

# **Digital Design strategy & strategic goals**

# Digital Design strategy 2022-2025

**Mission:** The Department of Digital Design researches and teaches the design of digital technologies and services with a positive impact on society, industry, and climate in domains like public sector, health, welfare and games.

The central themes of the Digital Design vision are care, creativity, participation, play, data and AI. These themes all engage with the fact that IT is being designed in a way that deeply influences all aspects of our everyday lives. As such, they are critical for achieving ITU's strategy and development for 2022-2025.

Digital Design applies critical, ethical and sustainability perspectives on all aspects of IT in society to inform and execute our design processes. Our research and teaching approaches are based on diversity, inclusiveness, interdisciplinarity, and collaboration.

Digital Design maintains an organisational and physical infrastructure that supports interdisciplinary collaboration and provides lab-based research and teaching facilities, contributing to an inspiring, inviting and inclusive work and study environment attracting highly qualified researchers and students.

# Digital Design strategic goals

- 1.** Digital Design will increase the volume of students and graduates through a) getting rid of the 'dimensioning', b) starting a BSc in Creative Computing conditioned by available base-funding and support from Board of directors.
- 2.** Digital Design will attract sufficient funding to maintain ratio of one PhD student (or postdoc) per senior faculty to provide research capacity building within the area of Digital Design.
- 3.** Digital Design will strive for gender diversity among graduates. Special attention will be made to continue improving gender diversity on our MSc in Games.
- 4.** Achieving high employability for our graduates is crucial for Digital Design, since getting rid of 'dimensioning' relies on satisfactory employment of our graduates. We will have a continued close dialogue with employers of all programs and will test new admission processes of applicants.
- 5.** Digital Design subscribes to environmental care and green transition as a core aspect of the impact of our research and teaching and will contribute to major research initiatives in this area across ITU.

# Digital Design strategic goals

- 6.** To address the central themes of the Digital Design vision, we form two interdisciplinary research centers with focus on play and on designing care and welfare technologies, respectively.
- 7.** Digital Design will continue to be a preferred research partner for Danish private and public sector in e.g. public digitalization, health UX, participatory and data-driven design, applied AI, games and museum design.
- 8.** Digital Design will continue innovative contributions to secondary learning on Master in Informatikundervisning, Teknologiforståelse, Forskningens Døgn, Forskerpraktik etc as well as providing digital skills in the Danish society through life-long learning initiatives in strategic partnerships.
- 9.** Digital Design will work with new formats to strengthen the documentation of the impact and visibility of our research. In addition to our continuously high publication rate, we will use video, podcast and public events to bring our research to a wider audience to promote societal relevance.
- 10.** Digital Design will strive for an organisational and physical infrastructure that supports an attractive and inclusive study environment and workplace. The heart of this infrastructure is space for interdisciplinary collaboration and lab-based research and teaching facilities, in an organisational culture that supports a healthy work/study-life balance.