

PUBLIC INFORMATION ON THE QUALITY OF THE DEGREE PROGRAMME: MULTIMEDIA & CREATIVE TECHNOLOGIES

Abstract based on the Degree Programme Review, March 2025

Degree programme: professional bachelor, EFQ level 6 (English programme)

In March 2025, a panel composed of independent internal and external peers and experts – including a student – examined the quality of the program using KdG's Quality Framework for Education (which is in line with NVAO's Quality features and the Standards and guidelines for quality assurance in the European Higher Education Area (ESG)). They dialogued with program leaders, students, lecturers, alumni and representatives from the working field from this specific degree programme.

The panel identifies the following strengths, among others:

- The combination of broad technical content, an eye for innovation, creativity and entrepreneurship, put into practice through projects - including through the Challenges
- The critical and articulate students, with respect for each other and each other's perspective, who can work together interculturally
- The great self-reflective capacity of program leaders and lecturers, with passion for the profession and a big heart for students
- The vision of decreasing guidance and increasing complexity and its concretisation in the degree programme, with the CRE framework providing guidance and direction
- The build-up for intercultural and international skills throughout the degree programme
- The rich international learning environment - which is also reflected in teaching and learning activities and assessment
- The close link with the field and practice (up-to-date, authentic and practice-oriented), including through lectures who are still active in the working field
- The Bachelor project as the culmination of the degree programme: clear expectations, sufficient support, clear assessment criteria and evaluation by a jury, including external experts
- The warm welcome by the team and faculty and events for the international students (e.g. game night, cultural night, ...)

The panel does not formulate any urgent working points.

Het panel mentions these recommendations:

- Communication to students - especially on planning, timing, organisation, communication, evaluation and feedback
- Tackle the organisation, supervision and assessment of 3.3 Internship, together with students and working field representatives
- Continue to work on the perceived discrepancy between information/the expectation of prospective students on the one hand and how the degree programme is sold on the other.
- Continue to work on uniformity and quality in online courses/ the teaching and course materials
- Provide additional support for English (in the first year)
- Optimize the process of gathering and following up on student feedback on the degree programme