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Multidisciplinary Skills for Artists' Entrepreneurship / MUSAE



WP1.1. “DATA COLLECTION AND ANALYSIS” Local Report

ISAMS/USF (Tunisia)

Institut Supérieur
des **Arts et Métiers**
de Sfax





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1 Brief presentation of the institute: The Higher Institute of Arts and Crafts (ISAM Sfax)

The Higher Institute of Arts and Crafts of Sfax is an institution of higher education that dates from 1995.

It provides training in various artistic and design fields, image technology, audiovisual, and new digital media.

It is a state structure attached to the University of Sfax under the supervision of the Ministry of Higher Education and Scientific Research.

It hosts about **1300 students** in applied license cycles; Basic Licenses, Research, and Professional Masters, and PHD certificate.

Faculty staff is enriched by multidisciplinary backgrounds with all ranks. **160 Professors, associate professors, and assistant professors** in the institute are, almost, from different academic disciplines.

ISAMS acquires the only art gallery in Sfax.

The institute is located in the City center of Sfax, and separated by only 7 km from the highway Sfax / Tunisia (2 hours and a half), and at 20 minutes form Sfax-Thyna international airport.

It is close to the many institutions (academy of art, engineering, economic, and management).

It is located at the entrance to the motorway linking the capital, Tunis, Sfax, passing through the main tourist cities, Sousse and Hammamet in the north, and Djerba and Zarzis on the coastline, linking the south in the direction of Sfax the most important cities : Tozeur, Douz, Matmata, Tataouine, and Guebeli to discover the desert.

The second biggest island KherKhenah is at 45 min from the commercial port of Sfax, given amazing opportunity of cultural and ecological tourism. So, different exit, excursion and visit are organized for students in the case of study or entertaining.



Training courses

Plastic Arts Department: 7 Licenses

- License in Fine Arts: Ceramics
- License in Fine Arts: Painting
- License in Fine Arts: Sculpture
- License in Fine Arts: Photography
- License in Fine Arts: Engraving
- License in Fine Arts: Textile
- License in Fine Arts: Mosaics

Design Department: 6 Licenses

- License in Space Design: Interior Architecture
- License in Product Design: Furniture / Industrial Creation / Fashion Design / Textile
- License in Image Design: Graphic Advertising

Audiovisual and Digital Media Technologies Department: 2 Licenses

- License in Cinema and Audio-visual: Assistantship in Filming and Production
- License in Arts and Mediation: Multimedia Communication

Professional Masters

- Professional Master in Space Design: Interior Architecture
- Professional Master in Product Design: Clothing Product / Industrial Creation
- Professional Master in Image Design: Graphic Advertising / Audio-Visual
- Professional Master in Visual Arts: Fine Arts

Research Masters

- Research Master in Design: Product / Image / Space
- Research Master in Fine Arts

PHD Certificate in Arts and Mediation

- Fine Arts and Art Theory
- Design
- Mediation and Communication



2 Results from AREA 1 and AREA 2 survey

2.1 AREA 1: Law framework

- 1) The High Artistic Education Division (musical, visual arts, performing arts, etc.) is a part of the University system;
- 2) As educational qualifications are issued other qualifications equivalent to a master's degree;
- 3) Students can enroll in a higher artistic education faculty or institution at 19 years old;
- 4) There is a comparison system with the European ECTS, namely the unit equivalence system;
- 5) The hours-credits ratio used in the institution provides 1 credit = 10 to 15 hours of teaching, about 300 to 450 hours per semester. This ratio is established by the ministry: it is a national ratio.
- 6) For what concern the standard evaluation system used in the Institute, the assessment is based on a scoring system. The student must have an average mark of 10/20 per unit.
- 7) The university's level of autonomy is not very high; the institute is attached to the ministry, and has a very limited autonomy.
- 8) There is a Central Agency that monitors and certifies the quality of teaching at local and national level: it is the national instance of evaluation and quality insurance and accreditation, National institution for Evaluation, Quality Assurance and Accreditation IEAQA (www.ieaqa.com), and the Ministry of Education.

2.2 AREA 2: Analysis Of Institutes



- 1) The name of Institute is Higher Institute of Arts and Craft (Sfax).
- 2) About Educational qualifications issued by USF we have no data.
- 3) The number of students currently enrolled in ISAMS-USF is 1300 and the percentage of female students is between 51 - 70 %
- 4) The number of students enrolled in courses related to artistic disciplines is 100% of total (1.200). The percentage of female students is between 51 - 70 %
- 5) The staff is made up of: 160 professors; 26 contract teachers; 54 administrative and technical Staff (2020-2021)
- 6) At the moment ISAMS-USF currently hosts 5 foreign students
- 7) There are courses in English and French.
- 8) There is an international relation office. It works with Italy, France, IRAQ, Suisse, Maroc in particular Université Rennes I, Université Paris 1, Université Marseille 2.
- 9) Inside the Institute there is a guesthouse for foreign students or international guest
- 10) It is possible to see training courses (curricula) offered by the institute at this link:
www.isams.rnu.tn
- 11) The percentage of historical/theoretical disciplines compared to laboratories-based ones is 21% - 50%
- 12) At the end of the course of study there is a final exam in cinema, art or design
- 13) The institute has many collaborations with external partners like museums, association, gallery of art in Tunisia.
- 14) About 400 students benefit from foresee training courses, internships, orientation, consultancy and employment systems.
- 15) “Opzione 1” is the most important temporary occasional partnership/project
- 16) Some Associations, ONG, Manufacturing, business companies supporting the institute.
- 17) USF doesn't use post-graduate questionnaires for the preparation of internal reports on the quality of teaching (degree of satisfaction, opportunity, etc.)
- 18) About 50% of students are professionally inserted into the job's world after three, five or seven years from graduation.
- 19) The percentage of graduates who undertake a teaching career in primary/secondary schools or university is about 60%.



3 Results from AREA 3 and AREA 4

3.1 AREA 3: The Teaching Staff

Questionnaire Area 3 Summary

The number of participants in the survey: **41 teachers** (From 160)

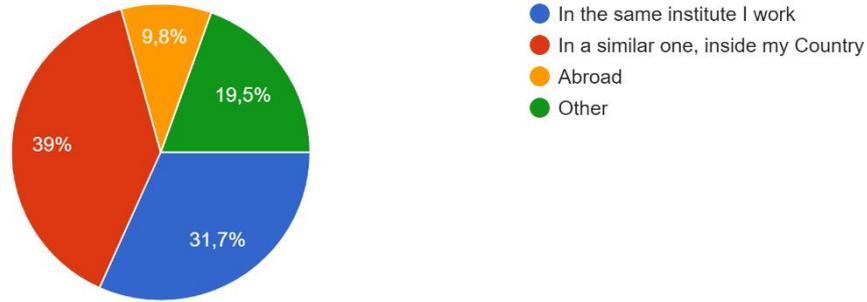
Workplace: all teachers are working in the Higher Institute of Arts and Crafts of Sfax.

Where did you get your academic training?



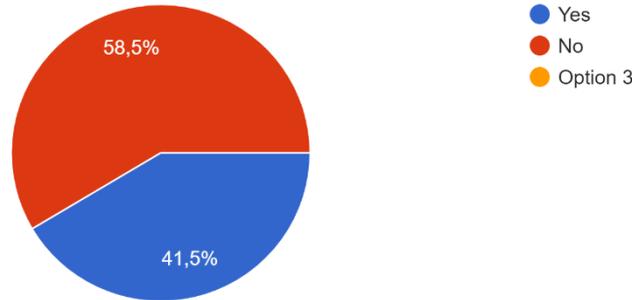
1) Where you achieved your academic training?

41 réponses



2) Are you involved in other professional activities besides the one of teaching?

41 réponses

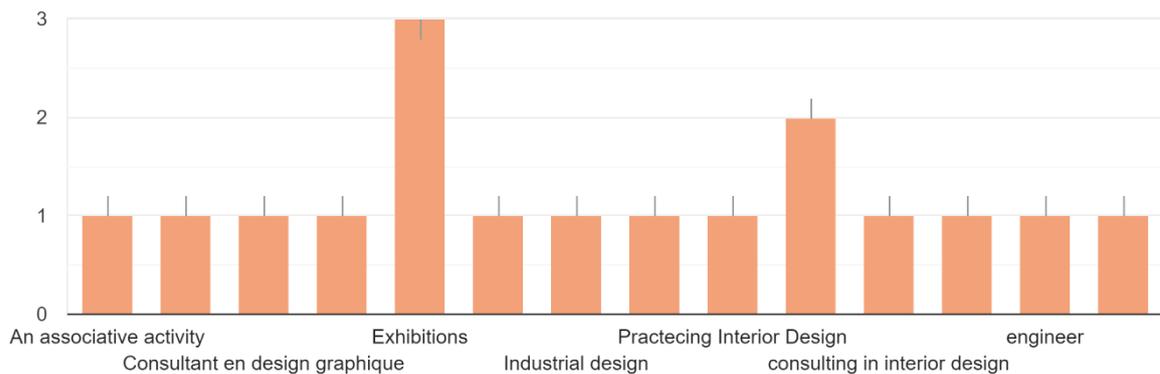


Which one? 17 responses

Architecture; creation of clothing and accessories; engineer; product design; An associative activity; consulting in interior design; Exhibitions: Manufacture of design products ; Industrial design ; Computing science engineer at a Public body ; IT trainer and FTTH Manager ; Practicing Interior Design ; Consultant in Graphic Design ; Do and exhibit artistic works / Lead Art workshops for adults, and children / Make wall paintings;

Which one ?

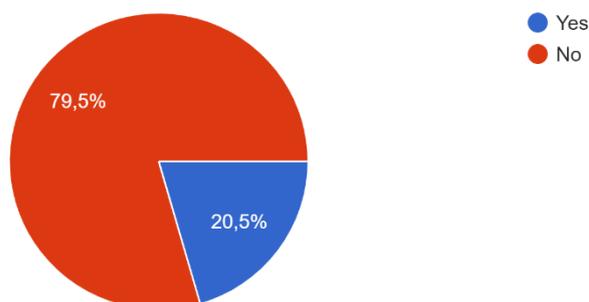
17 réponses





3) Have you had working experiences in a Foreign Country?

39 réponses



If yes Where?

3 places: France; Singapore; Saudi Arabia

4) How many years have you been working in this institution?

Between 1 to 20 years as show in the graph below



5) Could you indicate the strengths of your institute?

32 responses

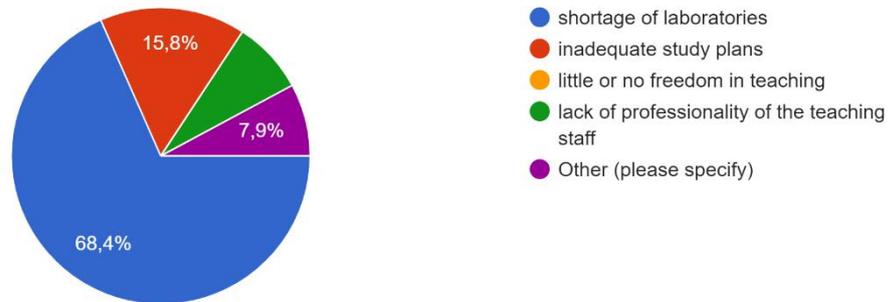
- Pluridisciplinarity (6 responses)
- Multidisciplinary (5 responses)
- Practical achievements, events (3 responses)
- The quality of the teaching staff / Teachers' qualifications, and competences / Team of multidisciplinary and competent teachers
- Synergy Co-working
- Engagement with socio-economic partners
- Contribution to regional development
- Collaboration and teamwork



- Capacity to innovate in the quality of education
The internships at the end of the course offer cooperation between the company and the university
- Ambitious administration, great team work, nice atmosphere, students are the core of every initiative
- Diversity of specialties, youth of the teaching staff, quality of students, willingness to devolve...
- Professional conscience
- The communication with students. the teacher's implication. The quality of the students. the cooperation of the administration.
- The institution is led by a dynamic and young team.
- The high quality of seminars, workshops, and cultural manifestations organized by the institution.
- The training courses are very varied and adapted to the job market.

6) Please, list the major shortcomings or critical issues you find in your institute.

38 réponses



If you chose "other" in the previous question, please type here

3 responses

- A lack of equipment
- to give importance to practice at the expense of theory
- lack of computer science equipment's (data show for example)

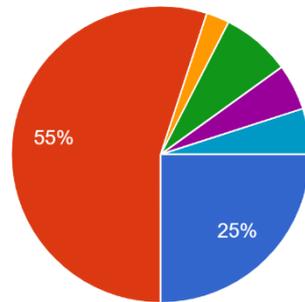
7) Do you think that some technical or technological equipment is missing in your institution?

38 responded yes



8) Could you please indicate which ones difficulty did you encounter during teaching?

40 réponses



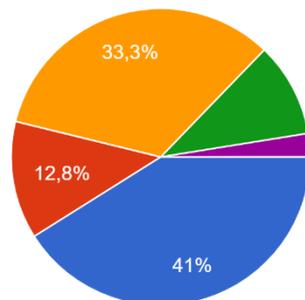
- lack of classrooms or laboratories
- lack of equipments
- inadequate students' com-petence or skills
- the educational planning is not up-to-date or too tradi-tional
- inadequate internationa-lisation
- other (specify)

If you chose "other" in the previous question, please type here

- Lack of classrooms, laboratories, and equipment's. Lack of budget in relation to maintenance.
- Lack of equipments
- Lack of conviviality

9) Do you think your students need more professional opportunities or do you notice that they are lacking?

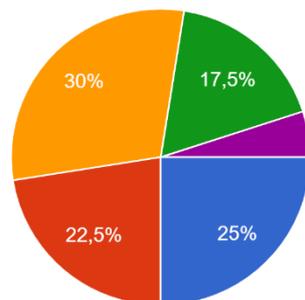
39 réponses



- difficulties in achieving experiences abroad
- insufficient determination
- economic difficulties
- inadequacy of the cur-riculum studiorium
- other (specify)

10) Do you think it is possible to have a more profitable relationship with the realities of your area?

40 réponses



- specific training activities
- increasing funding for the institution
- involving companies and territorial cultural realities to fulfil seminars and workshops within the institution
- changing teaching methods according to what companies and territorial realities need
- other (specify)



If you chose "other" in the previous question, please type here.

- Actually it is about all the points listed above. We need to increase funding, involve companies, review our teaching methods, and encourage students to have specific training activities.
- increasing funding for the institution
- start up

11) Are there some skills the teaching staff should acquire? Which?

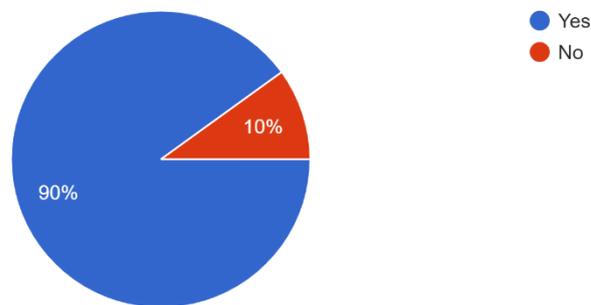
30 responded yes;

- The teaching staff needs to have a better relation with technology, the programs students tend to use in their projects. Most of the teachers didn't have the occasion to take those specifically evolved courses in their university years.
- they should be more responsible
- Entrepreneurship (2 responses)
- There should be formative and educational forums and seminars between teachers to exchange ideas and information.
- Open to dialog in educational action
- Update knowledge to innovate"
- E-learning (3 responses)
- Professional skills
- Computer skills (7 responses)
- Improve our English and train in ICT"
- Entrepreneurship (3 responses)
- Training abroad on cinema and audiovisual
- Communication (2 responses), open mind
- Empathy
- "The teaching staff should be training to:
- Leadership to learn how to inspire and motivate their students
- Verbal and non-verbal communication to adapt their communication style to the needs of different students and improve their learning"
- Mastering information and communication technologies (4 responses)
- Work as a team and cooperate with the institute's partners.
- Train and innovate."
- Technical skills
- Economy (2 responses)
- IT based design



12) Do you think teachers should have at least a basic knowledge of the economic system?

40 réponses



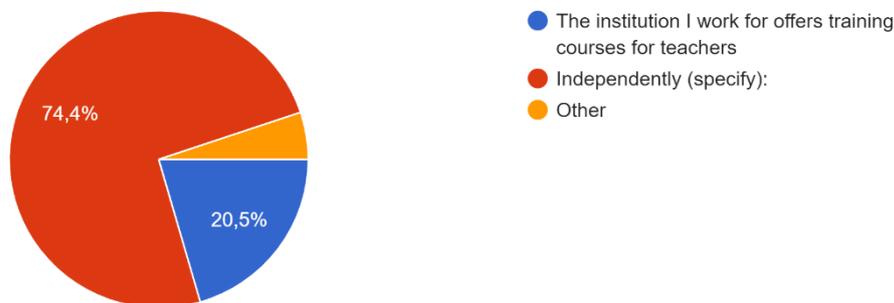
36 responded yes

- To understand what the university goes through
- To be up to date with the world around them
- to orient its teaching and its methods
- It's important for well directing their courses and training student to the job market needs.
- To encourage student to set up their projects
- This allows to have visibility on the professional paths and their opportunities"
- To draw a realistic framework of business skills
- Knowing economic factors helps to modernize study plans
- Because the knowledge should fit into economic system.
- efficiency
- This allows them to better guide students for their professional future.
- To be in coherence with the profession. to prepare the student for his professional insertion. (7 responses)
- To better prepare students for their professional activity
- Products of Art and design are parts of the economic system.
- Because the correlation between the labor market and the economic system.
- To involve cultural and social realities
- Because economy is a the most important thing in our discipline
- more integration of student on market ecosystem
- without at least some familiarity with economics it is very difficult to plan education.



13) How do you keep your professional training up-to-date?

39 réponses



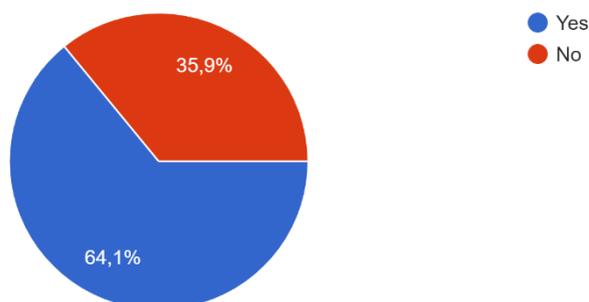
Specify (20 responses)

- I update myself with the personal means
- Colleague's coordination and own researches
- Follow training and MOOCs
- Follow courses and master class online
- follow the news of the field and innovations in crafts
- Assisting to training courses in industrial companies
- reading books and research
- By attending free or paid training outside the institute or online.
- magazine, internet, saloon
- By following online training and the institution I work for offers training courses for teachers
- I search new technologies using the Internet
- I do trainings by myself in some training centers
- Specific courses
- With social media
- Seminar
- At my cash desk I reserve a sum of money each year to update myself through the certifying training courses.
- The teaching of the art of ceramics is quite fertile, which allows the teacher to diversify these fields of study, teaching and learning: opening up to the world of this art through discovery artistic and professional practices all over the world (national and international), collaborative work with the professional environment through professional internships, the invitation of active, and creative people in the field of ceramics, ...
- Space work between colleagues
- Adhere to professional experiences.
- I do doctoral research and I develop my pedagogical knowledge by doing continuous research on the pedagogy of teaching.



14) According to you, does your institute promote student entrepreneurship?

39 réponses



In what way?

14 responses

In what way?

- We encourage every initiative lead and done by the students
- most of teaching specialties are directing to the job market needs.
- There are some courses and training
- creation of small projects
- Support students in their creative processes and give rewards to the best projects.
- performance of competence
- By giving necessary information for students with seminars and workshops
- It is the only and best opportunit : creation of their own project
- It is the only and best opportunity: creation of their own project
- “Elle offre aux étudiant la possibilité à participer dans des concours sociaux-économique”.
- focus curricular to market issue
- she organizes events on entrepreneurship
- “L'implication et l'encouragement des étudiants pour participer à des concours, l'organisation des expositions pour la mise en valeur des projets et produits des étudiants tout en invitant des professionnels et des spécialistes pour découvrir les créations et rapprocher l'étudiant du milieu professionnel”.

15) Could you point out good collaboration practices you can take as an example of collaboration between your institution and the business sector, which can provide real job opportunities for your students? (Please insert links to project websites or a brief description with relevant information, images and descriptive materials).

15 responses

- Open days, workshops with professionals,
- Several agreements are signed with socio-economic partners (4 responses) and there is a career center at ISAMS (4C-ISAMS) which promotes this collaboration.
- There are many of our students, such as those specializing in clothing design and now working in businesses and commercial companies such as: Exist, HA and Zen
- There are also other students who have created their own projects,
- www.Recruter.tn



- Yes, in corporation with Technopole of Sfax : Start up and Mobidoc system for my students
- "the ""IN-Tissue"" Open Workshops event organized in 2019 by our institution seeks to bring together teachers and students of different specialties in order to establish a possible relationship with manufacturers through the development of joint projects.
- Traineeship (2 responses)
- Some signed conventions
- Collaboration could be performed by proposing projects.
- www.yabda.eu
- To begin with, I'm new to the institute for barely two years. personally, before teaching a program I tell them about the importance of this course in their next job and for practical proof I ask them to do a little research on the job offers and to read the skills required in order to achieve what 'we will do is benefic to snatch a good futuristic position.

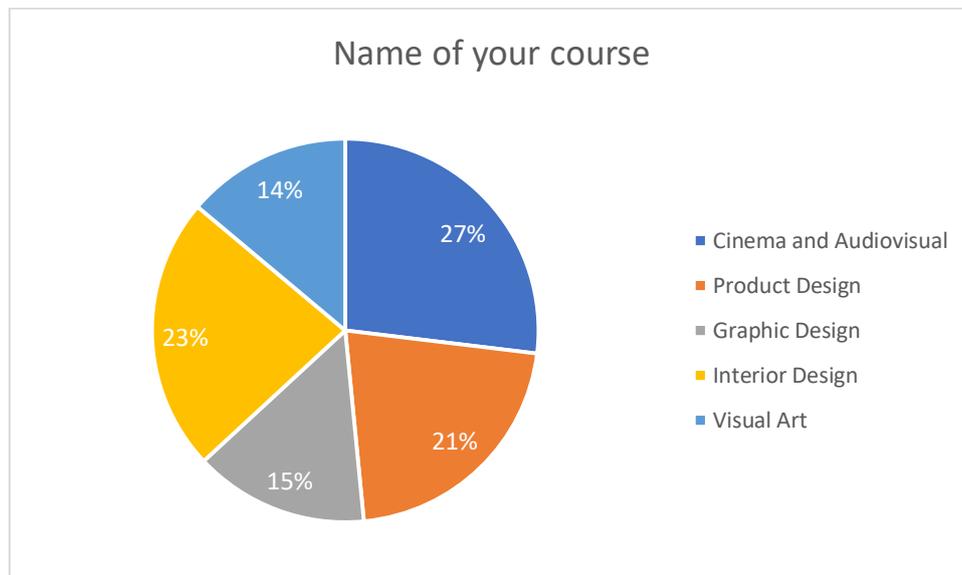
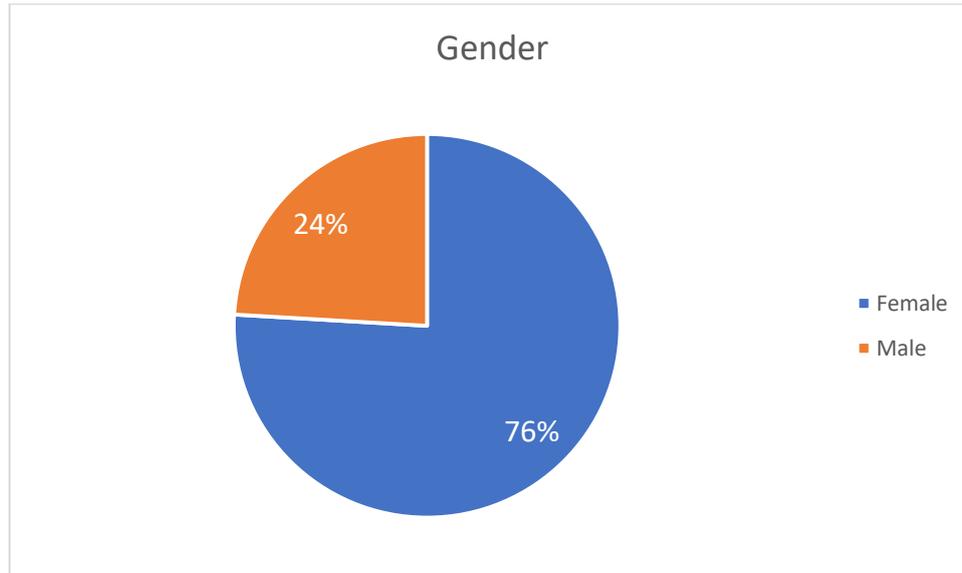


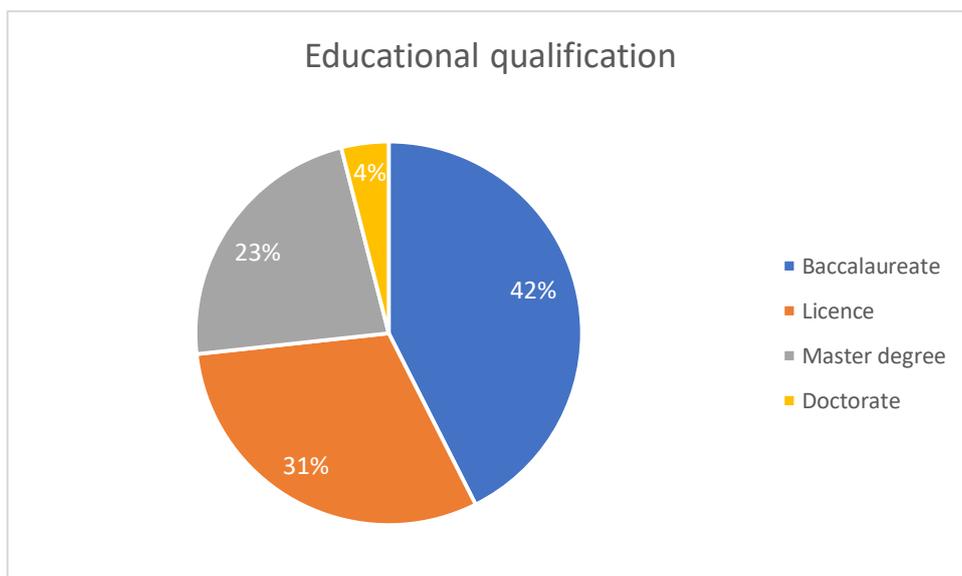
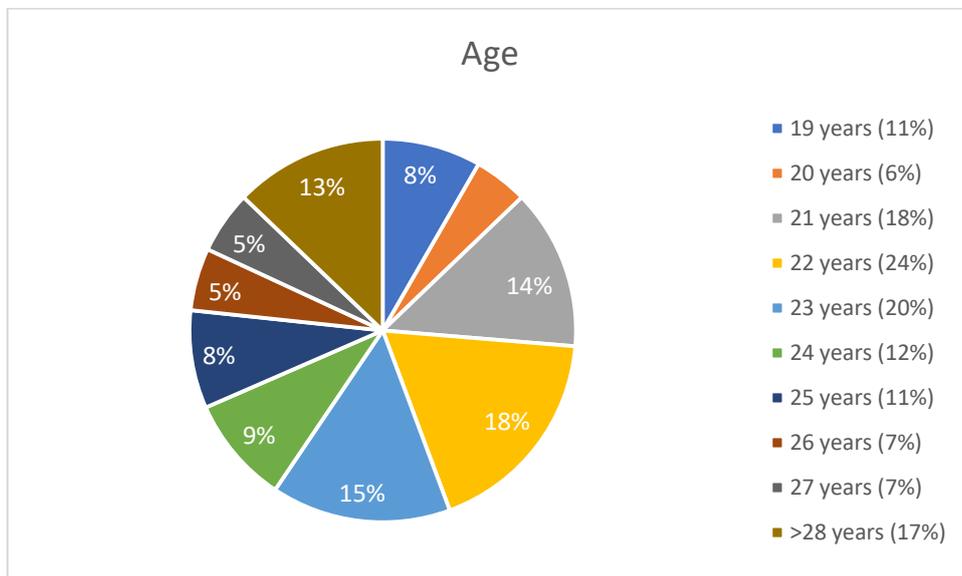
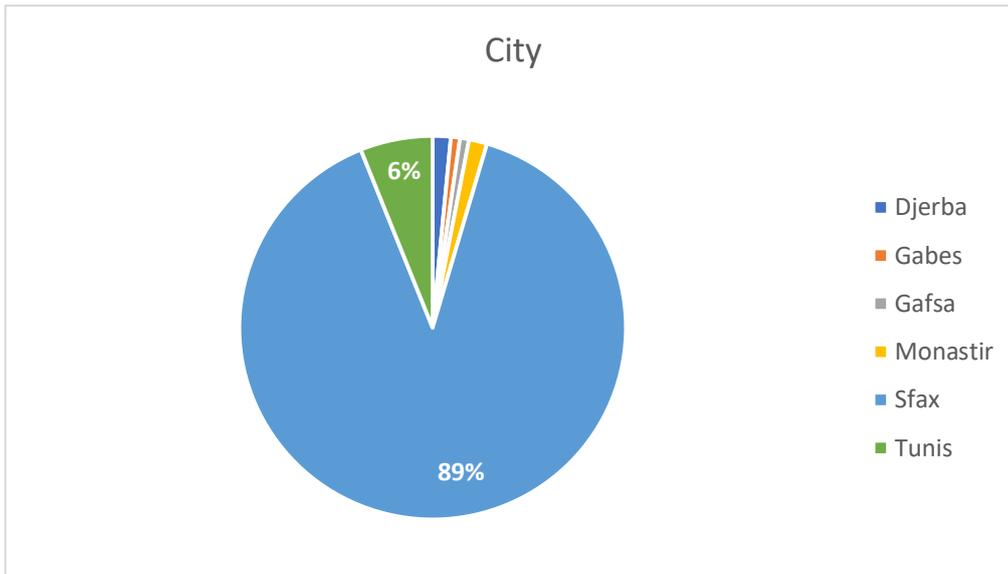
3.2 AREA 4: Students

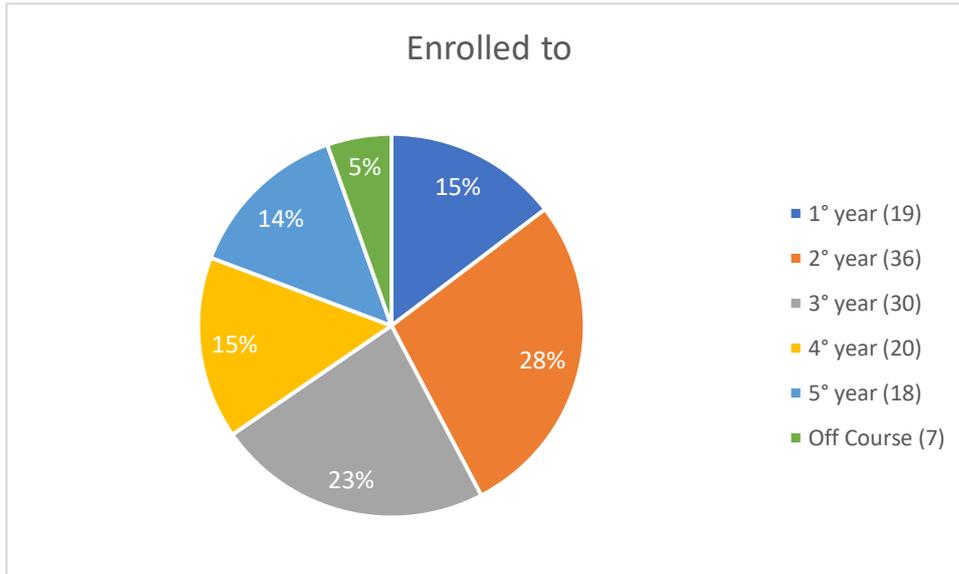
Number of students involved in the questionnaire are (66 +68 = 134), all of them are from the Higher institute of Arts and Crafts of Sfax (from a total of 1300 students)

Most of students are from Sfax (88,9%)

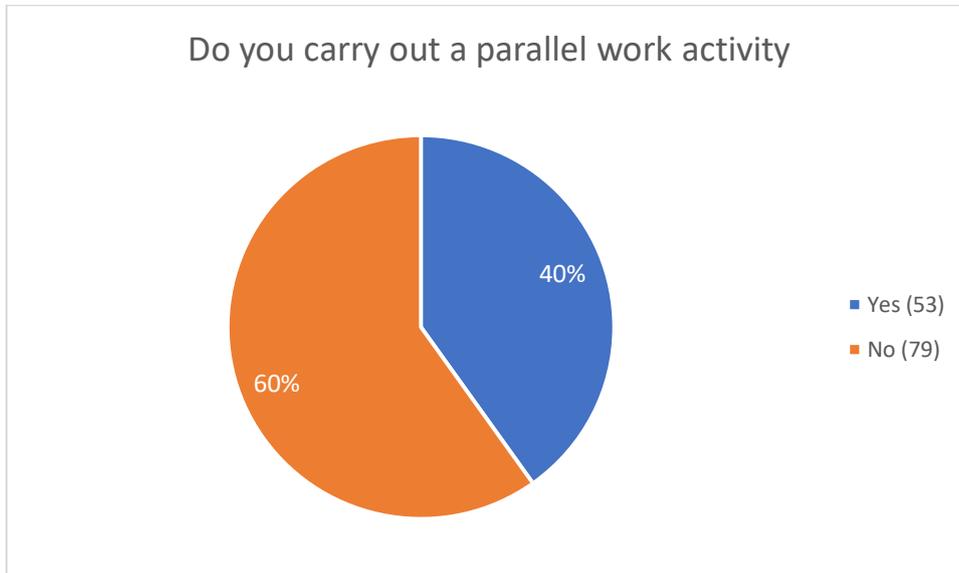
Students are between 19 years old and 42 years old







1) Do you carry out a parallel work activity?



If yes, which one?

55 responses

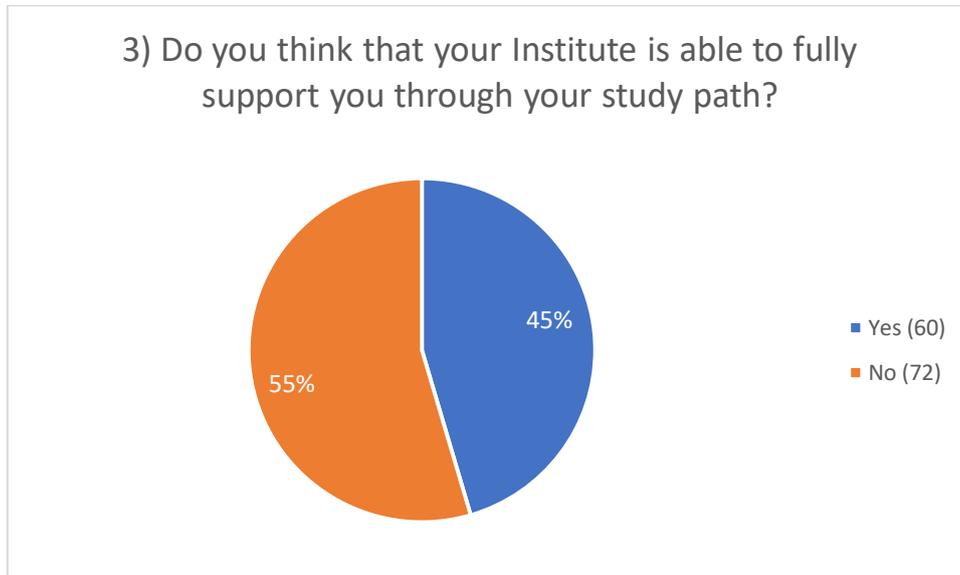
- Associative work (8 responses)
- Teaching (7 responses)
- Furniture designer (5 responses)
- Graphic designer (5 responses)
- Interior designer (8 responses)
- jewelry designer (2 responses)
- responsible for framing and editing in an audiovisual company
- Documentation of weddings, advertisements, drone operator
- Video editing (2 responses)
- Mosaic Product design, photography, visuals Arts, painting, ceramic
- Performing (5 responses)



2) Why are you enrolled in this course?

All students responded that they love design and fine arts

3) Do you think that your Institute is able to fully support you through your study path?



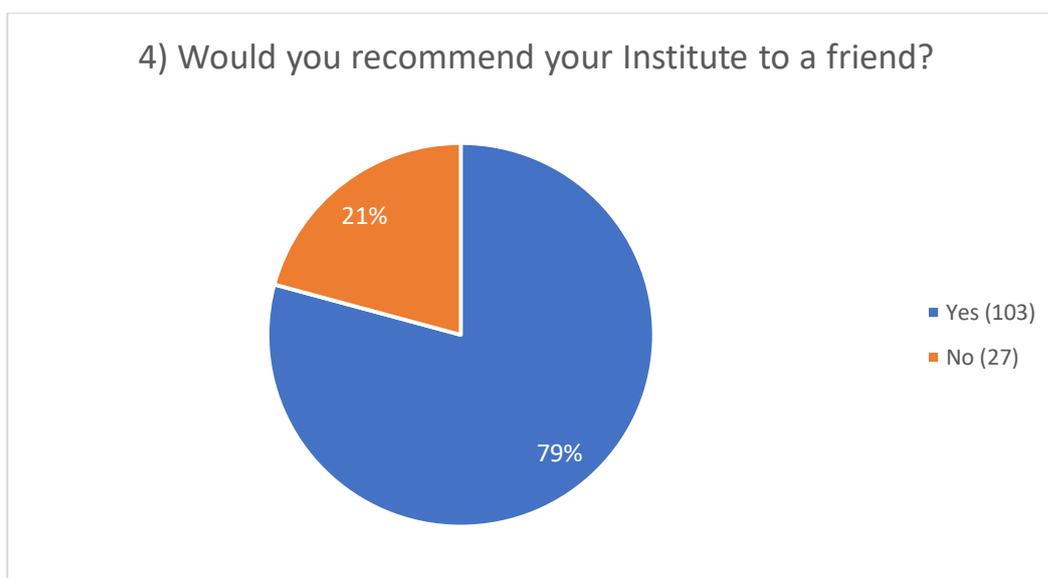
Why?

- Lack of promotion of business culture in this area, but there are signs of development"
- The scientific composition is very weak
- alumni were not supported
- because I noticed that there is a new generation of teachers who have worked with passion and in a creative way
- Because I want to take license in video editing
- because in my Institute, we have good Professors and directress whom are helping and trying to provide us with what we need: knowledge, opportunities etc...
- Because it does not have the financial means
- Because it had all the equipment
- because it's more specialized in Audio-visual publicity for the moment
- because she has a lot of skills
- Because there are always workshops with professor which guide us in our PhD path and they organize national and international conferences
- because this institute is known as one of the best institutes, I have heard many people who said that it is excellent
- Because this specialty of mosaic needs more interest from the institute concerning the training of skills
- Because we don't have a video editing path after the first year
- Good program and clear strategy
- I don't think it can provide me the perfect opportunity to learn the job I want
- I think the institute will care about so much more than my own study path
- It does lack some equipment especially when it comes to the workshop of painting. Though I've been acclimated throughout the years to these voids. Afterall it's necessary to focus on working hard. So, I might be able to survive until I have master degree and perhaps a doctorate degree.



- It lacks a lot to support me
- It offers very good opportunities
- Lack of materials
- Lack of knowledge in the cinematography industry
- limited teacher's experience (they are no cinematographers)"
- My area of expertise is marginalized
- Because within our Institute we find everything the student needs to carry out this research
- Because I have acquired basic knowledge of my specialty and other skills thanks to the professional quality of the teaching. That's his duty
- The institute focuses on the realistic parts by providing concrete projects which helps in the professional career.
- the professor not qualified
- The study hours are long and so many that we do not have time to pursue another activity or work
- Lack of financial support for students due to the increased expenses incurred by the student (it is assumed that the university scholarship is circulated to all students of fine arts, at least)"
- The training of the institute is very low compared to reality in professional life
- There are no prospects in the study
- Especially since they consider the drone pilot in my country a terrorist
- And the drone is prohibited"
- There is no a basic program to all the teachers in the same section as the space design
- Throughout my course I found support from my institute in the way that I found a financial refund for some formations and an encouragement for going to conferences and symposiums.
- we need to focus on personal development
- Well I'm not really sure what you mean with support, but I feel supported by my professors

4) Would you recommend your Institute to a friend?





Why?

Yes

- Because it is the best choice in my country
- the administrative group has the will to improve the educational system in ISAMS"
- There are many interesting disciplines
- Because it has a variety of educational offer and supportive teachers.
- It is also good to learn a new pedagogy, principles and culture."
- "Because it is an art
- because the training is multidisciplinary and very rich
- Because I trust the teachers and the quality of the teaching
- "Choosing design as a subject can teach you valuable skills that will prepare you for the world and a wide variety of careers in the future. In other words, design can help to develop skills that can help you to navigate a very complex world.
- Design is one of the most important domains that can change the world to the better, so we must learn more about design to improve our society and to understand the human needs."
- Constantly improving learning, openness of the institute
- Design is very important in our daily life, and the designer can Analyze a problem and understand the human's needs.
- For the disciplinarity
- I love the vibes and I like seeing art everywhere it just makes me love life
- I really have the conviction that the content of the courses is rich
- I would recommend to enroll to another university placed in Tunisia where a lot of festivals of cinema take place
- "if that friend has an ambition that can be achieved through these institute why not most important thing is his determination
- many teachers will guide him"
- "if that friend has an ambition that can be achieved through these institute why not most important thing is his determination
- many teachers will guide him"
- in the end it's a unique experience full of joy
- It feels like home
- It might not be perfect but it's still better than most of the art institutes in our country especially when it comes to the competence of our teachers.
- it's less then qualified
- it's probably the best of its domain
- Originality of the doctoral program
- Spread awareness if the importance of Arts
- Teachers skills and competences
- that's my duty to make that
- The arts and design domain are in an evolutionary era and the institute hardly tries to support and enforce its students' skills.
- The courses are fun, you're literally learning new stuff without getting bored or tired of it
- The people and teachers are really friendly and it feels cozy
- There are no prospects in the study
- There's a lot of activities and professionalism



- transdisciplinary
- yes, if they are more into spots or other specialties like design and fine arts

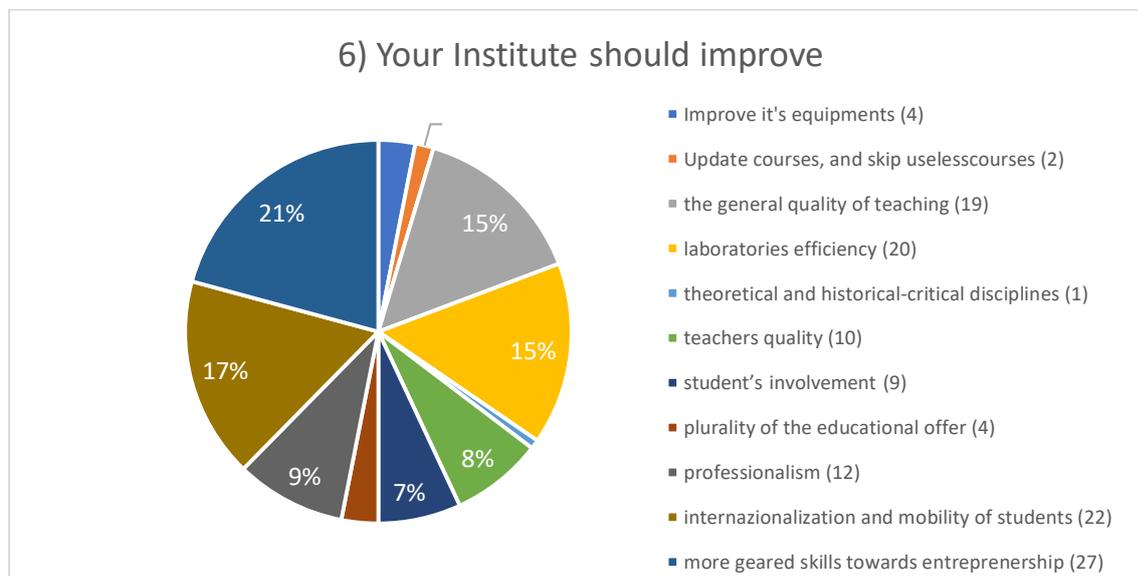
No

- lack of administrative professionalism due to administrative misconduct
- It's not as easy as we think
- It's not professional
- The curriculum is weak
- The professors in the audiovisual branch are not specialists in the fields.

5) Are there any disciplines you would like to study that are not included in your study plan? Which?

- Technical Drawing
- Music and photography
- psychological guidance
- Health
- Fashion design
- Mechanic
- Security
- Cinematography
- Psychology
- IOT design, web design
- UI and UX design
- Marketing (5)
- e-commerce
- Soft skills
- Management (3)
- scenography design biomimetic design
- sound and Music (3)
- public speaking, writing scientific articles
- digital design

6) Your Institute should improve





- more geared skills towards entrepreneurship (27 = 21%)
- internationalization and mobility of students (22 = 17%)
- laboratories efficiency (20 =15 %)
- the general quality of teaching (19= 15%)

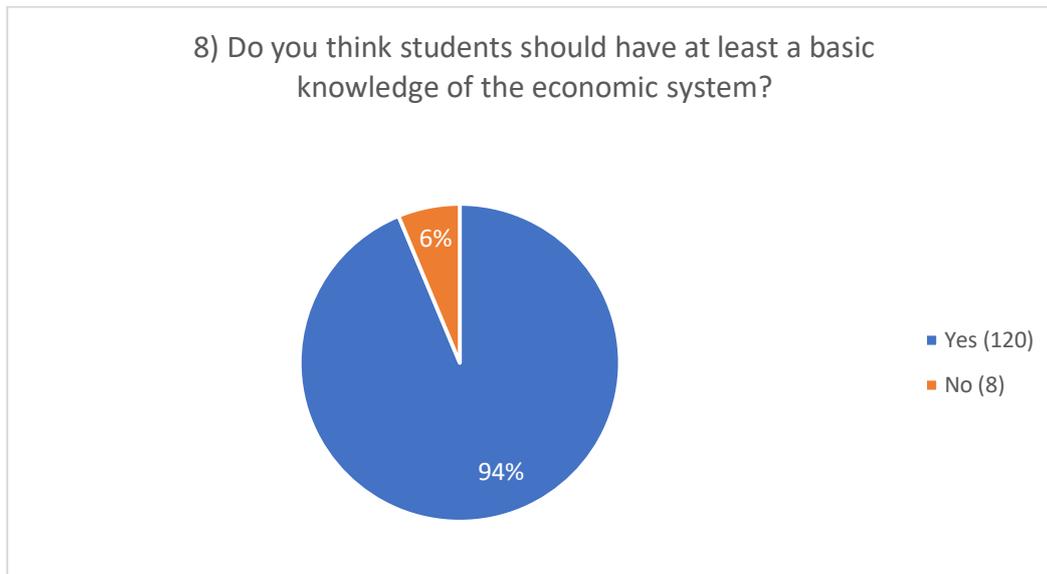
7) Are there skills the teaching staff should acquire? which?

- A better Understanding of the subject they are teaching/ better demonstrations
- be more aware of the psychology of people and understand the way they view things
- being more comprehensive
- communication, learn more about new technologies and software, be more creative and flexible
- Facilitating
- in my specialty we need professional staff or a special course for the current ones they have nothing to do with cinematography they are doing their best but it's not that what we need
- interdisciplinarity
- Motivation
- Active pedagogy
- Respect
- E-learning
- Psychologies
- Respect of administrative time
- scientific smart communication
- Technical teaching skills
- The art of dealing with students without regional discrimination
- The equality and the knowledge of the matière
- the professional and international language of the profession
- They should be more Creative
- They should explore a more efficient information delivery
- They should learn how to read English and allow us to write and take tests in English
- Teaching staff should work in the specialty and make a good career. Then when they teach us, they can give us a good experience and not just theory
- They should acquire the science of human factors, engineering psychology and commercial awareness"
- besides the methods of teaching, a teacher must be mastering some of the newest graphic design work tools.



8) Do you think students should have at least a basic knowledge of the economic system?

128 responses



why?

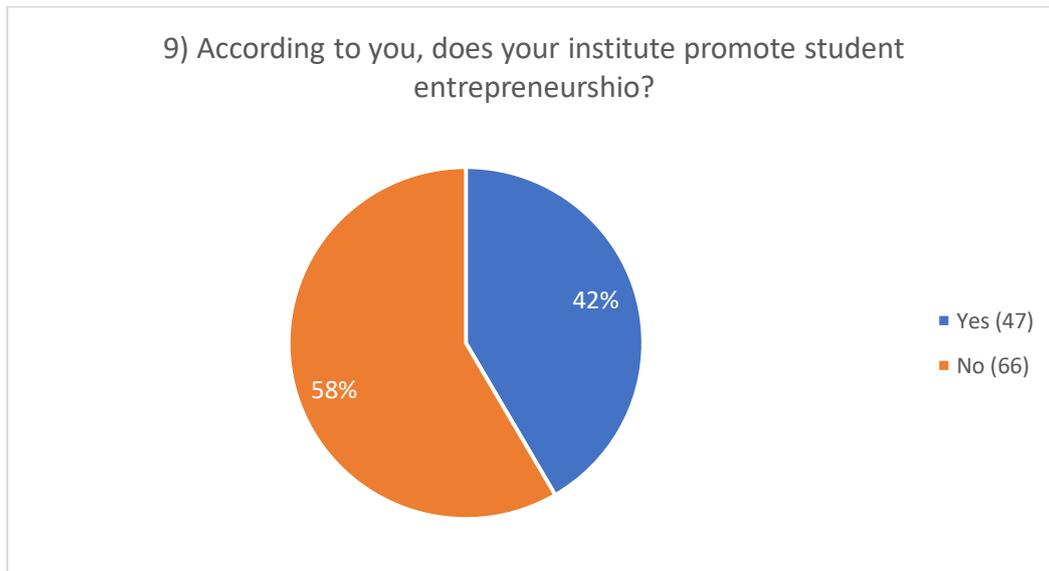
- to help him in case of problem"
- After finishing study and make an own project. We should know even the minimum about economic system...
- All successful programs should be related to the economy because mutation in the economic system influences education priorities and objectives
- basic knowledge is necessary for u as a human
- because at the end we need to be out to the world with at least basic knowledge so we can easily handle our work or future projects
- because our domain is closely related to the economic system
- Because she is important for the future and for the social
- Because the market needs the economic system
- Because, design is a multidisciplinary so it links economy, industry, ecology...
- better practice the profession during the study period
- Facilitate investment
- For professionalism
- for their adaptation in companies or in their future project
- For they project
- Students must have at least a basic knowledge of the economic system in order to aspire to success and to improve their country's economy"
- It helps him to understand more of his specialty
- It's a common community subject, and everyone should know what type of economic system are we living in.
- Knowledge of the economic system helps the student to enter the field of entrepreneurship
- Relationship between design and economics should be stronger in society. design depends on economy.
- Variety of programs: economics are part of most aspects of everyday life. ...
- A focus on real life: economics is focused on learning from case studies. ...



- Excellent graduate prospects: most students easily find a job after graduation as economists are needed in most businesses."
- it enlarges our chances to earn money in the future
- so they can enroll their own business
- So they can have an idea about the market needs.
- So they'd understand the risks and benefits of starting a project
- Students should have at least a basic knowledge of the economic system because it helps them to understand complex markets, gain strong analytical skill, know how to solve problems and acquire the business acumen necessary to succeed in the professional world. Also knowing the economic system it's not only for business students because it can be beneficial to professionals in all industries.
- They must gain their life from that complex economic system
- to facilitate the integration process in profession life after graduation
- to make involvement in the professional field easier
- To make their own enterprises
- We need it in our job life
- we need it in the future
- when students have a basic knowledge of the economic situation of our country, they can understand the limited resources giving to the faculties sometimes

9) According to you, does your institute promote student entrepreneurship?

(113 responses)



In what way?

- Internship offer
- Moral support
- entrepreneurship events

10) Are there any critical issues that you think your institution needs to improve?

- They need to Provide training and traineeship
- The institution should improve and diversify the content of the courses.



- We need to improve the educational program and review the teaching system ..
- Infrastructure
- Equipment
- Cleaning and administrative services
- More support for clubs and integration of students in working life
- Entrepreneurship
- scientific exchange
- It should improve its educational programs Equipping the library with more books and creating a space for its students to study in it. It should improve the quality of the interior and exterior building with equipping their halls with the necessary equipment's, and furniture's for each specialty. And finally, equipped it with an elevator.
- Internationalization
- laboratories efficiency

11) Could you please identify the strengths of your Institute?

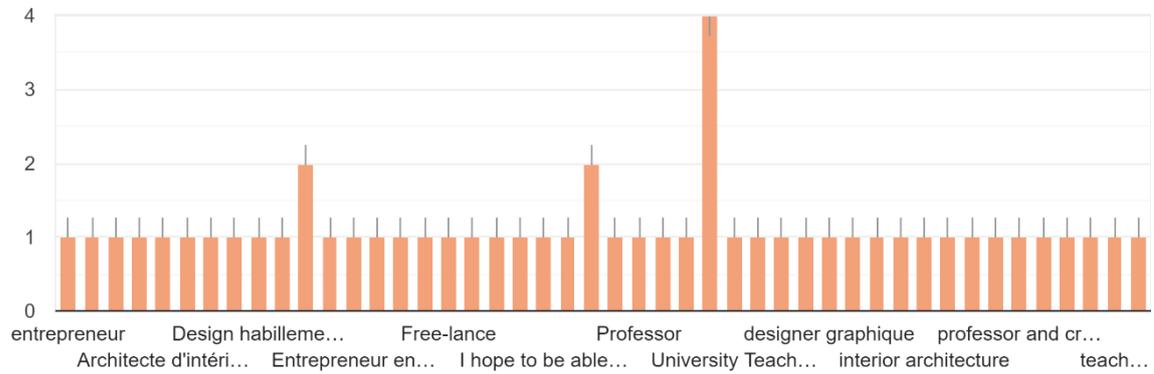
- Collaboration
- The relationship between teachers and student feel free to express his opinion using create idea for decoration that give you a special feeling
- good relationship and communication between students and teachers.
- variety of courses
- good quality teaching good atmosphere for studying crating workshops and events for the students a good organization inside the institute
- It's a place where you can express yourself freely, a friendly environment
- Quality of teaching
- Teachers
- Cooperation of all parties belonging to the Institute and participatory work
- Professionalism
- variety of specialties Nice and helpful administrators and teachers
- Internationally updated with all of teaching methods and certifications
- Interdisciplinarity
- Determination to progress, the youth of the academic staff and that is the reason why the relation between most of teachers and students are good. the teachers treat the students in a friendly way.
- Security
- A lot of Talented student

12) What kind of job you would like to do in the future?



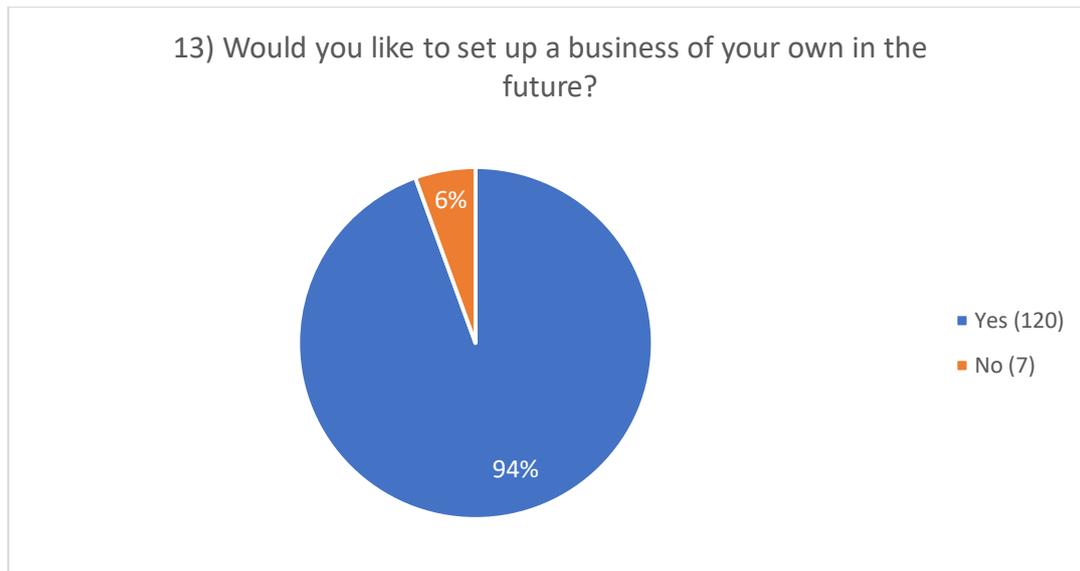
12) What kind of job you would like to do in the future?

51 réponses



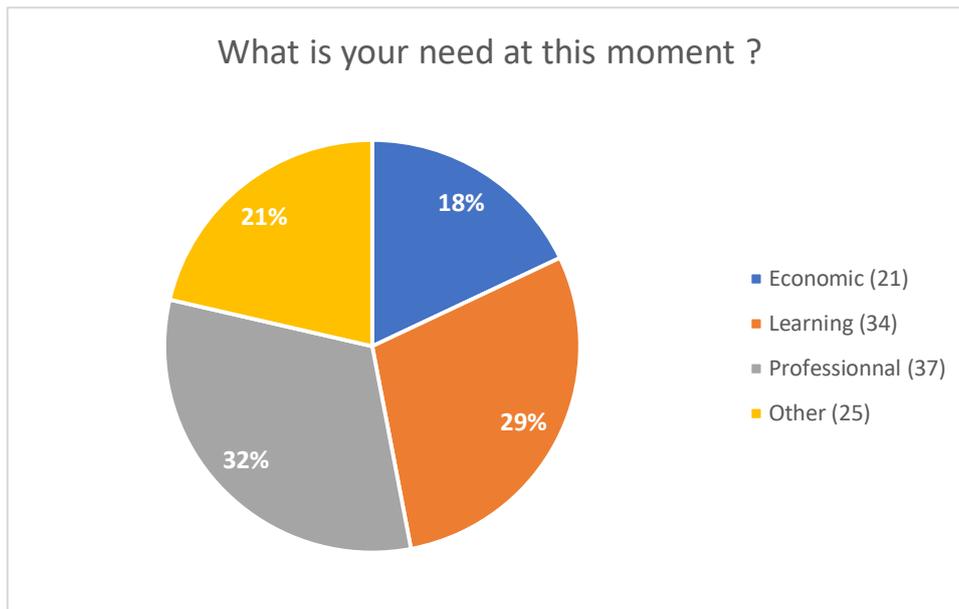
13) Would you like to set up a business of your own in the future?

127 responses



What is your need at this moment? (professional, economic, learning...)

117 responses



What information would be useful to meet these needs?

- have an access to a real documentary and scientific open sources
- The possibilities available for financing small projects
- How to introduce your artwork and make people interact with it? How to create a new project from the scratch?
- some kind of training courses
- Job market
- learning new computer software's
- The relationship of the Tunisian market to the foreign market in the field of design
- Work hard, pay hard
- Information about when I can do my stage in the future
- Learning to be more professional
- Just study and get more knowledge
- International program
- money and education
- how to use a camera and how to deal with every situation
- Information about when I can do my stage in the future
- Marketing
- How to create a business plan
- theoretical training
- Will I be able to find a job when I get my license

Which teaching subjects could provide an answer to your questions/needs?

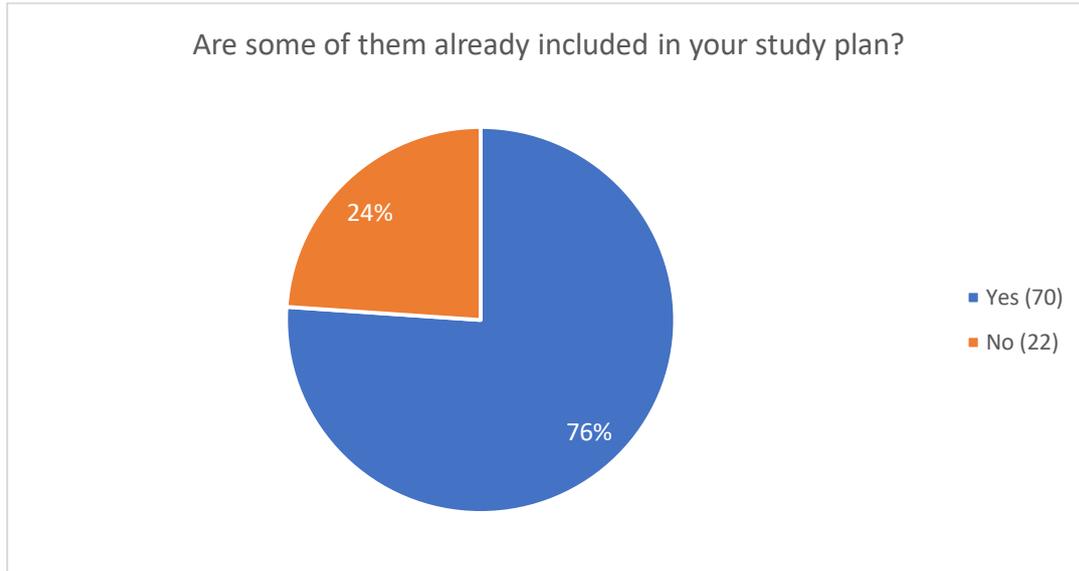
- Technical Drawing, mosaic technical
- technology teaching
- Marketing
- e-learning courses, open access to the scientific sources
- design
- Economy



- Marketing
- IT skills, including CAD human centered human factors and engineering psychology
Commercial awareness Interpersonal communication
- Entrepreneurial Skills
- biomimetic design
- business management and necessary techniques
- Communication

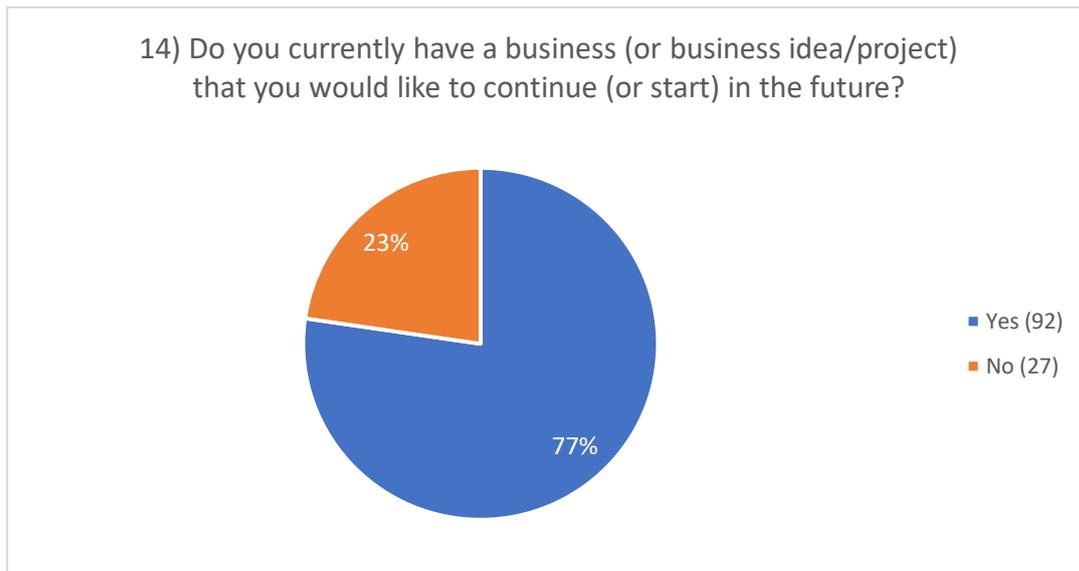
Are some of them already included in your study plan?

92 responses



14) Do you currently have a business (or business idea/project) that you would like to continue (or start) in the future?

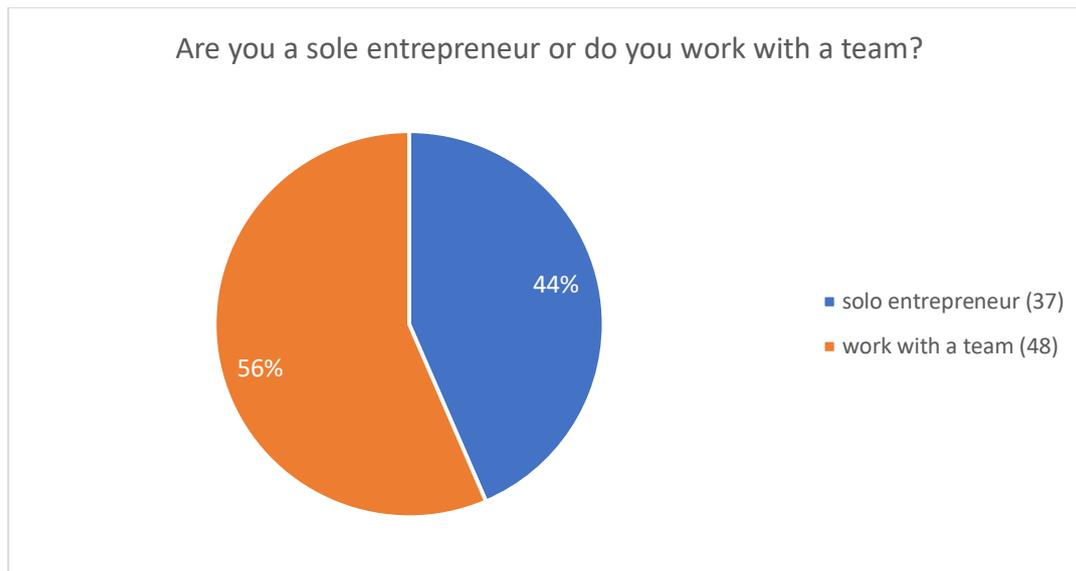
119 responses



Are you a sole entrepreneur or do you work with a team?



85 responses



15) Please, Describe your business idea (product / service)

- graphic designer
- car designer
- Trading
- Designer office
- Business
- interior architecture
- create original stuff inspired from traditions in a contemporary way for interior design
- I'm an interior designer in a company, I take care of the design of commercial stores, merchandising and project management
- startup of smart textiles
- start up to design a cosmetotextile
- Directing
- Commercial space in which you found my own mark of artwork, paint on clothes, shoes, decorative element...
- Jewelry
- Network marketing
- Product design studio
- An advertisement company
- Video editing

16) What problems do you think will be solved thanks to your product / service?

- Lack of understanding of the artistic and historical value of mosaic
- Communication
- disseminated the artistic aspect in society
- find new mechanical solutions or ecological solutions
- Meet the supply and demand in visual arts products
- following the full steps of a project
- Financial
- Innovation



How is your product / service innovative? What is its added value?

- signification value
- In my city not all the people give value for technical artwork so it can be a new idea can help to avoid routine and stress of daily life
- following the full process
- A lot of work and research.
- Strategy and communication
- Refining people's taste
- Makes life easier
- high technology textile and the added value is responds to dermatological and psychological diseases
- It adds style and individuality
- we will have artistic directors, we will provide all the needs of our artists/clients, we will produce art before thinking of financials we'll involve everyone and we will take the follower's opinions into consideration we will do our best to be on top.
- Changing lifestyle, better quality
- it can change the society's perspective
- It's the first time happening in my country.

17) What are the main strengths about your idea/ of your business?

- Authenticity
- new idea style to live
- Professionalism
- Openness to all areas of design
- The originality of the product and of the source of the inspiration
- Design is the revolution of this world, in Tunisia it still not used correctly to boost economy
- Promoting Tunisia's tourism
- Comfort is for everyone/ we all need beautiful spaces
- New concept
- wellbeing, more comfort
- Creativity and weirdness
- Originality
- helping fresh cinematographer to live the dream and give it a shot it will be the company of dreams
- Personal relationship with costumers, highly efficient
- The idea itself

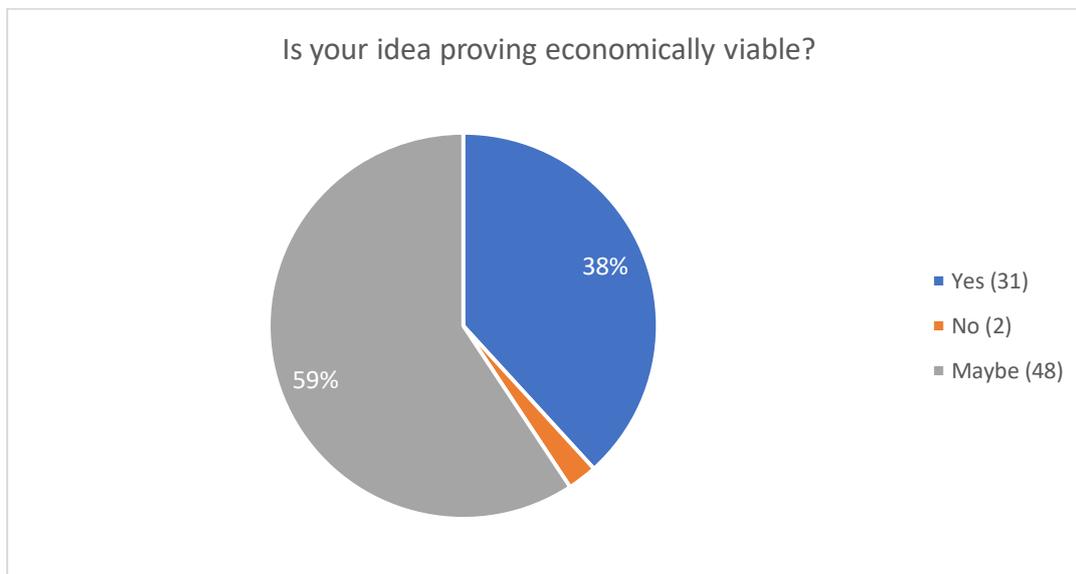
What are the weaker elements and how are you dealing with them?

- Lack of demand
- The time. I already need the good time to start the process of getting a good business.
- No laws are protecting owner sector
- the Intruders of the profession, working harder to stop them
- Economic issues. So I should have an expert in my team
- lack of importance of smart textiles in Tunisia, very expensive products
- durability



18) Is your idea proving economically viable?

81 responses



What investments did you need to make?

- More year of study and development of my career
- Get better equipment's
- Form a team to make work go better
- Financial
- Need workshop space
- Relationships between previous generations to gain experience

Which financial investments did you have to foresee?

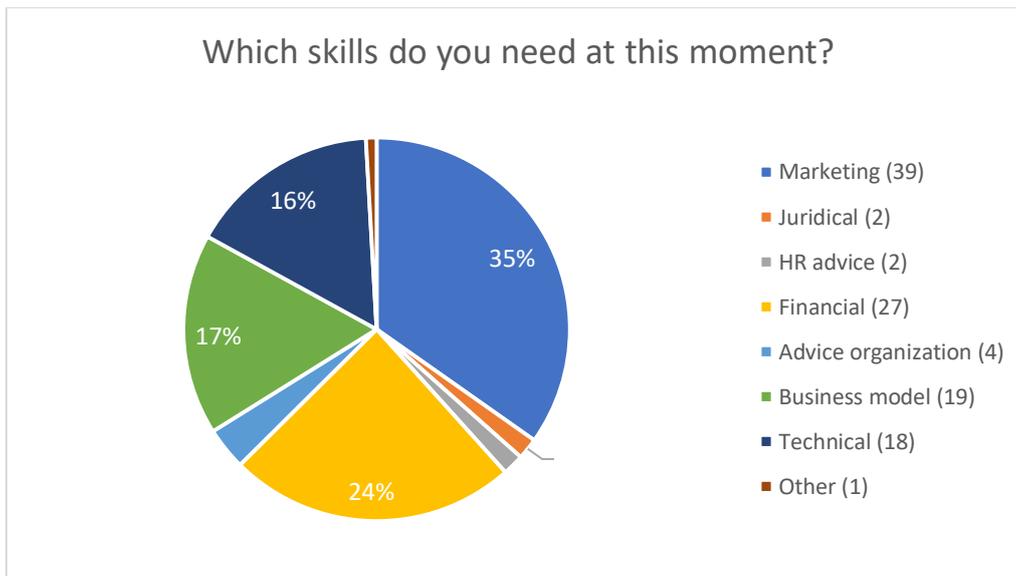
- I don't know
- in numbers 50 000 \$ will be quite good
- 50 000 dinars

19) (about your current business/your business idea) What are your needs at this moment?

- Juridical & Financial
- Funding
- Financial support
- I want a cooperation with the Tunisian Ministry of Tourism and collaboration with industrial engineers
- Just study to learn more about space design
- my diploma to open my own account in my name
- make more experimentation in different laboratories
- equipment
- Somewhere to start filming



Which skills do you need at this moment?



What teaching subjects are already present in the current curriculum that could best meet your needs?

- Sketching
- Making product prototypes
- Marketing
- Infographic
- technical knowledge
- experience design
- Problematic approach of design Technological approach of design Economic and social sciences related to design
- specialty workshop
- design thinking
- technology web
- all of them are helpful