



# **Development and Implementation of MDTV Curricula (DIMTV)**

## **WP2.4 - Deliverable 2.4.1**

### **Accrediting developed MDTV PM**

***Project Duration:*** Oct 2017 – Oct 2020 (extended to October 2021)

***Start Date of Deliverable:*** May 2019

***Submission Date of Deliverable:*** October 2019

***Dissemination level:*** Department / Faculty; Institution; Local; National

***Lead Organization:*** UAMD

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## 1. Introduction

UAMD is the only higher education institution in Albania that offers a study program in Multimedia and Digital Television. This study program is offered by the Department of Information Technology, as an integral part of the Faculty of Information Technology at UAMD. Like the Bachelor study program, a result of a Tempus project, in 2012, the PM study program is the result of an Erasmus+ project, where UAMD is a leader and has partnerships with foreign European and Albanian universities.

"*Multimedia and Digital Television*" is an innovative study program in our country and aims to meet the growing needs of the labor market for specialists in the field of multimedia, especially after the start of the digitalization process. The Professional Master is organized into three profiles as Production and Post-production, 3D Animation, and Image Processing. The curriculum of the MP study program at MTVD is built on the expertise of prestigious European universities in the field such as the Technical University of Ostrava, the University of Ljubljana, and the University of Tartu.

The academic staff of the Department of Information Technology has proposed the opening of the MP in MTVD and by Decision of the Head of the Department No. Prot 339 dated 15.10.2018. The opening of this study program was done by Order No. 705, dated 19.10.2018, of the Minister of Education, Sports and Youth "On the opening of the study program of the second cycle "Professional Master" in "*Multimedia and Digital Television*", full-time, with 60 ECTS credits and duration 1 (one) academic year (ANNEX I).

Following the application process for the accreditation of the Professional Master study program in Multimedia and Digital Television offered at the University "Aleksandër Moisiu" Durrës, the Head of the Department Information Technology approved the Internal Evaluation Group for the preparation of the Evaluation Report Internal to the MP study program at MTVD. The internal evaluation group, which operates as an "ad-hoc" group, also includes a business representative in the field of multimedia and a student representative attending the study program, which is in the process of accreditation. Each member of the internal evaluation team is selected based on their experience and knowledge in the field of multimedia.

The Agency responsible for the accreditation process and issuance of certification in Albania is the Agency for Quality Assurance in Higher Education (ASCAL) as part of the Quality Assurance System in Higher Education in Albania.

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ASCAL is responsible for quality assurance in higher education. ASCAL, through quality assurance mechanisms, accreditation, and other processes, monitors and evaluates the quality of the institution and the programs offered. The internal evaluation group of the study program was responsible for collecting documentation on the study program, drafting and submitting the internal evaluation report of the study program. After submitting all the documentation to ASCAL, a special group evaluated the internal report and visited the university premises, and organized meetings with various stakeholders.

The study program Professional Master Multimedia and Digital Television was successfully accredited for 4 years.

## **2. Internal evaluation of the Professional Master study program at MDTV**

The Internal Evaluation Report and the analysis of its standards will be closed with the “Summary Analysis of the Internal Evaluation Report” according to the SWOT method (Strengths, Weaknesses, Opportunities, Threats). The Faculty of Information Technology is one of the newest faculties at UAMD and aims to be one of the most elite constituent units due to its human resources and contemporary fields of technology research.

Strengths and opportunities:

1. Unique study program in Albania and complements the theoretical knowledge obtained during the first cycle of Bachelor studies with the practical ones in MP;
2. Design, organization, and administration of the program following European standards.
3. The study program and syllabi of the courses included in the curriculum meet the required standards which are shown in the teaching methodology, information, and contemporary literature used;
4. Cooperation with European educational institutions with experience in the field of multimedia
5. Continuously improve the curriculum to keep pace with the latest technological developments in multimedia.
6. Support and establish the program under the development strategy, mission, and vision of UAMD and the Main Information Technology Unit as part of it;
7. Modern infrastructure made available to staff and students;

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8. Effective program management through the sharing of teaching load, quality of teaching, evaluation of students and professors, implementation of practical projects, etc .;
9. The vitality of the academic staff, professionalism, quality and interactive teaching ensures the fulfilment of the objectives of this study program;
10. The positive environment of cooperation between academic staff and students where respect for their rights is at the heart of development policies and strategies;
11. The commitment of the department to provide a serious and competitive program;
12. The fields and specialities of the study program, together with the modern infrastructure, pave the way for the construction of proper infrastructure for research purposes in the institution and further become one of the first specialized in this field.
13. The academic staff, trained by the European partners, will enable the increase of the quality of the MP program in MTVD and will enable the academic staff dedicated to this study program;
14. Application of multimedia, as a technological tool, in the field of teaching by increasing the quality and level of learning;
15. Increasing cooperation with other foreign and domestic universities;
16. Increase further cooperation with business and provide professional services to third parties;

#### Weaknesses and Threats:

1. The small number of students and opening only 1 study profile out of 3
2. Limited involvement of students in the research activities of the basic unit in the field of multimedia;
3. Lack of academic staff with scientific degrees and specializations in the field of multimedia not only in UAMD but also in Albania and the Region;
4. Multimedia and Digital Television is a new program, offered only in some public and private universities from an artistic point of view, and as a new branch, students are reluctant to choose it, applying to traditionally popular branches;
5. Lack of literature (hardcopy) specific to the field of multimedia in the university library.
6. Lack of relevant collaboration of business and institutions to cooperate with the university;



### 3. External evaluation of the Professional Master study program at MDTV

The MDTV Professional Master Program was successfully accredited for 4 years. The external evaluation team evaluated the program as follows:

- a) The evaluation procedure and process are carried out following the legal and sub-legal provisions and deadlines set out in these acts;
- b) Content evaluation is based on the Documentation of Self-Evaluation, External Evaluation and findings, and verifications during the visit to the Institution;
- c) The report is drafted following the requirements and supported by facts, data, and additional documentation;
- d) The results of the evaluation are derived following the findings, strengths, and affirmations, and weaknesses, identified and verified through documentation and visit to the Institution;

The result of the evaluation regarding the degree of fulfilment of the Standards for quality assurance for the study programs of the second cycle "Professional Master" and the quality of the academic offer of the study program is "mainly meets the standards", suggesting the improvement of the elements which are a consequence of the new field of study of Multimedia and Digital TV, but which in the years of implementation of the DIMTV project have provided solutions and have improved.

The External Evaluation Group decided:

- FINAL POSITIVE Evaluation for the Professional Master study program in "Multimedia and Digital Television", with profiles: "Image Processing", "Production and Post-Production", "3D Animation", of the University "Aleksandër Moisiu", Durrës, with recommendations according to Annex to this Decision.
- Accreditation of the study program with a duration of 4 (four) academic years.
- The deadline for the validity of the accreditation of the study program is 30/09/2024.
- The Agency for Quality Assurance in Higher Education is in charge of the implementation of this Decision, the publication and issuance of the accreditation certificate within one month from the date of this decision, as well as the monitoring for the further maintenance of the State Quality Standards and the fulfilment of recommendations according to the attached Annex. (ANNEX II)

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## ANNEX I



URDHËR

NR. 705, DATË 19.10.2018

PËR

**HAPJEN E PROGRAMIT TË CIKLIT TË DYTË TË STUDIMIT "MASTER PROFESIONAL" NË "MULTIMEDIA DHE TELEVISION DIXHITAL" NË UNIVERSITETIN "ALEKSANDËR MOISIU" DURRËS**

Në mbështetje të nenit 102 të Kushtetutës së Republikës së Shqipërisë, nenit 18, 23, 35, 69, dhe 75 të ligjit nr.80/2015 "Për arsimin e lartë dhe kërkimin shkencor në institucionet e arsimit të lartë në Republikën e Shqipërisë",

**URDHËROJ:**

1. Hapjen e programit të ciklit të dytë të studimit "Master profesional" në "Multimedia dhe Televizion Dixhital", me profilet "Përpunim Imazhi", "Produksion dhe Postproduksion", "Animim 3D" që realizohet me 60 kredite, në gjuhën shqipe, me formë studimi me kohë të plotë, me kohëzgjatje normale 1 vit akademik (2 semestra), në përfundim të të cilit lëshohet diplomë "Master profesional" në "Multimedia dhe Televizion Dixhital", me profilet "Përpunim Imazhi", "Produksion dhe Postproduksion", "Animim 3D", në Fakultetin e Teknologjisë dhe Informacionit, të Universitetit "Aleksandër Moisiu" Durrës, referuar nivelit 7 të Kornizës Shqiptare të Kualifikimeve.
2. Programi i ciklit të dytë të studimit "Master profesional" në "Multimedia dhe Televizion Dixhital", financohet nga të ardhurat e Universitetit "Aleksandër Moisiu" Durrës, në mënyrë të përhershme.
3. Veprimtaria akademike në programin e ciklit të dytë të studimit "Master profesional" në "Multimedia dhe Televizion Dixhital", në Universitetin "Aleksandër Moisiu" Durrës, fillon në vitin akademik 2018-2019.



## ANNEX II



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