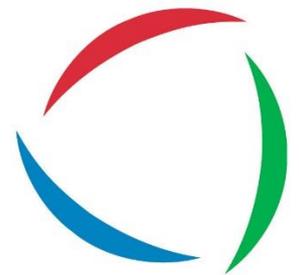


Panel Validation Report

iadt
DUN LAOGHAIRE



Programme Titles:

1. Master of Arts in Producing and Directing Television
2. Postgraduate Certificate in Digital Sculpting and Modelling
3. Bachelor of Arts (Hons) in Photography and Visual Media

Date of Report: 21st October 2020

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Part 1 Introduction

1 Overall Recommendations

Provider Name	Dun Laoghaire Institute of Art, Design & Technology Department of Film and Media
Date of Panel	15 th October 2020
Date of Report	21st October 2020

Principal Programme No. 1	Title	Master of Arts in Producing and Directing Television
	Award	Master of Arts NFQ Level 9
	Credit	90 credits
	Recommendation Satisfactory OR Satisfactory subject to proposed conditions OR Not Satisfactory	Satisfactory
Embedded Award	Title	Postgraduate Diploma in Series Production
	Award	Postgraduate Diploma NFQ Level 9
	Credit	60 credits
	Recommendation Satisfactory OR Satisfactory subject to proposed conditions OR Not Satisfactory	Satisfactory
	Stand-alone modules leading to Minor Award	The following modules will lead to discrete minor special purpose awards of Postgraduate Certificate, level 9: Creative Development for Non-Scripted television – 10 credits Producers as Leaders – 10 credits Edit Production – 10 credits

Principal Programme No. 2	Title	Postgraduate Certificate in Digital Sculpting and Modelling
	Award	Postgraduate Certificate NFQ Level 9
	Credit	20 credits
	Recommendation Satisfactory OR Satisfactory subject to proposed conditions OR Not Satisfactory	Satisfactory
Embedded Award	Title	Not applicable
	Award	
	Credit	
	Recommendation Satisfactory OR Satisfactory subject to proposed conditions OR Not Satisfactory	
	Stand-alone module leading to Minor Award	No stand-alone module attached to this programme
Principal Programme No. 3	Title	Bachelor of Arts (Hons) in Photography and Visual Media
	Award	Bachelor of Arts NFQ Level 8
	Credit	240 credits
	Recommendation Satisfactory OR Satisfactory subject to proposed conditions OR Not Satisfactory	Satisfactory subject to proposed condition
Exit Award	Title	Subject to approval, students who have successfully completed the first 180 credits of the programme (Stages 1 - 3) may apply for a level 7 Exit Award; BA in Film & Media – Photography. Exit awards are awarded on a case by case basis. (See section 4.0, for more information on Embedded Programmes)
	Award	Bachelor of Arts NFQ Level 7
	Credit	180 credits

Recommendation Satisfactory OR Satisfactory subject to proposed conditions OR Not Satisfactory	Satisfactory subject to proposed condition
Stand-alone module leading to Minor Award	No stand-alone module attached to this programme.

2 Evaluators

Name	Role	Affiliation
Dr Seamus Cannon	Chair	Blackrock Education Centre (Retired)
Ms Lorna Fitzsimons	Industry representative	Film Director/Photographer
Ms Brid Seoighe	Industry representative	Producer, Abu Media
Mr Ian Bamford	Academic representative	University of Ulster

3 Principal Programmes

Names of Centres where the programmes are to be provided	Maximum Number of Learners per stage	Minimum Number of Learners per stage
IADT Campus – MA in Producing and Directing Television	17	12
IADT Campus – Postgraduate Certificate in Digital Sculpting and Modelling	22	18
IADT Campus – BA (Hons) in Photography and Visual Media	25	20

Enrolment Interval	Date of First Intake	MA = Oct 2020 Postgrad. Cert. = Oct 2020 BA = Sept 2021
	Date of Last Intake	MA = Oct 2025 Postgrad. Cert. = Sept 2025 BA = Sept 2025
Programme duration (months from start to completion)	MA = 3 Terms (45 weeks) Postgrad. Cert. = 1 Term BA = 4 years duration	
Target learner groups	<p>MA: learners who want to progress their professional skills in modern media. The course will provide hands on experience, both practical and theoretical, working in state of the art studios guided by lecturers who are industry practitioners.</p> <p>Postgrad. Cert.: the programme will provide learners with an opportunity to work in a digital studio environment, participating in advanced practice based 3D computer modelling.</p> <p>BA (Hons): the programme is aimed at learners who want to advance their core skills in photographic practice and critical studies at level 8 standard.</p>	
Approved countries of provision	Ireland	
Delivery mode – Full-time/Part-time	Full time for all 3 programmes	
The teaching and learning modalities	For all 3 programmes there is a variety of leaning modes: Studio, classroom, lab based learning with online support. Practical studio demonstration, workshops, fieldwork and independent learning.	

<p>Brief synopsis of the programme (eg who is it for, what is it for, what is involved for learners, what it leads to)</p>	<p>MA: this practical course will provide students with an opportunity to develop skills necessary for working in modern media. Lecturers and teaching staff are drawn from a dynamic range of media professionals, providing a stimulating and creative environment for students to work in. Graduates will gain job-ready production skills, essential to TV production, with a focus on senior management level, with a synthesis of concept ideation, writing, production and digital skills.</p> <p>Postgrad. Cert.: the programme will equip learners with advanced creative and technological knowledge, required to work in the field of 3D sculpting and modelling. Students will be mentored by full time lecturers and tutors, with visits from industry based lecturers. The course will lead to pathways in animation, audio-visual, web and screen industries.</p> <p>BA (Hons): the skills learned will provide graduates with the tools to work in a variety of different roles in the field of photography. Students will develop a range of competencies and an understanding of emerging modes of practice. Core staff supports will be enhanced by visiting industry practitioners. Graduate opportunities exist in advertising, online providers, motion graphics and audio visual content.</p>
<p>Summary of specifications for teaching staff</p>	<p>For all 3 programmes:</p> <ul style="list-style-type: none"> • Qualifications to at least MA level with specialist expertise in specific discipline, including advanced research supervisory experience at level 9 or 8, as appropriate. • Qualified to level 8 in relevant cognate discipline, and/or 5 years practical experience in a professional capacity. • For visiting lecturers, qualified to at least level 8 in relevant cognate discipline or a person with 5 years' experience in the relevant area. • For tutor/demonstrator, an experienced graduate with studio and/or professional experience.

Summary of specifications for the ratio of learners to teaching staff

MA

- 1:20 Lectures
- 1:5 Seminars/workshops/demonstrations
- 1:1 Research/project supervision
- 1:20 TV Studio
- 1:20 Radio Studio

Postgrad. Cert.

- 1:22 Lectures
- 1:5 Seminars/workshops/demonstrations
- 1:1 Research/project supervision
- 1:22 Computer Lab

BA (Hons)

- 1:25 Lectures
- 1:8 Seminars/workshops/demonstrations
- 1:1 Major studio project supervision
- 1:20 Photography studio practices and drawing

4 Embedded Programme

Note re Embedded/Exit awards at IADT:

In exceptional circumstances, a student may formally request to exit a programme prior to completion, provided they have attained the requisite minimum number of credits.

Full information at:

https://www.iadt.ie/content/files/00_iadtpolicy_IADT_Exit_Awards_Policy.pdf

5 Programmes being replaced

Programme(s) being replaced (applicable to applications for revalidation)		
Code	Title	Late Enrolment Date
	The new programme proposal BA (Hons) in Photography and Visual Media will replace IADT's current BA (Hons) in Photography. The advancement of new technologies in Photography has enhanced the possibilities for image making and visual story telling. The new proposal encompasses re-structuring to integrate and respond to these changes. With this in mind the team decided a change of name for the programme would be appropriate to better reflect the expanded scope of the programme and to facilitate its development into the future.	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	<p>Under the Qualifications and Quality Assurance (Education and Training) (Amendment) Act 2019 (Commencement) (No. 2) Order 2019 (S.I. No. 540 of 2019), made 5 November 2019, IADT may make awards up to Level 9 of the National Framework of Qualifications, and became a designated awarding body, on 1 January 2020.</p> <p>The Panel conducted the review online, on the 15th October 2020, using Microsoft TEAMS technology. The Institute is conducting business in adherence to Government and the National Public Health Emergency Team guidelines in relation to the COVID-19 virus pandemic. Access to the IADT campus is restricted and wherever possible, Institute business is conducted online.</p> <p>The Panel reviewed the content of each of the three programmes. Prior to panel validation, the programme documents underwent internal review by the IADT Programme Validation Committee (a sub-committee of Academic Council), in accordance with procedures laid out in the Institute Programmatic Review Policy. The Panel noted the quality and comprehensive detail of the documents submitted for review.</p> <p>The Panel met with the Registrar, and the Head of the Faculty of Film, Art and Creative Technologies (FACT), to discuss how the programmes fit into the overall Institute strategy. Programmes at the Institute are evolving to merge skills relevant to both the Arts and Technology industries. Overlaps in disciplines across programmes help produce more rounded graduates. All programmes have a business/entrepreneurial module.</p> <p>The Registrar and Head of Faculty provided overviews of the Institute and FACT, outlining the strategic priorities for a five year quality cycle. Priorities going forward are centred on the themes of Excellence, Growth and Community. The five year strategy places an emphasis on;</p> <ul style="list-style-type: none">• Growing postgraduate numbers• Developing the physical campus• Harnessing new technologies• Fostering national and international partnerships and collaborations• Facilitating staff development and expertise• Generating income• Branding and marketing• Gender diversity

	<p>It was acknowledged the COVID pandemic presents considerable challenges to delivering services across the Institute. Issues of concern are recruitment and growth in relation to the Employment Control Framework, space restrictions, programme development and funding and income generation. These are challenges that face all Institutes in the educational sector. There are some reasons for optimism, for example the proposed new building on the IADT campus will provide much needed space.</p> <p>The Institute constantly strives to enhance the overall student experience, and will continue to develop supports around career development, physical and virtual facilities and outside class supports to enhance the environment for all users.</p> <p><i>Following discussion with the Registrar and Head of Faculty, the Panel came to the view that the provider is eligible to apply for validation of the MA in Producing and Directing Television, and the Postgraduate Certificate in Digital Sculpting and Modelling. The Panel were also of the view that the newly named programme, BA (Hons) in Photography and Visual Media is eligible for validation, with a condition attached.</i></p>
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2.2 Criterion 2

The programme objectives and outcomes are clear and consistent with the QQI awards sought

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>The QQI Award Standards guidelines were referenced when writing the programme documents, to ensure there was appropriate alignment of disciplinary standards with the programmes. The Institute internal quality assurance process includes consultation and feedback from external examiners, industry partners and external stakeholders.</p> <p>There is a very active Teaching and Learning Committee at IADT, which has completed a lot of work on module learning outcomes and their alignment with programme learning outcomes. Programmes are benchmarked against national and international best practice to ensure currency of content.</p> <p>External examiners review modules annually and write a report, highlighting any issues and providing recommendations for the programme teams. Programme teams can then follow up on any issues by submitting module or programme change requests to the IADT Programme Validation Committee.</p> <p><i>Having discussed the objectives and outcomes of the programmes with the teams, the Panel were satisfied the objectives and outcomes of the programmes are consistent with the award level sought.</i></p>

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	<p>Feedback from a diverse cohort of stakeholders, graduates, employers and professional bodies all help to inform the content and context of IADT programmes. There is on-going external examiner and student feedback on programmes and the information feeds into decisions taken at programme board meetings. Student representatives sit on each programme board.</p> <p>MA Strong feedback from industry stakeholders identified a gap in the sector and a need for a programme aimed at developing serious producers. Participants will get end to end exposure to the entire production process; concept, writing, editing, online distribution and producing at management/executive level.</p> <p>This is a sizable industry ready offering to reflect the new working landscape for producers. High profile industry guest speakers have committed to delivering lectures and all have been briefed on the expected learning outcomes for students. Letters of support from the sector include Screen Skills Ireland, TG4, Virgin Television, Tyrone Productions and RTE.</p> <p>Postgraduate Certificate Letters of support from Screen Skills Ireland and Regional Skills Dublin articulate strong support for the programme. The programme will be a positive addition to the development of the Animation sector, particularly in relation to the burgeoning demand for 3D modelling skills. In addition the increasing need for digital sculpting in Film for props making and character design will be addressed on this programme. IADT is located in Dun Laoghaire Rathdown and close to the expanding Sandyford Business District, with over 1,000 companies and 25,000 employees. The 2020 Springboard + call puts IADT in a strong position to respond to the growing demand from the Audio Visual sector for graduates with a broad range of skills.</p> <p>BA (Hons) The review of this long established programme is in response to changing technological developments in Photography. Programme learning outcomes are aligned to those on the QQI National Framework Qualification Grid of indicators for Level 8. Support for the programme has been confirmed in a letter of endorsement from Animation Ireland.</p> <p><i>The Panel were satisfied the criteria around the concept, implementation and interpretation of QQI standards were met by the programmes.</i></p>

2.4 Criterion 4

The programme's access, transfer and progression arrangements are satisfactory

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>There are a range of admission options available to learners.</p> <ul style="list-style-type: none"> • The CAO application process • Direct entry into a continuing year • Recognition of Prior Learning, with evidence of relevant industry/practitioner experience • FETAC level 6 standard. IADT has memorandums of understanding in place with a number of Further Education institute • s in the Dublin/Wicklow area, including Blackrock, Bray, Sallynoggin and Stillorgan • Applicants, both standard and non-standard to the Department of Film + Media submit a portfolio for assessment as part of the entry process. This year, all portfolios were online, with the same level of submission as previously. • Applicants who have not completed Art to secondary level, and who do not have a portfolio have the option to attend an Art Project Day on campus, where they are awarded points for their work, which can be counted as part of their CAO application • IADT is committed to its social responsibility, engaging with the wider community. The Institute is part of the HEAR and DARE schemes, supporting access for students from socio-economically disadvantaged backgrounds and students with disabilities respectively. <p><i>The Panel were satisfied that the programmes' access, transfer and progression arrangements are satisfactory.</i></p>

2.5 Criterion 5

The programme's written curriculum is well structured and fit-for-purpose

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>MA</p> <p>The Panel commended the team on the quality and scope of the document and the research that went into the proposal.</p> <p><u>Overview:</u></p> <p>The programme started as a postgraduate diploma in series production but it was recognised that an additional 30 credit module for a major project over an extra semester would deliver a more comprehensive offering.</p>

This first offering of the programme is already oversubscribed. Springboard funding has been secured for the first offering of the programme, subsequently funding will be from fees paid.

Applicants selection process:

Applicants come from diverse backgrounds; casting, APs, studio, galleries etc. The selection process was carried out by a collaborative panel, with IADT staff and Screen Skills Ireland personnel. The programme is about developing applicants' skill base in order to respond to a gap in the industry, so with this in mind the most senior level applicants with an already strong tool set of skills were not prioritised. The application criterion is also informed by the Springboard funding received for the first cohort of students, with a stated brief of supporting skills development.

Industry module/placement:

There is a choice of options; students can either work on an external placement, a brought in project, an Erasmus placement or an Altruism project. Apart from learning real life industry skills students have a portfolio of work on completion of their project.

Programme Title:

The Panel wondered if the title of the programme was a little vague. *The team explained the importance of keeping Directing in the title, but not for scripted content. They wanted a focused title, aimed at Series/Executive Producers. There is another MA offering envisaged at a later date, targeted at Drama/Narrative production.*

Employment Opportunities:

While acknowledging challenges for graduates in seeking employment, the team are confident the comprehensive immersion in the Production process from start to finish will enhance opportunities for graduates. There are limited Producing roles in Ireland at senior level, but other pathways exist where students can work more broadly. Students can capitalise on openings at The National Film School at IADT. Students will be provided with an extensive base of employable skills, enabling them to move up the career ladder.

Staffing:

The majority of staff on the programme are industry practitioners. Students will be exposed to a real world working environment and can capitalise on building up a portfolio of contacts. At the end of the programme, an industry networking event will be organised for graduates. Visiting industry experts/speakers include Lynda Green (BBC), Gary Flood (Sky) and Donna Hughes (Producer Ireland/UK/US).

Postgraduate Certificate

Overview:

ZBrush is an industry standard sculpting and 3D modelling application commonly used in animation. This course is designed as a week by week introduction to ZBrush, where students learn to explore their concepts in 3D, while developing and honing their knowledge and skills. The focus on this programme of study is to give the learners the skills and competences to thrive in the complex but exciting 3D design industry.

Applicants selection process:

Springboard funding has been sourced to start up the programme, which has 60 applicants for the first run of the programme, with a waiting list. There is a diversity of applicants. The level 9 standard is attractive to practitioners in different fields. It is hoped to take in the second cohort in February 2020, when the programme will be funded by student fees and this will help to sustain the offering in the long term. One staff member at IADT has been given a place on the programme, which in turn will help to facilitate in house training for other Institute staff. The aspiration is to develop a strong alumni of graduates that will help to disseminate their skills to future learners.

Employment Opportunities:

The programme will allow students to develop a strong focus, as the Animation pipeline is very specific. Leading providers in Ireland include, Boulder Media, JAM Media, Giant, Brown Bag Films, Windmill Lane, etc., who require 3D assets in one form or another. Graduates of this programme will also find employment opportunities in related areas, such as VFX, Gaming and VR (Virtual Reality).

Staffing:

The Panel noted the programme was delivered mainly by two staff, to reflect industry and academic content, and requested more information about the personnel.
The team will provide a more comprehensive CV for the Industry staff member and a letter of support for the programme from Animation Ireland.

Structure:

The aim is to deliver the first 4 weeks of the programme on campus, after which content will be available online. The software can be accessed online and the programme team will set up a lab online where students can engage and interact. Interim assessments will ensure students can benchmark their progress. Graduates will have developed expertise in Zbrush and in creative decision making and will also have built up a portfolio of work.

BA (Hons)

Overview:

The BA (Hons) Photography programme at IADT always maintained a strong creative learning environment where emergent and established methods informed delivery of the programme. The new BA (Hons) Photography and Visual Media integrates the traditions of documentary image making and fine art photography, with emergent digital technologies and experimental film. This new updated programme reflects the synthesis of new technologies and methodologies into photographic practice and how these affect contemporary approaches to image making. Structural changes include new Moving Image modules.

Employment Opportunities:

Professional photographers need to be able to work with multiple media, both still and moving images, and to operate across multiple platforms. Graduates have found employment across a diverse section of industries and institutions. Examples include the Office of Public Works, the Gallery of Photography Dublin, The Library Project, BLOW photo Magazine, D-Light Studios, Griffith College, Ormston House Gallery, Inside Out Museum, and the BBC.

Staffing:

The current profile of core staff delivering the programme is 6 Male and 2 Female. The Panel are aware that to some extent this is a legacy issue in Ireland. Traditionally Photography has been dominated by Males. However, statistics indicate Advertising and Commercial photography have higher numbers of Females working in these areas. This imbalance could be addressed to some degree on the programme by broadening out the offering, to include more diverse media content of interest to all genders interested in entering the profession.

The SWOT analysis in the programme document (page 31) identifies a lack of full time female staff as a weakness. The Panel feel the need to diversify the staff profile should be addressed in a timely manner.

The team have been aware of the imbalance across staff gender for some time, and have raised the issue with Management. Recruitment is subject to the Employment Control Framework, and new positions do not rise very often, usually only becoming available on retirement of current staff.

Retention of Students:

The Panel noted a focus on Documentary and Art photography, and suggested young applicants might want to see more content creation, advertising and social media included on the curriculum, to better reflect their use of digital technology. The SWOT analysis in the programme document (page 32) identify retention of enrolled students as a threat.

The team acknowledged retention can be a challenge particularly in Year 1 for learners who have grown up in the digital age. The team have responded by building in more digital content on the curriculum. Year 2 students have an Instagram account used for work on the Digital Module. Year 4 students worked on the Illuminations project for RTE. Experience has shown that the advent of a student repeating a year can be a learning curve in itself. By Year 2 students become more focused, and the Moving Image modules in Years 1 and 2 help to engage early learners.

The Panel noted the Self Evaluation Report (SER, page 40) shows responses from the ISSE student survey in relation to the question 'Clearly Explained Goals and Requirements' on the programme. For the Department of Film and Media, 13% of Year 1 students felt there was 'Very Little' explanation of goals and requirements, and 50% of Year 1 students felt there was 'Some'. These figures would indicate there may be a communications issue for new students, who may be struggling to make the transition from secondary to third level education.

The team recognise that students can have difficulty with making the step up to higher education. Students can also be initially intimidated by keeping a Visual Research Journal, as they unsure of what this involves and how to conceptualise their learning process. The retention issue has other factors involved. Frequently students need to work part time to finance their studies and pay rent etc.

The profile of applicants has also changed, from traditional recruitment of learners from PLC (Post Leaving Certificate) courses to applicants now applying directly from secondary school. PLC applicants would frequently have level 7 standard and transfer into Year 2 of Photography. The age profile of applicants is now younger. The team have introduced a Buddy system, to provide support and answer any queries new students may have.

Professional/Strategic Partnerships

The Panel noted page 40 of the SER also indicates an absence of strategic partnerships for the programme.

Historically, the programme has been aligned to Visual Arts Ireland. The team informed the Panel that the Photography programme has always had a strong relationship with the Gallery of Photography, and have dedicated events on a regular basis with PLC programmes. Art and Design applicants have dwindled overall across the sector, and IADT is affected like other Institutions. There is also recognition of what is happening in the higher education field, with the merging of 3 Institutes of Technology into the Technological University of Dublin and clusters and alliances being formed among other providers. IADT is now the sole stand-alone IT in Dublin.

Industry module/placement:

As part of the Professional Practice/Placement Module process, programme staff are developing a data-base of appropriate local, regional and national employers/partners to support the Module. This is a process that will be reviewed and updated annually to ensure the selected placements retain the necessary currency to meet evolving industry priorities.

The Panel were of the opinion the programmes' written schedules were overall well-structured and fit for purpose. However, the Panel had a concern about Retention on the BA (Hons) in Photography and Visual Media programme, and with this in mind have applied a Condition to the validation of this programme- see section on Decision of the Panel.

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	<p>IADT is an equal opportunities employer and is committed to equality of opportunity for existing and potential employees and to ensuring compliance with legislative provisions.</p> <p>Both Faculties are assigned a designated budget for staff training and development. This can be accessed by staff to support the financial cost of upskilling, training and educational requirements during their time at IADT. The Institute Teaching and Learning Strategy outlines the formal structures for staff development.</p>

	<p>There is a high level of staff with PhD level expertise across both Faculties. Staff can receive some IADT funding for their research work. Teaching staff on all three proposed programmes are a mix of industry practitioners and experts and core academic IADT staff. Teaching and Learning Certificates are available for staff, where they can accumulate credits towards higher level expertise.</p> <p><i>It was agreed by the Panel that there are sufficient qualified and capable programme staff available to implement the programmes as planned.</i></p>
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2.7 Criterion 7

There are sufficient physical resources to implement the programme as planned

Satisfactory (Yes, No, Partially)	Comment
Yes	<p><u>Note:</u> During the current COVID19 pandemic, the Institute is endeavouring to deliver as much content as possible online to students, with rigorous procedures in place to monitor controlled access to the campus where deemed necessary.</p> <p>Programmes are delivered in classrooms, computer rooms and studios. Students have access to the library facilities, both on campus and remotely via the library website. The Institute’s IT department provides support for all technology-based services.</p> <p>IADT anticipates growing student numbers over the coming years. Additional teaching space will be available on the completion of a new building designed to accommodate over 900 students.</p> <p>Lecturers use the Virtual Learning Environment to provide course material online, where students can access course content, communicate with lecturers and submit online assessments. The VLE was particularly significant in delivering programmes since March 2020, against the background of the COVID-19 pandemic.</p> <p>The Institute has invested in a Mac Lab and plan to purchase VR 3D equipment. The state of the art Television and Film studios are used to teach modules, such as the Moving Image. There is a 360 degree camera available in the Film Studio.</p> <p><i>The Panel agreed there are sufficient physical resources to deliver the programme in a safe and supported environment for students.</i></p>

2.8 Criterion 8

The learning environment is consistent with the needs of the programme's learners

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>There is an induction process for all new students at the start of the academic year. Support services are available to all students - Access, Disability, Careers, Reading/Writing/Research, Counselling and Physical/Mental Health. Financial support is available through the Student Assistance Fund, for students facing difficulties. The Institute employs a doctor and nurse, who are on campus at designated times.</p> <p><i>The Panel was satisfied the learning environment is consistent with the needs of the students.</i></p>

2.9 Criterion 9

There are sound teaching and learning strategies

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>The Institute is committed to helping students reach their full potential through the provision of a supportive, vibrant and challenging learning environment. IADT has a suite of policies which underpin and inform teaching and learning:</p> <ul style="list-style-type: none">• Learning, Teaching and Assessment Strategy• Marks and Standards Policy• Reasonable Accommodation Policy <p>The curriculum, teaching and learning and assessment strategies at IADT are centred on the student. There is a blended delivery of content; classrooms, studios, practical workshops and online resources, field trips and visiting lecturers.</p> <p><i>The Panel was satisfied that the Institute and Faculty T&L strategies were of the required calibre to deliver the programmes.</i></p>

2.10 Criterion 10

There are sound assessment strategies

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>Assessment procedures are fair, consistent and subject to regular review. Programme assessment strategies are issued to students as part of the annual programme handbooks. Reasonable accommodation for students who have specific requirements is encapsulated in the Institute Assessment Strategy.</p> <p>Assessment is aligned to module learning outcomes (MIMLOs), which in turn are aligned to programme learning outcomes (MIPLOs). A diverse range of assessment methods are used; reflective journals, essays, critical assessments etc., depending on the discipline.</p> <p>A review of assessment methods forms part of annual programme board meetings and is aligned to regulations as outlined in the IADT Quality Framework and the IADT Plagiarism Policy. The programme minimum intended learning outcomes are matched to the appropriate QQI awards standards, as outlined in the National Framework of Qualifications and comply with sectoral criteria and requirements.</p> <p><i>The Panel was satisfied that there are sound assessment strategies.</i></p>

2.11 Criterion 11

Learners enrolled on the programme are well informed, guided and cared for

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>There are a range of supports for students throughout their time at IADT. The First Year Matters Induction programme takes place at the start of the academic year, and students receive information on all the institution-wide services available provided by the Student Experience Team. The Student Experience Team have a strong partnership with the IADT Student's Union.</p> <p>Students are provided with a programme handbook at the commencement of each year of study. A range of policies relating to the overall student experience is available on the IADT website. These policies provide information on Examinations, Appeals, Complaints, Bullying and Mutual Respect.</p> <p>The student voice is heard in a number of ways across the Institute. There is student representation on all Programme Boards, Academic Council and its Sub-Committees and Governing Body. However the Panel noted the issue identified in the ISSE Student survey around clear communication, particularly for early learners, (see page 15 of this report) is something that should be monitored on a regular basis by the programme boards.</p> <p><i>The Panel were of the opinion that overall, learners enrolled on the programmes are well informed, guided and cared for.</i></p>

2.12 Criterion 12

The programme is well managed

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>Within the Faculty of Film, Art and Creative Technologies, programmes are managed by Heads of Department and Programme Co-ordinators.</p> <p>IADT has its own internal quality assurance procedures, detailed in the Quality Assurance Framework. Programmes are benchmarked against national and international best practice to ensure currency of content. Programme content is reviewed on an annual basis both internally and by external examiners.</p> <p>A Programme Board is established for each programme, responsible for the effective management, operation and review of the programme. The Board adheres to the regulations set down by Institute quality assurance procedures, in relation to the delivery of programmes. Each Programme Board has a representative from the Student Body as part of the membership.</p> <p><i>The Panel were satisfied that the programmes were well managed.</i></p>

Part 3 Overall Recommendation

3.1 Principal Programmes

1	Master of Arts in Producing and Directing Television
Satisfactory	Satisfactory
Satisfactory, with recommendations	
Satisfactory, subject to proposed conditions	
Not satisfactory	
2	Postgraduate Certificate in Digital Sculpting and Modelling
Satisfactory	Satisfactory
Satisfactory, with recommendations	
Satisfactory, subject to proposed conditions	
Not satisfactory	
3	BA (Hons) in Photography and Visual Media
Satisfactory	
Satisfactory, with recommendations	
Satisfactory, subject to proposed condition	Satisfactory, subject to proposed condition
Not satisfactory	

3.2 Embedded/Exit Programmes

(Within principal programme, Master of Arts in Producing and Directing for Television)

	Postgraduate Diploma in Series Production
Satisfactory	Satisfactory
	Stand-alone modules leading to a Minor Award
Satisfactory	Satisfactory a) Creative Development for Non-Scripted Television – 10 credits b) Producers as Leaders – 10 credits c) Edit Production – 10 credits

(Within principal programme, BA (Hons) in Photography and Visual Media)

	Level 7 BA in Film and Media - Photography
Satisfactory, subject to proposed condition	Satisfactory, subject to proposed condition
	Stand-alone modules leading to a Minor Award
Satisfactory	No stand-alone modules attached to this programme

4 Summary of Recommended Special Condition of Validation

Retention:

One condition was applied to the BA (Hons) in Photography and Visual Media. The Panel advise the team to bring forward the more dynamic elements of digital content - currently delivered in third and fourth years – and introduce them in first and second year of the programme. This will help to address the issue of retention, with students introduced to advances in technology from the outset of the programme. This restructuring will help students to more readily engage and identify with the multi- media choices that young learners interact with.

5 Summary of Commendations to the Provider

- The Panel commended the Department and programme teams on the quality of the documentation, noting the detail and research that has gone into the literature.
- The Panel commended the staff on continuing to deliver programme content and supports to students in the current challenging COVID19 environment.

6 Summary of Recommendations to the Provider

Gender/Recruitment:

In relation to the BA (Hons) in Photography and Visual Media, the Panel recommends that the Gender Policy on staffing be reviewed. There is a reference to the issue in the Photography programme document, but this does not extend beyond a short paragraph. Gender imbalance is also identified as a weakness in the Photography SWOT analysis. The Panel are aware that the staff profile across the programme has been an issue for some time and this should be addressed as soon as possible, in consultation with IADT Management and HR, in order to find a solution.

The Panel are of the opinion that a diverse gender profile across staff on the programme will make recruitment onto the programme more attractive to professionals who are keen to work as academics and tutors within the discipline.

7 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 Seamus Cannon
Panel Chairperson Signature	Dr Seamus Cannon
Date	21st October 2020

8 Disclaimer

The Report of the Programme Validation Panel contains no assurances, warranties or representations express or implied, regarding the aforesaid issues, or any other issues outside the Terms of Reference.

While IADT has endeavoured to ensure that the information contained in the report is correct, complete and up-to-date, any reliance placed on such information is strictly at the reader's own risk, and in no event will IADT be liable for any loss or damage (including without limitation, indirect or consequential loss or damage) arising from, or in connection with, the use of the information contained in the Report of the Programme Evaluation Panel.

Dept of Film & Media

Response to the Panel Report
February 8th 2021

Date of Report 21/10/2020

Introduction

The programme team thanks the panel for the report and the validation of the programmes and the commendations given to the teams for their work during the current crisis and the quality of the final documentation.

We apologise for the delaying in sending on this report. The latest lockdown and the necessities of the teaching term became the focus.

The programme documents are being revised and will be submitted to our programme validation committee for final approval. Our response to the recommendations and the condition are noted below.

Recommendations	Response from the programme team
<p>Gender/Recruitment:</p> <p>In relation to the BA (Hons) in Photography and Visual Media, the Panel recommends that the Gender Policy on staffing be reviewed. There is a reference to the issue in the Photography programme document, but this does not extend beyond a short paragraph. Gender imbalance is also identified as a weakness in the Photography SWOT analysis. The Panel are aware that the staff profile across the programme has been an issue for some time and this should be addressed as soon as possible, in consultation with IADT Management and HR, in order to find a solution.</p> <p>The Panel are of the opinion that a diverse gender profile across staff on the programme will make recruitment onto the programme more attractive to professionals who are keen to work as academics and tutors within the discipline.</p>	<p>The programme team welcomed the response of the panel and the dept and faculty is committed to addressing this issue. It is a problem borne out by data.</p> <p>The Department of Film + Media is one of the few areas of the Institute where gender balance has not been achieved among academic staff. The Department has 48 core academic staff and 13 are women (27%) and 35 are men (73%). This includes both full- and part-time staff. Female academic representation is low when benchmarked with FACT as a whole which has 39% women and 61% men.</p> <p>It is a strategic priority for the Institute to increase gender representation and we have a long-standing commitment to gender targeted outreach.</p> <p>The process is slow and methodical. We are focused on using HPALs who are women as a means to provide women with the necessary experience.</p>

	<p>Feedback from the female staff on the team indicates that it is important to increase female visibility in key areas.</p> <p>With the integration of new digital skills being taught across all 4 years the focus will be on bringing in women lecturers to teach in these areas. Redeployment is a strong mechanism for ensuring greater female representation and advancement.</p> <p>Tackling gender imbalances in recruitment is an action item in the National Film School (NFS) strategic plan and the attainment of Athena SWAN Bronze department accreditation is key to this action. The Department and the NFS can also help to promote equality, diversity and inclusion on campus and broadly in the sector by encouraging a more diverse range project work.</p>
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Conditions	
<p>Retention: One condition was applied to the BA (Hons) in Photography and Visual Media. The Panel advise the team to bring forward the more dynamic elements of digital content - currently delivered in third and fourth years – and introduce them in first and second year of the programme. This will help to address the issue of retention, with students introduced to advances in technology from the outset of the programme.</p> <p>This restructuring will help students to more readily engage and identify with the multi-media choices that young learners interact with.</p>	<p>The team note this condition and are happy to make the necessary changes to the programme to address this issue. Retention and indeed recruitment are key issues for this discipline area and any advice and or help in addressing this, are welcome.</p> <p>With this document is an updated 1st year module which integrates new technologies into the content more explicitly. What is proposed now early in year 1 is that the digital workflow element of the module allows for the analogue work to be seen as part of a digital process. First you have your research and practise, the results are scanned and then edited with the outputs used to create a virtual mock-up of an exhibition. It will help to embed digital skills into all forms of photographic making and will also help to encourage thinking about where to go once the work has been made. It will also require a broad range of digital workflow skills acquisition not currently available in years 1 & 2.</p>

In addition, we will make a change to the year 2 modules “Exhibition and the Photobook” and ‘The Exhibition’ where the outcomes in the modules will require a digital exhibition and photobook rendered in 3D or similar – which will require students to gain the related digital skills to produce same – skills now more important than ever – as another formal response to the condition. There will be a clear line of development in this from years one to two.

This broader issue of introducing advanced digital technologies early is very much embedded in the new programme and was from the beginning a key aim of the review. It was perhaps not stated clearly during the visit or in the documentation, however, the following changes support this:

- The programme title has changed to indicate the broader scope of lens based media and its application
- All modules are integrated with digital practices and technologies and are designed to evolve as technologies change – this is particularly the case in the project modules including studio practice
- Narrative, documentary and the moving image is now in years 1-3 where previously it was only in year 3 – this will require further digital supports such as editing, effects and sound
- The 1st year studio module includes a strand focused on digital image manipulation and retouching – this is continued in year 2
- 1st year Faculty wide masterclass module is a skills based module that allows students to take elective masterclasses in technology based areas where they feel they have deficits
- In year 2 the module, Light, Lighting and Digital Media – has an extensive range of digital technologies built into it as part of the curriculum

	In short, this condition is not a surprise to the team and is one which we are keen to address.
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Rónán Ó Muirthile
Head of Faculty Film Art & Creative Technologies