



Republika e Kosovës
Republika Kosova - Republic of Kosovo



Agjencia e Kosovës për Akreditim
Agencija Kosova za Akreditaciju
Kosovo Accreditation Agency

ACADEMY “EVOLUCION”

COMUNICATION DESIGN, BA PROGRAM RE-ACCREDITATION

REPORT OF THE EXPERT TEAM

11 July 2022., Zagreb and Tbilisi



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1. INTRODUCTION

1.1. Context

Due to pandemic restrictions, the review visit was conducted online.

Date of site visit: 14 June 2022

Expert Team (ET) members:

- *Prof. Dr. Diana Milčić*
- *Giga Khositashvili, Student Expert (TBD)*

Coordinators from Kosovo Accreditation Agency (KAA):

- *Shkelzen Gerxhaliu, Senior Officer for Evaluation and Monitoring*
- *Flamur Abazaj, Senior Officer for Evaluation and Monitoring*

Sources of information for the Report:

- *Self-evaluation report (SER)*
- *Staff CVs*
- *Syllabi*
- *Other documents, appendix to the SER of the Academia Evolucion*
- *Video: Akademia Infrastructure.mp4 (<https://www.youtube.com/watch?v=ZgFwt-Hq8QI>)*
- *Interviews during the site visit (online)*
- *information available on the Academia “Evolucion” website*

Criteria used for institutional and program evaluations

Standards & performance indicators for external evaluation according to:

- *Kosovo Accreditation Agency: Accreditation manual, 2021*



1.2. Site visit schedule

Programme Re-accreditation Procedure at Academia Evolucion	
Programme:	Communication Design, BA
Online site visit on:	14 June 2022
Expert Team:	Dr. Diana Milcic Giga Khositashvili, Student Expert (TBD)
Coordinators of the KAA:	1. Shkelzen Gerxhaliu, SO for Evaluation and Monitoring 2. Flamur Abazaj, SO for Evaluation and Monitoring

Time	Meeting	Participants
09:00 - 9:45	Meeting with the management of the faculty where the programme is integrated	1. Mrs. Enkelejda Shatri - Executive Director; 2. Prof. Flora Loshi - Academic Director; 3. Mr. Dritan Axhami - Administration Director
09.50 -10.35	Meeting with quality assurance representatives and administrative staff	1. Mrs. Luljeta Vuthi - Head of quality assurance office, 2. Mrs. Donjeta Lumi – Head of human resources and students support office 3. Mr. Dritan Shtari – Head of Finance office 4. Mrs. Naltina Fejzullahu – Library and Archives office officer 5. Mrs. Ermira Jusufi - Head of Carrier orientation services & Alumni. 6. Mr. Arian Hazrolli, Technical support department & IT officer.
10:40 -11:40	Meeting with the heads of the study programme:	1. Prof. Arta Agani – Head of Communication Design programme (BA)
11:40 -12.25	Lunch break	
12:25 -13:10	Meeting with teaching staff	1. Prof. Arsim Shala 2. Prof. Blerim Gjinojci 3. Prof. Shpat Komoni 4. Prof. Musli Bozhdaraj 5. Prof. Lorik Mucaj



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13:15 -14:00	Meeting with students	1. Mr. Megzon Mullahasani 2. Ms. Bleonita Duraku 3. Ms. Alma Potera 4. Mr. Ardit Kalaja 5. Mr. Eris Gashi 6. Ms. Aulona Brajshori
14:05-14:50	Meeting with graduates	1. Ms. Dorina Osmani 2. Ms. Fjolla Mahmuti 3. Mr. Ardit Beqiri 4. Mr. Besfort Syla 5. Ms. Dafina Visoka 6. Xhemal Muja
14:55 – 15:40	Meeting with employers of graduates and external stakeholders	Representatives from: 1. D-LINE STUDIO – VM3 2. TATAMATA 3. REPUBLIKA 4. RRETHI OFFICE 5. ZERO POZITIV 6. ZYRE GLOBAL
15:40 -15:50	Internal meeting of KAA staff and experts	
15:50 -16:00	Closing meeting with the management of the faculty and program	



1.3. A brief overview of the institution under evaluation

The Academy “Evolucion” is a private higher education institution in design and applied arts. It was originally established as Fashion Institution “Evolucion” on 14.09.2005, based on Board of Directors’ Decision Nr. 01/05. The Academy “Evolucion” is based in Prishtina, “Shefqet Shkupi”.

The operation of the Academy “Evolucion” is based on the Law on Higher Education of the Republic of Kosovo, its Statute and other regulations, based on other applicable laws in the Country.

The Academy “Evolucion” has defined the strategy for achieving its mission and objectives. The strategy was drafted by the Board of Directors in co-operation with the management and the heads of the Academy “Evolucion” departments.

The Academy “Evolucion” offers a range of programs at undergraduate - Bachelor level and graduate level – Master level. One of the undergraduate - Bachelor level is Communication Design Program. In all of its bachelor's programs, the "Evolucion" Academy, including the Communication design program, offers the studies at level 6 according to the EQF, with 180 ECTS, finalized by issuing of a corresponding bachelor's degree.

The study program Communication Design has accredited / re-accredited for the time periods: September 2009 - September 2010, September 2010 - September 2013, October 2013 - September 2016, October 2016 - September 2021, October 2021 - September 2022.

As stated in the Self-evaluation Report (SER), the Academy “Evolucion” has been constantly evolving. The Academy “Evolucion” has added new programs and advanced the existing ones, improved the teaching infrastructure and implemented mechanisms to increase the quality of teaching and learning as well as the advancement of academic staff.

During to the years, the number of students has increased. The structure of students is quite diverse. They come from all regions of Kosovo and from neighboring countries (Albania, Northern Macedonia, Montenegro and Preshevo Valley) as well as from diaspora.



2. PROGRAM EVALUATION

The institutional evaluation consists of 7 subheadings through which the administration, organisation and management of the institution, as well as teaching and research are assessed.

In this report the term research includes artistic research, exhibitions and applied research.

2.1. Mission, Objectives and Administration

As it is mentioned in the SER, the mission of the study program is to develop applicable, comprehensive and meaningful creative skills through various approaches to innovation and contemporary technology integrated into visual communication. The mission of the study program is in compliance with the overall mission statement of Academia “Evolucion”, which is publicly available on the web page, but the mission of the study program is not public available, it is only statement in the SER. Because of that, it is gained the impression that all stakeholders are not familiar with the mission and it is set by the management team of study program. The mission of the study should be well known to all stakeholders.

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 connect the proposed learning outcomes of the program to specific level descriptors relevant to the program were provided. It is not clear what means “The program consists of three academic levels (4, 5 and 6)” (page. 32). References levels for this study program under re-accreditation is 6. Also, the learning outcomes for the study program should be written more precisely and should be measurable.

The SER contains very general statements on didactical approaches and research activities. Quite often the statements are rather abstract or normative statements without giving information on how they implemented in the study program practically.

Based on the SER, the additional documents from the website and the site visit (meetings with the management of Faculty and professors), 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, the interaction between teachers and students, rights and duties of all stakeholder are well developed and well-known.



It is gained the impression according to the SER and information gained during the interviews 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.

Based on the statement in the SER, the Academy "Evolucion" has established rules, standards, and processes for drafting and approving its programs. The Academy has "Regulation on accepting and monitoring study programs at the Academy "Evolucion", in the SER that document mentioned under the name "Regulation on the Design and Development of Curricula of the Academy" p. 40. In the above mention regulation only article 7 (in the SER mentioned Article 5) deal with procedure of program reviewed. Also, the mentioned document does not have data of the frequency of the study program revision just conclude that "The system of internal quality assurance must contain periodical evaluations of the study programs "

Standard	Compliance	
	Yes	No
Standard 1.1. The study program mission is in compliance with the overall mission statement of the institution.	X	
Standard 1.2. 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
Standard 1.3. The study program has a well-defined overarching didactic and research concept		X
Standard 1.4. 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	
Standard 1.5. All staff and students comply with the internal regulations relating to ethical conduct in research, teaching, assessment in all academic and administrative activities.	X	



<i>Standard 1.6. 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.</i>	X	
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Compliance level: Substantially compliant

ET recommendations:

- 1. The study program should strive for a revision of the research concept and integration of research at the program level and strengthening the linkages between teaching and research.*
- 2. Also, the study program should be revised and a clear and unitary approach should be taken using the same framework for all disciplines, especially take care of learning outcomes.*
- 3. As SER report is a basic document for further internal review and evaluation process, it is recommended that the document be edited to better meet the objectives of the process (some sentences are not completed and clear, some sentences are duplicated even whole paragraphs, incorrect naming of documents etc.)*
- 4. To perform a mapping with similar study programmes in other countries in regard to programme structure to ensure that the study programme is compliant with EQF level 6;*



2.2. Quality Management

First of all, it should be noted that the terminology used in the chapter 2. Quality Management is not harmonized, it is mentioned assurance committee, assurance council and commission for quality. It is not clear is it one body with different name or different bodies. From the "Organization structure of the Academia Evolucion " page 10, it is concluded that should be one body.

The SER contains a description of how quality management at the Academia Evolucion works and which instruments it contains.

According to the SER, the Academy "Evolucion" controls and develops its own quality assurance system of teaching and creative and artistic activities. The Quality Assurance Regulation is based on the Academy "Evolucion" Statute, Article 100.-102.

The Quality Assurance Regulation, its mechanisms and processes have been drafted with the support of the EU project (QA@PHHEP₁₀), which has supported the establishment and development of quality assurance structures within IAL in Kosovo.

Quality Assurance is the responsibility of the Quality Assurance Office (QA Office), which reports to the Quality Assurance Council (hereinafter: QA Council) and operates under the Quality Assurance Regulation.

This regulation contains QA's rules and procedures, instruments and executive mechanisms as well as QA's organizational structure.

In the SER is statement on the page 12 "The Quality Assurance Council consists of five members;- two members are nominated by the Academic Council,- the other two members are nominated by the Executive Director and- one member represents the Student Council. Members nominated by the Academic Council may come from the ranks of academic staff, research staff, administrative staff, and industry practitioners." But in the Quality Assurance Regulation on the page 2 is statement "The Academy "Evolucion" conducts the Quality Assurance control through the Quality Assurance Committee, which consists of three members: the academic director, the quality assurance officer and of a representative of the lecturers."

Based on the SER, the quality assurance office produces "Quality assurance annual report ", the results of the report are reviewed by the Quality Assurance Council. It serves as the basis for further plans for improving and ensuring quality in the Academy. However, the document "Quality assurance annual report – academic year 2020/21" contains only general information about students as are exams pass rate, number of graduates, attendance in the



lectures, and list of the activities and projects. There is no information about the student workload, academic success, and employment of graduates. The report does not include any recommendations.

Based on the SER, the quality assurance office implements the recommendations and carries out the tasks undertaken by the Quality Assurance Committee.

According to the SER, the “Evolucion” carried out regular internal and external evaluations with students, academic staff and administrative staff, but it is not clear do not carry out evaluations with employers and graduates. The quality management tools are a survey/questionnaire and self-evolution by academic staff; the student assessment questionnaires; the analysis of parameters based on work reports and performance of tasks.

Quality Assurance Office has prepared questionnaires for quality assurance for example Questionnaire for beginner students of Bachelor level; Semester questionnaire for Bachelor and Master level students for the evaluation of the teaching process and teachers; Administration / service evaluation questionnaire for students; etc., The SER is the only document where is listed all prepared questionnaires. Even the document “Quality Assurance Regulation” does not have the mentioned questionnaires list. Because of that, it is again an impression that the list of questionnaires was prepared just for the evaluation purpose.

From the available document, it is clear that students, teachers and administrators, are involved in the work of the quality assurance office.

There is no defined procedure which determines how survey stakeholders are informed of the steps taken based on their comments. The results related to the teaching process quality are delivered to the academic staff privately. The results of the conducted surveys should be publicly available as a complete presentation without specifying names.

Standard	Compliance	
	Yes	No
Standard 2.1. All staff participate in self-evaluations and cooperate with reporting and improvement processes in their sphere of activity	X	
Standard 2.2. Evaluation processes and planning for improvement are integrated into normal planning processes.		X



<i>Standard 2.3. Quality assurance processes deal with all aspects of program planning and delivery, including services and resources provided by other parts of the institution.</i>	X	
<i>Standard 2.4. 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.</i>		X
<i>Standard 2.5. Quality assurance processes ensure both that required standards are met and that there is continuing improvement in performance.</i>		X
<i>Standard 2.6. Survey data is being collected from students, graduates and employers; the results of these evaluations are made publicly available.</i>		X
<i>Standard 2.7. 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.</i>		X
<i>Standard 2.8. 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.</i>	X	
<i>Standard 2.9. The quality assurance arrangements for the program are themselves regularly evaluated and improved.</i>	X	

Compliance level: Partially compliant

ET recommendations:

- 1. Make clear what changes have been brought about by evaluation results. Ensure students receive feedback on measures implemented based on their comments*
- 2. Establish internal mechanisms for monitoring the quality of scientific/research or artistic work that will be effectively implemented in practice.*
- 3. Improve surveys and questionnaires for all groups of stakeholders by addressing the learning outcomes.*



2.3. Academic Staff

The procedures for the selection and appointment, of academic staff are in line with the criteria stipulated in the Law on Labour and Law on Higher Education. Also, the employment of the academic staff in the Academy “Evolution” is based on the Statute, the Staff Recruitment Regulation of Academy and the Code of Ethics of the Academy “Evolution”.

Candidates for employment are not provided with full position descriptions and conditions of employment. When the candidate is selected, is provided with a job description.

According to the relevant documents, during the employment, the Academy implements fair, impartial, equal and non-discriminatory treatment in order to prevent discrimination based on race, gender, language, family status, political opinion, ethnicity, disability, age and other legally protected status.

There are mismatches across the data how many academics staff is involved in the study program Communication design.

According to the statement in the SER, for the study program a total of 10 members of academic staff are engaged, “...of which 6 are Full Lecturers (FT), 2 are Non-Regular Lecturers (PT), and Visitor / Consultant” p. 46-48” It is not clear what is it with other 2 academic staff. Also, from the syllabus it is evident that 13 teachers are involved in the program. The role of 7 teachers involved in the study program is not clear, is it full time or part time academic staff. Based on the SER, Arsin Shala is full time academic staff at Akademia Evolution, but according to his CV he is founder and director of “XHAD studio”.

The Faculty staff formally consists of lectures with master degrees.

In the tabular presentation of the academic staff data missed information such as the workload for teaching, exams, consulting, administrative activities, and research.

It is not evident from the formal staff profiles (CV submitted prior to the review), is academic staff able to deliver high level student learning experience through inclusive, relevant programmes and curricula while being professional and collaborative. Some CVs are written in Albanian (Besim Hoxha, Vesa Govori-Hapciu), some are illegible (Arta Agani), without information about exhibitions or publications.

Academic staff evaluation is conducted regularly based on the Evaluation of Academic Staff Regulation of Academy Evolution and Quality Assurance Regulation of the Academy Evolution. But from available data, it is not clear whether they are implemented, because it is not proved



track (list of projects, list of published works, list of exhibitions, etc.as requested by Evaluation of Academic Staff Regulation)

Also, it is not clear whether self-evaluation, peer and superiors' evaluations 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.

Also, the impression was gained that are not provided opportunities for additional professional development of teaching staff, because for example the majority of courses do not have well-defined learning outcomes.

Standard	Compliance	
	Yes	No
Standard 3.1. 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.	partially	
Standard 3.2. The teaching staff must comply with the legal requirements concerning the occupation of teaching positions included in the Administrative instruction on Accreditation.	X	
Standard 3.3. 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	
Standard 3.4. 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



Standard 3.5. 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	
Standard 3.6. Opportunities are provided for additional professional development of teaching staff, with special assistance given to any who are facing difficulties.		X
Standard 3.7. 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	
Standard 3.8. 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.	partially	
Standard 3.9. Strategies for quality enhancement include improving the teaching strategies and quality of learning materials.		X
Standard 3.10. Teachers retired at age limit or for other reasons lose the status of full-time teachers and are considered part-time teachers.	X	

Compliance level: Substantially 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. The results of the conducted surveys should be publicly available as a complete presentation without specifying names.*
- 4. Organize additional education for the academic staff regarding writing the effective learning outcomes.*



2.4. Educational Process Content

Overall, little information was provided about the why and how of the curriculum's structure corresponds to level 6 of the European Qualifications Framework.

The study program has defined 10 learning outcomes, however, the definition of the learning outcomes in the program is not well written and inadequate forms for teaching and learning.

The 1st learning outcomes is not clear and it is not possible to measure them. For example, it should be "The student will be able to integrate different methods of visual communication into design"

The 2nd and 9th is well written.

The 4th learning outcomes for example should be "use/application of software in realization of their creative ideas ..."

Some learning outcomes are quite similar for example the 6th and 7th (6. The student will be able to design and offer brand identity to various local and international clients; 7. The student will be able to design, realize and apply a brand book of a company / institution, based on the identity of the brand (brand) and to develop and manage various marketing plans, applying methods and various Communication Design techniques;)

Student learning outcomes state what students are expected to know or be able to do upon completion of a course or program. At both the course and program level, student learning outcomes should be clear, observable and measurable, and reflect what will be included in the course or program requirements.

Because the learning outcomes are not well written it is not possible to judge if the study program complies with the National Qualifications Framework

The courses description is available in two documents: in the SER and in the individual course descriptions which are assumed to have been written by teachers.

The data in the above-mentioned documents are not the same, the learning outcomes for the courses are different in the SER from those written in the individual course description. For example: Drawing for Design (Illustration), Photography 3, English Language etc. Some courses description (given in separate file) does not have the full course description, some of



them are written in the Albanian language. Some courses do not have defined learning outcomes at all.

The majority of courses do not have well-defined learning outcomes or that the learning outcomes are not adequate. Some learning outcomes in the minority of courses is characterized by using active verbs for defining learning outcomes at the course level.

In the SER is description of two courses: Professional Practice and Internship with same ECTS amount but different learning outcomes. It is assumed that it is the same course with a different title, but the learning outcomes should be harmonized.

Therefore, is necessary to review all the learning outcomes on all courses and reformulated by using active verbs to become more adequate for the study program.

Furthermore, learning outcomes of the courses should be in line with the study program learning outcomes and also uniform across all courses in the study program, and in all public available documents. A well-written learning outcome will focus on how the student will be able to apply their new knowledge in a real-world context.

Based on the previously mentioned data, one gets the impression that it is not completely clear what are the learning outcomes and what is their meaning, and that teachers are not familiar with learning outcomes.

The program should seek to resolve this issue with different and inadequate written learning outcomes as soon as possible and arrange it according to European standards.

The courses do not have the full course description within the curriculum do not has analytical syllabuses which comprise all necessary data, but the syllabi provided reveal uneven quality levels of course descriptions. This could be improved by making template with clear and explicit explanation of what the course description has to contain.

The courses have listed references, without citing whole data (publisher, year of publishing etc.). Consequently, it can be concluded that the cited literature is not available in the library nor to teachers nor to the students. Therefore, it is necessary to review all the literature, remove inadequate and add new literature in the course descriptions.

The academia assures that the competences and skills of graduates are in accordance with labour market demand through consultation with industry representatives that was confirmed



during the meeting with employers of graduates. Employers of graduates are satisfied with the knowledge and skills of the graduates acquired through the study program.

The curriculum should be aligned with the student workload and the corresponding ECTS. According to some course descriptions, it can be assumed that the student's workload is not adequately assessed.

The teaching method, which is in use, is an interactive method, During the interviews academic staff declared that classes are being conducted in two ways, theoretical lectures and seminars in a smaller group. The academic staff state that the different methods of teaching are being used in order to achieve the learning outcomes of the courses. According to the SER the academy state that they support teaching staff to update their skills in teaching and learning. During the interviews with students, they confirmed that smaller groups are being effective and they are satisfied with this.

The assessment methods of the particular course are pre-defined and stated in to the course syllabus in advance. The assessment activities are designed with accordance of the course content considering the principles of academic integrity. During the interviews students state that course syllabus is available for them via web-page, so that they can get information regarding the course any time. Students highlight that they can submit a complaint with the two days after they are informed about the grades.

The academy has signed few memorandums and contracts with the local organizations to give possibility to students to make internship and practical component. After a student gets possibility to make internship in any of the organization it will be assessed and monitored to include it in the practical component of the program. During the interviews with the program head and faculty management, it was mentioned few times that the practice is something they are going to enhance in the program and due to this fact, some ongoing activities are managed on the faculty level.



Standard	Compliance	
	Yes	No
Standard 4.1. <i>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.</i>	X	
Standard 4.2. <i>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.</i>		X
Standard 4.3. <i>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.</i>		X
Standard 4.4. <i>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 under evaluation.</i>		X
Standard 4.5. <i>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.</i>	n/a	
Standard 4.6. <i>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.</i>	X	



Standard 4.7. <i>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.</i>	X	
Standard 4.8. <i>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.</i>	X	
Standard 4.9. <i>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.</i>	X	
Standard 4.10. <i>Policies and procedures include actions to be taken in to dealing with situations where standards of student achievement are inadequate or inconsistently assessed.</i>	X	
Standard 4.11. <i>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.</i>	X	
Standard 4.12. <i>In order to facilitate the practice stages, the higher education institution signs cooperation agreements, contracts or other documents with institutions/organisations/practical training units.</i>	X	

Compliance level: Substantially 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. *It would be necessary to provide the full course description within the curriculum has analytical syllabus which comprise all necessary data for all courses*
3. *It would necessary to organize for the teacher's courses on how to write good learning outcomes*
4. *Organise professional development course for academic staff in effective feedback providing.*



2.5. Students

The admission procedure at institutional level it is clear and formal adopted, and publicly available. According to the procedures, all applicants need to submit the portfolio together with the documents pre-defined by the academy. One of the most important assessment criteria is the commitment of the applicant to deepen their knowledge in the field of communication design. All of them should submit the matriculate exam statement together with their CV. 11 students stated that they went through those procedures. During the interviews with faculty management and program head it was found out that there is competition in recent year when getting new students. Due to this reason the administration decided to take in to account the students previous learning achievements, plus the grades they get into the entry exam and only after that finalize the list of the accepted students.

During the interviews with student's expert panel tried to find out whether students felt comfortable with the number of the classmates, which they confirmed that the groups are not overloaded.

During the interviews students as well as academic staff stated that they provide feedback to each and every activity that is done with the courses, however the forms and types of the feedback were not defined. Some students mention that lecturers also give general feedback on the commonly made mistakes during the classes. Students are able to submit the compliant within the two days after getting the grades, however, there was not any of the case student can recall. All of the grades are saved in to the information system, make it possible to create analyses and also make a record for individual student. The program offers peer to peer consultations to students who required additional support from the teaching staff, in addition to this, individual study plans are also designed if there is a need of this.

The Academy states that the plagiarism is being checked, however it is unclear which program is used. According to SER the software is being installed and is not fully functioning yet. The expert panel tried to find out whether the software is used in ongoing activities within the courses and not only in the case of the final thesis (if there would be one). As it turned the software is not being used in weekly assignments, moreover there was not any single case/example of detecting plagiarism that any of the academic staff or students can recall. The sanctions are being described in the Code of Ethics but students are not really familiar with that, it is recommended to communicate the procedures and sanctions to students.

Students are familiar with their rights and the way it is regulated. They mention few cases of getting extra support from the teaching staff with consultations and peer to peer meetings, in



general they are very satisfied with the way they are treated both from academic and administrative staff. Although none of the student's panel met was a transfer student, but there is chance of inter university transfer.

The panel was also interested in the career development support students are getting from the academy. As they mention there is a Career Development Center, through with they are getting the announcements of the jobs as well as the have chance to attend trainings in effective interviewing, preparation of the CV and etc.

Almost all the student the panel met wish to have more activities relate to internationalization, both the foreign lecturers and students visiting the academy and the possibility of making mobility. The panels recommend academy enhance the activities with this regard. Moreover, it is important that the academy supports the promotion of teaching foreign language pro-actively, as stated in SER, the majority of students have problem with the foreign languages.

Standard	Compliance	
	Yes	No
Standard 5.1. <i>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.</i>	X	
Standard 5.2. <i>All students enrolled in the study program possess a high school graduation diploma or other equivalent document of study, according to MEST requirements.</i>	X	
Standard 5.3. <i>The study groups are dimensioned so as to ensure an effective and interactive teaching and learning process.</i>	X	
Standard 5.4. <i>Feedback to students on their performance and results of assessments is given promptly and accompanied by mechanisms for assistance if needed.</i>		X
Standard 5.5. <i>The results obtained by the students throughout the study cycles are certified by the academic record.</i>	X	



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

Compliance level: Substantially compliant

ET recommendations:

- 1. It would be necessary to define more precisely what the portfolio should include and how it will be scored.*
- 2. Makes clear instruments in order to assess the cases of academic misconduct in the portfolio assessment during the entrance exam.*
- 3. Provide timely and more effective active individual feedback to students.*
- 4. To use the plagiarism detection software in all the courses level, where the writing tasks are given.*
- 5. To enhance the teaching of English Language and create more opportunities for internationalization.*



2.6. Research

The academia Evolucion has the document and "Research Strategic Plan 2022-2027", available on the website. The mentioned document has three objectives, but it is not clear what are the objectives of the research in study program Communication Design.

The objectives supporting actions written very general. As reported in the SER, "...which contains concrete objectives of the research activity of the Academy "Evolucion" together with timelines, necessary financial, logistical and human resources." (p. 125). But, the mentioned document does not have the specified data.

The data about academic staff research and artistic activity and publication productivity could not be found in any available document (website, CV, SER).

The academic staff proven track of quality and quantity of publications/ exhibitions has not record. It is concluded that all academic staff does not satisfy the minimum request of producing the minimum of one scientific/artistic publication per year.

Since it is a study program of Communication design, every member of academic staff should involve themselves in the research/art by having at least exhibition, or work on a joint project with colleagues or students, or publish a scientific and applied research paper.

In addition, academic staff should publish papers and artistic work under name of the Faculty.

Policies establishing intellectual property rights and clear procedures for commercialization of ideas are not provided nor in the any available document, 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.

According to the SER students are encouraged to participate in research activities through their engagement in individual and group research assignments and projects during their studies. This is mainly an applied research.



Standard	Compliance	
	Yes	No
Standard 6.1. <i>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.</i>		X
Standard 6.2. <i>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.</i>	X	
Standard 6.3. <i>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.</i>		X
Standard 6.4. <i>The academic staff has a proven track record of research results on the same topics as their teaching activity.</i>		X
Standard 6.5. <i>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.</i>		X
Standard 6.6 <i>Research is validated through: scientific and applied research publications, artistic products, technological transfer through consultancy centers, scientific parks and other structures for validation.</i>		X
Standard 6.7. <i>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.</i>		X
Standard 6.8. <i>Academic and research staff publish under the name of the institution in Kosovo they are affiliated to as full-time staff.</i>		X



<i>Standard 6.9. 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. .</i>	X	
<i>Standard 6.10. Policies are established for ownership of intellectual property and clear procedures set out for commercialization of ideas developed by staff and students..</i>		X
<i>Standard 6.11. Students are engaged in research projects and other activities.</i>		X

Compliance level: Partially compliant

ET recommendations:

- 1. The study program needs to add the applied research objectives based on the priority areas of research.*
- 2. Provide clear policies for defining what is recognized as research, consistent with international standards and established norms in the field of study of the program.*
- 3. Define the research strategy with all the necessary elements (action plan, responsible persons, execution deadlines, measuring method of the action execution)*
- 4. Establish the policies for reward the best researcher*
- 5. Establish the policies for ownership of intellectual property and set out the clear procedures for commercialization of ideas developed by staff and students.*
- 6. Stimulate students and researchers to apply for the independent research grant and funds from the external funding, donors and projects.*
- 7. Stimulate researchers/professors to published*



2.7. Infrastructure and Resources

Due to the pandemic and epidemiological reasons the expert panel was not able to conduct site visit offline, but the institution submitted all required information regarding the infrastructure and the equipment.

The academia Evolucion is located in five floors building located in Prishtina, has modern infrastructure and offers good study conditions for students and the organization of the academic teaching process. It is not clear if the academia premises is property of the Academy or rent.

The Academy “Evolucion” has offered to the students and staff a range of electronic services for communication and efficient management of teaching and learning processes such as The Electronic Student Management System and the Administrative and Academic Staff (SEMSA) and the official electronic mail of the academy “Evolucion”.

The academia space consists of auditorium, ground floor lecture class, studios (drawing, communication design, photography, etc.), library. The above mentioned spaces are equipped with adequate equipment such as computers, scanner, cameras etc.

The above mentioned space is sufficient for conducting of lectures and exercises for study program. The number of seats in the lecture rooms and studios rooms are sufficient for the number of student in lecture/exercise groups. It can be concluded that the institution provides adequate, clean, attractive and well-maintained facilities.

According to the SER, the management of financial resources is the responsibility of the Executive Director with the approval of the Board of Directors regulated in the "The Financial Regulation of Academy Evolucion". Budget planning is done based on the requests of the departments.

The institution presented the financial plan designed for this program delivery. On the basis of the information stated in the SER, it can be concluded that the operation of programe, research and staff development have to rely on student tuition fees, while the biggest expenditure comes to salaries of the staff. There is some amount devoted to library resource development in the budget. The expert panel thinks that the financial planning is missing the risk and the way the institution will overcomes the risks, as it is a guarantee for the processes not to be interrupted. It is advised, the risk management strategy is included in the budget planning of the next 3 years.



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The College has its own library with over 557 books for all departments, and not only for the Department of Communication Design. Students and other researchers, academic staff can use the Contemporary Arts Library in Prishtina with over 13 000 titles on the field of Art and Design in Albanian, English and Italian language. (SER p. 129)

As reported in the SER, the Academia has cooperation with the University Library of Kosovo and the Contemporary Arts Library in Prishtina. It is not clear is it the same library or different. Also has cooperation with the National Library of the city of Peja.

The faculty library is open nine hours a week. Students state that they use library often, borrowing some text books.

The students and academic staff have access to the online databases such as: Royal Borough of Kensington and Chelsea, The Architecture open library, Academy of Art University Library etc. However, when asking whether they had used any academic database that might be accessible in the library, no one could name any, in addition to this student cannot remember any academic service library is offering them.

During the interviews student mention that although the infrastructure in the building is quite good, they wish it to be even improved.



Standard	Compliance	
	Yes	No
Standard 7.1. <i>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.</i>	X	
Standard 7.2. <i>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.</i>		X
Standard 7.3. <i>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:</i> <i>a) owned or rented spaces adequate for the educational process;</i> <i>b) owned or rented laboratories, with the adequate equipment for all the compulsory disciplines within the curriculum, wherever the analytical syllabus includes such activities;</i> <i>c) adequate software for the disciplines of study included in the curriculum, with utilisation licence;</i> <i>d) library equipped with reading rooms, group work rooms and its own book stock according to the disciplines included in the curricula.</i>	X	
Standard 7.4. <i>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.</i>	X	



<p>Standard 7.5. <i>Standard 7.5. The education institution's libraries must ensure, for each of the study programs:</i></p> <p>a) <i>a number of seats in the reading rooms corresponding to at least 10% of the total number of students in the study program;</i></p> <p>b) <i>a number of seats in the group work rooms corresponding to at least 10% of the total number of students in the study program;</i></p> <p>c) <i>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;</i></p> <p>d) <i>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;</i></p> <p>e) <i>a sufficient number of subscriptions to Albanian and foreign publications and periodicals, according to the stated mission.</i></p>		X
<p>Standard 7.6. <i>The infrastructure and facilities dedicated to the implementation of the program is adapted to students with special needs.</i></p>	X	

Compliance level: Substantially compliant

ET recommendations:

1. *Adapt the facilities of the Academy to students and staff with special needs.*
2. *Organize a training session for students in information seeking, referencing, etc.)*
3. *Promote the usage of academic databases widely*



3. FINAL RECOMMENDATION OF THE ET

First of all, the Panel is grateful to the Faculty's management and teaching team, its students, graduates and employers for their open and highly constructive contributions to the event, and wishes them well for the future.

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

- 1. The self-evaluation report provides a lot of significant information, but to enable proper evaluation, more documents mentioned in the self-report should be attached. Besides the lack of the documents, all attached documents need to be translated into English. and have the same content in all documents. Without these documents and the document with different content for the same things, it is hard to properly evaluate and give recommendations for improvement.*
- 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 Panel detected various discrepancies between the formulation of learning outcomes that led it to conclude that the academy 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. Furthermore, organize additional education for the academic staff regarding writing the effective learning outcomes.*
- 4. Develop a model to improve the research activity of academic staff with a minimal productivity and for increasing the involvement of students in the research and project work.*



5. *It should be necessary to quality improve and standardize syllabuses*
6. *To compile summary reports based on the survey results and statistical data on the study program level and ensure that the findings (recommendations) of these reports are taken into account by governance structures;*

Considering the documentation provided and discussions with the program development team, experts gave the following compliance level:

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

Compliance level: Substantially compliant



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*In conclusion, the Expert Team considers that the study program Communication Design BA program offered by Academy Evolucion 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 **50** students to be enrolled in the program.*

Expert Team

Member

18 July 2022

(Signature)

Diana Milčić

(Date)

Member

18 July 2022

(Signature)

Giga Khositashvili,

(Date)

Member

(Signature)

(Print Name)

(Date)