

## Annual Departmental Assessment Report

Department or Program: Product Design

Academic Year of Report: 2017

Department Contact Person for Assessment: Kiersten Muenchinger

### Section 1: Learning Objectives Assessed for this Report

For each major in the department, list the learning objectives that were assessed during this period.

#### *BA/BS*

1. Realize a new product that solves a specific need based on needs found through observational research of groups of people.
2. Produce physical and virtual 2D and 3D representations of new products.
3. Critical assessment and discourse about the impact of a new product on a civic or social structure.

#### *BFA*

1. Realize a new product that solves a specific need based on needs found through observational research with and of an individual person.
2. Cohesive visual and verbal analysis about the impact of a new product on a civic or social structure.
3. Articulation of personal design sense through visual and verbal media.

#### *MS in Sports Product Design*

1. Create a sports product design research and project strategy, in order to actualize an innovative sports product design opportunity and contribute new knowledge in the field of sports product design.
2. Formulate a strategic design execution plan in response to the research findings resulting in an innovative sport design product and product line opportunities.
3. Critically evaluate product prototypes for manufacturing feasibility, sourcing, sustainability and pricing.

### Section 2: Assessment Activities

#### *BA/BS*

1. Realize a new product that solves a specific need based on needs found through observational research of groups of people. Main information collected from PD485 includes a final project portfolio assignment and verbal and written faculty observations during a final project presentation.
2. Produce physical and virtual 2D and 3D representations of new products. Main information collected from PD484 includes a final project portfolio assignment and verbal and written faculty observations during a final project presentation.
3. Critical assessment and discourse about the impact of a new product on a civic or social structure. Main information collected from PD485 includes a final project portfolio assignment and verbal and written faculty observations during a final project presentation.

#### *BFA*

1. Realize a new product that solves a specific need based on needs found through observational research with and of an individual person. Main information collected from

PD487 includes a final project portfolio assignment and verbal and written faculty observations during a final project presentation.

2. Cohesive visual and verbal analysis about the impact of a new product on a civic or social structure. Main information collected from PD488 includes a final project portfolio assignment and verbal and written faculty observations during a final project presentation.

3. Articulation of personal design sense through visual and verbal media. Main information collected from PD488 includes a final project portfolio assignment and verbal and written faculty observations during a final project presentation.

#### *MS in Sports Product Design*

1. Create a sports product design research and project strategy, in order to actualize an innovative sports product design opportunity and contribute new knowledge in the field of sports product design. Main information collected from SPD686 includes an assignment and verbal and written faculty observations during a final project presentation.

2. Formulate a strategic design execution plan in response to the research findings resulting in an innovative sport design product and product line opportunities. Main information collected from SPD686 includes an assignment and verbal and written faculty observations during a final project presentation.

3. Critically evaluate product prototypes for manufacturing feasibility, sourcing, sustainability and pricing. Main information collected from SPD686 includes a final project portfolio and verbal and written faculty observations during a final project presentation.

### **Section 3: Actions Taken Based on Assessment Analysis**

#### *BA/BS*

1. Realize a new product that solves a specific need based on needs found through observational research of groups of people. Main information collected from PD485 showed that students in studios which arranged groups of people for them to observe, rather than having students arrange groups themselves, produced stronger product-user relationships. Action taken is to teach students how to create their own groups of people to observe, or provide user groups.

2. Produce physical and virtual 2D and 3D representations of new products. Main information collected from PD484 showed 3D representations would be helped by greater access to 3D printers. Two additional printers were purchased.

3. Critical assessment and discourse about the impact of a new product on a civic or social structure. Main information collected from PD485 showed students weren't confident in creating new products that address civic or social structure, so additional support was created for 2 PD485 studios through additional funding and curriculum focused on entrepreneurship.

#### *BFA*

1. Realize a new product that solves a specific need based on needs found through observational research with and of an individual person. Main information collected from PD487 shows strong work from students doing products for specific individuals. No changes made.

2. Cohesive visual and verbal analysis about the impact of a new product on a civic or social structure. Main information collected from PD488 shows forewarning students that they will be working on their own capstone project helps. Pre-PD488 class continued from prior year.

3. Articulation of personal design sense through visual and verbal media. Main information collected from PD488 shows forewarning students that they will be working on their own capstone project helps students be confident in their own personal voices. Pre-PD488 class continued from prior year.

#### *MS in Sports Product Design*

1. Create a sports product design research and project strategy, in order to actualize an innovative sports product design opportunity and contribute new knowledge in the field of sports product design. SPD686 has not yet run. No action taken at this time.
2. Formulate a strategic design execution plan in response to the research findings resulting in an innovative sport design product and product line opportunities. Main information collected from SPD686 includes an assignment and verbal and written faculty observations during a final project presentation. SPD686 has not yet run. No action taken at this time.
3. Critically evaluate product prototypes for manufacturing feasibility, sourcing, sustainability and pricing. Main information collected from SPD686 includes a final project portfolio and verbal and written faculty observations during a final project presentation. SPD686 has not yet run. No action taken at this time.

#### **Section 4: Other Efforts to Improve the Student Educational Experience**

The main improvement in student learning outcomes as assessed by faculty in 2016 is consolidation of laboratory work spaces for students to be able to work on and complete projects. Current space considerations maintain students travelling up to 1.5 miles and need 3 to 7 different facilities' access codes to complete basic work required for the discipline. Facilities coordination is current action plan.

#### **Section 5: Plans for Next Year**

As per above, the main issue to improve the student education experience is assessed by the Product Design faculty to be consolidation of facilities. This requires significant budget allotments for 1 new facility, or several smaller budget allotments to take 7 facilities down to something fewer than 7. Complexity and completion of work is expected to be higher with more accessible and appropriate workspaces.