IDENTITY AND MISSION

FOUNDATION REFLECTIONS

In the context of a research extensive university culture, to explore through reflection and action with the prospect of advancing the human condition with respect for the environment, to pursue scholarship and advance professional design conduct, all while teaching students to design for life.

MISSION: HOW DO WE SEE OUR ROLE?

- Design thinkers and makers
- Human centered

CHARACTERIZED BY:
- Inclusive approaches and engaged practices
- Global intentions

UTILIZING:
- Design inquiry as a comprehensive, multidisciplinary approach

www.design.ncsu.edu
GRAND CHALLENGES AS INITIATIVES

DEFINING THE COLLEGE AS
- Critical and creative
- Evidence inspired
- Engaged
- Global in reach
- Agile

REALMS OF TEACHING AND SCHOLARSHIP
"TEACHING PLUS ONE"

<table>
<thead>
<tr>
<th>ENVIRONMENT AND ENERGY</th>
<th>DISCOVERY</th>
<th>CREATION</th>
<th>PRACTICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addressing issues of building performance and responsible environmental stewardship</td>
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<thead>
<tr>
<th>CRITICAL AND CREATIVE EDUCATION</th>
<th>DISCOVERY</th>
<th>CREATION</th>
<th>PRACTICE</th>
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<tbody>
<tr>
<td>Applying design thinking to the delivery of content, K-12 design education, cognitive scholarship and cross university interaction.</td>
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<tr>
<th>HUMANITY, TECHNOLOGY, AND ENTREPRENEURSHIP</th>
<th>DISCOVERY</th>
<th>CREATION</th>
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<td>Exploration of emerging design practices. With technological advancement and innovation in business and engineering</td>
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<thead>
<tr>
<th>HUMAN WELL-BEING</th>
<th>DISCOVERY</th>
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<tbody>
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<td>Focused on promoting healthy and sustainable lifestyles through human-centered design.</td>
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<tr>
<th>UNDERSTANDING CULTURAL CONTEXT</th>
<th>DISCOVERY</th>
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<th>PRACTICE</th>
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<tr>
<td>Understanding design through global and regional studies, through reflection of history, theory and case study.</td>
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EVOling AFFINITY GROUPS:
- Natural learning
- K-12 Design Education
- Design Cognition
- Innovation/Entrepreneurship
- City Design
- Energy and Technology
- Public Interest/Social Equity
- User Experience Design
- International Studies
- Fashion/Art/Wear
- Landscape Dynamics

MEASURES:
1. Awareness, understanding, ability
2. Analysis, synthesis, reflection
3. Body of work disseminated over time: INFLUENCE
CONVIVIA

Bringing together all the disciplines by shared research, scholarship and practice.

WHAT MAKES US UNIQUE IS HOW WE FOCUS!

Evolving Affinity Groups:
- Natural learning
- K-12 Design Education
- Design Cognition
- Innovation/Entrepreneurship
- City Design
- Energy and Technology
- Public Interest/Social Equity
- User Experience Design
- International Studies
- Fashion/Art2Wear
- Landscape Dynamics

ARCHITECTURE
LANDSCAPE ARCHITECTURE
DESIGN THINKING BY ACADEMIC UNITS
ART + DESIGN
GRAPHIC & INDUSTRIAL DESIGN
CONVIVIA
Bringing together all the disciplines by shared research, scholarship and practice.
WHAT MAKES US UNIQUE IS HOW WE FOCUS!

DESIGN THINKING BY ACADEMIC UNITS

ARCHITECTURE
LANDSCAPE ARCHITECTURE
ART + DESIGN
GRAPHIC & INDUSTRIAL DESIGN

DESIGN THINKING BY CONVIVIA

ENERGY AND ENVIRONMENT
WELL-BEING
PUBLIC INTEREST
FASHION/ART2WEAR
CULTURAL CONTEXT

LANDSCAPE DYNAMICS
INTERNATIONAL STUDIES
K-12 DESIGN
DESIGN COGNITION
CRITICAL AND CREATIVE ED
INNOVATION / ENTREPRENEURSHIP
HUMANITY, TECHNOLOGY AND ENTREPRENEURSHIP
USER EXPERIENCE
NEW FORMS OF TEACHING AND LEARNING
New forms of high tech/high touch content delivery match dramatically transforming demographics on and away from campus.

EVOLVING DEMANDS OF FACULTY
Rising expectations for scholarship match a rising demand for practicum experience as new forms of teaching are evolving.

LIMITED ENDOWMENT AND OPERATING FUNDS
Support must be found for endowed scholarships and professorships to support a collaborative commons approach incentivizing innovation.

TRANSFORMING FACILITIES IMPACTS
The utilization of space must be studied to meet pressing research, instruction and faculty needs - a pressing transformation is underway.

RELEVANCY OF DESIGN IS TESTED
The college must engage across the university and the community to address the most pressing needs of society and the environment.

SUPPORT THE EXCELLENCE THAT EXISTS
- Exceed all related accreditation standards
- Support/seed convivias activities
- Identify areas of excellence with champions

ADDRESS STUDENT CONCERNS
- Focus on content education with new technology
- Build content across disciplinary boundaries
- Past track change of major and community college

ADDRESS FACULTY CONCERNS
- Improve facility mentoring and related processes
- Enforce varying workload and support convivias
- Support facility scholarship and compensation issues

EVOLVE ACADEMIC PROGRAMS
- Address grad/undergrad enrollment mix
- Initiate design/grad cert and content experiences
- Nurture international study options

FOSTER SCHOLARSHIP, RESEARCH AND PROJECTS
- Cont. development of college research office
- Create a think tank culture supported by collaboration
- Initiate a joint studio connected to convivias

INTENSIFY EXTERNAL DEVELOPMENT
- Implement a development strategy
- Develop content materials for alumni/professions
- Continue aggressive brand messaging

ACT WITH AN AGILE SPIRIT
- Review administrative and academic structure
- Study options for fees and off-model funding
- Develop a facilities strategy and act!