

Institutional Evaluation Report

Escuela Europea para la Comunicación y las Artes Visuales - European School for Communication and Visual Arts

Mexico

Evaluated Institution: European School for Communication and Visual Arts

Country: Ciudad de México. México.

Evaluating Organization: Innova Educational Services

Date of Establishment of the Institution:

Report Date: December 16, 2025

I. Introduction

This institutional evaluation report has been prepared by Innova Educational Services for the European School for Communication and Visual Arts, a private higher education institution located in Mexico. The institution, which began operations on March 1, 2016, is registered and authorized to operate by the Ministry of Public Education (SEP) of Mexico.

The purpose of this report is to provide a comprehensive evaluation of the European School for Communication and Visual Arts, analyzing its compliance with international educational quality standards, its academic structure, and the equivalence of its programs with those offered by regionally accredited higher education institutions in the United States.

II. Description of the Firm

A. Institutional and Professional Profile Evaluation

Innova Educational Services is a private educational and professional consulting firm specializing in institutional and professional profile evaluation at the international level. Founded in 2018, the firm's mission is to serve foreign professional citizens and educational institutions by providing rigorous evaluations that determine the equivalence of credentials and academic programs with the standards of higher education in the United States. Innova Educational Services conducts comprehensive evaluations that cover academic structure, curriculum quality, faculty competence, and institutional resources, ensuring that institutions meet the highest educational quality standards.

B. Endorsement by International Organizations

Innova Educational Services is endorsed by several prestigious international organizations, which play a crucial role in institutional evaluation and ensure that the practices and methodologies used by the firm align with global educational quality standards:

1. **NAFSA: Association of International Educators**



- **Role and Relevance:** NAFSA is the world's largest organization dedicated to international education. NAFSA's endorsement allows Innova to stay up to date with the latest advancements and best practices in the global education sector, which is essential for conducting precise and relevant institutional evaluations.

2. **AACRAO: American Association of Collegiate Registrars and Admissions Officers**



- **Role and Relevance:** AACRAO sets critical standards for the management of academic records and admissions processes in educational institutions. AACRAO's backing ensures that Innova's evaluations meet the highest standards in the administration of academic data and admissions procedures, which are fundamental to institutional quality.

3. **CHEA CIQG: Council for Higher Education Accreditation, International Quality Group**



- **Role and Relevance:** CHEA CIQG promotes quality and continuous improvement in higher education globally. CHEA CIQG's endorsement enables Innova to apply rigorous international standards in its evaluations, ensuring that the institutions evaluated meet globally recognized criteria of academic excellence.

4. **TAICEP: The Association for International Credential Evaluation Professionals**



- **Role and Relevance:** TAICEP is a key organization for international credential evaluation. TAICEP's endorsement provides Innova with access to a global network of experts, ensuring that its evaluation methodologies are aligned with international norms and best practices.
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III. Evaluation of University Quality Management

A. Registration and Accreditation

European School for Communication and Visual Arts is duly registered with the Public Education Secretariat of Mexico (Secretaría de Educación Pública – SEP), the federal authority responsible for regulating, supervising, and ensuring the quality of the national education system. The institution's academic programs are accredited by the Directorate General of Accreditation, Incorporation, and Revalidation (Dirección General de Acreditación, Incorporación y Revalidación – DGAIR), a specialized unit within the SEP tasked with overseeing the compliance of private higher education institutions with national academic standards. This accreditation confirms that the university adheres to the regulatory framework and meets the quality benchmarks established by the Mexican government for higher education.

The Recognition of Official Validity of Studies (Reconocimiento de Validez Oficial de Estudios – RVOE) is a formal and legally binding authorization issued by the SEP. Through this mechanism, the Secretariat evaluates and certifies that a program's curriculum, academic structure, instructional methodologies, faculty qualifications, student services, and institutional resources meet the quality criteria set forth by federal education regulations. An RVOE not only validates the academic program but also ensures that its graduates receive degrees and certificates with full official recognition at the national level.

For students and graduates, the possession of a degree supported by an RVOE is of utmost importance. This official recognition allows them to obtain government-recognized academic credentials, pursue advanced studies at other institutions—both in Mexico and abroad—and access employment opportunities that require legally recognized degrees. The RVOE also plays a crucial role in ensuring transparency and accountability within private education, as it reflects that the institution is operating in compliance with the established legal and academic framework.

European School for Communication and Visual Arts has obtained multiple RVOEs for its academic programs. These recognitions validate the institution's commitment to maintaining rigorous academic

standards, strengthening its educational model, and ensuring that its programs align with national and international expectations. The following is the corresponding list of RVOEs granted to the institution:

1.	RVOE	20171926	-	December 18, 2017
2.	RVOE	20171929	-	December 18, 2017
3.	RVOE	20190334	-	March 15, 2019
4.	RVOE	20190370	-	March 19, 2019
5.	RVOE	20200105	-	March 10, 2010
6.	RVOE	20211567	-	September 29, 2021
7.	RVOE	20240770	-	April 19, 2024
8.	RVOE	20240771	-	April 19, 2024
9.	RVOE	20240773	-	April 19, 2024
10.	RVOE	20240774	-	April 19, 2024
11.	RVOE	20240813	-	April 26, 2024
12.	RVOE	20240814	-	April 26, 2024
13.	RVOE	20240815	-	April 26, 2024
14.	RVOE	20240816	-	April 26, 2024
15.	RVOE	20240818	-	April 26, 2024
16.	RVOE	20240820	-	April 26, 2024
17.	RVOE	20241004	-	May 17, 2024
18.	RVOE	20241005	-	May 17, 2024
19.	RVOE	20241006	-	May 17, 2024
20.	RVOE	20241010	-	May 17, 2024
21.	RVOE	20242124	-	September 13, 2024
22.	RVOE	20242125	-	September 13, 2024
23.	RVOE	20242126	-	September 13, 2024
24.	RVOE	20242127	-	September 13, 2024
25.	RVOE	20242128	-	September 13, 2024
26.	RVOE	20242165	-	September 25, 2024
27.	RVOE	20242166	-	September 25, 2024
28.	RVOE	20242167	-	September 25, 2024
29.	RVOE	20242168	-	September 25, 2024
30.	RVOE	20242169	-	September 25, 2024
31.	RVOE	20242170	-	September 25, 2024
32.	RVOE	20242425	-	October 22, 2024
33.	RVOE	20242426	-	October 22, 2024
34.	RVOE	20242427	-	October 22, 2024
35.	RVOE	20250062	-	January 27, 2025
36.	RVOE	20250063	-	January 27, 2025
37.	RVOE	20253777	-	November 05, 2025
38.	RVOE	20253938	-	November 12, 2025
39.	RVOE	20253939	-	November 12, 2025
40.	RVOE	20253940	-	November 12, 2025
41.	RVOE	20253941	-	November 12, 2025

42. RVOE	20253942	-	November 12, 2025
43. RVOE	20253943	-	November 12, 2025
44. RVOE	20253944	-	November 12, 2025
45. RVOE	20253947	-	November 12, 2025
46. RVOE	20253948	-	November 12, 2025
47. RVOE	20253949	-	November 12, 2025
48. RVOE	20253950	-	November 12, 2025
49. RVOE	20253955	-	November 12, 2025

The acquisition of these RVOEs highlights the institution's dedication to continuous improvement, academic quality, and institutional effectiveness. By securing the official recognition of its programs, European School for Communication and Visual Arts enhances the credibility of its academic offerings and reinforces its role as a contributor to the development of the higher education landscape in Mexico.

Furthermore, these recognitions ensure that students receive an education that equips them with the skills, competencies, and knowledge necessary to excel in their professional fields. Graduates benefit from holding degrees with official validity, which not only facilitate their entry into the workforce but also support their mobility and academic progression at both national and international levels.

This framework of official recognition strengthens public trust in the institution and affirms its commitment to providing high-quality education aligned with the standards of the Public Education Secretariat. Through the attainment of these RVOEs, European School for Communication and Visual Arts demonstrates its ongoing dedication to academic excellence, regulatory compliance, and the holistic development of its students.

B. Admission Requirements

To be admitted to the European School for Communication and Visual Arts, students must hold a high school diploma, equivalent to completing a college preparatory program at an accredited high school in the United States. This requirement ensures that incoming students possess the academic foundation necessary to meet the challenges of higher education.

Applicants must also complete an academic and administrative interview. The academic interview provides detailed information about the program, curriculum, and career pathways, while the administrative interview addresses enrollment procedures, financial obligations, and other institutional requirements. These admission standards ensure that students are fully prepared to succeed in their chosen program and engage effectively with the institution's academic offerings.

C. Language of Instruction

The official language of instruction at the European School for Communication and Visual Arts is Spanish, reflecting the linguistic and cultural context of Mexico. All academic programs, courses, and instructional materials are delivered primarily in Spanish to ensure consistency in teaching, learning, and evaluation, and to provide students with the linguistic proficiency required for professional practice within the national context.

The institution recognizes the importance of preparing students for a globalized professional environment. Therefore, the introduction of bilingual or English-language programs may be considered in the future as part of a broader strategy to enhance internationalization. Offering courses in English could attract a more diverse student population, foster intercultural competencies, and create opportunities for international collaboration, mobility programs, and partnerships with global institutions.

This approach would not only expand access to international educational opportunities but also strengthen graduates' competitiveness in the global labor market. By balancing Spanish-language instruction with selective English-language offerings, the institution aims to maintain high academic standards while promoting linguistic versatility, cultural awareness, and professional adaptability among its students.

D. Academic Degrees Offered

The European School for Communication and Visual Arts offers a broad portfolio of undergraduate and graduate programs designed to meet the educational demands of the creative, digital, and technological industries. At the undergraduate level, the institution provides bachelor's degree programs in areas such as animation, concept art, video game development, design, architecture, gastronomy, and digital communication, among others. These programs emphasize both theoretical foundations and practical competencies, preparing students to enter competitive professional fields with strong creative and technical skills.

At the graduate level, the institution offers a wide range of master's degree programs that reflect advanced specialization in animation, visual effects, character design, video game development, cinematography, digital arts, data science, artificial intelligence, cybersecurity, luxury marketing, fashion design, and related disciplines. These graduate programs are structured to provide students with in-depth technical expertise, industry-oriented methodologies, and innovative tools relevant to current global trends in the creative and technological sectors.

Overall, the academic offerings of the European School for Communication and Visual Arts demonstrate its commitment to providing high-quality, industry-aligned programs that support the development of highly skilled professionals capable of contributing to both national and international creative industries.

E. Academic Structure and Curriculum

The European School for Communication and Visual Arts offers academic programs that adhere to high international standards in the fields of communication, design, and visual arts. Its curriculum integrates a balanced combination of theoretical instruction and hands-on learning, ensuring that students develop the knowledge, competencies, and creative skills required to succeed in a globally competitive environment.

The academic structure is designed to promote flexibility and student engagement, enabling learners to tailor their educational experience to their personal goals and professional aspirations. Courses emphasize creative development, technical proficiency, and the practical application of knowledge, preparing graduates to respond effectively to the evolving needs of the creative and digital industries.

F. Faculty Competence

The institution's faculty at The European School for Communication and Visual Arts is composed of highly qualified professionals with extensive experience in their respective areas of specialization. The School ensures that its instructors hold advanced academic credentials and demonstrate a strong record of professional practice. This combination of academic preparation and industry expertise enriches the teaching–learning process and provides students with relevant, high-quality training aligned with current professional standards.

G. Infrastructure and Technological Resources

The European School for Communication and Visual Arts offers a modern, robust, and technologically advanced infrastructure designed to support high-quality learning, creativity, and research across all academic programs. Its facilities include specialized laboratories for animation, visual effects, virtual production, video game development, design, cinematography, and digital communication, all equipped with industry-standard hardware and software. These environments allow students to work with the same tools used by leading studios, production houses, and creative agencies, strengthening their technical skills and professional readiness.

In addition to physical resources, the institution has invested heavily in state-of-the-art digital platforms that facilitate remote learning, academic monitoring, and collaborative work. Students have access to virtual classrooms, online libraries, cloud-based production environments, and technological resources that ensure continuity and flexibility in their educational experience.

The School's infrastructure strategy emphasizes innovation, accessibility, and continuous improvement. Classrooms are designed to foster creativity and teamwork, while digital systems enhance communication between students, faculty, and academic departments. Collectively, these resources provide a comprehensive and dynamic learning ecosystem that supports the development of advanced technical competencies and prepares students to meet the demands of global creative industries.

H. Evaluation and Continuous Improvement

The European School for Communication and Visual Arts maintains an unwavering commitment to sustained excellence, which is articulated through a rigorous system of continuous improvement. This system implements cyclical processes of institutional self-assessment and external review, generating strategic adjustments predicated on data-driven results analysis. This approach is decidedly proactive, ensuring the institution not only consolidates its academic relevance but also effectively anticipates the dynamics and future needs of the global creative and professional ecosystem. Through this constant monitoring and process optimization, the School fully ensures that its programs not only comprehensively satisfy the expectations of its students but also dynamically align with the evolving demands of the labor market. This method promotes training of the highest quality and competitiveness with a distinctly global projection.

IV. Academic Calendar, Credit System, and Grading Scale Overview

Academic Calendar

The academic calendar of the European School for Communication and Visual Arts is structured to offer an organized and consistent educational experience aligned with the needs of its students and the creative industries. The undergraduate programs at the institution operate on a structured biannual system, with academic terms running from August to December and from January to May. This structure allows for a balanced distribution of academic activities and ensures continuity in students' academic progression.

In addition, the institution offers graduate programs organized under a differentiated academic schedule. The master's programs operate during two annual cycles: from February to July and from September to January, specifically designed for first-semester cohorts. This scheduling framework provides flexibility for student enrollment while maintaining academic rigor and consistency.

The academic calendar also includes designated periods for evaluations, institutional activities, and academic recesses, ensuring a comprehensive and well-organized educational experience. This structure supports effective academic planning, promotes student engagement, and aligns with institutional standards for quality education.

Credit System

The European School for Communication and Visual Arts implements a structured and rigorous credit system that reflects its commitment to academic quality and the international comparability of its educational programs. To complete a bachelor's degree, students must earn a minimum of 330 credits, ensuring a solid and comprehensive training in their area of study. For master's programs, students must complete a minimum of 75 credits, providing advanced specialization and the development of high-level professional and creative competencies.

The institution's credit framework is aligned with internationally recognized academic practices, supporting both transparency in student workload and the global recognition of its programs. This structure facilitates the evaluation of learning outcomes, promotes academic mobility, and ensures that students receive a balanced and academically rigorous education consistent with international expectations.

Specifically, one academic credit at the European School for Communication and Visual Arts is approximately equivalent to 0.40 semester credit hours in the United States. This approximate equivalency is essential for students pursuing credit transfer or continuing their studies abroad, as it ensures that their academic achievements can be properly assessed and recognized by U.S. higher education institutions.

By maintaining this structured and internationally aligned credit system, the European School for Communication and Visual Arts strengthens its mission of offering high-quality education with global relevance and recognition.

Grading Scale

The grading system of the European School for Communication and Visual Arts is designed to rigorously and accurately assess the academic performance of its students, ensuring that high academic standards are upheld across all programs. The institution employs a 10-point grading scale, which allows for a precise and transparent evaluation of student achievement.

Within this system, the **maximum grade is 10**, representing outstanding academic performance and full mastery of the course content. The **minimum grade is 5**, reflecting the lowest level of academic performance. In order to successfully pass a course, students must obtain a **minimum passing grade of 6**, which guarantees that they have acquired the essential knowledge and competencies required for academic progression.

This grading system promotes a culture of excellence, responsibility, and continuous improvement. Its structured scale enables accurate differentiation of student performance, facilitates meaningful academic

feedback, and strengthens the national and international recognition of the institution's academic programs.

The scale is as follows:

Performance Level	Numerical Scale	U.S. Equivalent Grade
Excellent	9.5 – 10.0	A
Very Good	8.5 – 9.4	B
Good	7.0 – 8.4	C
Satisfactory	6.0 – 6.9	D
Fail	5.0 – 5.9	F

V. Degree Programs

DEGREES OFFERED:**U.S. EQUIVALENT:****Undergraduate Level Programs:**

1. Licenciatura en Animación en Tercera Dimensión y Efectos Visuales	Bachelor of Fine Arts in 3D Animation and Visual Effects
2. Licenciatura en Arquitectura	Bachelor of Science in Architecture
3. Licenciatura en Arte Conceptual con Enfoque en Animación Fotograma a Fotograma	Bachelor of Fine Arts in Animation
4. Licenciatura en Arte Conceptual con Especialización en Cómic	Bachelor of Fine Arts in Sequential Art
5. Licenciatura en Arte Conceptual con Especialización en Animación en Segunda Dimensión	Bachelor of Fine Arts in Art with a Concentration in Animation
6. Licenciatura en Diseño de Modas	Bachelor of Fine Arts in Fashion Design
7. Licenciatura en Diseño Gráfico y Comunicación Visual	Bachelor of Fine Arts in Graphic Design and Visual Communication
8. Licenciatura en Diseño Industrial	Bachelor of Science in Industrial Design
9. Licenciatura en Gastronomía Internacional	Bachelor of Science in International Gastronomy
10. Licenciatura en Programación de Videojuegos	Bachelor of Science in Game Design & Development
11. Licenciatura en Sistemas Computacionales	Bachelor of Science in Computer Systems

Graduate Level Programs:

12. Maestría en Diseño y Creación de Escenarios	Master of Fine Arts in Environmental Design
13. Maestría en Animación en Segunda Dimensión	Master of Fine Arts in Animation
14. Maestría en Animación en Tercera Dimensión para Cine y Videojuegos	*Master of Fine Arts in Animation for Film and Video Game.
15. Maestría en Animación Fotograma a Fotograma	Master of Fine Arts in Animation
16. Maestría en Artista Técnico con Especialización Motores de Renderización en Tiempo Real	Master of Fine Arts in Technical Art with a Concentration in Real-Time Rendering Engines
17. Maestría en Ciberseguridad e Inteligencia Artificial	Master of Science in Artificial Intelligence Cybersecurity
18. Maestría en Ciencia de Datos e Inteligencia Artificial	Master of Science in Data Science and Artificial Intelligence
19. Maestría en Cinematografía con Enfoque Especializado en Uso Avanzado de Cámaras, Iluminación Creativa, Drones y Óptica Aplicada	Master of Fine Arts in Digital Cinematography and Visual Technologies
20. Maestría en Comic	Master of Fine Arts in Comics / Sequential Art
21. Maestría en Composición e Iluminación para Proyectos de Producción de Efectos Visuales	Master of Fine Arts in Digital Media / VFX Production

22. Maestría en Creación de Juegos Avanzados y Aplicaciones en Tiempo Real	Master of Science in Game Design and Development
23. Maestría en Creatividad Publicitaria	Master of Arts in Advertising
24. Maestría en Dirección de Arte	Master of Fine Arts in Art Direction
25. Maestría en Diseño de Interfaz y Experiencia de Proyectos Web Multidispositivo	Master of Science in User Experience (UX) Design
26. Maestría en Diseño de Personajes, Escenarios y Guión Gráfico	Master of Fine Arts in Visual Development and Storyboarding.
27. Maestría en Diseño de Videojuegos	Master of Science in Game Design and Development
28. Maestría en Diseño y Dirección Creativa de Moda	Master of Arts in Fashion Design Management
29. Maestría en Estrategia y Gestión Creativa de la Marca	Master of Science in Brand Management
30. Maestría en Gestión de Mercadotecnia de Lujo	Master of Business Administration in Luxury Brand Management
31. Maestría en Ilustración y Narrativa Visual	Master of Fine Arts in Visual Narrative
32. Maestría en Modelado de Información para la Construcción con Especialidad en Ingeniería Civil y Arquitectura	Master of Science in BIM Management
33. Maestría en Modelado en Tercera Dimensión para Cine y Videojuegos	Master of Fine Arts in 3D Modeling
34. Maestría en Producción de Efectos Visuales	Master of Fine Arts in Visual Effects
35. Maestría en Producción Virtual para Cine y Televisión	Master of Arts in Film and TV Production
36. Maestría en Programación de Videojuegos	Master of Science in Game Programming
37. Maestría en Renderizado en Tiempo Real para Efectos Visuales y Producción Cinematográfica	Master of Fine Arts in Real-Time Rendering for VFX and Film Production
38. Maestría en Técnicas para la Creación de Estructuras y Sistemas de Control para Personajes en 3 Dimensiones	Master of Fine Arts in Animation and Digital Modeling
39. Maestría en Storyboarding, Previsualización y Lay Out para Proyectos de Animación 3D.	Master of Fine Arts in Animation Production Design
40. Maestría en Diseño de Simulaciones Dinámicas y de Partículas para Producción de Efectos Visuales	Master of Fine Arts in Virtual Production and Visual Effects Animation
41. Maestría en Diseño de Calzado y Complementos	Master of Fine Arts in Fashion Design, with concentration in Footwear and Accessories
42. Maestría en Modelado y Animación 3D	Master of Fine Arts in 3D Modeling and Animation
43. Maestría en Fotografía para Moda y Publicidad	Master of Fine Arts in Photography, with concentration in Fashion and Advertising

This Institutional Report is original and has been duly certified in the City of Miami, State of Florida, on the 16th day of December, 2025.

Certified by:

Rene Aguirre Bracho, PhD
AACRAO Professional Member
TAICEP Institutional Member
CHEA International Quality Group (CIQG) Member