

## **Vision:**

Be a source of purposeful creativity and design innovation.

## **Mission:**

A global level of competitiveness., an ability to exercise focused research in solving industry, society, and environment problems with adherence to design professional ethics.

## **Goals:**

### **1. Provide specialized designers equipped with creative capabilities in design and related technology.**

#### **Objectives:**

- a. Provide students with knowledge and skills in design practice, design research, and conscious practicality.
- b. Associate with industry and labor market by practicing design investigations.
- c. Provide an accommodating learning environment and cutting-edge digital equipment that make students marketable.
- d. Explore and incorporate new technology in classrooms and computer lab

### **2. Offer highly developed programs addressing the national standards.**

#### **Objectives:**

- a. To be among the best accredited design programs in the nation.
- b. Associate with industry and labor market
- c. Maintain a strong focus on student learning that continues to develop

### **3. Achieve a national reputation for exemplary and challenging design education.**

#### **Objectives:**

- a. Employ outstanding instructors,
- b. Stay abreast of new teaching methodologies and technology
- c. Continue pursuing teaching excellence by refining course materials and exploring varied instructional models

### **4. Promote student success**

#### **Objectives:**

- a. Maintain a strong focus on student learning that continues to develop
- b. implementing student competitions in course projects and encouraging student involvement in conferences, Design Speaker Series, career days, field trips, etc.
- c. Assist students in securing internships and employment

### **5. Expand outreach and service to the community**

#### **Objectives:**

- a. Maintain relationships with design professionals and vendors

- b. Continue utilizing area building professionals from the local and extended community
- c. Maintain and explore new articulation agreements
- d. Add equipment and software for distance education.
- e. Continue positive relationships with support areas: Art community, local industry, and Mass Communications.