Project Name:	DesignLab
MIU Round(s):	3
Sponsor(s):	UW-Madison Libraries, School of Education, College of Letters and Science, School of Human Ecology
Coordinator(s):	Jon McKenzie, Director of DesignLab, Rosemary Bodolay, Associate Director of DesignLab
Partner(s):	Departments of Art, Computer Sciences, Curriculum and Instruction, Design Studies, English, Journalism and Mass Communication, Life Sciences Communication, Nelson Institute, Center for Visual Cultures
Report Date:	Year 1, July 2012; Year 2, July 2013

Project Goal and Measures

Project Impact Measure(s)	Improve and support students' digital literacies by: • supporting the integration of media projects into high-impact courses • providing digital media support to students and course instructors • coordinating with Digital Studies to oversee the media studios • providing workshops on digital literacy and resources
Project Impact Data Source(s)	DesignLab administration
Baseline Measure(s)	Program did not exist before so baseline measures will be activities and usage in subsequent years.

MIU Impact Measures

C	Increased capacity for high-impact practices	DesignLab will increase the capacity of the Libraries to support innovative curricula by piloting general-access, media design services unavailable elsewhere on campus. DesignLab teaching assistants will help affiliated programs offer high-impact practices and innovative curricula that involve digital media production, small group learning, and integrated support services.
D	Increased student learning and teaching excellence	Instructor and student engagement with DesignLab will be monitored and student surveys will be used to assess satisfaction with DesignLab services.
G	Attention to diversity in new hires	Recruitment for the Associate Director of DesignLab followed the protocols designed by the University Libraries Equity Action Committee. The PVL was widely distributed using local, regional, and national listserves.

I	Unintended benefits	Teaching assistants and DesignLab staff have made valuable interdisciplinary connections including with the Wisconsin Institute for Discovery, Wisconsin Union Directorate, and the Creative Arts and Design LRC advisory board.

Progress Reports

Year 1, 2011-12	Year 1 focused on the physical and administrative infrastructure for DesignLab needed for its anticipated opening in Fall 2012. Specific activities include: • hiring and training staff and teaching assistants • establishing administrative structures and operating processes • coordination of teaching assistant responsibilities with their home departments • developing and piloting core services to student clients • construction of physical space • construction of a website • planning for integration of DesignLab into the activities of the libraries, affiliated academic programs, the Writing Center, and campus IT community.
Year 2, 2012-13	• Funded 9 DesignLab TA consultants who both consulted with individual students and taught or supported media-rich instruction in nine affiliated academic units (see Partner listing above). • Developed communication and outreach efforts including: a grand opening and open house, branding and PR materials, mass and targeted emails to students, print and screen advertising in University Housing, and other outreach to instructors and advisors. • Completed Phase 1 of website design. • DesignLab TA consultants had 369 one-on-one appointments with UW students to enhance the aesthetic dimensions of presentations, posters, websites, and other projects for classes and student activities. • DesignLab TA consultants supported 10 courses either by teaching them directly or working with instructors of other courses. TA consultants and DesignLab directors developed and delivered instructor workshops on assigning and evaluating digital projects and integrating digital projects into courses and course projects. • Assessment: Using a self-assessment survey for assessment of learning gains and satisfaction with DesignLab services. Students report complete satisfaction with the helpfulness of their consultation and agree that they will recommend DesignLab to others and use again. Students strongly agree that their consultation increased their comfort in working with, making arguments with, and producing digital materials.