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Lectoraat Film
Amsterdam University of the Arts

*Report of the assessment on
13 November 2019*

Utrecht, The Netherlands
April 2020
www.AeQui.nl
Assessment Agency for Higher Education

Colophon

Nederlandse Film Academie
Amsterdamse Hogeschool voor de Kunsten
Markenplein 1
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Onderzoekseenheid: Lectoraat Film
Locatie: Amsterdam

Panel
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This document is best printed in duplex

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Conclusions and recommendations

On 13 November 2019 an assessment committee of AeQui visited the research unit of the Film Academy of the AHK. The committee assesses the research as good.

Research profile and portfolio

On the basis of the discussions and the underlying documentation, the committee assesses the research profile and programme of the lectoraat Film as **good**. The committee observes that the research department has been very successful in creating an innovative and productive research culture and infrastructure with a clear profile and specific experimental approach of artistic research in and/or through film. The committee is impressed by the unique vision and ambition of the research department which is geared towards the development of an innovative pedagogy for research in and through film.

Organisation

On the basis of the discussions and the underlying documentation, the committee assesses this standard as **good**. The committee praises the effective and productive way in which the research unit has deployed its staff and resources. Due to a rich variety of productive collaborations with partners in the professional field and the strong connection with education, the research department has been able to support and guide innovative and relevant research projects in and through film. The committee is pleased to note that the lectoraat is carefully planning a transition towards a new organisational structure. It encourages the lectoraat to take incremental steps in this transition, staying within its means and capabilities. The formulation of an implementation plan will support the department in its route towards a new constellation of research and education within the Film Academy.

Methodology

On the basis of the discussions and the underlying documentation, the committee assesses that the research unit assesses this standard as **good**.

She was able to determine that the research projects of the research group meet the requirements within the knowledge domain and discipline. The committee is positive about the quality of the research and the way in which the different types of research methods (artistic research, applied research and educational research) connect with the issues and themes that play a role in the domain of film. The strong connections with the professional field guarantee that the quality of research is externally validated. The committee sees room for improvement with regard to the explanation and disclosure of the methodological principles underlying the artistic research projects.

Impact

On the basis of the discussions and the underlying documentation, the committee assesses this standard as **good**. Due to the quality and nature of the various research projects, the research group is able to contribute in an innovative and relevant way to the domain of film in all its diversity. The master programme offers a productive and vibrant environment for artistic research and supports innovative research projects, which in turn lead to highly valued products, practices and publications that have a demonstrable influence on the professional field. The committee praises the way in which the research unit seems to be leading the way in the field of film and has been even able to impact other disciplines beyond its own domain.

Quality assurance

Based on the interviews and the underlying documentation, the committee judges that the research unit **meets** this standard. The committee observes that the research unit has a quality cycle in place for the evaluation of its research processes and outcomes. The quality of the research

group as a whole is monitored by means of structural management meetings at different levels of the institution. The quality of the projects of the student-researchers is ensured by affective quality assurance measures deployed within the master programme. Research projects exceeding the master programme are structurally evaluated on the basis of feedback from participants and stakeholders.

Recommendations

In order to bring the research to an even higher level of quality in the future, the committee suggests the following:

- in order to further develop and consolidate what it has achieved, the committee advises the lectoraat to develop a view on how to build on the knowledge and insights that have been acquired in the master, and a per-

spective on how it might support the continuity of the individual research projects of its students after they graduate;

- the committee recommends that the research unit develop a discourse that enables communication and reflection on methodological principles underlying the artistic research projects, thereby creating conditions for exchange with the professional domain and across disciplinary boundaries.
- The committee recommends that the evaluation processes be strengthened by arriving at a systematic methodology for evaluating and recording the quality of all its research projects, particularly where it concerns the artistic research in the master programme.

All standards of the BKO assessment framework are assessed positively.

On behalf of the entire assessment committee,
Utrecht, April 2020

drs. R. van Aalst
Chair

dr. J. Batteau
Secretary

Introduction

This evaluation report offers an assessment of the research department Film of the Netherlands Film Academy of the Amsterdam University of the Arts (AHK), based on the site visit conducted on 13 November 2019. The AHK offers bachelor's and master's degree programmes in a wide range of art disciplines divided over six academies: the Conservatorium van Amsterdam, the Academy of Theater and Dance, the Breitner Academy, the Netherlands Film Academy, the Reinwardt Academy and the Academy of Architecture. Next to the core task of providing education in the arts, the AHK and its academies strongly support and invest in applied research in and through the arts, offering students, staff and dedicated researchers the means and infrastructure to conduct meaningful research in the domain of the arts. The research departments of the AHK play central role in the realization of the AHK research policy and vision.

Research at AHK

Applied research in the arts at the AHK is conducted with the explicit aim to support and improve its educational programmes and contribute to the development of the professional field. As described in its policy documents, research at the AHK must contribute to:

- the development of students, teachers and education;
- the profile of a faculty and alignment of the education programmes with developments in professional domain;
- the development of the domain of the arts;
- the strengthening of connections between individuals, the programmes and the AHK as a whole with the professional field, locally, regionally and (inter)nationally and with other institutions for higher education

These objectives form the basis for the research programmes of the research departments ('lectoraten') of the AHK in the fields of: art education, theatre and dance (DAS Research), film, cultural heritage, architecture, urban design, landscape architecture and music. To support its research policy and goals, the AHK invests in IXA (a bureau specialized in fundraising) and is an active partner in the ARIAS network (Amsterdam Research Institute for Arts and Sciences) which also includes the VU, UvA, Amsterdam University of Applied Sciences and Rietveld Academie. In addition, the AHK actively supports research activities of its staff: teachers are be given a temporary extension

of their appointment or an exemption from teaching hours through their research-vouchers in order to be able to obtain a PhD.

The research group

For the past ten years, the Lectoraat Film of the Netherlands Film Academy has been based in the master programme 'Artistic Research in and through Cinema', supporting and developing a wide range of master research projects, both in and through cinema. Given the fundamental multidisciplinary nature of cinema, the lectoraat explicitly aims to facilitate a wide variety of research topics and methodologies: research *in* cinema refers to those research projects that revolve around questions of the cinematic practice itself, while research *through* cinema refers to research that uses cinematic concepts and methodologies to explore topics and fields that go beyond cinema.

The development of the master programme, is considered to be a research project in itself, aimed at designing a productive educational setting and effective pedagogical methodologies that support students in the execution of their artistic research.

Alongside and / or supportive of the master programme, the lectoraat has developed many different research initiatives, most important examples of which are the research projects of the Immersive Media/VRAcademy and the activities de-

played in the context of the Comenius Senior Fellowship grant (the design and implementation of interactive online platforms and a summer school).

The lectoraat consists of the lector, also head of the Master of Film programme, the head of the Immersive Media/VRAcademy and a teacher-researcher, also connected to the Immersive Media/VRAcademy. The Comenius Senior Fellowship grant funds the involvement of two additional staff members. The lectoraat is supported by the coordinator of the Master of Film programme.

The assessment

The AHK assigned AeQui to perform a quality assessment of its research department Film of the Netherlands Film Academy. In close co-operation with the management, AeQui convened an independent and competent assessment committee. A preparatory meeting with representatives of the research group was held to exchange information

and plan the date and research group of the site-visit.

In preparation of the site visit, the assessment committee has studied the self-evaluation report and reviewed a sample of output.

The site visit was carried out on 13 November 2019 according to the programme presented in attachment 2. The committee has assessed the research department in an independent manner; at the end of the site visit, the chair of the assessment committee presented the initial findings of the committee to representatives of the research group and the institution.

In this document, the committee is reporting on its findings, considerations and conclusions according to criteria of formulated in the Quality Assurance Protocol for Applied Research of the Dutch Universities of Applied Science 2016-2022. A draft version of the report was sent to the research group management; its reactions have led to this final version of the report.

1. Research profile and portfolio

Standard 1: The research unit has a relevant, ambitious and challenging research profile and a research programme with associated goals that have been operationalized in a number of indicators.

On the basis of the discussions and the underlying documentation, the committee assesses the research profile and programme of the lectoraat Film as **good**. The committee observes that the research department has been very successful in creating an innovative and productive research culture and infrastructure with a clear profile and specific experimental approach of artistic research in and/or through film. The committee is impressed by the unique vision and ambition of the research department which is geared towards the development of an innovative pedagogy for research in and through film. To further develop and consolidate what it has achieved, the committee advises the lectoraat to develop a view on how to build on the knowledge and insights that have been acquired in the master programme.

Findings

The profile, mission and vision of the lectoraat depart from the understanding that cinema is fundamentally transdisciplinary. Artistic research in and through film is therefore not only relevant to the art discipline of film itself, but also of importance to domains beyond cinema. Audio-visual production and viewing are all-pervasive in today's society, involving professionals as well as amateurs, and connected to a wide range of disciplines, technologies, aesthetics, practices and socio-political issues. The lectoraat has therefore opted for an approach which it allows for many different research projects and perspectives that on the one hand focus on the internal dynamics of cinematic practice ('in' cinema), such as spectatorship, perception, storytelling, cognition, modes of production, etc. On the other hand, it also allows for projects that study subjects adjacent to or outside of the cinematic domain ('through' cinema), ranging from psychology to technology, and from literature to economy. Applied film research, in the vision of the lectoraat, has the ability to produce certain knowledge about domains beyond film and art that more traditional academic approaches cannot. The guiding principle for all of the research projects, regardless of their particular subject, is that cine-

matic concepts and methodologies are the starting point and vehicle through which the research is conducted.

Next to the individual projects of the master students, the development of the master programme as educational context was approached as an applied research project in itself. The lector and other staff members involved designed the current programme through an iterative model of intervention, reflection and experimentation and evaluation. Its aim was and is to create a space in which film professionals can delve deeper into subjects of their interest, and thus to move beyond the paradigm of a film school as an institution for the training of skills and techniques.

The lectoraat can be characterised as a process-based and practice-led research/educational environment in which concepts and approaches within the film domain are used as tools and conceptual frameworks for critical knowledge production. The researchers within the master programme are practicing professionals in the domain of film and are challenged to develop their own methodologies in alignment with their specific research topics and questions.

Furthermore, the lectoraat has deployed different research initiatives that are supportive of the research in the master programme and / or contribute to an overarching research culture within the

Film Academy, most importantly through the VRAcademy of the Visual Effects/Immersive Media department and the Comenius Senior Fellow grant (2018). The aim of the VRAcademy (launched in 2017 during the Netherlands Film Festival in Utrecht) is to further develop extended reality (XR) within the curricula of the Film Academy through research. The aims of the activities conducted via the two-year Comenius grant is to design an interactive online platform that has two main different functions: one as a central tool for the internal processes of research and education and one geared towards public exposure, effectively forming a bridge between the researchers and the outside world. The Comenius grant is also used for the development of postgraduate modules, in the form of a summer school for non-artistic/non-visual researchers from different academic disciplines. The research paradigm of the master programme will be extended into this setting as well.

The profile and objectives of the lectorate are aligned with those of the Film Academy and with the overall research policy and goals of the AHK. This is reflected in the focus on the social function of artistic practice and research, the aim to innovate the field of arts, the stress on experimentation and collaboration with other art disciplines, the focus on a strong relation between research and education and the aim to offer the professional field new insights and practices through research.

Considerations

The committee observes that the research department has been very successful in developing an experimental and innovative research/educational environment within the Film Academy through the master programme and the VRAcademy. The profile, mission and vision are very clear, as is the specific research paradigm from which all research projects depart.

It praises the manner in which research and education have become integrated and is appreciative of the way the lectoraat has been able to transmit its vision and pedagogy to other institutional settings. The committee concludes that it is evaluating the emergence of a highly unique lectoraat from its experimental incubating period in the master programme and VR-Academy. In order to build on and consolidate what has been achieved the committee advises the lectoraat to think about ways of supporting the continuity of the research projects in the master programme after students graduate. The committee understood during the site visit that the Comenius online platform(s) are indeed aimed at collecting, archiving and disseminating the research processes and outcomes, so that this information can be shared within the academy and the AHK as well as with the outside world. The committee supports this fully and encourages the lectoraat to also include a view on the 'afterlife' of its research projects in this context.

Based on the interviews and examination of the underlying documentation, the assessment committee evaluates the research profile and portfolio as **good**.

2. Organisation

Standard 2: The organisation of the research unit, the deployment of people and resources and the internal and external partnerships, networks and relationships enable the realisation of the lectoraat's research profile. On the basis of the discussions and the underlying documentation, the committee assesses this standard as **good**. The committee praises the effective and productive way in which the research unit has deployed its staff and resources. Due to a rich variety of productive collaborations with partners in the professional field and the strong connection with education, the research department has been able to support and guide innovative and relevant research projects in and through film. The committee is pleased to note that the lectoraat is carefully planning a transition towards a new organisational structure. It encourages the lectoraat to take incremental steps in this transition, staying within its means and capabilities. The formulation of an implementation plan will support the department in its route towards a new constellation of research and education within the Film Academy.

Findings

Organisation and staff

The permanent staff of the lectoraat Film consists of the lector and head of the master programme Film (1, fte), the head of Visual Effects/Immersive Media department and VRAcademy (0,85 fte) and a teacher-researcher connected to the Visual Effects/Immersive Media department and VRAcademy (0,2 fte). Furthermore, since the start of the Comenius Senior Fellowship grant in 2018, the lectoraat has a co-lector (0,4 fte, with an extra 0,2 fte for teaching duties in the master programme) and another dedicated researcher for 0,2 fte. The lectoraat as a whole is supported by the coordinator of the master programme, amounting up to 0,2 fte. Other researchers (without formal contracts) – MA student-researchers, alumni and Artists in Residence – are also part of the informal research community of the lectoraat.

Collaborations

The lectoraat sustains a wide variety of productive collaborations with partners in the educational and professional field. The lectoraat ensures input and exchange through the organisation of master lectures with visiting artists, filmmakers and researchers. Through the AHK AiR programme it invites artists, filmmakers and researchers as artists in residence/teachers/consultants to share their

knowledge, insights and practices with the research community at the Film Academy. The lectoraat has great deal of external partners and participates in a wide range of events in the professional field. It also is involved in knowledge exchange in the film domain by teaching at other film programmes and through professional advisory and consultancy roles. The lectoraat participates actively in institutional collaborations, both internationally and nationally and is an active participant in the international network of film schools (CILECT/GEECT). The Visual Effects/Immersive Media department and the VRAcademy are also active in public-private research collaborations (RAAK, ACIN, CINEGRID, Anne Frank House project, PIPS LAB). Finally, researchers of the lectoraat regular attend conferences in the domain of film and artistic research.

Resources

The lectoraat has an internal budget (1st flow) of around 230K for 2019, including 71K from the AHK extra reserves for research and 20K for the Artist in Residence programme. Compared to the previous assessment period this comes down to an increase of 90K. Additionally, the lectoraat receives external funding for the Comenius Senior Fellowship (50K, 2nd flow), and ACIN (25K, 3rd flow). The ACIN-grant goes towards research conducted by the researchers of the Visual Effects/Immersive Media and VRAcademy.

In the self-evaluation report the lectoraat has formulated its plans for the future regarding the organisational structure of research and master education at the Film academy. The committee was able to discuss these plans and aims in detail during the site visit.

Up till this point, the lectoraat and the master programme were not formally separated, both organisationally and financially. Given the results that the lectoraat has achieved with the master programme, it now has the ambition to develop research activities that go beyond the master programme. To this end, the lectoraat aims to disentangle the lectoraat from the master programme by setting up new organisational structures and opting for a different form of leadership for the master programme, and the lectoraat (for example by having one head of education and one head for research). Additionally, the concept presented to the committee included organising research through fellowships and research groups, within the context of four domains of interest:

1. Pedagogy and Learning: research into educational models and methods for artistic research;
2. Thinking through Making: experimental, artistic research (film) projects
3. Exposure and Public Validation: research into the modes of dissemination, archiving and public outreach.
4. The Bridge: research into the translation and transfer of outcomes and methodologies of artistic research between teachers, students, alumni and the professional field.

Considerations

The committee has a great deal of admiration for what the lector and researchers of lectoraat have

achieved in past years. It observes that the lectoraat has been highly effective in deploying its staff and resources to realize its aims. The committee is impressed by the lectoraat's productive collaborations with partners in the educational and professional field and the strong connection with education. Through these connections and exchanges, the research department has been able to support and guide innovative and relevant research projects for the film domain in the assessment period. The artist in residence programme is an important tool in bringing in new ideas and perspectives into the academy, and compensates for the fact that it does not yet have a full-time research professor.

The committee appreciates the fact that the lectoraat has a clear vision for the future and is carefully planning a transition towards a new organizational structure in which the leadership of the master programme and lectoraat will take on a new form. Having a champion for each of the departments (BA, MA and the lectoraat) is a good idea, according to the committee. Having to fulfil two roles as a lector is very demanding and prevents a focus on separate research projects that go beyond the master programme. Dividing these roles and workload may contribute to the development of a lectorate with its own portfolio of research projects. However, the committee also advises the programme not to rush its reorganisation, ensuring that it stays within its means and capabilities, since the transition may need a few years to be realised successfully. A clear implementation plan, with concrete set of actions, means and deadlines, will help the lectoraat navigate the different steps in the transformation process it envisions.

Based on the interviews and examination of the underlying documentation, the assessment committee evaluates the organisation as **good**.

3. Research methods

Standard 3: The research conducted by the research unit meets the standards for research in the field.

On the basis of the discussions and the underlying documentation, the committee assesses that the research unit assesses this standard as **good**. She was able to determine that the research projects of the research group meet the requirements within the knowledge domain and discipline. The committee is positive about the quality of the research and the way in which the different types of research methods (artistic research, applied research and educational research) connect with the issues and themes that play a role in the domain of film. The strong connections with the professional field guarantee that the quality of research is externally validated. The committee sees room for improvement with regard to the explication and disclosure of the methodological principles underlying the artistic research projects. It recommends that the research unit develop a discourse that enables communication and reflection on these principles, thereby creating conditions for exchange with the professional domain and across disciplinary boundaries.

Findings

Types of research

The research unit distinguishes between different types of research:

1. experimental artistic research in and through film (conducted by student-researchers in the master programme);
2. applied educational research conducted in the development of the master programme and the VRAcademy;
3. applied research in the field of VR and Extended Reality.

Artistic research in and through cinema deploys methodologies and questions that revolve around the practice of film making itself ('in cinema') such as spectatorship, perception, storytelling, cognition, modes of production etc, and that use concepts central to film making to explore subjects that go beyond the film and art domain ('through cinema'). Importantly, the 'in' and 'through' are intrinsically connected due to the transdisciplinary nature of cinema. Internal and external phenomena are always part of the inquiry. In this sense, the difference between 'in' and 'through' has more to do with emphasis and focus, than with a radical distinction. In the research philosophy of the lectoraat, artistic research that mobilizes cinematic concepts and

perspectives has the potential to produce a certain kind of knowledge about the world, that is different from, and supplementary to, academic or applied research. It also maintains that there is no predefined methodology for artistic research in and through cinema. Instead, it offers a process-based and practice-led environment for mature and professional practitioners to develop their own methodologies in the investigation of their research topics. The research interests and needs of the participants are the starting point for the support offered.

With regard to the applied educational research projects, the lector has used an iterative model of intervention, reflection and experimentation in order to investigate the impact of the master programme and to devise in what way artistic research distinguishes itself from academic research in film and other forms of artistic research. Through the development of a productive research culture and environment the lectoraat also aimed to contribute to the development of the field of cinema itself.

The Comenius Senior Fellowship grant is also deployed as part of educational research. In this case, the research is aimed at designing an innovative and interactive online platform that will play a key role in the archiving and dissemination of educational and research processes and results. It will also serve as a hub for generating knowledge and facilitating exchange within the

Academy and with the outside world. Importantly, the interface of the platform is coming into being in interaction with the users themselves and is therefore a bottom-up and content-drive process.

The applied research of the Immersive Media department/VRAcademy has as its aim to design innovative solutions for and reflection on the technical and epistemological consequences of the immersive expansion of the cinematic apparatus. The VRAcademy was launched in 2017 to further develop research into extended reality technology and disseminate expertise within AHK and stimulate cross-fertilization between other educational institutes. An important research activity is the 'Real-time Facial & Voice capture'-project, in partnership with the company Filmtiki.

Quality research methods

Given the fact that artistic research is relatively new, and that the artistic field is still in the process of defining quality standards that are applicable across disciplines, the monitoring of research quality needs to be executed via other methods. In this lectoraat, the quality of the artistic research projects is ensured through intra-and inter-institutional standards. The intra-institutional standards refer to the conditions of learning, supervision, evaluation and quality assurance methods applied within the master programme itself. The lectoraat starts from the assumption that the research education requires an egalitarian learning environment in which both students and teachers are all part of a learning community. The quality of this learning community is ensured through the quality of the staff, the careful guidance and evaluation of the individual research projects (also by external examiners), the close monitoring of the educational programme through feedback-processes, and the external evaluation of the NVAO.

Inter-institutional standards are set by different modes of validation and the approval and recognition by the professional field. This is expressed in the fact that students and alumni have received awards, grants, residencies and scholarships both in the Netherlands and abroad. The many instances of knowledge exchange carried out by the lector and lead researchers (invitations to supervise, teach or advise) and the participation in collaborative projects also point to the fact that the quality of the research is recognised by, and contributes to, the film domain.

Likewise, the research conducted in the context of the VRAcademy is appreciated and validated by the professional domain, as their feedback makes clear.

Considerations

The committee recognises the high quality of the research conducted in the context of the lectoraat. All of the master projects are clearly embedded in highly relevant, substantial frames of enquiry, and without a doubt contribute to the further development of research in/through cinema as well as the domain of cinema in general. This is evident from the appreciation and validation by the professional field. The products and knowledge resulting from the research of the participants circulate in film festivals, conferences and other professional and educational institutions. The work of the student-researchers viewed by the committee during the site visit also proved that the participants are performing at a high level. The committee does note, however, that an explication of methodology is as yet under-developed. It stimulates the lectorate to envision and implement tools for a more systematic disclosure of its processes and methodologies. As has been discussed, this is indeed the aim of the Comenius project, and the committee is confident that this online platform can be used to develop a more

systematic approach and disclosure of the methods used for artistic research. It will also help the lectoraat to maintain and sustain long-term research projects, that go beyond the two years of the master programme. Moreover, developing a more systematic approach of methodology could facilitate communication across the boundaries

of the (art and scientific) disciplines and provide a good basis for the translation and elaboration of artistic research into bachelor programmes. Based on the interviews and examination of the underlying documentation, the assessment committee evaluates the methods as **good**.

4. Impact

Standard 4: The research unit achieves sufficient relevance in the field of:

- *professional practice and society;*
- *education and professionalization;*
- *knowledge development within the research domain.*

The research has a sufficient impact on the areas described above

On the basis of the discussions and the underlying documentation, the committee assesses this standard as **good**. Due to the quality and nature of the various research projects, the research group is able to contribute in an innovative and relevant way to the domain of film in all its diversity. The master programme offers a productive and vibrant environment for artistic research and supports innovative research projects, which in turn lead to highly valued products, practices and publications that have a demonstrable influence on the professional field. The committee praises the way in which the research unit seems to be leading the way in the field of film and has been even able to impact other disciplines beyond its own domain.

Findings

Education and professionalisation

The lectoraat and the master programme have been intertwined from the very start. The master programme has functioned as an incubating space for the development of a particular way of conducting and supporting artistic research in and through film. The lectoraat has ensured that the student-researchers of the master programme are guided in an appropriate manner by the teachers and are offered a rich and stimulating research environment (with master lectures, artists in residence, research groups, participation in internal and external public events) which supports their investigations. Furthermore, research is also implemented in the bachelor programme, for example through the development of specific modules. That the lectoraat has developed a highly productive and inspiring research environment is evident from the increasing number, level and diversity of applicants for the programme. Staff development with regard to research has been supported throughout, since they are an active part of the research community. The lectoraat has also invested in staff-researchers through the LAB, which allowed BA and MA teachers to apply for a small grant for their own research projects.

Professional field and knowledge domain

The research activities of student-researchers, staff and alumni have a demonstrable impact on the professional and contribute to the development of knowledge in the research domain. Not only are they affecting the professional field with publications, screenings, exhibitions, shows, lectures and innovative collaborations, the fact that student-researchers, staff-researchers and alumni receive grants, awards, scholarships and residencies also demonstrate that they are contributing to the development of knowledge in the film domain. A significant number of student-researchers and alumni are able to continue their research in as Phd-students, film makers, artists, curators, advisors and teachers. Furthermore, the merits of the research conducted within the context of the lectoraat is also proved by the repeated invitation of staff members and alumni to participate in conferences, expert committees, assessment committees and the development of other artistic research programmes.

The research conducted by the Visual Effects/Immersive Media/VRAcademy is cutting edge, investigating what the implications of extended reality might be for the future of cinema. The research collaborations of the VRAcademy with companies in the professional domain also point

towards the degree to which the lectoraat is able to positively impact the world beyond the school walls.

Considerations

The committee observes that the lectoraat has been able to create a very visible impact on education, the professional field and the knowledge domain of film. In its development of artistic research in and through film it has been able to set and implement a standard that is highly appreciated and validated by both the professional and the educational field. The impact on education is outstanding, given that the lectoraat developed its research approach directly within the context of the master programme. The professional field clearly highly values the artistic research conducted in the Film Academy, and it is considered

to be an example for other institutions, as also became clear during the talks with representatives of the professional field during the site visit.

The committee has great appreciation for the future orientation of the Visual Effects/Immersive Media department and VRAcademy, and praises the manner in which the lectorate has been able to impact disciplines beyond the domain of film, successfully connecting with other arts fields and circuits.

The committee observes that the network that the lectoraat has been able to build is an important factor in the creation and maintenance of a research environment within and outside the Film Academy. The committee applauds this and encourages the lectoraat to continue investing in productive collaborations with partners who share a similar approach to artistic research.

Based on the interviews and examination of the underlying documentation, the assessment committee evaluates the output as **good**.

5. Quality assurance

Standard 5: The research unit regularly and systematically evaluates the research processes and results. Based on its evaluations, the research unit takes measures for improvements when necessary.

Based on the interviews and the underlying documentation, the committee judges that the research unit **meets** this standard. The committee observes that the research unit has a quality cycle in place for the evaluation of its research processes and outcomes. The quality of the research group as a whole is monitored by means of structural management meetings at different levels of the institution. The quality of the projects of the student-researchers is ensured by affective quality assurance measures deployed within the master programme. Research projects exceeding the master programme are structurally evaluated on the basis of feedback from participants and stakeholders. The committee recommends that the evaluation processes be strengthened by arriving at a systematic and consistent methodology for evaluating and recording the quality of all its research projects, particularly where it concerns the artistic research in the master programme.

Findings

As a research unit set up within an educational environment, the quality assurance system of the lectoraat is designed to measure and monitor its processes and outcomes in relation to, on the one hand, the needs of its student-researchers and the requirements of the professional domain on the other hand. The quality of the master programme is ensured through regular feedback from student-researchers and staff members, through regular meetings with the director of the Film academy and by the involvement of many collaborators, assessors and (guest) teachers who themselves are active within the professional field. The quality of the master programme has been externally assessed and validated by the NVAO in 2014.

The quality of the research processes and outcomes of the VRAcademy are monitored through regular feedback from academies and students participating in the modules of the VRA and through the feedback of and validation by the professional community.

The first project of the Comenius Senior Fellowship (online platform) is evaluated through the workshops where the design of the platform is being adjusted in accordance to the needs of the

student-researchers. It is also evaluated, continuously through user-based input of student-researchers, alumni, examiners and MA-staff. External professionals have also given feedback on the first concept of the online platform.

The development of the proof of concept for the post-graduate modules and summer school (the second project of the Comenius Fellowship) is being evaluated by all involved: student-researchers, academic participants, academic experts and the teaching staff.

The overall quality of the lectoraat is evaluated and monitored through regular management meetings of the lector with the director of the Film Academy, peer review meetings with fellow lecturers at the AHK, and through annual meetings of the lector and the director with the board of directors of the AHK and the department for quality assurance.

In its self-evaluation report and in the discussions during site visit, the lectoraat indicated that it is aware that it needs to develop more systematic methodologies for the evaluation of its research processes. It has already devised effective tools for the monitoring of progress within each individual research trajectory, and has also been successful in evaluating the relevance of its research for the professional and knowledge domain. But it is as yet searching for tools to synthesize and

archive its findings in such way that it has a proper overview of the overall outcomes of its endeavours. Its aim for the future is to develop an evaluation system that includes all the relevant actors (alumni, partners, artists in residence, staff members of both bachelor and master programmes, lecturers and the professional community) in its feedback loops.

Considerations

The committee observes that the lectoraat has an adequate evaluation system in place to monitor the quality of its research processes and outcomes. It appreciates the careful and conscientious way in which the research unit implements its instruments of quality assurance. The research unit has found ways to measure and evaluate the progress, outcomes and relevancy of the individual research projects in the master programme. Projects exceeding the master programme (such as the projects of the VRAcademy and Comenius Fellowship) are monitored through regular feedback loops with participants and relevant stakeholders. The committee is appreciative of the fact that the research unit has a clear awareness of the importance of critical reflection, feedback and evaluation and that it is planning to design and implement evaluations instruments and tools that allow for more systematic and consistent quality assessments. The difficulty of finding an overarching system of quality assurance has also to do

with the fact that the lectoraat is embedded in the master programme, which has its own quality assessment system in place in alignment with the quality assurance policies of the Film Academy as part of AHK. The planned disentanglement of the lectoraat from the master programme offers a good opportunity for thinking about new quality assurance tools that are designed specifically for the monitoring of (artistic, applied or educational) research.

Also, given that the research paradigm of the lectoraat allows for many different approaches and methodologies, the committee notes that the formulation of concrete indicators for quality and success are a challenge. It encourages the programme to nevertheless think about ways of evaluating its research projects and achievements in alignment with its own mission and vision. This will offer more structure and direction for the further development of the lectoraat. Furthermore, it may be valuable to maintain a regularly updated listing of all research outputs including festival screenings, conference presentations, and collaborative project outputs etc. This is an opportunity for the lectoraat to really show their outputs in a clear way by just listing and counting their various outputs.

Based on the interviews and examination of the underlying documentation, the assessment committee establishes that the research group indeed **meets** this standard.

Attachments

Attachment 1 Assessment committee

Name	Brief description
Raoul van Aalst	Chair, programme manager at Tennet
Amit Breuer	Amit Breuer is a Canadian-Israeli documentary filmmaker and producer. She is the founder of Amythos Media
Mick Wilson	Mick Wilson is a professor of art (on both academic and artistic grounds) He was formerly the head of the Valand Academy, Sweden, and was also dean of GradCAM, Ireland

The panel was supported by Jesseka Batteau, secretary.

All panel members signed a declaration of independency and confidentiality.

Attachment 2 Program of the assessment

Set-up

The set-up of the conversations/working sessions will be that of an inner and outer circle. People who actively participate in a particular working session are in the inner circle, the rest, in the outer circle is welcome to listen in. There will be three working sessions:

1) looking back, part I: principles and research activities

participants: management, lector, head of Immersive Media R&D / VRAcademy

2) looking back, part II: quality and impact

participants: current and former researchers, representatives of the work field, lector, head of Immersive Media R&D / VRAcademy

3) looking forward: future plans

participants: management, lector, president Executive Board AHK, head of Immersive Media R&D / VRAcademy, researchers involved

Time schedule

<i>time</i>	<i>activity</i>	<i>place</i>	<i>details</i>
10:00-11:30	Panel meets	studio 3	Welcome
		4.03	Panel gathers and prepares itself
		studio 3	Room for visiting installations and materials on display, including MA 10 year alumni installation, video VR Project Sonotrope and BKO website.
11:30-12:30	Presentations	studio 3	1. VRAcademy & VR Space 2. VR Space, research project 3. Comenius
12:30-13:45	Lunch break	4.03	(Also room for viewing installations and materials in studio 3)
13:45-14:30	Working session 1	4.03	1) Looking back, part I: principles and research activities
14:30-16:00	Working session 2	4.17	2) Looking back, part II: quality and impact
16:00-16:15	Short break		
16:15-17:00	Working session 3	4.17	3) Looking forward: future plans
17:00-18:15	Panel retires for consultation	4.03	
18:15-18:30	Feedback by panel	4.03	Panel shares their impressions and judgement on the standards with the management team
18:30	Drinks	canteen	Open to all

Attachment 3 Documents

- Self-evaluation report
- Overview impact and output research on website: <http://rulesrulesrules.studio/> /nl-film-academy/
- Installation and exhibition research projects alumni, VR Project Sonotrope
- Overview budget lectoraat
- AHK policy documentation, including the Strategic Plan 2013-2018 and 2018-2023