



Decision of the Standing Commission of AQAS

on the bachelor degree programmes

“Graphic Design” (B.A.; Turkish programme)

“Communication Design” (B.A.; Turkish programme)

offered by **Istanbul Gelişim University, Turkey**

Based on the report of the expert panel and the extensive discussions of the Standing Commission on 3 September 2020, the Standing Commission decides:

1. The Bachelor programmes **“Graphic Design” (Bachelor of Arts, Turkish programme)** and **“Communication Design” (Bachelor of Arts, Turkish programme)** offered by **Istanbul Gelişim University, Turkey** is accredited according to the AQAS criteria for Programme Accreditation.

The study programmes comply with the requirements defined by the criteria and thus the Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG) and the European Qualifications Framework (EQF) in their current version.

2. The accreditation is given for the period of **six years** and is valid until **30th September 2026**.

Recommendations:

1. The university should monitor whether the expectations from the recruitment strategy and the selection process are reached in the middle run.
2. IGU should present data on staff participations in conferences, publishing, projects, workshops, group or solo exhibitions, and keep them in evidence for the reaccreditation.

With regard to the reasons for this decision the Standing Commission refers to the attached assessment report.



Experts' Preliminary Report

on the bachelor degree programmes:

- **“Graphic Design” (B.A.; Turkish programme)**
- **“Communication Design” (B.A., Turkish programme)**

offered by the Faculty of Fine Arts of Istanbul Gelişim University

Visit to the university: November 20 - 24, 2017

Panel of Experts:

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Summary of Findings (based on the decision by the AQAS Standing Commission on the 19th/20th of February 2018:

1. IGU has to demonstrate the principles for the calculation of workload of the courses and how it is evaluated systematically.
2. Systematic feedback mechanisms with which the needs of the labour market are checked should be implemented.
3. The curriculum and the profile of both programmes must be revised. The Faculty of Fine Arts must focus explicitly on a target oriented concept of its programmes and therefore describe the Intended Learning Outcomes (ILOs) of the programmes and of the courses more systematically. On the basis of the (national) qualification framework it must be described how the Bachelor level of the programmes is reached.
4. Longer internships should be included in the programmes to strengthen the labour market orientation, which would help students to prepare for the real business life.
5. A general talent entrance exam should be implemented for the Communication Design programme. Criteria for the entrance exam of both programmes should be defined.
6. Since it is crucial for the graduates of both programmes to present themselves, more opportunities should be created on a national and an international level.
7. For the programme as well as for the future graduates, it would be beneficial to include a bachelor thesis or final project in which theoretical and practical aspects are interlinked.
8. The documentation of all human resources involved in teaching within the programmes should be updated.
9. IGU should develop a recruitment strategy for new staff from within the university.
10. More workshops taught by labour market representatives should be included because the experiences from the practice are beneficial for the programmes.

I. Preamble

AQAS – Agency for Quality Assurance through Accreditation of Study Programmes – is an independent non-profit organisation, supported by more than 90 member institutions, both higher education institutions (HEIs) and academic associations. Since 2002, the agency has been accredited by the German Accreditation Council (GAC). It is therefore a notified body for accreditation of higher education institutions and programmes in Germany.

AQAS is a full member of ENQA and also listed in the European Quality Assurance Register for Higher Education (EQAR) which confirms that our procedures comply with the Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG), on which all Bologna countries agreed as a basis for internal and external quality assurance.

AQAS is an institution founded by and working for higher education institutions and academic associations. The agency is devoted to quality assurance and quality development of both academic studies and teaching in Higher Education Institutions. The activities of AQAS in accreditation are neither restrained to specific academic disciplines or degrees nor to a certain type of Higher Education Institution.

II. Accreditation procedure

Parts of this report result from the external review of the Bachelor programmes “Graphic Design” and “Communication Design” offered by Istanbul Gelişim University (IGU). The site visit took place in November 2017 at the university in Istanbul.

The decision for the Bachelor programmes has been postponed by AQAS Standing Commission on 19th/20th of February 2018. The Istanbul Gelişim University (IGU) handed in the revised documentation within the period given by the AQAS Standing Commission in February 2020. Based on the new documentation, the experts assessed the programme again. This second review was carried out in written procedure.

This report is the result of this written procedure and it includes the new overall assessment of the Bachelor programmes. The structure of this report includes for each chapter a descriptive part, changes made by the University and based on the original report and a final evaluation by the experts. The chapters that did not need to be changed are indicated.

III. Criteria

The Bachelor programme is assessed against a set of **criteria for programme accreditation** developed by AQAS. The criteria are based on the Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG) 2015. To facilitate the review each criterion features a set of indicators that can be used to demonstrate the fulfilment of the criteria. However, if single indicators are not fulfilled this does not automatically mean that a criterion is not met. The indicators need to be discussed in the context of the programme since not all indicators necessarily can be applied to a programme.

The panel of experts was asked to assess the programmes on the basis of the relevant criteria and discuss the programmes separately when needed.

IV. General Information on the University

Gelişim University is a private higher education institution located in Istanbul, Turkey. It started as a vocational school in 2008, having been founded by the “Gelişim Foundation for Education, Culture, Health and Social Development”. In 2011, the institution acquired university status and has since expanded its programmes and number of students. Today, Istanbul Gelişim University is characterised by a student population of ca. 22.000 and a number of teaching staff of ca. 500.

The university structure consists of three faculties, three institutes, four schools, and two vocational schools offering a wide range of graduate and postgraduate programmes: Faculty of Economics, Administrative and Social Sciences, Faculty of Fine Arts, Faculty of Engineering and Architecture; Institute of Social Sciences, Institute of Natural and Applied Sciences, Institute of Health Sciences; School of Applied Science, School of Foreign Languages, School of Physical Education and Sports, School of Health Sciences.

Every private university is obliged by the Amendments of the Law on Higher Education to have a “Board of Trustees”. It enters a contract with the Rector, all faculty members and all other staff. Furthermore, it decides on the budget, all hiring and termination decisions and the amount of annual tuition fees. The university has a senate as well as all other organs comparable to a public institution of identical state.

The university pursues the goal of becoming an international education and learning institution by running joint projects with internationally recognized schools, by setting up a global research network and by providing high quality professional education in Turkish and English. A strategic plan 2016-2020 defines these objectives together with those of further developing and

implementing graduate education and improving service processes as the main targets to be achieved by the university in the near future.

According to the university, the educational approach follows the principle of creative teaching and participatory learning. The university aims at educating civically engaged, self-reliant individuals by providing excellence and highest quality in its study programmes and by fostering critical intellectual development.

Istanbul Gelişim University offers scholarships, free courses, internships and job opportunities to students. It supports international student exchange programmes. At the same time, it aims to support students' individual, social and academic development during university life. Students can receive consultation and help for their needs at the Psychological Counseling Guidance Unit. As outlined by the university, it supports its students in extra-curricular activities such as student clubs and student councils, summer schools and conferences.

IGU participates in the Erasmus+ programme and encourages student and staff mobility. As outlined by the university, the number of European partner institutions is 73. The International Relations Office shares responsibility for the organization of mobility.

The programmes to be accredited are offered by the Department of Communication Design and Graphic Design of the Faculty of Fine Arts established in 2011, which consists of various Departments offering a range of programmes from Interior Architecture to Gastronomy and Culinary Arts. The Department of Communication Design and Graphic Design aims to adhere to the teaching profile of the Faculty of Fine Arts by enabling students to become creative with a wide vision and qualify them theoretically and practically with artistic and professional abilities required in the design areas.

V. Assessment of the study programme(s)

1. Policy and Procedures for Quality Assurance

The programme is subject to the Higher Education Institution's policy and associated procedures for quality assurance, including procedures for the design, approval, monitoring, and revision of the programmes.

A quality-oriented culture, focusing on continuous quality enhancement, is in place. This includes regular feedback mechanisms involving both internal and external stakeholders.

The strategy, policies, and procedures have a formal status and are made available in published form to all those concerned. They also include roles for students and other stakeholders.

[ESG 1.1]

Description

The University has installed several committees and commissions to assure that the responsibility for quality assurance (QA) is decentralized and well taken care of on different levels: With this purpose it has established an "Advisory Committee" which consists of other advisory councils established under other faculties, institutes and colleges. The members of these councils include private sector representatives and graduated students.

The university's "Quality Commission" consists of various faculty, institute, school, vocational school or college members. This Commission carries out its activities in accordance with all stakeholders of the university and other sectors to define factors necessary to improve quality standards, to implement measures and ensure their effectiveness.

The university has also established an "Office of Strategic Planning and Quality Assurance" in order to measure, evaluate and improve performance and quality. This Office supervises the development of the university by means of performance indicators and presents the findings twice a year. Main performance benchmark indicators set at IGU are: a) number of programmes/departments, b) number of students, c) number of academic personnel, d) rate of fullness, e) number of programmes taught in English, f) Erasmus mobility, g) student activities, h) number of research projects, i) academic publication.

The quality assurance system of the university is based on ISO 9000 Quality Management System, TS EN ISO-9001: 2015 and Higher Education Law No. 2547 and Official Gazette No. 29423, "Higher Education Quality Assurance Regulation".

As outlined by the university, Gelişim University's main objective in quality assurance lies in the effective participation of internal and external stakeholders in all activities in accordance with international quality standards. Feedback of internal and external stakeholders is collected within the framework of a University Quality Commission. Regular staff meetings are held.

Furthermore, several measures are supposed to be in place to monitor the programme's quality: yearly course and teaching staff assessment questionnaires as well as student assessment and internship evaluation questionnaires. The University states that the programmes offered by the Department of Communication Design and Graphic Design fall under the quality assurance measures outlined above. The results of these evaluations are reviewed by the dean of the faculty and the director.

It is also stated by the University that the Department makes regular adjustments to the study programme including the curriculum by making improvements determined from feedback of all stakeholders (employers, graduates, professional organisations, sector representatives and students).

Improvements based on the findings

According to finding 1, IGU updated the workload calculation principles for both programmes with the ECTS User Guide 2015 as a reference. Specific training was provided by international experts. The workload calculations are updated separately for all courses and made accessible for the students of the departments.

The programme, course and workload calculations have to be discussed first at each departmental board, second at each faculty board and third at the University Senate before any changes can be made. Student representatives are included in the meetings.

ETCS calculations for all courses in the curriculum of both programmes can be accessed by the following links:

Graphic Design: <https://gbs.gelisim.edu.tr/en/course-structure-and-credits-1-12-2>

Communication Design: <https://gbs.gelisim.edu.tr/en/course-structure-and-credits-1-15-2>

According to its own information, IGU carries out the following processes to invent systematic feedback mechanism with the labour market:

IGU has a system that keeps regular logs of stakeholder lists of each school and measures and analysis the risk of these external stakeholders. IGU has prepared the governance policy with internal and external stakeholders. A committee dedicated to supervising contacts with external stakeholders is operational.

There are over 100 collaboration agreements with universities around the world; with 153 agencies and 11 district offices around Turkey through which projects are conducted, field visits are made, and international projects are managed.

IGU has an online “Graduated Students System” used to keep track of over 20 000 graduated students; with whom activities, news, announcements are shared, and inputs are received. IGU Alumni Association is bringing together the current students with the graduates in business life. IGU Career Development center manages ties with the business life to improve employment opportunities.

The university collaborate with governmental, private and nonprofit sector partners in internships, projects, consulting services, community service and educational activities.

Additionally, IGU conducts separate satisfaction surveys to its internal stakeholders (students, academic staff, administrative staff) and external stakeholders (business owners and graduates) and evaluates and reports their feedback. Reports are discussed in various committees of the school. Evaluations regard the performance of the programs according to the performance and quality evaluation indicators. In this process, the feedback of the labour market and other public stakeholders from the public-private sectors is taken into account. The programmes were compared with those from other HEIs and evaluate with private sector representatives.

The Career Development Center organizes two meetings each semester with peer mentors and student club managers. The first meeting is for planning related to the term and the second meeting is for general evaluation. For the project-based evaluations, small group meetings are held upon request.

After the internship, the obliged Compulsory Summer Internship Form is examined by the department internship commission and evaluated as successful or unsuccessful. The workplace expresses and evaluates its opinions about the student. This evaluation provides data about the expectations of the the labour market and also students' success in using their knowledge for the department. Students and the workplace fill the survey separately in order to get more detailed and qualified feedback. The questions in these surveys mainly includes subjects such as adaptation to the working environment, taking individual and group responsibilities, tendency to group work, production skills, ability to present.

Experts' Evaluation

It is seen that a great effort is made for both programmes. IGU demonstrates the principles for the calculation of workload of the courses. It is shown how the workload is evaluated systematically.

Moreover, IGU implemented systematic feedback mechanisms with which the needs of the labour market are checked.

Conclusion

The criterion is fulfilled.

2. Quality of the Curriculum

The Intended Learning Outcomes of the programme are defined and available in published form. They reflect both academic and labour-market requirements and are up-to-date with relation to the relevant field. The design of the programme supports achievement of the Intended Learning Outcomes.

The academic level of graduates corresponds to the requirements of the appropriate level of the European Qualifications Framework.

The curriculum's design is readily available and transparently formulated.

[ESG1.2]

Description

Study programmes objectives

The overall outline of the study programme **Communication Design** strives to enable students to interpret data using theoretical knowledge and skills in the field of Communication Design and to develop solutions as well as implementing said solution proposals. Furthermore, students should be able to follow, interpret and evaluate the development in the field of national and international Communication Design and communicate with employees. Therefore, students develop their communication and social skills and are trained to observe artistic, cultural and social activities by also organising and participating in projects carried out by the instructors or finishing senior student projects. Therefore, emphasis is put on topics such as creating effective visual messages in multimedia, web design, 3D graphic animation, photography, cinema, television and advertising.

The study programme **Graphic Design** attempts to enable students with a broad vision of theoretical, practical, artistic, and professional information and to provide features for creativity. Hence students should be able to become creative as well as producing concrete products within a wide variety of Graphic Design instruments and techniques ranging from printing to software applications following traditional, new and changing design options. Therefore, it covers topics emphasizing print media in the form of posters, books, packaging, catalogues, brochures, newspapers and magazines. Students are encouraged to work on projects carried out by the instructor to finish projects from senior students and work with consultants to strengthen their communication and social skills.

Moreover, the programmes aim to empower students to plan and realise professional projects and activities while considering and protecting cultural values of the respective social environment with a sense of social responsibility. Beyond that the students should build up and maintain a respectful relation to democracy, human rights and the environment with ethical values to become members of civil society, cautious and sensitive towards social security and work safety.

Both study programmes award a “Bachelor of Arts” degree. Graduates from these programmes qualify for employment in the areas of design, advertising, digital design and desktop publishing. **Communication Design** aims to qualify for career opportunities within newspapers, magazines, television channels and web design and **Graphic Design** furthermore broadly for career opportunities in fine art graphics and universities in communications departments. Therefore, available job opportunities for the graduates are as design practitioners, art directors and as consultants in public and private institutions.

Curricular structure

Generally the study programmes consist of compulsory and elective courses, yet some courses within the semesters one to four such as “Turkish” (I and II), “Foreign Language” (I and II), and “Principles of Atatürk and History of Turkish Revolution” (I and II) are compulsory at Turkish Universities and therefore also available for other departments of the Faculty of Fine Arts.

The curricula were revised by IGU and have the following structure:

In the **Communication Design** programme compulsory courses such as “Communication Design” or “Multimedia Design” are taught within the first five semesters. In the programme **Graphic Design** compulsory courses such as “Graphic Design” (I and II) or “Illustration” are also taught within the first five semesters. The course “Scientific Research Methods” was introduced. From semester five onwards students in both study programmes have to choose from a range of courses available under the Departmental Electives (I-X) (96 courses can be chosen) and Social Electives (I-II) (10 courses can be chosen) with 50 ECTS and 10 ECTS from a total of 240 ECTS. Semester eight consists of the “Graduation Project” (15 ECTS) and two Departmental Electives as well as one Societal Electives courses. By conducting various assignments, presentations, projects and group

work, students are given basic information about conducting and conducting research, according to the SER.

In both study programmes a compulsory internship is part of the curriculum in the fifth and seventh semester to help students gain access into fields of work and prepare them for work life. These internships are planned and organised by the internship commission of the faculty. Moreover, guest hour lessons by instructors from the prospective career fields such as newspapers or advertising agencies are offered.

According to the university the courses in the two study programmes are planned and prepared in comparison to national and international programmes of the same magnitude and by taking into account the needs of Graphic Design, media and advertising industries. The Dean of the Faculty and the Head of the Department are responsible for and authorised to select courses, while the Planning Office provides the course schedule and necessary support to prevent overlapping.

Course descriptions

At the beginning of each semester the courses for both study programmes are arranged, updated, and made available to the public via the IGU's website giving necessary information on educational objectives, themes, topics, workload as well as assessment modes and credits earned. Furthermore students are provided with a student handbook that is also updated on a regular (once a year) basis.

Improvements

The curricula of both programmes were updated, the profiles and objectives redefined, the intended learning outcomes were edited. Specific training for programme design and outcome planning was provided by international experts. The course lecturers participated in "Training of the trainers". ECTS User Guide 2015 as well as the Blooms Taxonomy were used to (re)design the programmes and curricula. The programme outcomes of both departments and the main achievements determined by the Higher Education Council are presented comparatively on the website.

Course and faculty satisfaction surveys applied regularly to students, open-ended program evaluation surveys, academic board meetings with the participation of student representatives, international accreditation audits and reports, external stakeholder opinion expectation and satisfaction inputs, workshops, training and consultancy services from abroad, alumni association feedback, benchmarking studies, occupational standards of public institutions such as 'Interuniversity Board Presidency (ÜAK)' and core curriculum studies are among the methods and inputs used. Necessary arrangements and updates are made regularly at the beginning of each semester.

Graphic Design:

The profile was updated and has chosen a concentration mainly on typography and printed design products to specialize students in the related fields. Typography and printed design products trainings were placed in between compulsory courses as "Graphic Design Studio I-V, Graduation Project and Typography I-IV". It is aimed to support this profile with the elective courses "Experimental Typography", "Experimental Graphic Design and Desktop Publishing" which were added to the curriculum. The learning outcomes were adjusted accordingly.

The Graphic Design Department has updated the general talent entrance criteria: The application will be applied as three stages namely "drawing from model", "evaluation of portfolio", "interview".

Communication Design:

The profile of the programme has determined the programme's objective as producing sustainable and interactive designs in communication, digital media and advertising areas. The curriculum is now focused on the field of "Multimedia" by considering the technological and sectoral

developments. From the 2nd year courses on "Multimedia I-IV" start. These project courses are supported by courses such as "User Experience Design", "Web Design" and "Digital Video Editing I & II". There are also elective courses designed to enable students to specialize in the field of multimedia. Lectures like Entrepreneurship, Management and Organization, General Economics, Introduction to Sociology, Turkey's Administrative Structure, Introduction to Psychology, Introduction to Law, Digital Marketing that are in the social elective course pool shall provide multifaceted education to the students and support them to establish this interdisciplinary relationship.

IGU had no possibility to introduce a general talent entrance exam as the official regulations from the Turkish Higher Education Council (YÖK) provide for the study programme Communication Design the central examination system.

Both study programmes: The 40 days internship was increased to 60 days.

In accordance with the proposal that Portfolio and presentation course should be added to the curriculum, "Body Language and Diction" as an obligatory course and "Portfolio Design" as an elective course have been added to the curricula.

In the midterm and final exams a jury application was introduced to enable the students to express their project ideas and processes verbally in front of the jury.

To create more opportunities on a national and an international level, the Departments established a commission in order to set up a mobility window and to promote the ERASMUS programme. One Erasmus coordinator is appointed at Faculty of Fine Arts and one for each department. The curricula were rearranged to increase incoming and outgoing students. A sufficient number of compulsory and elective courses taught in English are offered both in spring and fall semesters to help increase mobility. Communication Design Department offers a meeting to encourage students to Erasmus+ and other exchange programmes at the beginning of each term. IGU receives funds from the National Agency and the board of Trustees to give the opportunity for international mobility. For instance, the board of trustees has a foreign language learning support programme. The tickets of students who go abroad for educational purposes are paid by the university.

To ensure the visibility of the student work all activities related to the departments are announced to the public regularly on the Faculty's webpage and are shared on the social media accounts of both departments. A bulletin (available in printed and electronic form) of the Faculty was launched to raise awareness about the activities of students and academicians. The exhibition area at the Faculty has been renewed. Also, a new art gallery 'Gelişim Art Gallery' was opened to exhibit student projects working on during the semester.

Experts' Evaluation

It is seen that a great effort is made for both programs. IGU updated the curricula of both programmes. The Faculty of Fine Arts focus on a target oriented concept of the programmes and the courses more systematically. The updated profiles and curricula of the study programmes now appear clearer. The 40 days internship was increased to 60 days, so the labour market orientation was strengthened.

It is to be welcomed that the Departments created more opportunities on national and international level by setting up a mobility window and promoting the ERASMUS programme.

Conclusion

The criterion is fulfilled.

3. Learning, Teaching and Assessment of Students

The delivery of material encourages students to take an active role in the learning process.

Students are assessed using accessible criteria, regulations, and procedures, which are made readily available to all participants and which are applied consistently.

Assessment procedures are designed to measure the achievement of the Intended Learning Outcome.

[ESG 1.3]

Description

Learning and teaching

As stated by the university in the SER the main teaching methods are distinguished between theoretical and practical taught courses. The latter requires the students to prepare and present projects. In this context the university states that presentations, individual and group assignments, and the projects are aligned with a student centred approach.

Assessment

According to the senate decision of IGU, both theoretical and practical exams were introduced in all courses with theoretical and practical hours ("Graduation Project", "Design Studies I and II"). In line with that the final exam evaluations were updated as 25 % written and 25 % practical on the university's grade entry system.

Students have to write a "Project Research Report" along with their projects. In the context of the presentation of the project, a 2000-word research report including the research methods and processes is requested.

Due to the above mentioned differentiation between theoretical and applied courses the assessment methods vary. The first usually requires written examination (midterm and final) and stated to be more common in **Communication Design**, while the latter is more common in **Graphic Design** and has assessment via homework, applied projects, report presentation, expert appraisal or computer assisted presentation. The designated instructor for the course decides what method of assessment is most suitable for the Intended Learning Outcomes. The university operates with fixed examination periods (one week for midterm and one week for final exams) determined before the beginning of the academic year and announced beforehand through the academic calendar. The exam dates and places are being announced to students and staff via the automated university systems (ORBIS and PERSIS) two weeks prior to the exam. In case a student was unable to take the initial exam, a resit is offered two weeks after the final exam week. If a student was also unable to take this resit (based on a valid excuse) the department is able to choose a type of examination to be taken.

Experts' Evaluation

Necessary changes in the assessment system have been made which are appreciated by the expert.

Conclusion

The criterion is fulfilled.

4. Student Admission, Progression, Recognition and Certification

Consistently applied, pre-defined, published regulations are in place covering student admission, progression, recognition, and certification.

[ESG 1.4]

Description

Admittance to the study programme

Students are placed in Bachelor programmes through a central examination system and within the framework of regulations set by the Council of Higher Education (YÖK). Students who graduate from secondary education institutions are placed in programmes they want to study based on the scores they got from the central examination.

The Department of Graphic Design accepts students with a special talent exam. The date of the exams is determined by the Council of Higher Education (YÖK) and announced on the university's website.

At Istanbul Gelişim University an academic year consists of two periods or semesters. The workload corresponds to 30 ECTS per semester and a total of 60 ECTS credits in one academic year estimated with 1530 hours of student workload. 1 ECTS corresponds to 25.5 hours of workload. Total ECTS credits for these two Bachelor programmes are 240 ECTS.

Progression

The University states that short seminars are offered to future students and for enrolled students special courses are offered to develop drawing and design skills.

According to the university, the programme's structure takes into account the level of readiness of the students, occupational requirements as well as age requirements of the students. Data on student progression are collected by the administration and used to monitor the programmes.

The Office of Career Development provides students with constant service to enable them to establish long-term relations with the private sector by offering consulting services to students and creating internship opportunities. The departments and the Office of Career Development invite experts from private-public sectors, organize seminars and conferences in order to initiate a professional link between students and private-public sector representatives.

Istanbul Gelişim University Graduates and Members Association (IGU-MEZDER) was established in May 2017 to continue the university's relation with its graduates, increase the sharing of information, foster the graduates' solidarity, and to follow-up on their career development.

Creditation and Recognition

Istanbul Gelişim University applies ECTS as a credit transfer and accumulation system. ECTS credits are calculated based on the course hours, midterm exams, final exams, projects and other assignments, seminars, and other learning components that make up the student workload. The university operates with the approximation of one ECTS to a workload of 25.5 hours.

For the recognition of credits earned in other higher education institutions inside or outside Turkey regulations are in place based on the provision of "Regulation on Transfer among Associate and Undergraduate Degree Programmes, Double Major, and Subspecialty and the Principles of Credit Transfer among Institutions in Higher Education". Istanbul Gelişim University's Senate defines the criteria for the assessment and minimum requirements according to the set regulations, quotas and transfer conditions.

Certification

According to the university, a Diploma Supplement has been developed for each study programme with information on the qualifications achieved by the graduates.

Improvements

During their undergraduate education, students get the opportunity to absolve double major and minor programmes for free to encourage them to academic life.

If students apply to master's degree in the new programme "Visual Communication Design", IGU provides 50 % of scholarship opportunities.

If students who graduated an IGU master's programme get high score in the foreign language exam, monetary incentives are paid to them. Preparations to open a "Proficiency in Arts and Doctorate Programmes" are ongoing. Academic staff is provided official academic days off to complete their master's or doctoral programmes or academic publication incentives.

A business unit in the academic units within the department has been established to prepare a target report with possible academic and artistic activities during the semester.

The interaction between the university and the industry takes place in meetings of the Departments and the leading companies of the sector. All these events are audited and announced by the Application and Research Center.

The Graphic Design Department organizes an event called "Design Festival" in the spring term of each academic year. The event includes multiple workshops, chats from expert teachers, exhibitions and music events. Students present their designed products. Local municipalities, sectoral companies and all other faculty students are also invited to the event to set up their stands. In addition, the Department invites sector experts for conversations, panels and workshop applications.

The Communication Design Department planned and held a series of workshops "sector meetings" in order to strengthen the connections with the sector: Designers and agency owners shared their experiences with the students; there are opportunities for internships and jobs. Between December 2018 and December 2019 8 workshops were hold. 4 workshops have been planned to take place in the spring term of 2020.

Experts' Evaluation

Since it is crucial for the students, graduates and teaching staff of both programmes to present themselves, it is an important task of IGU to create more opportunities for this on a national and an international level. It is appreciated that workshops took place but no information on staff participations in activities like conferences, publishing, projects, group or solo exhibitions are listed neither, nor numbers on this are given.

Conclusion

The criterion is substantially fulfilled.

5. Teaching Staff

The composition (quantity, qualifications, professional and international experience, etc.) of the staff is appropriate for the achievement of the Intended Learning Outcomes.

Staff involved with teaching is qualified and competent to do so.

Transparent procedures are in place for the recruitment and development of staff.

[ESG 1.5]

Description

In the SER it is described that the state fixes the number of academic and administrative positions for each university every fiscal year. The appointments and promotions are made directly by each university based on the minimum requirements set by the Council of Higher Education and the University Senate. The career advancement for teaching faculty members is regulated by the Civil Servant Law. This law also sets the general parameters for career development of teaching staff members, which is then decided by individual universities that employ them.

The process for academic staff recruitment in Turkish higher education institutions is regulated by the legislations of the Council of Turkish Higher Education (YÖK) and done in accordance. According to the Turkish Labour Law, the contracts for academic positions are formed on an annual basis at Istanbul Gelişim University. Yet, at the end of every academic year, the contracts for academic positions are being renewed on condition of a bilateral agreement of both parties as well as the results of the annual student survey evaluating the institutions and instructors.

New academic staff members are recruited due to their research, academic portfolio and experiences. Newly hired professors and lecturers go through a process of orientation with the help of the head of the department and research assistants. If positions expire during the accreditation period or academic staff leaves before the contracted period new advertisements are announced on the “Higher Education Institution” official web site.

With regard to fields requiring special expertise, individuals known for their work and publications are employed by the university with tuition hourly wages.

According to the SER the Department of Graphic and the Department of Communication Design consists of three Assistant Professors, one Associated Professor, three Instructors, and one external Instructor providing the courses for both study programmes.

The university describes in the SER that it organises training programmes on a regular basis in order for its staff to improve themselves e.g. the university supports the use of new technologies. Furthermore academic staff is given financial support for professional development within their respective fields by participating in conferences, publishing or working on projects.

Improvements

IGU has public regulations and detailed standards and processes about hiring staff to ensure that qualified personnel are recruited. The Human Resource Department of IGU initiated a “Personnel Hiring Plan for Five Years” to improve the quality of the existing teaching staff, to hire new candidates and to ensure the continuity of human resources in the future. The personnel Department and the Human Resources Coordinator are responsible for the management of the procedure.

The information about all academic staff working in the departments has been made accessible from the IGU GAVSIS system. The current CV of all faculty members are made public on the website.

The continuous education policy shall ensure the development of the employees. Performances are evaluated according to the determined criteria and feedback is given to the employees.

Experts' Evaluation

A “Personnel Hiring Plan for Five Years” was developed and presented - like in some other accreditation procedures at IGU. Therefore, the overall target, that IGU should develop a recruitment strategy for new staff from within the university is fulfilled. If the expectations in this selection can be really reached, can only be assessed in the middle run, e.g. in a reaccreditation

procedure. IGU should be aware that qualified lecturers can choose IGU if their salary and advantages are increased compared to other universities.

Conclusion

The criterion is substantially fulfilled.

6. Learning Resources and Student Support

Appropriate facilities and resources are available for learning and teaching activities.

Guidance and support is available for students to advise them on achieving the successful completion of their studies.

[ESG 1.6]

Description

Facilities and resources

The Faculty of Fine Arts provides, according to the SER, the necessary equipment and working spaces for the students such as computer laboratories (Mac and PC) with specialised design software and workshops (multimedia lab, photo studio) as well as flexible spaces for exhibitions. Beyond that the university lists literature, databank and magazine access through the Main Library as well as through the Art and Engineering Library for students.

The study programmes are financed mainly by the tuition paid by students. Istanbul Gelişim University describes that it supports its students financially by providing them with various scholarships and discounts. Moreover, successful students in particular are financially supported with scholarships.

Information, consultation and guidance

In order to assist students with choosing a programme after the central examination, the so-called IGU Promotion Days are organised. During these days students are given detailed information about the department and the atmosphere of the department is shown. Moreover, the Faculty of Fine Arts offers orientation activities for newly registered students.

Gelişim University describes that students can consult the Student Affairs Unit if they have any problems; furthermore, students are matched with academic advisors from the departments for guidance in order to help with the resolution of problems which may relate to education and training. Academic advisors should inform students about the legislation and advise them on issues such as course selection, the adding and dropping of courses, re-registration procedures and other academic issues. Thesis advisors for graduate students are assigned until the end of the second semester, on the basis of the decision of the Board of Directors of the related Institute. Students can also receive consultation from professors/lecturers and research assistants within their office hours throughout the academic year.

Within the framework of the "Regulation on the Advisory and Coordination of Higher Education Institutions in Istanbul Gelişim University", the Disabled Student Unit was established and the working procedures and principles were regulated by the aforementioned Regulation. The general aim of the University Disability Student Unit is to take the necessary precautions and make arrangements in this direction to facilitate the learning life of disabled students within Higher Education.

The University further explains that through administrative units such as Psychological Counselling and Guidance as well as the Centre for Continuing Education and Centre for Career Development, consultancy services are provided to students.

Conclusion

The criterion was fulfilled.

7. Information

Data is collected from relevant sources and stakeholders, analysed, and used for the effective management and continuous enhancement of the programme. [ESG 1.7]

Impartial and objective, up-to-date information regarding the programme and its qualifications is published regularly. This published information is appropriate for and available to relevant stakeholders. [ESG 1.8]

Description

Information management

The university states that it gathers and evaluates input at different levels from stakeholders, for example by meeting with student councils, representatives or business and professional organisations and graduates to improve programmes and enhance their effectiveness. Also the university describes that evaluations are reviewed by deans, department heads while the final decision making authority lies with the rectorate. These evaluations and extrapolation of needs or potential areas of revision are based on data such as student achievements and success, employability of graduates, student satisfaction with the study programme, staff activities and such.

Transparency and information to stakeholders

According to the description in the SER, students are informed during their registration process about their programme and helped by the staff of Directorate of Public Affairs. Furthermore, the curriculum of each programme/department is available on the university's website. General information regarding examination regulations, assessment and grading can be found at "IGU's The Rules and the Regulations Concerning the Undergraduate Education, Examinations and Assessment".

Students have access to evaluation criteria and course descriptions by means of website and their online systems (OBIS). Grades and marks are presented to students via this system.

Conclusion

The criterion was fulfilled.

Recommendations of the panel of experts

The panel of experts recommends the Standing Commission of AQAS to accredit the study programme

- **"Graphic Design"** (B.A.)

offered by Istanbul Gelişim University without conditions.

- **"Communication Design"** (B.A.)

offered by Istanbul Gelişim University without conditions.

Two recommendations are given:

1. The university should monitor whether the expectations from the recruitment strategy and the selection process are reached in the middle run.
2. IGU should present data on staff participations in conferences, publishing, projects, workshops, group or solo exhibitions, and keep them in evidence for the reaccreditation.