

**INDEPENDENT AGENCY FOR ACCREDITATION AND RATING**

*External expert commission*

*Addressed to  
Accreditation  
Council of the IAAR*



«АККРЕДИТТЕУ ЖӘНЕ РЕЙТИНГТИҢ  
ТӘУЕЛСІЗ АГЕНТТІГІ» КЕМ

НУ «НЕЗАВИСИМОЕ АГЕНТСТВО  
АККРЕДИТАЦИИ И РЕЙТИНГА»

INDEPENDENT AGENCY FOR  
ACCREDITATION AND RATING

**REPORT**

**on the results of the work of the external expert commission for the evaluation  
for compliance with the requirements of the standards of primary specialized accreditation  
of educational programs (Ex-ante)**

**8D02184 FILM AND TV DIRECTING  
RGO "T.K.ZHURGENOV KAZAKH NATIONAL ACADEMY  
OF ARTS" MCS RK**

*Date of EEC visit: from May 31 to June 02, 2022*

**Almaty "02" June 2022**

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## (I) LIST OF SYMBOLS AND ABBREVIATIONS

ECTS	European Credit Transfer and Accumulation System
AIS	Automated information system
BD	Basic disciplines
HEI	Higher education institution
EEC	External expert commission
SUC	State utility company
SUC on REM	State utility company on the right of economic management
SCES	<a href="#">State Compulsory Educational Standard</a>
GU	government agency
UNT	Unified National Testing
ICT	Information and Communication Technologies
IT	Information Technology
CSI	Communal state institution
CQAES of MES RK	Committee for Quality Assurance in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan
CTA	Comprehensive testing of applicants
KazNAA	Kazakh National Academy of Arts
CED	Catalog of elective disciplines
MES RK	Ministry of Education and Science of the Republic of Kazakhstan
MEP	Modular educational program
IAAR	Independent Agency for Accreditation and Rating
NAS RK	National Academy of Sciences of the Republic of Kazakhstan
SRI	Scientific research institute
RW	Research work
NCE	National Chamber of Entrepreneurs
NTSSTE	National Center for State Scientific and Technical Expertise
GED	General education disciplines
EP	Educational program
MD	Major disciplines
TS	Teaching staff
RK	Republic of Kazakhstan
REMC	Republican Educational and Methodological Council
WC	Working curriculum
Mass Media	Mass media
SSW	Student's self-work
SSWT	Student's self-work with teacher
LLP	Limited Liability Partnership
TTA	Technical training aids
EMA	Educational-methodical association
EMW	Educational and methodical work
EMC	Educational and Methodological Council

## (II) INTRODUCTION

In accordance with the order No. 74-22-OD dated on March 25, 2022 of the General Director of the National Institution "Independent Accreditation and Rating Agency" from May 31 to June 2, 2022, an external expert commission assessed the quality of educational programs as 7M02166 Theater directing, 7M02162 Acting, 7M02159 Traditional musical art for compliance with the standards of primary specialized accreditation of educational programs of organizations of higher and (or) postgraduate education (Ex-ante) of the IAAR (Order No. 68-18 / 1-OD dated on May 25, 2018).

The report of the external expert commission (EEC) contains an assessment of educational programs 7M02166 Theater Directing, 7M02162 Acting, 7M02159 Traditional Musical Art to the IAAR criteria, recommendations of the EEC for further improvement of the educational program and profile parameters of educational programs.

### **The composition of the EEC:**

*Chairman of the EEC* – Karchevskaya Natalya Vladimirovna, Candidate of Art History, Associate Professor, Rector of the Belarusian State University of Culture and Arts (Minsk, Republic of Belarus).

*EEC coordinator* – Niyazova Guliyash Balkenovna, Head of the Project for the institutional and specialized accreditation of IAAR universities (Nur-Sultan, Republic of Kazakhstan).

### ***Cluster 1. Primary specialized accreditation***

**7M02166 Theater directing**      *IAAR expert* – Saitova Gulnara Yusupovna, Candidate of Art History, Professor of the Kazakh National Academy of Choreography (Nur-Sultan, Republic of Kazakhstan).

**7M02162 Acting art**

*IAAR expert, Employer* – Bakharov Dilmurat Nurakhmetovich, Honored Worker of the Republic of Kazakhstan, Director of the State Republican Academic Uighur Theater of Musical Comedy named after K.Kuzhamyarov (Almaty, Republic of Kazakhstan).

**7M02159 Traditional musical art**      *IAAR expert* – Mirmanov Naku Bahautdinovich, Honored Educator, Head of the Department of Kyzylorda University named after Korkyt Ata (Kyzylorda, Republic of Kazakhstan).

*IAAR expert, student* – Ablaev Samat Almatovich, 1st year student of EP 7M01407 Musical education at Kyzylorda University named after Korkyt Ata (Kyzylorda, Republic of Kazakhstan).

### ***Cluster 2. Primary specialized accreditation***

**7M02154 Film and TV directing**      *IAAR expert* – Kenzikeev Ruslan Vladimirovich, PhD, Head of the Pedagogy Department of the Kazakh National Academy of Choreography (Nur-Sultan, Republic of Kazakhstan).

**7M02161 Art management**      *IAAR expert* – Berdnik Tatyana Olegovna, Candidate of Philosophical Sciences, Professor.

*IAAR expert, student* – Kereeva Tansholpan Makhambetovna, 2nd year student of the educational program 7M04106 Marketing at Aktobe Regional University named after K.Zhubanov (Aktobe, Republic of Kazakhstan).

### ***Cluster 3. Primary specialized accreditation***

**7M02167 Graphics**      *IAAR expert* – Bodikov Seyfolla Zhamauovich, Senior Lecturer, Karaganda State University named after Academician E.A.Buketov, member of the Union of Designers of the Republic of Kazakhstan, member of the Eurasian Union of Designers (Karaganda, Republic of Kazakhstan).

**7M02158 Decorative arts**

*IAAR expert, student* – Laura Kanatkyzy Kalmukhambetova, 4th year student of EP 5B042100 Graphic Design at Taraz Regional University named after M.Kh.Dulati (Taraz, Republic of Kazakhstan).

**7M02169 Fashion and costume design**

*IAAR expert* – Kudabayeva Aigul Kaldybekovna, Candidate of Technical Sciences, Associate Professor, Taraz Regional University named after M.Kh.Dulati (Taraz, Republic of Kazakhstan).

### ***Cluster 4. Primary specialized accreditation***

**8D02102 Painting**      *IAAR expert* – Marieta Savcheva, Doctor of Arts and Fine Arts, Professor at St.Kliment Ohridsky Sofia University (Sofia, Bulgaria).

*IAAR expert, student* – Zeinolla Assel Ardakkyzy, 2nd year student of the EP Visual arts, graphics and design at the Arkalyk Pedagogical Institute named after Y.Altynsarin (Arkalyk, Republic of Kazakhstan).

**8D02108 Applied arts**

*IAAR expert* – Zhanerke Askhatovna Imanbayeva, Associate Professor of the International Educational Corporation (Almaty, Republic of Kazakhstan).

*IAAR expert, student* – Muftigalieva Aliya Adietovna, 1st year student of EP 7M07320 Architecture at the Eurasian National University named after L.N.Gumilyov (Nur-Sultan, Republic of Kazakhstan).

### ***Cluster 5. Specialized accreditation***

**8D02184 Film and TV directing**      *IAAR expert* – Chuprinsky Andrei Ivanovich, PhD, Associate Professor of the Belarusian State Academy of Arts (Minsk, Republic of Belarus).

*IAAR expert, employer* – Pilipenko Yury Alexandrovich, Chairman of the International Association of Producers of Goods and Services “Expobest” (Almaty, Republic of Kazakhstan).

*IAAR expert, student* – Pak Sofia Aleksandrovna, student of EP 6B02101 Directing at Turan University (Almaty, Republic of Kazakhstan).

## **(II) INTRODUCTION**

In accordance with the order No. 74-22-OD dated on March 25, 2022 of the General Director of the National Institution "Independent Accreditation and Rating Agency" from May 31 to June 2, 2022, an external expert commission assessed the quality of the educational program 8D02184 Film and TV directing for compliance with the standards specialized accreditation of educational programs of organizations of higher and (or) postgraduate education (Ex-ante) of the IAAR (Order No. 68-18 / 1-OD dated on May 25, 2018).

The report of the External Expert Commission (EEC) contains an assessment of the educational program 8D02184 Film and TV Directing of the IAAR criteria, recommendations of the EEC for further improvement of the EP and profile parameters of educational programs.

### **(III) REPRESENTATION OF THE EDUCATIONAL ORGANIZATION**

T.Zhurgenov Kazakh National Academy of Arts was organized in 1978 as the Alma-Ata State Theater and Art Institute. In 1991, on the basis of the AGTHI, two specialized creative universities were created: T.Zhurgenov Kazakh State Institute of Theater and Cinema and the Kazakh State Art Academy. In accordance with the Government Decree of Kazakhstan Republic No. 236 dated on February 14, 2000, the Kazakh State Academy of Arts named after T.Zhurgenov was formed based on the former Kazakh State Institute of Theater and Cinema named after T.Zhurgenov and the Kazakh State Art Academy. Then according to the Decree of the President of the Republic of Kazakhstan No. 648 dated July 5, 2001 “On granting a special status to certain state higher educational institutions”. The academy was given a special status “T.Zhurgenov Kazakh National Academy of Arts”.

The Academy operates according to the appropriate license within the framework of the national educational system in accordance with the legislation of the Republic of Kazakhstan.

T.K.Zhurgenov Kazakh National Academy of Arts has a modern innovative material and technical base that meets the requirements of sanitary standards and state general educational standards of the implemented specialty. All available material and technical base contributes to the development of the creative process of students and teachers, classes are held in educational and specialized classrooms, reading rooms, computer classes, large and small assembly halls, conference rooms, viewing rooms, libraries. Specialized classrooms are equipped with modern technical equipment with Internet access, connected to a local network, special furniture, computer equipment, traditional and multimedia-interactive boards, visual stands, the Television Studio (ASK) is also involved in the educational process.

The Academy of Arts has six faculties: 1) theatre art 2) film and TV; 3) choreography; 4) painting, sculpture and design; 5) art study; 6) musical art. 23 departments of the academy including 17 graduating, 6 general academic departments train specialists.

T.K.Zhurgenov KazNAA positions itself as a multi-level, multi-profile educational institution with a high concentration of talents, unique human resources and a stable reputation, which is shown by the invariably high desire of young people to get an education here.

The Academy provides a wide range of educational services, constantly working to improve their qualitative and quantitative indicators.

The multi-stage training of specialists in the field of art consists of four educational levels: boarding school - grades 7-9 (initial art training), college (technical and vocational education), OHPE (higher specialized education), postgraduate education - master's and doctoral studies. In 2009 for the first time in Kazakhstan doctoral studies were opened in 7 educational art programs at T.K.Zhurgenov KazNAA. Thanks to the study of international experience in the training of art specialists, the academy has opened a research center for postgraduate education, scientific and creative laboratories, and the Dissertation Council for the defense of dissertations in art education programs.

T.Zhurgenov Kazakh National Academy of Arts has 2 educational buildings, a hostel, a sports ground, a library. The total area of buildings and structures of the academy is 24828.3 m<sup>2</sup> according to the available technical passports. Both buildings of the academy comply with sanitary standards and fire safety requirements.

In 2013 and 2018, the Independent Agency for Accreditation and Rating (IAAR) of Kazakhstan Republic conducted institutional accreditations and T.K.Zhurgenov KazNAA was accredited for a period of 5 years, inclusive until 2023.

Currently, the preparation of bachelors, masters and doctoral students in all EPs is carried out on the basis of license No. KZ71LAA00005325 dated on July 14, 2015, issued by the

Committee for Control in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan dated on February 3, 2010 No. 0137419.

Activity guidelines of the accredited EP 8D02184 – “Film and TV directing” is aimed at fulfilling the mission of T.K.Zhurgenov KazNAA and it says: "We train professional personnel for the arts, culture, education and creative industry, participate in the creation, preservation and development of spiritual and moral values of the people of Kazakhstan and the Central Asian region”.

Educational program 8D02184 Film and TV directing trains doctoral students in the scientific and pedagogical direction (3 years of study) with the award of a Doctor of Philosophy (PhD) degree. Within the framework of EP 8D02184 - "Film and TV directing", one trajectory: "Film and television directing". The contingent is three doctoral students. For five years, starting from the 2017-2018 academic year, the contingent of students 8D02184 Film and TV directing has been increased to 0.7%.

At the faculty of "Film and TV", which is engaged in the training of specialists in EP 8D02184 - "Direction of Film and TV", 3 people currently work, of which 67% are full-time teachers - 2 people; part-time workers - 1 person make up 33%. The degree of the total number of teaching staff in the GEP was 40%. The educational process according to the programs is provided by highly qualified teaching staff, among which Honored Worker of the Republic of Kazakhstan, Associate Professor of the Higher Attestation Commission - Solovieva M.V.; candidate of art history sciences - Mursalimova G.A.; PhD – Urazbayeva Sh.N.

As part of the Department of Directing Screen Arts in the 2021-2022 academic year, 26 teaching staff including 23 full-time, 3 part-time workers, scientific degree is 62.5%, of which, including GEP: Doctors of Science - 2, Candidates of Science - 7, PhD - 3, Honored Workers of the Republic of Kazakhstan - 7, Masters of Arts - 2 with government awards - 2 people. The average age of the teaching staff in the department is 50 years old.

#### **(IV) DESCRIPTION OF THE PREVIOUS ACCREDITATION PROCEDURE**

In accordance with the order of the IAAR in December 2016 in T.K.Zhurgenov KazNAA an external expert commission (EEC) assessed assessment of compliance with the EP 6D040600 - "Directing" IAAR specialized accreditation standards.

At the meeting of the Accreditation Council of the IAAR, a decision was made on specialized accreditation of the educational program for a period of 5 years. The recommendations of the previous EEC have been implemented.

#### **(V) DESCRIPTION OF THE EEC VISIT**

The work of the EEC was carried out on the basis of the Visit Program using a hybrid model of visiting and analysis under specialized accreditation EP 8D02184 Film and TV Directing.

In order to coordinate the work of the EEC, on May 28, 2022, the first inception meeting was held, during which powers were distributed among the members of the commission, the schedule of the visit was specified, and agreement was reached on the choice of examination methods.

To obtain objective information about the quality of the EP and the entire infrastructure of the EI, to clarify the content of the self-assessment reports, on-line meetings were held with the rector, vice-rectors of the university in areas of activity, heads of structural divisions (deans), heads of EP, heads of departments, leading representatives of the teaching staff, students , alumni, employers.

All 39 representatives took part in the meetings.

**Table 1. Information about employees and students who took part in meetings with the EEC IAAR**

<b>Participant category</b>	<b>Quantity</b>
Rector	1
Vice-Rector's Corps	3
Heads of structural divisions	6
Deans	4
Interviews with the leaders of the EP, heads of departments	7
Teachers	7
Students, undergraduates, doctoral students	7
Graduates	1
Employers and representatives of the practice base	3
<b>Total</b>	<b>39</b>

During the *off-line* and *on-line* visit and visual inspection of the academy, including viewing video recordings (uploaded to cloud technology folders), regulatory documentation, EEC members got acquainted with the current state of the material and technical base, and also visited practice bases in a hybrid format. The general information about the degree in the EI is presented, which is - 44.4 %, the average age of the teaching staff is 57 years old.

Information about the personal composition of the teaching staff of the EP or GEP: quality of the teaching staff - 163, doctors of sciences - 7, professors / CQAES / - 34, people's artists - 5, candidates of science - 60, associate professors / CQAES / - 37, PhD doctors - 26, honored artists - 43, holders of state awards - 36 .

At the meetings of the EEC IAAR in a hybrid format with the target groups of KazNAA, an objective study of the mechanisms for implementing the mission and policy of the academy was carried out.

#### **Staffing of the EP: 8D02184 Film and TV directing**

The total number of teaching staff of the department as of 03/01/2022 is 26 (staff - 23) people, including: 9 - Candidates of science, 3 - PhD, 12 - MA, including EP or GEP Doctors of Science - 2, Candidates of sciences - 3. The quality of teaching staff is 100%.

**Table 2. Scientific publications of the teaching staff of the department "Directing of screen arts"**

<b>Publications</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
<u>1. Publications in journals:</u> - with a non-zero impact factor, etc. <i>including:</i>	<b>3</b>	<b>5</b>	<b>4</b>	<b>1</b>	<b>1</b>
WoS, Scopus	2	3	3	-	-
RCSI	1	2	1	1	1
3. Patents, AR	-	-	1	3	3
4. Textbooks, teaching aids / including in English	-- / --	4/ --	1 / --	2 / --	1/ --
5. Monographs / including in English	-- / --	-- / --	-- / --	1 / --	- / --

**Table 3. The contingent of students of GOPD028 OP 8002184 Film and TV directing**



According to the forms and categories of students  
(doctoral program) by 03/01/2022

Academic year	Total	Foreign	State order (grant)	Commercial basis	Other sources of funding	full-time	remote
2021-2022	3	-	3	-	-	3	-
2020-2021	1	-	1	-	-	1	-
2019-2020	3	-	3	-	-	3	-
2018-2019	3	-	3	-	-	3	-

**Educational-methodical, creative base of the department**

Lectures and practical classes of the department are held in these classrooms #14, 94, 95, 96, 97, 98, 99, 100, 102, a television laboratory and a cinema hall, which is equipped with audio-video equipment, as well as films and digital media, and screen works. Lectures and practical classes on special disciplines of the Department "Screen Arts Directing" are held online, and some definite classes are offline in agreement with parents and the management of the academy.

Lectures and practical classes on the disciplines "Directing", "Film Directing", "Film Directing I", "Director's Skills II", "Director's Art" are conducted by Honored Worker of Kazakhstan Republic, Professor Manabay D.K.

Honored Worker of Kazakhstan Republic, Professor Omar B.T. teaches lectures and practical classes on the disciplines "Screenwriting" "Object and puppet animation", "Directing of animation", "Artistic solution of an animated film", "Work of the director with the performer and with a production team", and "Educational practices".

Honored Worker of Kazakhstan Republic, Professor Abildina G.B. teaches lectures and practical classes in the disciplines "Directing of a television product", "Fundamentals of literary translation and dubbing", "Fundamentals of editorial work", "Language and style of the media" doctoral studies of the audio text "Television journalism".

Honored Artist of Kazakhstan, Associate Professor Kalymbetov B.N. teaches lectures and practical classes in the disciplines "Practical directing", "The work of the director in post-production" "Directing".

Lectures and practical classes in the disciplines "Artistic decision of the film", "Art of directing", "Direction of Cinema", "Art of directing" the art of directing is taught by the cavalier of the order "Kurmet", Associate Professor Umirbaev D.

Professor Aitkhozhanova R.D. teaches the disciplines "Work of the director with the actor", "Acting skills", "Anterior work of the actor".

Candidate of Art History, Associate Professor Abikeeva G.O. has classes on the disciplines of "Research work of a doctoral student and the execution of a scientific thesis", "Pedagogical practice" (for doctoral program).

Associate Professor Aituarov A. T. conducts lectures and practical classes on "Practical directing", "Editing", "The work of a director in post-production", "Writing and defending a thesis (project)", "The art of directing", "Pre-graduation practice".

Associate Professor Kalymbetov B. conducts lectures and practical classes on such disciplines as "Practical directing", "The art of directing", "The work of a director in post-production", "Writing and defending a thesis (project)".

Theoretical and practical classes on the disciplines "Theory of film editing", "Direction of documentary films", "The art of directing", "The work of the director with the performer and the director's production team" are given by Associate Professor Baigozhina A. M.

Associate Professor Akchalov E.E. conducts theoretical and practical classes on the disciplines "Director's skill", "Direction of a television product", "Doctoring of sound recording".

Associate Professor Lavrik N.A. teaches the disciplines of film production and production as "Fundamentals of entrepreneurial activity", "Film production on TV", "Management and organization of film production", "Fundamentals of TV and film marketing", "Film production".

Bachelor's and Master's programs on the disciplines like "Film Directing", "Director's skill", "Fundamentals of scientific research", "Special course (on TV directing)", "Modern technologies and principles of editing in the audiovisual field", "Research work of a master's student", "Pedagogical practice", "Design and defense of the master's work" is taught by PhD, senior lecturer Tuyakbaeva A.Sh.

PhD Urazbayeva Sh.N. teaches the disciplines "Theory of editing", "Work of the director with performers and the directing team", "Work of the director with the production designer", "Work of the director with the film crew", "Research work of a postgraduate", "Pedagogical practice" in the Bachelor's and Master's programs is taught by doctor

A teacher, Master of Arts Aimurzin R.M. gives theoretical and practical classes on the disciplines like "Animation Directing", "The art of directing", "Animation as an artistic solution to the film", "Work on a course film", and "Skill of animation".

PhD, senior lecturer Bakeeva M.K. conducts lectures on the disciplines "Research work of a master's student", "Pedagogical practice", "Work of a director with a film crew", "Production practice" for postgraduate and undergraduate students.

The disciplines as "Art of directing", "postgraduate's Research work", "Pedagogical practice", "Work of a director with performers and a director's production team", "Research practices", "Design and defense of a master's these", "Industrial Practice" of Doctoral, Master's and Bachelor's programs are taught by Senior Lecturer Popov V.I.

A senior teacher Bekkhozhin M.K. teaches the disciplines "Theory of directing", "Practical directing", "Writing and defending the thesis (project)", "Pre-graduation practice", "Work of the director with performers and the director's production team",

Lectures and practical classes in the disciplines "Fundamentals of editing", "Direction of a television product", "Work of the director with performers and the director's group-producer", "The art of directing", a special seminar "Editing practice", "Production practice" are conducted by the teacher Duysebaev A. T.

Lectures and practical classes in the disciplines "Theory of film editing", "The work of the director with the performer and the director's production team", "Educational practice", "Editing" are conducted by the teacher, Master of Arts Kurmasheva Zh.

Theoretical and practical classes on the disciplines "Nonlinear Editing", "2D Animation", "Animation Technique II", "Special Drawing" are given by the teacher, Master of Arts Aimurzin R. M.

A teacher K.Konurkuldzhinov conducts theoretical and practical classes on the disciplines "2D animation", "Animation technique II", "Special drawing". Theoretical and practical classes on the disciplines "Practical directing" special course (on TV directing) "Editing" is conducted by a teacher, Master of Arts R.Alzhanov. Theoretical and practical classes on the disciplines "Fundamentals of installation", "Installation" and "Installation practice" are conducted by a teacher, Master of Arts Sardarbekova K.

A senior teacher Akhmetova S. K. conducts theoretical and practical classes on the disciplines "Cinema and TV clothing style", styles, "World Artistic Culture".

Master of Arts Isaev O. M. teaches lectures and practical classes on the disciplines "Editing", "Educational practice", "Direction of the master",

The teaching staff of the department provides students with the ability for a social lifestyle, moral, aesthetic education, efforts, the pursuit of knowledge in the formation of an educated generation and high-quality specialists.

## **Library resources of KazNAA**

The volume of the library fund as of December 01, 2021 on physical (tangible) media is 256,983 copies (116,415 titles), of which educational publications - 162,720 copies, scientific publications - 5,624 copies. By subscription, the library has 89 (330 copies) titles of newspapers and magazines in stock.

## **(VI) COMPLIANCE WITH SPECIALIZED ACCREDITATION STANDARDS**

### 6.1. Standard "Management of the educational program"

✓ *The organization of higher and (or) postgraduate education must have a published quality assurance policy. The quality assurance policy should reflect the relationship between research, teaching and learning.*

✓ *The organization of higher and (or) postgraduate education must demonstrate the development of a culture of quality assurance, including in the context of EP.*

✓ *Commitment to quality assurance should apply to any activity performed by contractors and partners (outsourcing), including the implementation of joint / double degree education and academic mobility.*

✓ *The management of the EP demonstrates its readiness to ensure transparency in the development of the EP development plan based on an analysis of its functioning, the actual positioning of the EP and the focus of its activities on meeting the needs of the state, employers, students and other stakeholders. The plan should contain the dates for the start of the implementation of the educational program.*

✓ *The EP management demonstrates the existence of mechanisms for the formation and regular review of the EP development plan and monitoring its implementation, assessing the achievement of learning goals, meeting the needs of students, employers and society, making decisions aimed at continuous improvement of the EP.*

✓ *The EP management should involve representatives of stakeholder groups, including employers, students and teaching staff in the formation of the EP development plan.*

✓ *The management of the EP must demonstrate the individuality and uniqueness of the EP development plan, its consistency with national priorities and the development strategy of the organization of higher and (or) postgraduate education.*

✓ *The organization of higher and (or) postgraduate education must demonstrate a clear definition of those responsible for business processes within the EP, an unambiguous distribution of staff duties, and delimitation of the functions of collegial bodies.*

✓ *The management of the EP must provide evidence of the transparency of the educational program management system.*

✓ *The management of the EP must demonstrate the existence of an internal quality assurance system for the EP, including its design, management and monitoring, their improvement, decision-making based on facts.*

✓ *The management of the EP must carry out risk management, including within the framework of the EP undergoing primary accreditation, and demonstrate a system of measures aimed at reducing the degree of risk.*

✓ *The management of the EP should ensure the participation of representatives of employers, teaching staff, students and other interested parties in the collegiate management bodies of the educational program, as well as their representativeness in making decisions on the management of the educational program.*

✓ *The GE must demonstrate innovation management within the EP, including the analysis and implementation of innovative proposals.*

✓ *The management of the EP must demonstrate evidence of readiness for openness and accessibility for students, teaching staff, employers and other interested parties.*

✓ *The management of the EP should be trained in education management programs.*

### ***Evidence***

Improvement of educational programs is carried out in accordance with [Development Strategy of T.K.Zhurgenov Kazakh National Academy of Arts for 2016 - 2026](#), including the formation of competitive specialists in Kazakhstan, based on the integration of education, science and production.

The implementation of EP 8D02184 - "Film and TV Directing" is determined by its goals and development plan. The quality objectives of the EP are posted on the website of T.K.Zhurgenov KazNAA, in the classrooms of the department "Screen arts Directing".

The EP is implemented in accordance with the Law of the Republic of Kazakhstan "On Education" dated July 27, 2007 No. 319-III, the State Compulsory Education Standard of the Republic of Kazakhstan dated October 31, 2018 No. 604, the Model Rules for the Activities of Educational Organizations of the Respective Types dated October 30, 2018 No. 595, Model rules for admission to study in educational organizations that implement educational programs of higher and postgraduate education Order of the Minister of Education and Science of the Republic of Kazakhstan dated October 31, 2018 No. 600, State Program for the Development of Education and Science of the Republic of Kazakhstan for 2020 - 2025 dated December 27, 2019 No. 988, Rules for organizing the educational process on credit technology of education Order of the Minister of Education and Science of the Republic of Kazakhstan dated April 20, 2011 No. 152

The goals and implementation of the EP are in clear alignment with the national development priorities and the Development Strategy of T.K. Zhurgenov KazNAA for 2016-2026. dated May 26, 2016 № Protocol of the Academic Council. The quality issues of EP 8D02184 "Film and TV directing" are regularly discussed at meetings of the Academic Council of T.K. Zhurgenov KazNAA. For example, at the meetings of the Academic Council, the following issues were discussed: the degree of readiness of the MEP for doctoral studies and the progress of the implementation of the EP in accordance with the requirements of the CQAES RK, issues of compliance with the requirements of educational and methodological documentation, the organization of the SSW.

For EP 8D02184 - "Film and TV directing", a development plan has been developed, which is periodically updated. The EP development plan takes into account the satisfaction of the needs of the state and the demands of all interested parties, employers and social partners, the labor market. The management of the EP regularly monitors the satisfaction of needs employers, which positively affects the high percentage of employment (100%).To do this, representatives of employers are invited to meetings of the graduating department twice a year and their opinions are heard.The heads of all divisions of the academy bring the Policy to the attention of the teaching staff, employees, students, employers and other interested parties through information tools, explanations at all levels, are responsible for planning, implementing and improving quality within their functional duties.

The External Periodic Evaluation of EP 8D02184 - Film and TV Directing is based on the results of the discussion of the EP, which is held at meetings of the department and educational and methodological sections, in free access on the website of the academy and in the library, which allows all interested persons to participate in the development. For example, plans for the implementation of the EP are subject to changes proposed by stakeholders. So, changes were made to the WCs after a meeting with employers in 2020. They proposed to introduce the following disciplines into WCs: "Structural approaches and research in modern film directing", "Conceptual approaches to artistic processes in world cinematography", "Phenomena of the media sphere in the socio-cultural space". The latter discipline was included in the WC for doctoral studies in the 2021-2022 academic year.

The quality of EP 8D02184 Film and TV directing is associated with research work that is carried out at the graduating department, the results of which are properly reflected in the development of new disciplines. To ensure the quality of training that meets the requirements of the labor market, modern educational technologies are used: the development of critical thinking,

an information system for supporting the educational process, an educational portal and a distance learning portal, as well as a communication portal within the corporate environment, learning in collaboration (teamwork, group work); interactive learning; research methods in teaching.

The mechanism for the formation and revision of the development plan for EP 8D02184 Film and TV directing is determined by the documents of T.K.Zhurgenov KazNAA and confirmed by the documents of Cinema and TV Faculty.

Monitoring of the implementation of the MEP is carried out by the departments, the department for controlling the educational process and monitoring, the Educational and Methodological Department. The individuality and uniqueness of these programs is aimed at the practical application of knowledge, innovative methods and technologies in the practical activities of future specialists, at self-improvement and lifelong education in the chosen specialty.

The process of disseminating information about the development plan for EP 8D02184 Film and TV directing includes informing stakeholders through announcements on the KazNAA website about holding meetings of the Screen Arts Directing department, personal invitations from employers, messages on social networks among the followers of the department. Information resources for disseminating information about the development of the EP are also expanding through the participation of teaching staff in international scientific conferences, which talk about the possibilities of the EP.

The implementation of the development plan for EP 8D02184 Film and TV directing requires resource support, which is based on the planned expenses of T.K.Zhurgenov KazNAA for the purchase of equipment and other material resources, which are formed from applications for equipment received from the Screen Arts Directing Department. In addition, the implementation of the EP development plan is carried out due to the compliance of the organizational and managerial structure, which consists of interrelated links - from the teaching staff through the head of the department up to the rector, where each link performs its role, based on professional data and job descriptions.

When determining the initial parameters of the development plan for EP 8D02184 Film and TV directing, an analysis of the internal and external environment is carried out in all areas of activity - research, educational, methodological, educational.

To implement the quality assurance policy, changes have been made to [organizational structure](#) of the academy based on the recommendations of the EEC. Therefore, in February 2021, the Accreditation and Rating department was created.

All measures to control the quality of the educational process, carried out at various levels, are recorded in the form of records, acts, certificates, reports and are discussed at meetings of the Screen Arts Directing Department, educational and methodological councils, and the Academic Council of the Academy. They monitor the effectiveness of ongoing changes and intensify work on risk assessment and identifying ways to reduce them, since there are objective prerequisites for the emergence of a systemic risk associated with a decrease in the number of applicants due to the emergence of a large number of universities operating on a commercial basis, providing educational services in the areas of culture and art ; Also among the threats, one can single out the growing popularity of obtaining foreign education, including on a distance basis. Analysis of information on EP 8D02184 Film and TV directing allows you to respond in a timely manner to emerging problems and risks associated with a change in the external environment. Thus, the gap in the recruitment of doctoral students has a negative impact on the degree of teaching staff of the department.

For the implementation of EP 8D02184 Film and TV directing, a sufficient material and technical base of T.K.Zhurgenov KazNAA is important. The equipment of the material and technical base makes it possible to conduct the educational process at a level that meets the requirements of state standards of postgraduate education. An important factor is the availability of information systems and databases, the use of the Internet for information, the availability of a website containing information about the activities of T.Zhurgenov KazNAA. In addition, information resources plays a significant role that makes it possible to place scientific and

methodological materials of teaching staff to ensure distance education. KazNAA uses [distance learning environment](#)- Moodle. This system allows you to conduct online lectures, seminars, practical classes and exams.

The leadership of T.K.Zhurgenov KazNAA is in constant contact with the leadership of EP 8D02184 Film and TV directing, as evidenced by the protocols of the Academic Council, orders from the administration, orders from the Faculty of Cinema and TV.

### ***Analytical part***

The EG Commission noted the professional qualification of the leadership of EP 8D02184 - "Film and TV Directing" which meets all the necessary requirements for professional education and qualifications. Because these EP was made up with the help of the Department head Abildina G.B. who is Associate Professor of the Higher Attestation Commission and a journalist with extensive experience in film and TV, Honored Worker of Kazakhstan Republic. Teaching staff of the accredited educational program is educated professionally. When interviewing the teaching staff, it was clarified that the distribution of duties takes place in accordance with the qualifications of teachers. According to the requirements of the State Compulsory Educational Standards on the appointment of scientific supervisors in the doctoral program, the supervisors are teachers with a scientific degree like Doctor of Philosophy, Professor Kusainov D.U., Candidate of Philosophical Sciences, Professor Alimzhanova A.Sh.; PhD Urazbayeva Sh.N.

The leadership of the academy confirmed in an interview that the university constantly monitors the implementation of the EP through interviewing, questioning the teaching staff, employees, students, employers and other interested parties, in accordance with the requirements of domestic and international standards, and the quality of the accredited EP 8D02184 Film and TV directing depends on it.

EEC notes that the management of the EP should pay attention to the positions that determine the risks and carry out activities using the method of strategic planning.

At the same time, the commission clarified that when forming the EP development plan, not all representatives of stakeholder groups are involved, including employers and students.

In the course of interviews with the heads of departments, it was clarified that there were facts of expulsion of students of their own free will because the university could not provide education in the state language.

Due to the fact that the accredited EP belongs to the 8th level of the national qualification framework, the EP should be implemented on the basis of advanced, promising innovative technologies, however, the EEC notes the absence of innovative proposals within the EP.

### ***Strengths EP8D02184 Film and TV directing:***

-the management of the EP regularly undergoes training in education management programs.

### ***EEC recommendations for EP8D02184 Film and TV directing***

- The management of the accredited EP regularly ensure participation in the formation of the EP development plan representatives of stakeholder groups, including employers, students and teaching staff;

- The leadership of the EP to strengthen the work on preventive risk management on a regular basis;

- The leadership of the Academy to intensify the procedure for managing innovations within the framework of the EP, including the analysis and implementation of innovative proposals by September 1, 2023;

- Provide the leadership of the Academy with equal opportunities for learning both in the state language of the Republic of Kazakhstan, and in Russian and English - at least 40% starting from September 1, 2022.



### ***Conclusions of the EEC according to the criteria:***

**According to the standard "Management of the educational program" EP 8D02184 Film and TV directing disclosed 17 criteria, of which 5 have strong positions, 9 satisfactory positions, 3 suggest improvement.**

#### **6.2. Information Management and Reporting Standard**

✓ *The EI must demonstrate the existence of a system for collecting, analyzing and managing information based on the use of modern information and communication technologies and software tools and that it uses a variety of methods to collect and analyze information in the context of the EP.*

✓ *The management of the EP must demonstrate the existence of a mechanism for the systematic use of processed, adequate information to improve the internal quality assurance system.*

✓ *The management of the EP must demonstrate fact-based decision-making.*

✓ *Within the framework of the EP, a system of regular reporting should be provided, reflecting all levels of the structure, including an assessment of the effectiveness and efficiency of the activities of departments and departments, scientific research.*

✓ *The EI must establish the frequency, forms and methods for assessing the management of the EP, the activities of collegial bodies and structural divisions, top management, and the implementation of scientific projects.*

✓ *The EI must demonstrate the determination of the procedure for and ensuring the protection of information, including the identification of persons responsible for the reliability and timeliness of the analysis of information and the provision of data.*

✓ *An important factor is the availability of mechanisms for involving students, employees and teaching staff in the processes of collecting and analyzing information, as well as making decisions based on them.*

✓ *The management of the EP must demonstrate the existence of a mechanism for communication with students, employees and other interested parties, as well as mechanisms for resolving conflicts.*

✓ *The EI must demonstrate the existence of mechanisms for measuring the degree of satisfaction with the needs of teaching staff, staff and students within the framework of the EP.*

✓ *The EI should provide for an assessment of the effectiveness and efficiency of activities, including in the context of the EP.*

✓ *The information expected to be collected and analyzed within the framework of the EP should take into account:*

- *key performance indicators;*
- *the dynamics of the contingent of students in the context of forms and types;*
- *academic performance, student achievement and dropouts;*
- *satisfaction of students with the implementation of the EP and the quality of education at the university;*
- *availability of educational resources and support systems for students.*

✓ *The EI must confirm the implementation of the procedures for processing personal data of students, employees and teaching staff based on their documented consent.*

#### ***Evidence (provided from self-assessment report)***

The system for collecting, analyzing and managing information EP 8D02184 - "Film and TV directing" T.K.Zhurgenov KazNAA functions on the basis of the use of modern information and communication technologies and software, for example, the department is equipped with computer work programs. In addition, the workflow of the department "Direction of screen arts" uses the system of informing the teaching staff and other participants in the educational process. Platonus is an automated information system that allows you to comprehensively automate the

processes of credit and distance learning systems. The system has a centralized database that reflects all real events and processes of the university <http://platonus.kaznai.kz>, as well as an e-learning and testing system Moodle. The information is stored on the Academy's servers, in the Moodle system and is available to all interested persons, departments and structures. Links: <https://edu.kaznai.kz> and [www.kaznai.edu.kz](http://www.kaznai.edu.kz)

In connection with the use of distance learning technologies in KazNAA, the composition of the service was replenished with a department [DL and digital resources](#): AIS Administrator Platonus & Moodle, programmer, department laboratory assistant.

To improve the internal quality assurance system, the management of the EP uses processed, adequate information that is collected, analyzed both during the entire academic year, and stored at the department for the previous 5 years. The procedure for developing, agreeing, approving, registering, distributing, recording and maintaining documentation, as well as the procedure for managing quality records at the department, is regulated in accordance with the documented procedure "Procedure for managing documented information" DP 017-7.06-2017.

Materials of educational, methodological and scientific value are transferred to the archive of T.K.Zhurgenov KazNAA which allows us to trace positive changes in the implementation of educational programs. Therefore, the department stores documentation on the educational program EP 8D02184 - "Film and TV Directing" from 2017 to 2021, which can be found at any time.

Within the framework of EP 8D02184 - "Film and TV Directing", there is a system of regular reporting, including an assessment of the effectiveness and efficiency of the department's activities in the educational, methodological and scientific areas. At the beginning of each academic year, individual plans for doctoral students are approved, in which the workload of the teaching staff and all types of activities are fixed, and at the end of each semester, at the meetings of the department, an analysis of the fulfilled obligations for the educational, methodological, scientific and creative educational workload is carried out. The analysis of individual plans serves as the basis for reports on the work of the department, which, in turn, are included in the reports of the faculty "Film and TV", and further - in the reports of the administration.

Forms and methods for assessing the management of EP 8D02184 Film and TV directing for the implementation of scientific projects have an established plan for periodicity. So there are plans for meetings of the department "Direction of screen arts", plans for meetings of the council of the faculty "Film and TV", plans for meetings of the Academic Council of T.K.Zhurgenov KazNAA where all issues related to the improvement and development of educational programs are considered. All plans are coordinated with each other in terms of time and content, which allows not only making timely decisions on emerging issues, but also monitoring the implementation of the stated topics. For example, protocols No. 1 of the Academic Council of the Academy, the Faculty Council "Film and TV" and the meetings of the REI departments contain clauses on the approval of the teaching and methodological documentation of the teaching staff, teaching load, individual teaching plans, etc.

The procedure for providing data on EP 8D02184 Film and TV directing and information protection is determined at meetings of the Screen Arts Directing department, at which responsibilities are distributed among members of the teaching staff in accordance with the profile of their education and professional data. So, PhD Tuyakbayeva A.Sh. is responsible for the reliability and timeliness of the analysis of information and the provision of data according to EP 8D02184 Film and TV Directing. At the same time, the head of the department G.B. Abildina coordinates work on the data provided and the protection of information (since September 1, 2021).

In the process of collecting and analyzing information, as well as making decisions on EP 8D02184 Film and TV directing on a permanent basis involves students, teaching staff and auxiliary staff of the department - laboratory assistants and working masters. Thus, the following doctoral students are included in the Department of Screen Arts Directing: Ramzanova B.K. and Alzhanov B., who at the meetings of the department convey to the management and teaching staff wishes for the formation of working curricula. In addition, the masters and curators of the groups



PhD Bakeeva M.K., Popov V.I., Tuyakbaeva A.Sh., Urazbaeva Sh.N. and others make their own corrections and comments to the documents that are discussed at the department. Therefore, at the meetings of the department, MEPs and WCs are comprehensively analyzed (No. 9 of 04/07/2021)

The mechanism of communication with students, employees and other interested parties is regulated by the rules and regulations developed in T.K.Zhurgenov KazNAA. Such as the "Collective agreement between the employer and employees of KazNAA", "Code of ethics of KazNAA", "Instructions on personnel records management", "Internal regulations", etc. Conflicts and disputes that may arise during the implementation of the EP are resolved first, at a meeting of the department, then the dean's office. If it is impossible to resolve the conflict at the level of the dean's office, the parties to the conflict apply to the Disciplinary Council of the Academy and are guided by the "Regulations on the Disciplinary Commission of KazNAA".

The degree of satisfaction with the needs of the teaching staff, staff and students within the framework of the EP is determined using questionnaires, surveys at meetings of the Department of Directing Screen Arts. Detected deficiencies are recorded in the protocols of the department; the elimination of deficiencies is also reflected in the decisions of the department.

The effectiveness and efficiency of activities in the context of EP 8D02184 Film and TV directing is determined by constant monitoring, which consists of various forms of quality control: the dynamics of the contingent of students in the specialized fields, the level of academic performance, students' achievements, expulsion and restoration are analyzed; satisfaction of students with the implementation of the EP and the quality of education in the EP of the Department of Screen Arts Directing, the availability of educational resources and support systems for students; employment and career growth of graduates.

The key performance indicators of the EP is the satisfaction of students with the learning outcomes. Therefore, for example, the most recent survey "Satisfaction of university students" of 44 students of the EP was conducted on November 14, 2020. In an online format using the service for creating free online questionnaires - Survio (survio.com). To the question "How satisfied are you in general with your studies at this university", the majority of respondents (over 84%) answered "Satisfied", "Very satisfied", "Normal satisfied / flax", "Rather satisfied / flax". (Questionnaires are at the department of "Direction of screen arts")

The expulsion and reinstatement of students is carried out on the basis of documents that function in KazNAA expulsion of students due to professional unsuitability".

Availability of educational resources of the EP in T.K.Zhurgenov KazNAA functions in the system e-learning and testing Moodle. The KazNAA website contains data on distance learning. The student support system operates based on documents worked out in T.K.Zhurgenov KazNAA. These are the "Regulations on the provision of social assistance to students", "Rules for the allocation of places in hostels", "Rules on the appointment of scholarships".

The processing of personal data of students, employees and teaching staff is carried out on a voluntary basis and is stored at the Department of Screen Arts Directing in the portfolio of teachers. The teaching staff portfolios are also hosted on the Moodle platform.

The leadership of the department "Screen Arts Directing" contributes to the provision of all the necessary information in the relevant fields of science, students and teaching staff in the EP. Information is posted on the websites of T.K.Zhurgenov KazNAA and departments, materials of scientific conferences, in which students and teaching staff take part, are stored at the department in printed and electronic form. Therefore, the information regulating the educational process is in Platonus, at the link <https://edu.kaznai.kz>

### ***Analytical part***

The EEC notes that one of the important indicators of the effectiveness of the EP implementation is the percentage of employment of graduates, while the career growth of graduates can be traced by the dynamics of the professional growth of film and TV directors. For example, 2019-2020 doctoral graduates of the EP 8D02184 "Film and TV directing" like Bakeeva

M.K. works at T.K.Zhurgenov Academy of Arts; Khakimov A. works at University "Turan", Almaty; Kabiyeva T. is Vice-Rector of WPU, Almaty.

The Commission noted that the contingent of students in the context of forms and types of EP 8D02184 Film and TV directing for the last 5 years has not risen thus the growth dynamics of the contingent can not be traced.

At the same time, the EEC notes that during interviews with focus groups, not all interviewees were able to answer how and when they are involved in the collection and analysis of information.

The WEC notes that the information expected to be collected and analyzed within the framework of the EP should also take into account key performance indicators as they enable planning and monitoring of performance and contribute to the achievement of strategic goals, but there are no numerical indicators.

When visiting the Department of Screen Arts Directing, the leadership of the EP demonstrated the plans for the meetings of the department, the plans for the meetings of the Council of Cinema and TV Faculty, the plans for the meetings of the Academic Council of the T.K.Zhurgenov KazNAA. These issues related to the improvement and development of educational programs are considered. All plans are coordinated with each other in terms of time and content, which allows not only making timely decisions on emerging issues, but also monitoring the implementation of the stated topics. For example, protocols No. 1 of the Academic Council of the Academy, the Faculty Council "Film and TV" and the meetings of the department contain clauses on the approval of the teaching and methodological documentation of the teaching staff, teaching load, individual teaching plans, etc.

#### ***Strengths EP8D02184 Film and TV directing***

- not identified.

#### ***EEC recommendations for EP8D02184 Film and TV directing:***

-The university should regularly involve students, employees and teaching staff in the processes of collecting and analyzing information, as well as making decisions based on them;

- The management of the EP to develop an action plan for the formation of the contingent and begin its implementation by September 1, 2023.

#### **Conclusions of the EEC according to the criteria:**

***According to the standard "Information Management and Reporting" EP 8D02184 Film and TV directing disclosed 17 criteria, of which 1 has a strong position, 15 satisfactory positions, 1 suggests improvement.***

#### ***6.3. Standard "Development and approval of the educational program"***

✓ *The EI shall define and document the procedures for the development of EPs and their approval at the institutional level.*

✓ *The management of the EP should ensure that the content of the EP complies with the established objectives, including the intended learning outcomes.*

✓ *The management of the EP must demonstrate the existence of mechanisms for reviewing the content and structure of the EP, taking into account changes in the labor market, the requirements of employers and the social demand of society.*

✓ *The management of the EP should ensure the availability of developed models of the EP graduate that describe the learning outcomes and personal qualities.*

✓ *The management of the EP must demonstrate the conduct of external reviews of the content of the EP and the planned results of its implementation.*

- ✓ *The qualification awarded upon completion of the EP must be clearly defined and correspond to a certain level of the NSC and QF-EHEA.*
- ✓ *The management of the EP should determine the influence of disciplines and professional practices on the formation of learning outcomes.*
- ✓ *An important factor is the possibility of preparing students for professional certification.*
- ✓ *The management of the EP must provide evidence of the participation of students, teaching staff and other interested parties in the development of the EP, ensuring its quality.*
- ✓ *The management of the EP should ensure that the content of the academic disciplines and the planned results correspond to the level of education (bachelor's, master's, doctoral studies).*
- ✓ *The structure of the EP should provide for various types of activities that ensure the achievement of the planned learning outcomes by students.*
- ✓ *An important factor is the correspondence between the content of the EP and the learning outcomes of the EP implemented by organizations of higher and (or) postgraduate education in the EHEA.*

***Evidence*** (provided from the self-assessment report)

The development and successful implementation of EP 8D02184 Film and TV Directing is aimed at the systematic formation of planned results for the training of highly qualified specialists-directors of modern films and television, who have scientific, pedagogical and professional knowledge to work in universities, cultural and art organizations, social mobility and competitiveness in labor market.

The implementation of EP 8D02184 Film and TV Directing is aimed at developing the professional competence of future specialists, which is confirmed by the relevant qualification framework for educational levels in accordance with the National Framework, as well as professional standards for Directing - "Activity for the production of film, video films and television programs" and "Activity for creation and broadcasting of television programs. Annex No. 20 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" dated December 24, 2019 No. 259.

The market for EP specialties is analyzed on an ongoing basis and the positive dynamics of meeting the needs of the market is manifested in the increased interest of applicants, because there are those wishing to enter on a paid basis.

Procedures for the development and approval of EP in T.K.Zhurgenov KazNAA are defined by internal regulations developed at the departments and approved by the Academic Council. The Academic Council approves all educational programs in T.K.Zhurgenov KazNAA, preliminary considered at the Faculty Councils. The developed EPs correspond to the established goals, including the intended learning outcomes.

In EP 8D02184 Film and TV directing, there are developed models of graduates in Directing directions, which describe the learning outcomes and personal qualities of the graduate.

On a regular basis, an analysis of curricula and catalogs of elective disciplines, class schedules is carried out annually, which allows the entire system of training specialists to function without unjustified risks and shocks.

External reviews of educational programs are an important factor in improving the content of EP 8D02184 Film and TV Directing and the effective implementation of its results in the country's economy. So external examinations in the direction of training film and TV directors are carried out on a regular basis. In 2016, the specialized accreditation of the IAAR took place. The accreditation was successful - specialties 6D040600 "Direction" were accredited until 12/23/2020. The recommendations of the external expert commission of the Independent Agency for Accreditation and Rating based on the results of specialized accreditation were implemented. Post-accreditation monitoring of the EP took place on November 26-28, 2018.

The content of academic disciplines and learning outcomes for the EP takes into account the level of preparation of applicants for doctoral studies during the entire period of study, forms the

progression and continuity of knowledge, skills and abilities. So, in the documents of the EP (syllabuses, MEP, CED) the prerequisites and postrequisites of the course are indicated.

EP 8D02184 Film and TV Directing provides for the possibility of building an individual educational trajectory that takes into account the personal needs and capabilities of students, which is contained in individual student plans (IP) and catalogs of elective disciplines.

Teaching methods and the organization of independent work of students make it possible to determine the quality of Educational programs. EP 8D02184 Film and TV directing in expanded form are presented in the teaching materials of teachers of the Screen Arts Directing department in all disciplines, in accordance with the WC. EMCD are placed in the Moodle system, they present in expanded form all types of work that form the learning process: the curriculum of the discipline; curriculum for students (syllabus); lecture complex; plans for seminars and practical classes; map of educational and methodological provision of the discipline; methodological recommendations for students on independent work; materials for monitoring and evaluating the educational achievements of students; multimedia support of training sessions; glossary of professional terms. Independent work of students is the leading factor in determining learning outcomes - completed SSWs reinforce the lecture material and practical exercises. At the same time, the student's workload factor in all disciplines is taken into account, and the time to complete the SSW in a particular discipline does not exceed the approved regulations. The labor intensity of the educational program is clearly defined in ECTS credits.

The quality of the EP is laid down at the level of development of syllabuses, catalogs of elective disciplines and modular educational programs, which reflect the competencies of students. The procedures for assessing the competencies of students are regulated by the provisions on the conduct of boundary and final controls, and the analysis of the results of exams is carried out. Representatives of the Department of Directing Screen Arts, the leadership of the Faculty of Cinema and TV, heads of the Research Center for Postgraduate Education, doctoral students are present at the boundary and final controls. The results of boundary and final controls are recorded in the Moodle and PLATONUS systems, available on the website of T.K.Zhurgenov KazNAA [www.kaznai.edu.kz](http://www.kaznai.edu.kz). ("Regulations on the organization of the educational process with the use of DOT").

Upon completion of EP 8D02184 Film and TV Directing, students receive a qualification that corresponds to a certain level of NSC - PhD. The qualifications of graduates are clearly defined and explained in the MEP - a modular educational program and recorded in the documents received by graduates.

### ***Analytical part***

The EEC notes that when visiting the Department of Directing Screen Arts, teachers monitor the conduct of classes both offline and online, regardless of the areas of training. When viewing term papers, students and teaching staff of all specializations and EPs participate. The schedule of mutual visits is formed at the beginning of the academic year, protocols with reviews are recorded in the journal of mutual visits. Journals, protocols, reviews of attended classes of open lessons are stored at the department with which the members of the EG were familiarized.

EEC experts note the presence of a wide range of partner universities with a vast geographical location, which makes it possible to successfully start developing and implementing joint educational programs. However, for the accredited EP, there was a lack of targeted actions in the field of development of the "implementation of joint EP" direction.

According to the accredited EP, which provides for the possibility of building an individual educational trajectory, taking into account the personal needs and capabilities of students, there is a graduate model, which describes the principles of ensuring the competitiveness of a specialist; qualification characteristics of the graduate; requirements for the development and conditions for the implementation of the main educational training program by levels; the competence of the graduate in the field of study, however, the EEC notes the need to present the Model of the EP graduate on the website of the university in the public domain.

The modern labor market is constantly changing its position regarding the demand for a particular profession, so the leaders of the EP need to monitor changes in the labor market, make timely changes and additions to the structure and content of the EP, which is undoubtedly an important indicator of the quality criterion of the program being implemented.

***Strengths of the EP 8D02184 Film and TV directing***

- not identified.

***EEC recommendations for OP8D02184 Film and TV directing:***

- the management of the EP to ensure the development of a joint (s) and / or double-diploma EP with foreign EI before 01.12.2024;
- management of the EP annually monitor changes in the labor market, make timely changes and additions to the structure and content of the EP.

**Conclusions of the EEC according to the criteria:**

***According to the standard "Development and approval of the educational program" EP 8D02184 Film and TV directing disclosed 12 criteria, of which 6 have strong positions, 5 are satisfactory positions, and 1 suggests improvement.***

*6.4. Standard "Continuous monitoring and periodic evaluation of educational programs"*

✓ *The EI should determine the mechanisms for monitoring and periodically evaluating the EP to ensure the achievement of the goal and meeting the needs of students, society, and show the focus of the mechanisms on the continuous improvement of the EP.*

✓ *Monitoring and periodic evaluation of the EP should include:*

- *the content of the program in the light of the latest achievements of science in a particular discipline to ensure the relevance of the discipline taught;*
- *changes in the needs of society and the professional environment;*
- *workload, performance and graduation of students;*
- *the effectiveness of student assessment procedures;*
- *expectations, needs and satisfaction of students with EP training;*
- *educational environment and support services, and their compliance with the objectives of the EP.*

✓ *The management of the EP must demonstrate a systematic approach in monitoring and periodically assessing the quality of the EP.*

✓ *The EI, the management of the EP must determine a mechanism for informing all interested parties about any planned or taken actions in relation to the EP.*

✓ *All changes made to the EP must be published.*

***Evidence (provided from the self-assessment report)***

Full achievement of the objectives of EP 8D02184 Film and TV Directing and the formation of planned learning outcomes is achieved by constant monitoring and periodic evaluation of educational programs, which allows meeting the needs of students and society. At the Department of Screen Arts Directing, monitoring and periodic evaluation of EPs are carried out, in which the teaching staff of the department, regardless of the areas of training, representatives of the Faculty of Film and TV and the leadership of T.K.Zhurgenov KazNAA. The monitoring results are aimed at continuous improvement of the EP. Thus, within the framework of monitoring, curricula, catalogs of elective disciplines, individual plans for student programs, internal regulatory documents regulating the implementation of educational programs, their monitoring and evaluation are analyzed. This competence-based approach is as a factor in improving the quality of higher education. By the beginning of the new academic year 2019-2020, MEPs for all levels and trajectories of the EP were approved by the decision of the Academic Council of KazNAA. The department regularly monitors the EP and analyzes its results. All



changes and additions that contribute to the improvement of the EP are recorded in the protocols of the department and faculty, transferred to the documentation of the Academy Council, reflected at the meetings of the Academic Council of T.K.Zhurgenov KazNAA.

Interviews and surveys of students, teaching staff and stakeholders are an integral part of monitoring the periodic evaluation of the EP. KazNAA has academic support services for students, which include the organization and monitoring of the educational process, department advisors, the department of career guidance and training and industrial practice, the library, masters and curators of courses. The service for organizing and monitoring the educational process consists of the registrar's office, the department of master's and doctoral studies, and the department for monitoring the educational process. The department promptly informs the services about emerging issues, which allows you to quickly and effectively respond to problems and anticipate their occurrence in the future.

Monitoring of the implementation of the EP development plan is carried out in accordance with the "Regulations on Monitoring and Periodic Evaluation" of the EP and includes the following parameters:

- 1) information about the educational program;
- 2) information about students;
- 3) characteristics of the external and internal environment for the development of the EP;
- 4) information about the teaching staff implementing the EP;
- 5) characteristics of the achievements of the EP;
- 6) evaluation of the effectiveness of the implementation of the EP development plan.

The assessment of the degree of risk of the functioning of the EP will be carried out annually according to the indicators of each current academic year.

The format of monitoring and periodic evaluation of EP 8D02184 Film and TV Directing is determined by the own requirements of the Department of Screen Arts Directing, and the leadership of T.K.Zhurgenov KazNAA. The relevance of the disciplines taught is ensured by the content of the EP, which takes into account the latest achievements of science both in general in the direction of training PhD doctors in EP 8D02184 Film and TV Directing, and in a specific discipline. Changes to educational programs are also made because of monitoring changes in the needs of society and the professional environment. Thus, disciplines related to entrepreneurial activity were included in the directing programs. The workload, progress and graduation of students in the EP are subject to periodic evaluation. As mentioned above, in T.K.Zhurgenov KazNAA developed a document approved by the Academic Council of KazNAA - "2019-2020 Distribution of hours for the schedule of classes for the academic year", in which the weekly load rates for students are calculated. Progress is also checked weekly, because. in the Moodle system, the successes and shortcomings of students are visible, which allows both teachers and the head of the Screen Arts Directing Department to respond in a timely and positive manner.

The Moodle system allows students to correct the SSW by attaching the corrected answer even for the past weeks, which makes it possible for the teaching staff to improve their current grades. When students graduate in the direction of EP 8D02184 Film and TV Directing, monitoring of preparation for the defense of a dissertation is carried out in several stages, starting with the consideration and approval of the topic of the dissertation work, and then - during professional practice, through the procedure of "small defense", the final comprehensive exam and directly dissertation defense. For example, the Academic calendar for 2021-2022. <https://cloud.mail.ru/public/oXV8/WpXd32XGQ>

The procedures for evaluating students are regulated by documents approved by the Academic Council of T.K.Zhurgenov KazNAA" MCS RK, "Regulations on the implementation of graduation theses in KazNAA". Milestone controls during the semester are an effective means of monitoring, and also serve as an indicator of the quality of assimilation of educational material and give a detailed picture of the readiness of students for the final control. The final grade for a semester in a particular discipline is calculated according to the formula presented in the syllabus,

which makes it possible for students to control their progress through midterm controls before the final exam.

Educational environment as the set of spiritual and material conditions for the functioning of the academy ensures the self-development of an active and creative personality, the formation of its professionally significant qualities and the realization of innovative potential.

Students, employers and other stakeholders take part in the revision of the EP. All interested parties participate in the meetings of the Department of Screen Arts Directing and the Faculty of Cinema and TV. The revision of educational programs does not always lead to a radical change in the entire program, almost always the program is analyzed, and it contains relevant disciplines that meet the realities of production in the areas of directing. Therefore, when creating MEPs for 2020-2021, undergraduates Kamatai G.G., Kudaiberliev B.E., Shaikhislamov D.M. took an active part in the discussion of their content, as well as employers like Tursunov E. – a director, screenwriter, producer, chairman of the Union of Cinematographers of Kazakhstan, Torebay K. – a producer, Managing Director of Kazakhfilm JSC named after. Sh.Aimanov and etc.

Support services T.K.Zhurgenov KazNAA receive the necessary and relevant data from the Faculty of Film and TV, which, in turn, come from the Department of Screen Arts Directing. The department identifies students' problems, explains the procedure for submitting requests, collects applications on all problematic issues and passes them up - through the official administrative ladder. The department constantly monitors the execution of students' statements. Identification and satisfaction of the needs of various groups of students is the basic responsibility of the specialized support services of the Academy and administration of the T.K.Zhurgenov KazNAA. In addition to academic support services, there are social support services - the department for social and educational work and youth policy, the department for combating corruption and youth policy,

The professionalism of specialized services depends on the support and development of the competence of employees. In order to improve the skills of employees in T.K.Zhurgenov KazNAA, seminars and trainings are held on an ongoing basis, seminars on advanced training in the area of teaching are also held for teaching staff. So the head of the EMC Dzhumadilova Zh.A. has conducted numerous seminars, one of the most recent was the seminar for teaching staff “Curriculum Development (syllabus) May 25-27, 2020.

### ***Analytical part***

EEC notes that when interviewing students, they spoke of their satisfaction with the program, and a constant connection can be traced through conversations with the leaders of research and development and questioning. Students voice their needs at the Department of Screen Arts Directing, and then decisions are made at the level of the dean's office of the Faculty of Film and TV, then - to the relevant services of the Academy. The expectations of applicants for the EP are clarified at the stage of preliminary consultations upon admission, when teachers explain in detail the specifics of the chosen profession and the conditions for studying in it.

At the same time, students of EP 8D02184 Film and TV directing take part in all events that are held at the academy and, like professionals, make films, participate in the IFF, work on the creation of teaching aids and books. Thus, the educational environment and support services in all respects meet and correspond to the goals of the EP.

According to an interview with the leadership of the university, information about changes in the EP is carried out at department meetings, and all interested parties are “informed about relevant changes by posting them on the university portal in a special section. However, the EEC commission notes the absence of a mechanism for informing all interested parties about any planned or undertaken actions in relation to accredited EPs on the website of the university.

### **Strengths of the EP 8D02184 Film and TV directing**

- monitoring and periodic evaluation of the EP holistically consider: the workload, academic performance and graduation of students, as well as the effectiveness of student assessment procedures.

### **EEC recommendations for EP 8D02184 Film and TV directing:**

-The management of the EP in a timely manner publish information about changes to the EP, inform interested parties about any planned or undertaken actions within the framework of the EP;

-The management of the EP is to update the CED with the involvement and taking into account the recommendations of potential employers by June in 2023.

### **Conclusions of the EEC according to the criteria:**

*According to the standard "Continuous monitoring and periodic evaluation of educational programs" EP 8D02184 Film and TV directing disclosed 10 criteria, of which 2 have strong positions, 7 satisfactory positions, 1 suggests improvement.*

#### 6.5. Student-Centered Learning, Teaching and Assessment Standard

✓ *The management of the EP should ensure respect and attention to the various groups of students and their needs, provide them with flexible learning paths.*

✓ *The management of the EP should provide for the use of various forms and methods of teaching and learning.*

✓ *An important factor is the presence of own research in the field of teaching methods of academic disciplines of the EP.*

✓ *The management of the EP should demonstrate the existence of feedback mechanisms on the use of various teaching methods and the assessment of learning outcomes.*

✓ *The management of the EP should demonstrate the existence of mechanisms to support the autonomy of students with simultaneous guidance and assistance from the teacher.*

✓ *The management of the EP must demonstrate the existence of a procedure for responding to complaints from students.*

✓ *The EI must ensure the consistency, transparency and objectivity of the mechanism for evaluating learning outcomes for each EP, including appeal.*

✓ *The EI must ensure that the procedures for assessing the learning outcomes of students of the EP correspond to the planned results and goals of the program, publishing the criteria and assessment methods in advance.*

✓ *The EI should define the mechanisms for ensuring the achievement of learning outcomes by each EP graduate and ensure the completeness of their formation.*

✓ *Assessors should be proficient in modern methods of evaluating learning outcomes and regularly improve their skills in this area.*

### **Evidence (provided from the self-assessment report)**

In the educational programs of T.K.Zhurgenov KazNAA introduced the processes of student-centered learning of various forms and methods of teaching, which correspond to the basic principles of SCL. The key of which is that all students and teachers are unique, students have different needs and interests, different experiences and backgrounds, and each student suits a different learning style. The logic of constructing EP 8D02184 Film and TV directing is based on the achievement of professional competencies. When compiling the IEP at the time of admission, the level of education, natural data, abilities and skills are taken into account. Someone comes with an art education, someone without it. Every year, the individual educational trajectory of students is formed by choosing elective disciplines from the catalog. The following tools are used to provide CCE in art universities. For example, the introduction of active learning methods occurs through project technologies. Moreover, learning turns into an arbitrary activity to develop one's own



experience and competencies. In the process of implementing EP 8D02184 Film and TV Directing, teachers are Doctors and Candidates of Philosophy Kusainov D.U - Professor; Alimzhanova A.Sh. - Professor; PhD - Urazbayeva Sh.N. Students are given the opportunity to control their learning by participating in the development of curricula. At the meetings of the Department of Screen Arts Directing, the opinions of doctoral students are heard, after which adjustments are made to the WC.

The achievement of each student of the objectives of the EP is objectively assessed based on the presence of a feedback system on the use of various teaching methods and evaluation of learning outcomes. The curricula of the department in the areas of directing training take into account such important components as progress and increase in knowledge from course to course, focused on the competence of students. For example, the module: "Concepts and innovations in world directing", the discipline "Structural approaches and research in modern film directing" is studied in the first year of EP 8D02184 Film and TV directing of the department "Direction of screen arts / flow" forms an understanding of the place of Directing, in the field of culture and art, the ability to understand the connection of directing with other arts, the ability to navigate in specialized literature, the ability and willingness to develop artistic perception and taste. In the second year, the module: "Stylistics and paradigm of world culture" discipline "Styles and paradigms in world culture: the problem of the world and man in the visual arts (author's course)" lays the foundation for the ability to think creatively, making artistic and production decisions to achieve creative tasks and ability to organize the creative process.

The catalogs of elective disciplines, which are reviewed annually, for film and TV directors, reflect the latest trends in science in the study of the creative processes of creating intellectual property. So for EP 8D02184 Film and TV directing, the discipline "Structural approaches and research in modern film directing" was introduced into the catalog of elective disciplines in 2021, dedicated to the planning and development of courses using different digital platforms and content. Class schedules include all types of training and are harmonized in time during the working week. Individual student plans are focused on the uniqueness of the approach to each student, where support for the autonomy of students is tangibly expressed with simultaneous guidance and assistance from the teacher. For example, students are prepared for subject Olympiads, competitions and festivals, comments are written on independent work, questions on lectures are finalized according to the SSW schedule, communication is maintained by e-mail with each student. The main internal regulatory document regulating the implementation of educational programs is the "Academic policy of T.K.Zhurgenov Kazakh National Academy of Arts" developed by the Educational and Methodological Service, the Research Center for Postgraduate Education and the Service for Organization and Monitoring of the Educational Process of the "T.K.Zhurgenov Kazakh National Academy of ArtS" of the MKS RK and approved by the Academic Council of T.K.Zhurgenov KazNAA MCS RK dated August 27, 2020 No. 1.

An important role in achieving the goals of the EP by each student is played by teaching methods and organizing independent work. Teaching methods are aimed at the comprehensive development of knowledge, skills and abilities by students in each individual discipline, and in general - along the entire trajectory of the training direction. Teaching methods are based on knowledge of the principles of higher education pedagogy, which are systematically supported by practical seminars held at T.K.Zhurgenov Kazakh National Academy of Arts. There is a system of internal teaching of the teaching staff, aimed at improving the quality of the educational process through the exchange of pedagogical experience, the transfer and dissemination of the experience of methodologists. Internal training takes place in the form of large university methodological conferences, seminars,

The beginning of this work was a methodological week held from January 10 to 12, 2017 on the topic "Competence-based approach in educational programs as a factor in improving the quality of higher education."

On January 8-12, 2018, the traditional methodological week "Rukhani Zhangyru" - the modernization of the content of education - the future of the cultural development of the country"

was held again. The target audience of the seminar was the heads of educational programs, members of the methodological bureau of the faculties, the active of the departments. This large-scale university event became the starting point for the modernization of modular educational programs in accordance with the updated methodology for designing the EP. The result of the work was updated modular educational programs in all areas of training with a detailed study of learning outcomes.

From September 25 to October 19, 2018, advanced training courses for teachers were held on the topic: "Criteria for assessing the education of students of an art university based on a level approach." The target audience of the courses are young teachers who lead classes in 1-2 courses, as well as experienced teachers-mentors who were to direct the search activity of the young and be a catalyst for the creative and pedagogical process. As a result, general methodological approaches to the level development of criteria were determined, program requirements for individual specialties were specified, criteria for incomplete academic compliance of students (professional unsuitability) were determined.

But the main reserve of teaching methods in the directions of directing is the professional activity of the teaching staff of the department, since all teachers are constantly engaged in creative work, understanding the need to transfer practical skills and abilities that require direct contact of the master with students. The results of tests, tests, written answers to examination questions, graduation papers and other types of control are analyzed collegially at meetings of the Screen Arts Directing Department and at the Council of the Film and TV Faculty. According to the results of the analysis, appropriate measures are taken, which include procedures for responding to complaints from students, including an appeal. Most often, the department tries not to bring the case to an appeal, accepting the oral claims of students, revising the conditions for submitting control materials, and creating, if necessary, favorable conditions for retake. However, in extreme cases, in case of malicious violations of the learning conditions by students, the department collectively makes decisions on the expulsion of violators. To assess the degree of borrowing by students when completing assignments, examinations and dissertations, KazNAA has a system of verification on the Anti-Plagiarism program.

The learning outcomes declared in the EP correspond to professional standards and the relevant levels of the NSC, which ensures the completeness of the learning program for each graduate.

Observations on the conduct of classes within the framework of the EP are drawn up in the form of schedules of mutual visits and open classes of teaching staff. The results of mutual visits and open classes are recorded in protocols and reviews, while all members of the Screen Arts Directing department try to attend classes, regardless of their own professional background. This interaction not only strengthens the personal contacts of the teaching staff of the department, but also gives impetus to expand the creative horizons of intersecting professions.

The procedures for assessing the competencies of students were developed at the Department of Screen Arts Directing and approved by the Council of the Faculty of Cinema and TV. Teachers who own modern methods of assessment carry out evaluation of learning outcomes in the direction of directing. Regular advanced training in this area determines the quality of assessment by evaluators and contributes to the improvement and development of the EP as a whole. The level of educational achievements of a student in the chosen program of study is assessed as an average score - GradePointAverage (GPA), which is calculated as the ratio of the sum of the products of credits and the final grade in the discipline (in digital terms) to the sum of credits for the current period of study.

In achieving student learning outcomes, student-centered learning plays an important role, where the presence of own research in the field of teaching methods of academic disciplines determines the uniqueness of OP 8D02184 - "Film and TV Directing". With speeches on topical problems of our time, held a seminar: Professor of the Department "Sound Engineering and Camera Art" Solovieva M.V. - "The Transmission Paradigm of Art Dramaturgy". February 18, 2022 at T.K.Zhurgenov KazNAA a city scientific and methodological seminar was held on the

topic: "Training of doctoral students as a factor in the formation of the intellectual elite of independent Kazakhstan." The seminar participants were leading experts in the field of science and art, representatives of universities in Almaty.

As part of the implementation of the recommendations of the previous assessment of the EEC IAAR, the department analyzes the methods of educational work in creative universities in Kazakhstan and the CIS countries, in order to introduce the best experience into the educational process of EP 8D02184 Film and TV directing. During the reporting period, the involvement of students in a greater number of events within the framework of academic, republican and international creative reviews, which contribute to the disclosure of creative skills, has been expanded; seminars are held jointly with practitioners and theorists in the field of cinema and television to solve pressing problems in culture and art.

### ***Analytical part***

Interviews and surveys of students, teaching staff, employers and stakeholders are a productive means of responding to emerging problems and an effective way to regulate the relationship between all participants in the learning process. Since the focus of the manual EP 8D02184 Film and TV directing is on students, all issues that arise are resolved in their favor. EEC experts noted that if employers send a request for students to participate in creative projects, the EP management meets the requests and draws up documents that allow students to combine their studies with professional work outside of school hours. Documentation allowing students to work outside of school hours is stored in the dean's office "Film and TV".

When interviewing students and teaching staff, EEC clarified the procedure for creating a project, which can be an independent work on participation in the filming process for creating full-length, short feature films, shooting, writing scripts. The task of the teacher is to provide conditions and help in the implementation of the project. Throughout the implementation of the project, the teacher monitors the progress of implementation and advises on all emerging issues. In tasks for IWS, students are also given the freedom to choose to achieve the goal of IWS.

Learning outcomes are a key link in the implementation of educational programs. The learning outcomes are recorded in the Passports and Modular Educational Program 8D02184 Film and TV Directing. Learning outcomes cover the entire spectrum of acquired knowledge, skills and abilities in all areas of teaching. The procedures for assessing the learning outcomes of students in the EP correspond to the planned learning outcomes and program goals. The EEC, having studied the educational and methodological documentation, made sure that the syllabuses contain the requirements for completing the tasks of midterm and final control, which set out the tasks, goals and format of implementation with a detailed explanation. In addition, in the syllabuses that students receive from the very beginning of the academic year, there are criteria and assessment methods, where the principle of evaluating the completed milestone and final work is described in detail in points. The accuracy and clarity of the assigned tasks for midterm and final control guarantees the quality of their implementation. To do this, all the requirements and evaluation criteria for all disciplines are considered collectively at the meetings of the Screen Arts Directing department and are approved by the head of the departments on the eve of the new academic year.

### ***Strengths of the EP 8D02184 Film and TV directing***

- Teaching staff are proficient in modern methods for assessing learning outcomes and regularly improve their skills in this area.

### ***WEC recommendations for EP 8D02184 Film and TV directing:***

-The leadership of the academy should consider the possibility of 100% provision of students in need with places to live in a hostel.

### **Conclusions of the EEC according to the criteria:**

***According to the standard "Student-Centered Learning, Teaching and Assessment" EP 8D02184 Film and TV directing disclosed 10 criteria, of which 4 are strong, 6 are satisfactory, 0 suggest improvements.***

#### 6.6. Standard "Students"

✓ *The EI must demonstrate the existence of a policy for the formation of a contingent of students in the context of the EP, ensure transparency and publicity of its procedures governing the life cycle of students (from admission to completion).*

✓ *The management of the EP should determine the procedure for the formation of a contingent of students based on:*

- *minimum requirements for applicants;*

- *the maximum size of the group during seminars, practical, laboratory and studio classes;*

- *predicting the number of government grants;*

- *analysis of available material, technical, information resources, human resources;*

- *analysis of potential social conditions for students, incl. provision of places in the hostel.*

✓ *The management of the EP must demonstrate its readiness to conduct special adaptation and support programs for newly enrolled and foreign students.*

✓ *The EI must demonstrate the compliance of its actions with the Lisbon Recognition Convention, the existence of a mechanism for recognizing the results of academic mobility of students, as well as the results of additional, formal and non-formal education.*

✓ *The EI should cooperate with other educational organizations and national centers of the "European Network of National Information Centers for Academic Recognition and Mobility / National Academic Recognition Information Centers" ENIC / NARIC in order to ensure comparable recognition of qualifications.*

✓ *The EI should provide an opportunity for external and internal mobility of students of the EP, as well as readiness to assist them in obtaining external grants for training.*

✓ *The management of the EP must demonstrate readiness to provide students with internship places, promote the employment of graduates, and maintain contact with them.*

✓ *The EI should provide for the possibility of providing EP graduates with documents confirming the qualifications received, including the learning outcomes achieved, as well as the context, content and status of the education received and evidence of its completion.*

#### ***Evidence***

Checking by EEC experts showed that EP 8D02184 - "Film and TV directing" is based on defined and consistently applied rules that govern all periods of study, including admission, performance, recognition and certification. The policy of forming a contingent of students from admission to graduation is ensured by the transparency of the procedures that regulate the life cycle of students (from admission to completion).

Thus, the rules that govern all periods of study are developed and approved in the document "Academic policy of T.K.Zhurgenov Kazakh National Academy of Arts" approved by the Academic Council of the RGO "T.K.Zhurgenov Kazakh National Academy of Arts" MCS RK dated on August 27, 2020 No. [www.kaznai.edu.kz](http://www.kaznai.edu.kz)

In EP 8D02184 - Film and TV directing, the procedure for forming a contingent of students is determined. Thus, in the EP, the minimum requirements for applicants are annually developed by the Department of Screen Arts Directing and approved by the Council of Cinema and TV Faculty and the Vice-Rector for Educational and Methodological Work. So applicants entering the EP8D02184 Film and TV directing must:

- have a state document of the corresponding level of higher education;

- have a high and intellectual level, have theoretical knowledge of film and TV directing, editing and screenwriting and practical skills in the relevant EP;
- the previous level of education for applicants EP 8D02184 Film and TV directing.

When conducting seminars, practical and studio classes, the maximum group size is determined, which is enshrined in the document “Academic policy of T.K.Zhurgenov Kazakh National Academy of Arts” in paragraph 11.4 of the Lesson Planning Policy (p. 59).

EEC experts found that the formation of a contingent of students is also due to the available material, technical and information resources, as well as the human resources of the Screen Arts Directing Department and the Academy. Thus, the department has specialized studio premises, editing and photo and film pavilions, the area of which, per each student, is about 2.5 m<sup>2</sup>, which meets the requirements of the Order of the Minister of Health of the Republic of Kazakhstan dated August 16, 2017 No. rules Social conditions for students are under constant control of the management of the EP. And also, the procedure for recognizing previous learning outcomes and competencies mastered as part of academic mobility, as well as additional, formal and non-formal training, is regulated by the provisions approved by the Academic Council of T.K.Zhurgenov KazNAA in the "Rules for organizing the educational process on credit technology of education at the RGO "T.K. Zhurgenov Kazakh National Academy of Arts" MCS RK. The university provides an opportunity for external and internal academic mobility of students, as well as assisting them in obtaining external grants for study.

Experts note that the Academy demonstrates cooperation with other educational organizations and national centers of the "European Network of National Information Centers for Academic Recognition and Mobility, National Academic Recognition Information Centers" ENIC / NARIC in order to ensure comparable recognition of qualifications.

EP 8D02184 Film and TV directing as part of the educational process as a whole in T.K.Zhurgenov KazNAA, has the compliance of its actions with the Lisbon Recognition Convention in accordance with the "Rules for the recognition and nostrification of education documents". In order to ensure comparable recognition of qualifications, T.K.Zhurgenov KazNAA cooperates with other educational organizations and national centers of the European Network of National Information Centers for Academic Recognition and Mobility/National Academic Recognition Information Centers ENIC/NARIC.

Recognition of the results of academic mobility of students, as well as the results of additional training, is conditioned by the rules and documents of T.K.Zhurgenov KazNAA. The possibility for external and internal mobility of students in the EP is regulated by the “Regulations of T.K.Zhurgenov KazNAA about academic mobility”. All students of the EP are provided with places for all types of practices stated in the working curricula of the Departments of Screen Arts Directing. All types of practices and internships are directly related to the acquisition of students specialties.

Monitoring of employment and professional activities of graduates of the EP 8D02184 Film and TV directing is under constant control of the Screen Arts Directing department and the department vocational guidance work and educational and industrial practice. The current EP Alumni Association contributes to the establishment of links between the Screen Arts Directing Department and cultural and art organizations in which graduates work. The department maintains links with the television and radio complex "Kazakhstan", JSC "Kazakhfilm" named after Sh.Aimanov, Media Center in Astana. Thus, graduates are the stakeholders of educational programs.

The teaching staff of the Department of Screen Arts Directing actively encourage students to self-educate and develop outside of educational activities, outside of the main EP. Film and TV directors participate in the work of student committees and volunteer movement, go in for sports, and organize student creative teams.

Support for gifted students is a daily and systemic concern of the Screen Arts Directing department. Increased and nominal scholarships are awarded for excellent academic performance and active creative and social activities of students. The nomination of gifted students for

scholarships established by the President of the Republic of Kazakhstan is carried out in accordance with the document "Academic policy of the Kazakh National Academy of Arts named after T.K. Zhurgenov".

### ***Analytical part***

The analysis showed that, first of all, for the effective management and ruling the EP we should pay attention to satisfactory positions and conduct an annual application of the strategic planning method - SWOT analysis, especially, the EP management should preventively provide for special adaptation and support programs for newly enrolled and foreign students.

Instead, during the inspections, members of the EEC revealed that there was a lack of international cooperation with educational organizations from far abroad countries, as well as the possibility of obtaining external grants for training. And also, it is necessary to develop and approve the Work Plan for the inclusion of the Alumni Association in the processes of the university;

### ***Strengths of the EP 8D02184 Film and TV directing***

- have not been identified.

### ***EEC recommendations for EP 8D02184 Film and TV directing***

- The head of the university should develop and approve the Work Plan for the inclusion of the Alumni Association in the processes of the university by September 1, 2022:

### **Conclusions of the EEC according to the criteria:**

***According to the standard "Students" EP8D02184 Film and TV directing disclosed 12 criteria, of which 3 have strong positions, 8 satisfactory positions, 1 suggests improvement.***

### **6.7. Standard "Teaching Staff"**

✓ *The EI must have an objective and transparent personnel policy, including in the context of the EP, including recruitment, professional growth and development of personnel, ensuring the professional competence of the entire staff.*

✓ *The EI must demonstrate the compliance of the staff potential of the teaching staff with the specifics of the EP.*

✓ *The management of the EP must demonstrate awareness of responsibility for its employees and provide favorable working conditions for them.*

✓ *The management of the EP should demonstrate the change in the role of the teacher in connection with the transition to student-centered learning.*

✓ *The EI must determine the contribution of the teaching staff of the EP to the implementation of the development strategy of the PA, and other strategic documents.*

✓ *The EI should provide opportunities for career growth and professional development of the teaching staff of the EP.*

✓ *The management of the EP must demonstrate readiness to involve practitioners from the relevant sectors of the economy in teaching.*

✓ *The EI must demonstrate the motivation for the professional and personal development of EP teachers, including encouragement for the integration of scientific activities and education, the use of innovative teaching methods.*

✓ *An important factor is the readiness to develop academic mobility within the framework of the EP, attracting the best foreign and domestic teachers.*

### ***Evidence***

The Commission notes that in T.K.Zhurgenov KazNAA an objective and transparent personnel policy is provided, including recruitment, professional growth and development of

personnel, ensuring the professional competence of the entire staff. The personnel policy of the Academy was approved by the decision of the Academic Council of the Academy dated August 29, 2018 (Minutes No. 1). The teaching staff of the Academy fully meet the indicators of personnel policy. The main provisions of the personnel policy of the Academy:

The personnel policy of the RGO "T.K.Zhurgenov Kazakh National Academy of Arts" MCS RK (hereinafter referred to as the Personnel Policy) determines the mission, vision, values, principles and main directions of the Academy's activities in the field of human resource management, as well as the criteria for the effectiveness of this activity .

Achieving the mission and vision of the Academy involves the development of key competitive advantages, among which a significant place is occupied by human resources.

The success of the implementation of the personnel policy largely depends on the recognition at all levels of the Academy's management of the high economic importance of human resources as an important component of its strategic potential.

The personnel policy combines existing approaches, proven methods and tools of personnel management, taking into account the best experience in the field of work with personnel, thus allowing forming of a unified approach and developing a system of values of the Academy in the field of personnel management.

The Human Resources Policy is based on the following basic principles:

- complexity - coverage of all areas of personnel management;
- consistency - consideration of all the constituent elements of the policy in interrelation;
- validity - the use of modern scientific developments in the field of personnel management, which could provide the maximum economic and social effect;
- efficiency - the costs of activities in the field of personnel management should be paid off by the results of the activity.

The implementation of the Personnel Policy assumes the responsibility, first of all, of the leaders of the Academy, heads of the structural divisions of the Academy, who are responsible for personnel management, using the proposed HR tools to motivate personnel.

The personnel policy of the Academy is available for teaching staff on the website of the Academy.

When hiring teaching staff, the criteria are applied in accordance with Appendix No. 1 "Qualification requirements for the positions of the teaching staff of the RGO "T.K. Zhurgenov Kazakh National Academy of Arts" of the MCS RK, approved by the decision of the Academic Council of the RGO "T.K. Zhurgenov Kazakh National Academy of Arts" of the MCS RK dated February 27, 2020 (Minutes No. 7).

Appointment, promotion is also carried out in accordance with the Regulations on the competitive replacement of positions of the teaching staff of the RGO "T.K. Zhurgenov Kazakh National Academy of Arts" of the MCS RK, approved by the decision of the Academic Council of the RGO "T.K. Zhurgenov Kazakh National Academy of Arts" of the MCS RK dated February 27, 2020 (Minutes No. 7).

All personnel procedures are quite transparent. The duties of the EP employees are at the department with which they are introduced when hiring. If necessary, all interested persons can familiarize themselves with them. Teaching staff of the OP learn about changes in the staff of the OP at the meetings of the department.

On the basis of the decision of the competition commission, employment contracts are concluded with the teaching staff. Thus, the Academy's need for teaching staff is satisfied.

Competitive selection is made strictly in accordance with the qualification requirements. Before the interview at the competition, the teacher conducts an open lesson and provides a presentation of the OP, which is evaluated by a specially created commission.

Qualification characteristics of positions of pedagogical workers and persons equated to them of the RGO "T.K. Zhurgenov Kazakh National Academy of Arts" of the MCS RK are developed in accordance with the Law of the Republic of Kazakhstan dated July 27, 2007 No. 319-III "On Education", Model qualification characteristics of positions teaching staff and persons



equated to them, approved by order of the Minister of Education and Science of the Republic of Kazakhstan dated July 13, 2009 No. 338, the National Qualifications Framework, approved [protocol](#) dated March 16, 2016 by the Republican tripartite commission on social partnership and regulation of social and labor relations and the Professional standard "Teacher", approved [order](#) Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" No. 133 dated June 8, 2017.

EP 8D02184 Film and TV directing implements a personnel policy for the formation and development of teaching staff, which determines the responsibility, job responsibilities and qualification requirements for the full-time faculty of the Screen Arts Directing department. in accordance with the above documents.

Activities aimed at developing and improving the skills of teaching staff, administrative and managerial personnel and employees of the academy are an important part of the personnel policy of T.K. Zhurgenov KazNAA. The academy has an internal teaching system for teaching staff, aimed at improving the quality of the educational process through the exchange of pedagogical experience, the transfer and dissemination of the experience of methodologists. Internal training takes place in the form of large university methodological conferences, seminars, discussions and sectional search work at faculties and departments, presentation and defense of the work performed at special commissions consisting of members of the NMS of the Academy, heads of EMS departments.

PhD Popov V.I. passed the following advanced training courses: Certified international directors' advanced training course in the specialty Film and television director "In feature film and television directing", Alexander Mitta Film School, Moscow, RF; Certified advanced training course for teachers of the Republic of Kazakhstan on the educational program "Fundamentals of pedagogical excellence", Institute for Retraining and Advanced Training "Bilim", Almaty, Karaganda, RK.

Taking care of the personnel and ensuring favorable working conditions is the direct responsibility of the management, which is expressed, first of all, in comfortable working conditions, in the moral and material support of employees who find themselves in difficult life circumstances. The trade union organization also plays an important role in the academy, which represents the interests of workers and monitors compliance with labor legislation and the terms of the collective agreement. In addition, her responsibilities include providing preferential vouchers for a sanatorium and resort vacation, taking care of the summer health improvement of the children of employees and organizing gifts for the holidays for teaching staff and employees.

The personnel potential of the teaching staff of the Department of Screen Arts Directing corresponds to the specifics of EP 8D02184 Film and TV Directing, since in this area only specialists - film and TV directors can transfer practical knowledge gained in real creativity. So, all full-time teachers have specialized education. The qualifications of the teaching staff correspond to the needs of the EP in the areas of preparation of film and TV directing: professors, Associate Professors, and senior teachers teach lectures and practical classes. In accordance with the qualification requirements, the educational and methodological development of manuals is also taking place. Teaching in all special disciplines is carried out by practitioners of the relevant industries: sound engineers and film and TV cameramen.

The strategic plan for the development of the EP, which generally corresponds to the development plan of the Academy, reflects the directions for the formation of human resources. Thus, the strengthening and renewal of human resources is due to the involvement of specialists and young teachers who have just graduated from Master's and Doctoral programs.

Possible risks associated with teaching staff are analyzed during the entire academic year at the Department of Screen Arts Directing. The risks lie in the possibility of refusing to teach in the middle of the educational process due to employment in a professional job, sudden illness of a teacher, departure to another city for permanent residence, transfer to another highly paid job. In order to avoid unforeseen complications, the leadership of the department forms a reserve staff of



teachers who can be involved in conducting classes: for a short period, teachers replace each other by decision of the department and because of orders from the academy.

The motivation of the teaching staff and staff of the Screen Arts Directing department to fulfill their obligations under the EP is based on both material and spiritual interest. Thus, the salaries of teaching staff and employees are higher than in similar educational institutions, universities with the status of National have a multiplier of 1.75. Thus, teaching in the field of art is a mutual process in which both students and teachers are actively involved. The friendly atmosphere at the Departments of Directing Screen Arts is a positive factor in the adaptation of new employees. All members of the department assist newcomers in informing the policy of the department, help with educational and methodological documents introduce the teaching staff of the Faculty of Cinema and TV. In fact, the department develops trusting relationships akin to family, when everyone helps each other. In addition, the principles of ethical behavior of personnel and corporate culture in T.K.Zhurgenov KazNAA are recorded in the "Code of Ethics of the RGO T.K.Zhurgenov KazNAA". The favorable atmosphere at the department is confirmed by interviews of teaching staff and employees.

A systematic assessment of the professional and personal development of the teaching staff is carried out when passing through the teaching staff competition, conducting open lessons, and also on the basis of the questionnaire "Teacher through the eyes of students". All necessary documents are in the personal files of employees. At the Screen Arts Departments, the status of teachers regularly changes, who are transferred to higher positions: from a teacher to a senior teacher, from a senior teacher to an assistant professor, etc. The department encourages the integration of scientific activity into education: articles published within scientific and practical conferences are actively introduced into the learning process. The results of scientific research are annually reported at international scientific and practical conferences in T.K.Zhurgenov KazNAA and in other scientific and educational institutions, published in scientific collections reflecting the current problems of traditional and contemporary art of directing: Article. International scientific-practical conference on the 25th anniversary of T.K.Zhurgenov "Westernization of Kazakhstan cinema" teacher Ramazanova B.K. Articles in the journals CQAES, Scopus, RCSI, etc. are in <https://cloud.mail.ru/public/oXV8/WpXd32XGQ> All articles are of a professional nature and are used in the teaching of the EP "Directing".

Almost all teaching staff of the EP have experience in the field of art and culture, i.e. are practitioners of their respective industries. They are involved in the educational process both as employees on a permanent basis (that is, at least 80% of the total number of teaching staff of the department) and as part-time employees.

The criteria for classifying a teacher as a practitioner are their achievements in the relevant industry, work experience in their specialty, etc. All these data are in the portfolio of the teaching staff at the department. All teaching staff have extensive experience in teaching and creative work in the audiovisual field.

In accordance with the job description, the dean of the faculty, together with the head of the department, selects the staff of the teaching staff and, as a rule, preference is given to candidates with extensive experience in the relevant field.

Purposeful actions for the development of young teachers are the constant concern of the Departments of Screen Arts Directing. According to job description, the head of the department provides educational and methodological assistance to beginning teachers of the department. The strategic plan for the development of EP 8D02184 Film and TV directing, which generally corresponds to the development plan of the Academy, reflects the directions for the formation of human resources. Thus, the strengthening and renewal of personnel potential occurs due to the involvement of specialists and young teachers who have just completed doctoral studies: PhD - Popov V.I., Tuyakbaeva A.Sh., Urazbaeva Sh., Bakeeva M.K. In 2020, she entered the doctoral program in OP 8D02184 "Film and TV Directing", teacher of the Department of Screen Arts Directing Ramazanova B.K., in 2021 - Alzhanov R.A.

Academic mobility within the framework of OP 8D02184 Film and TV directing for teaching staff is in the development stage, it depends on contracts at the level of T.K.Zhurgenov KazNAA. Distance learning conditions expand the possibilities of virtual mobility, and the department begins preparations for this type of activity. The best foreign and domestic specialists are involved in teaching in the EP.

The involvement of the teaching staff of OP 8D02184 Film and TV directing in the life of society is an urgent need for a creative person.

So, on the set of the film "Overcoming Barriers", doctoral student, director (teacher of the Academy) Ramazanova B.K. invited Yernar Nurgozhaev, Araylym Zhetkergen, 5th year students of the Directing program to the film crew. The same students worked on the debut film - Rustem Dastanuly.

In the education system, film and TV directors play a central role, since the recording of open classes, video lectures that are broadcast on TV and in the media space is carried out by specialists in this field, many of whom graduated from T.K.Zhurgenov KazNAA. The teaching staff includes laureates of international and republican competitions and festivals in the cinematographic field and other arts as: Baigozhina A.M., Manabay D.K., Azimov S.Zh.,

Information about the teaching staff of EP 8D02184 Film and TV directing is posted on the Academy's website, which shows general information about the number of faculty members and personal portfolios of the teaching staff.

Participation in republican and foreign exhibitions promotes the ideas of art in the audiovisual field, attracts young people to acquire knowledge in the field of directing screen arts.

The search for opportunities that turn the act of apprenticeship into a creative process, the ascetic nature of the artist, passing on his knowledge to students, allows you to create a "world without borders". The teaching staff of the EP 8D02184 Film and TV Directing, understanding and accepting the high mission of creating an artistic space for students to freely express their creative potential, conduct a purposeful and daily search for new forms of teaching.

### ***Analytical part***

EEC experts believe that the management of the university should have an objective and transparent personnel policy in the context of the EP, including recruitment (including invited teaching staff), professional growth and development of personnel, ensuring the professional competence of the entire staff; And also, the management of the EP should demonstrate the change in the role of the teacher in connection with the transition to student-centered learning and teaching, provide opportunities for career growth and professional development of the teaching staff, including young teachers, attract specialists from relevant industries with professional competencies that meet the requirements of the EP to teach,

Instead, experts note that the management of accredited EPs needs to increase the level of academic mobility of teaching staff and research work.

### ***Strengths of the EP 8D02184 Film and TV directing***

- The university has demonstrated the compliance of the qualitative composition of the teaching staff with the established qualification requirements, the strategy of the university, and the goals of the EP.

- The university has demonstrated its focus on the development of academic mobility, attracting the best foreign and domestic teachers.

### ***EEC recommendations for EP 8D02184 Film and TV directing***

- Consider opportunities to increase the level of academic mobility of teaching staff, including virtual mobility, as well as develop effective motivational mechanisms for professional and personal development of teaching staff until 01.12.2022.

*According to the standard "Teaching staff" according to EP 8D02184 Film and TV directing disclosed 10 criteria, of which 3 have a strong position, 7 a satisfactory position, 0 suggest improvement.*

#### 6.8. Standard "Educational resources and student support systems"

##### **6.8. Standard "Educational resources and student support systems"**

- ✓ *The EI must guarantee a sufficient number of educational resources and student support services to ensure the achievement of the goal of the EP.*
- ✓ *The EI must demonstrate the sufficiency of material and technical resources and infrastructure, taking into account the needs of various groups studying in the context of the EP (adults, working, foreign students, as well as students with disabilities).*
- ✓ *The management of the EP should demonstrate the existence of procedures for supporting various groups of students, including information and counseling.*
- ✓ *The EP management must demonstrate the compliance of information resources with the specifics of the EP, including:*
  - *technological support for students and teaching staff (for example, online learning, modeling, databases, data analysis programs);*
  - *library resources, including a fund of educational, methodical and scientific literature on general education, basic and major disciplines on paper and electronic media, periodicals, access to scientific databases;*
  - *examination of the results of research, final works, dissertations for plagiarism;*
  - *access to educational Internet resources;*
  - *functioning of WI-FI on the territory of the educational organization.*
- ✓ *The EI demonstrates the planning of providing the EP with educational equipment and software similar to those used in the relevant sectors of the economy.*

##### ***Evidence (provided from the self-assessment report)***

The experts confirm that the objectives of EP 8D02184 - "Film and TV Directing" are to train specialists to carry out activities for the creation, visual and sound range of works of art using modern technologies and techniques determine the learning environment for doctoral students, including material, technical and information resources and services support for students throughout the educational process for all areas of training. The sufficiency of physical and technical resources and infrastructure is based on data on a number of factors, among which is the adequacy of the adequacy of library resources. So, in this direction for the EP in T.K.Zhurgenov KazNAA has a fund of educational, methodical and scientific literature on general education, basic and major disciplines on paper and electronic media.

According to the agreement of the Ministry of Education and Science of the Republic of Kazakhstan for obtaining a National license for the Web of Knowledge platform published by Thomson Reuters, Springer, Elsevier. The library has free access to full-text world electronic resources in English.

Form of information on the availability of a fund of educational, methodological and scientific literature in the specialty D028 Film directing / Film directing / Directing movies (scientific-pedagogical direction)

T.K.Zhurgenov Kazakh National Academy of Arts as of 2021 - 2022 academic year is posted in the Appendix to the self-report EP 8D02184. Periodicals are presented in a wide range. Access to scientific databases is carried out through the systems:

**RJOOEK** -Republican Research Center, which unites electronic educational and scientific funds of universities of Kazakhstan Republic. Electronic library between educational institutions:

<http://rmebrk.kz/>

**Web Analytics Web of Science** are databases of scientific publications in publications and patents, including those taking into account the mutual reference to publications; a search platform that combines databases:

<http://apps.webofknowledge.com>

Elsevier Publisher's Scopus Database-universal abstract database with the ability to track scientific references to publications:

<https://www.scopus.com/search/form.uri?display=basic>

A complete database, ScienceDirect is Elsevier's information platform for educators and students. The ScienceDirect platform covers all branches of science, journals and scientific communities, and also provides access to journals:

<https://www.sciencedirect.com/>

The SpringerLink full-text database is the main electronic resource of Springer, a world leader in the information market for electronic products and services.:<https://link.springer.com/>

Availability of high-speed connection - the speed of the Internet channel of the university is 55/30 and 80/401 and models of server hardware SuperMicro, OSWindows server 2012R2, Linux FreeBSD, allowed to enter distance learning as soon as possible in March 2020 in connection with the pandemic, covering all students in the direction of sound engineering and camera art. Information system in T.K.Zhurgenov KazNAA Moodle (modular object-oriented dynamic learning environment) is a free learning management system focused primarily on organizing interaction between a teacher and students, although it is also suitable for organizing traditional distance courses, as well as for supporting full-time learning. Using Moodle, a teacher can create courses, filling them with content in the form of texts, auxiliary files, presentations, questionnaires, etc. To use Moodle, it is enough to have any web browser, which makes the use of this learning environment convenient for both the teacher and the students. According to the results of the students' assignments, the teacher can grade and give comments. Thus, Moodle is also the center for creating educational material and providing interactive interaction between participants in the educational process. Moodle is a web based environment. It requires: a web server with PHP support (for example: Apache2) and a database server (MySQL is used by default). The academy also uses Apache2) and a database server (MySQL is used by default). The academy also uses Apache2) and a database server (MySQL is used by default). The academy also uses automated information system Platonus, which allows for the comprehensive automation of the processes of the Academy's training system and workflow. The system has a centralized database that reflects all real events and processes of the university. These two systems are unite the entire body of necessary documentation for the entire educational process and contribute to the consolidation of all services, teaching staff and students in achieving the goals of the EP, which allows you to quickly respond to emerging challenges of a difficult time. So, in any situation, the leadership of the Screen Arts Directing department receives a response to requests within just a few minutes.

At the Department of Screen Arts Directing, conditions have been created for the integration of science into the educational process: publications of articles by staff and students in the framework of scientific and practical conferences are subsequently introduced into curricula. Scientific research is carried out because of the laboratory of the department, which contributes to the development of educational and methodological content, which is presented in expanded form in the teaching materials of teachers.

EEC experts note that the constant improvement of material and technical information resources is a factor in ensuring the quality of education. Thus, the Department of Screen Arts Directing regularly and systematically draws up applications for updating the material and technical base of the television studio. The received orders are immediately documented by the masters and laboratory assistants of the department and dean's office. Since practical directing refers to specialties related to filming and lighting equipment, electricity, the fundamental principle in the learning process is the safety requirements for both teaching staff and students and staff. So, at the departments of the faculty "Film and TV" there are safety agreements signed by all interested parties. In accordance with Chapter 9 of the Collective Agreement of the RGO " T.K. Zhurgenov

Kazakh National Academy of Arts" of the MCS RK for 2019-2022, the employer ensures labor safety conditions at the workplace that meet the requirements of state standards, rules for safety and labor protection. Also, the Rector of the Academy approved the Instruction on safety and labor protection for office employees dated May 26, 2017.

In T.K.Zhurgenov KazNAA the infrastructure used in the implementation of EP 8D02184 Film and TV directing corresponds to the specifics of the art of directing. All classrooms where classes are held are equipped in accordance with the requirements of theoretical and practical disciplines. Thus, the audience where classes are held in the direction of "Film and Television Directing" in the cinema hall has a large screen, projection and sound reproducing equipment, blackout on the windows, air conditioners and seats for spectators. All equipment in all areas of educational programs meets modern technical requirements.

The fund of educational, methodical, scientific, specialized and art-oriented literature on general educational, basic and major disciplines on paper and electronic media meets the needs of the educational process in EP 8D02184 Film and TV directing.

Dissertation papers on the OP are individual creative projects: in the direction of "Directing" all theoretical applications to the practical part of the diploma, despite the fact that they are author's works, require a certificate for anti-plagiarism. Examination of materials takes place directly at the graduating departments of T.K.Zhurgenov KazNAA the company Strike Plagiarism, with which KazNAA signed an agreement, in accordance with the "Regulations on checking for plagiarism of written works, students and faculty of T.K. Zhurgenov Kazakh National Academy of Arts." All types of work in the research direction, as well as diplomas of graduates and dissertations of doctoral students, are subject to a mandatory check for plagiarism on the Academy platform. academic honesty, prescribed in the Regulations is fixed at the level of syllabuses, in the section "Maintenance and policy of the course" with a strict restriction of citation at the level of no more than 25% of the text. Dissertations on the OP must pass the anti-plagiarism check at the NTSNTI.

To implement the educational program EP 8D02184 Film and TV Directing, there is the necessary number of computer classes in which classes are held in video editing, computer sound processing, computer animation, creating special effects, and 3D modeling. The number of seats meets the standards and sanitary and epidemiological requirements.

The fund of educational, methodical, scientific, specialized and art-oriented literature on general educational, basic and major disciplines on paper and electronic media meets the needs of the educational process in EP 8D02184 Film and TV directing.

The transition to distance learning during a pandemic can significantly expand opportunities for students with disabilities. The needs of foreign students are considered as opportunities for expanding the EP, in connection with which the teachers of the Department of Screen Arts Directing took English courses and continue to improve their language skills.

Comfortable conditions for studying and working at the Department of Directing Screen Arts are provided due to the developed infrastructure used for the implementation of the EP. Therefore, the academy has a medical center, a dining room is equipped with modern kitchen equipment. Laboratory assistants and technical masters comprehensively help the teaching staff and students. Satisfaction with the infrastructure by students, teachers, employees and other stakeholders is checked through interviews and questionnaires, the results of which are analyzed and, if necessary, appropriate measures are taken.

### ***Analytical part***

Based on the results of the audit, EEC experts believe that the management of the EP should ensure the compliance of the infrastructure, educational resources, including material and technical means, with the goals of the EP, demonstrate the sufficiency of classrooms, laboratories and other facilities equipped with modern equipment to ensure the achievement of the goals of the EP, the compliance of information resources with the needs of the EI and the implemented EP, including

in terms of technological support for students and teaching staff in accordance with the EP (for example, online learning, modeling, databases, data analysis programs), as well as to demonstrate the sufficiency of library resources, including the fund of educational, methodological and scientific literature in general education, basic and major disciplines on paper and electronic media, periodicals, access to scientific databases and access to educational Internet resources;

The experts found that the management of the EP should clearly show the existence of conditions for the advancement of the student along an individual educational trajectory. Instead, the commission considers insufficient staffing of the material and technical base with modern educational equipment and software, and also recommends strengthening social and material support for students.

#### ***Strengths of the EP 8D02184 Film and TV directing***

- EI demonstrated the compliance of information resources with the needs of the university and the ongoing EP, including the examination of the results of research, graduation theses, dissertations for plagiarism.

- The university ensures that the infrastructure meets the safety requirements.

#### ***EEC recommendations for EP 8D02184 Film and TV directing***

-In the period until 01.01.2023, equip the material and technical base with modern educational equipment and software, as well as strengthen social and material support for students.

#### **Conclusions of the EEC according to the criteria:**

***According to the standard "Educational resources and student support systems" according to EP8D02184 Film and TV directing disclosed 13 criteria, of which 2 have a strong position, 10 a satisfactory position, 1 suggests improvement.***

#### ***6.9. Public Information Standard***

✓ *The EI must publish reliable, objective, up-to-date information about the educational program and its specifics, which should include:*

- *expected learning outcomes of the educational program being implemented;*
- *qualification and (or) qualifications that will be awarded upon completion of the educational program;*
- *approaches to teaching, learning, as well as a system (procedures, methods and forms) of assessment;*
- *information about passing scores and learning opportunities provided to students;*
- *information about employment opportunities for graduates.*

✓ *The management of the EP should provide for a variety of ways to disseminate information, including the media, information networks to inform the general public and interested parties.*

✓ *Informing the public should include support and explanation of national programs for the development of the country and the system of higher and postgraduate education.*

✓ *The EI must demonstrate the reflection on the web resource of information that characterizes it as a whole and in the context of educational programs.*

✓ *An important factor is the availability of adequate and objective information about the teaching staff of the EP.*

✓ *An important factor is informing the public about cooperation and interaction with partners within the framework of the EP.*

#### ***Evidence (provided from the self-assessment report)***

Informing the public and interested parties about the conditions and features of the implementation of EP 8D02184 Film and TV Directing is the responsibility of the leadership of the Screen Arts Directing department. The dissemination of information through the media and



information networks allows you to create a wide range of people who in one way or another will help strengthen the positions of educational programs among consumers of the educational product. Relevant services T.K. Zhurgenov KazNAA, the "Regulations on the press service" was developed, which regulates public relations. The press service of the Academy corresponds to the tasks defined in the regulation.

The main tasks are:

- informing the population, public authorities, local self-government, organizations and their associations about the policy and results of the practical activities of the Academy;
- formation of the image of the Academy in public and business circles as a transparent and socially responsible company and the formation of the image of the first persons of the Academy;
- providing the necessary information, communication and analytical support for the activities of the Academy;
- development and information content of the website of the Academy;
- analysis of the information field for media coverage of events related to the activities of the Academy;
- development of effective tools for assessing the existing information field.

Information within the framework of the EP is accurate, objective and up-to-date. Thus, in the modular educational programs available to the public, through the declared learning outcomes, such important areas as support and explanation of the national development programs of the country and the system of higher and postgraduate education are declared, and there is also data on all ongoing programs indicating the expected learning outcomes

([http://esuvo.platonus.kz/#/register/education\\_program](http://esuvo.platonus.kz/#/register/education_program)).

They are also available in Moodle, in the e-Department of Screen Arts Directing. The published materials contain information about the possibility of awarding the awarded academic degree upon completion of the EP. The MEP also contains information on employment opportunities - in which structures and in what positions graduates can work.

The information provided to students contains information about the disciplines taught, the form of education, assessment procedures, passing scores and learning opportunities. Students receive this information in syllabuses.

The principle of transparency, openness and awareness of students, teaching staff, employers and other stakeholders in the successful implementation of the EP is fundamental. The initiative of the teaching staff and students, constant development and adaptation to changing conditions is the key to the success of the EP. Thus, the involvement of teaching staff and students in events at the republican and city levels makes it possible to inform visually the public about the level of education and competencies of the participants. So, for example, the rector's report to the public is held annually, covered in the media, which tells about the activities of T.K.Zhurgenov KazNAA and on the implementation of all EPs of the Academy. Interviewing and questioning of students, teaching staff and interested parties can also be considered a resource of information.

The annual financing plan is posted on the KazNAA website. T.K.Zhurgenov KazNAA is a Russian State University, for this reason, the Academy does not have an audited report, like the NAE.

Objective data on the teaching staff of EP 8D02184 Film and TV Directing are an important factor informing students and all interested parties about the professional and pedagogical status of the Department of Screen Arts Directing. The portfolio of teachers gives a complete and adequate picture of the quality of the teaching staff. Portfolios are placed in the electronic department. The main source of informing the public about the activities of T.K.Zhurgenov Kazakh National Academy of Arts named after is the website of the academy: [www.kaznai.edu.kz](http://www.kaznai.edu.kz)

Cooperation and interaction with partners within the framework of the EP is also in the public domain on the KazNAA website. Informing scientific, consulting organizations, business partners and educational organizations is an important factor in professional, creative, social communication. In the development plan of the EP, strategic partners were identified: JSC "Kazakhfilm" named after Sh.Aimanov, RTRC "Kazakhstan", KazMedia Center of Astana.

An external evaluation of the activities of T.K.Zhurgenov KazNAA and ongoing EPs is posted on the KazNAA website ([www.kaznai.edu.kz](http://www.kaznai.edu.kz)). Information and links to resources from the results of the external evaluation procedures are available to all interested parties, which helps to establish close and productive relationships with the public.

T.K.Zhurgenov KazNAA reflects complete information about the leadership of the Academy, faculties, structural divisions and departments, college and boarding school, which are created and operate under the Academy. The site contains information about the material and technical base of the Academy, a photo gallery. The "News" section publishes up-to-date information about the creative, cultural, social activities of students, postgraduates, doctoral students and teaching staff of the accredited EP 8D02184 Film and TV directing.

Information on the site is constantly updated. The site reflects information about structural divisions and departments, teachers. The "For students" page contains information about undergraduate and graduate programs, specialties, descriptions of professional competencies, graduates, and introduces the conditions for admission, transfer and restoration.

The "Students" standard contains all the necessary information for applicants in three languages: Kazakh, Russian and English. Here you can find information on bachelor's and master's degree programs carried out at the Academy. For each educational program, a description of the EP and specializations, an academic degree awarded because of training, a list of subjects that are taken upon admission to a particular specialty, forms and terms of study, expected results, career prospects indicating specific areas of activity of future specialists are presented. The academic policy is posted on the website of the Academy and is freely available, it describes all the procedures and rules governing the educational process. Also in the "Students" section, the Platonus Electronic Portal is presented,

The rules that govern all periods of study are developed and approved in the document "Academic policy of T.K.Zhurgenov Kazakh National Academy of Arts", approved by the Academic Council of the RGO "T.K.Zhurgenov Kazakh National Academy of Arts" MCS RK dated August 27, 2020 No. 1, and are also available for study on the website: [www.kaznai.edu.kz](http://www.kaznai.edu.kz)

KazNAA provides information about the specifics of the EP, including its objectives, learning outcomes, qualifications awarded, educational process, teaching, assessment, transfer points, learning opportunities and employment opportunities.

The faculties section provides information on the activities of faculties and departments. In the sections of the site "[Chairs](#)" provides up-to-date information on the specifics of educational programs, description of the levels of the EP, the objectives of the EP, the qualifications assigned, the competencies formed, the expected learning outcomes, the characteristics of the professional activity of the graduate, etc. (<https://kaznai.kz/ru/krkemsuret-kafedrasyny-blm-beru-badarlamalary>)

All activities and events of the Academy are reflected in the media and in the relevant sections of T.K. Zhurgenov KazNAA website.. The Academy is represented in social networks (Facebook, Vkontakte), Instagram, YouTube, etc., where information about upcoming events at the university is announced and their implementation is covered.

This approval and permission to disseminate information is carried out through correspondence and signatures in the internal document management program, e-mail, or signatures of responsible persons on layouts of the proposed placement of information. Information about eP 8D02184 Film and TV Directing and the qualification awarded is available from the sources described above.

The Academy maintains close ties with the Akimat of the city of Almaty, as well as representatives of the Akimat regularly visit the Academy, meet with the teaching staff and students, and participate in open lessons.

The rector's blog provides an opportunity for feedback from students and their parents, employees, teaching staff, employers, and members of the public. All interested persons have the opportunity to make an appointment with the rector of KazNAA. It is possible to address the vice-rectors and heads of departments with work questions in working mode without an appointment.



In addition, anyone has the opportunity to apply personally to the rector, which is held once a week for an unlimited time until all those who have signed up are accepted.

Parents of students, teaching staff and employees of the Academy have the opportunity to send their complaints, wishes and ideas to the Faculty's Educational and Methodological Bureau (EMBF). You can also post virtual complaints on the Academy's website.

The management of the EP monitors emerging complaints and suggestions, and promptly takes appropriate measures leading to the normalization of the situation. Also in information networks, teaching staff and students post their scientific articles, methodological developments, films, photographs, essays and other creative materials. Information communities of students of EP 8D02184 Film and TV directing regularly inform the public about the events held at the academy: screenings and discussions of films by students and graduates, personal photo exhibitions, festivals and competitions of various types and genres, post opinions about the work of fellow students, teaching staff, etc.

The Departments section of the website contains [data on the teaching staff of departments](#), areas of training, educational programs, where the personal data of teachers are indicated: academic degree, title, academic and practical experience, taught disciplines, creative, research and innovation activities, publications and contact details.

Information about training, assessment procedures, information about passing scores and learning opportunities provided to students are reflected in the Academic Policy, the Regulations on the point-rating system for assessing students' knowledge, the Regulations on the Master's program, the Regulations on the organization of the educational process on credit technology of education, posted on the website of the Academy, in the subsection "[Regulations](#)".

In the sections of the site "Science/[Dissertation Council of KazNAA](#)" information about the results of the council's activities and dissertations of doctoral students is posted. In chapter "[Scientific editorial department](#)" Information on the activities of the department is posted: action plan, Regulations, collections of materials from the conferences of the academy, attas for the introduction of research into the educational process, etc.

An external evaluation of the activities of T.K.Zhurgenov KazNAA and the ongoing EP is posted on the stand and in social networks. Information and links to resources from the results of the external evaluation procedures are available to all interested parties, which helps to establish close and productive relationships with the public.

The activities of the T.Zhurgenov Kazakh National Academy of Arts are informed through the following forms:

- official Internet resource of the academy <https://kaznai.kz/ru/>;
- news, creative activities and various events on the main page of the Academy website;
- library Internet resource with access to the electronic library access mode: <http://elib.kaznai.kz/>, login is carried out through an account and password from the Platonus system;
- public third-party resources (for example, the Republican Interuniversity Electronic Library, access mode: <http://rmebrk.kz/>);
- distance learning information system and [Moodle](#);
- social networks Instagram, Facebook, Twitter, Youtube;
- publications in republican, regional and city/trade union mass media, etc.

Every year, as part of career guidance, the teaching staff of the academy meets with senior students to disseminate information about the EP of the department, participates in city and republican events, Open Doors and Job Fairs. Propaganda and dissemination of information about the academic program of the academy is also carried out through the teaching staff and students who go on foreign scientific internships. The information posted on the official website of KazNAA is used in the preparation of information booklets about the Academy and in the admission campaign when interacting with partners and employers.

The most commonly used forms of communication with consumers at the Academy are: interviewing and questioning students, teaching staff and stakeholders (employers); open days;

meetings and round tables; reception by the rector and vice-rectors of students on personal issues; holding job fairs for the employment of graduates with the invitation of heads of enterprises of the city.

On the official website of the academy published reports related to finance, [public procurement, accounting documents](#), such as:

- T.K.Zhurgenov KazNAA [2019-2020](#);
- [Approved individual plan for financing a public institution for obligations 2020](#) and etc.

Business relations of the academy are based on international cooperation with major foreign universities, individual scientists and figures, embassy organizations of foreign countries and the Republic of Kazakhstan; as well as with major personalities, figures of science, education, art and politics of Kazakhstan. Each business partnership is considered from the point of view of an integrated approach: establishing international relations in all areas of activity; search for personalities and the best personnel; experience exchange; promotion of the principle of tolerance in the education of personnel. Business relations include all forms of cooperation: from the conclusion of contracts to the holding of joint events and educational projects.

The Academy website contains [information about partner universities](#). According to the concluded agreements, students have the opportunity to study under the academic mobility program in the leading accredited foreign educational organizations, which are provided [visa support](#).

Academy has [ISO 37001:2016 certificate](#).

The participation of KazNAA and educational programs in international and republican ratings is demonstrated by the subsection "[Ratings](#)".

Information about passing an external evaluation of the OHPE is used in the preparation of information booklets about the academy in cooperation with partners and employers.

Also, in order to inform the public about the results achieved, the academy's anniversary books are published, addressed to a wide range of readers, including students, teaching staff and employees, graduates, business partners and the future generation, who will further contribute to the development of their region and country.

Thus, the leadership of the Academy uses a variety of ways to disseminate information to inform the public and stakeholders. The procedure for informing the public is based on the provision of information about the activities of KazNAA, implemented EPs, goals and expected key learning outcomes, teaching, assessment procedures, general admission conditions, which is in line with the recommendations of the European Higher Education Area.

### ***Analytical part***

The experts found that for effective management, the management of the EP should pay attention to the fact that the published information is accurate, objective, relevant and reflects all areas of the university's activities within the framework of the educational program. Informing the public should include support and explanation of national programs for the development of the country and the system of higher and postgraduate education. The management of the EI should use a variety of ways to disseminate information (including the media, web resources, information networks, etc.) to inform the general public and interested parties and information about the educational program, information about academic mobility programs and other forms of cooperation with partner universities, employers. As well as, information about the opportunities for the development of personal and professional competencies of students and employment. posting information about cooperation and interaction with partners, including scientific / consulting organizations, business partners, social partners and educational organizations.

Instead, EEC experts believe that information about the educational program 8D02184 Film and TV directing should includedata reflecting the positioning of the EP in the market of educational services (at the regional, national and international levels), i.e. it is necessary to intensify the positioning of the EP in the domestic and international market for the provision of

educational services.

***Strengths of the EP 8D02184 Film and TV directing***

- Information about the educational program is objective, up-to-date and includes the purpose and planned results of the EP, the qualifications to be awarded.

***EEC recommendations for EP 8D02184 Film and TV directing***

-Information about the educational program should includedata reflecting the positioning of the EP in the market of educational services (at the regional, national and international levels), i.e. it is necessary to activate the positioning of the EP in the domestic and international market for the provision of educational services. The deadline is 09/01/2022.

**Conclusions of the EEC according to the criteria:**

***According to the standard "Informing the public" EP 8D02184 Film and TV directing disclosed 12 criteria, of which 1 has a strong position, 10 a satisfactory position, 1 suggests improvement.***

**(VII) OVERVIEW OF STRENGTHS/BEST PRACTICE FOR EACH STANDARD**

***Standard "Management of the educational program"***

***Strengths/best practice in EP8D02184 Film and TV directing***

-the management of the EP regularly undergoes training in education management programs.

***Information Management and Reporting Standard***

***Strengths/best practice in EP8D02184 Film and TV directing***

- not identified.

***Standard "Development and approval of the educational program"***

***Strengths/best practice in EP 8D02184 Film and TV directing***

- not identified.

***Standard "Continuous monitoring and periodic evaluation of educational programs"***

***Strengths/best practice in EP 8D02184 Film and TV directing***

-monitoring and periodic evaluation of the EP holistically consider: the workload, academic performance and graduation of students, as well as the effectiveness of student assessment procedures.

***Student-Centered Learning, Teaching and Assessment Standard***

***Strengths/best practice in EP 8D02184 Film and TV directing***

- Teaching staff are proficient in modern methods for assessing learning outcomes and regularly improve their skills in this area.

***Standard "Students"***

***Strengths/best practice in EP 8D02184 Film and TV directing***

- have not been identified.

***Standard "Teaching Staff"***

***Strengths/best practice in EP8D02184 Film and TV directing***

- The university has demonstrated the compliance of the qualitative composition of the teaching staff with the established qualification requirements, the strategy of the university, and the goals of the EP.

- The university has demonstrated its focus on the development of academic mobility, attracting the best foreign and domestic teachers.

### Standard "Educational resources and student support systems"

#### **Strengths/best practice in EP 8D02184 Film and TV directing**

EI demonstrated the compliance of information resources with the needs of the university and the ongoing EP, including the examination of the results of research, graduation theses, dissertations for plagiarism.

- The university ensures that the infrastructure meets the safety requirements.

### Public Information Standard

#### **Strengths/best practice in EP8D02184 Film and TV directing**

- Information about the educational program is objective, up-to-date and includes the purpose and planned results of the EP, the qualifications to be awarded.

### **(VIII) OVERVIEW OF RECOMMENDATIONS FOR IMPROVING QUALITY**

### Standard "Management of the educational program"

The management of the accredited EP should regularly ensure participation in the formation of the EP development plan representatives of stakeholder groups, including employers, students and teaching staff;

- The leadership of the EP to strengthen the work on preventive risk management on a regular basis;

- The leadership of the Academy to intensify the procedure for managing innovations within the framework of the EP, including the analysis and implementation of innovative proposals by September 1, 2023;

- Provide the leadership of the Academy with equal opportunities for learning both in the state language of the Republic of Kazakhstan, and in Russian and English - at least 40% starting from 1.09.2022.

### Information Management and Reporting Standard

-The university should regularly involve students, employees and teaching staff in the processes of collecting and analyzing information, as well as making decisions based on them;

- The management of the EP to develop an action plan for the formation of the contingent and begin its implementation by September 1, 2023.

### Standard "Development and approval of the educational program"

The management of the EP should ensure the development of a joint (s) and / or two-diploma EP with foreign PAs before 01.12.2024.

Management EP annually monitor changes in the labor market, make timely changes and additions to the structure and content of the EP.

### Standard "Continuous monitoring and periodic evaluation of educational programs"

The management of the EP should publish information about changes to the EP in a timely manner; inform interested parties about any planned or undertaken actions within the EP.

The management of the EP is to update the CED with the involvement and taking into account the recommendations of potential employers by 06.2023.

### Student-Centered Learning, Teaching and Assessment Standard

The leadership of the academy should consider the possibility of 100% provision of students in need with places to live in a hostel.

### Standard "Students"

- To the management of the university by September 1, 2022: to develop and approve the Work Plan for the inclusion of the Alumni Association in the processes of the university.

### Standard "Teaching Staff"

Consider the possibilities of increasing the level of academic mobility of teaching staff, including virtual mobility, as well as developing effective motivational mechanisms for the professional and personal development of teaching staff until 01.12.2022.

### Standard "Educational resources and student support systems"

By January 1, 2023, equip the material and technical base with modern educational equipment and software, as well as strengthen social and material support for students.

### Public Information Standard

Information about the educational program should include data reflecting the positioning of the EP in the market of educational services (at the regional, national and international levels), i.e. it is necessary to activate the positioning of the EP in the domestic and international market for the provision of educational services. The deadline is 09/01/2022.

## **(IX) OVERVIEW OF THE RECOMMENDATION FOR THE DEVELOPMENT OF EDUCATIONAL ORGANIZATION**

Not available.

## **(X) RECOMMENDATION TO THE ACCREDITATION BOARD**

The external expert commission made a unanimous decision to recommend to the Accreditation Council educational program 8D02184 Film and TV directing RGO "T.K.Zhurgenov Kazakh National Academy of Arts" to accredit for a period of 5 (five) years.

### **Appendix 1. Evaluation table "PARAMETERS OF A SPECIALIZED PROFILE"**

#### **Conclusion of the External Expert Commission for the Assessment of the Quality of the Educational Program 8D02184 Film and TV Directing Republican state institution " T.K.Zhurgenov Kazakh National Academy of Arts" MCS RK**

n\n	n\n	Criteria for evaluation	Position parameters			
			strong	Satisfy body	Assumes improvement	Unsatisfactory body
<b>Standard "Educational program management»</b>						
1	1.	The university must demonstrate the development of the goal and EP development strategies based on the analysis of external and internal factors with the wide involvement of various stakeholders	+			
2	2.	The quality assurance policy should reflect the relationship between research, teaching and learning	+			
3	3.	The university demonstrates the development of a culture of quality assurance	+			
4	4.	Commitment to quality assurance should apply to any activity performed by contractors and partners		+		

		(outsourcing), including the implementation of joint/double-degree education and academic mobility				
5	5.	The management of the EP ensures the transparency of the development plan for the development of the EP based on the analysis of its functioning, the real positioning of the university and the focus of its activities on meeting the needs of students, the state, employers and other stakeholders		+		
6	6.	The EP management demonstrates the functioning of the mechanisms for the formation and regular revision of the EP development plan and monitoring its implementation, assessing the achievement of learning goals, meeting the needs of students, employers and society, making decisions aimed at continuous improvement of the EP		+		
7	7.	The management of the EP should involve representatives of stakeholder groups, including employers, students and teaching staff in the formation of a development plan for the EP			+	
8	8.	The leadership of the EP must demonstrate individuality and uniqueness the development plan of the EP, its consistency with the national development priorities and the development strategy of the educational organization		+		
9	9.	The university must demonstrate a clear definition of those responsible for business processes within the framework of the EP, the distribution of staff duties, and the delimitation of the functions of collegial bodies	+			
	10.	The management of the EP ensures the coordination of the activities of all persons involved in the development and management of the EP, and its continuous implementation, and also involves all interested parties in this process		+		
11	11.	The EP management must ensure the transparency of the management system, the functioning of the internal quality assurance system, including its design, management and monitoring, and the adoption of appropriate decisions		+		
12	12.	The management of the EP should carry out risk management			+	
13	13.	Management of the EP must ensure the participation of representatives of interested parties (employers, teaching staff, students) in the collegiate management bodies of the educational program, as well as their representativeness in making decisions on the management of the educational program		+		
14	14.	The university must demonstrate innovation management within the EP, including the analysis and implementation of innovative proposals			+	
15	15.	The management of the EP must demonstrate its openness and accessibility for students, teaching staff, employers and other interested parties		+		
16	16.	The management of the EP confirms the completion of training in education management programs	+			



17	17.	Management The SP should strive to ensure that the progress made since the last external quality assurance procedure is taken into account when preparing for the next procedure.		+		
<b>Total by standard</b>			5	9	3	0
<b>Information Management and Reporting Standard</b>						
18	1.	The university must ensure the functioning of the system for collecting, analyzing and managing information based on modern information and communication technologies and software		+		
19	2.	The EP guidance demonstrates the systematic use of processed, adequate information to improve the internal quality assurance system		+		
20	3.	The management of the EP demonstrates the presence of a reporting system that reflects the activities of all structural units and departments within the EP, including an assessment of their performance		+		
21	4.	The university must determine the frequency, forms and methods for assessing the management of the EP, the activities of collegial bodies and structural divisions, top management		+		
22	5.	The university must demonstrate a mechanism for ensuring the protection of information, including determining the persons responsible for the reliability and timeliness of the analysis of information and the provision of data		+		
23	6.	The university demonstrates the involvement of students, employees and teaching staff in the processes of collecting and analyzing information, as well as making decisions based on them			+	
24	7.	The EP management must demonstrate the existence of communication mechanisms with students, employees and other stakeholders, including conflict resolution		+		
25	8.	The university must ensure the measurement of the degree of satisfaction with the needs of students, teaching staff and staff within the framework of the EP and demonstrate evidence of the elimination of identified shortcomings		+		
26	9.	The university should evaluate the effectiveness and efficiency of activities in the context of the EP		+		
		<i>The information collected and analyzed by the university within the framework of the EP should take into account:</i>				
27	10.	key performance indicators		+		
28	11.	the dynamics of the contingent of students in the context of forms and types		+		
29	12.	academic performance, student achievement and dropout		+		
30	13.	satisfaction of students with the implementation of the EP and the quality of education at the university		+		
31	14.	availability of educational resources and support systems for students		+		
32	15.	employment and career growth of graduates		+		

33	16.	Students, teaching staff and staff must document their consent to the processing of personal data	+			
34	17.	The management of the EP should contribute to the provision of the necessary information in the relevant fields of science		+		
<b>Total by standard</b>			1	15	1	0
<b>Standard "Development and approval of the educational program"</b>						
35	1.	The university must demonstrate the existence of a documented procedure for the development of the EP and its approval at the institutional level	+			
36	2.	The university must demonstrate the compliance of the developed EP with the established goals and planned learning outcomes	+			
37	3.	The EP management should determine the influence of disciplines and professional practices on the formation of learning outcomes		+		
38	4.	The university demonstrates the presence of a model of a graduate of the EP, which describes the learning outcomes and personal qualities		+		
39	5.	The qualification awarded upon completion of the EP must be clearly defined, explained and correspond to a certain level of NQF, QF-EHEA	+			
40	6.	The management of the EP must demonstrate the modular structure of the program based on ECTS, ensure that the structure of the content of the EP corresponds to the goals set, with a focus on achieving the planned learning outcomes for each graduate	+			
41	7.	The management of the EP should ensure that the content of academic disciplines and learning outcomes correspond to each other and the level of education (bachelor's, master's, doctoral studies)	+			
42	8.	The management of the EP must demonstrate the conduct of external reviews of the EP		+		
43	9.	The management of the EP must provide evidence of the participation of students, teaching staff and other stakeholders in the development and quality assurance of the EP		+		
44	10.	The management of the EP must demonstrate the uniqueness of the educational program, its positioning in the educational market (regional/national/international)		+		
45	11.	An important factor is the possibility of preparing students for professional certification	+			
46	12.	An important factor is the presence of a joint (s) and / or two-degree EP with foreign universities			+	
<b>Total by standard</b>			6	5	1	0
<b>Standard "Continuous monitoring and periodic evaluation of the educational program"</b>						

47	1.	The university must ensure the revision of the structure and content of the EP, taking into account changes in the labor market, the requirements of employers and the social demand of society		+		
48	2.	The university must demonstrate the existence of a documented procedure for monitoring and periodic evaluation in order to achieve the goal of the EP and continuously improve the EP		+		
		<i>Monitoring and periodic evaluation of the EP should consider:</i>				
49	3.	the content of the program in the context of the latest achievements of science and technology in a particular discipline		+		
50	4.	changing needs of society and the professional environment		+		
51	5.	workload, performance and graduation of students	+			
52	6.	effectiveness of student assessment procedures	+			
53	7.	needs and satisfaction of students		+		
54	8.	compliance of the educational environment and the activities of support services with the goals of the EP		+		
55	9.	The management of the EP should publish information about changes to the EP, inform interested parties about any planned or undertaken actions within the EP			+	
56	10.	Support services should identify the needs of different groups of learners and their degree of satisfaction organization of training, teaching, assessment, development of the EP in general		+		
<b>Total by standard</b>			2	7	1	0
<b>Student-Centered Learning, Teaching and Assessment Standard</b>						
57	1.	The management of the EP should ensure respect and attention to the various groups of students and their needs, providing them with flexible learning paths		+		
58	2.	The management of the EP should ensure teaching on the basis of modern achievements of world science and practice in the field of training, the use of various modern methods of teaching and evaluating learning outcomes that ensure the achievement of the objectives of the EP, including competencies, skills to perform scientific work at the required level	+			
59	3.	The management of the EP should determine the mechanisms for distributing the teaching load of students between theory and practice within the framework of the EP, ensuring the mastery of the content and achievement of the objectives of the EP by each graduate	+			
60	4.	An important factor is the presence of own research in the field of teaching methods of EP disciplines	+			
61	5.	The university must ensure that the procedures for evaluating learning outcomes correspond to the planned results and goals of the EP		+		

62	6.	The university must ensure the consistency, transparency and objectivity of the mechanism for assessing the learning outcomes of the EP, the publication of criteria and methods for assessing learning outcomes in advance		+		
63	7.	Assessors must be familiar with modern methods for assessing learning outcomes and regularly improve their skills in this area.	+			
64	8.	The management of the EP must demonstrate the existence of a feedback system on the use of various teaching methods and the assessment of learning outcomes		+		
65	9.	The management of the EP must demonstrate support for the autonomy of learners while providing guidance and assistance from the teacher.		+		
66	10.	The management of the EP must demonstrate the existence of a procedure for responding to complaints from students		+		
<b>Total by standard</b>			4	6	0	0
<b>Standard "Students»</b>						
67	1.	The university must demonstrate the policy of forming a contingent of students and ensure transparency, publicity of the procedures governing the life cycle of students (from admission to completion)		+		
68	2.	The management of the EP should provide for special adaptation and support programs for newly enrolled and foreign students		+		
69	3.	The university must demonstrate the compliance of its actions with the Lisbon Recognition Convention, including the existence and application of a mechanism for recognizing the results of academic mobility of students, as well as the results of additional, formal and non-formal education		+		
70	4.	The university should provide an opportunity for external and internal academic mobility of students, as well as assist them in obtaining external grants for study	+			
71	5.	The university should encourage students to self-education and development outside the main program (extracurricular activities)		+		
72	6.	An important factor is the existence of a mechanism to support gifted students.		+		
73	7.	The university must demonstrate cooperation with other educational organizations and national centers of the "European Network of National Information Centers for Academic Recognition and Mobility / National Academic Recognition Information Centers" ENIC / NARIC in order to ensure comparable recognition of qualifications	+			
74	8.	The university must provide students with internship places, demonstrate the procedure facilitating the employment of graduates, maintaining contact with them		+		
75	9.	The university must demonstrate the procedure for issuing documents to graduates confirming the qualifications received, including the achieved learning outcomes	+			

76	10.	The management of the EP must demonstrate that program graduates have skills that are in demand in the labor market and that these skills are really relevant		+		
77	11.	The management of the EP must demonstrate the existence of a mechanism for monitoring the employment and professional activities of graduates		+		
78	12.	An important factor is the existence of an active alumni association/union			+	
<b>Total by standard</b>			3	8	1	0
<b>Standard "Teaching staff»</b>						
79	1.	The university must have an objective and transparent personnel policy in the context of the EP, including recruitment (including invited teaching staff), professional growth and development of staff, ensuring the professional competence of the entire staff		+		
80	2.	The university must demonstrate the compliance of the qualitative composition of the teaching staff with the established qualification requirements, the strategy of the university, and the goals of the EP	+			
81	3.	The management of the EP should demonstrate the change in the role of the teacher in connection with the transition to student-centered learning and teaching		+		
82	4.	The university should provide opportunities for career growth and professional development of teaching staff, including young teachers		+		
83	5.	The university should involve in the teaching of specialists from relevant industries with professional competencies that meet the requirements of the EP		+		
84	6.	The university must demonstrate the presence of a motivation mechanism for the professional and personal development of teaching staff		+		
85	7.	The university must demonstrate the widespread use of teaching staff of information and communication technologies and software in the educational process (for example, on-line training, e-portfolio, MEPs, etc.)		+		
86	8.	The university must demonstrate its focus on the development of academic mobility, attracting the best foreign and domestic teachers	+			
87	9.	The university must demonstrate the involvement of each teacher in promoting a culture of quality and academic integrity at the university, determine the contribution of teaching staff, including those invited, to achieving the goals of the EP		+		
88	10.	An important factor is the involvement of teaching staff in the development of the economy, education, science and culture of the region and the country	+			
<b>Total by standard</b>			3	7	0	0
<b>Standard "Educational resources and student support systems"</b>						

89	1.	The university must guarantee the compliance of the infrastructure, educational resources, including material and technical, with the goals of the educational program		+		
90	2.	The management of the EP must demonstrate the sufficiency of classrooms, laboratories and other facilities equipped with modern equipment to ensure the achievement of the objectives of the EP		+		
		<i>The university must demonstrate the compliance of information resources with the needs of the university and the EPs being implemented, including in the following areas:</i>				
91	3.	technological support for students and teaching staff in accordance with educational programs (for example, online learning, modeling, databases, data analysis programs)		+		
92	4.	library resources, including a fund of educational, methodical and scientific literature on general education, basic and major disciplines on paper and electronic media, periodicals, access to scientific databases		+		
93	5.	examination of the results of research, graduation works, dissertations for plagiarism	+			
94	6.	access to educational Internet resources		+		
95	7.	functioning of Wi-Fi on the territory		+		
96	8.	The university must demonstrate that it creates conditions for conducting scientific research, integrating science and education, publishing the results of research work of teaching staff, staff and students		+		
97	9.	The university should strive to ensure that the educational equipment and software used for the development of educational programs are similar to those used in the relevant sectors of the economy		+		
98	10.	The management of the EP must demonstrate the existence of procedures for supporting various groups of students, including information and counseling		+		
99	11.	The management of the EP should show the existence of conditions for the advancement of the student along an individual educational trajectory			+	
100	12.	The university must take into account the needs of different groups of students (adults, working, foreign students, as well as students with special educational needs)		+		
101	13	The university must ensure that the infrastructure meets the safety requirements	+			
<b>Total by standard</b>			2	10	1	0
<b>Public Information Standard</b>						
102	1.	The university guarantees that the published information is accurate, objective, up-to-date and reflects all the activities of the university within the framework of the educational program		+		



103	2.	Informing the public should include support and explanation of the national development programs of the country and the system of higher and postgraduate education		+		
104	3.	The university management should use a variety of ways to disseminate information (including the media, web resources, information networks, etc.) to inform the general public and interested parties		+		
		<i>Information about the educational program is objective, up-to-date and should include:</i>				
105	4.	the purpose and planned results of the EP, the qualification to be awarded	+			
106	5.	information and the system for assessing the educational achievements of students		+		
107	6.	information about academic mobility programs and other forms of cooperation with partner universities, employers		+		
108	7.	information about the opportunities for developing personal and professional competencies of students and employment		+		
109	8.	data reflecting the positioning of the EP in the market of educational services (at the regional, national, international levels)			+	
110	9.	An important factor is the publication on open resources of reliable information about teaching staff, in the context of personalities		+		
111	10.	The university must publish audited financial statements for the EP on its own web resource		+		
112	11.	The university must post information and links to external resources based on the results of external evaluation procedures		+		
113	12.	An important factor is the placement of information about cooperation and interaction with partners, including scientific / consulting organizations, business partners, social partners and educational organizations		+		
<b>Total by standard</b>			<b>1</b>	<b>10</b>	<b>1</b>	<b>0</b>
<b>TOTAL</b>			<b>27</b>	<b>77</b>	<b>9</b>	<b>0</b>