

Faculty of
**Art, Design and
Audiovisual Communion**

Strategic Plan 2025 - 2027



FADCOM's Strategic Objectives

OE 1

Optimize the cost-effectiveness of teaching, research, and outreach results within the faculty.

OE 2

Support multidisciplinary outreach projects aimed at sustainability.

OE 3

Promote academic development through strategic partnerships and by expanding the range of educational programs and degrees offered.

OE 4

Ensure that both faculty and students gain experience through national or international collaborations, whether virtual or in-person, with other higher education institutions.

Strategic Plan

2025 - 2027

Institutional Strategic Objectives (ESPOL)

OEI 1

Optimize the cost-effectiveness of teaching, research, and outreach results at ESPOL by 10% by 2027.

OEI 2

Reduce carbon emissions by 30% in ESPOL campus operations by 2027.

OEI 1

Optimize the cost-effectiveness of teaching, research, and outreach results at ESPOL by 10% by 2027.

OEI 3

Ensure that 39% of the faculty and student community participate in international or national collaborations (virtual or in-person) with other institutions by December 2027.



FADCOM's Strategic Objectives

OE 5

Increase the number of intellectual property registrations, industry-partnered projects, and patents related to the faculty's fields of study.

OE 6

Boost scientific production and the creation of significant works in the fields of arts, design, and audiovisual communication, encouraging publication in indexed journals, presentation at high-impact events, or exhibition in renowned spaces, in collaboration with national and international institutions.

OE 7

Encourage the development and management of professional portfolios that showcase the work, technical and aesthetic skills, and creative capacity of students and faculty, positioning them as value creators in the fields of art, design, and communication.

OE 8

Provide learning experiences and environments that effectively develop competencies, facilitating the integration of graduates into the productive sector.

Strategic Plan

2025 - 2027

Institutional Strategic Objectives (ESPOL)

OEI 4

Ensure that at least six new technological solutions, resulting from ESPOL research, are adopted by December 2027.

OEI 5

Achieve that at least 25% of ESPOL publications appear in high-impact journals or conference proceedings (top 10%, i.e., Decile 1, according to CiteScore ranking), and that at least 70% of these are in collaboration with research institutions by 2027.

OEI 6

Ensure that 60% of undergraduate and 15% of postgraduate students have a competency and achievement portfolio accredited by ESPOL by 2027.

OEI 7

Achieve a 90% employability rate for undergraduate programs by December 2027.



FADCOM's Strategic Objectives

OE 1

Optimize the cost-effectiveness of teaching, research, and outreach results within the faculty."

OEI 1

Optimize the cost-effectiveness of teaching, research, and outreach results at ESPOL by 10% by 2027.

Activities

Strategy 1:

1. Develop an ESPOL-integrated co-working space reservation system to streamline space utilization.
2. Socialize the reservation system through the faculty's communication networks.

Responsible: Systems Department.

Strategy 3:

Responsible: Dean and financial analyst.

Strategies

1 Optimize the utilization of workshops, laboratories, and co-working spaces for academic internships, inter-program activities, research, and third-party services.

2 Increase efficiency in the allocation of faculty academic workload.

3 Manage budgetary allocation for proposed strategic objectives within the annual operational plan.

4 Integrate artificial intelligence into academic processes (teaching, research, management, and outreach), promoting ethical, creative, and strategic application to foster innovation and optimize outcomes.

Strategy 2:

1. Annually review faculty skills and competencies via CV updates to align with workload assignments."

Responsible: Sub-dean's office and career coordinators.

Strategy 4:

1. Mandate AI tool usage in project weighting for at least one course per academic level.
2. Incorporate AI tool management as a requirement in each course plan.

Responsible: Sub-dean's office and career coordinators.

Executors: Teachers.



FADCOM's Strategic Objectives

OE 2

Support multidisciplinary outreach projects aimed at sustainability.

OEI 2

Reduce carbon emissions by 30% in ESPOL campus operations by 2027.

Activities

Strategy 1:

1. Researchers to participate in at least one multidisciplinary creative economy project.

Responsible: Personnel with a research charge.

Strategies

1 Establish agreements for FADCOM program participation in sustainable, multidisciplinary creative economy projects.

2 Develop graphic and audiovisual dissemination activities to promote environmental awareness.

Strategy 2:

1. Produce two annual environmental awareness capsules per program, linked to FADCOM's areas of knowledge.

Responsible: Communication area.

2. Integrate environmental awareness activities into faculty events.

Responsible: Event organizers.



FADCOM's Strategic Objectives

OE 3

Promote academic development through strategic partnerships and by expanding the range of educational programs and degrees offered.

OEI 1

Optimize the cost-effectiveness of teaching, research, and outreach results at ESPOL by 10% by 2027.

Activities

To be defined.

Strategies

- 1** Create at least one new arts and technology program, incorporating global trends in design, entertainment, or audiovisual production.
- 2** Launch at least one new graduate program in arts and technology, reflecting global trends in design, entertainment, or audiovisual production.
- 3** Develop a doctoral program with specializations in the faculty's areas of expertise.
- 4** Foster collaborative work by facilitating inter- and multidisciplinary project development.



FADCOM's Strategic Objectives

OE 4

Ensure that both faculty and students gain experience through national or international collaborations, whether virtual or in-person, with other higher education institutions.

OEI 3

Ensure that 39% of the faculty and student community participate in international or national collaborations (virtual or in-person) with other institutions by December 2027.

Activities

Strategy 1:

1. Prepare an institutional supplementary financial plan for international exchanges to support faculty participation.

Responsible: DEAN of FADCOM.

2. Identify mobility opportunities within the ESPOL/RELEX agreement database.

Responsible: Mobility Coordinator / RELEX.

Strategy 3:

1. Identify available pre-professional internship placements in the RELEX database. Responsible: Internship coordinators.

2. Plan and execute pre-professional internships with host institutions.

Responsible: Internship coordinators.

Strategies

- 1 Promote faculty exchange experiences with national and international educational institutions.

- 2 Facilitate research opportunities for faculty and postgraduate students.

- 3 Encourage student participation in virtual or in-person international pre-professional internships.

Strategy 2:

1. Sign agreements with Higher Education Institutions (HEIs) to create research stay opportunities.

Responsible: Mobility Coordinator / RELEX.

2. Prepare an annual budget for research opportunities.

Responsible: DEAN of FADCOM.



FADCOM's Strategic Objectives

OE 5

Increase the number of intellectual property registrations, industry-partnered projects, and patents related to the faculty's fields of study.

OE 4

Ensure that at least six new technological solutions, resulting from ESPOL research, are adopted by December 2027.

Activities

Strategy 1:

1. Select subjects whose final project deliverables are suitable for intellectual property registration and/or patenting.

Responsible: Subject teacher / subject Coordinator.

Strategy 3:

1. Organize a seminar on patent registration and intellectual property each academic period.

Responsible: Deputy Dean's Office / Career Coordinator.

Strategies

1 Establish academic planning guidelines to increase intellectual property registrations for projects developed in undergraduate and postgraduate programs, research, and outreach.

2 Designate personnel responsible for tracking intellectual property registration applications for projects in Audiovisual Production, Graphic Design, and Product Design.

3 Provide training in intellectual property registration for faculty academic staff and research technicians.

4 Manage opportunities with industry and the community for intellectual property transfer and exploitation.

Strategy 2:

1. Assign a responsible party for product registration and/or patenting from course deliverables.

Responsible: Deputy Dean's Office / Career Coordinator.

Strategy 4:

1. Register intellectual property and patents, seeking partnerships with private companies to test developed products.

Responsible: Deputy Dean's Office / Career Coordinator.



FADCOM's Strategic Objectives

OE 6

Boost scientific production and the creation of significant works in the fields of arts, design, and audiovisual communication, encouraging publication in indexed journals, presentation at high-impact events, or exhibition in renowned spaces, in collaboration with national and international institutions.

OEI 5

Achieve that at least 25% of ESPOL publications appear in high-impact journals or conference proceedings (top 10%, i.e., Decile 1, according to CiteScore ranking), and that at least 70% of these are in collaboration with research institutions by 2027.

Strategies

- 1 Promote training via workshops and seminars to achieve publications in high-impact indexed journals.
- 2 Strengthen national and international collaboration networks to foster joint research projects.
- 3 Increase the presentation of research papers and relevant works at congresses, symposia, and exhibitions, providing financial or institutional support to selected researchers and students.
- 4 Align research projects to ensure indexed publications target topics of interest in high-impact journals.



Activities

Strategy 1:

1. Organize at least two annual workshops on academic writing and indexed journal publication for FADCOM faculty and researchers, collaborating with high-impact journal editors or reviewers.

Responsible: Research Coordinator. Executors: Professors with a research load and teachers.

2. Organize an academic writing workshop for undergraduate students to enhance productivity and high-impact publications within the faculty.

Responsible: Coordinator of Research. Executors: Teachers of related subjects.

Strategy 3:

1. Establish an annual fund to support the presentation of at least five research papers or artistic creations at high-impact, internationally relevant, or indexed congresses, symposia, or exhibitions.

Responsible: Dean of FADCOM and Research. Executors: Research Coordinator.

2. Present research results and/or progress at the end of each semester, supported by courses developing research projects.

Responsible: Teachers of the subjects Research Itinerary I and II, and Research Applied to Design, Audiovisual Research, defining the tool of each career to evidence and make these projects visible. Executors: Teachers of the subjects Research Itinerary I and II, and Research Applied to Design // Postgraduate projects: summary or report of the thesis and/or process of that research.

Strategy 2:

1. Host at least one annual research and artistic creation meeting with national and international universities and institutions, where FADCOM faculty and researchers present collaborative project proposals, aiming to finalize at least two formal academic cooperation or joint research agreements annually, leading to special journal publications.

Responsible: Research Coordinator. Executors: Teachers with a research load. *Execution subject to budget availability.

2. Plan a research seminar, organized by Ñawi Journal, to strengthen collaborative research networks and generate a volume for publication in the journal. **Responsible: Research Coordinator / Teachers with research load / Ñawi editorial team. Executors: Director of Ñawi / Editorial team of Ñawi.**

Strategy 4:

1. Conduct an annual mapping of at least 10 high-impact indexed journals in graphic design, product design, and audiovisual communication.

Responsible: Research Coordinator. Executors: Professors with a research load and teachers.

2. Organize a workshop for FADCOM faculty-researchers to analyze journal thematic lines and align research projects with editorial requirements.

Responsible: Research Coordinator / Research Dean Analyst. Executors: Professors with a research load and teachers.



FADCOM's Strategic Objectives

OE 7

Encourage the development and management of professional portfolios that showcase the work, technical and aesthetic skills, and creative capacity of students and faculty, positioning them as value creators in the fields of art, design, and communication.

OE 6

Ensure that 60% of undergraduate and 15% of postgraduate students have a competency and achievement portfolio accredited by ESPOL by 2027.

Strategies

1 Promote the creation and dissemination of artistic, educational, and cultural content by integrating new technologies and digital platforms. This will strengthen student skills, enhance adaptability to global trends, and enable the development of robust portfolios reflecting each program's specialization and contribution to the professional environment.

2 Strengthen the development of soft skills (e.g., assertive communication, effective collaboration, multidisciplinary team management) through curricular and extracurricular activities to enhance students' collective and creative work capacity.

3 Encourage the presentation of portfolio projects that demonstrate the value proposition, creative process, originality, technique, and strategy used to address problems, considering user needs and contextual impact. Promote project documentation and dissemination through portfolios that showcase these elements from each discipline.



Activities

Strategy 1:

1. Provide training in emerging technology tools, digital portfolio development, and real-world project applications, including physical and digital exhibitions to promote professional profiles.

Responsible: Career coordinators. Executors: Teachers of related subjects.

2. Encourage participation in activities addressing real-world problems from companies, NGOs, brands, enterprises, or communities, where students develop visual solutions, products, or communication campaigns. Projects may be evaluated by professionals and published on digital platforms.

Responsible: Career and liaison coordinators. Executors: Teachers and tutors of integrative subjects, liaison tutors.

Strategy 3:

1. Provide training in emerging technology tools, digital portfolio development, and real-world project application, including physical and digital exhibitions to promote professional profiles.

Responsible: Career coordinators. Executors: Teachers of related subjects.

2. Conduct at least three hands-on workshops on personal branding, interactive portfolio design, and networking strategies, including personalized mentoring and portfolio review by industry experts. **Responsible: Career coordinators, Graduate follow-up coordinator + UVS (employability department), design and production teachers for media, industry guests. Executors: Student clubs and associations.**

3. Encourage participation in activities addressing real-world problems from companies, NGOs, brands, enterprises, or communities, where students develop visual solutions, products, or communication campaigns. Projects may be evaluated by professionals and published on digital platforms. **Responsible: Career and liaison coordinators. Executors: Teachers and tutors of integrative subjects, liaison tutors.**

4. Students must upload 20 projects per program, including strategic descriptions and testimonials, to a faculty-recognized platform. **Responsible: Coordination. Executors: Teachers.**

Strategy 2:

1. Conduct at least three hands-on workshops on personal branding, interactive portfolio design, and networking strategies, including personalized mentoring and portfolio review by industry experts.

Responsible: Career coordinators, Graduate follow-up coordinator + UVS (employability department), design and production teachers for media, industry guests. Executors: Student clubs and associations.

2. Participate in three activities addressing real-world problems from companies, NGOs, brands, ventures, or communities, where students develop visual solutions, products, or communication campaigns. Projects will be evaluated by professionals and published on digital platforms.

Responsible: Career and liaison coordinators. Executors: Teachers and tutors of integrative subjects, liaison tutor.

3. Integrate pitch structuring tools, storytelling strategies, and the use of videos and interactive presentations into class planning, conducting simulations with real-time feedback in two courses per semester.

Responsible: Teachers, experts in personal branding, industry recruiters. Executors: Teachers of related subjects.

4. Students must upload 20 projects per program, including strategic descriptions and testimonials, to a faculty-recognized platform.

Responsible: Coordination. Executors: Teachers.



Strategic Objectives FADCOM

OE 8

Provide learning experiences and environments that effectively develop competencies, facilitating the integration of graduates into the productive sector.

OEI 7

Achieve a 90% employability rate for undergraduate programs by December 2027.

Activities

Strategy 1:

1. Build an industry contact network.

Responsible: Coordinators of pre-professional internships.

Strategy 3:

1. Prepare an annual calendar of relevant events, including contests, festivals, and similar opportunities of interest to the FADCOM community.

Responsible: Career coordinators in collaboration with the teachers of integrative subjects.

Strategies

1 Prioritize agreements with public and private entities to expand internship opportunities with favorable conditions or direct employability options for students.

2 Develop a contact network to complement and maximize the dissemination of employability opportunities managed by the institutional job bank.

3 Expand community engagement in national and international competitions and festivals to enhance visibility of student talent and competencies.

Strategy 2:

1. Identify graduates or former collaborators active in the labor market to facilitate meetings with public or private entity directors.

Responsible: Career coordinators with the support of the Alumni coordination.

