

Erasmus Policy Statement (Overall Strategy)

ESADA is an authorized centre for Higher Education in **Design**. We currently offer four degrees in Design (Product Design, Fashion Design, Graphic Design and Interior Design). These four degrees are 240 ECTS programmes.

ESADA also offers an **Official Master in Videogame Design**, a 60 ECTS master programme that takes one year to complete.

Institution's international (EU and non-EU) strategy

A) Partner's selection criteria:

1. Preference will be given to particularly relevant Higher Education Institutions in the field of Art and Design, which could mean an improvement in the knowledge and learning experience of the students and staff participating in the mobility programme, capable of reaching interesting agreements for both parties.
2. It will be preferable to select remarkable enterprises within the same professional group in order to ensure quality and contents adequacy when fostering professional competences acquisition.
3. Appropriate surveys will be carried out in order to determine preferences as well as the necessary previous contacts for the mobility of students and staff.
4. Other cooperation proposals will be considered under the adequacy for our specific purposes.
5. The centre will also participate in similar programmes attending to events when appropriate, and exchanging experiences with similar institutions.

B) Geographical area:

The geographical area will not have any limit other than the one established by the Erasmus+ Programme.

C1) Objectives:

The main aim is to achieve quality in all levels: educative, technical, and professional clearly establishing responsibilities and activities to ensure the viability of cooperation agreements.

1. Promoting mobility of students and staff within the European Lifelong Learning program, always by means of egalitarian and non-discriminative policies.
2. Developing cooperation with international partners through strategic alliances with Higher Education Institutions or enterprises.
3. Supporting mobility by providing a clear educational range, always adapted to the European Credit System for Higher Education and Training.
4. Encouraging transparency in the credit recognition proceedings by constantly reviewing and improving the mobility agreements.
5. Promoting mobility projects and agreements through the centre's website and local media publishing the Erasmus Policy Statement and any other information about the programme.
6. Promoting the incorporation of students into the European labour market and improving their practical training.
7. Encouraging innovative educational methods, which foster teamwork, tolerance and communicative skills among students and staff.
8. Assisting student and staff to actively participate in Lifelong Learning Programs so that they can act as a link between artistic education and society.
9. Ensuring the highest quality possible in mobility programmes and reporting achievements and performances.
10. Guaranteeing equal academic treatment to either sending and incoming Erasmus students or staff, making it possible to integrate them into the centre everyday life.

C2) Target groups:

The whole educational community will be the target group, including staff and students belonging to the involved institutions which will be suitable for participation if they satisfy the specified requirement.

• In relation to staff, the strategy is to develop a network to satisfactorily carry out mobility experiences of staff within the frame of international Lifelong Learning Program. Staff mobility participants will be elected on the following basis:

1. Continuous professional development.
2. Lifelong learning orientation.
3. Career advice.
4. National education system promotion
5. Professional and educative periods at High Education centres.
6. Exchanges and contacts encouragement focused on future exchanges
7. Efficiency improvement of our institution as a sending centre.

• In relation to the selection of students for mobility related to studies or traineeships in enterprises, this selection is based on:

1. Equal learning opportunities.
2. Entrepreneurship promotion.
3. Intercultural education development.
4. Linguistic competence acquisition
5. Personalized learning methods.
6. Disadvantaged group's inclusion in labour market.
7. European and international labour market access
8. Approach between education and training
9. Training at the workplace.
10. Non-formal and informal learning.
11. Proposals improvement based on their mobility experience.

Institution's strategy for the organisation and implementation of international (EU and non-EU) cooperation projects within the framework of the Erasmus+ Programme.

Our institution's strategy for the organization and improvement of international (EU and non-EU) cooperation projects about teaching and training in relation to projects implemented is as follows:

The improvement of international activities will be annually reviewed to promote continuous improvement and the strategy of the organization relating to mobility could be synthesized as follows:

•As sending institution:

1. Exhaustive evaluation of all activities carried out in order to identify problems and deficiencies on organization, execution, final results or diffusion.
2. Previous survey among the educational community to identify needs, possible institutions to contact, common interests, community linguistic levels, etc.
3. Improvement of inter-departmental coordination in order to reach the best agreements with convenient institutions and ensure quality of activities both for students and staff.
4. Updating the website in order to improve the mobility activities offered to outgoing participants and the diffusion of the results obtained.
5. Development of the calendar for the selection of students and staff to meet the different deadlines of the Erasmus dates.
6. Organization of conferences, seminars, and training courses on European programmes to improve the programme publicity and the spreading of the activities. Awareness raising activities, promotional campaigns, competitions, etc will also be planned.

•As Host institution:

1. Updating the centre's website to improve the information of the activities offered to incoming participants and diffusion of the results obtained.
2. In-advance sending of e-welcome packs for incoming participants with useful tips.
3. Organization of an exhibition and production of projects about the Erasmus+ Programme.
4. Cooperation with other projects with similar aims fostering experience exchange.