External Validation Report
MA 3D Animation &
MA Broadcast Production

iadt
DUN LAOGHAIRE

Date of Report: 20th June 2019

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Part 1 Introduction

The Programme Validation panel was convened to evaluate a new Master of Art 3D Animation programmes and to approve a name change only for the MA in Broadcast Production programme.

1.1   Overall Recommendations

Provider Name	Dun Laoghaire Institute of Art, Design & Technology
Date of Site Visit	20th June 2019
Date of Report	20th June 2019

Principal Programme 1	Title	Master of Arts 3D Animation
	Award	NFQ Level 9
	Credit	90 ECTS
	Recommendation Satisfactory OR Satisfactory subject to proposed conditions OR Not Satisfactory	Satisfactory
Embedded Award	Title	Consistent with IADT's access and progression policies, the programme incorporates an exit award of a Postgraduate Diploma in 3D Animation, upon the successful completion of 60 credits.
Minor Award	Title	Post Graduate Certificate in Production Management for Animation
	Award	NFQ Level 9
	Credit	10 ECTS
	Recommendation Satisfactory OR Satisfactory subject to proposed conditions OR Not Satisfactory	Satisfactory

Principal Programme 2	Title	Master of Arts Broadcast Production
	Award	NFQ Level 9
	Credit	90 ECTS
	Recommendation Satisfactory OR Satisfactory subject to proposed conditions OR Not Satisfactory	Title change only approved. Programme is due for re-validation in June 2023.

1.2   Evaluators

Name	Role	Affiliation
Dr Kenneth Carroll	Chair	Registrar of TU Dublin Tallaght-Campus
Adam Redford	Academic panel member	Senior Practice Fellow in Computer Animation, Bournemouth University
John Moriarty	Academic panel member	Ballyfermot College of Further Education
Carol Freeman	Industry panel member	Co-founder Paper Panther

1.3   Principal Programme

Names of Centres where the programmes are to be provided	Maximum Number of Learners (per centre)	Minimum Number of Learners
Dun Laoghaire Institute of Technology	22	18

Enrolment Interval (normally 5 years)	**Date of First Intake**	2020
	Date of Last Intake	2024
Maximum number of annual intakes	As required	
Maximum total number of learners per intake	22	
Programme duration (months from start to completion)	3 terms	
Target learner groups	Learners who want an advanced practice based MA programme that will help them develop the skills to excel in the work of 3D Animation	
Approved countries of provision	Ireland	
Delivery mode – Full-time/Part-time	Fulltime	
The teaching and learning modalities	Lecturers Industry Guest Lecturers Lab Based tutorials Case based learning Fieldwork Online supports Self-directed study	
Brief synopsis of the programme (eg who is it for, what is it for, what is involved for learners, what it leads to)	The Master of Arts 3D Animation is a practical taught programme offered by the Institute of Art, Design & Technology (IADT), delivered over 3 terms. This programme aims to equip learners with the advanced creative, critical and technical knowledge, skills and competencies required to work in a variety of different roles in the field of 3D Animation. The Masters students will get the opportunity to develop a range of practical and critical skills necessary for modern 3D Animation. It is very much a practical course for those who wish to focus on new skills and hone their existing competencies.	

	Full time teaching staff and tutors will supervise mentor and contribute positively to the programme, visiting industry based lecturers, and experienced professionals will supplement the teaching supported by academic staff tutors. The Masters programme provides a creative and intellectually stimulating environment for the creation of new work and the development of advanced skills. Professional pathways leading from the MA programme exist in the animation, audio-visual, web and screen industries. Graduate employment opportunities exist the following areas, including, but not limited to: all levels of the animation industry, VFX, television, online content providers, the broadcast media, advertisement agencies, production facilities, company in house production facilities, state and civil society bodies and indeed any group involved in the creation and distribution of audio-visual content

Summary of specifications for teaching staff	WTE	Qualifications and Experience
	1.0	Qualified to at least MA level with specialist Animation experience and related fields including advanced research supervision experience at Level 9.
	2.0 Visiting Lecturers	Qualified to at least Bachelors of Arts (Hons) in Animation or a cognate discipline relevant to the discipline or a person with at least 5 years practical experience of the Animation industries in a professional capacity.

	1.0 Tutor Demonstrator	Experienced graduate with animation studio experience.
Summary of specifications for the ratio of learners to teaching staff	**Staff to Learner Ratio**	**Learning Activity Type**
	1:22	Lectures
	1:5	Seminars/workshops/Demonstrations
	1:1	Research project supervision
	1:22	Animation Studio

Programme being replaced (applicable to applications for revalidation)		
Code	**Title**	**Late Enrolment Date**
N/A		

Part 2 Evaluation against the Validation Criteria

2.1   Criterion 1

The provider is eligible to apply for validation of the programme	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	The Panel made a site visit to IADT on 20th June 2019 and met with the President, Registrar, Head of the Faculty of Film, Art and Creative Technologies, the Head of Film and Media and with the programme team to discuss how the programme fits into the overall Institute strategy.

Prior to submission for validation, the programme document underwent internal review by the IADT Programme Validation Committee (a sub-committee of Academic Council) in accordance with procedures laid out in the Institute Development & Approval of New Programmes policy; the latter is guided by quality assurance criteria set out in *Core Policies and Criteria for the Validation by QQI of Programmes of Education and Training.*

The Panel agreed that the provider is eligible to apply for validation of the programmes and is in alignment with the Core Policies and Criteria for the Validation by QQI of Programmes of Education and Training (2016).

The panel recommended that the programme is validated for a period of 5 years. |

2.2   Criterion 2

The programme objectives and outcomes are clear and consistent with the QQI awards sought	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	The Panel formed the view that the aims and learning outcomes of the programme were clear and were consistent with the QQI award level sought.

2.3   Criterion 3

The programme concept, implementation strategy, and its interpretation of QQI awards standards are well informed and soundly based (considering social, cultural, educational, professional and employment objectives)

Satisfactory (Yes, No, Partially)	Comment
Yes	The panel recommend that the programme team review the Minimum Intended Module Learning Outcomes (MIMLOs) and Module descriptors to ensure that action verbs are Level 9 appropriate e.g. demonstrate would not be consistent with standard for Level 9. It was suggested that stronger action verbs are used e.g. display mastery or synthesis or evaluate as these are more consistent with the standard for Level 9 awards. The Panel was satisfied that the implementation strategy and interpretation of QQI awards are well informed and based on sound supporting evidence from industry and other external stakeholders.

2.4   Criterion 4

The programme's access, transfer and progression arrangements are satisfactory	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	Applicants to the programmes are assessed in accordance with IADT's policy for Access, transfer and progression. The panel recommend that greater clarity is required in relation to the programme entry requirements. They recommend that the minimum requirement is stated as 2nd Class Honours but ideally at a 2.1 or higher grade at Honours Degree level. A range of learning supports are available to the learner and the panel recommend that the supports and resources for learners who may have deficit in certain areas, including life drawing, are clarified and learners are informed of these resources. In regard to learner expectations, the Panel noted the programme entry requirements were quite broad and felt a more focused descriptor for the programme would be helpful. The Panel explored this issue and were satisfied all requirements were met.

2.5   Criterion 5

The programme's written curriculum is well structured and fit-for-purpose	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	The Panel reviewed the approved course schedules, credits and individual modules for each programme were satisfied all requirements were met.
	The proposed Programme Schedule lists the Project Development & Pre-Production and Production Management for Animation modules as mandatory, these are elective modules and the Schedule should be modified to reflect the correct status.
	The Panel recommends that references to the module title 'Animation Production Management' are reviewed & if relevant are updated as there appears to be some inconsistency between these and the title specified in the Programme Schedule.
	Some modifications to the programme content were recommended by the Panel, these included the addition of a Stop motion animation option to the programme plus the addition of the creation of fluid simulations to the module content for 3D systems 2.
	The incorporated exit programme is referred to as a Higher Diploma in the document this should be changed to Post Graduate Diploma.

2.6   Criterion 6

There are sufficient qualified and capable programme staff available to implement the programme as planned	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	The Panel recommends that the programme document outline the research strategy and research activities that underpin the ongoing development of staff and also enables them to maintain up-to-date expertise in the discipline.

	The Panel explored this issue and were satisfied all requirements were met.

2.7 Criterion 7

There are sufficient physical resources to implement the programme as planned	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	The Panel explored this issue and were satisfied all requirements were met.

2.8 Criterion 8

The learning environment is consistent with the needs of the programme's learners	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	The Panel explored this issue and were satisfied all requirements were met.

2.9   Criterion 9

There are sound teaching and learning strategies	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	The Panel commended the Programme Team on the structure of the Professional Seminar Series module, the module involves a series of lectures and workshops delivered by guest lecturers. The Panel agreed that this will bring an excellent balance to the programme and further enrich the student learning experience. The Panel agreed the teaching and learning strategies were sound and fit for purpose.

2.10   Criterion 10

There are sound assessment strategies	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	The Panel commended the Programme Team on the design of the assessment strategy and this is designed to meet the needs of the individual learner. Students are facilitated to identify, from a clearly defined range, a method of assessment that is appropriate for them The Panel was satisfied that assessment strategies were sound for the programme.

2.11   Criterion 11

Learners enrolled on the programme are well informed, guided and cared for	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	The Panel recommends that the range of learning resources available to students, who may have a deficit is certain areas e.g. life drawing, are clarified to provide guidance for students. The Panel was of the view that, overall, learners were informed, guided and cared for.

2.12   Criterion 12

The programme is well managed	
Satisfactory (Yes, No, Partially)	**Comment**
Yes	The Panel met with the Head of Faculty, the Head of Department and the Programme team who manage the programme. IADT has a robust system in place to manage the ongoing quality of the programme. The Panel was satisfied that the programme is well managed.

Part 3 Overall Recommendation

3.1   Principal Programme

Select One	
*	**Satisfactory** (meaning that it recommends that IADT can be satisfied in the context of Unit 2.3 of <u>Core Policies and Criteria for the Validation of Programmes of Education and Training</u>)
	Satisfactory, subject to proposed special conditions (specified with timescale for compliance for each condition); these may include proposed pre-validation conditions, i.e. proposed (minor) things to be done to a programme that almost fully meets the validation criteria before QQI makes a determination
	Not satisfactory

3.1.1   Reasons for the Overall Recommendation

Summary of Recommended Special Conditions of Validation

- There were no conditions attached to the validation of the programme.

Summary of Commendations to the Provider

- The Panel commended the Programme Team on the design of the assessment strategy and how it facilitates students to identify an assessment method appropriate for them from a clearly defined range. The assessment strategy is designed to meet the needs of the individual learner.
- The Professional Seminar series, which involves a series of lectures and workshops delivered by guest lectures will bring an excellent balance to the programme and further enrich the student learning experience.

Summary of Recommendations to the Provider

- The Panel recommends that the programme document would include a description of the research strategy and research activities that underpins the ongoing development of staff and enables them to maintain up-to-date expertise in the discipline.

- Clarify the programme entry requirements as a minimum of 2nd Class Honours but ideally at a 2.1 or higher grade at Honours Degree level.

- The proposed Programme Schedule lists the modules Project Development & Pre-Production and Production Management for Animation as mandatory, these are elective modules and the schedule should be modified to reflect this status.

- The incorporated exit award is referenced in the programme document as a Higher Diploma this should be changed to Post Graduate Diploma.

- Review the Minimum Intended Module Learning Outcomes (MIMLOs) and Module descriptors to ensure that action verbs are Level 9 appropriate e.g. demonstrate would not be consistent with standard for Level 9. Use stronger verbs e.g. display mastery or synthesis or evaluate.

- Review the Module title 'Animation Production Management' as this is not consistent with the module title referenced in the Programme Schedule.

- Recommended that the module Content for 3D systems 2 would include the creation of fluid simulations.

- Expand programme content to include a Stop Motion animation option.

- Specify the learning resource or supports that are available to students who may have deficit in certain skills areas including life drawing.

- In regard to learner expectations, the Panel noted the programme entry requirements were quite broad and felt a more focused descriptor for the programme would be helpful.

In summing up, the Chair thanked the President, Registrar of IADT, Head of Faculty and Head of Department for an enjoyable and informative visit to the Institute and for outlining how the programme fits within the Institute Strategy. The Chair also thanked the programme team for their input. The Panel was content to recommend the *Master of Arts 3D Animation* programme for validation & a title change for the programme *Master of Arts in Broadcast Production* to the Academic Council of IADT, with some recommendations for the programme teams to consider.

4   Signature of Chairperson

This report has been agreed by the evaluation panel and is signed on their behalf by the Chairperson.

Panel Chairperson Name	Dr Ken Carroll
Panel Chairperson Signature	*Ken Carroll*
Date	26_June_2019

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