



Holon Institute of Technology

Faculty of Design- Department of Industrial Design

February 2012

The Department of Industrial Design response report to:

Evaluation of interim reports re. implementation of the Evaluation Committee's recommendations relating to Industrial Design studies (Jan. 2008) at:

By: Gabriela Goldschmidt (January 26, 2012).

In the past two years, the Department of Industrial Design (“the department”) has examined its activity with respect to the CHE report as well as to its general approach for Industrial Design, and in particular to the training program of Industrial Designers. Throughout this period, we have amended the curricula, the structure of the courses and the faculty to fit with the shift in contemporary Industrial Design, which has become more strategic and multi-disciplinary design. Below is our reference to the issues raised by the “Committee for the evaluation of academic quality for ID studies” in its report:

1. **Overcrowding**: The size of study group has not changed (20-26 students per group). In order to improve both the intensity and intimacy in the study groups, in a way that would fit with the nature of Industrial Design studies, we asked that an Assistant Lecturer would pair with the course's lead Lecturer regardless of the number of students in that course. This request was approved by the HIT council and we are already running a pilot this year of a studio course with the guidance of two supervisors.
2. **Office space and support staff**: the support staff works according to the organization guidelines relevant throughout HIT. According to this system the department's secretary holds numerous roles within the School of Design, hence effectively dedicates the major part of her time to department-related work. In addition, the secretary reports to the Dean of the School of Design. Numerous satisfaction surveys and other forms of quality assurance applied toward this issue found that the administrative service is sufficient and satisfactory. The ID department members who hold a permanent position within the department were allocated with personal offices. All the Adjunct Lecturers, including the Head of the Department, share their office with 2 or 3 other faculty members.
3. **Student advisory system**: Decisions on probation and termination of studies are taken by a departmental teaching committee. There is a system of advisors for both academic and personal problems ready to assist students. These advisors are appointed from within the department, the faculty of design, and from the institution. The evaluation of student level of achievement and satisfactory standing of the department's guidelines is conducted periodically. As mentioned in the report: "This can be considered as compliance with the Committee's request".
4. **Workshops**: At the beginning of each semester, all students in the department are reminded of the procedures and safety measurements they are required to take when using tools and equipment at the workshop. The department took an initiative and hired an independent 3rd party, which conducted tests to monitor noise and pollution at the workshop. All the recommendations with respect to air purification (dust, sawdust, paint fumes and gases caused by welding and soldering) are being implemented today, and this process will have been completed by the end of 2012.

5. **Interdisciplinary work:** Interdisciplinary initiatives within the institute such as the "IDHO" collaborative course have been implemented. Further collaborations within the faculty of design, with other departments, are taking place: interdisciplinary courses, shared workspaces, visiting lecturers from other departments, and various other mechanisms are conducted throughout the curriculum.
6. **Hiring, promotion and tenure criteria:** Our decision of adding an Assistant Lecturer to each studio course allowed not only to recruit young energetic talent to the department, but also to provide Adjunct Lecturers with continuity of employment by working two consecutive semesters. In addition new positions within the faculty of design, in the new graduate program ("integrated design"), has widened the venues for the teaching faculty within the department. With respect to the committee remarks about the assembly of the department staff, and specifically about the gender ratio between male and female, it should be noted that currently the faculty of Lecturers with permanent positions comprises 4 women and 7 men. Out of the 8 new members who joined in the past two years, 6 are women as oppose to only 2 men. With respect to the committee remarks about the tendency to recruit alumni of the department to its faculty, it should be noted that only 2 out of 8 new members who joined the department in the past 2 years are alumni of the department. The other 6 staff members graduated from Bezalel, Shenkar and schools abroad. It should also be noted that as of last year, the department decided not to recruit any new staff members with less than 3 years of experience after completion of their studies.
- Teaching faculty division:
- 1 Professor
 - 6 senior lecturer
 - 4 lecturers
 - 37 adjunct teachers
7. **Coordination between design and theory and history courses:** As of this academic year, the department had been implementing changes in the objectives and structure of a few theoretical courses. The course on Methodology was selected as a pilot to implement this change, and instead of a self-study course it is now an integral part of the studio course in the form of both 1.5 hour meetings and practices, which are also integrated with the subject learned at the studio. The objective here is to expand the content to other tangent theoretical realms and turn the studio course into a platform that encompasses all theoretical studies. In the current academic year we added two courses to the curriculum: "Anthropology" and "Introduction to Marketing". Next year's curriculum will also include the course "Fundamentals of Research".

8. **Advance planning**: The budget for the current academic year was approved after the end of the first term. A new and improved system of managing and conducting the budget is being utilized. This is the first year the department was given a stand-alone budget to use at its discretion. This method of operation allows for better advance planning and supervising department's activities throughout the year.
9. **Visibility of the ID program**: a budget has been allocated and a PR expert has been hired, who is successful in promoting design activities, internally and externally. Both mid-year and end year exhibitions are taking place annually as part of regular department activities. Alongside these major repeated activities there are a multitude of related ones, some have nationwide impact such as the exhibition "Gadol", "Mini-Israel", and more. Also some activities of the faculty of design involve major participation of the department which enhances its visibility; an example of this is the faculty's participation in the coming "Design Week" in Holon.
10. **Collaboration with strategic civic partners**: The requirement in the studio courses are characterized by the increasing resolution as the academic focus progresses. These requirements do not stop at the product's concept, of course, and increase throughout the development and design process. The students are required, among other things, to deal with adapting their product to the end-user in different aspects such as operationally, culturally, and economically. The student is expected to adapt the product to production technologies and use raw materials that that would serve the product rational in the best way possible, including in areas like sustainability and recycling. In addition, there is an emphasis on exposing the students and make them well-acquainted with a wide range of technologies and craftsmen, providing them with knowledge that could be later implemented into their design process. The collaborations with companies from the private sector stress the extent to which Industrial Design plays a role in a wider ecosystem of a multidisciplinary development process.
11. **Enrichment of study through special opportunities**: the faculty of design employs a staff member responsible to an elaborate exchange student program. Exceptional students are encouraged to take advantage of the program and study a semester abroad, between 8-12 students from the department do this on every given semester. Other programs and courses are offered to the students such as: "Barcelona seminar", "London Gallery tour", "Paris Seminar", to mention only those offered in the past year.