

### a) The EASDIB's international (EU and non-EU) strategy

The EASIB is located in Palma de Mallorca that is a maximum 5 hours away from any European airport. In the academic year 2008-2009, the EASDIB became a full member of the LLP Programme, and is open to international cooperation and dialogue both with EU & non-EU HEI.

The EASDIB has its origin in the Escuela Gratuita de Dibujo, whose ideas were taken from the Illustration period. It was founded by the Sociedad Económica Mallorquina de Amigos del País in 1779, and it is the second oldest school in Spain.

The EASDIB is associated to Asociación Española de Centros Superiores de Enseñanzas Artísticas/ACESEA & Confederación de Escuelas de Artes Plásticas y Diseño/CEA. It is a consultant of the Spanish Ministry of Industry, Tourism and Trade, for the National Prizes of Design.

The EASDIB also cooperates with the three state HEI established in the Balearic Island: the Universitat de les Illes Balears, the Escola Superior d'Art Dramàtic de les Illes Balears, and the Conservatori Superior de Música de les Illes Balears.

The EASDIB keeps a closer working relationship with other public and private institutions on the Balearic Islands. The EASDIB also promotes community active cooperation for local development and joins Project-Based Learning engaged with the community and its social actors (Higher Education Institutions, Non-Profit Organizations, local firms, regional government). In 2007 the Escola d'Art i Superior de Disseny de les Illes Balears was rewarded for its exemplary trajectory with the Prize Marta Mata (to the quality of the educational institutions).

The EASDIB is the only state Higher Education Institution in the Balearic Islands for specific professional design studies for Short Cycle studies (Vocational Studies for Artistic Jewellery, Illustration & Artistic Photography), and for 1st Cycle studies (Bachelor in Design, with four specialities in Graphic Design, Interior Design, Fashion Design & Product Design. The EASDIB plans to start 2nd Cycle studies (Master) and the 3rd Cycle studies (Doctorate) in cooperation with different HEI research centres.

The EASDIB is open to all HEI partners, from all geographical areas. They are selected on the basis of the Course Catalogue offered, HEI student profile and study area (balanced when possible), in order to ensure that the required learning outcomes will be achieved by exchange students.

The key objectives for the 2014-2020 are:

- To raise the EASDIB's international profile through partnerships;
- To promote EASDIB's students & staff mobility;
- To encourage students to gain experience of studying or working abroad;
- To provide academic and social opportunities for EASDIB students & staff to interact alongside students from other countries;
- To ensure students are prepared for a global working environment, and to facilitate the development of a curricula which reflect this;
- To promote longer-term and sustainable networks and partnerships with HEI and other organisations in research, teaching and enterprise for mutual benefit;
- To enhance the quality of EASDIB's teaching activities & research.

The EASDIB firmly believes in the value of international relations and the policy of internationalisation. Student & staff mobility is prior to the EASDIB, which is devoted to provide equal opportunities, and ensure that Erasmus activities are available for all eligible students and staff.



## **b) The EASDIB's strategy for the organisation and implementation of international (EU and non-EU) cooperation projects in teaching and training in relation to projects implemented under the Programme**

The EASDIB organizes students' mobility for studies and staff mobility for all degree programmes offered. On the other hand, placements' mobility at the EASDIB is provided through consortium with the Confederación de Asociaciones de Empresas de Baleares/CAEB.

EASDIB's mobility program aims to produce graduates with a broad knowledge, who will be creative persons, good professionals & critical thinkers, and will be able to operate in any environment with highest ethical standards, and be committed to the values of democracy.

The EASDIB aims to provide Short Cycle and 1st Cycle students with a mobility experience. The EASDIB also aims to develop further opportunities to internationalise the curriculum, such as further applications for Erasmus Mundus programmes, when developing the 2nd Cycle and 3rd Cycle degree courses.

Staff mobility is an important factor in career advancement and is supported by the EASDB, which organizes staff mobility for teaching assignment. The EASDIB offers support for staff mobility with a particular focus on facilitating and increasing two-way staff mobility;

The EASDIB aims to maximise the number of teaching exchanges which can be funded each year, in order to create a community of staff with an international perspective gained through staff mobility and international partnerships.

The EASDIB aims to develop double degrees with European & International HEI partners, especially at 2nd & 3rd Cycle studies.

The EASDIB is ready to participate in multilateral projects, such as curriculum development projects, collaborative programmes, thematic networks, and intensive programmes, as it has already been successfully and fruitfully involved in such activities in the past years.

## **c) Expected impact of the EASDIB participation in the Programme on the European Union Modernisation Agenda**

The objective of the teaching process is to provide students with theoretical knowledge and practical skills making them competent employees and/or entrepreneurs. The learning outcomes include also acquiring qualities such as flexibility and entrepreneurship as well as life-long learning habits for quickly changing economic and social environment.

By signing Erasmus Charter for Higher Education 2014-2020, the EASDIB undertakes to contribute to the European Union's modernisation and internationalisation agenda in higher education. The expected impact for each of the 5 priorities of the "Modernisation Agenda" is explained below.

- To increase attainment levels to provide the graduates and researchers Europe needs, by offering excellent education and starting 2nd & 3rd Cycle studies, when possible.
- To improve the quality and relevance of higher education, by increasing number of student & staff mobilities, and by internationalising the design curriculum with basic course units taught in English, and by stimulating academic staff willing to deliver them.
- To strengthen quality through mobility and cross-border cooperation, by promoting flexible education paths and participation in extracurricular activities for personal development to enhance students employability after graduation.
- To link higher education, research and business for excellence and regional & local development, by promoting cooperation projects in closer cooperation with regional & local economic sectors and research centres.
- To improve governance and funding, by subscribing regional & local agreements when possible.

The European Policy Statement, which describes the modernisation and internationalisation (EU & non-EU) EASDIB strategy, was adopted on 26th April 2013 by the Council Board of the EASDIB and will be published at the institutional web page <http://www.escoladisseny.com>, together with the Erasmus Charter for Higher Education, and all students & staff will be acquainted with it.