

2021-2023 Biennium Internal Budget Proposal Narrative

Division: CFPA - Design Department

Evaluation Criteria: Proposals will be evaluated on every aspect of this template. It is highly recommended that the narrative portion touch on each area. Proposals forwarded to UPRC by unit leaders will be discussed at UPRC and authors are encouraged to attend so that they may answer questions and provide clarification.

New Tenure-Track line Request

- This is a revised version of a previously submitted budget proposal.
If box is checked please briefly outline any significant changes and/or indicate why it is being resubmitted.

[Click here to enter text](#)

Statement of Purpose: *(What is the challenge or opportunity being addressed? How does the proposal address this challenge or opportunity? Limit response to 1 page – please link to any existing reports, data, supplemental materials, etc.)*

With the transition of information towards digital environments (well documented in the current pandemic, when digital interfaces became the prime communication lifeline), designers are increasingly being recruited to create meaningful digital user experiences that are appealing and accessible to diverse audiences. Washington State is a major player in the digital industry, with companies like Microsoft and Amazon in great demand for User Experience Design (UX) and Interaction Design (IXD) professionals. This demand for digital design practitioners is identified in the 2018–25 Employment Projects study released by the State of Washington in 2017 (U.S. Bureau of Labor Statistics). Of the 23 occupational categories listed, only computer, construction, and healthcare fields were listed with higher anticipated growth than design and media. In Appendix A3-1, the report lists top detailed skills projected for the State of Washington for 2015 to 2025. Among those, UX and IxD are identified. More recently, the [2020 Occupations in Demand map](#) (Washington State Employment Security Department) identifies graphic designers in demand throughout Western Washington and Spokane. Even without the supporting reports and studies, it is clear that technology and its accompanying design disciplines are driving the economic machine of King County.

As a reflection of the job market opportunities, the demand for the Design major has been consistently growing. Since 2015 and as of 2021, the average acceptance rate in the Design Program through portfolio review has been around 36%. This means about 64% of the applicants are unable to enroll in the major. The extremely limited access is what allows the department to maintain a reasonable Time to Degree rate within its current resources. We are currently unable to offer any elective classes—all our state-supported class offers are degree requirements. Our classes have consistently healthy enrollments *(for example, the % of sections w Max Enrl >=10 and Enrollment <10 has stayed below 5% with 0% in the last two years: the Avg. % of Seats Filled in a section is close to 100% in most cases, never below 80%)*, and we rely on NTT faculty to be able to deliver in a timely manner the basic requirements for the major. Because of the industry’s high demand for designers, it is difficult for the department to secure quality adjunct faculty, and our vacancy pool is very limited. A new faculty line would allow the department to both address its current faculty deficiency, and evolve in the following directions:

1. The low rate of acceptance in the department through portfolio review usually means that students coming from privileged backgrounds, with well-equipped schools and access to art/design classes, have an unfair advantage for making into the program. The new line would allow the department to offer classes for Western students who have an interest in the major but have never had the opportunity to develop a body of work that could be submitted towards their major application. This would give students from diverse backgrounds a more equitable chance of entering the major. This faculty line would prioritize design educators who have significant experience working with students from underrepresented groups, and would help the department to further tailor its admission process and outreach towards a more inclusive and equitable direction.

2. Besides contributing to the required courses, this new faculty line would also prioritize UX/IxD skills, bringing to the program more in-depth in topics such as user research, content strategy, prototyping, accessibility, data modeling, etc. The Design Department is going through a process of curriculum revision, which includes the introduction of a suite of advanced seminars, as part of its BFA requirements. We envision that this position would introduce further UX/IxD content through these seminars. Also this new position would allow the department just enough flexibility for developing electives in topics including data visualization, augmented reality design, multiplatform media systems, and inclusivity and diversity in design. Having some space to test new topics through electives is one of the most effective ways to address the changing needs of our basic curriculum, since ideas tested in these classes can later replace curriculum requirements with more relevant ones, keeping pace with the industry's demands. Finally, this position would also contribute to the User Experience Design minor, which is offered by the Engineering and Design Department for Industrial Design, Design, Computer Science, and Psychology majors. The Design Department's current faculty contribution to this minor leads to even further reliance on NTT faculty to cover the Design major requirements. This position would alleviate this pressure and open opportunities for further inter-departmental collaboration.

Anticipated Outcome(s):

The new faculty would teach at least 3 degree requirement classes, one of these being Dsgn 310 Principles of Interactions Design, which is currently dependent on yearly funding. In addition, they would teach a portfolio preparation class for non-majors, plus 2 elective courses. In some years the electives could be taught by the new faculty, while in others, the new faculty could teach more requirements, allowing other TT faculty to teach an elective. By teaching at least 3 required courses, this position would considerably lessen our dependency on NTT faculty. The two elective courses in this faculty line load would also help to mitigate the need for professional leave replacements, since these courses could be redirected to cover degree requirements in years of TT faculty shortage. The new position would generate about 960 SCH. It is also expected that the portfolio preparation courses enabled by the new faculty, in coordination with the department's outreach to school programs dedicated to underrepresented students, will broaden the rate of representation in the major.

Metrics: *(How will outcomes be measured? Please include current data points and goals. If this proposal will have any impact on the [Overall Metrics](#) included in the university's strategic plan, please indicate which specific ones here.)*

1. Historically, Design has consistently had a lower percentage of both [Pell-eligible and First Generation](#) majors than the other departments in CFPA. On the other hand, per the [Graduate Outcomes Report](#), Design graduates earn the highest salaries in the college after graduation and sustain one the highest employment rates. The new position would provide the faculty the resources needed to facilitate a more equitable admissions process, thus enlisting a more diverse student body into one of the best paying disciplines in the creative industries. The goal is to bring the number of Pell-eligible and First Generation design majors to, at least, the same level as the college.

2. By strengthening the UX/IxD component of the program, it is expected that the rate of employment and earned salaries by Design graduates will further increase, as this direction corresponds to a high need area identified by the State. This will continue to be monitored through the Graduate Outcomes Report.

How does this proposal align with your departmental/divisional strategic priorities? *(Please reference specific items from the recently completed departmental/divisional strategic plan and attach a copy.)*

This proposal aligns with the following goals of the CFPA Strategic Plan for 2019–2025:

- 1.1 Increase the number of diverse faculty, staff, and students.
- 1.2 Continually review curriculum and teaching for maximum inclusion of diversity and equity.
- 2.1 Add programs and resources to enhance employability and workforce needs.

How does this proposal support the University Mission and Strategic Objectives? *(Please refer to the [2018-2025 Strategic Plan](#) and indicate which core theme(s) this proposal will help achieve.)*

This proposal aligns with all three overarching themes in the University’s Strategic plan:
Advancing Inclusive Success: by potentially widening access to the program to a more diverse body of students. These students will have the chance of securing jobs in a high demand field with good salary prospects.

Increasing Washington Impact: The Design program has a record of being a strong contributor to the Washington State workforce, and its further emphasis on UX/IxD further responds to the needs of the mighty local digital industry.

Enhancing Academic Excellence: This position will give the faculty resources for further investing in curricular innovation. It will help to stabilize the program needs, and allow for more flexibility in the implementation of new design technologies and methodologies.

It also aligns with the following goals:

- #1: by ensuring students are adequately prepared to be successful in their career paths.
- #4: by providing broader opportunities for entry in the major and giving the department the personnel resources to address the systemic inequity built into the current major admission process.

What are the consequences of not funding this proposal?

- 1. Students with no previous exposure to design will continue to be in jeopardy in the admissions portfolio review process. The composition of the student body will likely remain tilted towards applicants from more privileged backgrounds, who have had more opportunities for developing a design portfolio.
- 2. The current lack of flexibility due to tight resources will eventually be reflected in the weaker preparation of our graduates in the changing job market. In addition, our overreliance on NTT

funding to cover the basic curriculum, and our difficulty in securing quality instructors in this field, has been a recurring threat to Time of Degree.

What alternatives were explored?

Our alternative to full-time staffing needs has been through our adjunct vacancy pool. As previously articulated, the available pool of adjunct faculty with expertise in UX/IxD is nearly non-existent.

Which units (departments, colleges, etc.) will be involved?

This proposal will directly involve the Design Department and the College of Fine and Performing Arts. The position would also provide access to courses that Industrial Design and Computer Science majors currently benefit from, such as Dsgn 310 Principles of Interaction Design. The new position could also potentially contribute to GUR courses. At the moment, the department offers 2 large lecture courses, Dsgn 111 and Dsgn 211.

Equipment needed:

There is no specific equipment needed other than the customary faculty workstation facilitated at time of hire. All other equipment and computer labs would be shared within our department.

For major (>\$25k) purchases, please provide the following information.

Item:

N/A

Purpose:

N/A

Cost:

N/A

Anticipated Useful Life:

N/A

Replacement Cost if any:

N/A

Human Resources (Complete the table below adding additional rows if necessary):

<i>Position Title</i>	<i>Total Headcount</i>	<i>Total FTE</i>	<i>Salary and Benefits per FTE</i>	<i>Total Cost</i>
<i>Assistant Professor (UX/IxD)(FY23)</i>	<i>1</i>	<i>1.0</i>	<i>\$ 106,394</i>	<i>\$106,394</i>

Table above should match data on budget spreadsheets submitted with this proposal. Complete the spreadsheet to get salary, benefit, and total cost amounts. Contact your division budget officer with questions.

Operating & Maintenance Costs (include service contracts, installation costs, etc.):

\$2,500

Space Requirements:

What type of space is needed for this proposal? (e.g., private office, lab space, group work/study space, etc.)

Private office. All of the department’s offices are currently occupied by full-time faculty, and our adjunct space is being facilitated elsewhere on campus. The faculty office for this position would require some space modifications to accommodate the office within our own buildings. The FI building has underutilized spaces that could be slightly renovated into a faculty office. No additional lab space or classroom space would be required.

What features must this space have? (e.g., fume hoods, plumbing, 3-phase power, etc.)

N/A

What needs can be accommodated within your existing space?

N/A

How much new space will be required?

1 private faculty office