



Minutes - UID Strategic Board meeting / Protokoll - Designhögskolans strategiska styrelse

Time / Tid: Monday the 28th of October 2013, 10.00-17.00

Venue / Plats: Administration conference room, UID

Present/Närvarande:

Board members

Styrelseledamöter

Anne Asensio (external member/*extern ledamot*)
Björn O. Nilsson (external member/*extern ledamot*)
Niklas Andersson (faculty representative/*lärrarrepresentant*)
Demian Horst, (substitute faculty representative/*suppleant
lärrarrepresentant*)
Lars Isaksson (TA staff representative/*representant TA-personal*)
Daniela Rothkegel (PhD student
representative/*doktorandrepresentant*)
Kalliroi Pouliadou (student representative/*studentrepresentant*)
Maria Göransdotter (Head of Department/*Prefekt*)
Anna Valtonen (Rector/*Rektor*), Chair/*Ordförande*

Other participants

Övriga närvarande

Petra Käck, minutes taker / *sekreterare*
Per Sihlén, Programme director (item 4/*ärende 4*)
Catharina Henje, course responsible/ *kursansvarig* (item 4/*ärende 4*)

Absent/Frånvarande:

Mikal Hallstrup (external member/*extern ledamot*)
Thomas Degn (faculty representative/ *lärrarrepresentant*)
Johan Redström, Research director (item 4/*ärende 4*)
Linda Bogren, Director of single subject courses / *utbildningsansvarig fristående kurser* (item 4/*ärende 4*)

Item/Ärende

Beslut/Åtgärd / Decision/Action

1. Opening of the meeting/
Mötets öppnande

Chair Anna Valtonen opened the meeting.
Ordförande Anna Valtonen öppnade mötet.

2. Organisation /*Mötets
upplägg*

2.1 Approval of the agenda /
Fastställande av dagordning

The meeting agenda was approved without changes.
Dagordningen fastställdes utan ändringar.

2.2 Quorum / *Mötesformalia*

2.3 Scrutinizers of the meeting

Daniela Rothkegel and Maria Göransdotter were elected to

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/ Utseende av justerare

check the minutes together with the Chair Anna Valtonen.
Daniela Rothkegel och Maria Göransdotter valdes att jämte ordföranden Anna Valtonen justera protokollet.

3. Rector's review of current issues / *Rektors genomgång av aktuella frågor*

Anna Valtonen reviewed current issues in the fields of education, research and collaboration such as the national quality review during fall 2013, application periods and scholarships, financing for non-EU students, DRS 2014, open positions: post doc and assistant professor and collaboration with LKAB. *Anna Valtonen gick igenom aktuella frågor inom utbildning, forskning och samverkan såsom högskoleutvärdering under hösten 2013, ansökningstider och stipendier, finansiering för icke-EU studenter, DRS 2014, lediga tjänster: post doc och forskarassistent och samverkan med LKAB.*

4. Presentations of educations / *Presentationer av utbildningar*

UID's educations were presented, followed by short discussions: *Korta presentationer av Designhögskolans utbildningar gavs, följt av korta diskussioner:*

Per Sihlén, Bachelor programme,

Advanced Product Design MFA, Niklas Andersson

Interaction design MFA, Niklas Andersson

Transportation design MFA, Demian Horst

PhD programme, Maria Göransdotter

Single subject courses, Maria Göransdotter

Industrial Design Intensive, Catharina Henje

The student's view, Doris Feuerstein

Item/Ärende**Beslut/Åtgärd / Decision/Action**5. Developing education /
*Utveckling av utbildning*5.1 Current challenges,
experiments and ideas for new
programmes/*Aktuella
utmaningar, experiment och
idéer till nya utbildningar,*
Anna Valtonen

Rector Anna Valtonen summarized ongoing development work in education at UID, linking to the presentations and to Annex 1. / *Rektor Anna Valtonen sammanfattade pågående utvecklingsarbete inom Designhögskolans utbildningar och länkade till presentationerna och Bilaga 1.*

5.2 Discussion and decision /
Diskussion och beslut

The strategic board has taken note of the different educations that are currently offered at UID and the way they are structured. **The Board decided** to give the task to UID to continue the development work on creating more structural flexibility into the existing offering of educations as well as developing new programs for the future. / *Den strategiska styrelsen har tagit del av de olika utbildningar som som för närvarande ges vid Designhögskolan och hur dessa är strukturerade. **Styrelsen beslutade** att ge i uppdrag till Designhögskolan att fortsätta utvecklingsarbetet med sikte på att skapa mer strukturell flexibilitet i nuvarande utbildningar likväl som att utveckla nya program för framtiden.*

The Board decided that UID should look into the possibility of offering three new courses: Design Practice and Design Research Intensive (as preliminary titles), and an elective service design course. Design Practice could be offered to students during their internships and designers from industry who wish to reflect on the design practice in their environment. Design Research Intensive would be aimed for master level graduates and professional designers who wish to prepare for design research from an academic and scientific approach. The service design course should be structured so that students from all current master programmes could take it as an elective. / ***Styrelsen beslutade** att Designhögskolan ska utforska möjligheten att ge tre nya kurser: Design Practice och Design Research Intensive (preliminära titlar) samt en valbar tjänstedesignkurs. Design Practice skulle kunna ges till studenter under sina praktikperioder och till yrkesverksamma industridesigner som vill reflektera över designpraktiken inom sitt område. Design Research Intensive skulle riktas till studenter med masterexamen och till yrkesverksamma designer som vill förbereda sig för designforskning ur ett akademiskt och vetenskapligt perspektiv. Tjänstedesignkursen borde struktureras så att studenter från samtliga masterprogram skulle kunna läsa den som en valbar kurs.*

The Board decided that UID should continue to prioritize and develop the research field (basic research) in industrial design and investigate role of research in the disciplinary development of design, and continue working on ways to link research and education to each other. / ***Styrelsen beslutade** att Designhögskolan ska fortsätta prioritera och utveckla forskningsområdet (grundforskning) i industridesign och utforska forskningens roll i den ämnesmässiga utvecklingen*

Item/Ärende

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inom designområdet, och fortsätta arbeta med vägar att länka forskning och utbildning till varandra.

The Board decided that UID education and research should aim at driving change, in the profession and in industry, and not only educate for current needs and directions in the design industry. **The Board wishes to see** UID scenarios for future developments of educations in relation to future societal and professional change. / **Styrelsen beslutade** att Designhögskolans utbildning och forskning ska sikta på att driva utvecklingen inom yrket och industrin, och inte enbart utbilda för samtida behov och inriktningar inom designområdet. **Styrelsen önskar se** scenarier för Designhögskolans framtida utveckling av utbildningar i relation till framtida samhälls- och professionsförändring.

The Board also emphasized that UID should analyse and work with defining the DNA of the school: What is the core of UID and UID education, that we do and that nobody else does? / **Styrelsen underströk** också att Designhögskolan bör analysera och arbeta med att definiera "skolans DNA": Vad är kärnan i Designhögskolan och dess utbildningar, som vi gör och ingen annan?

The Board gave the task that UID focus on long term alumni relations and development of strategies for how to best include alumni input and alumni activities in the further development of the school. / **Styrelsen gav i uppdrag** åt Designhögskolan att fokusera på långsiktig utveckling av alumnerelationer och strategier för hur man bäst inkluderar alumners erfarenheter och alumnavtäviter i den framtida utvecklingen av skolan.

The Board also emphasized that it is also important to incorporate more entrepreneurship in the educations/ **Styrelsen underströk** också betydelsen av att integrera mer entreprenörskap i utbildningarna.

6. Dates for upcoming meetings/ Datum för kommande möten

The Board will hold two meetings each year. The autumn meeting will focus on a long term strategy and the spring meeting on the one-year action plan./ *Styrelsen kommer att hålla två möten årligen. Höstmötet fokuserar på långsiktig strategi och vårmötet fokuserar på den årliga aktivitetsplanen.*

Spring meeting: February 5, 2014, Time: 10-17.

Fall meeting: September 25, 2014, Time: 10-17.



Item/Ärende

Beslut/Åtgärd / Decision/Action

Anna Valtonen
Chair/Ordförande

Minutes checkers / *Justeras*:

Minutes taker / *Vid*
protokollet:

Daniela Rothkegel

Petra Käck

Maria Göransdotter

Annex 1.

Issue 5. Developing education

When UID was founded in 1989, we gave a 4-year education, in Swedish, in industrial design. Seven years later, the decision was made to restructure the education into a 3-year Bachelors, given in Swedish, and a separate 2-year master level education given in English. The bachelor level was a unified, basic level education in industrial design with emphasis on the design process in product design, and the master level education was split into three different specialisations within the field of industrial design: Interaction, transportation and product design. The specialisations were defined in relation to the developments within the design profession as well as in relation to a national and international work market. In order to be able to recruit internationally, the master educations were all given in English, and bachelor level students had to apply in competition with other applicants for the master level. In the late 1990s, we began developing short single subject courses for other educational programmes at the university, for which design knowledge would be relevant, and also courses of our own in design and related fields. These courses were seen as strategic both from a future professional collaboration context for the students, and also out of an economical perspective since these courses generated income for the school. Out of the experience from these courses, we also launched a one-year course, IDI, in the mid-2000s, to provide a more in-depth education for non-design professionals. At the same time, we also launched the specialisation course ADV, 1-year, on masters level with focus on design visualisation and animation, which ran for five years but is now put on hold. Based on experiences from the strategic educational development project Prototyping the Future, we also planned and launched a 1-year master level course, Design Connections, focusing on design competencies needed to bring designers into non-design related professions and organisations. This course ran once and is now put on hold. In 2001, we obtained the right to educate within industrial design on PhD level. Since funding for PhD level education has been difficult to obtain, it took us until 2012 for our first PhD level dissertation defence, and we now have 9 PhD students.

When thinking ahead our educations are set for many challenges. Firstly, the entire societal setting in which we are working is changing, and so are the design needs thereof. New roles within the design practice are appearing, and the work setting we are educating designers for will be a lot more diverse than what it used to be. We want to be proactive rather than reactive to this change, and continue to provide the best possible design education in this new situation. When approaching new areas for education there are two challenges; you need to know which new areas to create a program in, and you need to go through the process of developing the program, including the marketing thereof.

The design field is simultaneously becoming more multifaceted, and we might need to find ways in which we allow more flexibility also within our programs. Many issues arise in this field, such as a shared knowledge base, structural opportunities to choose from other programs, opportunities to accept different amounts of students for different programs etc.