

NC STATE Design

2023-2024 Annual Report

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The College of Design serves the citizens of North Carolina by providing outstanding, accessible, public design education while raising the college and university profile.

Mission: The College of Design educates students to become innovators and thought leaders while creating a community for designers, researchers, scholars and practitioners.

Vision: To pursue excellence in design education, scholarship and engagement to empower a more just, healthy, resilient, flourishing and sustainable future.

This annual report highlights our efforts and success by programs' national rankings; against our goals set forth in our strategic plan; changes to our service environment; advances in instructional programs and research; selected faculty and student successes; and recommendations for the future.

Brief Program Rankings:

- #9, [Best Bachelor's Degrees in Creative/Design](#), College Rank, 2024
- #38, [Best Colleges for Design in America](#), Niche, 2024
- #1, [Best School for Bachelor's Students to Study Environmental Design in the US](#), College Factual, 2024
- #4, [Best Graphic Design Colleges](#), College Rank, 2024
- #7, [Best Graphic Design Degree Programs](#), Intelligent.com, 2024
- #2, [Best Game Design Degrees](#), College Rank, 2024
- #5, [Best Bachelor's in Art and Design](#), College Rank, 2024
- #10, [Top Animation Master's \(MS/MA\) Programs in the US](#), Animation Career Review, 2024
- #12, [Top Animation Bachelor of Arts \(BA\) Degree Programs in the US](#), Animation Career Review, 2024
- #13, [Top Public Game Design Schools and Colleges in the US](#), Animation Career Review, 2024

Goal 1: Empower Students for a Lifetime of Success and Impact

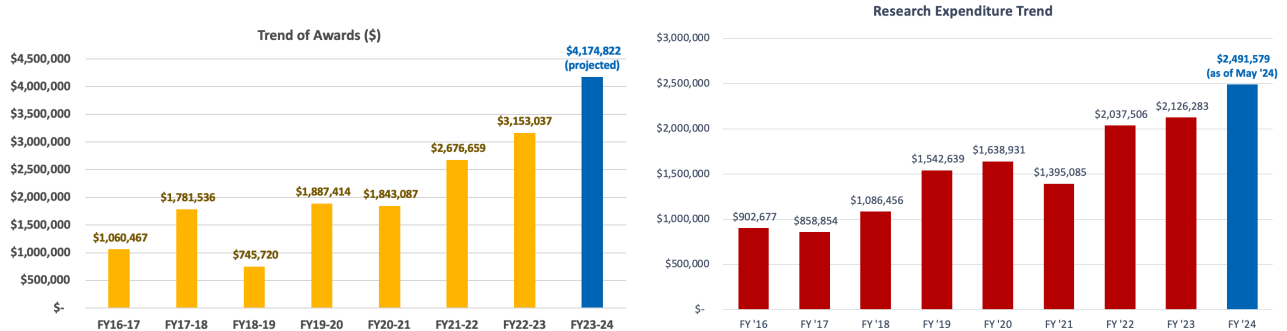
- In 2023, the College of Design welcomed 198 undergraduate and 95 graduate students. The total student population is 971. Sixty-seven percent of students are women, with 34% of students considered underrepresented minorities.

- Students in the College of Design prepare to become successful designers by applying hands-on learning in sponsored studios, where they tackle real-world design challenges with leading companies. This year, the college partnered with companies such as SAS, Lenovo, Jackson Auto Salvage, Tested HQ, Historic Mitchelville Freedom Park and others, totaling \$92,000 in grant funding.
- Professors Dana Gulling and Greg Lucier (COE) led a collaborative design studio with students from the School of Architecture and the College of Engineering. Students in the studio worked in multidisciplinary teams to explore innovative designs and novel uses for precast concrete panels in buildings.
- Students in the landscape architecture program prepared for their licensure through an initiative sponsored by the NC State Board of Landscape Architects (NCBOLA). Students passed section 2 of their exam, garnering an 80% pass rate. This rate was higher than the national average of 64%.
- Two College of Design students (Juwan Ha, PhD; Kelby Stallings, MLA) were selected as part of the KIETS Climate Leaders Program, which focuses on creating solutions that mitigate or reverse negative effects of climate change via environmental, technical, managerial, political or economic approaches.
- Seven students participated in the weeklong, donor-funded Rome Summer Immersion Program, which provides an opportunity to tour sites of antiquity and study architecture and urbanism through drawing.
- The Design Lab annually hires roughly 40-50 College of Design students to work in their program offerings during the academic year and in their summer programs. This work supports students in gaining professional work and project management experience, as well as helping them build professional connections and opportunities.

Goal 2: Ensure Preeminence in Research, Scholarship, Innovation and Collaboration

- Faculty continued to further their scholarship and were involved in 30 publications, including articles (3), books (8), book chapters (5), journal articles (3), papers (3), paper presentations (9), and reports (1).
- Faculty in the College of Design continue to expand their funded research and scholarship. From 2023 to 2024, the college received \$105,153 in F&A funds from the Office of Research and Innovation. Of those funds, 28% were returned to the dean's office, 37% were returned to the College of Design research office, and 35% were returned to principal investigators (PIs).

- The college continues to experience strong growth in research awards and expenditures, outpacing activity in years past. From FY22-23 to FY23-24, there was a 32% increase in the number of new awards received and a 17% increase in research expenditures.



- Professors Wayne Place and Jianxin Hu completed the construction of a new, full-scale daylighting research facility at their research site on west campus. The glass-clad, 24' x 24' x 16' high steel frame structure is capable of rotating 360 degrees to simulate a broad range of solar conditions. The facility will allow researchers, including Design PhD students, to test new strategies for daylighting interior spaces and to create energy-saving solutions for commercial buildings.
- The Association of Public and Land-grant Universities (APLU) named the Coastal Dynamics Design Lab (CDDL) a regional winner of the 2023 W.K. Kellogg Foundation Community Scholarship Award. The award recognizes CDDL's success in leading transdisciplinary research and design teams to address critical ecological and community development challenges in small, rural communities recovering from and building resilience to flood disasters.

Goal 3: Expand and Advance our Engagement with and Service to North Carolina and Beyond, Defining the Standard for a 21st Century Land-Grant University

- The Design Lab has partnered with nine, Title I Funded, WCPSS Magnet schools (Centennial Campus MS, East Millbrook MS, Wildwood Forest ES, Wake Forest ES, Zebulon ES, Zebulon MS, Wendell ES, Wendell MS, and East Wake HS) to offer professional development and resources to these schools as they work to implement design-centric magnet themes. Engagement with these nine schools includes a reach of roughly 675 educators and 6,200 students.
- Students in the Freedom by Design group recently completed their most ambitious project yet - a new Outdoor Learning Center for the Governor Morehead School for the Blind. The previous

playground was inaccessible to the visually impaired students. The new design features high-contrast surface materials, a tactile sensory wall, a series of auditory chimes, a whisper tube, a bench swing, a spin station, a track with a banked curve, an edible garden and much-needed shade and resting space.

- Professor Tom Barrie received a Community Action Award as part of the City of Raleigh's Environmental Awards for his role in WakeUP Wake County. Barrie is currently serving as chair of the board of directors for WakeUP Wake County, an advocacy organization that leads public engagement on housing, transportation, climate change and other land use issues in the Triangle region.

Goal 4: Champion a Culture of Belonging, Well-Being and Success

- The College is reinvesting in universal design, which involves the development of buildings and related products that are accessible to everyone — especially those with disabilities. The funding provided by the NC State University Foundation in 2023-2024 will allow the college to redevelop and relaunch the former Center for Universal Design, founded in 1989, as The Alliance for Inclusive Design Practice and Research. The Center for Universal Design was founded in 1989 by famed architect and alumnus Ronald L. Mace to inspire changes in universal design policies and procedures via research, information, training and design assistance. The center, originally formed thanks to a grant from the National Institute on Disability and Rehabilitation Research, has been inactive in recent years due to funding challenges.
- Design Connections Residential Experience is an extension of the Design Lab's Reach Out Initiative and is a new residential summer camp program for up to 21 students from underserved communities and historically underrepresented groups. This is a no-cost program for students who apply and are accepted. This year, the program participated in the NC State crowdfunding campaign and raised \$6,520 to fully fund five students to attend, exceeding their goal of \$5,000.
- Professor Sara Queen received an NC State University Foundation Grant to create a mental health program entitled, "Strengthening a Culture of Wellness in the First Year Experience" for freshmen students. The program will focus on two types of activities: new curricular components that address holistic student development by integrating wellness and emotional literacy into the freshman core curriculum, and rekindling dormant social infrastructures by supporting student groups and extracurricular activities.

Goal 5: Improve University Effectiveness Through Transformative Technologies, Cutting-Edge Processes and Actionable Data

- Staff in the Operations and Information Technology unit have made numerous updates to current processes to allow for better access to materials and more streamlined systematic help:
 - Created trainings for laser cutters and self-service printing through REPORTER. Previously, laser cutter trainings were scheduled as in-person sessions. The REPORTER training has allowed students to more rapidly obtain laser cutter access.
 - Created Google forms to standardize common requests (e.g., Room Reservations, Facilities Problems Reporting, Computer Lab Software Requests, 3D Print Requests, CNC Project Requests, Laser Cutter Problem Reporting); developed standardized room layouts and public room calendar visibility to streamline room reservation requests.
 - Implemented Cheqroom, an equipment reservation service, to facilitate checkout of equipment such as camera and video equipment, laptops, and more.
 - Utilized Calendly to more efficiently schedule Materials Lab safety orientations and workshops during pre-set blocks of time.
 - Implemented a "self-service" makerspace with 3D printers and CNC machines to compliment the existing staff-run makerspaces.
 - Created an "experimental" computer cluster in Leazar Hall with affordances for VR projects and self-service 3D printers.
 - Deployed self-service 3D printers in Brooks and Kamphoefner Halls so that students in all College of Design buildings have access to self-service 3D printing.

Goal 6: Lead in Developing Innovative Partnerships, Entrepreneurial Thinking and Applied Problem-Solving

- For its annual summer 2023 project, the Design + Build Studio designed and built a tiny house outside Leazar Hall. Faced with a limited project footprint, students developed an open-concept floor plan with multiple view corridors connecting the user to the landscape beyond. The project serves as a demonstration of thoughtful, affordable, modern housing design.
- Master's student Kweku Baidoo shared work from the Master of Graphic & Experience Design (MGXD) studio with the Botswanan Defense Force. NC State hosted this visit to showcase NC State's collaborations with national security, including collaborations with the MGXD program.

- Dean Mark Elison Hoverston and Landscape Architecture and Environmental Planning Department Head Maria Bellalta attended the 4th Hemispheric Meeting of Deans and Directors of the Schools of Architecture of North, Central and South America in Puebla, México. Architecture and design educators from across the Americas gathered to discuss and address issues like AI, Climate Change, and Human Displacement and Migration. Hoversten and Bellalta visited three universities in México City, including the National Autonomous University of México (UNAM), Tecnológico de Monterrey, and Universidad Central de México to explore global collaborations and partnerships in design education as well as cultural and academic exchange opportunities for NC State students.

Goal 7: Elevate the National and Global Reputation and Visibility of NC State

- During five days in early October 2023, College of Design alumni, NC State University leadership, and current study abroad students attended DesignBlok, the largest design and fashion expo in Central and Eastern Europe. College of Design Students Amoré Allen and Diego Renau exhibited as part of DesignBlok. The multidisciplinary project, titled “Symbiotic Journey,” was a collaborative project between students in the furniture design course led by Czech designer Matěj Chabera and the photography studio led by Štěpánka Stein.
- An exhibition entitled “Humanist modernity. Maciej and Stanisława Nowicki” opened at the United Nations headquarters in New York. The exhibition brings together architectural sketches and scale models of the couple’s major designs, including those for the UN building, as well as their poster. Nowicki was one of the founding faculty in the College of Design. His wife, Stanisława, was an instructor.
- Faculty have shared their expertise on media outlets including the Washington Post, Raleigh News and Observer, Spectrum News, Indy Week, Metropolis Magazine, National Wildlife Magazine, the cover of Landscape Architecture Magazine, Medium, multiple podcasts, and Technician.
- The College of Design promotes the successes of its faculty to a global audience, and importantly its alumni base via its website and social media.
- Monthly newsletter sent to 8,220 alumni and friends, with an open rate of 44%.
 - Annual magazine sent to 8,200 alumni and friends.
 - Social media followers: Instagram (7,640), Facebook (4,164), and LinkedIn (2,631). This past year, the communications team targeted a growth increase of 8% in Instagram followers and 11% in LinkedIn followers. The college exceeded its targets, experiencing 9.4% growth on Instagram and 23% growth on LinkedIn.

Changes to Service Environment

- To support individual wellbeing, the college has implemented Free Your Mind, which offers meditation music, coloring and therapy dogs and Refresh Fest, which is a student resource fair and ice cream social.
- Christine Klocke, director of marketing and communication, created a "Community for Staff" committee that allows coordination and feedback for staff-related social and enrichment events. This committee integrates previously disparate social and educational events and encourages opportunities for staff to form deeper relationships with each other.

Instructional Program Advances

- No major instructional program advances to note.

Research

Key research activity:

- Andrew Fox (LAEP), "Eastern NC Community Floodprints: Accelerating Rural Recovery and Resilience," U.S. Department of Housing & Urban Development (HUD), \$1,000,000.
- Nilda Cosco (NLI), "Relaunching & Extending a Supportive Network for Naturalized Outdoor Play and Learning Environments for North Carolina Child Care Facilities," NC Division of Child Development, \$687,000.
- Nilda Cosco (NLI), "Grow Outdoors - GO SC," South Carolina Department of Health and Environmental Control (SC DHEC), \$332,000.
- Andrew Fox (LAEP), "The Great Coharie River Watershed: Restoring Resilience to a River and Her People (NC)," National Fish & Wildlife Foundation, \$328,000.
- Tim Buie (ID), "Expeditious Container Project," Civil-Military Innovation Institute (CMI2), \$256,000.
- Carla Delcambre (LAEP), "MOU & ISA: NCDOC, RED Division, and the Initiative for Community Growth and Development," Economic Development Administration (U.S. Department of Commerce), \$243,000.

Faculty

- Faculty were the recipients of numerous awards, including those from professional organizations and educational institutions. The Coastal Dynamics Design lab was a regional winner of the 2023 W.K. Kellogg Foundation Community Scholarship Award, bestowed by the Association of Public and Land-grant Universities (APLU). Professor M. Elen Deming was the recipient of the Forster Ndubisi Professional Service Award, a national award given by the

Council of Educators in Landscape Architecture (CELA) and the Landscape Architecture Foundation (LAF). Faculty spoke at conferences, participated on panels and had speaking engagements. Please see a brief summary of notable achievements:

- Faculty received 17 awards, 1 fellowships, and 1 honorary international degree.
- Faculty were involved in 28 speaking engagements, including conference presentations (13), papers (2), lectures (5), panel discussions (6) and other speaking engagements (2).

Students

- Students in the college received many academic and professional awards. Please see a brief summary by discipline below:
 - Architecture: Six student teams won AIA Aspire Awards, and five student teams won AIANC Student Design Awards. Noelle Robinson won the Robert L. Wesley Award.
 - Graphic & Experience Design: Chloe Porter won the NC State Wolfpack Outfitters t-shirt design contest and two students were selected for the Graphic Design USA Students to Watch feature.
 - Industrial Design: Danny Wang and Aditya Munde were the IDSA Student Merit Award Winners for NC State. A student won second place in the Robert Bruce Thompson Annual Student Light Fixture Design Competition. Paula León and Natalie Thibault won first and second place at the NC State Graduate Research Symposium.
 - Out of 75 artists, two college students were selected as the Arts NC State Student Art Sale winners of the 2024 Visual Artist award.
 - Landscape Architecture and Environmental Planning: Tatiana Veloso and Ryan Anderson received honor and merit awards from ASLA for 2024. Tatiana Veloso was selected as a national Olmsted Scholar. Four student teams won 2023 ASLA student awards. Three student teams won 2024 NCASLA awards.
 - Doctoral programs: Maren Parsell won third place in the NC State Graduate Research Symposium. Raja Manikam Bandari received third place in the NC State Envisioning Research Contest.

Fundraising

- As of 6.30.2024, the college has raised \$11,694,552 in philanthropic gifts for FY24. The college had another record-setting Day of Giving in 2024, raising \$301,080 from 579 gifts, exceeding last year's 447 gifts by 29.5%. The college unlocked a challenge match from alumnus Mark Templeton, earning an additional \$50,000 for the college. The college also met its challenge from the NC State Foundation, unlocking an additional \$6,250 in support.

- Notable major gifts for this fiscal year included the following:
 - \$100,000 from Linda Warren Jones to the David F. Jones Memorial Scholarship Endowment.
 - \$50,000 bequest from David McQueen to establish a new undergraduate scholarship in architecture.
 - \$150,000 pledge from Roxanne Hicklin to establish a new undergraduate scholarship in media arts, design and technology.
 - \$50,000 in commitments from Bill Valentine to further support architecture's design + build program throughout the year.
 - \$50,000 from Mark Templeton to support additional fundraising throughout Day of Giving.

Administration

- The college will welcome a new head for the Department of Graphic Design and Industrial Design, Audrey Barnes, for the fall 2024 semester after conducting a national search.
- The college reorganized its unit for doctoral programs. Following a national search, Newton D'Souza was selected as the head of doctoral programs. Drs. Soolyen Cho and M. Elen Deming will serve as directors of graduate programs for the PhD in Design and Doctor of Design programs, respectively.
- Department Head of Media Arts, Design and Technology Derek Ham resigned. Tania Allen was appointed interim head for the next two years.
- Maria Bellalta was appointed as the Director for Global Engagement.

Recommendations and Concerns for the Future

- **Concerns:**
 - Space challenges will be exacerbated during Matsumoto Wing renovations with no swing space available from the university.
 - The College will review several spaces to determine if they could serve the college better.
 - Digital Fabrication resources should be reviewed to prioritize strategic investments in order to meet the future needs of the College.
 - With the departure of MAD Tech's department head, investments in the Virtual Production Lab will be an area through which the College seeks targeted creative collaborations while seeking new leadership.
 - Recruiting faculty and retaining staff.

- Maintaining accreditation: enrollment, maintaining a healthy studio environment (building, space, and route accessibility).
- Preparing for multiple faculty retirements.

- **Recommendations:**

- Seek undergraduate premium tuition or fees to support enhanced student experience and elevate college reputation.
- Invest in integrated priority list (IPL) items where existing solutions are available.
- Partner with the university architect's office, university facilities, and design + build studios to design novel solutions for IPL items (such as accessibility).
- Develop white papers outlining areas for development (e.g. digital fabrication, contemporary design library).
- Partner with other colleges at NC State on innovative educational approaches such as computer science/user experience and textiles/footwear design.
- Prepare competitive campus development needs submissions; consider collaborative (transdisciplinary or neighborhood-focused) submission if appropriate.