



AGJENCIA E SIGURIMIT TË CILËSISË NË ARSIMIN E LARTË

**REPORT OF THE INSTITUTIONAL REVIEW OF
ACADEMY OF FILM AND MULTIMEDIA “MARUBI”**

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About this review

The overall aim of Institutional Review is to assess the extent to which each HEI meets the Albanian State Quality Standards which came into force in 2021. Institutional Review is a peer review process with each review team composed of a mix of international reviewers and Albanian reviewers appointed by ASCAL.

The resulting reports will serve not only for institutional accreditation based on the extent to which the HEI meets the standards, but will also inform the HEIs, Albanian government, the public and students of how each HEI meets the standards. This report also helps the HEI to identify priorities for enhancement (the process by which higher education providers systematically improve the quality of provision and the ways in which students' learning is supported).

The Albanian State Quality Standards have been grouped under five headings, the Evaluation Areas: Higher Education Institution - Management, Autonomy, And Quality Assurance; Resources and Partnership; Study Programs, Teaching, and Evaluation; Scientific/Artistic Activity And Innovation; and Students and Their Support. This report identifies features of good practice, recommendations, affirmations of actions in progress and weaknesses for each Evaluation Area, together with a judgement as to how well the HEI meets the standards. The judgements that the reviewers may assign are: standards are fully met; standards are substantially met; standards are partly met; or standards are not met.

Finally, the reviewers conclude by recommending a summary judgement to ASCAL's Accreditation Board. This overall judgement is one of four levels:

- **State Quality Standards are met**
- **State Quality Standards are substantially met**
- **State Quality Standards are partly met**
- **State Quality Standards are not met.**



The context of this review

The Academy of Film and Multimedia “Marubi” (AFMM) is a non-public higher education institution with special status, granted by the Council of Ministers' Decision No. 229, dt. April 26, 2018. Its mission is to qualify specialists in film and multimedia.

AFMM was founded in 2004 by OraFilm Cinematography House in cooperation with the Lumiere Albanian Cinematographers Association and the National Center of Cinematography. Law No.80/2015 “On Higher Education and Scientific Research in the Republic of Albania” and Law 8096, dt.21.03.1996 “On Cinematography” (amended), both, regulate its function and academic offer.

AFMM management is overseen by the Foundation “Kinostudio” a non-profit organization co-founded by the Albanian Ministry of Education and Sport and the Cinematographic House “Orafilm”. AFMM premises are located in the Kinostudio neighbourhood of Tirana, in a building supplying acoustically isolated spaces and a very extensive wardrobe and equipment storage available for filmmakers.

AFMM currently receives annual financial support by the Albanian Government, starting with a grant allocated by Decision No. 571, dt. 08.08.2019 and being renovated every year by a DCM. The aim of the grant is to support students and enhance the creative activities of AFMM.

AFMM has a faculty, composed of the Department of Screenwriting and Directing, the Department of Camera and Editing, and the Production Unit. These units offer one accredited Bachelor degree in Film and Media Profiles “Film Directing”, “Script-writing”, “Camera” and “Editing”. In the course of the four academic years following the last institutional accreditation in 2019-2020, AFMM witnessed a significant decrease of students enrolled, which is, directly reflected also in the number of the full-time academic staff employed. Currently AFMM employs 2 full-time academic staff, 4 part-time, and it has only 1 student enrolled.

The special status grants AFMM the right not to follow the criteria on the number and qualification of the full-time academic year, as well as the minimal number of enrolled students.

AFMM is a full member of the center Internationale de Liaison des Ecoles de Cinema et Television, and Groupement Europeen des Ecoles de Cinema et Television; it also displays an extensive national and international partnership network, which gives AFMM students and staff opportunity to promote their artistic achievements in film festivals and similar events.

The current review is carried out as part of the fourth institutional accreditation process, following the ones in 2017, and 2020. The institutional review of 2019 identified 4 good practices, 3 weaknesses, and 2 affirmations following which it concluded that:

1. The standards for its Organization and Management were **substantially met**.
2. The standards for Resources were **fully met**.
3. The standards for the Curriculum were **fully met**.



4. The standards for Teaching, Learning, Assessment, and Research were **fully met**.
5. The standards for Students and their Support were **substantially met**.

Summary Judgement

The State Quality Standards were **substantially met**.

The Accreditation Board, Decision no.2, dt. 24.01.2020 concluded that AFMM received a 5-year accreditation and recommended that:

1. AFMM increased the impact of the Academic Council on the teaching and learning quality.
2. AFMM promoted active participation of the students in organizational issues and provided real feedback to their needs.
3. AFMM built a more critical approach to the identification of its weaknesses and respective improvement plans.

In line with the above, AFMM had already undertaken an improvement plan to meet the recommendations and evidence of the engagement of Academic Council on teaching and learning quality improvement was brought extensively as part of the self-evaluation folder in the current accreditation process.

It also provided documented evidence in regards to the inclusion of the students in organizational issues and quality assurance feedback, but, given the minimal number of the students (only one) participating in the meeting with the review team [M9], the evaluators are not able to judge whether this recommendation was actually met in practice.

The evaluation team concludes that the third recommendation of the Board of Accreditation needs a closer overview and more concrete undertakings on behalf of the authorities and academic staff of AFMM regarding the current challenges it is facing in the number of the enrolment and the understanding of the changing trends of the job market. This was, in fact, the perspective from which this team of reviewers has analysed and reported the current state-of-the-art of the AFMM in the given external evaluation report.

In line with the ASCAL regulatory frame, AFMM started current periodical accreditation procedures by providing its application request to ASCAL on February 13, 2024. It designed a Self-Evaluation Report and uploaded the Self-Evaluation folder in the AMS electronic system within the deadline. The Self-evaluation Folder contained 166 documents in Albanian and English language. The self-evaluation team was composed of three people in charge of developing a comprehensive strategy for researching, locating, and compiling all essential self-evaluation pedagogical and administrative evidence. Two administrative staff facilitated the supporting documentation, and two academic staff were responsible for drafting the self-evaluation report. No students were involved in the above procedures.

The external evaluators were provided with all of the above six weeks before the site visit.



The 2-day visit of the external reviewers in the premises of AFMM took place on November 25-26, 2024. The review team had 11 meetings with the AFMM authorities/decision-making bodies, academic/administrative staff, a student, alumni, employers and stakeholders. 13 more evidence documents were provided on AMS upon the request of the reviewing team.

The team of reviewers concluded that the process of self-evaluation was well-organised and accurate in regards to procedures, deadlines and formal documentation. The institutional coordinator was cooperative and efficient in organizational and feedback aspects. The Self-evaluation Report was designed to reflect the way AFMM meets the quality standards and respective indicators. It lacked, however, the approach to think and act critically in terms of qualification and organizational weaknesses and gaps which the AFMM mainly considers outside challenges rather than internal undertaking efforts.

On 01.04.2025, the institution submitted comments on the draft report submitted on 21.03.2025. The external evaluation group took into consideration a series of comments which are also reflected in the report below, but nevertheless, on some issues, it stands by its opinion and has not made any changes.

After the careful review of the whole set of documents and procedures mentioned above the review team concludes the evaluation terms that follow in the next section of this report.

Summary report

Evaluation Area 1

The Academy of Film and Multimedia (AFMM) is a non-public higher education institution established in 2004 and given its special status by the Albanian government in 2018. It operates based on its Statute and regulations, with a management structure that includes the Director, Administrative Director, Head of Production, Academic Council, and Advisory Board. The Director is responsible for the academy's development program, budgeting, and staffing. The Head of Production manages the Production Unit, and the Administrative Director handles organizational and budgetary duties.

AFMM offers academic autonomy and freedom in teaching, creation, and expression. It provides professional training in film and television, with a Faculty of Film and Media offering graduate studies in the first year, successively followed by specialization in Directing, Screenwriting, Cinematography, or Editing in the second year.

Evaluation Area 2

AFMM lecturers are professionals in their fields, with two external collaborators holding doctoral titles. The academy employs former students in specific subjects, with one having completed a Master's degree.

The institution organizes free film screenings for the public, film festivals, and the International Human Rights Film Festival. AFMM ensures long-term sustainability of its academic staff and co-founded the "Kinostudio" Foundation, which owns the academy's facilities. The campus is well-equipped with classrooms, laboratories, cinemas, and accessible areas for people with disabilities.

AFMM maintains complete documentation and offers a website with information on programs, registrations, and activities. The institution's budget is determined after the government approves its grant, and it submits regular financial reports. AFMM has been a member of CILECT since 2008 and actively participates in international events. It collaborates with cultural institutions like the Italian Cultural Institute and the German Goethe Center to bring films and professionals for student and public engagement. Since 2006, AFMM has organized the Human Rights Film Festival in Albania.

Evaluation Area 3

AFMM is a higher education institution offering specialized qualifications in film and multimedia in Albania, in line with its mission and capacities. The Special Status granted by the Council of Ministers allows the institution to align its modest capacities in staff and students with the needs of the labour market.

Currently, AFMM is suffering a significant decline in enrolment numbers and it offers only first-cycle study programs, in accordance with its mission, national trends, and the specifications of its special status.



The program workload is distributed progressively, transitioning from theoretical activities to practical ones. Documentation and resources in support of the study programme are in order. Enrolment and graduation procedures are organized in line with the AFMM legal frame. Students are encouraged to participate in a significant number of professional curricular and extracurricular activities, enabling graduates to smoothly gain access to the labour market.

Evaluation Area 4

AFMM does not conduct formal scientific research, given its specific status as a higher education institution with main focus on teaching practice and artistic production. Neither, is its staff engaged in scientific qualification and promotion. The artistic products of the AFMM, on the other hand, constitute the main activity of its students, fully monitored by its staff and leadership. This is carried out in line with the national, cultural and social needs and is subject to reporting to the Ministry of Education regarding the annual academic activity.

Students research is mainly focused on the preparation of the theoretical graduation paper and the invention of technical effects of film shooting. The process is guided and overseen by all of the AFMM composing units and is promoted extensively in festivals and film events. All of the AFMM products respect copyright rules and criteria.

Evaluation Area 5

AFMM is currently having a significant shortage in the number of enrolments, which should be analysed and worked out with great care by its staff and authorities. AFMM admits it's being due to the lack of proper coordination of MES regarding programmes that offer specific qualifications in the field of cinematography and the fact that there is no proper career counselling the high school youngsters; yet, they also admit that a better Marketing Strategy should be worked out and applied.

Enrolment regulations, information and communication tools and platforms, and orientation procedures are in order. Tutorship and monitoring during the studies are also managed by the staff, the Administrator, The Director and respective ad-hoc commissions. Promotion of the students' work is continuous and takes place in the academy, in the country, and abroad, as well. Students are entitled to use all the AFMM filmmaking equipment, library, videos, etc., during their curricular activities.

Students are smoothly integrated in the job market and AFMM reflects extensive networking in this respect. It keeps good relationships with its alumni and maintains communication with them in terms of media and cinematography market updates.

At the moment of the review, the Student Council was a formal structure given the minimal number of student representatives. The same could be said even for the involvement of students in the inner quality assurance process.

Summary of findings

Good practice

The review team identified the following features of good practice:

1. Extensive encouragement of the students to promote their work and to compete in international film festivals, as an example of the impact it has on the mission of the AFMM and the future integration of the graduates in the international job market. **[Evaluation Area 1]**
2. The practice of employing alumni as full-time or part-time academic staff is a sign of its efforts to reflect its relevance to the job market. **[Evaluation Area 2]**
3. Masterclasses/workshops offered by invited teachers or professionals, as qualification forms with a significant impact on the student and alumni professional expertise. **[Evaluation Area 3]**

Weaknesses

The review team identified the following weaknesses:

1. Lack of exchange teaching /training mobility programmes for outgoing academic staff to international educational institutions. **[Evaluation Area 2]**
2. Lack of a programme of the second cycle, as a future perspective stability of the AFMM in the professional market in Albania. **[Evaluation Area 3]**
3. Lack of research on professional curriculum topics and provision of its updates in textbooks for students. **[Evaluation Area 4]**

Recommendations

The review team identified the following recommendations:

1. The review team recommends that AFMM management deeply analyze the need for full-time employment of academic staff, in order to have sustainability in the academic offer of the institution and improve either enrolment opportunities and/or opening new study programmes in the second cycle. **[Evaluation Area 1]**
2. The review team recommends AFFM management to actively and realistically involve its academic staff in processes proceeding and following the decision-making in the Academic Council. **[Evaluation Area 1]**
3. The review team recommends that an academic institution with extensive international partnership network, AFMM should also promote exchange teaching and training periods for its staff to upgrade their professional and research background. **[Evaluation Area 2]**
4. The review team strongly recommends that AFMM undertakes market study research to evaluate current trends for more professional post-graduate qualifications. **[Evaluation Area 3]**



5. The staff is highly recommended to focus their scientific study in the provision of updated professional curriculum materials as course literature for their students.
[Evaluation Area 4]

Affirmation of action being taken

The review team affirms the following actions already in progress:

1. AFFM is in the process of developing and designing its Marketing Strategy, to improve students' enrolment. **[Evaluation area 5]**

Summary of judgements for each Evaluation Area

1. The Standards for the Higher Education Institution - Management, Autonomy, and Quality Assurance **are fully met.**
2. The Standards for Resources and Partnership; are **substantially met**
3. The Standards for Study Programs, Teaching, and Evaluation are **substantially met.**
4. The Standards for Scientific/Artistic Activity and Innovation are **substantially met.**
5. The Standards for Students and Their Support **are fully met.**

Summary Judgement

The reviewers recommend to the Accreditation Board that at AFMM the State Quality Standards are **substantially met.**



Evaluation Area 1: Higher Education Institution - Management, Autonomy, And Quality Assurance

The Academy of Film and Multimedia (AFMM) is a non-public higher education institution with special status, granted by the Council of Ministers' Decision No. 229, dated April 26, 2018. Its operation is based on the Statute of AFMM (approved by the Ministry of Education and Sports under No. 494, dated July 30, 2018), as well as other documents such as the Statute, AFMM Regulation and other formal regulatory frame, which are also provided to students upon their admission.

The management structure of AFMM is outlined in its Statute and includes: the Director, the Administrative Director, the Head of Production, the Academic Council, and the Advisory Board. The highest executive authority is the Director, who is also the founder and the executive director of the Kinostudio Foundation. Department heads are accountable to the Director through the Academic Council. Additionally, there is the Student Council. [SEF_3/8]

According to the Statute [SEF_3] and the Regulation [SEF_8], the Director is responsible for drafting the development program, the annual activity program, distributing budgets, materials, and human resources, approving regulations, signing all contracts, and appointing the entire staff. The Head of Production manages the Production Unit, while the Administrative Director is responsible for the budget, organization, coordination, and scheduling of activities. The Director of AFMM was formalized through a decision by the relevant MES [SEF_8].

According to its Statute, and the SER, AFMM declares that it enjoys academic autonomy and freedom in accordance with the current higher education legislation in Albania. Freedom of teaching, creation, and expression are specifically guaranteed through the themes of films selected and developed by students, under the supervision of their professors. AFMM offers professional, creative, artistic, and technical training for those aspiring to engage in the film and television industry.

AFMM has a faculty, namely the Faculty of Film and Media. In the first year it provides core bachelor studies, followed by specialization in the second year in one of four profiles: Directing, Screenwriting, Cinematography, or Editing.

According to the SER and the findings from the visit conducted by the expert group, AFMM has, over the years, followed a development strategy, creating opportunities for collaboration and support from the Ministry of Foreign Affairs of France through the professional expertise of the "Le Femis" school, as well as support from the British Council, London Film School, and further support from the German Government and the Babelsberg and Cologne Film Academies, all of which also provide additional support, as detailed in the attached annexes [SEF_10-25].

AFMM also maintains its official website and updates it with promotional and informative new in both Albanian and English. [www.afmm.edu.al]



AFMM uses evaluation procedures and methodologies, measuring and evaluation instruments for the opening, development and progress of study programs, graduation and integration in the labour market. This methodology is applied and measured through its main two indicators: the number of students' participation students' awards/prizes won in international and national film festivals [SEF_38/39/95], and the number of the alumni currently employed in their profile [SEF_68] / [M9]. *The evaluation team considered the extensive encouragement of the students to promote their work and to compete in international film festivals as an example of good practice for the impact it has on the mission of the AFMM and the future integration of the graduates in the international job market.*

The group of experts had the opportunity to meet former students, graduates of AFMM, where it turned out that the Academy maintains frequent contact with them as employees and employers in the labour market. They accepted that individual professional achievements were mainly attributed to the educational training and professional experiences they had at AFMM [M 9].

AFFM, in its documentation and upon request of the evaluation group presented the list of academic staff, the recruitment process and the forms of implementation [ADD_Accademic staff 2024-2025]. During the discussion with the participants in the visit, the recruitment process of academic staff did not seem to be realistically reflected; the majority of the staff confirmed being employed by direct invitation from the Director [M4/M5]. *The evaluation group also noted that AFMM has limited full-time staff capacities, also because of the small number of students (only one) but recommends that the AFMM management deeply analyse the need for full-time employment of academic staff, in order to have sustainability in the academic offer of the institution and improve either enrolment opportunities and/or opening new study programmes in the second cycle.*

The AFFM has attached information regarding the functionality of the Academic Council in its documentation [SEF_61], *but the responses of the questions that directly related to the above, during the review visit by the attendees, reflected that in some cases, they had little knowledge about the work and decisions made by the Academic Council, despite the very good formal existence of the later.* The review team *recommends that AFFM management actively and realistically involve its academic staff in processes proceeding and following the decision-making in the Academic Council.*

Findings

Good practice

The review team identified the following features of good practice:



1. Extensive encouragement of the students to promote their work and to compete in international film festivals is an example of good practice for the impact it has on the mission of the AFMM and the future integration of the graduates in the international job market.

Weaknesses

The review team did not identify any weaknesses.

Recommendations

The review team identified the following recommendations:

1. AFMM management need to deeply analyse the need for full-time employment of academic staff, in order to have sustainability in the academic offer of the institution and improve either enrolment opportunities and/or opening new study programmes in the second cycle.
2. AFFM management should actively and realistically involve its academic staff in processes proceeding and following the decision-making in the Academic Council.

Affirmation of action being taken

The review team does not report any affirmations in this area.

Judgement

The standards for the Organisation and its Management are **fully met**



Evaluation Area 2: Resources And Partnership

The Evaluation Group, from the visit and from the documentation provided for review, managed to create a realistic picture of the current academic and resource situation in AFMM. It is clear that the AFMM lecturers are professionals in the fields, while only two of the external collaborators have a scientific title of Doctor [SER_11].

AFMM employs former students in specific subjects, where only one has completed postgraduate master studies. The AFMM staff is noted to have travelled for various cooperation activities in foreign audiovisual schools [SER_12,13].

The practice of employing alumni as full-time or part-time academic staff is considered an example of good practice as a sign of its efforts to reflect its relevance to the job market.

AFMM organizes free film screenings for the public in the screening room within the institution, and it also organizes film screenings in other cities in Albania, and in cooperation with the Ministry of Education and Sports and ASCAP has also organized "Film Days in High Schools" in Albania, etc. [SER_13]

AFMM also organizes the International Human Rights Film Festival (IHRFFA) <https://ihrffa.net/news>. [SER_13]

AFMM in the SER, as well as during the visit to the Institution, declares that it has long-term sustainability of academic staff, also attaching a table [SER_14] something that was not practiced in reality. recommended in this report.

AFMM, by decision of the Council of Ministers [no. 65, date 03.02.2017], together with the cinematographic house OraFilm, have co-founded the "Kinostudio" Foundation that manages the Academy of Film and Multimedia, which is also the owner of the land where the AFMM facilities are located. The assessment team during the visit found that there is sufficient space for AFMM students, staff, stakeholders and partners to develop their teaching, learning, professional and promotional activity, such as halls, laboratories, cinemas, as well as accessible areas for people with disabilities. [Site visit] The Institution also has an outdoor space for rest and entertainment, with natural shade, and at the entrance to the institution there are facilities for coffee, tea, etc.

The AFMM stores students' documentation in files in the Administrator's office, in both paper and electronic forms, from the enrolment to graduation. [SER_18]

The AFMM has its own website, where all information regarding the program, registrations, activities, etc. is provided [www.afmm.edu.al].

It also provides has ICT rooms with computers and printers accessible to students.

The AFMM determines the annual budget after the Albanian Government approves the grant for them. AFMM regularly reports financial statements, attaching annexes, of which only a few communications via email are noted. [ADD_6]



AFMM has been a member of the CILECT Film Schools Association since 2008, where it states in its SER that it constantly participates in conferences, congresses, workshops, trainings and festivals with its staff and students [SER_20]

AFMM collaborates with the Italian Cultural Institute, the German Goethe Center, the French Institute, the Spanish Embassy, which bring films that are broadcast free of charge for students and the public. Also, every year, foreign cinematography and television professionals come to AFMM through cooperation with relevant partners [SERV_22]. AFMM, within the framework of its activities, since 2006 organizes the Human Rights Film Festival in Albania [SERV_22/www.ihrff.net]

AFMM, declares that it regularly sends its students on mobility, *but does not promote any exchange teaching mobility for its outgoing academic staff in European partner institutions*, except for participation of the latter in festivals and important film events .[SERV_23] The review team considers it *a weakness*, and *recommends that as an academic institution with extensive international partnership network, AFMM should also promote exchange teaching and training periods for its staff to upgrade their professional and research background.*

AFMM helps its students by providing them with film technology to shoot student films, which is part of its infrastructure, and supports logistics through the academy bus.

Findings

Good practice

1. The practice of employing alumni as full-time or part-time academic staff is considered an example of good practice as a sign of its efforts to reflect its relevance to the job market.

Weaknesses

1. Lack of exchange teaching /training mobility programmes for outgoing academic staff to international educational institutions.

Recommendations

1. As an academic institution with extensive international partnership network, AFMM should also promote exchange teaching and training periods for its staff to upgrade their professional and research background.



Evaluation Area 3: Study Programs, Teaching, And Evaluation

AFMM is a professionally focused HEI with its special status granted by the Council of Ministers in 2018 [SEF_7]. Its Statute states that this status entitles AFMM to offer only one study programme, Bachelor in “Film and Media”, without being subject to the requirements of the Law No. 80/2015 [SEF_3]. The study programme is designed in line with the national objectives, and the mission of the Foundation “Kinostudio”; it offers specialised qualification in film and multimedia, since 2004, and its last accreditation dates 2020 [SEF_138]. The programme is organized in line with the Bologna ECTS System, respecting the structure of at least 60 ECTS for each academic year [SEF_139].

The programme provides general professional knowledge on cinematography during the first year, and outlines four training profiles in the following two years: “Film Directing”, “Scriptwriting”, “Camera” and “Editing”. Students can select the proper profile under the guidance of the academic staff, in line with respective accomplishments and talent reflected during the first study year. The final decision is taken by the Academic Council [SEF_62/M3/M4].

The curriculum intertwines theoretical and practical aspects, the latter mostly reflected in the second and third year of study (with a practical course range between 3 to 24 ECTS, increasing progressively from year to year from 50% to 75%) [SEF_139]. Teaching/learning formats include lectures, seminars, practical assignments, masterclasses/workshops, and professional (film) productions [SEF_77-81]. At the end of each year, the student has to present a short meter movie under continuous tutorship of the academic teacher and the Director. The Regulation defines in details all theoretic and practical profile knowledge provided to the students [SEF_8]. The curriculum is continuously updated to meet the flexibility of the fast-changing media market [SEF_141].

AFMM academic staff, due to its unique status, consists of specialists in the field [SEF_42-58]. The number, the qualification, and the status of the academic staff/unit is mutually agreed between AFMM and the Ministry of Education and Sport. This specifies that the basic units may have at least one full-time academic staff for 1-10 students/academic year. The same document also entitles the AFMM Director to appoint newly selected staff, upon consultation with the Academic Council [SEF_41], in line with the published enrolment criteria [SEF_75]. In the academic year 2022-2023, AFMM declared 9 academic staff, respectively 1 director, 3 heads of departments, 1 full-time assistant-lecturer, and 4 part-time academic staff; the latter covering 16% of the curriculum workload, compared to the 18% covered by 14 part-time specialists of a year earlier [ADD_2]. In the year 2024-2025, it declares 2 full-time academic staff and 4 part-time academic specialists [ADD_3]; they cover the curriculum workload of only 1 student. The AFMM special status enables the academic staff, composed of specialists in audiovisual cinematography, television media, visual arts, and culture, to focus primarily on teaching responsibilities, with limited academic research in their respective fields [SEF_8].

Course literature resources are mainly made available by the course lecturer, either handwritten [M3], through electronic post online resources, or the AFMM book and video library. The former offers a Bookpedia online cataloguing system. Both staff and students admit the challenge of not having enough theoretic resources in Albanian language [SER_166/M3/M4]. English language is a requirement for the students.

Course assessment is based on exams and individual performance work (first year), as well as group work (second and third year). Both assessment forms include short meter documentaries and/or annual films completed at the end of the academic year. The graduation exam consists of a theoretical thesis and the presentation of a film realized by the student. The Regulation of Studies defines all procedures and criteria of the graduation exam [SEF_8].

AFMM issues diplomas in four profiles: "Bachelor" in "Film and Media, Profile "Directing"; "Bachelor" in Film and Media, Profile "Camera"; "Bachelor" in Film and Media, Profile "Screen-writing"; "Bachelor" in Film and Media, Profile "Editing" [SEF-3]. The diploma is registered at the Center of Education Services in Albanian [SEF_135-136] and it is accompanied by a supplement in both Albanian and English, providing information on the curriculum, student's achieved results, credits, as well as additional qualifications of students in the form of seminars, trainings, and masterclasses [SEF_126]. Students are informed about the exam results by the Administrative Director [M3/Meeting with administrative Staff].

Specific enrolment criteria, procedures and requirements are defined in the Statute [SEF-3] and are published at the AFMM official website. AFMM shares relevant information on social media platforms, in the activities it organizes or supports, and during the career counselling days at high schools [SER_166]. The Academic Council approves the students' enrolment criteria, in line with MAS requirements [SEF_61]. Both the Statute and the Regulation of studies state that the entrance exam is a test to assess the general background level of the candidate and measure their ability to the cinematography profile [SEF-3/8]. Copies of the entrance test taken by students are stored at the Administrator's Office [SEF_118; SEF_122; Visit at the Administrator's Office].

AFMM does not offer any master programme, which the review team considers a weakness, regarding future perspective stability of the AFMM in the professional market in Albania, given its difficult enrolment situation even the first cycle programme. During the interviews, the alumni, also, admitted that the pursue of the studies in the second cycle would increase the chances of enrolment interests of the graduates that already operate in the regional market [M9/stakeholders]. During the interviews with the authorities and academic/administrative staff, efforts to start procedures of application for a second cycle programme were mentioned, but no evidence was provided to the reviewing team. The review team ***strongly recommends that AFMM undertakes market study research to evaluate current trends for more professional post-graduate qualifications.***

The Annual Report 2022-2023 states that AFMM has begun the process of drafting curricula for the launch of joint study programs with partner schools in Germany, Italy, France, and Romania, and of creating curricula for short-term professional training lifelong learning



modules, in partnership with the National Center of Cinematography, but no evidence was provided even after the request of the review team during the visit [SEF-37]. The Statute of AFMM states that short-term and long-term postgraduate qualifications are organized in line with the legislation in force [SEF-3]. AFMM, however, only offers special courses in the form of annual workshops and masterclasses, as forms of lifelong learning. *AFMM offers up to 9 ECTS/year on masterclasses/workshops by invited teachers or professionals, with considerable positive impact on behalf of the students and the alumni during the interviews [M3/M9i/ SEF_77-81], which is considered an example of a good practice by the review team.*

The progress of study programs is monitored by the Academic Council, which also performs the functions of internal quality assurance [SEF_63]. Anonymous questionnaires are used for evaluating the academic staff. Internal quality assurance is also conducted by comparing student outputs over time [SEF_105-107], as well as through spatial comparisons by benchmarking student outputs against those presented at national film festivals [SEF_29-32]. Yet, in the situation when the number of the students is only one, the function and the quality of either seems nothing more than a formality.

The study program is designed to provide employment opportunities in the fields of cinematography, as well as film and documentary production teams after graduation. Graduates are employed as professionals in with a significant majority as freelancers and self-employed, followed by TV and media, cinematography/film productions, and advertisement companies [SEF_63]. The AFMM offers opportunities and the legal frame for the transfer and equivalence of studies, but no transfer procedures have taken place in the course of the given evaluation period. AFMM also showcases a series of agreements with foreign counterpart institutions and is a full member of CILECT. GEECT, SEECS [SEF_29-32]. Students are encouraged to participate in international activities to promote the Academy's qualifications. Student/Staff exchange mobility agreements are signed for the period 2021-2027, but the evaluation team was not provided any mobilities taking place in their frame yet [ADD-8]. Both, staff and alumni, however, confirmed during the review visit the encouragement of the students by AFMM to participate in international film festivals/events.

The infrastructure supporting the teaching process is comprehensive and aligned with the expected capacities. Laboratories, filming equipment, studios, and wardrobe facilities are made available for the program and the practical work carried out within its framework [SEF_29-32].

Findings

Good practice

The review team identified the following features of good practice:



1. Masterclasses/workshops offered by invited teachers or professionals, as qualification forms with a significant impact on the student and alumni professional expertise.

Weaknesses

The review team identified the following weaknesses:

1. Lack of a programme of the second cycle, as a future perspective stability of the AFMM in the professional market in Albania.

Recommendations

The review team identified the following recommendations:

1. The review team strongly recommends that AFMM undertakes market study research to evaluate current trends for more professional post-graduate qualifications.

Affirmation of action being taken

The review team does not affirm any actions already in progress:

Judgement

The standards for the Curriculum are **substantially met**.



Evaluation Area 4: Scientific/Artistic Activity and Innovation

The Statute of AFMM outlines that it has the profile of a higher education institution with the main focus on academic activity specifically related to the teaching, artistic, and creative process, resulting in artistic products in the field of cinematography [SEF_3]. Its mission is to qualify high specialists in film and multimedia, and to produce respective audio-visual products in films and television [SEF_Statute, art.5].

In this regard, the internal units—Department of Directing and Screenwriting, Department of Cinematography and Editing, Production Unit, and Film Directing-Scripting Department/or the Academic Council—coordinate the objectives of artistic production, scripts, and the procedures for filming and post-production, based on a schedule approved and overseen by the Production Director. In special cases, this process also involves invited professionals [SEF_SER].

Their artistic activity has a primarily creative-promotional character, presented in the form of national/international film festivals and forums, which are also showcased on AFM's official website and its YouTube channel, **afmm.tv**. [SEF_96/147/146].

It also constitutes the core of the reporting criteria of the AFMM academic activity to the Ministry of Education and Sport, regarding the annual academic performance [SEF_34-37] and the annual financial grand received by the government [SEF_29-32].

The products are subject to the rights of intellectual property and AFMM preserves the copyright in all artistic productions and theoretic works produced by its students. [SEF-166].

Academic titles and academic promotion are not a must for AFMM, given its special status [SEF_7], therefore participation in research projects, scientific publications, attendance/organization of scientific events, and publications are rare if not sporadic, and they are very little reflected even in the Self-Evaluation Report and Folder [SEF_66-67/166].

Students, on the other hand, are expected to carry out research in the form of a theoretical study as part of their diploma examination, or to generate techniques of creating elements with specific effects in the production studios [SEF_120/121/143]. The Regulation of AFMM provides details on the procedures and monitoring of the theoretical research carried out in the frame of the graduation paper [SEF_8/ADD_9].

During the meeting with the student the need for printed literature in Albanian language was revealed as a must [M3]. Most lecturing material was said to have been orally displayed to the students, who write them down. In this respect, the review team thinks that ***the lack of researching on professional curriculum topics and providing the results in course textbooks for students is a weakness, and the staff is highly recommended to focus their scientific study in the provision of updated professional materials as course literature.*** This would also fulfill



one of the institutional obligations defined in Article 8 of the AFMM Statute, quoting “to approve the texts in use for students in line with its academic programme” [SEF_3].

Findings

Good practice

The review team did not identify any features of good practice.

Weaknesses

The review team identified the following weaknesses:

1. The lack of research on professional curriculum topics and provision of its updates in textbooks for students.

Recommendations

The review team identified the following recommendations:

1. The staff is highly recommended to focus their scientific study in the provision of updated professional curriculum materials as course literature for their students.

Affirmation of action being taken

The review team does not affirm any actions already in progress.

Judgement

The standards for Scientific/Artistic Activity and Innovation are **substantially met**.



Evaluation Area 5: Students and their Support

AFM conducts promotional campaigns for its study program, targeting high school graduates. AFMM displays films/documentaries and other artistic products of its students in high schools or Cinema Promotion Days, as a means to increase awareness of perspective students. [SEF_101-104] The AFMM does not yet have an organized promotional approach to perspective students; the Director and the Administrator, both admitted having started work **to develop its Marketing Strategy** [M2/M5/ SER], which the review team considers **an affirmation**.

Admission to AFM is carried out through a competitive entrance exam. Enrolment information and criteria are published on the official website [SER/ M3]. It is organized in line with the MAS agenda and involves a written paper, an oral exam, and a practical assignment [SEF_134]. All process and documentation are administered by the Administrator and overviewed by the ad hoc commission [SEF_8/122/Visit to the Administrator's Office].

Given the low number of admitted students, AFM does not have a dedicated unit for student information and guidance. Student information is communicated via the official website, and the AFMM's official accounts on Facebook, Instagram, and YouTube. Communication is carried out through official email addresses (@afmmm.edu.al) [SER], Mailchimp, and WhatsApp. This is managed by the Administrator's Office [SER/ M3/ M9/ M4]. The latter stores students' documentation and academic progress from enrolment to graduation: curriculum, courses, infrastructure available, coordination with lecturers, assessment information, etc. It also manages communication with alumni regarding job announcements, qualifications and training activities offered, hosted, or coordinated by AFMM [SEF_140/159/160/162/M9]. The communication with alumni is extensive and intensive; two of the current academic staff are alumni of AFMM; they participate in the masterclasses and film festivals hosted by AFMM [SEF_156/162].

The progress of enrolled students is monitored, supported, and guided by lecturers in each department, who provide continuous individual consultation hours and additional practical sessions if necessary (given the very limited number of students in their classes) [SEF_140/ M3/ M9]. Students have access to AFM's library and video library, and they are also provided online resources in English language by their lecturers [SEF_153/154]. Primary learning materials required for the curriculum are equipment for film production and editing. AFMM provides a wide and up-to-date range of equipment, arranged in spacious working and studying rooms. AFMM does not offer second-cycle (Master's) programs. Students who complete their Bachelor's studies are encouraged to pursue Master's degrees at partner institutions abroad [SEF_163].

AFMM Statute states that students are represented by a Student Council, whose president participates in the meetings of the Academic Council [SEF_3]. At the moment of the visit, the review team was not introduced to any such members, since the AFMM had only one active student at the current academic year.



AFMM is currently having a significant shortage in the number of enrolments, which should be analysed and worked out with great care by its staff and authorities. AFMM admits its being due to the very competitive market and the fact that there is no proper career counselling the high school youngsters; yet, they also admit that a better Marketing Strategy should be worked out and applied.

Enrolment regulations, information and communication tools and platforms, and orientation procedures are in order. Tutorship and monitoring during the studies is also managed by the staff, the Administrator, The Director and respective ad-hoc commissions. Promotion of the students' work is continuous and takes place in the academy, in the country, and abroad, as well. Students are entitled to use all the AFMM filmmaking equipment, library, videos, etc., during their curricular activities.

Students are smoothly integrated in the job market and AFMM reflects extensive networking in this respect. It keeps good relationships with its alumni and maintains communication with them in terms of media and cinematography market updates.

At the moment of the review, the Student Council is a formal structure given the minimal number of representatives. So is also, the involvement of students in the inner quality assurance process.

Findings

Good practice

The review team did not identify any features of good practice.

Weaknesses

The review team did not identify any weaknesses.

Recommendations

The review team did not identify any recommendations.

Affirmation of action being taken

The review team affirms the following action already in progress:



1. The AFFM is in the process of developing and designing its Marketing Strategy, as a means to improve students' enrolment.

Judgement

The standards for Students and their Support are **fully met**.



LIST OF EVIDENCES

List of evidence provided with the Self-Evaluation Report as Self-Evaluation Folder.

SEF_1	Institutional Self-Evaluation Report_Shqip
SEF_2	Statutes AFMMM 2018_MASR-Shqip
SEF_3	Statutes AFMM 2028_MASR-Ang
SEF_4	Order of MASR for the approval of the Statute_Alb
SEF_5	Order of MASR for the approval of the Statute_Ang
SEF_6	Special Status DCM 229-Alb
SEF_7	Special Status DCM 229-Ang
SEF_8	Rregulation_2024
SEF_9	Prof. te huaj_online
SEF_10-11	Agreement with Parliament
SEF_12	Agreement with HKU
SEF_13	Academia e sigurise
SEF_14	Autoriteti i Dosjeve
SEF_15	Ila 2019-2021
SEF_16	MoU_UNA Caragiale
SEF_17	MoU Centro sperimentale
SEF_18	MoU HFF Munchen
SEF_19	MoU Shkolla e Magjistratures
SEF_20	MoU 28 nentori_Shkoder
SEF_21	MoU Ali Demi_Vlore
SEF_22	MoU A.Z. Cajupi
SEF_23	MoU Ismail Qemali
SEF_24	MoU Petro Nini Luarasai
SEF_25	MoU Qemal Stafa
SEF_26	DCM nr.65 ' 2017
SEF_27	Aki i Themelimi Fondacioni Kinostudio
SEF_28	Vendim Gjyrate Fondacioni Kinostudio
SEF_29-32	KM-MK-QKK Rap. Vjetor 2019-2023
SEF_33-37	MAS Raporte Vjetore 2018- 2023
SEF_38	IHRFFA Narrative Report 2024
SEF_39	Report AFMM_France 2004-2022
SEF_40-41	Agreement AFMM-Academic Staff
SEF_42-58	CV_AFMM Staff
SEF_59	List e pedagogeve 2020-2025
SEF_60	Lista pedagoge te huaj
SEF_61	Procesverbal KA
SEF_62	Shembuj Vendime KA



SEF_63	Information on actual employment of former students
SEF_64	AFMM_ Muzeu MArubi
SEF_65	AFMM Donation HFF Munchen
SEF_66	CICT Conference
SEF_67	CILECT Web Conferences
SEF_68-71	CORRIDA
SEF_72	DarFestPrishtine_ 2022
SEF_73	SEEC Meeting Invitation
SEF_74	Mobilitet student/ped.
SEF_75	Njoftim punesimi
SEF_76	Bruce Williams-Talk Curban Cinema
SEF_77-81	Masterclasses
SEF_82	14 th Balkans beyond Borders Short Film Festival
SEF_83	Certificate Special Mention
SEF_84	CineMarubi ISFF 2023 Selection Close-Up
SEF_85-88	Corrida
SEF_89-90	DIFF24_ Certificate Best student
SEF_91	DakuFest Selection
SEF_92	Marubi Mail_ 22 nd Camera Zizanio
SEF_93	Mentor Selmani_ Everything Connects
SEF_94	Shkrese AMB Prishtine
SEF_95	Marubi Festival participation
SEF_96	AFMM Student Film Awards
SEF_97	Akti i mbrojtjes nga Zjarri
SEF_98	Blue Prints inside-out
SEF_99	AFMM Before and After
SEF_100	E-mail Alumni njoftime
SEF_101	Ditet e Filmit_ Shkollat e Mesme
SEF_102	Gift Party
SEF_103	Vizite Muzeu Marubi
SEF_104	Aktivitete te mbeshtetura 2023
SEF_105-107	Pyetesor Stuent Anonnim
SEF_108-112	Certifikata DDD
SEF_113	Certifikate Ora Film
SEF_114	Urdher Sherbimi DDD
SEF_115	Lista e pajisjeve_ Tetor 2024
SEF_116	PV KA 16012020
SEF_117	Foto te ambienteve
SEF_118	Administrata Dosjet
SEF_119	Detyre Analize filmi
SEF_120	Diploma Alket Shahini
SEF_121	Diploma Arkivi 2004-2024
SEF_122	Konkurst pranimi_ Alket Shahini
SEF_123	Lajmerim Mungesa

SEF_124	Njoftim detyrim financiar
SEF_125	Regjistri i fakultetit
SEF_126-127	Sup/Diploma 2023_Vertetim diplomimi
SEF_128	Liste kompjuterash
SEF_129	Godina me labororet
SEF_130	Disposita ligjore te perjashtimit te Ora Film nga auditimi
SEF_131-133	Preventiv Planifikim Financiar '20-'22
SEF_134	Udhezues aplikim per konkurrs
SEF_135	Qsha Urdher regjistrim diplome
SEF_136	Model Diploma me Supplementin
SEF_137	Raporti me kapacitetet pritese
SEF_138	Lista e programeve te studimit 2019-2023
SEF_139	Plani mesimore sipas veprimtarive formuese
SEF_140	Shperndarja INFO per formim te vazhduar
SEF_141	Lista e ndryshimeve
SEF_142	Aktivitetet 2019-2024
SEF_143	Komisioni i diplomes 2024
SEF_144	Request by students
SEF_145	Shembull provimi me shkrim
SEF_146	Te dhenat e filmave studentore 2004-2024
SEF_147	Fq. YouTube AFMM
SEF_148	Perqindja e stafit te punesuar
SEF_149	Ekstrakt raport rivleresimi
SEF_150	Shembuj orari i provimeve
SEF_151	Shembuj Botime/artikuj
SEF_152	Ekstrakte Adminsit/mesimore
SEF_153	BookPedia-DVDPedia Screen Shot 2024
SEF_154	Ekstrakte Dosje produksioni
SEF_155	Aplikimet dhe perzgjedhjet_FilmFreeway
SEF_156-157	Shembuj filma studente
SEF_158	Konkursi
SEF_159	Kontakte email-studente
SEF_160	Mailchimps
SEF_161	Keshilli studentor
SEF_162	Ekstrakte komunimiki Alumni
SEF_163	Leter rekomandimi student
SEF_164	Vetedeklarimi ASCAL-DW 2024
SEF_165	Institutional Self-Evaluation Report Shq_firmosur
SEF_166	Institutional Self-Evaluation report-Angl

List of Additional Evidence provided during and after the Reviewers Visit

ADD_1	Min. Akademia Marubi
ADD_2	AFMM_Ngarkese mesimore 2022-2024




ADD_3	Personeli Akademik 2024-2025
ADD_4	Keshilli Akademik 2024-2025
ADD_5	Stats drop-outs-succeed 2007-2023
ADD_6	Raporti Vjetor financiar 2021-2023
ADD_7	Te diplomuarit me kredite 2020-2024
ADD_8	Agreement with HKU
ADD_9	Metodolodjia e vleresimit te punes teorike te diplomes
ADD_10	Bordi keshillimor
ADD_11	Shembuj te elementeve te vleresimit brenda nje syllabusi
ADD_12	Procedura e Rekrutimit
ADD_13	Mbeshtetje e studenteve me biblioteke

List of Meetings delivered during the review Visit AFMM Novemebr 25-26, 2024

DAY I	M1	Meeting with the Institutional Coordinator
	M2	Meeting with AFMM Director
	M3	Meeting with Student
	M4	Meeting with teaching staff
	M5	Meeting with administrative/support staff
DAY II	M7	Meeting with Senior Managers
	M9	Meeting with external partners and alumni
	M10	Meeting with the Self-Evaluation team

List of Evidence provided with the AFMM Feedback on the Evaluation Report

- Comments on the Draft Raport 2025 INST_SHqip/ INST_ENG
- B. Accreditation 2008_AFMM
- C. VKM Hapje 2004_AFMM
- D. Aplikim per program Master ealbania
- E. Pjesemarrja e pedagogeve Kujtin cashku, Diana Culi, Ylljet Alicka, Bora Ylli
- F. ENGLISH_7b_Akt Themelimi Fondacioni Kinostudion 2023
- G. F-IADSA SPERA project Partenrship Agreement
- H. Tabela Statistika nuri i studenteve
- I. Marredhenia AFF Munich_2022
- J. Marredhenia Caragiale Bukuresht
- K. Photos ENSAV Toulouse Corrida 2022