Participated in the previous TEMPUS RICUM project:
 - Electronics and Digital TV Communication program
 - Established a laboratory
 - Has obtained great experience related to MDTV area
- Through this project, EPOKAUNI will innovate its actual master and bachelor curricula by developing and implementing specialized modules.
- EPOKAUNI will contribute and will provide all the facilities in order to create a collaborative relationship between Albania and Kosova partners to cover the requirements in the industry and to increase the employment of students in these fields.

RTSH

- Role: Training, organizing workshops and summer internships for the students.
- RTSH has a vast experience in organizing trainings
- Established lately its Academy of Trainings, operating with international and engaging local experts and trainers.
- RTSH offers all the possibilities and facilities for students for internship, due to having all facilities and personnel that can teach them relevant skills and enable to gain experience in the interested fields.

UBT

Offer Image Processing Module

- Integrate all the good practices and the knowledge that will take from this project to ***develop a new module in Image Processing.***
- Has great experience with this kind of projects
- Will acquire this new discipline by participating in the workshops, trainings and other activities scheduled in this project.
- New courses for the students.
- A good opportunity to enhance the relationship with the television broadcasters, locally and nationally.

UP

Offer Specialization Modules

- An important public higher education institution in Kosovo.
- UP is aware of the current situation in the digital media industry in Kosovo and will participate in this project consortium in order to contribute to resolve the actual challenges.
- Currently, UP offers master programmes in Engineering and Telecommunication fields: Modules part it!
- The modules will serve as an opportunity for every student that wants to specialize in Image Processing, Animation and Production/Post-production.
- The modules will contribute to the digital industry in Kosovo, by providing qualified graduates with the necessary skills for MDTV profiles.

- Development of 3D Animation Module

- Development of Production/Post-Production Module

- Training (lectures and workshop) from the field of digital TV:
 - Digital TV applications overview
 - Broadcasting technologies
 - Interactive TV standards and Application execution environments
 - Development of smart TV apps
 - Application and content delivery over Internet
 - Application and content delivery over DVB-T
 - Home connectivity of user devices with smart TVs
- Training (lectures and workshop) from the field of interactive multimedia technologies:
 - Display technologies
 - 3D display technologies
 - Formats of multimedia content
 - Interfaces for transmission of AV signals
 - User centered design for effective user experience
 - Evaluation of user interfaces
 - Accessibility
 - Interaction modalities
- Consulting:
 - hardware and equipment for laboratory work
 - relevant curriculum topics and courses

- iCV research group: focuses on Image processing, Human-Computer interaction, Machine Learning and Computer graphics.
- UTs facilities and experts will be a valuable experience for the Albanian and Kosovo partners
- Share their advanced knowledge in supporting partners in developing and implementing an image processing module.
- Workshops, guest lectures and trainings, to bring a great contribution to partner universities in this field

VSB TUO

Curriculum development: BSc and MP

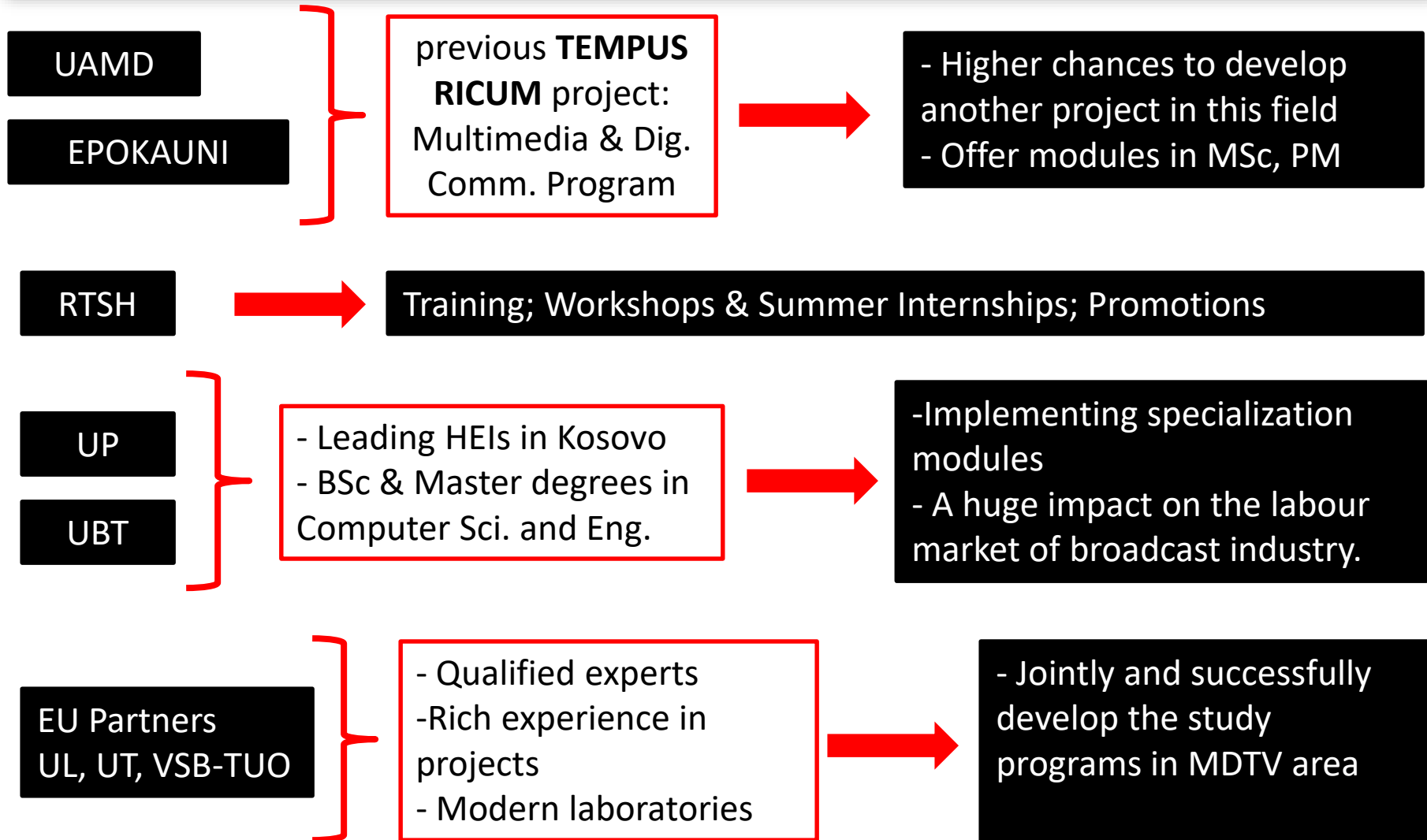
- Training from the field of Multimedia, creating multimedia content and its broadcasting:
 - Multimedia signals,
 - Multimedia services,
 - Audio and video signal processing,
 - Multimedia compression techniques,
 - Streaming and IPTV,
 - DVB-T, DVBT2 and 3DTV,
 - Smart TV and HbbTV,
 - Audio and Video quality issues and QoE,
 - Practical applications of content delivery

- Training in the field of multimedia technologies:
 - Signal processing,
 - Creating and editing of video content
 - Assessment of audio and video quality
 - DVB-T implementation and measurement
 - IPTV implementation and measurement.

Consulting :

Curriculum topics and courses,
Hardware and equipment for
laboratory.

Rationale of DIMTV consortium



Project activities and Methodology: I

**9 WORK
PACKAGES**



- 1. Preparation**
- 2. Development (5)**
- 3. Quality plan**
- 4. Dissemination/exploitation**
- 5. Management**

Preparation:

Analysis of the general MDTV current situation in Albania and Kosovo: Identifying problems/needs/challenges

Development:

- Workshop: Learning from EU expertise in MDTV area;
- Reviewing the existing MDTV curriculum;
- Defining competences and learning outcomes for bachelor MDTV program;
- Printing bachelor degree curricula.

Innovating MDTV master curricula:

EU Study visits;
Innovating professional master (PM) curricula;
Developing Image Processing Module;
Defining competences and learning outcomes for PM;
Printing of PM curricula.

Enriching infrastructure and teaching methodologies:

- Training staff members on modules;
- Developing Animation Module;
- Developing Production/Post-production Module;
- Hardware/Software and Teaching material procurement;
- Staff Training for equipments;
- Preparing teaching materials and instructions.

Project activities and Methodology: II

Ensure successful implementation of professional studies program:

- Accrediting developed MDTV PM;
- Student enrolment to MDTV PM;
- Realization of MDTV PM program;
- Students' feedback on the study programs;
- Achieving academic sustainability.

Fostering collaboration of broadcast industry and MDTV experts:

- Formalizing collaboration with industry partners;
- Students' internship;
- Guest lecturing with MDTV experts.

Quality plan:

- Internal quality assurance on bachelor program;
- Internal quality assurance PM program;
- External evaluation of study programmes by experts.

Dissemination and exploitation:

- Web site and social network promotion;
- Preparing marketing materials;
- Promotion in the Albanian/Kosovo high schools and universities.

Project management:

- Steering/Project management committee meetings;
- Organizing & Coordinating project activities;
- Financial management;
- Preparation of interim and final reports.

WP1: Preparation

Lead Organisation	UBT	Participating Organisation	UAMD, UBT, EPOKA, UP
Title	Analysis of MDTV study programs in Kosovo/Albania and related EU studies		
Related assumptions and risks	<p>Assumptions:</p> <ul style="list-style-type: none"> - Good support, motivation and knowledge sharing from industry partners while defining the MDTV needs and problems - Experience sharing from EU partners related to the existing undergraduate and graduate programs - High motivation of responsible staff members 		<p>Risks:</p> <ul style="list-style-type: none"> - Poor collaboration with consortium members - Broadcasters may not be ready to cooperate
Description	<ul style="list-style-type: none"> - Study and analysis of the general situation related to MDTV area in Albanian and Kosovo. - Needs and problems related to the field will be defined by the partner institutions in both WB countries. - Different studies on the specific actual advantages and disadvantages will be done and reported. - An analysis on the existing programmes in EU countries will be done and this will help in the development and implementation of new ideas related to MDTV area. - EU experts and industry representatives will be regularly consulted to obtain reliable results. 		
Tasks	<ul style="list-style-type: none"> - UBT will be the leader - Each WB HEI involved will be responsible for analyzing the current general MDTV situation. - EPOKAUNI and UAMD (Albania) while UP and UBT (Kosovo) - Expertise will be needed from EU partners 		
Estimated Start Date	15-10-2017	Estimated End Date	15-01-2018

WP1 Leader: UBT

ACTIVITIES	PARTNERS INVOLVED	START DATE	END DATE
1.1. Analysis on the general MDTV situation	P1, P2, P4, P5	M1 (15 Oct 2017)	M3 (15 Jan 2018)

WP 2: Development 2-1

Lead Organisation	VSB-TUO	Participating Institution	All Partners
Title	Reviewing and restructuring the existing bachelor MDTV curricula		
Related assumptions and risks	<p>Assumptions:</p> <ul style="list-style-type: none"> - Good support and experience/knowledge transfer from EU partners. - Support form industry partners - High motivation of responsible staff members 	<p>Risks:</p> <ul style="list-style-type: none"> - Inadequate cooperation between consortium members - Restructured curriculum is not in line with the needs in both countries (AL/KO) 	
Description	<p>The existing bachelor MDTV program: certain changes should be done to meet the needs of the country in this field.</p> <p>EU consortium members and industry partners will be consulted regularly</p> <p>Course types and syllabi will be revised and reconsidered during this phase of the project.</p> <p>New courses may be added or replaced with other course of the existent MDTV curriculum.</p> <p>The curriculum will be carefully and comprehensively studied by especially the representatives of the leading institution and Epoka university members.</p> <p>All the decisions made will be supervised, controlled and consulted with the EU members of this project.</p> <p>Competences and the learning outcomes of the new revised MDTV curriculum will be defined and the book will be published.</p>		
Tasks	<ul style="list-style-type: none"> - VSB-TUO is the leader - A workshop will be held will to discuss and obtain the required EU expertise in the MDTV area. - UAMD and EPOKAUNI will review and restructure their existing bachelor MDTV curricula according the Albanian labour market needs. - Albanian HEIs will define the required competences and learning outcomes for the revised bachelor MDTV curricula. 		
Estimated Start Date (dd-mm-yyyy)	15-12-2017	Estimated End Date (dd-mm-yyyy)	15 - 10 - 2018

Leader: VSB Technical University of Ostrava

WP2-1: TUO			
ACTIVITIES	PARTNERS INVOLVED	START DATE	END DATE
2.1.1. Workshop: Learning from EU expertise in MDTV area	P1 – P8	M3	M4
2.1.2. Reviewing the existing MDTV curriculum	P1 – P2	M5	M7
2.1.3. Defining competences and learning outcomes for bachelor MDTV program	P1 – P2	M6	M11
2.1.4. Printing bachelor degree curricula	P1 – P2	M11	M12

WP2: Development 2-2

Lead Organisation	UT	Participating Organisation	All Partners
Title	Innovating MDTV master curricula		
Related assumptions and risks	<p>Assumptions:</p> <ul style="list-style-type: none"> - Good support and experience/knowledge transfer from EU partners. - Support from industry partners - High motivation of participating staff members 	<p>Risks:</p> <ul style="list-style-type: none"> - Inadequate cooperation between consortium members - PM curriculum is not in line with the Albanian needs 	
Description	<p>Innovation and development of a professional master curriculum in the field of MDTV. This package will start with a study visit which will be realized to partners from Czech Republic at VSB TUO in order to acquire expert knowledge and best practices in MDTV education area.</p> <p>The leading institution is expected to offer this new program; thus, UAMD will develop a new curriculum for this aim.</p> <p>The other WB partners will implement some new modules with specific orientations, namely Image Processing Module, Animation Module and Production/Post-production Module. EPOKAUNI, UBT and UP will offer these modules as part of their existent master programs. These modules will be designed for both increasing teaching and research collaborations within these countries and also EU partners.</p> <p>Industry will be consulted to a high extent to harmonize competence of future experts with industry needs. The main inputs to be used in this WP2-2 will be existing models of other EU MDTV related graduate program, expertise from EU partners, industry standards and requirements.</p> <p>All the activities will be performed under supervision and approval of EU partners.</p> <p>The work package will be completed when the MDTV curriculum book is published.</p>		
Tasks	<ul style="list-style-type: none"> - UT is the leader and the responsible partner for coordinating WP2-2 activities - Study visit will be organized at the premises of VSB-TUO partner. - UAMD will innovate and develop the new MDTV professional master curriculum and will define competences and learning outcomes for PM based on the EU experience and other consultancies with experts from industry partners. - Development of Image Processing Module that will be implemented at EPOKAUNI, UP and UBT HEIs. - PM in MDTV curriculum book will be published. 		
Estimated Start Date (dd-mm-yyyy)	15-02-2018	Estimated End Date (dd-mm-yyyy)	15-11-2018

Leader: University of Tartu

WP2-2: UT			
ACTIVITIES	PARTNERS INVOLVED	START DATE	END DATE
2.2.1. EU Study visits	P1-P8	M5	M6
2.2.2. Innovating professional master (PM) curricula	P1	M8	M13
2.2.3. Developing Image Processing Module	P1, P2, P4, P5	M8	M13
2.2.4. Defining competences and learning outcomes for PM	P1	M10	M11
2.2.5. Printing of PM curricula	P1	M10	M11

WP 2:Development 2-3

Lead Organisation	UL	Participating Organisation	UAMD, EPOKAUNI, UBT, UP, VSB-TUO, UT, UL
Title	Enriching infrastructure and teaching methodologies		
Related assumptions and risks	<p>Assumptions:</p> <ul style="list-style-type: none"> - Both study programmes are well defined and in accordance with the needs - Modules on the specific areas are developed - Good collaboration with all partner members 	<p>Risks:</p> <ul style="list-style-type: none"> - Staff members are not willing to renew their teaching materials - Staff members are not experienced or not well trained - Late delivery of equipment 	
Description	<ul style="list-style-type: none"> - Animation and Production/Post-production modules will be developed - Training of academic staff members from Albanian/Kosovo institutions both in EU partner countries and in home countries - Equipment purchasing including the necessary hardware and software - The necessary teaching literature will be purchased - Training of staff members in Partner Countries for equipment usage - UAMD staff will have an advanced training due to the variety of equipments in the new established laboratory/studio. - Teaching materials (paper books and electronic materials) will be prepared in line with national and institutional standards - Methodological instructions for teaching and student practices will be designed -Working groups at each Albanian and Kosovo HEIs and EU partners -The main control and supervision will be done by SC 		
Tasks	<ul style="list-style-type: none"> - Leading and organization of WP2-3 activities by UL - Development of Animation Module - Development of Production/Post-Production Module - Staff training on the three modules (IPM, AM and PPM) 	<ul style="list-style-type: none"> - Procurement of equipments - Staff training on equipments - Procurement of teaching materials - Preparation for teaching materials 	
Estimated Start Date (dd-mm-yyyy)	15-04-2018	Estimated End Date (dd-mm-yyyy)	15-11-2018

Leader: University of Ljubljana

WP2-3: UL

ACTIVITIES	PARTNERS INVOLVED	START DATE	END DATE
2.3.1. Training staff members on modules	P1-P8	M7	M12
2.3.2. Developing Animation Module	P1, P2, P4, P5	M8	M13
2.3.3. Developing Production/Post-production Module	P1, P2, P4, P5	M8	M13
2.3.4. Hardware/Software and Teaching material procurement	P1, P2, P4, P5	M8	M13
2.3.5. Staff Training for equipments	P1, P2, P4, P5, P6	M8	M13
2.3.6. Preparing teaching materials and instructions	P1, P2, P4, P5	M8	M13

WP 2: Development 2-4

Lead Organisation	UAMD	Participating Organisation	UAMD, EPOKAUNI, UBT, UP
Title	Implementation of professional studies program		
Related assumptions and risks	Assumptions: - interest among potential students for the new offered programs - support from industry partners and MDTV experts	Risks: - Delays in accreditation process - Lack of financial resources	
Description	<ul style="list-style-type: none"> -Implementation of professional studies will be realized and the necessary feedback will be taken and evaluated - The necessary documents required for the accreditation process will be prepared and submitted for approval - Ensure student enrolment to the MDTV program based on their own application criteria. -Realization of the MDTV programs will include teaching, learning, evaluation and exams. - A good practical knowledge will be added to UAMD students due to the new laboratory - Surveys and questionnaires will be used to get feedback from students on the quality of teaching, teaching materials and overall realization of the process. -Realized by Albanian/Kosovo institutions and monitored by EU partners and external PC experts - Academic sustainability will be achieved by establishing procedures and suggestions for permanent improvement of the MDTV-related programs. - Permanent education strategies will be adopted for the academic staff. 		
Tasks	<ul style="list-style-type: none"> - UAMD the main responsible for the Accreditation process of the new MDTV PM program. - Student enrolment at each WB partner institution involved in the project 	<ul style="list-style-type: none"> - Realization of the PM at UAMD - Introduction of modules to the other HEIs - Taking feedback from the students - Achievement of academic sustainability 	
Estimated Start Date (dd-mm-yyyy)	15-06-2018	Estimated End Date (dd-mm-yyyy)	15-10-2019

Leader: UAMD

WP2-4: UAMD			
ACTIVITIES	PARTNERS INVOLVED	START DATE	END DATE
2.4.1. Accrediting developed MDTV PM	P1	M8	M13
2.4.2. Student enrolment to MDTV PM	P1, P2, P4, P5	M13	M24
2.4.3. Realization of MDTV PM program	P1, P2, P4, P5	M13	M24
2.4.4. Students' feedback on the programs	P1, P2, P4, P5	M19	M27
2.4.5. Achieving academic sustainability	P1, P2, P4, P5	M13	M24

WP 2: Development 2-5

Lead Organisation	RTSH		Participating Organisation	UAMD, EPOKAUNI, RTSH, UBT, UP
Title	Fostering collaboration with industries and MDTV experts			
Related assumptions and risks	Assumptions: - Enterprises/Industry will be interested in cooperation - Experts from industry will be willing to contribute to teaching on MDTV area		Risks: - Memoranda on cooperation signed but not implemented - Difficulties in signing cooperation with other industries	
Description	<ul style="list-style-type: none"> - Working group profiles: industry members, university representatives and EU members, which will supervise the whole process through activities in quality management - Memoranda on cooperation with industry partners and other broadcasting enterprises will be signed. - Collaboration memoranda among consortium members: include support to developing and implementing MDTV-related studies, student internships with enterprises and programmes for engaging industry experts as guest teachers. - Industry experts will be consulted for curriculum improvements - All the partners from Kosovo and Albania will have to collaborate together to create strong and lasting relationships between universities and industry. - Student internships with industry partners will be realized: undergraduate and graduate MDTV students will have to complete this internship before they finish their studies. - Industry expert lectures or open forums in the included HEIs 			
Tasks	<ul style="list-style-type: none"> - Formalizing partnerships among consortium members - Establishing a plan to formalize collaboration with the industry partners - Formalization of partnerships between industry/broadcasters and universities in Albania and Kosovo - Ensuring students' internships in broadcasters and specifically, internships for students in RTSH. - Organizing open forums/guest lecturing in collaboration with MDTV 			
Estimated Start Date (dd-mm-yyyy)	15-04-2018		Estimated End Date (dd-mm-yyyy)	15-10-2019

Leader: RTSH

WP2-5: RTSH			
ACTIVITIES	PARTNERS INVOLVED	START DATE	END DATE
2.5.1. Formalizing collaboration with industry partners	P1, P2, P3, P4, P5	M7	M18
2.5.2. Students' internship	P1, P2, P3	M19	M24
2.5.3. Guest lecturing with MDTV experts	P1, P2, P3	M13	M24

WP 3:Quality Plan

Lead Organisation	UP	Participating Organisation	All partners
Related assumptions and risks	Assumptions: - Enough capacity for internal quality control - Understanding of quality control procedures		Risks: - Bad or insufficient data - Standard procedures exist, but not respected
Description	-The new offered PM in MDTV has to undergo the accreditation process and has to be accepted at national and international levels. -Assurance of the quality of the project activities/deliverables/outcomes is of outmost importance. - Quality of project activity management and financial management: all the activities and their specific deliverables will be under the control and they will be checked during the whole project duration. - Steering Committee the main body that will ensure a reliable and accurate quality control and monitoring. -Internal and external evaluation by experts will be done -Experts will be hired to complete this task.		
Tasks	- Quality plan activity coordination - Quality plan reporting - Expert peer review		
Estimated Start Date (dd-mm-yyyy)	15-10-2019	Estimated End Date (dd-mm-yyyy)	15-10-2020

Leader: UP

WP3: UP

ACTIVITIES	PARTNERS INVOLVED	START DATE	END DATE
3.1. Internal quality assurance on bachelor program	P1, P2	M25	M36
3.2. Internal quality assurance on PM program	P1, P2, P4, P5	M25	M36
3.3. External evaluation of study programmes by experts	P6-P8	M25	M36

WP 4: Dissemination and Exploitation

Lead Organisation	EPOKAUNI		Participating Organisation	UAMD, EPOKAUNI, UBT, UP
Related assumptions and risks	<p>Assumptions:</p> <ul style="list-style-type: none"> - well motivated consortium members - support from industry experts and EU partners - high interest of potential bodies that would be related to the project outcomes - interest among potential Albanian/Kosovo students to continue their studies in this field of study 		<p>Risks:</p> <ul style="list-style-type: none"> - not well defined target groups - problems with accreditation process - dissemination and exploitation activities not well planned - Lack of financial resources 	
Description	<ul style="list-style-type: none"> -Promotion of the project and its participants and the raising of public and industry awareness of the potential benefits of project outcomes. - Target suitable public events like national and regional conferences, round tables and other suitable events. - Creating an active project web site. - National media channels and partners from industry/broadcatsers will have an important impact - Particular focus on Internet tools and other social media applications to reach as large audience as possible -Promotion of developed study programmes among potential students:Marketing materials will be prepared and published and distributed to groups of interest. - Various visits will be paid to high schools and universities in the Albania and Kosovo in order to promote the MDTV-related studies 			
Tasks	<ul style="list-style-type: none"> - Building web site and social network pages for promotion - Preparing marketing materials - Promotion in the Albanian/Kosovo high schools - Promotion in the Albanian/Kosovo universities 			
Estimated Start Date (dd-mm-yyyy)	15-10-2017		Estimated End Date (dd-mm-yyyy)	15-10-2020

Leader: EPOKAUNI

WP4: EPOKAUNI

ACTIVITIES	PARTNERS INVOLVED	START DATE	END DATE
4.1. Web site and social network promotion	P1, P2, P3, P4, P5	M1	M36
4.2. Preparing marketing materials	P1, P2, P4, P5	M1	M36
4.3. Promotion in the Albanian/Kosovo high schools and universities	P1, P2, P4, P5	M7	M12

WP 5: Management

Lead Organisation	UAMD	Participating Organisation	All partners
Related assumptions and risks	<p>Assumptions</p> <ul style="list-style-type: none"> - Good cooperation among organizing committee members and all other consortium members - Proactive approach in project implementation - Well defined management structure - Best knowledge and experience in project management - On-time risk management 	<p>Risks:</p> <ul style="list-style-type: none"> - Low commitment of the partners - Resistance to change 	
Description	<ul style="list-style-type: none"> - Project management will be focused on the project progress regarding expenditure, use of resources, implementation of activities, delivery of results and outcomes and the management of risks. -The project team will systematically collect, analyze and use relevant information about project progress. - Systematic reviews and control to reflect on the progress of the project and the content of progress reports in case any problem occurs. -A continuous communication for an efficient and effective leadership. -The major decision-making body of the project is the Steering Committee (SC) - Project Management Board (PMB), which will deal with the organization and operative decisions of any activity related to the project. Most of the members of this body will be from the leading institution since it will have to do with division of responsibilities and tasks to assure and effective and efficient project management. -PCB will meet four times a year, while SC will meet twice a year and online meetings will be held whenever necessary. -Risks related to the management will be predefined, managed and controlled during the whole project. - Reporting and communication with national and international Erasmus plus offices. - Organization and coordination of project activities will be reported yearly. 		
Tasks	<ul style="list-style-type: none"> -Holding meetingswith Steering /project committee members - A plan for organizing and coordinating project activities - A plan for financial management - Interim and final reports will have to be written 		
Estimated Start Date (dd-mm-yyyy)	15-10-2017	Estimated End Date (dd-mm-yyyy)	15-10-2020

Leader: UAMD

WP5: UAMD			
ACTIVITIES	PARTNERS INVOLVED	START DATE	END DATE
5.1. Steering/Project management committee meetings (P1-P8)	P1-P8	M1	M36
5.2. Organizing & coordinating project activities (P1-P8)	P1-P8	M1	M36
5.3. Financial management (P1)	P1	M1	M36
5.4. Preparation of interim and final reports (P1-P8)	P1-P8	M1	M36

Work Plan and Activities: Year 1

Activities		Total duration (number of weeks)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Ref.nr/ Sub-ref nr	Title													
1.1	Analysis on the general MDTV situation	12	4X	4X	4X									
2.1.1	Workshop: Learning from EU expertise in MDTV area	8			4X	4X								
2.1.2	Reviewing the existing MDTV curriculum	12					4X	4X	4X					
2.1.3.	Defining competences and learning outcomes for bachelor MDTV program	24						4X	4X	4X	4X	4X	4X	
2.1.4.	Printing bachelor degree curricula	8											4X	4X
2.2.1.	EU Study visits	8					4	4						
2.2.2.	Innovating professional master (PM) curricula	20								4X	4X	4X	4X	4X
2.2.3.	Developing Image Processing Module	20								4X	4X	4X	4X	4X
2.2.4.	Defining competences and learning outcomes for PM	8										4X	4X	
2.3.1.	Training staff members on modules	24							4	4X	4X	4X	4	4X
2.3.2.	Developing Animation Module	20								4X	4X	4X	4X	4X
2.3.3.	Developing Production/Post-production Module	20								4X	4X	4X	4X	4X
2.3.4.	Hardware/Software and Teaching material procurement	16									4X	4X	4X	4X
2.3.5.	Staff Training for equipments	16									4X	4X	4X	4X
2.3.6.	Preparing teaching materials and instructions	16									4X	4X	4X	4X
2.4.1.	Accrediting developed MDTV PM	16									4X	4X	4X	4X
2.5.1.	Formalizing collaboration with industry partners	24							4X	4X	4X	4X	4X	4X
4.1.	Web site and social network promotion	48	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X
4.2.	Preparing marketing materials	48	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X
4.3.	Promotion in the Albanian/Kosovo high schools and universities	24							4X	4X	4X	4X	4X	4X
5.1.	Steering/Project management committee meetings	48	4X	4	4X	4X	4X	4	4X	4X	4X	4X	4X	4X
5.2.	Organizing & coordinating project activities	48	4X	4	4X	4X	4X	4	4X	4X	4X	4X	4X	4X
5.3.	Financial management	48	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X

Work Plan and Activities: Year 2

Activities		Total duration (number of weeks)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Ref.nr/ Sub-ref nr	Title													
2.2.2.	Innovating professional master (PM) curricula	4	4X											
2.2.3.	Developing Image Processing Module	4	4X											
2.3.2.	Developing Animation Module	4	4X											
2.3.3.	Developing Production/Post-production Module	4	4X											
2.3.4.	Hardware/Software and Teaching material procurement	4	4X											
2.3.5.	Staff Training for equipments	4	4X											
2.3.6.	Preparing teaching materials and instructions	4	4X											
2.4.1.	Accrediting developed MDTV PM	4	4X											
2.4.2.	Student enrolment to MDTV PM	48	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X
2.4.3.	Realization of MDTV PM program	48	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X
2.4.4.	Students' feedback on the programs	24							4X	4X	4X	4X	4X	4X
2.4.5.	Achiving academic sustainability	48	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X
2.5.1.	Formalizing collaboration with industry partners	24	4X	4X	4X	4X	4X	4X						
2.5.2.	Students' internship	24							4X	4X	4X	4X	4X	4X
2.5.3.	Guest lecturing with MDTV experts	48	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X
4.1.	Web site and social network promotion	48	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X
4.2.	Preparing marketing materials	48	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X
5.1.	Steering/Project management committee meetings	48	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X
5.2.	Organizing & coordinating project activities	48	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X
5.3.	Financial management	48	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X
5.4.	Preparation of interim and final reports	8							4X	4X				

Work Plan and Activities: Year 3

Activities		Total duration (number of weeks)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Ref.nr/ Sub-ref nr	Title													
2.4.4	Students' feedback on the program	12	4X	4X	4X									
3.1.	Internal quality assurance on bachelor program	48	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X
3.2.	Internal quality assurance PM program	48	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X
3.3.	External evaluation of study programmes by experts	48	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X
4.1.	Web site and social network promotion	48	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X
5.1.	Steering/Project management committee meetings	48	4X	4X	4	4X	4X	4X	4X	4X	4X	4X	4	4X
5.2.	Organizing & coordinating project activities	48	4X	4X	4	4X	4X	4X	4X	4X	4X	4X	4	4X
5.3.	Financial management	48	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X	4X
5.4.	Preparation of interim and final reports	12										4X	4X	4X

What is expected? Impact of DIMTV

- ✓ To increase the number of MDTV experts, high quality specialized young professionals
- ✓ To reduce the existing unemployment rate in this area
- ✓ A great impact on broadcasters, media industry and graduated students.
- ✓ A new PM with three specific orientations
- ✓ WB HEIs expected to offer the modules as part of their master programs.
- ✓ EU partner countries' professional support:
 - a valuable treasure for the universities/enterprises in AL and KO
 - Higher research collaborations with EU partners

LFM

WIDER OBJECTIVE	INDICATOR PROGRESS	HOW WILL IT BE MEASURED?
Innovation and implementation of multimedia and digital television (MDTV) in Albania and Kosovo	Increase in the numbers of experts in the field	A written report on the situation and the employment statistics for MDTV graduates
	Increase in the employment rate of MDTV graduates	
	Increase in research and collaboration of Albanian and Kosovo HEIs with EU partners	Realization of common research activities (Workshops, conferences, publications and future projects)

LFM

SPECIFIC OBJECTIVES	INDICATOR PROGRESS	HOW WILL IT BE MEASURED?	RISKS AND ASSUMPTIONS
Restructuring the existing curricula of the first cycle multimedia and digital television (MDTV) study program	Statistics on the number of students registered to bachelor MDTV program	60 registered students to bachelor MDTV studies	Assumptions: Support from all project partners Cooperation with industry
Developing a new curriculum for professional master studies in MDTV with specialized directions in computer graphics and multimedia and broadcasting production	Statistics on the number of students registered to professional MDTV master program	60 registered students to professional master in MDTV	Risks: Delay on the accreditation process of PM studies by the Ministry of Education and Sports Delay on the procurement procedures
Developing three specialization modules in professional master program in MDTV	Adding practical knowledge to the students by providing the laboratory experience		
Building a new high quality equipped laboratory	Number of research publications and conference organizations related to the field		

Short term impact

Short term impact	Target groups/potential beneficiaries	Quantitative indicators	Qualitative indicators
Reviewed Multimedia and Digital Television curricula for bachelor programme	Partners, Broadcasts industry, Students	Number of reviewed curricula	Curricula compatibility with new knowledge and technology
Development of Image Processing, Animation, Production/Post-production Module	Partners, Broadcasts industry, Students	Number of curricula included in each module	Curricula compatibility with new knowledge and technology
Trained academic staff in Multimedia and Digital Television	Partners	Number of trained staff	Staff is up to date with the new topics on the fields
Increased number of MDTV experts	Partners, Broadcasts industry, Students	Number of student registered on the PM MDTV program	Graduated master students will be ready to fulfil market demand for MDTV experts

Long term impact

Long term impact	Target groups/potential beneficiaries	Quantitative indicators	Qualitative indicators
Increased number of MDTV researchers	Partners, Broadcasts industry, Students	Number of MDTV researchers	Researchers are up to date with the new topics on the MDTV research field
Increased number of MDTV publications	Partners, Broadcasts industry, Students	Number of publications in scientific journals	Researchers are up to date with the new topics on the MDTV research field
Organizing international conferences, workshops and symposiums in MDTV	Partners, Broadcasts industry, Students	Number of activities; Number of participants	Innovative research paper in Multimedia and Digital Television
Fostering collaboration between higher education institutions and broadcasts industry	Partners, Broadcasts industry, Students	Number of open lectures held by representative of broadcasts; Number of broadcasts that collaborate with higher education institutions	Graduated master students will be ready to fulfil market demand for MDTV experts
Forming Albanian Multimedia and Digital Television Network	Partners, Broadcasts industry, Students	Number of participants in the network; Number of activities organised by them	Better collaboration between education institutions, broadcasters industry

Budget Summary...

Before and after evaluation of experts

Category	Before evaluation
Staff Costs	298.745,00
Travel Costs	43.900,00
Cost of Stay	118.320,00
Equipment	221.776,00
Subcontracting costs	65.500,00
TOTAL (EUR)	748.241,00

Category	After Evaluation
Staff Costs	✓ Same
Travel Costs	✓ Same
Cost of Stay	✓ Same
Equipment	✓ Same
Subcontracting costs	✓ Same
TOTAL (EUR)	748.241,00

Budget Summary...

Distribution among beneficiaries

Partner Name	Country	Staff Cost	Travel Cost	Cost of Stay	Equipment	Subcontracting Cost	TOTAL Costs (In EUROS)
Aleksander Moisiu University	Albania	114.289,00	10.240,00	26.880,00	138.076,00	17.100,00	305.585,00
Epoka University	Albania	23.020,00	4.880,00	16.020,00	27.900,00	10.400,00	82.220,00
Radio Televizioni Shqiptar	Albania	11.241,00	3.975,00	10.980,00	0,00	2.600,00	28.796,00
University for Business and Technology	Kosovo	23.600,00	5.605,00	15.300,00	27.900,00	10.700,00	83.105,00
University of Prishtina	Kosovo	23.020,00	5.880,00	15.780,00	27.900,00	10.400,00	82.980,00
University of Ljubljana	Slovenia	48.908,00	5.265,00	13.020,00	0,00	8.600,00	75.795,00
University of Tartu	Estonia	21.705,00	4.400,00	10.740,00	0,00	2.600,00	39.485,00
VSB Technical University of Ostrava	Czech Republic	32.962,00	3.615,00	9.600,00	0,00	3.100,00	49.277,00
TOTAL		298.745,00	43.900,00	118.320,00	221.776,00	65.500,00	748.241,00

Quality control and monitoring

- New PM in MDTV:
 - Accredited & accepted at national/international levels
 - assurance of the quality of the project activities/deliverables/outcomes
- Quality of project activity and financial management:
 - all activities/deliverables under control
 - checked during the whole project duration.
- Steering Committee: ensure a reliable and accurate quality control and monitoring
 - Internal evaluation (for both the revised BS and the new PM programs) at all the institutions offering them
 - Necessary precautions for ensuring good quality programs & according to the required criteria and standards
 - A peer review by EU experts

Quality control and monitoring

Quality measures will be assured by:

- **Steering Committee**
- **Project Management Board**
- **Expert consultancy, evaluation and control**

Main indicators that will verify the action outcomes:

- **Detailed report** on the internal quality evaluation
- **Report** on the quality of the BSc & Master programs by EU experts
- Realization of **accreditation** of the new PM MDTV program

Dissemination and exploitation strategy

- Dissemination and exploitation is seen from two points of view: internal and external.
- Internal dissemination activities primarily targets internal academic staff and students of the higher education institutions in Kosovo and Albania, RTSH and EU Partners with the goal to transfer knowledge among all the project participants.
- Workshops, trainings, meetings and study visits are the main tools used for this purpose.
- External dissemination activities: wider community, broadcasts industry and general/presentations, lectures and demos at workshops, exhibitions and different media channels like Web, TV and newspapers.
- The project deliverables will be available at the dedicated project website.
- Social networks will be utilized to the furthest extent of the information sharing the project to experts in the field (using LinkedIn) and to reach student population
- Effective dissemination will also be achieved by including students in dissemination process, using their multimedia products for publication and promotion in the public television of Albania.

Sustainability

- Developed study programmes constantly monitored and improved through the following processes:
 - Improving courses programmes and teaching materials reflecting technical innovations and state of the art in the field of M&DTV;
 - introducing new software tools in teaching and learning process;
 - adequate maintaining of the equipment and purchase of new equipment;
 - monitoring needs from industry and enhancing teaching materials.
- Fostering HEIs cooperation with enterprises that operates in the Republic of Albania and Kosovo will have a substantial increase in the number of internships and professional experiences
- There is a high opportunities for an increased demand for multimedia and digital TV experts in Albania and Kosovo, mostly due to increasing number of broadcasting and media companies operating in these countries and planned switch to digital broadcasting technologies, as EU requirement.
- In order to have a financial support after the successful implementation of the project, UAMD will plan each year a specific budget fund for the laboratory maintenance and organization of workshops and other activities. All the partner countries will use their incomes to support further improvement of the curricula and organization of the promotional and increasing collaboration between the relevant entities that operate in the field of multimedia and digital TV.
- Higher education institutions may also use the teaching facilities in order to produce multimedia and digital TV for third parties, securing another source of financial funds.

Discussion and Questions???

Thank you for your attention...