



Development and Implementation of Multimedia and Digital TV Curricula

Presentation of Project Results and Outputs: UAMD

Oct 2018 – Oct 2021


Assoc. Prof. Dr. Albana Halili
DIMTV Closing Event

Sept 2021 @ Aleksander Moisiu University, Durrës



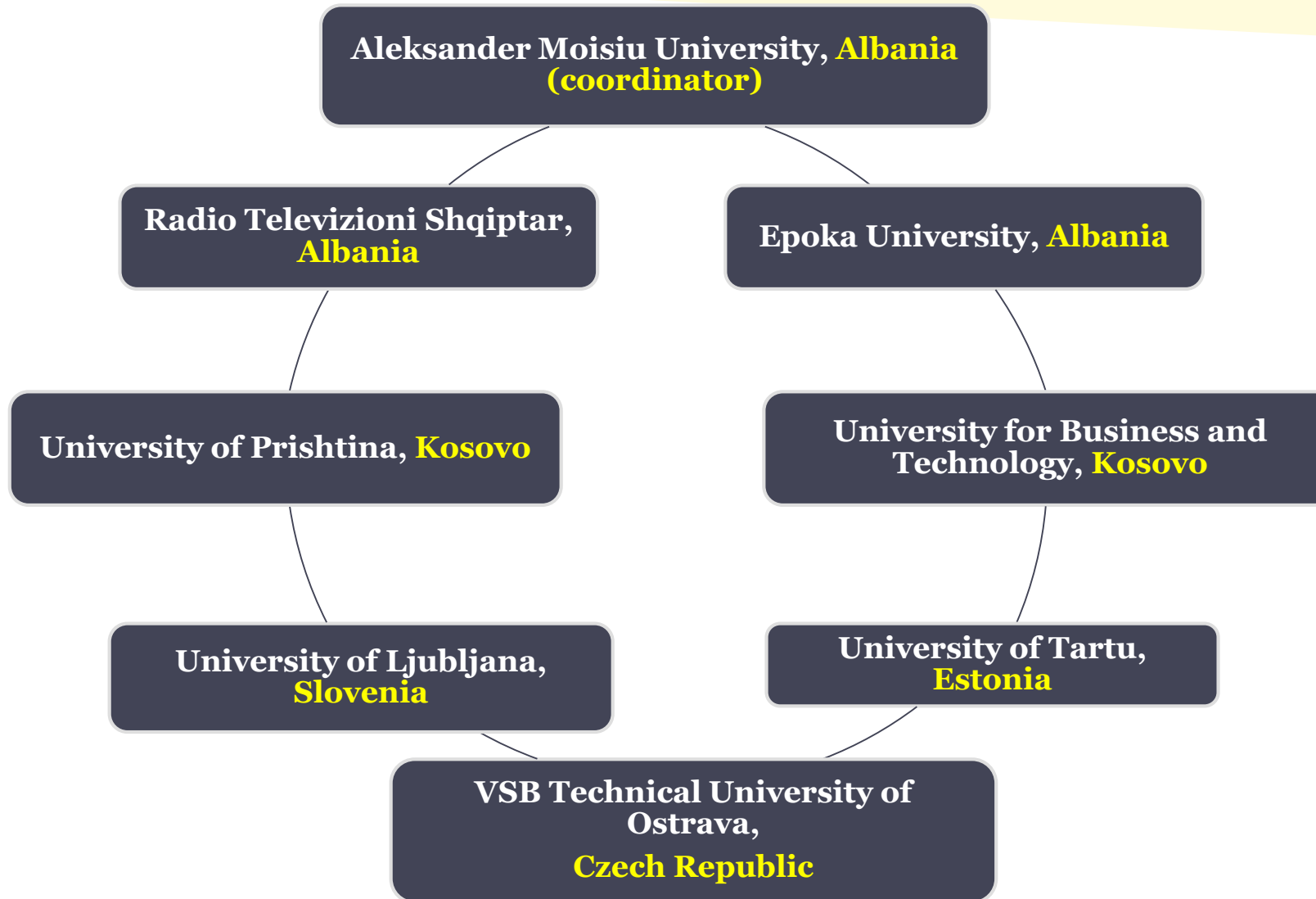
Project Card



Project number	586318-EPP-1-2017-1-AL-EPPKA2-CBHE-JP
Budget	748,241.00 Euro
Project duration	October 2017- October 2021 (1 year more due to COVID 19 pandemic situation)
Project web site	http://dimtv-project.al/
Project logo	
Project objectives	
GENERAL OBJECTIVE	Innovation and implementation of multimedia and digital television (MTVD) in Albania and Kosovo
SPECIFIC OBJECTIVE	<ul style="list-style-type: none"> ✓ 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



Project Consortium



PROJECT PLAN

9
WORK
PACKAGES



- WP1: PREPARATION
- WP2: DEVELOPMENT (2.1-2.5)
- WP3: QUALITY PLAN
- WP4: DISSEMINATION & EXPLOITATION
- WP5: MANAGEMENT

Workpackage 1: Preparation

- A deep analysis of the general MDTV current situation in Albania and Kosovo was done
- Problems/needs/challenges in the field were identified for both countries and published in a report
- The document is available and accessible online in the project website as Deliverable1.1:

<https://dimtv-project.al/deliverables/>

Workshop - Learning from EU expertise in MDTV area:
All EU partners shared their expertise in the field



2.1.2. Reviewing the existing MDTV curriculum

- SWOT analyses has been done
- Curricula updated based on suggestions of EU partners as well

MDTV bachelor degree curriculum book

2.1.3. Defining competences and learning outcomes for bachelor MDTV program:

- Competences and learning outcomes defined and are published as deliverable 2.1.3 and included in the curricula book





Innovative PM in MDTV ares: unique in the region



Staff training at 3 EU Study visits organized: VSB TUO, UT, UL



Defining competences and learning outcomes for PM

Competences and learning outcomes defined and are published as deliverable 2.2.4 and included in the curricula book

PM curriculum book



Enriched teaching methodologies

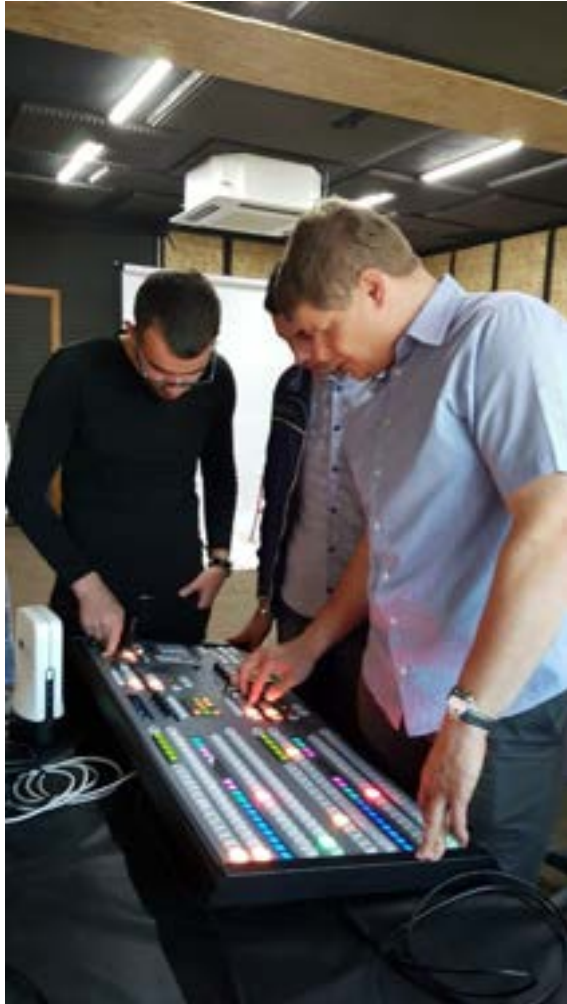
- More than 10 UAMD Staff members continuously trained on modules



Image Processing Module
3D Animation Module
Production/Post-production Module

Teaching materials and instructions: Prepared during the period October 2018 – June 2021

Enriched infrastructure: Audio-Video Studio and Multimedia Lab



- Hardware/Software procurement: more than 60 items included
- Audio-Video Studio with high quality equipment established
- Multimedia Laboratory specific for 3d Animation studies established
- UAMD Academic/Administrative Staff and students trained (twice) on MDTV equipment (function and use) by UL members



Successful implementation of PM studies

- MDTV PM accredited for 4 years
- Students enrolled to MDTV PM since 2018-2019 academic year
- Realization of MDTV PM program;
- Students' feedback on courses taken regularly at the end of each semester; reports prepared
- Good work has been done on Achievement of academic sustainability.

Fostering collaboration of broadcast industry and MDTV experts

- UAMD formalized more than 7 MoUs with industry partners
- ICM formalized with VSB-TUO and UT for student and staff exchange



Fostering collaboration of broadcast industry and MDTV experts



Students' internship at RTSH



Fostering collaboration of broadcast industry and MDTV experts

Students' internship at UAMD Studio



Fostering collaboration of broadcast industry and MDTV experts

Guest lecturing with MDTV experts and **Online Multimedia Seminar Series** (organized during pandemics)

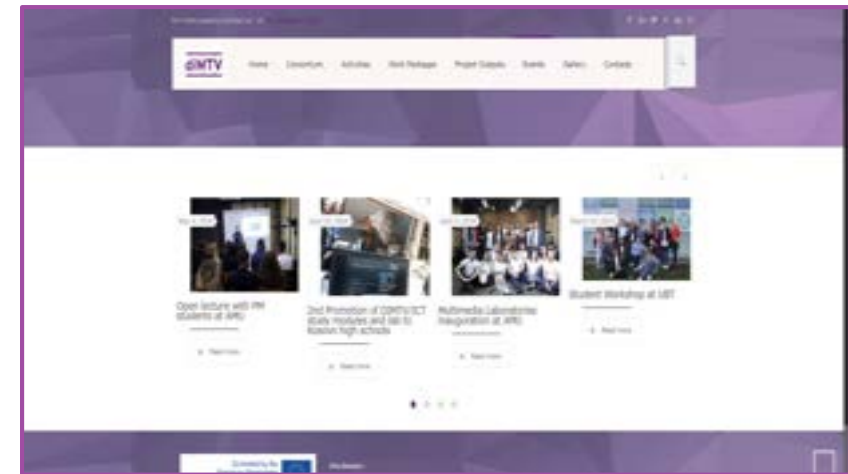




Visibility, dissemination and publicity



DIMTV project website: www.dimtv-project.al





Visibility, dissemination and publicity



- diMTV project promotion through social network is done and updated regularly through:
Facebook: <https://www.facebook.com/dimtval/>
Multimedia facebook page: <https://www.facebook.com/multimedia.fti.uamd>
Twitter: <https://twitter.com/dimtval> Albania
Youtube channel:
<https://www.youtube.com/channel/UCoIbzG3NCOmQHxKZvpPDMWg/featured>
Linkedin: <https://www.linkedin.com/company/dimtv-albania/>
- Project promotion is also done through one of our local media collaborators such as www.durreslajm.al
<https://durreslajm.al/web-tv/risia-ne-universitetin-e-durresit-inaugurohet-laboratori-i-multimedias-dhe-studio-audio-video>
- **Students are actively involved in project promotion** and their work is shared at project website and other project-related media, university facebook, website, instagram etc..
<https://www.youtube.com/channel/UC26J1hWuOri6WKYMooQnqLg>

MULTIMEDIATV managed by alumni 😊



Management: UAMD as leader



- Steering/Project management committee meetings;
 - Organizing & Coordinating project activities;
 - Financial management;
 - Preparation of interim and final report
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- ✓ **Continuous communication** with all project contact points
 - ✓ Good Communication and Transparency
 - ✓ **Dropbox common file sharing**
 - ✓ **Mostly by email**; Skype, Wapp, Viber 😊

Main DIMTV project outcomes

- Reviewed and restructured bachelor curricula with international standards
- New and unique professional master program with three specialization modules
 - **3D Animation**
 - **Production/Post-Production**
 - **Image Processing**
- More MDTV experts in the labour market by increasing the number and knowledge of graduates in this area
- Increased/High impact on broadcasters, media industry and graduated students;
- Lowered unemployment rate in this area



Many thanks to my UAMD DIMVT working group 😊

Assoc. Prof. Dr. Lindita Mukli
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PhD Cand. Aida Bitri
Phd Cand. Edmira Xhaferra

&

Uendi Cerma
Xhafer Rakiplari



Thank you for your attention!