

Success Story #2: Three New Createch Bachelor Programs

After 6 months of consultations with the academia and the private sector; with the support of FTA, on May 18th, the Moldovan Government officially introduced three new bachelors' programs into the so-called "Nomenclature of Fields of Education and

Specializations in Higher Education, Government Decision no 482/2017." These three new fields of study – New Media, Game Design and Animation – did not previously exist in Moldovan Universities. These amendments were proposed by FTA (based on interna-

tional best practices and the recommendations of the EU International Classification Education Standard ISCED-F2013), in conjunction with COR Association and three Universities (State, Technical, and Fine Arts), as well as the Ministry of Culture.

By the numbers: New Media, Game Design, and Animation

- The Gaming Market was valued at USD 198.40 billion in 2021 with 2.9 billion gamers worldwide, and it is expected to reach a value of USD 339.95 billion by 2027 with 3.2 billion gamers worldwide.
- The global animation market size is expected to hit around US\$ 642.5 bn by 2030, growing at 5.2% from 2021 to 2030. It was previously valued at US\$ 354.7 billion in 2020.
- New Media production is the new foundation of both media content and journalism, which leverages technologies and digital environments for content creation and delivery.
- All 3 industries are the fastest growing in the creative area and will increase the competitiveness of Moldovan Media and Film production. Now visuals effects, which includes animation, game design and new media, cover 20 % of the budget for film production. The average salary in these industries is competitive with the ICT industry, with a starting of 11.000 lei.

This was a huge achievement, as it will enable Moldovan universities to educate new-era media specialists and create 20+ new job roles in createch: sound designer, animators, producers, storyboard artists, 3D modeling artist, game play programmer, UX/UI designer, VR/AR programmer, level designer, concept artist, foley artist, colorist, grading assistant, etc. FTA also forged a partnership with global animation leader, Crunchyroll to support the Animation BA. This was another huge win, as Crunchyroll is an American company part of Sony Group, which is the largest global video service for anime. The company has over 20,000 videos and 10,000 hours of Anime, Ko-



Lansarea Programului
Profesiile Viitorului

**Animație
Game Design
Multimedia**

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rean Drama, and Live-Action titles on Crunchyroll.com and Crunchyroll-powered platforms. Furthermore, it illustrates an exciting private sector partnership that will help establish market-driven educational programs in Moldova.

Once approved in May, FTA led a 'Jobs of the Future' campaign to promote the new bachelor's degree programs in partnership with Moldova's flagship public Universities, State University, Technical University and Pedagogical University. On June 30th at MEDIA-COR, FTA and partner universities held a public event for high school graduates and their parents to explore new jobs in createch fields. The event included a tech exhibition with local products like the ARIPI – VR animation developed by Simpals, and a presentation of video productions and portfolio of life learning courses by BR Media Group. More than 250 participants experienced VR games and attended 4 workshops on: character design, basics of animation, virtual production, and game prototyping. Government and donor representatives showed their commitment to equipping labs, developing practical courses, and building collaboration with COE's as a bridge between academia and

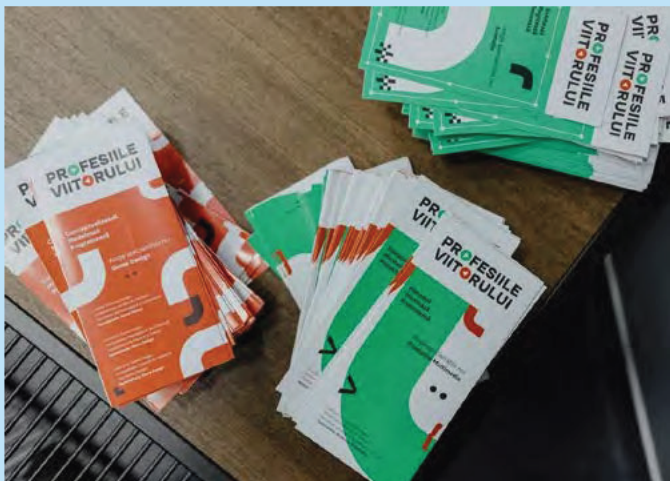
By the numbers: Enrollment Breakdown by Degree

- **State University of Moldova**
 - Game Design – 107 enrolled (10 Government scholarships)
 - Multimedia Production – 60 enrolled (10 Government scholarships)
- **Technical University of Moldova**
 - Game Design – 67 enrolled (15 Government scholarships)
- **Pedagogical University of Moldova**
 - Game Design – 19 enrolled (5 Government scholarships)
 - Animation – 21 enrolled (5 Government scholarships)

private sector. Rectors from State, Technical, and Pedagogical Universities pitched their new programs in front of their future students and five speakers from top local and international companies encouraged the participants to seek job opportunities in createch, explaining what skills are required and what courses they will teach personally. The event garnered remarkable interest from the media, with the 10 biggest TV broadcasters providing prime time coverage of the new programs. On the Inno-

vate Moldova Facebook page, the livestreamed event reached more than 7,000 views, equal to approximately 50% of the total population of recently graduated high school students. This level of outreach ensures that many students and their parents were informed about new career opportunities.

The enrollment period was also preceded by an intensive communications campaign to promote the new bachelor programs and build on the buzz generated by the





launch event. A dedicated landing page served as a main information source for the program, from requirements for enrollment, key data about industries, and a list of industry fellows that are involved in teaching the practical courses.

The launch event and intensive media campaign proved effective. While the goal was 150 applications for Fall 2022 admission, **over 400 young people applied. With 274 students now enrolled** in the Fall semester; not only will these students be the first to blaze the trail for the emerging creative sector in Moldova, but these students no longer have to leave Moldova to be able to study in their areas of interest. These programs will undoubtedly prevent “brain drain” as Moldova’s student population has declined in half in

the last ten years (from 110,000 to 60,000 students). These programs, now currently in session, include innovative elements such as “industry fellows” - renowned sector practitioners – as lecturers and access to state-of-the-art labs and equipment at Mediacor. FTA also introduced co-teaching between academic and private sector expertise to build academic capacity.

The programs unlock new opportunities for the next generation of students and professionals to pursue careers in creative industries aligned with the future global economy. In Year 2, FTA will continue to support this effort by solidifying partnerships with global technology partners for vendor-based curricula such as Epic Games, Adobe, Grey Scale Gorilla, and Cinema 4D. FTA will also con-

tinue to collaborate with COEs to deliver rapid and practical learning solutions and bring international expertise from top universities from the US, Sweden, and Estonia.