

Why evaluate your program?

- **Program Objectives** – Required to create evaluation
 - What should you be trying to accomplish?
- **Reality Check** – The student experience
 - “Reinforcement” or “Surprise”
- **4-Year Experience** – Graduating Seniors
 - Internships, Forward thinking, Best and brightest
- **Builds Community** - Prior to graduation
 - Seniors appreciate being asked

Two Methods of Evaluation

- **Senior online survey**
 - Confidential
 - Candid
 - Accommodates schedule (Finals Week)
- **Senior “Exit Interview”**
 - Collaborative discussion
 - Faculty/Student dialogue
 - Pizza!
- **Combination of methods**
 - Most effective

Online Survey

- **Program Objectives:** Quantitative and Qualitative
 - Letter Grade
 - Comments
- **Pointed Questions**
 - What you want to know
- **Open ended questions**
 - What the students want you to know
- **Ask fewer questions**
 - To get more information

Online Survey

*The Wallace Center*
at RIT

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Welcome, Kim Sherman ([logout](#))

ID Program Evaluation 2016

As a graduating Industrial Design senior you can provide valuable insight in our efforts to continually improve the educational experiences of students in the ID program. Your perspective of the past four years on what worked well, what didn't, and how things might be improved, is especially important to us. (We pay special attention to written comments!) Your name is not associated with your responses so all of your answers are kept confidential.

Please take the survey now! It will take only a few minutes and it is one of the best ways we have for determining how to improve the ID program.

Note: If you exit the survey, you will not be allowed to return to take it later.

Online Survey

1. The instruction I have received in my classes has adequately prepared me in the following areas:

Instructions: Please provide a grade for each aspect of the ID program. Additional comments can be made in question #2.

	A	B	C	D	F
Product Aesthetics (Form, Color, Graphics, Surface treatment, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Human Factors (Anthropometrics, Biomechanics, and Ease of use)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Materials and Processes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentation Skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sketching and Rendering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Computer Skills (CAD, Illustrator, Photoshop, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Model Making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creative Problem Solving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design History	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional (Professional Practice & Job Search)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social and cultural aspect of design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental aspect of design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Please provide any additional comments regarding the topics above:

Online Survey

3. What did you like most about the Industrial Design Program at RIT?

4. What did you like least about the Industrial Design Program at RIT? (Can you suggest ways of improving?)

5. How might Senior year be improved? (Capstone, Course offerings, etc.)

6. What are your thoughts on the Foundations courses?

7. What suggestions do you have for incoming freshmen?

8. Is there anything else you would like to say about the ID program or your experiences here?











Online Survey

ID Program Evaluation 2014

Number of Respondents: 14

1. The instruction I have received has adequately prepared me in the following areas: [\(hide answers\)](#)

Instructions: Please provide a grade for each aspect of the ID program. Additional comments can be made in question #2.

	A	B	C	D	F
 Product Aesthetics (Form, Color, Graphics, Surface treatment, etc)	4	6	3	1	1
 Human Factors (Anthropometrics, Biomechanics, and Ease of use)	7	4	3	0	0
 Materials and Processes	2	4	5	3	3
 Presentation Skills	7	2	3	2	2
 Sketching and Rendering	3	7	4	0	0
 Computer Skills (CAD, Illustrator, Photoshop, etc.)	5	6	2	1	1
 Model Making	6	4	4	0	0
 Creative Problem Solving	9	3	2	0	0
 Design History	11	2	1	0	0
 Professional (Professional Practice & Job Search)	5	6	2	1	1

Online Survey

2. Please provide any additional comments regarding the topics above: [\(hide answers\)](#)

- more emphasis on creativity and what designers do in a team would be good
- I feel that classes are focused too much on the entire process and not enough on each individual aspect of the process. you are only taught one semester how to sketch and one semester how to make a decent form. these two areas are an ongoing learning tool needed to success. I feel that these topics should be an optional elective throughout every year of your ID program so if a student needs to practice and improve their sketching abilities they are able to and recieve a dedicated class on these topics.
- Some instruction areas get low grades because I was not instructed much in class about how to do them. A lot of it was learned on my own as I needed to know. Especially rendering, materials, and adobe programs
- we need more form and more manufacturing classes definitely. I think form should be later. I remember I barely knew what form was and how it pertains to design when we learned. I think that we should do sophomore studio before form. you need to know how to design before you learn how to refine your designs and perfect the form.
- |the biggest failure of thr program is not making us use outside manufacturing processes like injection molding or cnc machining
- There are very few projects that result in 'professional' level work. This is largely due to time, budget and physical limitations. However, seeing a product through to a professional or manufacturable level is key to understanding what we as designers do. More interaction with local businesses may aid in helping to accomplish this.
- M&P taken before Graham Carson took over
- I'd prefer to start sketching and rendering class since freshman year.
- Of the above, the most concerning would have been our job search and preparation. Professional practice was helpful enough, career planning was a disaster, but I think that a lot of us are still really confused about job searching in general, and I know that not many people have job offers as of right now. Also we need a better computer lab and more exposure to different CAD programs, not just solid works and fusion.

Online Survey

3. What did you like most about the Industrial Design Program at RIT? [\(hide answers\)](#)

- lots of areas to explore, room to grow.
- I like the diversity of the classes. some classes are starting to collaborate with other majors in RIT and this is huge.
- How open it is for us to do what we want.
- each professor gives. a different perspective
- the sense of community within our studio space.
- the projects were all challenging and very self motivating
- Faculty are attentive and willing to provide assistance
- Creative problem solving and its proximity to other majors (not that the program does much work with other majors outside Alex Lobos's class)
- The variety of projects and the different disciplines we were able to work with.
- Here's so many opportunities to meet people in the field. We are very luck at Rit to have so many people helping us find jobs and succeed in the real world
- I like the creative process and presentation skills that been taught in RIT.
- I liked that I had the opportunity to specialize in areas that I wanted to specialize in, and I know that other people liked the opportunity to diversify their interests and not really specialize in any one thing. However, that makes a student either very, very good in one area and lacking in others, or a jack of all trades/ master of none student. I also think that having a thesis class hasn't really turned us into specialists like it was intended to, and I think a lot of people feel like they missed opportunities to explore other areas because they were required to design one thing for an entire year.

Online Survey

4. What did you like least about the Industrial Design Program at RIT? [\(hide answers\)](#)

- a lot of competition. not so much emphasis on learning, just being pushed to do better than everyone else.
- I disliked the fact that most professors are many years out of the professional world. It is very hard to recieve real world advice when we are being tought ideas that related to companies that are no longer around. I only recently enjoyed a course that was very relevant to the real world and that was in the Kickstarter class with Jesse Harrington.
- Being expected to know and do a lot that I was not tought or had previous knowledge in. I'm glad I did it, but it was really frustrating at the time.
- lengthy critiques
- egos. favoritism. the focus on competition.
- the lack of knowledge about how to take a project to market
- Students are not held to a high enough standard of work
- Lack of equipment. Too small of a shop and dated tools.
- The lack of organization and clear direction of some of my assignments
- There is far too little group and interdisciplinary projects. This is how the real world is so I am sad that we didn't have more of these at least in junior in senior levels
- If there is a brief instruction for each of the instructor that would be helpful when the student register courses. For example, some professor prefer medical products, some professor prefer sustainable products.
- I feel that we're really lacking in professionalism and there's a huge gap between the people who are really good at ID and getting jobs and the weaker students in the program, and it's a problem because the learning experience has to cover this huge gap and no one really benefits. I feel that the program should be more rigorous and people shouldn't be allowed to let slide.
- The worst part of our program is that terrible students who put very little effort into their work still manage to pass. Other programs are competitive and thus those who don't care don't move on... and better improving the image of RIT's ID department

Online Survey

7. What suggestions do you have for incoming freshmen? [\(hide answers\)](#)

- explore more than what is shown to you. Develop skills in autodesk as well as solidworks. get to know people in other majors. Do not live in a bubble.
- Sketch more than you feel you need too. Always question your professors, they are guides, if you feel that your way is better, then push it. But expect them to push you back and that is where good design comes from. Expect that your professors could be wrong and to go with your gut. Never pull an all nighter because you are more productive on 8 hours of sleep than you are when you work late.
- Practice on their own the programs that they aren't going to be taught. They'll be thankful they know how to use them when projects require them too.
- take as many craft electives as possible because you learn about materials
- don't let anybody else design your projects but you. focus on your portfolio sooner rather than later. don't take classes you don't need to graduate that won't add something to your career path. be friends with everybody.
- do what you love and always sketch in Orange
- Freshman should be exposed to every skill, program and ability that the seniors are graduating with so they can slowly work toward achieving and mastering those skills and tools (and likely more) by their senior year. Give them a tangible goal to strive for, not just a curriculum sheet.
- Start sketching early, start applying for internships early, constantly make contacts, work as much as you can with other majors.
- Learn to master time management early on so you will be better prepared for the challenging classes later on.
- Take graphic tactics but only with Lorrie frear. Bring back model making classes and have them take those because that's erry important. Take classes with Gary Kim and Alex and don't pass up metaproject. Also don't keep putting your work off because t sucks ony having a week to get everything done
- Have a sketch with you all the time to record any interesting ideas that pop in your mind.
- Explore more? get a technical minor or dual degree in something like engineering or packaging that will double their skills and make them more marketable. Also weed out the weaker ones early.

Online Survey

8. Is there anything else you would like to say about the ID program or your experiences here? [\(hide answers\)](#)

- It was great to have so much freedom to grow, but I still would have benefited from a more specialized program towards the end
- Change the shop rules. we don't need a shop manager while we are in it. look at the other departments that contain shops. Wood and Glass both have dangerous shops that they are allowed to use when an employee is not there. Make more time for seniors to job search or enhance their portfolios. Many seniors loose focus on their classwork and focus more on the futures, that is more important.. give students more space to work. our floor needs to be remodeled. there should be area to work and there should be area to build. right now we have neither.
- Having sponsors for our design projects is awesome.
- our program is basically all about looks. sure it looks great to the outsider that we have fancy black and white signs but why is money spent on that when half our computers don't work? why do we have a 3D Printer that nobody knows how to use? or a CNC machine? for looks. it makes our program sound fancy. that's really what I've learned from our program. it doesn't matter how good of a designer you actually are as long as you can fool people with flashy "designer" things.
- Kim Sherman and his love for the color orange was a bit much at times
- The ID department has been making good changes, but the work spaces need adjusting. There is also very little design evident in the ID studio area. Design is influenced by so many things and by historical designs. Yet there is virtually no design to the actual work space. The School of Design looks like any other in CIAS. Perhaps a better emphasis should be put on improving the students' work space and environment.
- Please upgrade equipment. Also, stop trying to grow the program too fast. We are crowded, out of room, and losing quality in our classes. It would be better to keep it small and have high quality focus on students.
- If we have rules on people's models then everyone needs to abide by tem. Multiple of my projects have been mangeled even though I told them to call me if they need to move it. There isn't enough room for all hear students an their projects
- As angry as I am right now, I have to say I'm happy with a lot of the work that I've accomplished here. I'm walking out with what looks like a job offer and a huge network, and that's all I could have really asked for.

Exit Interview

- **Establish Trust** – Value positive *and* negative responses
 - Can't do that with the survey
- **Establish Rules** – This is not a “therapy session”
 - How can we improve?
- **Dig Deep** – “Why is that an issue?”
 - Can't do that with the survey
- **Participants** – Typically the best and the brightest

Exit: “How well prepared are you?”

- Feel very prepared but some starts were not good such as Adobe Illustrator
- Learn Ai and InDesign earlier to become better communicators
- Learning to cater to the project at hand – not wide fundamentals
- Promote vector and raster classes in Foundations

Exit: “Areas for improvement?”

(Critique)

- Warm up sessions in the beginning of class
- **Good critique environment – instructions for students on how to critique**
- **Get tougher with students**
- How things work... personal field trips in M&P quick design problems/critique
- ID studio courses based on a M&P?
- Deconstruct something and reassemble
- Basics of components – breadboard, power supply, displays –arduinios etc.
- Collaboration and how it's structured
- Engineering for designers and design for engineers
- **Hold students to professional standards**
- **More check-ins more often by class – the good, bad and the ugly – mid year**
- **Upperclassmen critiques of 2nd and 3rd year and vice versa**
- Cross year learning experience
- Socially motivated design projects
- Design elective, not restricted to year – focus on problem solving – wild card class for Jr/Sr
- Comparison of the engineering version of M&P and ID's version
- Senior capstone and senior studio in the same semester is tough
- Teach prof. practices and career planning sooner
- Connection to alums – more ID alums at Creative Industry Day

Exit: “Areas for improvement?”

(How things work)

- Warm up sessions in the beginning of class
- Good critique environment – instructions for students on how to critique
- Get tougher with students
- **How things work... personal field trips in M&P quick design problems/critique**
- **ID studio courses based on a M&P?**
- **Deconstruct something and reassemble**
- **Basics of components – breadboard, power supply, displays –arduinios etc.**
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Exit: “What’s working well?”

- A section of a major class that is self-directed – any project you want

Exit: “How did you learn about RIT?”

- Collegeboard.com
- An alum
- Postcard in the mail
- Lived nearby
- I don't really know – toured with my cousin
- “Best ID Schools”
- Engineer at Va Tech and checked out RIT

Exit: “How do you feel about Foundations?”

- It's not the same experience for all students – continuity problem
- Design drawing is the only course that's good and that teaching stops
- Some work I had already done in HS
- 3D worked for me
- 2D helped me with proportions
- ID drawing 1st sem.- digital drawing 2nd.
- What percent of foundations was not useful – 40%
- ID form should replace 3D – at least one semester
- Loss of model making hurts
- Graphic tactics vs. 2nd semester of 2D
- No design thinking class – should it be added to Foundations
- Maybe integrated more into core ID classes + sketching + form?
- Add creative problem solving and idea generation

Exit: “Favorite out-of-classroom experience?”

- T-minus
 - Common problem, cross year, client sponsored, creates a sense of community
 - Stressful, difficult, a lot to do in a week, feels like finals week,, dump competition part.
 - Have guest books at each station for people to write in.
 - Have more alums engaged during T-Minus
- Study abroad
- ICFF --- RIT vs. art schools

Next Steps

- **Distribute** – To faculty
- **Discuss** – With faculty
- **Make Changes** – As a program - As a teacher