

A world map in a light tan color, overlaid on a grid of thin, light-colored lines. The map shows the continents of Africa, Europe, Asia, and South America.

***EDCOM***

A vertical bar on the left side of the slide with a textured, parchment-like appearance in shades of tan and brown.

***Accreditación internacional  
de las carreras***



# Agencia Acreditadora

1. National Association of Schools of Art and Design (NASAD)

**NASAD**

NATIONAL  
ASSOCIATION  
OF SCHOOLS OF  
ART & DESIGN

# Carreras en el proceso de acreditación NASAD

1. Licenciatura en Diseño Gráfico.  
NASAD = Bachelor of Fine Arts in **Graphic Design**.
2. Licenciatura en Producción para medios de comunicación.  
NASAD = Bachelor of Fine Arts in **Film/Video Production**.
3. Licenciatura en Diseño de Productos.  
NASAD = Bachelor of Fine Arts in **Industrial Design**.

# NASAD

NATIONAL  
ASSOCIATION  
OF SCHOOLS OF  
ART & DESIGN

- Fundada en 1944 en los Estados Unidos de Norteamérica.
- Acredita carreras en arte y diseño.
- 339 instituciones acreditadas.
- Trabaja en conjunto con ABET en carreras que combinan el arte y/o diseño con ingeniería eléctrica y/o computación.



# Carreras que acredita NASAD

## Carreras que acredita:

### Baccalaureate Degrees in Art:

- Animation, Digital Media, Drawing, General Crafts, **Film/Video Production**, General Fine Arts, Glass, Illustration, Jewelry/Metals, Painting, Photography, Printmaking, Sculpture, Weaving/Fibers, Woodworking.

### Baccalaureate Degrees in Design:

- **Graphics Design**, Fashion Design, **Industrial Design**, Interior Design, Textile Design

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## SUBSTANTIAL EQUIVALENCY

Reviews of art and design programs leading to degrees and other credentials at all levels are conducted by the National Association of Schools of Art and Design (NASAD) upon request by institutions outside the United States and its territories. While these reviews follow evaluative policies and procedures used for accreditation, no accreditation action is taken, nor is there any inference that a program is undergoing an accreditation review or will be accredited as a result of such review. The activity is a process in which NASAD, through selected representatives, conducts a program review which may lead to an assessment of *substantial equivalency* of the program under review with accredited programs in the United States.

*Substantial equivalency* refers only to educational programs, including all resources associated with the delivery of educational programs, and means comparable in program content and educational experience. However, such programs may not be absolutely identical in format or method of delivery. It implies reasonable confidence that graduates possess the competencies expected of those holding particular U.S. degrees and credentials, or needed to begin professional practice at the entry level.

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## SUBSTANTIAL EQUIVALENCY

### SUBSTANTIAL EQUIVALENCY DUES AND FEES

It is NASAD policy that the “substantially equivalent” review process will be self-sustaining financially from fees charged to the requesting institution; no NASAD funds will be used to support this operation. The fee schedule for international visits is subject to changes reflected in economic conditions. The fee schedule also covers annual expenses related to the maintenance and upkeep of the administrative process that supports “substantially equivalent” programs.

To comply with U.S. Internal Revenue Service laws, all payments shall be made to NASAD in US currency which will, in turn, be used to reimburse on-site reviewers for travel expenses and pay honoraria. NASAD will issue IRS Form 1099 to all reviewers receiving honoraria as appropriate.

## SUBSTANTIAL EQUIVALENCY

### On-Site Visit Fees

The following fees and expenses normally will apply to all international visits and are the responsibility of the host institution:

1. Travel and associated expenses for all reviewers and staff (if attending), including air fare at the business-class level with the exception of visits to Canada and Mexico. As for travel within the United States, air travel to Canada and Mexico shall be booked at coach class. Ground transportation, such as railroad, will be first-class.
2. An honorarium of US \$1,000 per reviewer and US \$1,500 for the team chair. NASAD staff, if any, involved in “substantial equivalency” reviews, will receive no honorarium.
3. An administrative fee, to be set by the NASAD National Office staff and confirmed to the host institution, sufficient to cover all reasonable direct and indirect costs of the visit, including translation expenses, with a floor of US \$1,000 per reviewer, not including staff. The total fees charged to the host institution will not exceed US \$7,500.
4. All housing, meals, transportation and incidentals, such as the cost of visas.



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## SUBSTANTIAL EQUIVALENCY PROGRAMS

INSTITUTO TECNOLÓGICO Y DE ESTUDIOS SUPERIORES DE MONTERREY

Date of Initial Accreditation: 10/1/2010

Most Recent Review for Accreditation: 2012

Schedule for Reevaluation: 2020-2021

Degree-Granting. Private. Not-for-profit. A school of design in a university.

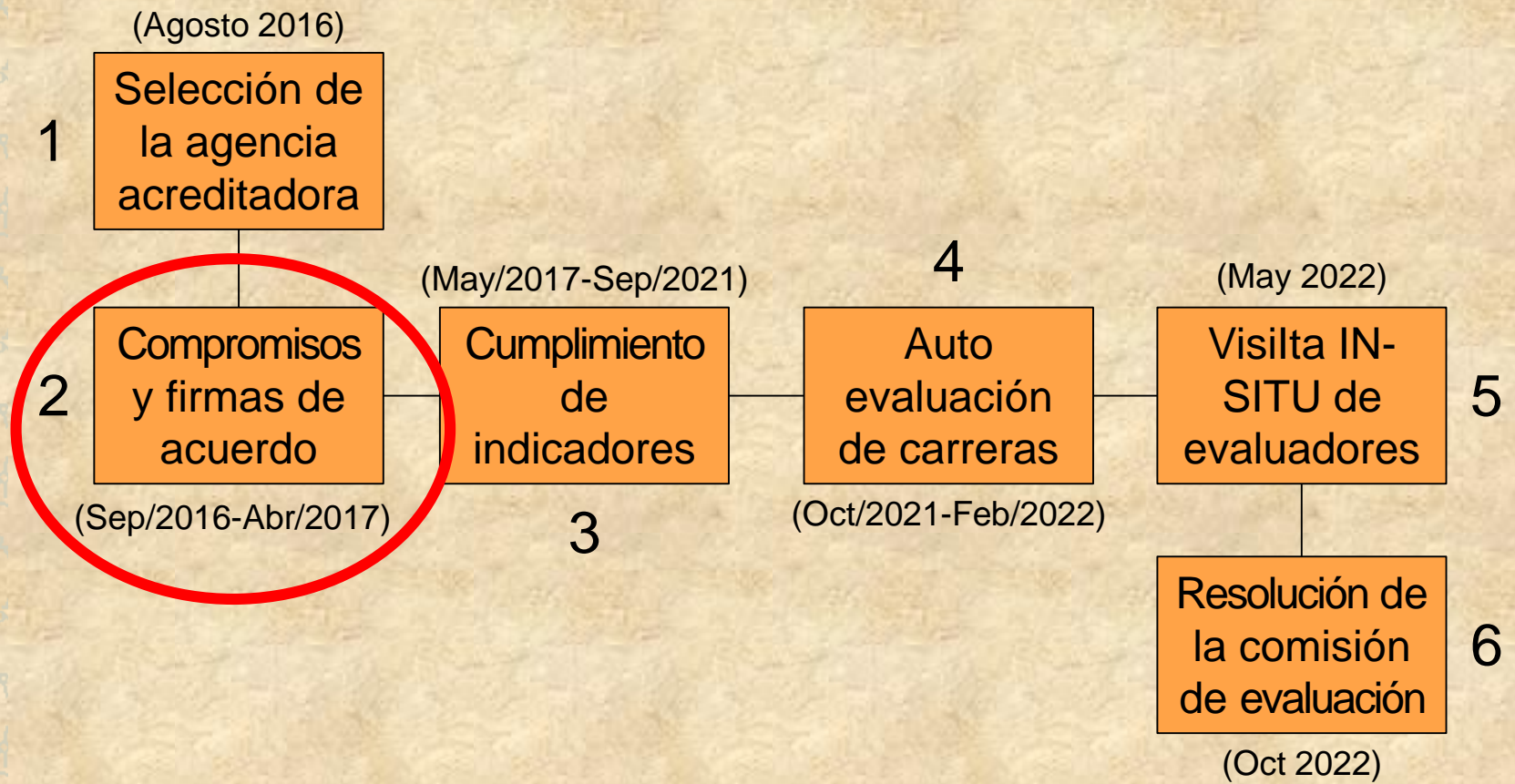
### **Campus Querétaro**

Epigmenio Gonzalez 500 Col. San Pablo, Mexico.

Website: [www.itesm.mx/wps/wcm/connect/Campus/QRO/Queretaro](http://www.itesm.mx/wps/wcm/connect/Campus/QRO/Queretaro)

Bachelor of Science-4 1/2 years: Industrial Design.

# Proceso de Acreditación





# Fase 1:

## Primer contacto con NASAD:

Lindsey N. Nikithser  
Accreditation Assistant  
11250 Roger Bacon Drive, Suite 21  
Reston, VA 20190  
Telephone (703) 437-0700, ext. 118  
Facsimile (703) 437-6312

# Recibe certificación NASAD la carrera de Diseño Industrial en el Tec de Monterrey

JORGE NÚÑEZ 02-feb-16



Mariano García, director asociado de la Escuela de Diseño y Arquitectura del Campus Querétaro explicó que la certificación ofrece a los alumnos una importante ventaja competitiva por tener la posibilidad de trabajar en empresas estadounidenses.



## Fase 2:

### Primer contacto con Monterrey:

MDI Mariano García Martínez

Director Asociado de la Escuela de Diseño y  
Arquitectura

Departamento de Diseño Industrial

Tecnológico de Monterrey, Campus Querétaro

Teléfono: (52442) 2383100. Extensión: 3214.

Fax: (52442) 2383215.



## Fase 2:

### Segundo contacto con Monterrey:

Tzitzí Martínez Marsch

Gestión y Desarrollo Educativo

Dirección Académica y de Apoyo a la Visión  
Institucional

Tecnológico de Monterrey, Campus Querétaro

[tmartinm@itesm.mx](mailto:tmartinm@itesm.mx)

Tel.: (+52) 442 238 3148



# Documentos para la acreditación

1. Policies and Procedures for NASAD Substantial Equivalency Reviews.
2. NASAD Membership Procedures documents: Procedures for Institutions.
3. *Procedures for the Self-Study Document: Format A.*
4. Instructions for Preparing Curricular Tables in the NASAD Format.
5. NASAD Handbook 2016-2017.

# Procedimiento para iniciar la acreditación (1er año)

1. Registrar el proceso ante NASAD (Accreditation Assistant Office).
2. Se abre un expediente de acreditación que dura aproximadamente 5 años.
3. Verificar indicadores de cumplimiento en el documento “*Self-Study Document: Format A*”.
4. Realizar los ajustes de ser el caso.



# Procedimiento para solicitar la acreditación (al final del 5to año)

1. Solicitar la visita al Director Ejecutivo de NASAD.
2. Entregar el documento “*Self-Study Document: Format A*”. (2 meses previo a la visita).
3. Preparar la visita ante las autoridades de inmigración. (1 mes previo a la visita)
4. Visita de los evaluadores (al menos tres días).
5. Informe de los evaluadores (tres semanas después de la visita).
6. Informe de NASAD (dos meses después de la visita)



# Costos de la acreditación

1. Dos evaluadores. (Honorarios: \$1.000 c/u)
2. Un director de evaluación. (\$1.500)
3. Pasajes de avión en primera clase (Reston, Virginia – Gyquil, Ecuador).
4. Gastos de hospedaje, alimentación y transporte (mínimo tres días).
5. Seguros de accidentes y vida para cada miembro del staff.
6. Gastos administrativos para NASAD (\$7.500).
7. Fee annual (\$1,699) por Carrera.



# Criterios para la acreditación

1. Financiamiento
2. Gobierno y administración
3. Cuerpo docente
4. Infraestructura, equipamiento, salud y seguridad
5. Biblioteca y recursos de lectura
6. Admisión, retención, historial y tutorías
7. Publicaciones de material y sitio web
8. Vinculación con la colectividad
9. Redes con otras instituciones
10. Evaluación, planificación y mejoramiento continuo



# Calendario de actividades

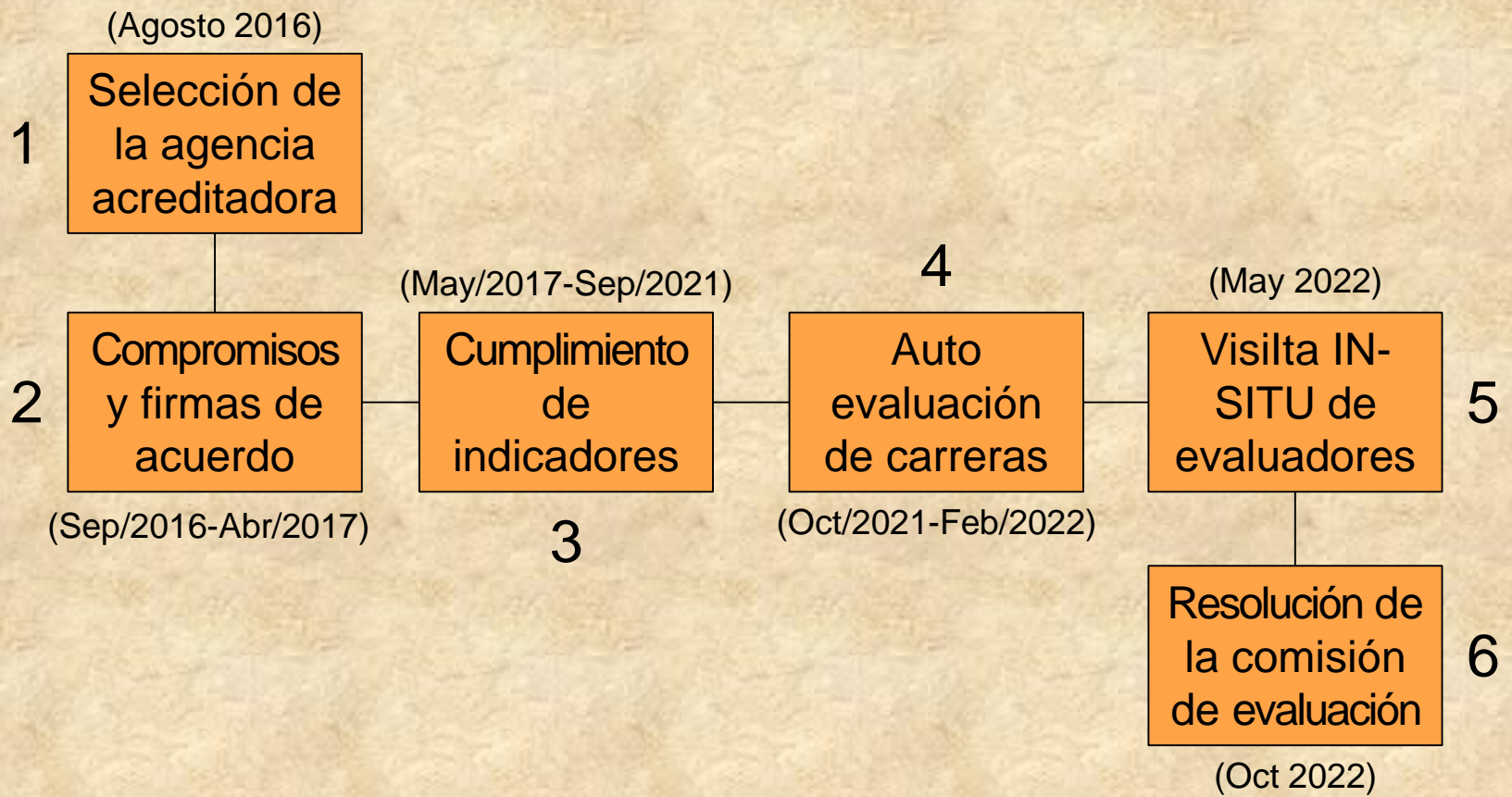
1. Verificar la experiencia del Instituto Tecnológico de Monterrey (Abril 2017).
2. Inscripción del proceso ante NASAD. (Mayo 2017).
3. Apertura de expediente de acreditación. (Junio 2017).
4. Verificar indicadores de cumplimiento acorde al documento “*Procedures for the Self-Study Document: Format A*”.
5. *Llevar el proceso (Mayo 2017-Septiembre 2021).*



# Calendario de actividades

6. *Autoevaluación de las carreras (Octubre 2021 – Febrero 2022).*
7. *Solicitar la visita de la acreditadora (Marzo 2022).*
8. *Visita de los evaluadores (Mayo 2022).*
9. *Resolución de la comisión de evaluación (Octubre 2022).*

# Proceso de Acreditación





**Gracias !**

Master Jorge Lombeida Chávez