Mission Statement Annual Assessment Report

Department ____________________ School of Design ____________ College ________ LCA _______

Degree Program(s) ______ BSID, BSVCD, MA Design

Information about the purpose of mission statements and how to write them can be found on: http://air.sfsu.edu/assessment/resources along with some links to SFSU statements.

**Mission Statement Rubric** – developed and used by the University Academic Assessment Advisory Committee (UAAAC) to provide feedback to programs about their mission statement.

The program’s mission statement concisely articulates its guiding purpose and identity, clarifies the educational value of its curriculum, and aligns with the university's broader public mission.

<table>
<thead>
<tr>
<th>DEVELOPED</th>
<th>DEVELOPING</th>
<th>NEEDS DEVELOPMENT</th>
<th>ABSENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear statement of program’s purpose and identity, the educational value of curriculum, and its link to university’s mission</td>
<td>Mission statement articulates program’s purpose but may lack broader context</td>
<td>Vague mission statement with little connection to specific program</td>
<td>No mission statement</td>
</tr>
</tbody>
</table>

1. What was your most recent mission statement prior to any revisions?

The Department of Design and Industry offers a well rounded, interdisciplinary education to a diverse population with emphases in Design and Technology, Visual Communication, Industrial Technology, and Product Design and Development. Our program prepares students to make valuable contributions to their fields through core skills, design literacy, critical thinking, interdisciplinary practice and community engaged scholarship. Students gain experience through class work, hands-on engagement and rigorous work that strives to generate diverse and creative solutions to a wide variety of design problems. – Feb 2012

2. Please describe the process of revising or developing your mission statement. What informed your discussions about your new or revised mission statement (e.g., changes in the profession, new focus of the department)? How were department faculty members involved? Was it developed in department meetings or other gatherings?

**Process**

**Factors Informing the Process:**

(*external factors*) By 2012, the design professions of Product Design and Visual Communication Design were both impacted by the Device Design revolution and the growth of the Internet Of Things (IoT). With the iPhone (2007), Android (2008) and iPad (2010), the term “product designer” moved from one who crafted physical artifacts to one laying out the user interface and experience of an app. It was time for the department to craft a mission and a curriculum that not only expressed the current concerns of design, but prepared for the future as well. While specific definitions of core skills were shifting, design process and methodologies remained as cornerstones for all three of our programs. The new statement needed to emphasize design thinking and process, and leave the door open for an agile approach to the shifting needs of the design profession.
(internal factors) By 2015 the department was readying itself for the change from “Department of Design and Industry” to “School of Design”. This name change reflected a conceptual and pedagogical shift in the department from traditional skills-based design training to a greater emphasis on design thinking, process, and methodology, while still giving students the core hard skills required in the disciplines. While a mission statement that covered the vast possibilities that emerging design professions could be very long, the faculty worked hard to craft a concise statement that expressed our goals of educating designers both in terms of the skills and iterative methods required in today’s design professions.

3. What is your revised mission statement?

The School of Design serves a diverse body of students in the areas of Product Design and Visual Communication Design at both the undergraduate and graduate levels. Our curricula emphasize design process as a means of problem solving, and our classes help students to build the technical, conceptual, critical, and collaborative skills required in design professions.

4. Please post your revised mission statement on your department web page.

Done.

Given that this year you revised your mission statement, the next step would be to review of your program learning goals in the 2018-19 academic year.