Department of Design (Graphic / Information)
Standard for Creative Activity Appropriate to One’s Field
10/07 revision (reflecting suggestions recommended by A. Alling of CCSU HR)

Introduction:
At the suggestion of the Department Evaluation Committee and the Dean of Arts and Sciences, the Department of Design is providing a standard for creative activity appropriate to our field for use when evaluating Department of Design faculty for renewal, promotion and tenure.

Justification:
The quality of our creative activity is difficult to evaluate using the traditional academic measurement tools described in evaluation criteria set forth by the CSU-AAUP Collective Bargaining Agreement, article 4.11.9.2. This has presented concern for those at the University, outside of the field, who are charged with the responsibility of fairly evaluating members of the department for renewal, promotion and tenure.

The field of Graphic / Information Design is sometimes viewed as non-traditional academic area given that it is a relatively new and rapidly changing field of study, does not offer a PhD (Master of Fine Arts Degree is the terminal degree), has few if any peer reviewed journals and few professional conferences that are not geared almost entirely to commercial sales of equipment and software. While Graphic / Information Design is considered a Fine Arts area, due to the commercial nature of most of our work, it is rarely appropriate for exhibition in juried exhibitions or for presentation in performance venues.

In an effort to more closely define what constitutes creative activity appropriate to the field, the department unanimously endorses the following standards for use in conjunction with CSU – AAUP Collective Bargaining Agreement 4.11.9.2 in the evaluation of our creative activity for the purpose of renewal, promotion and tenure.

Examples of Criteria for the Evaluation of Creative Activity Appropriate to the field of Graphic / Information Design
10/07

Delivering papers at professional conferences…
    May also include, but not limited to, peer reviewed presentation or demonstration of creative works or research appropriate to the field presented traditionally, electronically or on-line to professional groups including members of the academic community, professionals in the field and students of design.

Production / performance of artistic works…
    May also include the production of peer reviewed works appropriate to the field, including, but not limited to, commercial or not for profit print design, website design, interactive presentation design, and books with or without contribution or collaboration with professionals or students. These works may be traditionally published or exhibited works, or works presented electronically or on-line.
Research and Study…
This may include, but is not limited to, the research and study of all forms of design and design related technology pertinent to the advancement of knowledge as applied to the creation or understanding of creative or artistic works appropriate to the field including development of traditionally published, electronic or on-line peer reviewed proposals, outlines, protocols, articles or books for use including, but not limited to, professional or educational purpose.

Publication…
This may include, but is not limited to peer reviewed works appropriate to the field published traditionally, electronically or on-line.

*Definition of “Peer Reviewed”
For purposes of this document, “Peer Review” will refer to works reviewed by one or more respected members of the professional design or artistic community and or academic design community.

Mentoring Policy
A full-time, senior faculty member of the department is assigned as a mentor for junior faculty member upon hiring.