



**arteveldehogeschool**

LID VAN DE ASSOCIATIE UNIVERSITEIT GENT

# Rollout strategic plan GDM 2015-2020

Together we create more added value

**THE GRAPHICAL AND  
DIGITAL MEDIA DEPARTMENT**

**welcomes you at the  
mediacampus!**



# THE GRAPHICAL AND DIGITAL MEDIA DEPARTMENT

## Introduction:

- 820 students
- 3-years' bachelor program
- 45 co-workers
- 3 areas of specialisation
  - *Crossmedia design*
  - *Crossmedia management*
  - *Multimedia production*



# 6 STRATEGIC PROJECTS OF GDM

1. Realize an educational programme responding to the evolutions of the communication and information technology and of the market.
2. Reinforce the networks of both the field and the international educational partners and organisations
3. Increase the research capacity of this department
4. Deploy the maximum potential development level of this department for the objectives of “Education 2020”
5. Improve the participation and collaboration between students and associates
6. Reinforcement of the collaboration with third parties regarding EQF5 and with the international educational partners regarding master degrees and honours classes



# 6 STRATEGIC PROJECTS OF GDM

## 1. Realize an educational programme responding to the evolutions of the communication and information technology and of the market.

- Creative industry = dynamic sector;  
Changing role of the lecturers
- Keep the contemporary infrastructure up-to-date
- Strengthening of virtual education in association with universities which are specialised in mediaproduction and management  
(online modules, MOOC)

# 6 STRATEGIC PROJECTS OF GDM

## 2. Reinforce the networks of both the field and the international educational partners and organisations

- Organise hearings with the field and the partners to follow the tomorrow's competences very closely
- Greater cooperation with the international network (mutual learning, trainings, research projects,... not limited to Western European countries)
- Annual organisation of a seminar/conference initiated by and developed with the field (TFC<sup>2</sup>, grafic industry, MM)
- Graduates/alumni take an important part in this matter as go-between and 'liaison officers'

# 6 STRATEGIC PROJECTS OF GDM

## 3. Increase the research capacity of this department

- Embedding a fulltime research support for the identification of our projects and their execution
- Involvement of more colleagues in applied scientific studies
- Execute our core priorities for research



# 6 STRATEGIC PROJECTS OF GDM

## 4. Maximise the potential of this department for the realisation of the “Education 2020”-objectives

- Growing importance of IT, social media,... in school education (Open Educational Resources)
- Serious gaming/gamification, online learning, data driven learning, personalised learning
- Research of new application opportunities (remote labs)
- Reinforcing online learning from educational point of view
- Co-creation with other departments and central services





# 6 STRATEGIC PROJECTS OF GDM

## 5. Improve the participation and collaboration between students and the department

- Improvement of student's ownership, work ethics and sense of responsibility
- Increase the student flow: educational innovation project
- Reinforcement of an appreciative attitude in the department
- Co-creation: stimulating the interaction between talents
- Talent spotting and talent affirmation of students and co-workers
- Drawing special attention to entrepreneurship, language development, learning by developing



# 6 STRATEGIC PROJECTS OF GDM

## 6. Reinforcement of the collaboration with third parties regarding the development of EQF5 and EQF7 learning paths

- In-house: Honours Class, Business Class; connecting to (new) master degrees

