

## **AKADEMY "EVOLUCION"**

# **STUDENT'S HANDBOOK**

*Prishtinë 2020*

Dear students,

We welcome you to Academy "Evolution". This handbook has been prepared to give you general information about the school, services and rules set by the school. You will be provided with a special handbook for your study program.

In our school, you will find teachers with proven expertise in their fields, committed to give everything of themselves for you, in order to rise on the level of true professionals, capable of facing the challenges of your future profession.

The basic objectives of Academy "Evolution" are:

- achieving the highest possible professional level of education of students in the field of art, science and culture, through a comprehensive process of teaching and other artistic activities.
- becoming a preferred institution of Higher Education, which will offer young people in Kosovo and beyond, new educational opportunities and opportunities in the field of Applied Arts.
- To be affirmed as an accepted Institution of Higher Education, known for the advancement of new creative ideas, scientific ideas and comprehensive education within the area and system of higher education in Kosovo and in Albanian-speaking countries.
- offering to the local market and the region, qualified professionals in the field of Applied Arts.
- Academy "Evolution" aims that cooperation between us and our students to be reciprocal and that the guidelines of this handbook to be respected by both parties.

Thank you in advance for your support. We wish you success in your studies.

On behalf of the Academy "Evolution"

Enkelejda Shatri

Executive Director

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## **SCHOOL DESCRIPTION AND ORGANOGRAM**

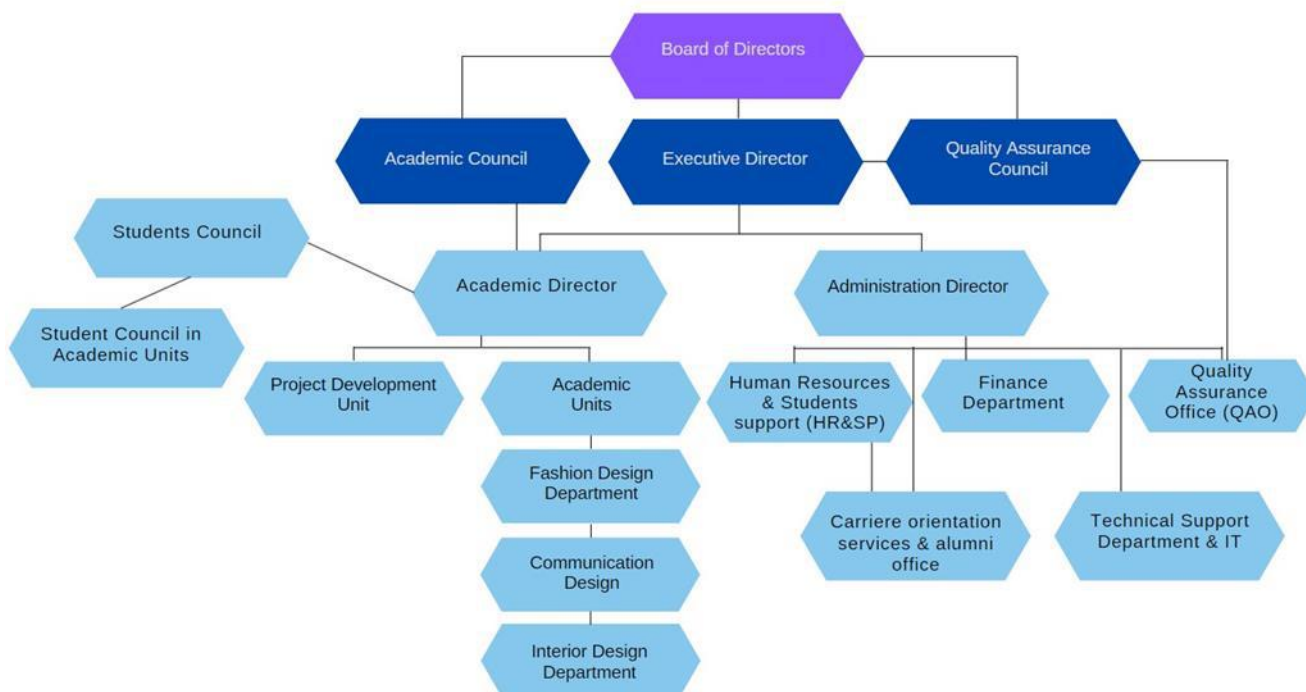
High Profesional Art's School "Evolucion", established in 2005, is the first private school licensed and accredited in Kosovo, in the field of Fashion Design, Communication Design, Interior Design and Media Arts.

The mission of Evolucion school is to help its students to develop and transform into independent professional of Applied Arts artists, through a creative process of teaching, practical exercises and artistic projects. This is achieved by applying modern teaching techniques and methodology as well as through an interactive, open and transparent communication between students and the academic and administrative staff of the school.

The Evolucion Academy is led by Executive Board, which consists of the owners, respected representatives of higher education, respected representatives from the business world and the representative of MEST.

The academic process is led by Academic Board, which consists of: Executive Director, Academic Director, heads of departments, representatives of teaching staff and students.

THE ORGANIZATIONAL STRUCTURE OF THE ACADEMY "EVOLUCION"



Your contact with the institution for issues related to the teaching process as well as for other issues, is done through Administration, which is led by the Head of Administration and is always at service of students and academic staff.

Quality in EA is monitored through quality office headed by the Quality Officer and closely monitored by the Academic Director and Executive Director. Academic and creative projects of staff and students are implemented through the Creative Network, the academic network and the project implementation unit.

## **1 ENROLLMENT CONDITIONS IN Academy "Evolution"**

### **1.1. Who can apply**

In Academy "Evolution" (EA) can apply:

- All citizens of Kosovo who meet the conditions for studies at the university level according to the laws in force of the Ministry of Education, Science and Technology (MEST):

1. Candidates who have completed high school and have a certificate of completion of the Maturity exam (Bachelor level / level VI according to EQF - European Quality Framework), and

2. Candidates who have finished high school and who have not passed the Maturity exam (level IV according to EQF)

- Students transferred from universities or other institutions of higher education in the country or abroad, in accordance with the Bologna Charter.

Studies in EA are with payment. The fee is set by the Executive Board and does not change during your studies.

For special categories of students (excellent students, students in difficult financial situation, etc.), EA can also provide scholarships. The criteria for awarding scholarships are set by the Executive Board in cooperation with the Academic Board. Also, for certain social categories, EA will seek opportunities to reduce the tuition fee.

### **1.2 Required documents**

- Application form (can be downloaded from website),
- Maturity exam certificate,
- High school diploma and transcripts of all years,
- Birth certificate,
- Two photos,
- Portfolio of writings, drawings, other works of art, gratitude, etc.

### **1.3 Enrollment procedures**

- The interested candidate fills in the application form, attaches the necessary documents, which he / she submits to the School Administration [Student Service Office].

For additional information contact:

Tel 038 558 600 mob 044 396 030

## 2 STUDY PROGRAMS

HPAS "Evolution" Academy is licensed by the Decree of Ministry of Education, Science and Technology, and accredited by the Kosovo Accreditation Agency for the following programs:

1. Fashion Design,
2. Communication Design,
3. Interior Design,
4. Media Arts:
  - Media Arts and Screenplay,
  - Media Arts and digital journalism (interactive) and
  - Media arts and video production.

## 3 THE STRUCTURE OF STUDY PROGRAMS

### 3.1 Standardization

Academy "Evolution" as an interdisciplinary institution of higher education has standardized the terminology in its programs in accordance with the Bologna Charter.

### 3.2 ECTS European Credit Transfer and Accumulation System- explanation

Academy "Evolution" applies the credit system for all subjects, in all its programs. Different subjects have different credits depending on the number of hours (lectures, practice, internships, projects, seminars, etc.). One credit is equivalent to 20-25 hours per semester.

The amount of credits of all subjects for one semester is 30 (ETCS). The total number of credits of 3 years of studies in Bachelor level, respectively at level VI according to the European Qualifications Framework (EQF) is 180 ETCS



### **3.3 Fashion Design**

The demands in industry and fashion are very complex and very demanding. Therefore, development and evolution in the field of fashion cannot be relied on momentary improvisation or spontaneity. Today, the market requires creativity, competence, seriousness, sensitivity and culture, which are part of talent.

Fashion Design as a three-year program combining theoretical / critical knowledge of art and practical skills in clothing design. This program aims to balance between 30-50% theoretical / critical subjects and 70-50% practical subjects. However, even theoretical / critical subjects are designed to reflect the vocational objectives of leadership.

Duration of studies is three years and is finalized with the degree of Professional Bachelor (level VI according to EQF).

This study program is organized in levels, each with defined objectives as follows:

#### Level 1

The aim and purpose of this program at the first level is to enable students to gain initial knowledge and awareness of ideas and contexts in the field of fashion design. In our programs students gain detailed knowledge of materials, knowledge of the history of fashion, from the birth of mankind to the present day, as well as their application in style. Also, at this level students gain initial knowledge in pattern creation and sewing modules.

#### Level 2

The purpose of this program at this level is to enable students to get acquainted with the creation of personal style and pattern modeling techniques. So from the beginning, students look for their style and build it. In order for everything to be tangible, theoretical lessons are accompanied by practical ones, which are very important in art. At this level students develop knowledge focused on key issues of fashion design and begin to debate and apply this to the analysis / creation of clothing. As a result, students gain the best practical skills in the direction they choose by being encouraged and supported to apply their skills in real projects.

#### Level 3

The purpose of third level program is to enable students to demonstrate enhanced knowledge in fashion design. Students also create their own collections not only in clothing but also in accessories, which are an important part of the fashion world. Students are encouraged to work as team members, but also individually to create original creations. With the professional knowledge and skills acquired in this program, the student leaves school as a trained stylist, but also as a manager of a salon or fashion house. Also, the graduate student in this program is able to work in a textile or confectionery factory, as a stylist or fashion consultant in the media, etc.

Fashion design	
Program Goals	<p>The three-year program at our school offers a Bachelor level of studies, which through techniques and research in fashion design and other fields helps the student from the beginning of studies to feel and be a real stylist and artist.</p> <p>The purpose of this program is to prepare future stylists, who will give their contribution to the development of the fashion industry in Kosovo and the region. The objective is the professional qualification of young stylists, who aspire to create in this field.</p>
Overall achievements	<p><b>First year:</b></p> <ol style="list-style-type: none"> <li>1. The student will demonstrate that he or she understands and can successfully apply the basics of art studies and other forms of design;</li> <li>2. The student will be able to define and explain the main contemporary concepts, theories and approaches of cultural / media studies, as practiced in modern western universities;</li> <li>3. The student will gain knowledge in the history of costumes from antiquity to the present day;</li> <li>4. The student will be able to analyze the impact of institutions, technologies and media forms in the cultural and social sphere by taking real local and global examples;</li> <li>5. The student will be able to develop the first premises as a fashion design professional in the individual aspect;</li> <li>6. The student will be introduced to the basics of pattern creation and modeling as well as the basics of building clothing;</li> <li>7. The student will gain knowledge of clothing styling;</li> <li>8. The student will gain basic knowledge in the construction of various textile materials. Will be able to distinguish them and gain knowledge in their application and combination in the fashion industry.</li> </ol> <p><b>Second year:</b></p> <ol style="list-style-type: none"> <li>1. The student will be able to apply professionally and thoroughly the main</li> </ol>

- concepts and theories in the creation of clothing;
2. The student will be introduced to the ideas, concepts and mastery of inspiration for creating clothing;
  3. The student will continue to acquire advanced knowledge in patron building as a basic link in the apparel industry;
  4. The student will be able to understand the basic concepts on stylistics, and will be able to realize his work given the importance of the authorial meaning of creation and the meaning given to it by stylists;
  5. The student will be introduced to the history of clothing;
  6. The student will be acquainted with the practices of making a collection from the idea to finalization;
  7. The student acquires knowledge in the use of computer programs in the realization of their creations.
  8. The student will learn to work as part of a group and individually.

**Third year:**

1. The student will be able to successfully plan, manage and implement projects in fashion design;
2. The student will develop advanced knowledge in style development and will be able to apply this knowledge in his creativity;
3. The student will be able to understand how creative, technological, administrative and teamwork skills are combined in fashion production, from idea to finalization;
4. The student will be able to realize his creations completely independently;
5. The student acquires basic knowledge in planning and managing a project and his business;
6. The student will be able to plan, research, manage and produce his high quality collection or professional project, applying his knowledge learned during studies;
7. Students make the graduation project (parade) working in groups, by giving their individual contribution from planning to its full realization.

Teaching Methodology	<p>This program applies contemporary methodological strategies to both teachers and students, based on new ideas, forms and practices. The program is based on two main pillars: Styling and Modeling / Patronage, taken from the Istituto di Moda Burgo and enriched with the practices of well-known fashion schools in Europe.</p> <p>Teaching methods are contemporary and combine almost all teaching methods in the applied arts: project-based learning, lectures, practical exercises, joint and interactive work, professional portfolio creation, guest lecturers, discussions, practical work experience in partner institutions, etc.</p> <p>The practical work takes place mainly in the school studio.</p>
Evaluation and grading	Completion of tasks; work analysis; essay; presentations; portfolio of practical works; work planning; media project management (during studies).

### Teaching and teaching resources

The course utilizes laboratories, workshops, computers as well as the opportunities offered by our industrial partners. Another important resource is the library of books, videos, movies, newspapers, periodicals and the electronic school database.

The school invests in projects during which students have unlimited access to technology to carry out their work as well as access to school media projects. Through our international partners it is possible to exchange experience, work and projects with partner institutions.

### Employment opportunities

The fact that all the current graduates of Academy "Evolucion" are employed in their profession shows the current lack and demand for such a profile of professional creators.

### Potential employers

There are more than 10 textile factories, hundreds of fashion design studios, 4 national televisions as well as more than 50 local TV broadcasters, dozens of schools with professional programs in textile design and technology, dozens of local theaters, dozens of written, informative and cultural mediums, seeking professionals in the field of clothing design, costume design and fashion criticism. Since students will have technical and theoretical skills, they will be stylists, "patrons", fashion critics, costume designers, etc.

Upon successful completion of the program, students will be critical and creative practitioners and can become part of the media sector in a variety of qualities. In addition to good knowledge in a specialized field of their choice, they will also have an excellent and complete overview of the interrelated areas of expertise, industries and knowledge of the various professions of this field. This will enable students to identify important relationships within the sector and give them a deeper understanding into effective teamwork.

We also aim to give students the support they need to think critically and as entrepreneurs. Students who successfully complete the program will be able to start new initiatives - open new studios, work as independent stylists, start enterprises and employ themselves and others, work as self-employed professionals, etc.

#### Program evaluation

Students are given the opportunity to evaluate each of the program subjects. This is done by continuous communication with them and in the form of a questionnaire at the end of the course. Evaluation is very important for the school and the comments provided by the students will help the teaching team to further develop the program.

#### Teaching methodology

Teaching and gaining skills are based on lectures, practical work in the studio, exercises, seminars, small group activities, discussions, individual meetings, etc. Students will also have the opportunity to study in the library, discussion and research.

Students are encouraged to think critically and analytically through books, periodicals and other materials in the school library.

### **3.4 Communication Design / Multimedia**

Communication Design / Multimedia program offers a flexible and interdisciplinary curriculum tailored to the individual needs of students. Courses are offered in all areas of Communication Design / Multimedia expression and are designed to inspire and nurture individual creativity as well as undertake visual and conceptual promotion by students.

Communication design follows an educational path that faces many interdisciplinary moments involved in the direct activities of design projects, starting from the propedeutic level going to a deeper level through the acquisition of traditional techniques of visualizing knowledge of materials, production techniques and operational training on professional instruments (hardware and software). Moreover, the methodological competencies, both theoretical and operational, together with the belief in current or defined projects, represent an irreplaceable part of this program study.

This study program is organized in levels, each with defined objectives as follows:

### Level 1

The first year is dedicated to propEAdeutic activities, which build a training base, cultural references, tools and rules, which highlight trends and attitudes towards projects.

### Level 2

The second year focuses on methodologies and guided projects. Students gain attention and competencies in specific professional fields through instructed practice, study of technical disciplines, lessons on culture, etc. Particular attention is paid to the evolution of contexts, markets and languages.

### Level 3

The third year is dedicated to the involvement of students in advanced design within real projects. Students are stimulated to act as professionals and develop their competencies within project designs in various sectors. The highlight of the last 6-month module is the dissertation project, which is complex and highly structured. These projects are given as tasks in teams and in collaboration with the staff of cooperating companies with the aim of finding original and innovative solutions.

The basic program described above, forms the mandatory part of the course, which all students are required to attend and successfully pass the prescribed tests and exams.

The duration of studies is three years. Completion of studies are finalized with the graduation of students at the Professional Bachelor level (level VI according to EQF).

	Communication Design (Graphic Design and Multimedia)
Program Goals	The goal of this program is the professional training and formal qualification of communication designers as well as new marketing managers, who will give their contribution to the development of communication tools in Kosovar and regional companies.
Overall Achievement	<p>First year:</p> <ol style="list-style-type: none"> <li>1. The student will demonstrate that he or she understands and can successfully apply the basics of art studies and other forms of design;</li> <li>2. The student will be able to define and explain the main contemporary concepts, theories and approaches of cultural / media studies as practiced in contemporary universities in this field;</li> <li>3. The student will gain knowledge in the history of design;</li> <li>4. The student will be able to develop the first features as a communication design professional in the individual aspect;</li> <li>5. The student will be introduced to the basics of graphic design;</li> <li>6. The student will gain general knowledge on design as a communication discipline and ways of its application in today's society (introduction to design);</li> <li>7. The student gains knowledge in three types of calligraphic writing as well as knowledge of the history of symbols and letters, consequently typography, from its beginnings until the 20th century (tipo 1);</li> <li>8. The student learns the ancient history of art from its beginnings (art history);</li> <li>9. The student learns the general basics of drawing as a basic technique of each art (drawing 1);</li> <li>10. The student begins to implement the basic software program for design - Adobe illustrator both in theory and in practice, as a key tool for applying the techniques of any designer; (DTP)</li> </ol>

11. The student learns the basics of photography, as an integral part of design and its processing technology in practice (photo 1).

Second year:

1. The student will be able to apply professionally and thoroughly the main concepts and theories in communication design;
2. The student will be introduced to the ideas, concepts and artistry of inspiration about creating design;
3. The student will continue to gain advanced knowledge in brand building;
5. The student will be able to understand the basic concepts of design and will be able to realize his work given the importance of the authorial meaning of the creation and the meaning given to it by the designers;
6. The student will work as part of the group and individually;
7. The student will learn about design in theory and observation, as well as make a thorough analysis of the process of creating visual identity in practice (design);
8. The student learns about the typographic styles of the twentieth century until today, the most famous typographers and the most used types of letters as well as the rules of typography in theory and practice (tipo 2);
9. The student learns about the new history of design and the styles that prevailed during it (design history);
10. The student continues to practice the skill of drawing as a means of implementing ideas in design (drawing for design);
11. The student implements the Adobe in Design program, as the supreme knowledge for designing printed material such as books, magazines, newspapers, etc. (DTP);
12. The student gains the first knowledge in creating the corporate image - starting from the realization of the initial idea and its development in practice (corporate image);



13. The student learns about the techniques, rules and ways of using photography for the complete realization of the design (photo2).

Third year:

1. The student will be able to successfully plan, manage and implement projects in communication design;

2. The student completes the final project of branding and creation of visual identity (Design 3);

3. The student makes the modification, typographic design and completion of the final project for the design of the new font (tipo 2);

4. The student learns the methods of forming the visual image with the complete design of the design applied in practice (corp. image);

5. The student applies the acquired skills of drawing in digital form for his integration in design (design drawing);

6. The student learns the rules and application of typographic design and images on the web (web design);

7. The student creates a portfolio as an effective tool for relationship with the clientele and masters the strategies that must be applied to be in step with marketing and design as part of it (marketing strategies, portfolio);

8. The student will be able to understand how creative, technological, administrative and teamwork skills are combined in the production of communication design from idea to finalization;

9. The student will be able to realize his creations completely independently;

10. The student gains basic knowledge in planning and managing a project and his business;

11. The student will be able to plan, research, manage and produce a professional project by applying his knowledge learned during studies;

12. Students carry out the graduation project by working in groups, but giving their individual contribution from planning to its full implementation;

Teaching Methodology	Teaching methods are contemporary and combine almost all teaching methods in the applied arts: project-based teaching, lectures, practical exercises, joint and interactive work, professional portfolio creation, guest lecturer, discussions, practical work experience in partner institutions, etc. The internship takes place mainly on school premises or in collaboration with companies operating in that field or in the role of the client. Also, during the studies, in addition to basic trainings, additional activities are constantly proposed such as special projects, workshops, seminars, participation in competitions, conferences and visits to various companies.
Evaluation and Grading	Completion of course assignments; task analysis; criticism; essay; presentations; portfolio of practical works; work planning; project management (during studies); etc.

### Teaching and teaching resources

The course utilizes laboratories, printing house, computers as well as the opportunities offered by our industrial partners. Another important resource is the library of books, videos, movies, newspapers, periodicals and the electronic school database.

The school invests in projects during which students have unlimited access to technology to carry out their work as well as access to school media projects. Through our international partner's it is possible to exchange experience, work and projects with partner institutions.

### Employment opportunities

The fact that all the current graduates of Academy "Evolucion" are employed in their profession shows the current lack and demand for such a profile of professional creators.

### Potential employers

There are dozens of design studios, printing houses, print and electronic Medias, business companies, banks, public institutions that lack the staff that knows how to create and implement propaganda projects, building image and its preservation. As students gain technical and theoretical skills, they will be mainly content creators such as designers, marketing directors, ideators and creators of marketing campaigns, etc.

Upon successful completion of the program, students will be critical and creative practitioners and can become part of the media sector in a variety of qualities. In addition to good knowledge in a specialized field of their choice, they will also have an excellent and complete overview of the interrelated areas of expertise, industries and knowledge of the various professions of this field. This will enable students to identify important relationships within the sector and give them a deeper understanding into effective teamwork.

We also aim to give students the support they need to think critically and as entrepreneurs. Students who successfully complete the program will be able to start new initiatives - open new studios, work as freelance designers, start enterprises and employ themselves and others, work as self-employed professionals, etc.

Program evaluation

Students are given the opportunity to evaluate each of the program subjects. This is done by continuous communication with them and in the form of a questionnaire at the end of the course. Assessment is very important for the school and the comments provided by the students will help the teaching team to further develop the program.

Teaching methodology

Teaching and gaining skills are based on lectures, practical work in the studio, exercises, seminars, small group activities, discussions, individual meetings, etc. Students will also have the opportunity to study in the library, discussion and research. Students are encouraged to think critically and analytically through books, periodicals and other materials in the school library.

**3.5 Interior Design**

The first three-year study program (Professional Bachelor) in Interior Design is one of the first curricula in this field. Interior design deals with the planning and detailing of interior spaces. This includes structures, carpentry, lighting, building materials and services, all for the purpose of choosing furniture, polishes, equipment and works of art. The course in interior design is structured for students who are planning a professional career in commercial, institutional and industrial interior design. Through this program, we educate future designers, who will work on various projects, which include the designing and equipping of corporate premises, living spaces, exhibition projects, hotels, libraries, hospitals and schools. Projects may include redesigning existing buildings or working with architects on new buildings.

The duration of studies is three years. Completion of studies is finalized with the graduation of students at the Professional Bachelor level (level VI according to EQF).

The goal of the program in interior design is to guide graduates into the profession of interior design to such a level that they are able to responsibly design interior spaces and environments, which supports a healthy existence and suitable for life, work, business, etc.

	Interior Design
	The goal of the program in interior design is to guide graduates in the

<p>Program Goals</p>	<p>profession of interior design to such a level that they are able to responsibly design spaces and interiors, which support a healthy existence and suitable for life, work, business, etc.</p>
<p>Overall Achievements</p>	<p><b>First year:</b></p> <ol style="list-style-type: none"> <li>1. The student will gain knowledge in the application of various art techniques suitable for the presentation of projects;</li> <li>2. The student will be able to distinguish, describe and use different formats and types of paper for drawing;</li> <li>3. The student learns to prepare simple sketches for interior design and furniture design;</li> <li>4. The student will be able to use and maintain work tools and equipment in interior design;</li> <li>5. The student will gain basic knowledge in the history of the interior from antiquity to the present;</li> <li>6. The student will be able to apply the way of presenting tables and legends;</li> <li>7. The student will gain knowledge in the analysis and drawing of basic geometric shapes;</li> <li>8. The student will begin to use the literature independently for the purpose of professional development.</li> </ol> <p><b>Second year:</b></p> <ol style="list-style-type: none"> <li>1. The student independently prepares the workplace for interior design;</li> <li>2. The student learns to distinguish numerical scales in an interior design drawing;</li> <li>3. The student learns to describe drawing with dimensions and manages to understand the importance of dimensioning spaces according to human dimensions;</li> <li>4. The student learns to describe the principles, which affect visual</li> </ol>

perception;

5. The student describes the influence of color in the interior, describes the action of colors among themselves, describes the influence of colors on the human psyche, describes the harmony between colors;

6. The student learns to choose colors for spaces (walls);

7. The student learns to distinguish the types of perspectives;

8. The student manages to make decorations of different spaces;

9. The student manages to make various arrangements in sketches for individual and collective objects, social and hotels;

10. The student uses the literature independently for the purpose of professional development.

Third year:

1. The student manages to compose in a certain format the base of an object, knows how to functionally arrange the spaces of an apartment, social and hotel object; learns to design adequate furniture in the respective spaces; learns to present images of walls and ceiling; learns the perspectives of rooms and furniture, learns drawing details with dimensions;

2. The student manages to realize the harmonization of colors during interior design;

3. The student learns to draw technical description of the project;

4. The student learns to use computer applications and does computer projects;

5. The student learns to design furniture designs;

6. The student will be able to successfully plan, manage and implement projects in interior design;

7. The student will be able to understand how creative, technological, administrative and teamwork skills are combined in interior design;

8. The student will be able to create his creations completely independently;

9. The student learns to make basic economic calculations related to professional activity;

	<p>10. The student gains basic knowledge in planning and managing a project and his business;</p> <p>11. The student will be able to research, plan, manage and carry out professional project by applying his knowledge learned during studies;</p> <p>12. Students carry out the graduation project by working in groups, but giving their individual contribution from planning to its full implementation;</p> <p>13. The student creates a portfolio as an effective tool for relationship with the clientele and masters the strategies that must be applied to be in step with market demands.</p>
Teaching Methodology	<p>Teaching methods are contemporary and combine almost all teaching methods in the applied arts: project-based teaching, lectures, practical exercises, joint and interactive work, professional portfolio creation, guest lecturer, discussions, practical work experience in partner institutions, etc. The internship takes place mainly on school premises or in collaboration with companies operating in that field or in the role of the client. Also, during the studies, in addition to basic trainings, additional activities are constantly proposed such as special projects, workshops, seminars, participation in competitions, conferences and visits to various companies.</p>
Evaluation and Grading	<p>Completion of course assignments; task analysis; criticism; essay; presentations; portfolio of practical works; work planning; project management (during studies); etc.</p>

### Teaching and teaching resources

The course utilizes laboratories, printing house, computers as well as the opportunities offered by our industrial partners. Another important resource is the library of books, videos, movies, newspapers, periodicals and the electronic school database.

The school invests in projects during which students have unlimited access to technology to carry out their work as well as access to school media projects. Through our international partners, it is possible to exchange experience, work and projects with partner institutions.

### Employment opportunities

The lack of qualified professionals in this field in Kosovo and in the Albanian-speaking region guarantees good employment opportunities for graduates in interior design.

### Potential employers

There are dozens of furniture workshops, furniture houses, hotels, institutions and business centers, which lack a staff that knows how to conceive and implement interior design projects.

We also aim to give students the support they need to think critically and as entrepreneurs. Students who successfully complete the program will be able to start new initiatives - open new studios, work as freelance designers, start enterprises and employ themselves and others, work as self-employed professionals, etc.

### Program evaluation

Students are given the opportunity to evaluate each of the program subjects. This is done by continuous communication with them and in the form of a questionnaire at the end of the course. Assessment is very important for the school and the comments provided by the students will help the teaching team to further develop the program.

### Teaching methodology

Teaching and gaining skills are based on lectures, practical work in the studio, exercises, seminars, small group activities, discussions, individual meetings, etc. Students will also have the opportunity for library study, discussion and research. Students are encouraged to think critically and analytically through books, periodicals and other materials in the school library.

## **3.6 Media Arts**

As a very flexible program, this course of study is profiled in three directions: Media Arts and Video Production, Media Arts and Digital Journalism, and Media Arts and Screenwriting.

The program is based on the principle that knowledge benefits from the practice shown. It is a practical and theoretical, cultural and historical framework embodied in terms of learning outcomes where all of the above elements are constantly at play at all times. The program is designed to provide students with essential technological skills, as an opportunity to develop a creative voice and a general understanding of theory and industry. We see theory and practice as two sides of the same medal, informing each other in order to create a deeper understanding of the context while encouraging more innovative ideas.

Some of the main goals and objectives of this program are:

Level 1



The goal and purpose of this program at the first level is to enable students to gain initial knowledge and awareness of ideas and contexts in the media space. Students will develop a basic knowledge of key media issues and debates and apply this to the analysis / production of media texts.

### Level 2

The purpose of this program at this level is to enable students to choose their profile (screenplay, video production, digital journalism) and gain more detailed knowledge and awareness of a variety of ideas and context within their media space. selected. At this level students will develop knowledge focused on key media issues and will begin to debate and apply this in their media analysis / production. The aim is to enable students to gain the best practical skills in the field of their choice and to be encouraged and supported to apply their skills in real projects.

### Level 3

The purpose of this program at the third level is to enable students to present extensive knowledge of media debates about media forms and institutions as well as to demonstrate specialized knowledge and practical skills of media production. The aim is to push students to work as part of a team but also individually to realize their skills in professional practice and create original products. Upon completion of the course, students will be able to apply advanced operational skills ranging from well-structured to those that require individual initiative in order to achieve academic projects utilizing a range of appropriate media and communication resources.

Media arts as a three-year program combines theoretical / critical knowledge of art and media as a catalyst for the development of art and culture in general and practical skills for media production. So, this program will try to balance 30-50% theoretical / critical subjects and 70-50% practical subjects. However, theoretical / critical subjects will also be designed to reflect the vocational objectives of the program.

Media arts are broad and include new media forms in artistic and cultural production. The first academic year is general and the same for all majors as it is an introduction to media arts. However, in the second and third academic year each sub-direction has specific subjects which makes that direction different from the others. At the end of the program the student will be able to profile himself in a field of media art.

The duration of studies is three years. Completion of studies is finalized with the graduation of students at the Professional Bachelor level (level VI according to EQF).

	<b>Media Arts and Screenplay</b>
Program Goals	This program aims to acquaint students with cultural and social debates on media forms and institutions and to enable them to develop a deep knowledge of research, writing and presentation of the story (narration) in a potential screenplay for film, documentary, video production. , animation, web, TV production, radio production, etc. This program follows the philosophy that the individual writes the screenplay while the group makes



	the film or television product.
Overall Achievements	<p>First year:</p> <ol style="list-style-type: none"> <li>1. The student will prove that he / she understands and can successfully apply the basics of art studies and other media forms such as media cultural theories; history of media institutions, analysis of media text, etc .;</li> <li>2. The student will be able to define and explain the main contemporary concepts, theories and approaches of cultural / media studies as practiced in modern western universities;</li> <li>3. The student will be able to critically analyze media texts: visual, written, audio, etc.</li> <li>4. The student will be able to analyze the impact of institutions, technologies and media forms in the cultural and social sphere by taking real local and global examples;</li> <li>5. The student will be able to develop the first premises as a media arts professional in the individual aspect;</li> <li>6. The student will be acquainted with some of the main works of Albanian literature in order to be able to conceptualize intertextual works based on Albanian culture;</li> <li>7. The student will gain knowledge of contemporary concepts, models and theories of the culture of press and communication and will also be introduced to the main concepts in visual culture;</li> <li>8. The student will be acquainted with the practices of developing a moving image and gain basic knowledge in the whole process of creating a production of moving image (video production).</li> </ol> <p>Second year:</p> <ol style="list-style-type: none"> <li>1 The student will be able to apply professionally and quite thoroughly the main concepts and theories in the study of media arts;</li> <li>2 The student will be introduced to the ideas, concepts and mastery of screenwriting;</li> <li>3 The student will be familiar with the script writing process and will be able to write a short script to be used in production;</li> <li>4 The student will be able to understand the basic concepts on authorship and</li> </ol>

authorship and will be able to realize his work given the importance of the authorial meaning of a text and the meaning given to it by other producers and co-authors in the production of film, TV program , etc.

5 The student will be introduced to the history of documentary form and the main debates about documentary form;

6 The student will be introduced to documentary production practices and as part of the group will work on a documentary;

7 The student will work as part of a group and individually;

8 The student will be introduced to the basic aspects of screenwriting: orality / storytelling and will study different instances of oral transformation in writing: Fishta, Koliqi, Pashku, etc.

9 The student will be introduced to other key aspects in script development: language and style;

10 The student will be introduced to the evolutionary development of the script from the script in the performance stage to the screen (television or cinema).

Third year:

1 The student will be able to successfully plan, manage and implement media projects;

2 The student will develop advanced knowledge in script development and will be able to apply this knowledge in his creativity;

3 The student will be able to understand how creative, technological, administrative and collaborative skills are combined in media production from screenplay to screen;

4 The student will be able to apply his / her knowledge in adapting the story, novel and other literature for film and TV;

5 The student will be acquainted with the history of Albanian drama and will be able to reflect and refer to it both in theory and in practice;

6 The student will be able to compose a short script of 10 minutes for a short film;

7 The student will be able to plan, research, manage and produce a high quality dissertation or professional project by applying his / her knowledge

	<p>learned during studies;</p> <p>8 The group makes film and TV, the individual writes a screenplay or dissertation.</p>
Teaching Methodology	<p>This program will adopt contemporary methodological strategies for both teachers and students based on new ideas, forms and practices. Teaching methods will be contemporary and will combine almost all teaching methods in the applied arts: project-based learning, lectures, practical exercises, collaborative and interactive work, professional portfolio creation, guest lecturer, discussions, work experience practical in partner institutions, etc.</p> <p>The internship will take place mainly in the school studio or in collaboration with the television studio.</p>
Evaluation and Grading	Essays, presentations, portfolio of practical works, work planning, media project management (during studies), etc.

	1.1 Media Arts – digital journalism (interactive)
Program Goals	<p>This program aims to acquaint students with cultural and social debates on media forms and institutions and to enable them to develop a deep knowledge of digital journalism practices (web, TV, radio) focusing on research, writing, production and presentation as these are the key skills required of a contemporary journalist. Subjects in this program are designed to enable the learning of these skills.</p>
Overall achievements	<p>First year:</p> <ol style="list-style-type: none"> <li>1. The student will prove that he / she understands and can successfully apply the basics of art studies and other media forms such as media cultural theories; history of media institutions, analysis of media text, etc.</li> <li>2. The student will be able to define and explain the main contemporary concepts, theories and approaches of cultural / media studies as practiced in</li> </ol>

modern Western universities;

3. The student will be able to critically analyze media texts: visual, written, audio, etc.

4. The student will be able to analyze the impact of institutions, technologies and media forms in the cultural and social sphere by taking real local and global examples;

5. The student will be able to develop the first premises as a media arts professional in the individual aspect;

6. The student will be acquainted with some of the main works of Albanian literature in order to be able to conceptualize intertextual works based on Albanian culture;

7. The student will have knowledge of contemporary concepts, models and theories of the culture of press and communication and will also be acquainted with the main concepts in visual culture;

8. The student will be acquainted with the practices of developing a moving image and gain basic knowledge in the whole process of creating a production of moving image (video production);

Second year:

1. The student will be able to apply professionally and quite thoroughly the main concepts and theories in the study of media arts;

2. The student will demonstrate an advanced knowledge in the application of methods and knowledge learned in analyzing various forms of digital culture;

3. The student will be able to understand the history of digital culture and gain self-confidence and advanced knowledge on this culture;

4. The student will be introduced to the history of the documentary form and the main debates about the documentary;

5. The student will be introduced to documentary production practices and as part of the group will work on a documentary;

6. The student will work as part of the group and individually;

7. The student will become acquainted with editing forms and techniques and thus will be able to form a very critical eye in editing articles for various

	<p>media (print, TV, Web, Radio);</p> <p>8. The student will be acquainted with the main concepts and practices of radio production and will be able to create a work on radio;</p> <p>9. The student will be able to get acquainted with the main concepts and relevant writing practices for all types of media;</p> <p>Third year:</p> <p>1. The student will demonstrate an advanced knowledge and skills of media debates, theories and practices;</p> <p>2. The student will be able to research and reflect on different cultural and media phenomena by applying different critical theories and models;</p> <p>3. The student will be able to successfully plan, manage and implement media projects;</p> <p>4. The student will develop an advanced knowledge in the field of digital journalism and will be able to realize ideas in various forms of digital journalism and communicate them with confidence;</p> <p>5. The student will be able to understand how creative, technological, administrative and collaborative skills are combined in media production, especially in documentaries, TV shows, radio and the web;</p> <p>6. The student will be acquainted with the main practices in live broadcasting and will be able to use one or some of this knowledge during the internship;</p> <p>7. The student will apply the conceptual knowledge, experience and practical skills of web journalism including all new digital forms in journalism (blog, daily newspaper website, web-magazine, youtube, webTV, advertising, webexposition, etc. );</p> <p>8. The student will be able to plan, research, manage and produce a high quality dissertation or professional project by applying his knowledge learned during studies.</p>
Teaching Methodology	<p>This program will adopt contemporary methodological strategies for both teachers and students based on new ideas, forms and practices. Teaching methods will be contemporary and will combine almost all teaching methods in the applied arts: project-based learning, lectures, practical exercises, collaborative and interactive work, professional portfolio creation, guest lecturer, discussions, work experience practical in partner institutions, etc.</p>

	The internship will take place mainly in the school studio or in collaboration with the television studio.
Evaluation and grading	Essays, presentations, portfolios of practical works, work planning, media project management (during studies).

Media Arts - video production	
Program Goals	This program aims to acquaint students with cultural and social debates on media forms and institutions and to enable them to develop a deep knowledge of moving image development practices, such as film, documentary, video product, television show, etc. The program will provide the student with knowledge about established conventions in industry and new and innovative approaches to video production. The student will be successful in any context: theoretical with specific practical knowledge or practical with genuine theoretical knowledge.
Overall achievements	<p>First year:</p> <ol style="list-style-type: none"> <li>1. The student will prove that he / she understands and can successfully apply the basics of art studies and other media forms such as media cultural theories; history of media institutions, analysis of media text, etc.</li> <li>2. The student will be able to define and explain the main contemporary concepts, theories and approaches of cultural / media studies as practiced in modern Western universities;</li> <li>3. The student will be able to critically analyze media texts: visual, written, audio, etc.</li> <li>4. The student will be able to analyze the impact of institutions, technologies and media forms in the cultural and social sphere by taking real local and global examples.</li> <li>5. The student will be able to develop the first premises as a media arts professional in the individual aspect;</li> <li>6. The student will be acquainted with some of the main works of literature in</li> </ol>

order to be able to conceptualize intertextuality within media and cultural products;

7. Students will study a variety of image analysis methods and will examine in detail the structural and connotative qualities of art such as: graphic image, illustration, photography, advertising and other visual forms;

8. The student will be acquainted with the practices of developing a moving image and gain basic knowledge in the whole process of creating a moving image production (video production);

9. The student will acquire intermediate knowledge in English and will be able to browse the literature for his studies;

10. The student will be able to write academic essays according to academic standards and forms;

Second year:

1. The student will be able to apply professionally and quite thoroughly the main concepts and theories in the study of media arts;

2. The student will demonstrate an advanced knowledge in the application of methods and knowledge learned in the analysis of various media forms such as film and documentary;

3. The student will be able to understand the history of Albanian and international cultural and media institutions;

4. The student will learn essential skills in video production;

5. The student will learn the history of the documentary form and will be introduced to the main debates about the documentary form;

6. The student will learn the practices of documentary production and as part of the group will work on a documentary;

7. The student will learn the basics of academic writing (essay) and will understand how the essay begins to be written and ends. The student will be introduced to the contemporary referral system (Harard);

8 The student will be able to get acquainted with the main concepts and relevant writing practices for all types of media;

9. The student will work as part of the group and individually;

	<p>10. The student will understand the premises of media arts.</p> <p><b>Third year:</b></p> <ol style="list-style-type: none"> <li>1. The student will demonstrate an advanced knowledge and skills of media debates, theories and practices;</li> <li>2. The student will be able to research and reflect on different cultural and media phenomena by applying different critical theories and models;</li> <li>3. The student will be able to successfully plan, manage and implement media projects;</li> <li>4. The student will develop an advanced knowledge in the field of video production in order to formulate solid arguments using different ideas and forms and to communicate them with confidence;</li> <li>5. The student will be able to understand how creative, technological, administrative and collaborative skills are combined in media production, especially in documentaries, TV shows and films;</li> <li>6. The student will experiment with new forms and ideas in film and video production development;</li> <li>7. The student will learn the main theories and debates about film;</li> <li>8. The student will apply conceptual knowledge, experience and practical skills to support collaborative work in video production using appropriate technology;</li> <li>9. The student will be able to plan, research, manage and produce a high quality dissertation or professional project by applying his knowledge learned during studies.</li> </ol>
<p>Teaching Methodology</p>	<p>This program will adopt contemporary methodological strategies for both teachers and students based on new ideas, forms and practices.</p> <p>Teaching methods will be contemporary and will combine almost all teaching methods in the applied arts: project-based learning, lectures, practical exercises, collaborative and interactive work, professional portfolio creation, guest lecturer, discussions, work experience practical in partner institutions, etc.</p> <p>The internship will take place mainly in the school studio or in collaboration with the television studio.</p>



Evaluation and Grading	Essays, presentations, portfolios of practical works, work planning, media project management (during studies).
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### Teaching and teaching resources

The course will utilize school computers as well as the television studios offered by our industrial partners, RTV21. RTV21 will provide us with the necessary technological tools and professional assistance to ensure that students will succeed in accessing learning. Another important resource is the library of books, videos, movies, newspapers, periodicals and the electronic school database.

As part of the 3-year approach, the school will invest in its own studio where students will have unlimited access to technology to do their job as well as access to RTV21.

### Employment opportunities

The media industry in post-war Kosovo is a new industry. Most media institutions started after 2000 and experience shows that there is a shortage of professional media workers in Kosovo. Our industrial partners have emphasized that in Kosovo and in the region, a program that essentially introduces key theoretical and practical skills to enable students to benefit professionally in all areas of the media would be welcome.

### Potential media employers

There are more than 10 daily newspapers, 4 national televisions and 4 national radio stations as well as more than 100 local television and radio broadcasters. Also, there are studios of many private media which realize media content for local televisions, firms and other institutions that are constantly looking for media professionals in various fields.

Our goal is to give students the support they need to think critically and as entrepreneurs. Students who successfully complete the program will be able to start new initiatives (open new studios, work as freelance screenwriters, start enterprises and employ themselves and others, work as self-employed professionals, etc.).

Upon successful completion of program, our goal is that students are critical and creative practitioners who can become part of the media sector (TV, film, video, radio, web, etc.) of any capacity. In addition to good knowledge in a specialized field of their choice, they will also have an excellent and complete overview of the interrelated areas of expertise, industries and knowledge of all professions and how they relate to each other. This will enable students to identify important relationships within the sector and give them a deeper insight into effective teamwork.

Although students will have technical and theoretical skills, they will be mainly content creators such as journalists, film / video creators, screenwriters, directors, producers, distributors, photo directors, production designers, editors, sound designers, etc. .

### Personal supervisor

All students will have a personal supervisor. The personal supervisor will normally be a full-time staff member. The personal supervisor has a number of roles including:

- a. Indication of school services as well as services from partners;
- b. General advice on academic progress;
- c. References in support of the application for employment or further study;
- d. Advice on general school procedures including examination, regulations, application for mitigating circumstances in case of illness, difficulties or personal problems.

Students will be encouraged to communicate with their personal supervisor. The personal supervisor will monitor progress and provide academic consultation.

### Program evaluation

Students will be given the opportunity to evaluate each of subjects. This will of course be through a series of questions / questionnaires at the end of the course. Evaluation is very important for the school and the comments provided by the students will help the teaching team for further program developments

### Teaching methodology

Teaching and learning will be based on lectures, seminars, small group activities, discussions, exercises, studio work, individual meetings, etc. There will also be opportunities for study, library work, discussion and research.

Students will also be encouraged to find books, periodicals and other relevant materials within the school library (and within the National Library) and to critically evaluate a range of literature and other resources relevant and relevant to academic study, to think critically and analytically.

## **4 Main Subjects**

### **4.1 Fashion Design**

Fashion Design - First Year:

1. pattern bases and sewing modules 1-2
2. Illustration
3. Introduction to stylistics

Fashion Design - Second Year:

1. Modeling 3-4
2. Sewing modules 2
3. Stylistics 1-2
4. Drawing in style

Fashion Design - Third Year:

1. Analysis of fashion trends
2. Design in style 1-2
3. Management and marketing
4. Pattern disassembly

## **4.2 Communication Design**

### **Communication Design - First Year:**

1. Introduction to communication design
2. DTP 1-2
3. Introduction to photography technology
4. Typography 1-2

### **Communication Design - Second Year:**

1. Communication design - theory and observation 1-2
2. DTP 3-4
3. Typography 3-4
4. Photography

### **Communication Design - Third Year:**

1. Communication design - analysis
2. Corporate image

3. Marketing strategies
4. Project realization
5. Typography – creation

#### **4.3 Interior Design**

Interior Design - First Year:

1. Descriptive geometry
2. Introduction in interior
3. Spatial planning techniques

Interior Design - Second year:

1. Digital drawing
2. Design
3. Perspective

Interior Design - Third Year:

1. Interior design
2. Collection 1-2
3. 3D design

#### **4.4 Media Arts**

**Media Arts and Digital Journalism - First Year:**

1. Visuality
2. Introduction to video production
3. Introduction to cultural theories
4. Analysis of media texts

**Media Arts and Digital Journalism - Second Year:**

1. Media writing 1-2
2. Digital culture - theory and history
3. Documentary - theory and history
4. Contemporary radio practice

**Media Arts and Digital Journalism - Third Year:**

1. Final project - methodology, planning and implementation
2. Live broadcast
3. Media project management
4. Media and audience

**Media Arts - Video Production - First Year:**

1. Visuality
2. Introduction to video production
3. Introduction to cultural theories
4. Analysis of media texts

**Media Arts - Video Production - Second Year:**

1. Basic communication concepts
2. Introduction to animation
3. Documentary - theory, history and practice
4. Camera and lighting
5. TV production studio

**Media Arts - Video Production - Third Year:**

1. Final project - methodology, planning and implementation
2. Media project management
3. Short film

4. Experimental video and film
5. Art and techniques of postproduction

#### **Media Arts - Screenplay - First Year:**

1. Visuality
2. Introduction to video production
3. Introduction to cultural theories
4. Analysis of media texts

#### **Media Arts - Screenplay - Second Year:**

1. Screenplay - writing skills and performance
2. Documentary - theory, history and practice
3. Confession and writing
4. Adaptation for film
5. Short scenario

#### **Media Arts - Screenplay - Third Year:**

1. Final project - methodology, planning and implementation
2. Screenplay for TV - planning, writing and performance
3. Media project management
4. Writing drama
5. Short film
6. Film theory

### **4.5 Diploma**

Students, who graduate in the full 3-year program with 180 ETCS credits, are provided with a Bachelor of Professional degree (level VI according to EQF).

Students who successfully complete the 2-year program (level V according to EQF) are provided with a Certificate.

## **5 Academic calendar**

### **5.1 Academic schedule**

The academic year at EA starts on October 15 and ends on June 15.

### **5.2 Semester schedule**

The first (winter) semester begins on October 15 and ends on February 15.

The second (summer) semester starts on March 1 and ends on June 15.

### **5.3 Exam schedule and deadlines**

The regular exam deadlines in EA are:

- January deadline,
- April deadline,
- June deadline,
- Deadline for September and
- November deadline.

Submission of exams and eventual submission of papers is done 2 weeks before each exam deadline.

### **5.4 National Holidays**

EA respects the official calendar of holidays according to the laws in force of the Republic of Kosovo.

### **5.5 Guest Lectures**

Lectures by guest lecturers at EA are held every second Friday of each month.

### **5.6 Project and study Visits**

In order to continuously increase the quality of learning of our students, EA organizes periodic working visits of students and staff in specialized partner companies according to programs as well as in other institutions. Students, alumni and staff engage in cultural and creative projects with our partners.

## **6 Success in studies**

### **6.1 Basic knowledge and skills**

Before the lectures begin, a general survey and test is performed to assess the basic knowledge and skills of students enrolled in the first year.

Students are introduced to the Head of Department and teaching staffs, who separately inform students about the subject, topics to be discussed, teaching forms, knowledge control standards and assessment standards, individual and group practical work, projects, workshops, cabinets, library and necessary literature.

## **6.2 Lectures-teaching methodology**

The forms of teaching in our school are closely related to the relevant artistic specialty and specificity of each special subject, which serves for the professional and artistic formation of each student. Teaching methods are based on artistic pedagogy. Priority is given to the vocational character of teaching and an independence, which is determined student's character and his values in unity with what he will gain during his schooling.

## **6.3 Individual work**

Individual student work takes place hour by hour, week by week and semester by semester. The subject teacher, in addition to working in the auditorium, engages the student in independent work - the so-called course project, which represents half of the study time outside the auditorium. Each specialty, based on its curriculum and teaching load, has special specifications for each artistic subject.

by the artistic individuality of the teacher, but based on the school curricula, which are always constantly evolving. Art teaching is based on the experience of other schools abroad and the pedagogical artistic tradition of our school.

In general, special subjects occupy mainly most of the teaching hours for the artistic formation of the student. As for general cultural formation, theoretical subjects occupy fewer places in the curriculum.

Teaching is based on the academic freedoms of the artistic personality, which bases its work with the student on the harmonious teacher-student relationship, to understand and analyze the curriculum. Forms of teaching require the student to work systematically, followed step by step by the teacher. This way of communication first analyzes the

## **6.4 Projects**

Students are constantly engaged in individual and group projects. Depending on their type, topic and size, projects can also be interdisciplinary and may involve students from different disciplines.

## **7 Evaluation system**

### **7.1 KNOWLEDGE EVALUATION**

Knowledge evaluation for our students is periodic: daily, weekly, monthly and semester. The student is systematically contacted about the problems he carries and the path he has to choose for his artistic formation. Art pedagogy makes it possible for the teacher-student relationship to be close enough to understand each other and to evolve step by step towards the student's artistic formation.

Knowledge control is developed based on course assignments, which are systematically followed by the subject teacher and course projects as independent student work. During this period, the student, in addition to training for special subjects, also acquires knowledge about theoretical subjects that are in the service of



special subjects. Thus, at the end of the semester the student comes complete with the course task and the course project, which makes him quite engaged in the realization of the learning process. On the occasion of presenting the assignments and projects of the course, the teacher and the student talk, advise, confront and exchange mutual experiences. Third year students undergo an examination conducted in the form of an artistic project, with which they defend their diploma.

Student assessment in artistic / professional subjects consists of the following components:

1. Control tasks;
2. Course assignments;
3. Course projects;
4. Final exam.

*Control tasks and course tasks are student tasks that are performed during the learning process according to the workload and nature of the curriculum;*

*Course projects are the independent work of the student outside the time of the learning process assigned according to the program;*

*The final exam is evaluated at the rate of 50% for course assignments and 50% for course projects, provided regular participation (at least 80% of the scheduled hours) in the student's learning process.*

*Assessment of tasks and projects is done at the time provided in the curriculum and as needed is carried out by a commission appointed by the head of the department in cooperation with the teacher. In theoretical subjects, the weight of the assessment is in favor of the final exam provided that the student regularly participates in the lesson (at least 75% of the scheduled hours). Usually, the exam contains 80%, while the course assignment contains 20% of the final grade.*

## 7.2 Evaluation criteria

Assessment is a dual activity: on the one hand it helps students to receive written and oral assessment from the teacher and on the other hand it helps the teacher to evaluate the effectiveness of their teaching. Assessment / examination determine the ways in which students are graded, passed or failed. Also, through the evaluation process it is clarified how ready the students are to qualify for academic degrees.

The EA evaluation regulation defines the strategy for a continuous evaluation during the semester period of the subject as well as the evaluation at the end of the subject.

- The school ensures that the evaluation is done fairly;

- The school ensures that the schedule and frequency of assessment is consistent with the intended objectives of the subject;
- The school applies clear criteria for assessment and grading and makes them public to students;
- The school ensures that the teacher provides an evaluation report to the student on his / her work, in order for the student to improve where needed;
- The school ensures that lecturers are competent and take responsibility for their work;
- The school ensures that assessment decisions are systematically and properly maintained in the school;
- The school implements effective procedures for student complaints and requests for committee evaluation.

Successful students are evaluated, graded, and given a certificate of their degree by the school. Certificate and transcript of grades may not be issued in case of non-payment of tuition fees by the student / sponsor.

### 7.3 ECTS Grades

Evolucion programs are based on the ECTS credit rating system and consist of the same structure as such programs in EU schools and colleges. Each study program has 180 ECTS credits, which qualify the student with Bachelor degrees.

<b>Grade ECTS</b>	<b>% of students</b>	<b>Description</b>	<b>Equal to Evolucion system</b>
<b>A</b>	<b>10</b>	<b>Excellent - outstanding performance, with very few errors</b>	<b>10</b>
<b>B</b>	<b>25</b>	<b>Very good - Above standard</b>	<b>9</b>
<b>C</b>	<b>30</b>	<b>Good - generally good work, but with significant errors</b>	<b>8</b>
<b>D</b>	<b>25</b>	<b>Satisfactory - Good, but with considerable setbacks</b>	<b>7</b>
<b>E</b>	<b>10</b>	<b>Passing - Performance meets only</b>	<b>6</b>

		<b>the minimum criteria</b>	
<b>FX</b>	-	<b>Conditional failure - extra work required before credit is granted</b>	<b>5*</b>
<b>F</b>	-	<b>Failure - repeat work required to obtain credits</b>	<b>5**</b>

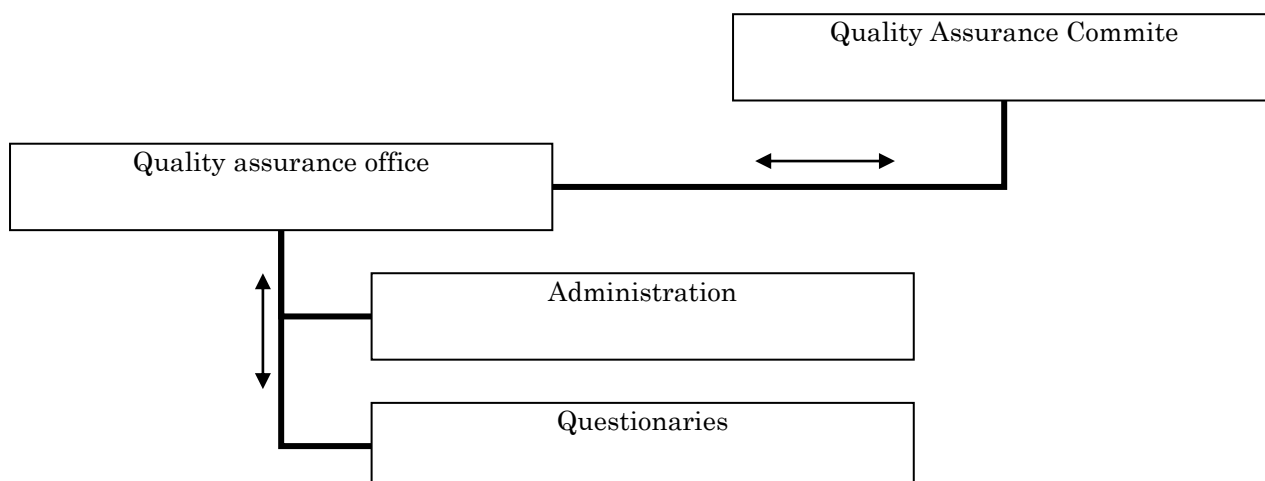
## 8 QUALITY ASSURANCE

### 8.1 REGULATION OF QUALITY ASSURANCE PROCEDURES

Academy "Evolution" controls and develops its own system of quality assurance of teaching, creative and artistic activities. For this purpose, the school has drafted and approved a special regulation of quality assurance, based on the statute of Academy "Evolution". This regulation in itself contains the rules and procedures for quality assurance, instruments and executive mechanisms of quality assurance and the organizational structure of quality regulation.

Academy "Evolution" carries out quality assurance control through the Quality Assurance Commission, which consists of three members: the academic director, the quality officer and a teacher representative.

The Quality Assurance Office has the role of the executive mechanism of the Quality Assurance Commission. It is led by the quality officer, who monitors the administration work process, teaching and student success. The Office of Quality Assurance executes the tasks assigned by the Quality Assurance Committee, as well as reports on the progress of the administrative and academic processes of the school.



Among other things, the Office of Quality Assurance performs the following functions:

- monitors the work process of the administration;
- surveys students and professors through questionnaires;
- After analyzing the materials, reports to the Quality Assurance Commission.

In order to successfully evaluate and monitor the teaching process and standard:

- Professors are obliged to present the detailed syllabus of the subject;
- The subject syllabus is presented to students within the study manual;
- Professors are surveyed for success and problems during the subject;
- Students are surveyed to see success and benefit from the subject;
- The process of realization of materials is reported and discussed in the Academic Council;

In order to successfully evaluate and monitor the learning process and standard:

- Students are informed about the work procedures and the content of the subject through the study manual;
- Students are surveyed through questionnaires about the quality and process of study;
- The presence and activity of the student during all activities in the school is recorded;

In order to successfully evaluate and monitor the process and standard of work of the administration:

- Services provided to students and professors are monitored;
- Staff for administrative services are trained;
- Reports and requests from the administration are recorded;
- Students and professors are surveyed for the efficiency of administration services;

Quality control and evaluation is subject to every segment of the School's work and quality assurance procedures are tasked with efficiently analyzing the functioning of the School.

## **8.2 Evaluation methods – Questionnaires**

The work of all academic staff and professional staff is subject to ongoing evaluation. Regular certification and evaluation of the teaching work of teachers, associates and professional staff at the School is done once a year. Internal evaluations through self-evaluation are realized in this way:

- a) Through questionnaires and self-assessment by academic staff;
- b) Through anonymous student assessment questionnaires;
- c) Through the analysis of parameters based on work reports and fulfillment of tasks, with the help of which, the controlled units are determined the measures to be taken for the maintenance and improvement of quality.

After the completion of each evaluation of the reports and the monitoring of the work process, a written report is prepared regarding the evaluation procedure, the results and the proposed measures. The results of the report are reviewed by the Quality Assurance Committee and serve as the basis for further plans for improvement and quality assurance in the school.

## **9 ADMINISTRATION OF LEARNING PROCESS**

### **9.1. Semester registration**

At the beginning of each semester, the student completes his registration procedure. This procedure is performed in the school administration. Students, who have successfully completed the exams provided by school regulations, as well as have fully paid the obligations related to the tuition fee have the right to register. The registration of the semester is proof of the status of a regular student in the school and is a condition for regular attendance.

### **9.2. Semester certification**

Students make the certification of the semester at the end of each semester, after receiving all the signatures of the regular attendance from the responsible professors of the subject attended during the respective semester, which are evidence that the student has fulfilled the obligations to the subject (attendance, participation in projects, seminars, internships, assignments, etc.). A condition for the certification of the semester is the full payment of contractual obligations on behalf of the tuition fee. Semester certification is performed at the school administration. The certified semester is proof that the student meets the requirements to take the exams.

## **10 EXAMINATION PREPARATION AND ADMINISTRATION**

### **10.1 General information**

All exam procedures are specified in the exam regulations of Academy "Evolution". The student gains the right to appear in the exam of a subject after having paid the annual obligations provided by the curriculum for that subject and which are finalized with the signature received by the teacher of the subject at the end of the semester or year. The names of the students who have won the right to take the subject exam are included in the exam list.

### **10.2 Deadlines for exams and re-examinations**

Exams and re-examinations take place within the deadline set within the academic year. Their dates are proposed by the department, approved by the Executive Director and announced no later than two weeks before the start of the deadline.

### **10.3 Examination rules and procedures**

The student submits the exam with an application form, which is certified by the relevant school service at least 8 days before the start of the exams. The list of candidates for the exam is published at least 3 days before the exam. Exams take place at the scheduled time and date. In case of inability to conduct the exam on the appointed day, the Executive Director, by written order, cancels it and sets a later date, which becomes known to the students. The student must appear in the exam with a photo ID.

### **10.4 The right to appeal**

The student dissatisfied with the grade, within 24 hours from the communication of the grade, may request in writing that the exam be repeated before the commission. The request to repeat the exam must be justified. The Executive Director appoints the commission - the chairman and two members of the commission within 24 hours of receiving the request, if he deems that the request is based on arguments. One of the members of the commission must be from the other similar subject, while the questioner, with whose grade the student was not satisfied, can not be the chairman of the commission. The Executive Director sets the time for holding the exam within three days from the submission of the student's request. The commission takes a decision by a majority of votes.

### **10.5 Data storage**

All exam data, application sheets and exam sheets are recorded in school books and stored in the school archive as well as in the student's personal file. All projects, portfolios and diploma theses remain in the school archive for at least three years. After three years they pass to the permanent ownership of the student.

## 11 DISCIPLINE

### 11.1 Consumption of smoking and alcohol on the premises of the academy

Academy "Evolution" wants the facilities-halls to be a healthy environment for students and staff. Based on this:

- Smoking is prohibited inside the building;
- It is forbidden to consume alcohol and drugs inside the building or to come to school under the influence of alcohol or drugs.

### 11.2 Hygiene

Students and staff are required to maintain hygiene of classrooms, corridors, workshops, cabinets and toilets, in order that learning process runs smoothly, the mutual communication within the school premises should be done as smoothly as possible and the movement through its spaces should be done without noise. All students and staff are required to carry their id card with them. During regular teaching hours, students should create an acceptable learning environment without hindering others. Failure to comply with the remarks and instructions written on the stickers on the walls or doors inside the building is a violation of house rules.

### 11.3 Damage or taking of any kind of school property

Students and school staff are required to use the equipment regularly and with extra care. In case of theft, damage, or breakage of any equipment, the responsible person must pay the damage from its own budget.

### 11.4 Behavior

Academy "Evolution" is committed to create a healthy atmosphere without pressure or verbal or physical violence. Students, teachers and employees are not allowed to be discriminated against or offended on the basis of position, age, gender, race, religion, national origin, sexual orientation, etc.

Every student is obliged to follow and implement school regulations, and based on it to apply standards of conduct in accordance with this manual. In case of violation of the rules contained in this manual, immediate disciplinary action will be taken.

Disciplinary measures will be as follows:

- verbal remarks,
- written remarks,
- exclusion from studies.

Upon remarks and depending on the action or gravity of the violation of the rules, the student may be excluded from further studies without the right to appeal and return of funds.

## **12 STUDENTS SERVICE**

### **11.1 What can you go to the student services office for?**

- school application;
- submission of documentation for completing the personal file;
- signing the study contract;
- submitting the application for obtaining a certificate that you are a regular student of EA
- obtaining proof that you are a regular student of EA
- information about the lesson schedule;
- information on the eventual change of the teaching schedule;
- exam schedule information;
- information on eventual change of exam schedule;
- exam presentation;
- information on exam results;
- submitting a request for obtaining a grade certificate;
- obtaining a grade certificate;
- submission of various requirements provided in the study contract;

### **12.2 how can you address them?**

- directly at the student services office, where the relevant form is obtained, complete it and briefly present the purpose of your application or
- by telephone or internet, depending on the nature of the service and urgency.

### **12.3 when can you address them?**

- at any time within working hours, from 09:00 to 17:00;



- for requests that require administrative response, you can get the answer within the day, while for requests that require professional response or decision from the relevant bodies of EA, ....?

#### **12.4 what can you address the information/ communication office for?**

- general information on EA;
- information about our partners
- information about the website and how to get them
- brochures, catalogs and publications of administrative and academic documents
- information about various exhibitions and projects
- information about employment opportunities
- information about further education at home and abroad
- information about other professional trainings
- information about the creative network and the academic network

#### **12.5 what can you address to the program manager / coordinator for?**

- Explanations for the academic system;
- Explanations for the curriculum of the respective study program;
- Explanations for study orientation in the respective program;
- Problems attending studies;
- Difficulties in the learning process caused by various factors;
- Problems of harmonizing the teaching schedule and exams;
- Submission of possible requests and complaints related to the observance of academic regulations in studies.
- Explanations and detailed information on opportunities for further study or employment

## **12.6 What can you address to the Academic Director for?**

- In very special cases for study conditions that are not announced in the competition;
- For anything related to the learning process that you can not resolve with the Program Officer / Coordinator;
- Adherence to the study plan and program;
- For orientation in the academic structure of the study;
- On the possibility of conducting studies with EA partners abroad;
- Taking measures to increase the quality of studies.

## **12.7 What can you address to the Chief Secretary / Administrator for?**

- Explanations for the academic system;
- Explanations for the study schedule;
- Problems attending studies;
- Difficulties in the learning process caused by various factors;
- Problems of harmonizing the teaching schedule and exams;
- Submission of possible requests and complaints related to the observance of academic regulations in studies.
- Submission of individual requests related to the administration.
- Submission of requests for discussion of difficulties in fulfilling the contractual obligations of the study
- Submitting requests for special meetings with school management staff.
- Explanations and detailed information on opportunities for further study or employment

### **12.8 What can you ask the librarian for?**

- Submitting a request for registration in the library;
- Completion of relevant registration forms;
- Use of literature;
- Return of literature that has been taken into use.

### **12.9 What can you address to an IT officer for?**

- For all possible problems to be related to school information technology.
- For possible defects in the network, equipment, programs, etc.
- Submission of eventual requests for enrichment of current programs, etc.

## **13. WHAT CAN YOU FIND ON WEBSITE?**

HPAS EVOLUCION WEBSITE ([www.akademiaevolucion.com](http://www.akademiaevolucion.com)) is of special importance to students and the school and therefore deserves and benefits a maximum commitment.

The WEBSITE serves as an important source of information and a key communication tool for the school, students, and visitors of HPAS EVOLUCION.

The practical structure and the most modern system combined with the simplicity of structuring information, enable students to be provided with information at any time, from anywhere.

Special attention for foreign visitors, considering that many of our students have their first contact with HPAS EVOLUCION through our WEBSITE.

The WEB site in terms of content is structured for three methods of use, and they are:

- Foreign Visitors (Institutions, Potential Students, Parents of Students...)
- Current students (Students attending our programs, graduates...)
- Staff (Lecturers, Heads of Departments, Administration, Moderators ...)
- Depending on the profile of visitors, the requirements and specifics of information also change, so the site is structured in summary links
- Home (blog system, where the latest links and information are presented)

- News (Special space for announcements related to various school activities, extracurricular, exams ...)
- Directions (Space designed for information about the programs that the school offers for Bachelor studies)
- Evolart (Special space for Evolart Creative network activities)
- Library (Space designed for information about the library)
- Events (Space designed to inform about student activities)

Also on the WEB page you can find some other spaces like

- Apply Online (Link for new students, which is activated during the registration campaign)
- Registration (Space where information about the conditions and documentation required for registration can be found)
- Partners (Links of partner institutions of HPAS EVOLUCION)
- Gallery (Framed system where various photos are published)
- Contact us (Contact information of HPAS EVOLUCION and direct contact system)
- Video Channel (Which is located on the main page where various videos of interest to site visitors are displayed, which are selected by HPAS EVOLUCION)
- Download (Space in which it is possible to download regulations, manuals, various materials...)

HPAS EVOLUCION WEBSITE, is a special unit of the school, and as such is constantly evolving thus becoming an important mechanism for the school and students.

### **13 WHAT ELSE DOES EA OFFER?**

- Workshops with proven creators;
- Participation in projects with our partners for the most successful students;
- Continuous professional help and advice even after graduation;
- Assistance in the employment of graduates;
- Opportunity to continue Master studies in counterpart institutions of western countries, with which EA has cooperation agreements.

## 14 List of EA PARTNERS

The Academy "Evolution" school envisages that every academic year to develop international relations with other art schools in the Balkans, Europe and beyond. Exchange of experiences, participation in international activities and workshops, really contribute to the initiation and use of new teaching methods.

During these 5 years Academy "Evolution" has managed to make some quality international agreements:

- Academy "Evolution" Evolution is a full member of the European League of Institutes of the Arts (ELIA), based in Amsterdam, part of the "Erasmus" program for continuing education, which has about 320 members faculties from 47 states.
- Memorandum of Understanding with the Instituto di Moda Burgo-Milan, an international high school with over 45 branches worldwide. The agreement includes the permission to use the curriculum and teaching-didactic tools and texts of this Institute, the arrival of the experts of this institute for lectures on Evolution, the possibility of organizing workshops, etc.
- Memorandum of Understanding with Domus Academy - Milan, the first school to start organizing Master's design studies in the world, accredited by the University of Wales, England. This agreement includes: The possibility of continuing the Master Studies of Evolution students in Milan, the possibility of the arrival of DA experts to cover the needs for certain areas in Evolution (lectures and workshops), etc ..
- Academy "Evolution" has a memorandum of understanding with RTV 21, for cooperation in the implementation of projects in the common interest.
- Academy "Evolution" has a memorandum of understanding with MobIn, for cooperation in the implementation of projects in the common interest.
- Academy "Evolution" has a memorandum of understanding with D-line, for cooperation in the implementation of projects in the common interest.

## 15 DICTIONARY

**Applied art** - art that is applied; which has practical use.

**Auditorium** - A special room for lectures, etc., usually in a professional school building. The set of listeners of a lecture, a lecture, etc., usually gathered in a hall.

**Scholarship** - The fixed amount of money that a state, school, or donor institution gives to a student to pay the school tuition fee.

**Grade Certificate** - Grade Overview.

**Debate** - The exchange of opinions between two or more people about an artistic, scientific, political, social issue, etc.; extensive, open discussion on an important issue.

**Checking task** - a task that periodically evaluates the knowledge gained by the student during the learning process.

**Dissertation** - Extensive study defended before a scientific or artistic council to obtain a scientific / professional degree.

**Exhibition** - The set of works of fine arts, of various publications placed in a special building or in a conspicuous place, in order to be seen by the public.

**Essay** - A long article or study of a critical or journalistic character, which deals in a general, free and not comprehensive or exhaustive way with social, scientific, literary, cultural, etc. issues.

**ECTS** - (European Credit Transfer and Accumulation System) - It is a standard of comparison and evaluation in higher education in the EU and other countries that have accepted the Bologna Charter. One academic year corresponds to 60 credits that are equivalent to 1500-1800 teaching hours and that can be transferred to all institutions and states that use such a system.

**Application form** - application document in school, where the candidate fills in his basic data (identity, fatherhood, date of birth, prior education, skills, etc.), as well as the program for which he applies.

**Exam application form** - Student application document to take the exam (part completed by the student) and proof of the result achieved in the exam (part completed by the teacher / administration)

**Student Index** - Student booklet that serves as a means of identification and overview of attendance and exam results achieved.

**Interview** - A conversation that an official school representative has with a candidate for study or employment.

**Criticism** - A scientific study that analyzes or examines a literary, artistic or scientific work to point out its values, as well as flaws, errors and gaps in order to avoid or correct them; article or critical study.

**Course** - Complete and systematic elaboration of a subject or a special part of it in high school. The totality of lessons given within a limited time.

**Curriculum** - A brief summary of the content and goals of a school subject.

**Lecture**- Lesson on a certain topic developed by the teacher;

**Guest lecturer** - Teacher, artist or creator who has no employment relationship or external collaborator in the academy, who lectures by special invitation.

**Personal Supervisor** - A teacher assigned by the department head to oversee a student's learning progress.

**Mentor** - scientific or professional leader

**Teaching methodology** - The set of methods used in teaching.

**Modeling**- sketching the dress on the patron based on drawing in style.

**Attendance Signature** - Signatures on separate sheets submitted by the administration that record and prove attendance in the learning process.

**Assessment** - Assessment of the degree of knowledge and skills acquired in any subject or part of it.

**Pattern**- geometric drawing of the dress.

**Portfolio** - a summary of all student work over a period of time.

**Practice** - Related to the practice of a science or the organized work of the school to instill and apply theoretical knowledge, to acquire certain skills, to increase experience, etc .;

**Presentation** - Appearance in front of attendees, visitors, viewers, etc. of a work, a production, a play, etc.

**Program** - Summary of the content and goals of one-course courses.

**Project** - Research work accompanied by projects, sketches, etc. presented to be defended by a student or group of students and teachers.

**Exam** - Written or oral work done by students to check the level of knowledge gained, to pass the program or subject.

**Group work** - joint task of students.

**Diploma Thesis** - The final thesis of the student, through which the student presents the finalization of knowledge and skills acquired during the studies, with which the student concludes a certain level of studies.

**Semester registration** - the application procedure that the student makes in the administration to attend the semester, after gaining the right under the statute and other regulatory documents arising from the statute.