



**Council for higher education.  
Quality committee, visual communication.2019**

## **Recommendation and implementation process/ HIT design communication.**

### **General.**

The Department of Visual Communication at the Faculty of Design at the Holon Institute of Technology (HIT) is grateful to the Committee for quality evaluation in the field of visual communication for its professional and in-depth work. The Department has studied the report and applied it at all the levels cited in the report in order to improve and advance the Department so that it will continue to be among the leading and most relevant departments in the field of visual communication.

#	Committee Recommendation	Steps toward implementation	Time table
1.1	<p><b>QA Process</b>  Take ownership of embedding the CHE QA framework within the institution on a regular basis and lead the implementation of the CHE QA process into the Department.</p>	<p>The Teaching Committee monitors the implementation of pedagogic decisions, aggregate data, and feedback and publishes a semesterly report, which provides information to the Dean and senior staff and lecturers, who in turn communicate a relevant summary to external staff members through the year coordinators (1-4) and tracks.</p> <p>At the Committee's recommendation, the Department seeks to include senior VC representatives in the various Institute committees, such as the Teaching Committee, Teaching Load Reduction Committee, Institute Appointments Committee and Senior Appointments Committee, in order to better align the departmental curriculum with that of the Institute and conduct a systematic external control process for the Department.</p> <p>In addition, the Head of the Department reports to the Dean of the faculty and from time to time the subjects come up for discussion at the Institute's academic council and in the institutional management forum.</p>	<p>Applied from the current semester 3.2019</p>

1.2	<b>Learning Outcomes</b> Map the LO's of the entire curriculum at each key stage of the student's progression.	<p>The field of visual communication design is dynamic and constantly developing at an accelerated pace. We are currently engaged in the process of writing a new vision for the Department, one that links core and elective courses to our vision of teaching and preparing designers for the digital-technological world, based on an understanding that this is the source of our distinction and .strength</p> <p>The Department accepted the Committee's comments and instructed its lecturers to clarify, through the syllabi, their course objectives and the criteria required to meet the course's exercises and tasks, while creating control and feedback stations throughout the course, enabling the student to assess his / her situation and .understand the learning process</p>	Applied from the current semester 3.2019
1.3	<b>Assessment Criteria</b> Define and document consistent assessment criteria and an assessment framework for the program as a whole at each key stage of the student's progression and accompany the numerical grades by written evaluations.	<p>We held discussions in our departmental meetings and agreed that the lecturers and syllabi be updated so that in every course with several evaluation exercises, a grade will be given at the end of each exercise, as well as a written evaluation. The indices and criteria according to which grades are given will also appear in the syllabus.</p>	Applied from the current semester 3.2019
1.4	<b>Syllabuses</b> Audit and vet syllabuses to ensure that a consistent and format is implemented.	<p>The departmental Teaching committee has appointed a team that will review the syllabi and consolidate their format, including the assessment indicators and goal descriptions for the courses. Course descriptions will include specification of any prerequisites, such as preliminary courses. In the future, every new course will be required to pass a departmental syllabuses committee that will review the format to ensure that it is properly written.</p>	Applied from the current semester 3.2019

1.5	<p><b>Supporting Student Progression</b> Implement an advising framework that will better guide each student through the evolving curriculum, and will give him/her an informed overview feedback on his/her progression.</p>	<p>The Department head is currently conducting sample discussions with representatives of students from all courses and years in order to obtain feedback from the students about the learning process.</p> <p>In order to improve the efficiency of this process, we will establish a guidance framework, headed by the track coordinator, as part of which lecturers will conduct personal meetings with their students, which will be concisely reported to the track coordinator. The coordinator will publish office hours for student guidance, initiate sample conversations and will follow and hold discussions with both the most problematic and most outstanding students.</p>	<p>Applied from the current semester 3.2019</p>
1.6	<p><b>Diversity</b> Develop a mechanism to proactively reach out to underserved communities, and tailor support for the student experience to the specific needs of all ethnic groups in order to ensure successful completion of the academic program.</p>	<p>Over the past few years, the Department has provided encouragement and affirmative action to students from various communities and sectors. Unfortunately, despite the preferential treatment, the number of these applications to the Department is still low, and it may be necessary to put an emphasis on this issue in the advertising and marketing activities in preparation for next year's registration.</p>	<p>The department did and does to promote the issue And is working to implement the conclusions</p>

2.1	<p><b>Faculty Composition</b> Adjust the senior faculty composition to match the program's mission and gender equality values.</p>	<p>The Department, as well as HIT's management, strongly support and agree with the Committee's call to enlist new faculty members engaged in the fields in which the Department currently focuses, which currently constitute a minority of staff. We attach great importance to the addition of faculty members with the skills relevant to the Department's vision, and who will be able to share the burden of managing the Department that currently fall on only a small number of faculty members. We shall prefer new staff members that will help promote an appropriate gender balance in the Department. This will enable us to provide improved responses to the needs of our numerous students in the Department and to those of external faculty members, which is currently the responsibility of only a few senior faculty members.</p>	<p>We started applying this semester The main change will be in the next academic year 2019-2020</p>
2.2	<p><b>Institutional Collaboration</b> Create an institutional mechanism to facilitate interdisciplinary collaboration between different faculties within the institution.</p>	<p>The Department of Visual Communication is a pioneer in the Faculty of Design in the development of IDHO courses, establishing collaborations with the Faculty of Engineering, the Department of Compute Science and Department of Multidisciplinary Studies at the Institute. As part of HIT's vision and in line with the recommendations of the Committee, additional courses dealing with design and technology have been developed, that are open to all the departments, and implement the institute's multi-disciplinary vision. In collaboration with the Department of Multidisciplinary Studies, we are working jointly on the development of additional courses, as well as the construction of a new AR / VR laboratory.</p>	<p>Applied from the current semester 3.2019</p>

2.3	<p><b>National and International Collaboration</b> Expand the range of possibilities for national and international collaboration.</p>	<p>For years, the Department has been cooperating and conducting joint activities with international academic institutions in various countries through the Erasmus program and other projects:</p> <ul style="list-style-type: none"> <li>• Exchange of knowledge and lecturers with the Estonian Academy of Tallinn</li> <li>• Collaboration with the Faculty of Design in Plzen, Czech Republic, where we are developing a joint course on VR / AV and conducting a joint research lab in which students from both institutes will take part.</li> <li>• Inviting five Polish poster designers to hold a workshop with students, followed by a joint exhibition and conference, under the sponsorship of the Polish Institute of Culture. Since the faculty views the expansion of international activities as important, a faculty member has been appointed specifically to advance these types of collaborations.</li> <li>• An exhibition of posters at the SVA School in New York is currently on display.</li> </ul>	<p>Applied from the current semester 3.2019</p>
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2.4	<p><b>Faculty Professional Development</b>  Transparency in promotion with a clear academic career plan. Providing tools and opportunities for advancement and development within the academic framework</p>	<p>The Department regards the promotion process of faculty members and outside lecturers as a matter of utmost importance. The Department is adopting the proposal by the Dean and Department head for implementing a transparent procedure, as accepted in academic institutions in Israel, with respect to external faculty members based on a limited number of new ranks that are automatically awarded according to the academic seniority, academic degree, reputation and recommendation of the Department head. As to the internal faculty members in the Department, in recent years the Head of HIT and Chair of the Institutional Appointments Committee have updated the Dean of the Faculty and the candidates regarding the stages of the process and the file of the candidate is handled by the relevant bodies within the Institute and outside it.</p> <p>In addition, we intend to offer, both staff lecturers and external staff members, workshops and training seminars dealing with personal professional development and improvement of academic abilities.</p>	<p>We started applying this semester  The main change will be in the next academic year  2019-2020</p>
3.2	<p><b>Alumni Relations Create institutional channels and actions for developing alumni relations.</b></p>	<p>In the last two years, the Department of Visual Communication has established a website for graduates, through which the Department offers employment offers to graduate students. In addition, the department informs and invites the graduates about the relevant events in the department.</p>	<p>We started applying this semester  The main change will be in the next academic year  2019-2020</p>

5.5	<b>Teaching facilities and interaction laboratories</b>	<p>The Department supports and agrees with the recommendations of the Committee regarding upgrading of the study facilities, especially in the interaction laboratories.</p> <p>We are submitting a plan for an additional interaction laboratory that will deal with the VR / AV space.</p> <p>We also wish to expand the existing interaction laboratory, since it serves a variety of courses, and has the potential to expand into additional areas that are at the core of the department. These are very complex labs, and in addition to the wide range of equipment, they require technical assistants who will be able to provide support for various technological aspects.</p> <p>Therefore, we have prepared a budgeted program that has been submitted to the Institute and is currently under review.</p>	<p>We started applying this semester</p> <p>The main change will be in the next academic year</p> <p>2019-2020</p>
7	<b>Student Experience - The experience of teaching and the integration of lectures and class work - beyond critiquing</b>	<p>The Department's Board is currently working on the Department's new curriculum, which is designed to reduce the current workload, which is greater than in other departments. We accept the recommendation of the Committee and are planning to merge courses into a workshop format in which in-class work will be integrated. The consolidation of courses will reduce the number of exercises for submission, and in return we will receive quality work and a more supervised and personal process between the student and the lecturer. In addition, the time that will be freed up will be used for guest lectures and frontal lectures in addition to critiques of student work. The workshop courses will be supported by enrichment courses in which students will have more varied choices according their preferences and the content they wishes to focus on.</p>	<p>We started applying this semester</p> <p>The main change will be in the next academic year</p> <p>2019-2020</p>



10	<b>Research - Encouraging and facilitating research work by faculty members</b>	<p>Since the establishment of the Holon Institute of Technology as a technological university institution, the Institute's management has encouraged research by faculty members - whether research within the faculty departments or multidisciplinary research. Recognizing personal research as part of a staff member's annual work is now an option available to all senior members of the Faculty of Design. Together with the Institute's research division, we will work to refine the criteria and encourage projects, both self-initiated projects and through the publication of research invitations. We are committed to promoting personal projects as well as those conducted by a group of researchers (identical or supportive disciplines) in the field of research in art, design, technology and culture, with academic institutions in Israel as well as abroad.</p>	<p>HIT did and does to promote the issue we will work to implement the conclusions more strongly We started applying this semester The main change will be in the next academic year 2019-2020</p>
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