DEPARTMENT OF DESIGN
STRATEGIC PLAN

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MISSION STATEMENT

The SJSU Department of Design empowers the next generation of designers by integrating creative process, interdisciplinary collaboration, and storytelling within Silicon Valley's technological ecosystem. We prepare students to work fluently across emerging technologies while grounding them in strong conceptual thinking and practical skills in the fields of animation, graphic design, industrial design, interior design, and experience design.

VISION STATEMENT

Our vision is to develop adaptable designers who harness technology, narrative, and cross-disciplinary insight to create positive change, address complex global challenges, and shape more equitable and sustainable futures.

GOAL STATEMENTS

1

INNOVATE THROUGH CREATIVE TECHNOLOGY

Cultivate designers and creative technologists who harness emerging tools, including generative AI and machine learning, computational and parametric design, AR/VR, robotics, and additive manufacturing to address complex global challenges with imagination, ethical awareness, and a commitment to positive social and environmental impact.

2

ENGAGE SILICON VALLEY AND OUR ALUMNI NETWORK

Strengthen meaningful partnerships with Silicon Valley's innovation ecosystem and leverage the expertise of our local alumni to expand mentorship, experiential learning, and career opportunities for students.

ADVANCE INTERDISCIPLINARY AND CROSS-DISCIPLINARY LEARNING

3

Develop a robust, flexible curriculum that encourages students to integrate insights from allied design fields and diverse disciplines across campus, enabling them to shape personalized, future-focused pathways in design.

FOSTER AUTHENTIC STORYTELLING AND CONTENT CREATION

4

Promote the development of compelling, ethically grounded narratives and authentic and original content that empower students to communicate ideas, influence culture, and envision more equitable and sustainable futures.
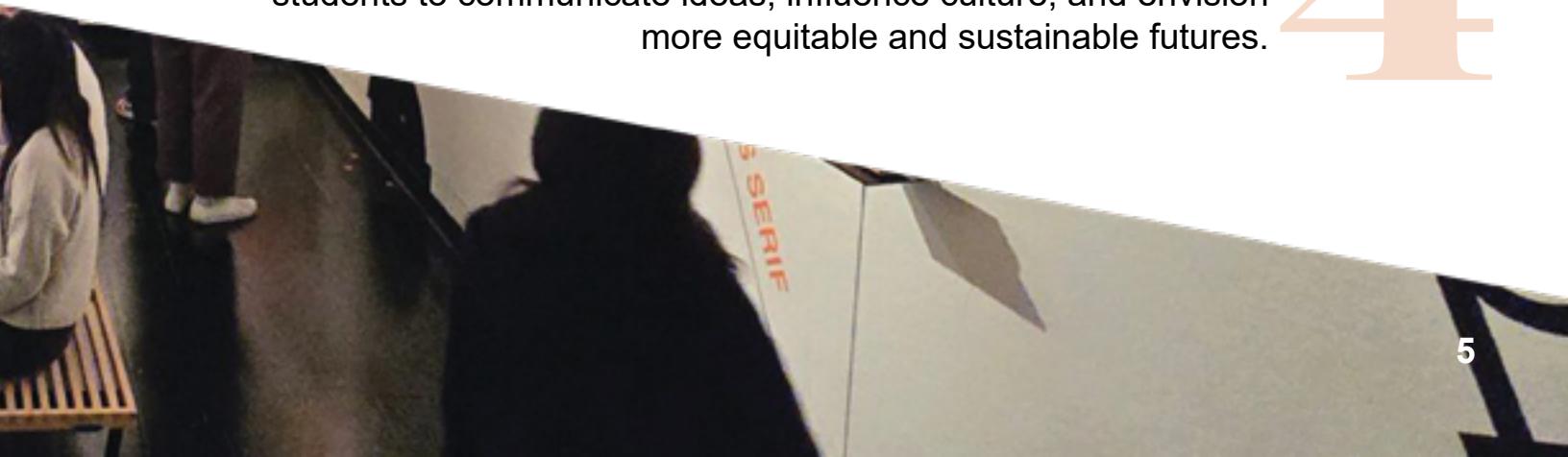
1 INNOVATE THROUGH CREATIVE TECHNOLOGY

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STRATEGIC PRIORITIES

- Expand access to cutting-edge technologies across all programs.

- Integrate ethical, human-centered learning with emerging technologies, including AI, VR/AR, robotics, and advanced fabrication tools.

- Ensure students develop both foundational design skills and fluency with next-generation tools.

MEASURABLE OUTCOMES

- **Develop a Digital Fabrication Design Minor** with new interdisciplinary courses using emerging digital tools.

- **Launch new technology-focused electives**, such as AI-assisted design, AR/VR storytelling, gaming, tech-art, or CNC fabrication courses.

- **Implement AI literacy** as a required component of all Foundation courses or in a standalone class.

- **Acquire 3 major pieces of emerging technology equipment** (e.g., industrial robot, large-format 3D printer, or Zünd cutter) and find/create space and infrastructure to support the acquisition of the equipment.Update computer labs with new wide screen monitors and cinema quality sound systems (studio monitors, surround sound).

- **Host a bi or triennial Emerging Technologies Symposium**, showcasing student work, faculty research, and industry speakers.

2 ENGAGE SILICON VALLEY AND OUR ALUMNI NETWORK

Strengthen meaningful partnerships with Silicon Valley's innovation ecosystem and leverage the expertise of our local alumni to expand mentorship, experiential learning, and career opportunities for students.

STRATEGIC PRIORITIES

- Build sustained, mutually beneficial partnerships with industry leaders, community arts organizations, and alumni.

- Enhance career readiness through real-world learning and industry sponsored studios.

- Expand the Department's presence and influence within Silicon Valley's innovation landscape.

MEASURABLE OUTCOMES

- **Establish new industry partnerships** for sponsored studios, internships, and or mentorship.

- **Create a Department of Design Alumni Association** with annual events, regular engagement, and mentorship initiatives.

- **Increase student internships** by allowing BADS students to have internships.

- **Host industry-alumni networking events.**

- **Develop an alumni tracking system:** Get personal email addresses, phone numbers, address, linkedin, work email.

- **Secure new funding from external partners** to support student scholarships, equipment, or research.

- **Celebrate** and publish students jobs and professional success stories on our website more frequently.

3 ADVANCE INTERDISCIPLINARY AND CROSS-DISCIPLINARY LEARNING

Develop a robust, flexible curriculum that encourages students to integrate insights from allied design fields and diverse disciplines across campus, enabling them to shape personalized, future-focused pathways in design.

STRATEGIC PRIORITIES

- Create curriculum pathways that encourage collaboration across programs and departments.

- Strengthen partnerships with departments such as: Business, Art, JMC.

- Provide real-world, project-based interdisciplinary learning experiences for students.
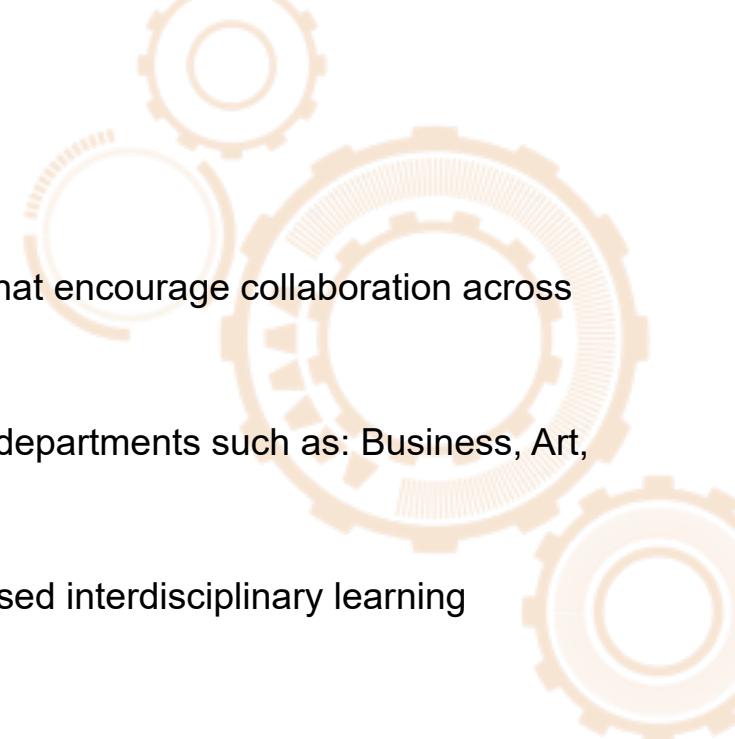
MEASURABLE OUTCOMES

- **Launch interdisciplinary courses (can be part of a new minor)** (Design + Art, Design + Business, etc.). Be a part of the College Electives and meet the college HALOs.

- **Implement new minors or certificates for** BA-Design Studies, with flexible elective clusters.

- **Create an interdisciplinary Design Student Council Club**
  - **Start a department-wide annual design charette,** engaging students from all programs in collaborative problem-solving.

- **Create interdisciplinary department sponsored grants.**

4 FOSTER AUTHENTIC STORYTELLING AND CONTENT CREATION

Promote the development of compelling, ethically-grounded narratives and original content that empower students to communicate ideas, influence culture, and envision more equ table and sustainable futures.

STRATEGIC PRIORITIES

- Embed / highlight oral, visual and written storytelling as a core competency within the Department.

- Provide students with the tools and frameworks needed to craft meaningful, original and authentic narratives.

- Support content creation as both a creative and professional skill.

MEASURABLE OUTCOMES

- **Launch a "Stories in Motion" class** (History of Animation, Creative Writing, Improv for Creativity, Public Speaking, etc).

- **Invite** professional storytellers, writers, animators, and content creators to participate in the Tuesday Night Lecture Series and to host creative storytelling and special topics / effects workshops.

- **Connect** with English and the creative writing minor / professional and business writing minor to see how we can work together in an interdisciplinary fashion.

- **Implement** a "storytelling module or assignment" in 100W.