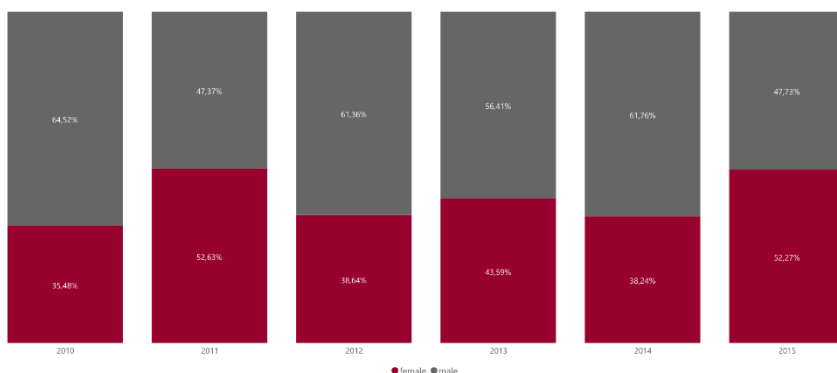# Product Design Student Achievement

Degree Profile for the Product Design program

A graduate of the Product Design program at UDLA is a competent and ethical professional, with an integral vision of design, critical thinking, entrepreneurial skills as well as an understanding of the challenges facing local and global contexts. He or she generates design solutions with a deep sense of social and environmental responsibility.

The UDLA Product Designer is capable of performing effectively in public and private sectors, developing strategic alliances with organizations, working as a consultant or creating his or her own entrepreneurial initiatives. He or she develops design projects by applying theoretical knowledge along with technical and technological skills. Furthermore, the graduate applies research methods and design frameworks centered on innovation and sustainability. He or she is able to lead product design projects of different level of complexity, acknowledging environmental, socio-cultural, ethical, technological, and production matters.

It is expected that the UDLA Product Designer will demonstrate ethical and social responsibility, entrepreneurship, and a commitment to professional development.
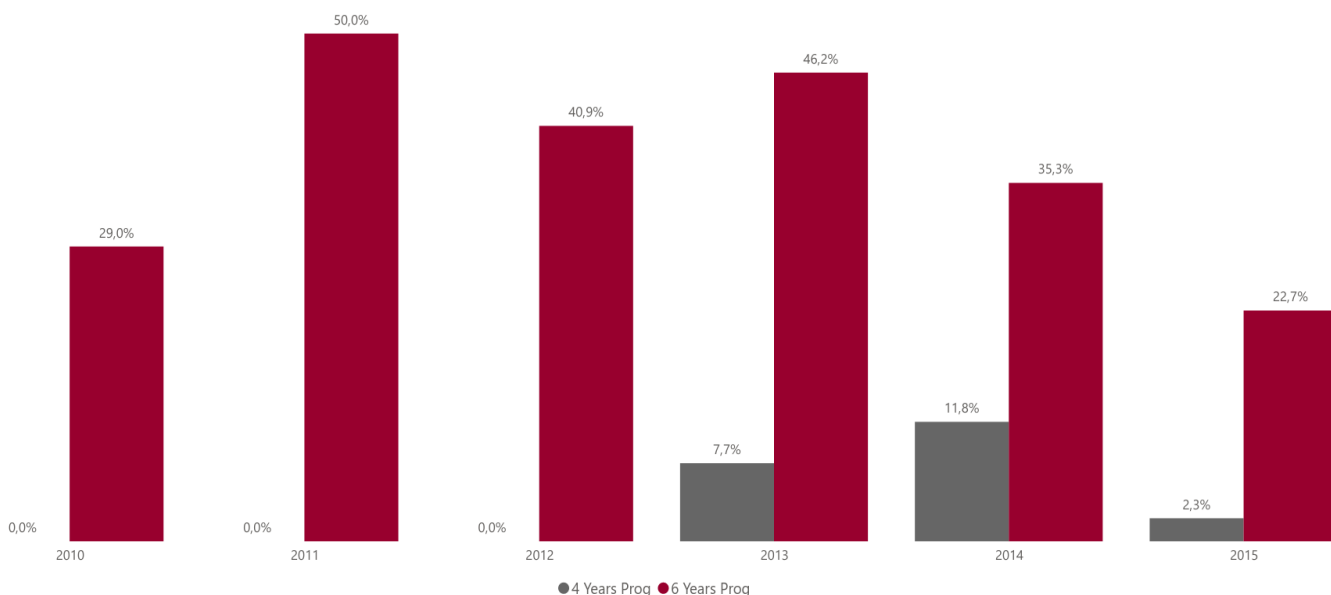
GRADUATION BY GENDER

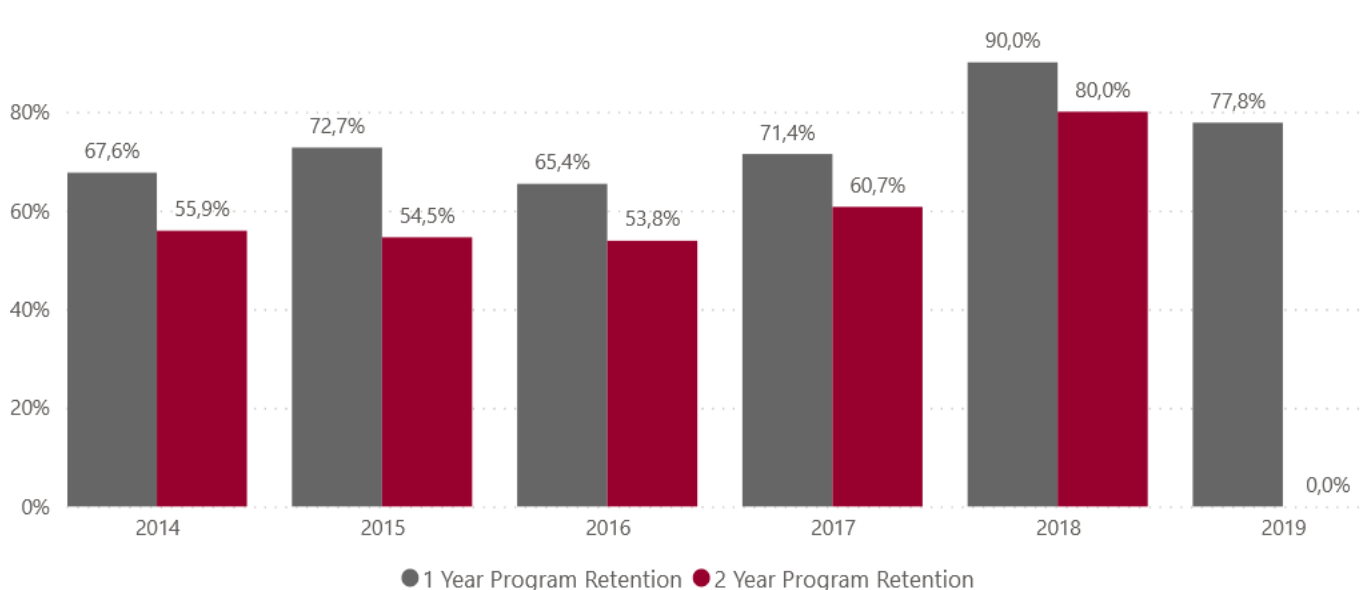| 2010	2011	2012	2013	2014	2015
64,52%	47,37%	61,36%	56,41%	61,76%	47,73%
35,48%	52,63%	38,64%	43,59%	38,24%	52,27%

● female ● male

Retention and graduation rates are calculated through the 2019- 2020 academic year, based on new, first-time students entering in the fall semester, regardless of whether they enroll in the daytime or evening version of their program (if available). These rates do not consider incoming transfer students.

The duration of the Product Design program has historically been 4 years (8 semesters). Nevertheless, until Fall 2015, students had to first complete all coursework and then the capstone, which extended the time required to finish the program by at least one semester. Therefore,

GRADUATION

	2010	2011	2012	2013	2014	2015
4 Years Prog	0,0%	0,0%	0,0%	7,7%	11,8%	2,3%
6 Years Prog	29,0%	50,0%	40,9%	46,2%	35,3%	22,7%

● 4 Years Prog ● 6 Years Prog

- 1 Year Program Retention
- 2 Year Program Retention

Until fall 2018, Graphic Design was named Graphic and Industrial Design, but as of that period two separate majors—Graphic Design and Product Design—replaced the previous program for newly entering students. The retention and graduation data reflected here are for the previous version of the program,

Program Learning Outcomes

In every semester, the program provides assessment results according to its Multiannual Assessment Plan (MAP), which typically considers one or more of its program learning outcomes (PLOs). Most programs utilize the platform Brightspace to collect and assess student work and to present the data and evidence of student achievement. These results and their analysis, with the objective of identifying areas for improvement, are presented in the program's annual assessment report.

In the graphic below, the most recent period in which a PLO has been assessed is indicated, with the percentage indicating achievement of the expected performance standard for that PLO, according to the rubric used to evaluate the student work. This standard can be designated at an introductory, intermediate, or final level, depending upon how the course learning outcomes (CLOs) align to each PLO in the program's curriculum map.

A graduate of the Product Design program will be able to:

1. Solve product design issues in different contexts, local or global, with an innovative and sustainable approach.

2. Use technical and technological concepts and tools design and develop products over their life cycle.

3. Manage the resources for a product design project strategically.

4. Consider the perspectives of different stakeholders and users involved in the collaborative design process.

5. Communicate design proposals using tools for rendering and representation.

- SPRING 2019
- FALL 2019
- SPRING 2020
- FALL 2020