Concept Sketching Ability
Upon graduation all students should have developed the facility to communicate problem analysis, evolutionary development and design resolution through conceptual rapid sketching techniques.

Assessment Method 1: 4th year Student Portfolio Review

Assessment Method Description
During the spring 2013 semester, work from (42) students in the fall 2010 portfolio class, INDD 5120, was presented to the INDD Advisory Council made up of (5) professionals from industry that review the INDD program twice each year. Attention was specifically directed at the evaluation of conceptual sketching presented within the context of the portfolios.

The spring semester 2013 portfolio review is better timed for assessment reporting than the fall 2012 review which now takes place after the assessment reports are due in October. We will continue to use the spring review for the standard of measure against which portfolios generated each fall will be evaluated.

Evaluations will be based on a (5.0) scale with (5.0) being the highest level of accomplishment.

1. Unacceptable
2. Marginal
3. Competent
4. Exceptional
5. Exceeds Expectations

**DIGD Assessment Form**

| Department of Industrial and Graphic Design | Assessment is based upon the average of individual student performance within a defined cohort group. Performance is evaluated by during the final semester of the curriculum. |
| Semester and Year of Assessment: **Fall 2012 / March 2013** |

| Name of Professional Assessor: |

**COHORT GROUP**

| INDD Portfolio Review |

**ASSESSMENT CRITERIA**

| Idea and Concept Sketching |

**EVALUATION RANKING (circle one number)**

| Student Portfolios have been assigned a number for reference |

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Findings
The mean evaluation of the (42) student portfolios reviewed by (5) INDD Advisory Council members spring 2013 was (3.2) on a (5.0) scale. This indicates some level of improvement over the (3.0) recorded in the 2012 Assessment Report. The emphasis placed on this particular skill will continue to be applied with aspiration for continued improvement in 2013-14.

How did you use findings for improvement?
At the spring and fall 2012 INDD retreats, discussion was focused on continued integration of conceptual sketching techniques into the design studios at every year level. Evidence of this effort currently is visually present in many of these studios, appropriately displayed as part of the product development process related to each studio.

Additional Comments
Participation in and communication at regional and national discipline related professional conferences by INDD faculty reinforce the need to continue to develop this vital skill set in our students. At these venues peer institutions and professionals confirm the importance of conceptual sketching ability in communicating innovation and demonstrating appropriate design skill and thinking.

Design Communication: Conveying and Presenting Information
Students in the 4th Year INDD 5120 Portfolio Class will be evaluated on their aptitude in using visual and narrative methods to communicate their design projects. Projects that are shown should be clear and effective and provide appropriate and sufficient content in the visual and written descriptions. Images, charts, and sketches should accurately and effectively support the communication of the project narrative.

Assessment Method 1: Design Communication Evaluation Survey.
Assessment Method Description
The undergraduate industrial design program at Auburn University utilizes a council consisting of alumni and industrial design professionals in an advising role. Each spring semester (before mid-semester) the industrial design advisory council visits the school to observe and review
the academic programs.

These visits provide an opportunity for the council to observe our students, faculty members and staff. The majority of the council members are practicing design professionals with notoriety and active with the Industrial Designers Society of America, our professions’ only international and national professional organization.

During the spring semester visit the council will evaluate the 4th year industrial design student within the Professional Portfolio class (INDD 5120). Members of the INDD Advisory Council will evaluate students’ skills in the area of Design Communication. The students design portfolio, which was compiled in the fall semester, will be used in the review.

Each council member will review a minimum of ten portfolios using the INDD Design Communication Evaluation Survey.
Findings
This is a newly established assessment measure that will be implemented next semester.

How did you use findings for improvement?

Additional Comments

Design Development: Idea Production, Critical Thinking and Resolution of Form
Students in the 3rd and 4th Year Design Studio’s will be evaluated on their aptitude in the Design Development phase by how the address the
following three areas:

**IDEA PRODUCTION** - *Generating possible solutions and processing of ideas and concepts.* A student should be able to recognize the need for multiple ideas, which are reasonable and identify possible solutions. In addition, the student should be able to develop ideas into workable/creative solutions.

**CRITICAL THINKING** - *Well-informed concepts that meet the project criteria.* A student demonstrated the ability to develop concepts that are well-informed and they address the criteria of the project.

**RESOLUTION of FORM** - *Related to Purpose and Implementation. Use of product semantics – object language and communication.* A student should demonstrate the ability to develop the form of an object that is understandable and useable.

**Assessment Method 1:** Design Development Evaluation Survey

**Assessment Method Description**

Each spring semester (before mid-semester) an industrial design faculty committee (made up of four or more teaching faculty) will evaluate a random sampling of students’ design portfolios. Each committee member will evaluate a minimum of ten portfolios. More than one committee member may review the same portfolio.

Committee members will evaluate the student’s design concepts and solutions within the design process as related to developing an idea or concept. The method used to conduct this assessment will be reviewing a design project from the 3rd and 4th Year design studio classes.

**Each member of the Faculty Committee will use the INDD Design Development Evaluation Survey.**
Findings
This is a newly established assessment measure that will be implemented next semester.

How did you use findings for improvement?
**Design Research: Problem Identification and Preparation**

Students in the 3rd and 4th Year Design Studio’s will be evaluated on their aptitude of research skills. These skills will include, but not limited to, demonstration of understanding the problem and identifying specific factors that influence the approach used for problem solving. Also, the ability to extract and assimilate data in an understandable and professional method will be evaluated.

**Assessment Method 1:** INDD Design Research Evaluation Survey

**Assessment Method Description**

**Design Research Problem Identification and Preparation (Industry professionals/and or INDD Faculty Committee):** The undergraduate industrial design program at Auburn University combines faculty teaching and collaboration with professionals in industry. These collaborations enable a valuable, external assessment of student design skills in action.

Each fall semester a review committee will evaluate each industrial design student within the studio of their assigned responsibility. This will occur at both 3rd and 4th year levels (INDD3110 and INDD4110). The review committee will be comprised of external industry professionals (designers, engineers and marketing managers) and or INDD faculty. Review Committee members will evaluate students in the studio based upon their experiences working with them throughout the fall term and from their design presentations. They will evaluate their aptitude of their research skills using the INDD Research Solving Evaluation Survey. The timing of conducting this survey will be left to the discretion of the studio faculty of record, but may be conducted best during final presentations.

**Students will be evaluated on the following research components using the attached rubric - INDD Design Research Evaluation Survey**
Findings
This is a newly established assessment measure that will be implemented next semester.

How did you use findings for improvement?

Additional Comments