UNIVERSITETI
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# Quality Assessment Report for the Academic Year 2024/2025
# Program: Graphic Design and Multimedia

## 1. Introduction

This report shows the evaluations of the program, instructors, and subjects by the students of the Graphic Design and Multimedia program. The program evaluation was conducted through an online program evaluation questionnaire in the University Management System (UMS), which contains 21 components. This evaluation takes place once in an academic year and is done by all students of this program. The program evaluation questions are primarily formulated in the form of statements, and their evaluation is based on a Likert scale (1 - Strongly Disagree; 2 - Disagree; 3 - Neutral; 4 - Agree; and 5 - Strongly Agree).

The evaluation of subjects and instructors is also conducted through an online questionnaire in the University Management System (UMS). Unlike the program evaluation, which occurs once in an academic year, the evaluation of subjects and instructors is conducted at the end of each semester. In this evaluation, as with the others, the questions are constructed in the form of statements, and their evaluation is also based on a Likert scale (1 - Strongly Disagree; 2 - Disagree; 3 - Neutral; 4 - Agree; and 5 - Strongly Agree).

### 1.1 Report on the Program Evaluation results for the Academic Year 2024/2025

Based on the results of the program evaluation shown in Table No. 1, we can see that all of the components of this session have been rated 3.5 or higher by the students. According to these results, special attention should be paid to the components that show a decline compared to previous academic years. Overall, student satisfaction with the program this academic year is 76.4% or 3.82.

| Statement | Previous year 2023/2024 | Current year 2024/2025 |
|---|---|---|
| The materials presented during lectures are provided to us regularly | **3.76** | **3.87** |
| We are introduced to the recommended literature/ materials for the subjects at the beginning of the semester | **3.91** | **3.85** |
| The syllabi are offered to students in a timely manner | **3.84** | **3.81** |
| Students have sufficient information regarding their instructors' office hours | **3.78** | **3.67** |
| Office hours are held regularly | **3.73** | **3.77** |
| Students are informed about the assessment methods for each respective subject at the beginning of the year, | **3.96** | **3.79** |
| The teaching methods used provide the best way to achieve learning outcomes | **3.86** | **3.95** |
| Online teaching (via Microsoft Teams) is not significantly different from in-class teaching | **3.57** | **3.65** |
| The University Management System (UMS) is easy to use and meets the needs of students | **3.97** | **3.77** |
| The classrooms are well-equipped with audio-visual tools to facilitate learning | **3.91** | **3.81** |
| There is an adequate relation between theoretical and practical learning | **3.86** | **4.07** |
| Students are free to choose their elective subjects | **3.92** | **3.84** |
| Class schedule is announced before the start of the semester | **3.82** | **3.83** |
| Class schedule is adhered to by the instructors | **3.69** | **3.56** |
| The study program is aligned with the needs of the job market | **3.85** | **4.04** |
| The study program is comparable to similar programs at other universities | **3.72** | **3.77** |
| Student engagement in subjects is balanced (there is no overload) | **3.85** | **3.80** |
| Practical work outside the institution is well-organized by the university | **3.80** | **3.96** |
| Employment opportunities after graduation are well-known to students | **3.82** | **3.79** |
| My overall opinion about this study program is positive | **3.89** | **3.84** |
| I would recommend this study program to others as well | **3.91** | **3.75** |

**Table No. 1. Program evaluation**

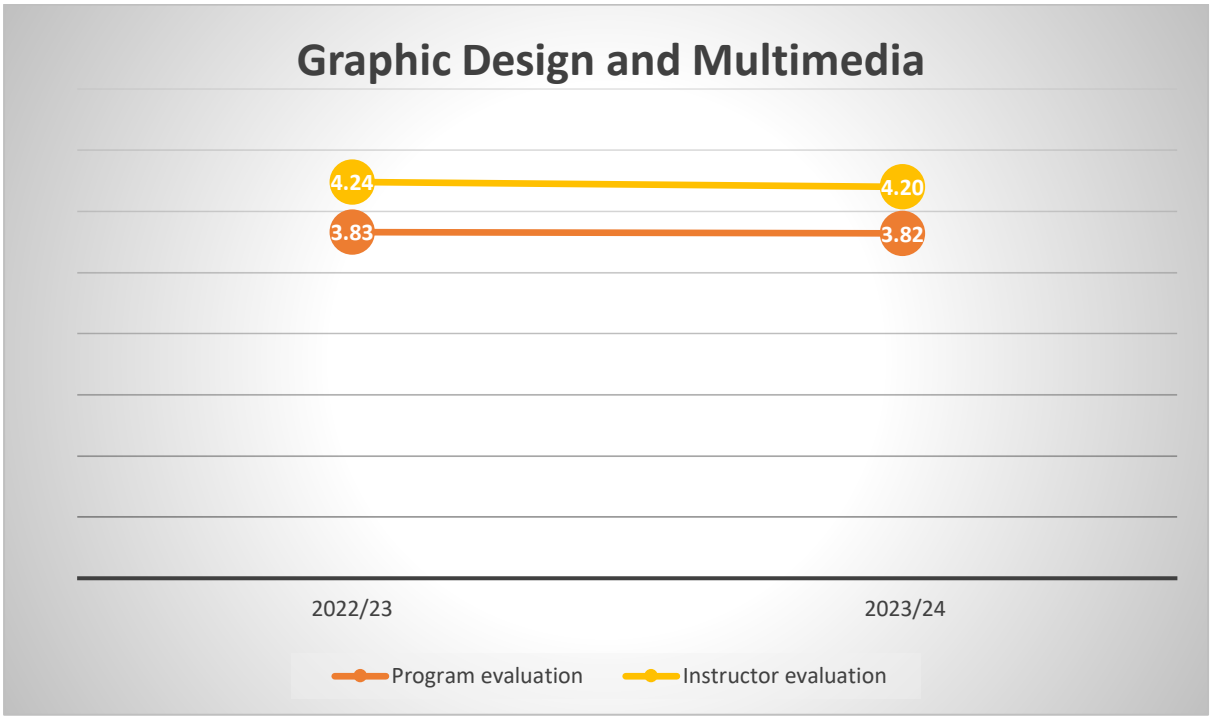


**Figure 1. Quality assessment per field (program and instructor)**

### 1.2 Cumulative Report on the Evaluation of Subjects and Instructors for the Graphic Design and Multimedia Program for the Academic Year 2024/2025

The instructors of the Graphic Design and Multimedia program have been evaluated each semester by the students, and the cumulative results of this evaluation for each component are presented in Table No. 2. Based on the evaluation results of the academic staff, it is evident that all components of this session have been positively evaluated by the students, specifically with scores above 4.00. Overall, student satisfaction with their instructors for the year 2024/2025 is around 84% or 4.20.

| Statement | Previous year 2023/2024 | Current year 2024/2025 |
|---|---|---|
| The instructor organizes and presents the course material well. | **4.24** | **4.18** |
| The instructor uses sufficient practical examples in class (case studies, practical work in the lab). | **4.22** | **4.17** |
| The instructor has dedicated enough time to explaining complex concepts. | **4.23** | **4.22** |

| | | |
|---|---|---|
| The instructor gives clear and sufficient instructions to understand the exercises and assignments of the course. | **4.27** | **4.22** |
| The instructor's knowledge and practical experience in the industry have been useful to me. | **4.21** | **4.19** |
| During lectures, the instructor has given students the opportunity to interact with each other. | **4.25** | **4.20** |
| The instructor has encouraged active participation and debate among students. | **4.21** | **4.17** |
| The instructor has been available for clarifications and additional help with the course. | **4.27** | **4.21** |
| The instructor has provided useful and constructive feedback on assignments/other tasks. | **4.25** | **4.19** |
| The instructor has given helpful guidance for my development in the course. | **4.25** | **4.21** |
| The instructor has stimulated my interest in the subject and the field in general. | **4.24** | **4.20** |
| The instructor has effectively used technology during the teaching process (Teams, Forms, software programs, etc.). | **4.23** | **4.19** |

**Table No. 2. Instructor evaluation**

Table No. 3 shows the results of the course evaluation in the Graphic Design and Multimedia program carried out by the students of this program. All the components of this session have been rated above 4.00, and student satisfaction with the courses in the program for the academic year 2024/2025 is 84.2% or 4.21.

| Statement | Current year 2023/2024 | Previous year 2024/2025 |
|---|---|---|
| The course is adequate for the study program. | **4.36** | **4.24** |
| The goals and objectives of the course are well explained. | **4.31** | **4.25** |
| The literature and supplementary course materials (books, practical examples, additional reading resources) were up-to-date, accessible, and adequate. | **4.24** | **4.19** |
| The course was effectively delivered (in accordance with the course syllabus). | **4.29** | **4.26** |
| I had a clear understanding of what was expected of me regarding my responsibilities in this course. | **4.31** | **4.23** |

| | | |
|---|---|---|
| The tools and materials used during the lessons helped me better understand the course. | **4.28** | **4.22** |
| Class activities helped me better understand the course. | **4.26** | **4.21** |
| The course had a good balance between theoretical lectures and practical learning (numerical exercises, case studies, study visits, etc.). | **4.19** | **4.17** |
| I had detailed information about the assessment methods. | **4.29** | **4.24** |
| Group work helped me develop collaboration skills. | **4.18** | **4.15** |
| Practical learning (lab work, fieldwork, use of practical examples, etc.) helped me develop professional competencies. | **4.11** | **4.12** |

**Table No. 3. Course evaluation**

After reviewing the data extracted from the University Management System, which indicate a slight decrease in student satisfaction with the study program, it is suggested that the program management consider several steps to further support quality improvement. A useful approach could be organizing surveys or open discussions with students in order to better understand their expectations and challenges. The inclusion of alumni in these processes, through periodic meetings or structured feedback, may provide valuable perspectives on labor market needs and the overall program experience. Additionally, current teaching practices, the resources used, and the level of academic support can be evaluated with the aim of further enhancement. Furthermore, offering more opportunities for the development of practical skills may contribute positively to increasing students' experience and engagement.