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***AAB COLLEGE***  
***Graphic Design and Visual Arts, BA***

***RE/ACCREDITATION***

**REPORT OF THE EXPERT TEAM**

*4 April 2021, Zagreb*



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## 1. INTRODUCTION

### 1.1. Context

**Date of site visit: 17 March 2021**

**Expert Team (ET) members:**

- *Prof. dr. Diana Milčić, PhD*

**Coordinators from Kosovo Accreditation Agency (KAA):**

- *Arianit M. Krasniqi*

**Sources of information for the Report:**

#### **a) Received documents**

- *Self-evaluation report Faculty of Arts re/accreditation of Graphic Design and Visual Arts /BA*
- *Syllabi*
- *Staff CVs (Full time, part time)*
- *Video link “Kolegij AAB/Introduction to our campus”  
<https://www.youtube.com/watch?v=Uo2OaSvypCI>*

#### **b) Documents available on the website in English <https://aab-edu.net/en/>**

- *Statute*
- *Study Regulation – AAB*
- *Regulation for organizing master studies*
- *AAB College Strategic Development plan 2018 - 2022*
- *Student Code of Conduct*
- *Code of conduct*
- *Code of Ethics 2019*
- *Regulation report on exam results*
- *Manual proposals on working Master’s thesis*
- *The regulation about the tutorial system*
- *Regulation for the regular calendar of annual activities*



- *Quality assurance guideline*
- *Regulation for promotion of academic staff*

***Subsequently requested documents:***

- *lists with the number of students for the past three academic years (2018./2019., 2019./2020., and 2020./2021.)*
  - *enrolled in the first year of studies BA and MA*
  - *enrolment quotas for each study BA and MA with decision of the number of enrolled students (who decides the number of enrolled students and the basis of which criteria)*
  - *number of graduate student who completed BA and MA studies, the ratio of graduate students and enrolled students, average length of study*
- *examples of screenshot of "E-student " and "e professor" from which one can see the possibilities they provide*
- *example of "exam report" (mentioned on the page 7 of SER)*
- *regulation for studies (mentioned on the page 11 of SER)*
- *Internal regulations of the Faculty which define the number of students in the group for lectures and for exercises*
- *strategic planning of the institution*
- *Work plans of the Quality Assurance, Quality Assurance Activity Plan*
- *Regulation for Quality Assurance (mentioned on the page 13 of SER)*
- *the internal evaluation documents of QA (results and reports) in the past three academic years (2018./2019., 2019./2020., and 2020./2021.) (mentioned on the page 13 of SER)*
- *examples of all questionnaires conduct (a student survey form, survey form for graduates, surveys for teachers and administrative staff, surveys for employers)*
- *summary reports of the student survey and graduates exit survey for the past three academic years*
- *semester report of the Faculty (min. two) (mentioned on the page 15 of SER)*
- *partnership agreements with institutions*
- *examples of minutes from the meeting of the management and teachers*
- *list of training activities (mentioned on the page 35 of SER) with name of activity and names of attendant*
- *number of employees in the student office and working hours for the students*
- *provide more information and explain examples of good practice – for example, student activities with teacher, exhibition and so on.*



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**Received documents:**

*All required documents have been submitted*

**Criteria used for program evaluation:**

- *Kosovo Accreditation Agency, Accreditation manual, July 2018*
- *Kosovo Accreditation Agency, The manual for external evaluation of higher education institutions, February 2021*



## 1.2. Site visit schedule

### Expert Team

- Prof. Dr. Diana Milčić – University of Zagreb Faculty of Graphic Arts

### Coordinators of KAA

- Naim Gashi, Executive Director of KAA
- Shkelzen Gerxhaliu, Senior Officer for Evaluation and Monitoring
- Arianit Krasniqi, Senior Officer for Evaluation and Accreditation
- Leona Kovaci, Senior Officer for Evaluation and Monitoring
- Ilirjane Ademaj, Senior Officer for Evaluation and Monitoring

### Site Visit Program

No slide presentation is allowed, the meeting is intended as a free discussion and this applies for each sessions.

9.00-9.40	<b>Meeting with the management of the faculty where the programme is integrated</b>	
	Venue	Participants in the meeting
	Marketing's Office 3 <sup>rd</sup> Floor	Bujar Demjaha, Rector of AAB College Fitim Aliu, Dean of the Faculty of Arts Elsa Nikolla, Vice Dean of the Faculty of Arts
9.45-10.45	<b>Meeting with the heads of the study programme 1: Graphic Design and Visual Arts/ BA</b>	
	Venue	Participants in the meeting
	Marketing's Office 3 <sup>rd</sup> Floor	Fahredin Spahija Fisnik Ismajli Leart Zogiani



10.50- 11.50	<b>Meeting with the heads of the study programme 2: Graphic Design/ MA</b>	
	Venue	Participants in the meeting
	Marketing's Office 3 <sup>rd</sup> Floor	Agon Nimani Luan Tashi
11.50- 12.30	Lunch break	
12.30- 13.10	<b>Meeting with quality assurance representatives and administrative staff</b>	
	Venue	Participants in the meeting
	Marketing's Office 3 <sup>rd</sup> Floor	Medina Spahiu, Coordinator for Quality Assurance at Faculty level Saranda Rifati, Students Service Office
13.15- 14.05	<b>Meeting with teaching staff</b>	
	Venue	Participants in the meeting
	Marketing's Office 3 <sup>rd</sup> Floor	Shyqeri Nimani Besim Mikullovc Bujar Selimi Dita Ethemi Musa Kalaveshi Clirim Vokshi
14.10- 14.40	<b>Meeting with students</b>	
	Venue	Participants in the meeting
	Marketing's Office 3 <sup>rd</sup> Floor	Erion Isufi Teuta Plakolli Fatlinda Salihu Dafina Muharremi Liridona Abdullahu Ardi Dana Dea Nikci



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14.45- 15.25	<b>Meeting with graduates</b>	
	Venue	Participants in the meeting
	Marketing's Office 3 <sup>rd</sup> Floor	Anita Ramshaj Atdhe Beksteshi Gurgac Beqa Valizake Celina Thaqi Artan Shala Halil Xhafa
15.30- 16.10	<b>Meeting with employers of graduates</b>	
	Venue	Participants in the meeting
	Marketing's Office 3 <sup>rd</sup> Floor	Nita Qena Kushtrim Zogojeva Albert Salihu Herolind Luzha
16.10- 16.20	Internal meeting of KAA	
15.30- 16.10	<b>Closing meeting with the management of Faculty</b>	
		Participants in the meeting
	Marketing's Office 3 <sup>rd</sup> Floor	Bujar Demjaha, Rector of AAB College Fitim Aliu, Dean of the Faculty of Arts Elsa Nikolla, Vice Dean of the Faculty of Arts





### **1.3. A brief overview of the institution and program under evaluation**

*AAB Collage was established in 2002 and it is the largest non-public institution of higher education in the Republic of Kosovo and in the region. AAB Collage organizes studies in 14 faculties and one of them is The Faculty of Arts.*

*The Faculty of Arts was founded in 2005 and since then has been dedicated to educating professional artists and good connoisseurs of art history, theory and practice. The study programs offered at the Faculty of arts as well as at AAB Collage are BA and MA levels.*

*During the site visit, the Faculty Management declared that the faculty does not have its own faculty's vision and mission but uses the vision and mission of AAB Collage which vision is: "the leading university institution in the region in applying innovative approaches in the field of higher education, science and technology".*

*As can be learned from the SER one of the strategic objectives of the Faculty of Arts is to actively collaborate with relevant actors so that students receive knowledge from the latest and best and constantly changing fields. The Faculty strives for achieving these objectives through certain measures which include:*

- *further development professional curricula and literature*
- *development of new teaching methodologies and monitoring of practical professional work*
- *organizing study visits abroad for students and academic staff.*

*The internationalization of the Faculty was presented as one of the very important objectives.*

*According to the self-evaluation report, AAB Collage has made relevant changes in the organizational structure and content of administrative services. Now, Dean's offices have taken on more responsibilities in personnel selection and management, as well as in the management of material and financial resources.*

*The Faculty within AAB College still is not independent legal units with a separate budget. Budget management is centralized at the senior management level within AAB College, but faculty's management thinks that the standard procedure of project financing, participation in conferences and other relevant scientific activities, and other support for the functioning of the faculty are approved in an optimal time frame.*

*The Faculty of arts is very proud of gender equality because numerous efforts have been made to involve as many women as possible in management and in the teaching process.*



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## 2. PROGRAM EVALUATION

### 2.1. Mission, objectives and administration

*As it is mentioned in the SER, the purpose of the BA study program in Graphic Design and Visual Arts is to train students in the design of multidisciplinary products. The mission of the study program is to provide a comprehensive and basic education to students who are interested to pursue a career in designing multidisciplinary products through innovative teaching methodologies and practices that are in line with the most contemporary trends.*

*At the general level of information provided, the mission of the study program is in compliance with the overall mission statement of the institution.*

*Regarding the consistency of the program with the National Qualifications Framework and the Framework for Qualifications of the European Higher Education Area, no evidence-based information was provided in the SER nor during the site visit. No explicit formulations which would link the intended learning outcomes of the program to specific level descriptors relevant to the program were provided.*

*According to the SER, the additional documents from the website and during the site visit in the meetings with the management of Faculty, professors and students considerable information was provided on formal policies, guidelines and regulations dealing with recurring procedural or academic issues. It can be assumed that program topics related to administration and quality assurance of the program as well as the interaction between teachers and students and rights and duties of all stakeholder are well developed and well-known.*

*It is gained the impression that a good level of compliance with internal regulations relating to ethical conduct in research, teaching and assessments in most of the relevant areas has been achieved so far. All areas important for the efficient and successful functioning of the faculty are also well regulated and covered by regulations.*

*The AAB College and Faculty of Art publishes all relevant information and regulations on the web site of the College and are available to all interested stakeholders.*

*The SER contains very general statements on didactical approaches and research activities (e.g. “we have planned a number of trainings for all staff involved in this program and other programs according to the accreditation assessment.”). Quite often the statements are rather abstract or normative statements without giving information on how they implemented in the*



*study program practically. Further information on how an important concept such as student-centered learning is implemented was not received.*

*Although in the document "AAB College Strategic Development Plan 2018 - 2022" one of the strategic objective is "To support research projects of staff and students in order to increase the relevance of the studies "with well-developed measures to be taken, during the visit to the institution, the impression that the Faculty has made some progress in accordance with the mentioned objective were not got. The statements on the research concept in the SER are very general definitions of objectives in a research but this cannot replace the description of the particular action that would foster the involvement of students and academic staff in research activities at the program level as well as on the course level. The presented results of scientific and artistic work of academic staff are insufficient.*

Standard	Compliance	
	Yes	No
<b>Standard 1.1.</b> The study program mission is in compliance with the overall mission statement of the institution.	X	
<b>Standard 1.2.</b> Relevant academic and professional advice is considered when defining the intended learning outcomes which are consistent with the National Qualifications Framework and the Framework for Qualifications of the European Higher Education Area.		X
<b>Standard 1.3.</b> The study program has a well-defined overarching didactic and research concept		X
<b>Standard 1.4.</b> There are formal policies, guidelines and regulations dealing with recurring procedural or academic issues. These are made publicly available to all staff and students	X	
<b>Standard 1.5.</b> All staff and students comply with the internal regulations relating to ethical conduct in research, teaching, assessment in all academic and administrative activities.	X	



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<b>Standard 1.6.</b> All policies, regulations, terms of reference and statements of responsibility relating to the management and delivery of the program are reviewed at least once every two years and amended as required in the light of changing circumstances.	<b>X</b>	
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**Compliance level:** ~~Fully compliant~~ / **Substantially compliant** / ~~Partially compliant~~ / ~~Non-compliant~~

**ET recommendations:**

- 1. The program mission should clearly define the intended learning outcomes which are consistent with the National Qualifications Framework and the Framework for Qualifications of the European Higher Education Area.*
- 2. The study program should strive for a revision of the didactic and research concept considering modern teaching practices (e.g. coherent concept of student centered teaching and learning) and integration of research at the program level and strengthening the linkages between teaching and research.*



## 2.2. Quality management

*The SER contains a description of how quality management at the AAC College and Faculty works and which instruments it contains.*

*As can be seen from the SER and from the discussion on site the visit, quality assurance is very important to the AAB College and Faculty, and it is a normal process that is part of the daily planning and management of the institution. This is evident from the regulations such as The Regulation for Quality Assurance, the Guide for Quality Assurance and the Strategic Development Plan. The AAB Head Office every semester has transferred to the Faculty of Arts Quality Assurance Activity Plan which includes all activities that must be carried out in connection with monitoring and quality improvement such as standardization of syllabuses, monitoring the implementation of syllabi, monitoring the availability of literature and evaluating the basic and additional literature proposed in the syllabi, monitoring of the online platform - respectively monitoring of the work of the academic staff regarding the publication of electronic materials on the online platforms, academic staff evaluations by students, evaluations for administration and student services after the end of the semester, monitoring student success etc.*

*From the discussions with faculty's management and Coordinator for Quality Assurance at Faculty level, it is clear that the all processes related to quality assurance are fully supported by the management of the institution in financial and material terms. All the results of internal evaluations and reports prepared by the Quality Assurance Office serve as a guide for decision-making and strategic planning of the institution.*

*From the available documents, it is not clear whether other stakeholders such as students, teachers, administrators, and external stakeholders are involved in the work of the quality assurance office.*

*The AAB carried out the regular evaluations with students, but now the regular evaluations are carried out with academic staff, administrative staff, employers and graduates. As mentioned in SER the evaluation of the academic staff and the evaluation of the administrative staff are realized once a year, while the evaluation with the students is realized every semester. The Faculty conducts a number of surveys and has defined procedures for dealing with survey results. Based on the results, actions are taken such as, for example, the dean talks to a teacher who is not rated satisfactorily by the students or has a comment on the teacher's work. There*



*is no defined procedure for how survey stakeholders are aware of the steps taken based on their comments. The results of the conducted surveys should be publicly available as a complete presentation without specifying specific names.*

*From the available documents, it was not possible to conclude whether results of the internal quality assurance system are taken into account for further development of the study program. This includes evaluation results, investigation of the student workload, academic success, and employment of graduates.*

Standard	Compliance	
	Yes	No
<b>Standard 2.1.</b> All staff participate in self-evaluations and cooperate with reporting and improvement processes in their sphere of activity	X	
<b>Standard 2.2.</b> Evaluation processes and planning for improvement are integrated into normal planning processes.	X	
<b>Standard 2.3.</b> Quality assurance processes deal with all aspects of program planning and delivery, including services and resources provided by other parts of the institution.	X	
<b>Standard 2.4.</b> Quality evaluations provide an overview of quality issues for the overall program as well as of different components within it; the evaluations consider inputs, processes and outputs, with particular attention given to learning outcomes for students.	X	
<b>Standard 2.5.</b> Quality assurance processes ensure both that required standards are met and that there is continuing improvement in performance.	X	
<b>Standard 2.6.</b> Survey data is being collected from students, graduates and employers; the results of these evaluations are made publicly available.		X
<b>Standard 2.7.</b> Results of the internal quality assurance system are taken into account for further development of the study program. This includes evaluation results, investigation of the student workload, academic success and employment of graduates.		X



<b>Standard 2.8.</b> The institution ensures that reports on the overall quality of the program are prepared periodically (eg. every three years) for consideration within the institution indicating its strengths and weaknesses.	X	
<b>Standard 2.9.</b> The quality assurance arrangements for the program are themselves regularly evaluated and improved.	X	

**Compliance level:** ~~Fully compliant~~ / **Substantially compliant** / ~~Partially compliant~~ / ~~Non-compliant~~

**ET recommendations:**

- 1. The results should be made public to make them available to everyone. The results are published without names, therewithal only general grades and descriptive statements.*
- 2. Make clear what changes have been brought about by evaluation results. Ensure students receive feedback on measures implemented based on their comments.*
- 3. Formalize and strengthen employee and student participation in assurance and continuous quality improvement.*
- 4. Involve all external stakeholders in the work of Quality Assurance Office.*
- 5. Establish internal mechanisms for monitoring the quality of scientific/research or artistic work that will be effectively implemented in practice.*



### 2.3. Academic staff

*According to the statement in the SER, for the study program BA Graphic Design and Visual Arts is engaged a total of 10 regular academic staff, but in tabular presentation of data of the academic staff are 12 plus a part-time academic/artistic staff. The Faculty staff formally consists of full professors, associate professors, assistant professors, teaching assistants and lecturers. Besides, on special contracts to one semester, with the possibility of renewal, two foreign professors were also hired.*

*Despite the disagreement of the mentioned number of academic staff involved in the study program, it is evident from the Panel discussion as well as formal staff profiles (CV submitted prior to the review), that academic staff is able to deliver high level student learning experience through inclusive, relevant programmes and curricula while being professional and collaborative.*

*Each member of the academic staff is provided with a contract and job description (Article 4 Duties and Responsibilities), which specifies exactly what are the duties of academic staff vis-à-vis students, research work, and administrative work. The impression was gained that all employees are not aware of all their duties. The responsibilities and duties of staff, which all staff agree, are regular teaching, material design, and student consultations. According to the quality assurance system, teachers are obliged to provide the students with the necessary teaching materials before teaching through the internal "e-student" system.*

*Academic staff evaluation is conducted regularly by students each semester, but from available data, the documentation and the panel discussion, it is not clear whether they are implemented self-evaluation, peer and superiors' evaluations, and occur on a formal basis at least once each year. The aim of teaching observations, peer and superiors' evaluations, is to enable academic staff to gain feedback from their colleagues who are trained and experienced teachers as part of a process of reflection on teaching performance.*





Standard	Compliance	
	Yes	No
<b>Standard 3.1.</b> Candidates for employment are provided with full position descriptions and conditions of employment. To be presented in tabular form data about full time (FT) and part time (PT) academic/ artistic staff, such as: name, qualification, academic title, duration of official (valid) contract, workload for teaching, exams, consulting, administrative activities, research, etc. for the study program under evaluation.	X	
<b>Standard 3.2.</b> The teaching staff must comply with the legal requirements concerning the occupation of teaching positions included in the Administrative instruction on Accreditation.	X	
<b>Standard 3.3.</b> Academic staff do not cover, within an academic year, more than two teaching positions (one full-time, one part-time), regardless of the educational institution where they carry out their activity	X	
<b>Standard 3.4.</b> At least 50% of the academic staff in the study program are full time employees, and account for at least 50% of the classes of the study program.	X	
<b>Standard 3.5.</b> For each student group (defined by the statute of the institution) and for every 60 ECTS credits in the study program, the institution has employed at least one full time staff with PhD title or equivalent title in the case of artistic/applied science institutions.	X	
<b>Standard 3.6.</b> Opportunities are provided for additional professional development of teaching staff, with special assistance given to any who are facing difficulties.	X	
<b>Standard 3.7.</b> The responsibilities of all teaching staff, especially full-time, include the engagement in the academic community, availability for consultations with students and community service.	X	



<b>Standard 3.8.</b> Academic staff evaluation is conducted regularly at least through self-evaluation, students, peer and superiors' evaluations, and occur on a formal basis at least once each year. The results of the evaluation are made publicly available.		<b>X</b>
<b>Standard 3.9.</b> Strategies for quality enhancement include improving the teaching strategies and quality of learning materials.		<b>X</b>
<b>Standard 3.10.</b> Teachers retired at age limit or for other reasons lose the status of full-time teachers and are considered part-time teachers.	<b>X</b>	

**Compliance level:** ~~Fully compliant~~ / **Substantially compliant** / ~~Partially compliant~~ / ~~Non-compliant~~

**ET recommendations:**

- 1. Continue evaluating and improving the standards of quality of teaching and learning.*
- 2. Implement self-evaluation, peer and superiors' evaluations for the teachers.*
- 3. Take the measures described in the "AAB College Strategic Development Plan 2018 - 2022" related to research and motivate academic staff to achieve the goals defined in the strategy.*



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## 2.4. Educational process content

*The curriculum covers a broad range of qualifications required to work as a graphic designer in local or regional companies, professional firms in the field of Local Marketing and Advertising Agencies, Printing and Publishing industries, TV and radio stations, industries various local with Study Houses on Advertising etc. The BA Graphic Design and Visual Arts program is primarily based on enhancing and implementing design skills in multidisciplinary products.*

*The study program has a good ratio of the number of subjects, the number of hours and the corresponding ECTS. The subjects within the study program are well harmonized with the needs of the labor market and comparable to similar programs offered in the region and beyond. Also, they take into account the predictions of the development of the profession in the future.*

*Overall, not much information was provided about the why and how of the curriculum's structure, however, the definition of the learning outcomes at the program level corresponds to level 6 of the European Qualifications Framework in general.*

*The disciplines represented in the curriculum are provided in a logical flow and they meet the defined competencies at a general level. At the study program level are intended nine learning outcomes that contain a sufficient number of comprehensible specificities.*

*The full course description within the curriculum has analytical syllabuses which comprise all necessary data but the syllabi provided reveal different quality levels of course descriptions. The majority of course descriptions are developed in a very traditional way emphasizing mainly the provision of knowledge. The minority of syllabi is characterized by using active verbs for defining learning outcomes at the course level. An example of good practice of written learning outcomes is the course Multimedia. A well-written learning outcome will focus on how the student will be able to apply their new knowledge in a real-world context.*

*The AAB College has taken all necessary steps if the language of instruction is other than Albanian. From the academic year 2019./2020. AAB College respects administrative Instruction no. 2018 for Foreign Languages in the Second or Third Cycle Study Program defined by MEST.*



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*The information received, in both the meetings with professors and students, about the student-teacher relationship was congruent. Students appreciated the availability of teachers for consultation. Students also emphasized the readiness of teachers to give additional support when necessary. The communication of learning objectives at the beginning of the courses was confirmed by students, too.*

*According to some information, due to the epidemic the part of the classes during the last academic year were held online. But now, the complete lack of e-learning and online teaching as key elements of a modern teaching strategy was spotted. The past academic year has provided good opportunities and fundament for further development elements of online teaching and e-learning, but these possibilities were not used.*

*The teaching method, which is in used, is an interactive method, student-centered, where the student conducts seminars, different various projects for different subjects, as well as field research works required for this level of study. The teaching strategy is presented in a rather normative way without giving information on how it is implemented in the study program practically. The implementation of student-centered learning and student-oriented teaching is considered an easily implemented concept due to interaction between the professor and the student and teaching according to the learning outcomes. Further information on how an important concept such as student-centered learning is implemented was not provided. The structure of teaching mainly relies on lectures combined with exercises.*

*The Faculty has appropriate and valid mechanisms for verifying standards of student achievement. AT the end of each exam period, success reports are generated for each subject in summary form, where for each subject, data are generated for the number of students presented in the exam, the number of students who have passed the exam, in whole and separately for each grade, as well as the number of those who have not passed the exams. The additional hours of lectures and exercises, reducing the number of students in groups, providing additional preparatory hours before the exam deadline, additional individual consultations with assistants are organized if it is needed.*

*According to SER where is mentioned “students start quarterly internships in local or regional companies, ....” and panel discussion with academic staff, the internships can be done by students on a voluntary basis. It is not clear whether the student is obligated to do internships*



*or not, because in the study program student internship is not envisaged. Since the internships are voluntary, they are additional workload for students.*

*The students' internships is not depicted in the curriculum at all as this is the case in other BA programs across Europe which define these activities as an integral part of the curriculum. The program should seek to resolve this issue as soon as possible and arrange it according to European standards, since as it is handled in presently, students are not given ECTS credits for internships and the internships are not adequately linked to other teaching and learning activities.*

*The Faculty of Arts maintains direct contact with most advertising agencies, publishing and media industries (such as RTK – Radio Television of Kosovo, Koha TV, Maksim Advertising Agency, ArsAlbanika, Grafoprint, etc.) where the students have the opportunity to do their internship. All these contacts, according to available data, are based on personal contacts of teachers. It would be good if contacts with companies were defined formally through the institution.*

Standard	Compliance	
	Yes	No
<b>Standard 4.1.</b> The study program is modelled on qualification objectives. These include subject-related and interdisciplinary aspects as well as the acquisition of disciplinary, methodological and generic skills and competencies. The aspects refer especially to academic or artistic competencies, to the capability of taking up adequate employment, contributing to the civil society and of developing the students' personality.	<b>X</b>	
<b>Standard 4.2.</b> The study program complies with the National Qualifications Framework and the Framework for Qualifications of the European Higher Education Area. The individual components of the program are combined in a way to best achieve the specified qualification objectives and provide for adequate forms of teaching and learning.	<b>X</b>	
<b>Standard 4.3.</b> The disciplines within the curriculum are provided in a logical flow and meet the definition and precise determination of the general and specific competencies, as well as the compatibility with the study programs and curricula delivered in the EHEA. To be listed at least 7 learning outcomes for the study program under evaluation.	<b>X</b>	



<p><b>Standard 4.4.</b> The disciplines within the curriculum have analytical syllabuses which comprise at least the following: the discipline’s objectives, the basic thematic content, learning outcomes, the distribution of classes, seminars and applicative activities, students’ assessment system, the minimal bibliography, etc. The full course description/ syllabuses of each subject/ module should be attached only in electronic form to the self-assessment report for the study program underevaluation.</p>	<p><b>X</b></p>	
<p><b>Standard 4.5.</b> If the language of instruction is other than Albanian, actions are taken to ensure that language skills of both students and academic staff are adequate for instruction in that language when students begin their studies. This may be done through language training prior to the commencement of the program.</p>	<p><b>X</b></p>	
<p><b>Standard 4.6.</b> The student-teacher relationship is a partnership in which each assumes the responsibility of reaching the learning outcomes. Learning outcomes are explained and discussed with students from the perspective of their relevance to the students’ development.</p>	<p><b>X</b></p>	
<p><b>Standard 4.7.</b> Teaching strategies are fit for the different types of learning outcomes programs are intended to develop. Strategies of teaching and assessment set out in program and course specifications are followed with flexibility to meet the needs of different groups of students.</p>	<p><b>X</b></p>	
<p><b>Standard 4.8.</b> Student assessment mechanisms are conducted fairly and objectively, are appropriate for the different forms of learning sought and are clearly communicated to students at the beginning of courses.</p>	<p><b>X</b></p>	
<p><b>Standard 4.9.</b> Appropriate, valid and reliable mechanisms are used for verifying standards of student achievement. The standard of work required for different grades is consistent over time, comparable in courses offered within a program, and in comparison with other study programs at highly regarded institutions.</p>	<p><b>X</b></p>	
<p><b>Standard 4.10.</b> Policies and procedures include actions to be taken in to dealing with situations where standards of student achievement are inadequate or inconsistently assessed.</p>	<p><b>X</b></p>	



<b>Standard 4.11.</b> If the study program includes practice stages, the intended student learning outcomes are clearly specified and effective processes are followed to ensure that those learning outcomes and the strategies to develop that learning are understood by students. The practice stages are allocated ETCS credits and the work of the students at the practical training organisations is monitored through activity reports; students during practice stages have assigned tutors among the academic staff in the study program.		<b>X</b>
<b>Standard 4.12.</b> In order to facilitate the practice stages, the higher education institution signs cooperation agreements, contracts or other documents with institutions/organisations/practical training units.		<b>X</b>

**Compliance level:** ~~Fully compliant~~ / **Substantially compliant** / ~~Partially compliant~~ / ~~Non-compliant~~

**ET recommendations:**

1. *Review all courses regarding a consistent, state of the art use of learning taxonomies and active verbs for defining learning outcomes.*
2. *Make the student internships a regular part of the curriculum, should define learning outcomes and student workload for internship*
3. *The Faculty should sign formal cooperation agreements with defined forms of cooperation with the institutions with whom already has well cooperation.*



## 2.5. Students

*The decision for admission of new students is taken at the level of the institution, by the Senate of AAB College in accordance with the Statute of AAB College. The criteria for admission of new students are set in the published competition. The new student is obliged to fill out an application where he enters all his relevant data, which is placed in the database of AAB College. Each student on the occasion of his registration opens an online account which serves him throughout the period of his studies at AAB College.*

*The faculty has established an electronic data management system for students and professors: “e-student” and “e-professors” where all information about the student and every single course that student attends is available. Also, the student can communicate with the teacher through the e-professor platform.*

*The study groups are dimensioned so as to ensure an effective and interactive teaching and learning process so that at the Faculty a group of students cannot have more than 60 students in lectures and no more than 15 students for practical exercises.*

*Communication of student assessment results, in accordance with the Regulation for Studies of AAB College, should be done no later than 7 days from the date of the exam, according to the official schedule.*

*The scheduling of exams is set by the Central Administration of the College however in cases where students have requests for extension of deadlines or change of exam date, within the provisions of the regulation, these requests are always approved.*

*All rights and obligations of students are publicly available through different documents as the Status of AAB College, Study Regulation – AAB, Code of Ethics of AAB College, Code of conduct, Regulation report on exam results, Regulation for the regular calendar of annual activities, etc. All above mentioned documents are available on the main website of AAB College.*

*The submitted works or final papers have adequate check for plagiarism through software and because of specific student’s works teachers also take care of plagiarism. The Dean's Office for*





*cases of copying /plagiarism take appropriate measures based on the Code of Ethics of AAB College, and makes decision on each case separately.*

*The students' transfer between higher education institutions, faculties and study programs is clearly regulated in formal internal documents through the transfer office which in cooperation with the quality coordinator within the Faculty of Arts verifies the files of each candidate. According to the Statute of AAB College, transfer candidates must spend at least one academic year at AAB College before graduating.*

*According to the available documents and after the panel discussions, it can also state that the lecturers are accessible to the students and can be approached for problems.*

*The students are represented in the Student Union of AAB College and actively involved in discussions and debates organized by the college and the faculty in particular as well in in extracurricular activities and community work.*

Standard	Compliance	
	Yes	No
<b>Standard 5.1.</b> There is a clear and formally adopted admission procedure at institutional level that the study program respects when organizing students' recruitment. Admission requirements are consistently and fairly applied for all students.	X	
<b>Standard 5.2.</b> All students enrolled in the study program possess a high school graduation diploma or other equivalent document of study, according to MEST requirements.	X	
<b>Standard 5.3.</b> The study groups are dimensioned so as to ensure an effective and interactive teaching and learning process.	X	
<b>Standard 5.4.</b> Feedback to students on their performance and results of assessments is given promptly and accompanied by mechanisms for assistance if needed.	X	
<b>Standard 5.5.</b> The results obtained by the students throughout the study cycles are certified by the academic record.	X	



<b>Standard 5.6.</b> Flexible treatment of students in special situations is ensured with respect to deadlines and formal requirements in the program and to all examinations.	<b>X</b>	
<b>Standard 5.7.</b> Records of student completion rates are kept for all courses and for the program as a whole and included among quality indicators.		<b>X</b>
<b>Standard 5.8.</b> Effective procedures are being used to ensure that work submitted by students is original.	<b>X</b>	
<b>Standard 5.9.</b> Students' rights and obligations are made publicly available, promoted to all those concerned and enforced equitably; these will include the right to academic appeals.	<b>X</b>	
<b>Standard 5.10.</b> The students' transfer between higher education institutions, faculties and study programs is clearly regulated in formal internal documents.	<b>X</b>	
<b>Standard 5.11.</b> Academic staff is available at sufficient scheduled times for consultation and advice to students. Adequate tutorial assistance is provided to ensure understanding and ability to apply learning.	<b>X</b>	

**Compliance level:** ~~Fully compliant~~ / **Substantially compliant** / ~~Partially compliant~~ / ~~Non-compliant~~

**ET recommendations:**

- 1. In addition to mentors, students should be provided with professional orientation (counseling) to ensure their professional and personal development.*
- 2. Besides the exam report for all courses, should records of student completion rates for the program as a whole and included among quality indicators.*



## 2.6. Research

*One of the strategic objectives of AAB College is scientific research. The strategic objective of the Development Plan of AAB College is to support the development and research projects of staff and students in order to increase the relevance of studies and to improve working conditions and establish a culture of excellence, innovation and use of technologies, in order to develop the quality of educational and research services.*

*The College provides grants for participation in important international scientific conferences for the purpose of academic advancement of staff and international promotion of research conducted by AAB staff. AAB College adopted in the spring of 2017 the Grant Regulation which sets out the criteria that staff must meet to receive financial support. Among the criteria that should be singled out are: "... The conference organizer, whether as a university or in the field of study / subject, to be in the list of 1000 best universities in the world (according to the measurements of QS Top Universities, Times Higher Education or Shanghai Ranking), or of any internationally recognized association in a given profile, e.g. ISA, IEEE, ESA, etc. "*

*Regardless of the fact that according to the employment contract, each member of the academic staff is obliged to do at least one scientific paper within the academic year and to engage in other cooperation projects which aim to increase the quality of teaching at the Faculty of Arts according to the SER data, teachers do not fulfil the stated obligation.*

*Since it is a study program of graphic design and visual arts, every academic staff should, if he or she does not have the opportunity to publish a scientific and applied research paper, has at least one exhibition or work on a joint project with colleagues or students. From the discussion with teaching staff it can be concluded that some teachers are already working with students on joint projects but this data is not recorded anywhere. Academic staff should publish papers and artistic work under name of the Faculty.*

*AAB College publishes the Journal "THESIS" (<https://thesisjournal.net/>), a scientific journal that enables the publication of all scientific research. As a positive, it should be noted that the journal has an international editorial board and since 2017 has a double-blind review of papers.*



*Regular academic staff is required to publish papers on behalf of AAB College. In addition, according to the contract, the academic staff is obliged to promote AAB College in all its accounts on social networks such as: "facebook", twitter ", " academia.edu ", " instagram ", " linkedin "and other networks social by introducing / identifying him as his primary employer.*

*Policies establishing intellectual property rights and clear procedures set out for commercialization of ideas have provided in the contract of academic staff, Article 14, which stipulates that intellectual property rights in any work related to or created by the employee during the employment relationship (during working hours) and in the workplace), is counted as the work of the employer and is given the full guarantee of the holder..*

Standard	Compliance	
	Yes	No
<b>Standard 6.1.</b> The study program has defined scientific/applied research objectives (on its own or as part of a research centre or interdisciplinary program), which are also reflected in the research development plan of the institution; sufficient financial, logistic and human resources are allocated for achieving the proposed research objectives.	X	
<b>Standard 6.2.</b> Expectations for teaching staff involvement in research and scholarly activities are clearly specified, and performance in relation to these expectations is considered in staff evaluation and promotion criteria.	X	
<b>Standard 6.3.</b> Clear policies are established for defining what is recognized as research, consistent with international standards and established norms in the field of study of the program.	X	
<b>Standard 6.4.</b> The academic staff has a proven track record of research results on the same topics as their teaching activity.	X	
<b>Standard 6.5.</b> The academic and research staff publish their work in specialty magazines or publishing houses, scientific/applied/artistic products are presented at conferences, sessions, symposiums, seminars etc. and contracts, expertise, consultancy, conventions, etc. are provided to partners inside the country and/or abroad.	X	



<b>Standard 6.6</b> Research is validated through: scientific and applied research publications, artistic products, technological transfer through consultancy centers, scientific parks and other structures for validation.	<b>X</b>	
<b>Standard 6.7.</b> Each academic staff member and researcher has produced at least an average of one scientific/applied research publication or artistic outcome/product per year for the past three years.		<b>X</b>
<b>Standard 6.8.</b> Academic and research staff publish under the name of the institution in Kosovo they are affiliated to as full-time staff.	<b>X</b>	
<b>Standard 6.9.</b> Academic staff are encouraged to include in their teaching information about their research and scholarly activities that are relevant to courses they teach, together with other significant research developments in the field. .	<b>X</b>	
<b>Standard 6.10.</b> Policies are established for ownership of intellectual property and clear procedures set out for commercialization of ideas developed by staff and students..	<b>X</b>	
<b>Standard 6.11.</b> Students are engaged in research projects and other activities.	<b>X</b>	

**Compliance level:** ~~Fully compliant~~ / **Substantially compliant** / ~~Partially compliant~~ / ~~Non-compliant~~

**ET recommendations:**

- 1. Networking with international universities in the organisation of conferences.*
- 2. Stimulate students and researchers to apply for the independent research grant and funds from the external funding, donors and projects.*
- 3. The study program needs to add the applied research objectives based on the priority areas of research.*
- 4. Consider the need to establish a Research- arts Center in accordance with the AAB institute.*



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## 2.7. Infrastructure and resources

*The Faculty of Arts is located on a newly built campus, and has modern infrastructure and offers well study conditions for students and the organization of the academic teaching process, as well as offers suitable opportunities for conducting research work.*

*The Faculty has about 1150 m<sup>2</sup> of physical space, not including corridors, which are sufficient for accommodation of lectures and exercises for study program. The space consists of 3 classes, 2 graphic design studios, 3 galleries, 2 amphitheatres, painting and drawing workshop, graphic studio and consulting class. The above mentioned space is sufficient for creative learning and group work.*

*In accordance with the provisions of the Statute, AAB provides financial resources from the different sources for example from tuition fees, administrative fees and other payments made by students; from payments for commercial services and other services; from the funds of the Ministry of Budget of Kosovo for teaching and scientific-artistic research of general interest; from donations, gifts and grants; from the use of AAB intellectual property; from contracts with national, international, public or private organizations in the field of teaching, scientific research, art. Despite above explanation where from AAB college is funded, it is not clear from the documents what the faculty budget is. As a result, there is no financial plan at the level of the study program that would demonstrate the sustainability of the study program for the next minimum three years.*

*AAB College premises are property of AAB College. The facilities of AAB College have lecture halls, laboratories equipped with adequate equipment such as computers (PC and MAC), projectors, scanner, graphic printing, etc.*

*The number of seats in the lecture rooms and seminar rooms according to the number of student in groups are sufficient.*

*The Faculty has not own library, but AAB Prishtina Campus has 2 Libraries which, according to student statements, has sufficient number of books and learning materials. Students and other researchers also have access to the electronic resources for example: Edward Elgar, EBSCO, DOAJ - Directory of Open Access Journals, SCIENCE COMMONS - Open Access Law Journal, BioOne Research Evolved, JSTOR, IOP Electronic Journals, Oxford Reference, OECD iLibrary.*



*As shown in the video “Kolegij AAB/Introduction to our campus”, the facility has electric stairs, elevators and all relevant infrastructure for students with special needs.*

Standard	Compliance	
	Yes	No
<b>Standard 7.1.</b> The adequate long-term implementation of the study program is ensured in quantitative terms as regards premises, human resources and equipment. At the same time, it is guaranteed that qualitative aspects are also taken into account.	<b>X</b>	
<b>Standard 7.2.</b> There is a financial plan at the level of the study program that would demonstrate the sustainability of the study program for the next minimum three years.		<b>X</b>
<b>Standard 7.3.</b> The higher education institution must demonstrate with a equate documents (property deeds, lease contracts, inventories, invoices etc.) that, for the study program submitted for evaluation it possesses the following, for the next at least three years: a) owned or rented spaces adequate for the educational process; b) owned or rented laboratories, with the adequate equipment for all the compulsory disciplines within the curriculum, wherever the analytical syllabus includes such activities; c) adequate software for the disciplines of study included in the curriculum, with utilisation licence; d) library equipped with reading rooms, group work rooms and its own book stock according to the disciplines included in the curricula.	<b>X</b>	
<b>Standard 7.4.</b> The number of seats in the lecture rooms, seminar rooms and laboratories must be related to the study groups’ size (series, groups, subgroups); the applicative activities for the speciality disciplines included in the curricula are carried out in laboratories equipped with IT equipment.	<b>X</b>	



<p><b>Standard 7.5.</b> Standard 7.5. The education institution’s libraries must ensure, for each of the study programs:</p> <p>a) a number of seats in the reading rooms corresponding to at least 10% of the total number of students in the study program;</p> <p>b) a number of seats in the group work rooms corresponding to at least 10% of the total number of students in the study program;</p> <p>c) their own book stock from Albanian and foreign speciality literature, enough to cover the disciplines within the curricula, out of which at least 50% should represent book titles or speciality courses of recognized publishers, from the last 10 years;</p> <p>d) a book stock within its own library with a sufficient number of books so as to cover the needs of all students in the cycle and year of study the respective discipline is provided for;</p> <p>e) a sufficient number of subscriptions to Albanian and foreign publications and periodicals, according to the stated mission.</p>	<b>X</b>	
<p><b>Standard 7.6.</b> The infrastructure and facilities dedicated to the implementation of the program is adapted to students with special needs.</p>	<b>X</b>	

**Compliance level:** ~~Fully compliant/~~ **Substantially compliant** /~~Partially compliant/Non-compliant~~

**ET recommendations:**

- 1. Development of a financial plan at the level of the study program that would demonstrate the sustainability of the study program for the next minimum three years.*





### 3. OVERALL EVALUATION AND RECOMMENDATION OF THE ET

*First of all, the Panel would like to commend the programme development team for their proactive engagement with the Panel during the validation event. The Panel is very pleased with the level of optimism and positive atmosphere among all interviewed groups. The communication between the students and the management seems to be very open and on an admirable level.*

*Having considered the documentation provided and discussed it with the programme development team, the Reaccreditation Panel recommends the following:*

<b>Standard</b>	<b>Compliance Level</b>
1. Mission, objectives and administration	Substantially Compliant
2. Quality management	Substantially Compliant
3. Academic Staff	Substantially Compliant
4. Educational Process Content	Substantially Compliant
5. Students	Substantially Compliant
6. Research	Substantially Compliant
7. Infrastructure and resources	Substantially Compliant
<b>Overall Compliance</b>	<b>Substantially Compliant</b>

*The overall compliance is assessed by the experts at the level of **Substantially Compliant**.*

*However, the following recommendations need to be considered in relation to programme reaccreditation:*

- 1. A number of errors have been recorded across all sections of original self-evaluation reports (e.g. replacement of BA or MA program name, number of enrolled students), this often impeded understanding.*



2. *Regarding evaluation of staff performance, it is suggested that the following criteria are integrated into individual staff records:*
  - *Systematic collection of data career progression and feedback from alumni and include their opinion in learning process;*
  - *Peer observation of teaching as required (with development of appropriate observation criteria);*
  - *Regular staff appraisal in terms of identifying staff development requirements;*
  - *Staff membership in the educational and professional bodies;*
  - *Staff involvement in learning and teaching research initiatives;*
  - *Participation in learning and teaching events and conferences, the Faculty should develop effective policies for teachers' improvement.*
3. *The defined learning outcomes do not clearly describe the knowledge and skills which students should obtain upon the completion of the study programme. The Panel detected various discrepancies between the formulation of learning outcomes that led it to conclude that the Faculty does not have clear and uniform learning outcomes methodology. It is strongly advised to formulate a precise methodology of defining learning outcomes and apply it.*
4. *It would be necessary to further develop and integrate e-learning as a form of teaching strategy and provide online courses that are feasible to specifically needs of students.*
5. *The Faculty has developed quality policy and procedures that include regular collection and analyses of relevant data with the purpose of ensuring and improving the quality of all institutional activities, especially student participation. Nevertheless, there is room for improvement, especially in actively involving the student body and external stakeholders in the decision making processes.*
6. *To attract more regular foreign guest lecturers and students, Faculty should offer some courses in English. Furthermore, the Faculty should try to attract incoming students not only from the region but also students from a variety of European countries.*
7. *To achieve greater publicity about Faculty and its activities, it is recommended to set up a separate active Faculty's page where student and teacher achievements and all faculty*



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*activities would be presented. This would enable the public to be better acquainted with Faculty's capabilities and working methods.*

*In conclusion, the Expert Team considers that the study program Graphic Design and Visual Arts BA program offered by (insert name of the higher education provider) is **Substantially compliant** with the standards included in the KAA Accreditation manual and, therefore, recommends to **accredit** the study program for a duration of **three** years with a number of **120** students to be enrolled in the program.*

### Expert Team

#### Chair

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Diana Milčić

1. 4.2021.

#### Member

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(Signature)

(Print Name)

(Date)

#### Member

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(Signature)

(Print Name)

(Date)