



Design

Cyclical Program Review

Executive Summary

OFFICE OF THE VICE PROVOST ACADEMIC

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Program description:

The Department of Design, Faculty of Fine Arts, was established in 1999 with an undergraduate program, the York University/Sheridan College Program in Design (BDes), offered jointly by York University and Sheridan College Institute of Technology and Advanced Learning. A Master of Design (MDes) was established in 2005 and is delivered at York. The first students graduated in 2006/07.

Program	Accepts 2013	Enrolment TES 2013	Degrees Awarded 2013
BDes	116	267	85
MDes	7	11	4

Reviewers:

Jeff Bellatoni, Communications Design Department, Pratt Institute (External)
Rudi Meyer, Nova Scotia College of Art and Design (External)
Michael Coghlan, Department of Music, York University (Internal)

Site Visit: November 18-21, 2012

Reported to Joint-Committee: May 2014

Outcome: The Joint-Committee on Quality Assurance concluded that the Decanal response adequately addressed the review recommendations. Follow-up report due **November 2015**.

Program Strengths

- Curriculum is an innovative interweaving of practical and theoretical considerations resulting in strong national and international reputation. The reviewers note in particular a fourth-year interactivity course, Design in Interactive Environments as leading edge
- A graduate course GS/MDes 5006 0.0 Design Colloquium is open to all York students, and undergraduate students are encouraged to attend
- Students in the graduate program have garnered an impressive array of awards from international organizations and trade publications.
- Student experience is enriched by research, industry and community partnerships,

and advanced undergraduate students complete an internship as members of the Registered Graphic Designers of Ontario

- Faculty research and creation and student projects, current and proposed, align with York priorities, particularly in areas of technology, sustainability, knowledge mobilization and internationalization

Opportunities for Program improvement (selected from self-study and reviewers' report)

- Improve balance in teaching of full-time faculty members between the two institutions by increasing York's complement
- Develop a strategic enrolment plan that includes careful efforts to increase international student enrolments and, for the graduate program, efforts to increase pool of qualified applications. Program is recommended to consider a 'preparation year' in order to expand quality of entering students
- Improve communication between the two campuses, across program years, and with Design Student Association
- Consider increasing online and blended delivery models as pedagogically appropriate as well as, for the graduate program, more flexible scheduling
- Dedicate social space for faculty and students to mitigate dual campus environment and commuting times and improve graduate student studio space and facilities
- Improve transportation between campuses and student access to bursary funds
- Improve collegial relations between faculty members at the two institutions and between full and part-time instructors
- Increase partnerships and collaborations; consider a co-ordinator role to move towards a self-funded 'design centre'

Decanal Implementation Plan (selected)

The Decanal Implementation Plan for BDes and MDes identifies the Dean's Office, including the Facilities Manager, and the Chair and Graduate Program Director as responsible for carrying out the plan and identifies timelines.

Two positions, one in Interactive/Information Design and the other in Design Studios, build upon existing strengths and address 21st century issues. These have been included in 2013-2014 and 2014-2015 complement plans with a commitment to retain a CLA bridging position.

The Plan addresses student concerns about access to bursary funds and transportation and endorses the Department's plans to expand experiential learning opportunities with an in-house design studio lab as well as plans to rethink current studio configuration.

The Dean has convened meetings to address the capacity of York and Sheridan to strengthen their relationship by way of clarifying the program goals and learning outcomes and addressing these with an understanding of the distinct demands each institution makes on faculty. Initiatives within the Faculty of Fine Arts to support admissions, including international application processes, e-learning and non-major course offerings are cited as opportunities for the Department of Design to advance their plans.

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The Bachelor of Design, offered jointly with Sheridan College Institute of Technology and Advanced Learning, and the more recently-established Master of Design provide innovative and rigorous studio and conceptual curriculum with well-designed opportunities for students to interact with industry professionals, solve real-world problems and present their work in public fora. Both programs have strong national and international reputations. Ongoing work to strengthen the relationship between the two institutions will benefit both programs and enhance the exchange between faculty members in an area that is playing an ever-increasing role in society, particularly in the multi-faceted digital realm. Clarification of program goals and learning outcomes will improve the programs and enhance their capacity to attract local and international students in a competitive market.

Alice J Pitt, Vice-Provost Academic
May, 2014

