

California College of the Arts San Francisco August 23, 2018

# **CCA IxD**

# **Celebrating Impact**

# **2010 - 2018**

Hugh Dubberly Adjunct Faculty

*In 2010, “[CCA] founded ...  
an Interaction Design program ...  
to teach the new design discipline  
of shaping digital technologies for  
human use...”*

*“A program to reliably produce quality  
interaction designers.”*

— **Kristian Simasarian**, Founding Chair

*“In the late ’90s, CCA attempted to launch something — we weren’t sure what — that responded to ... the “technological insurgency” of the emerging Internet era. We met with lots of people, ... but were never able to get it off the ground. ...*

*The missing piece was leadership, and that’s where Kristian enters the picture. We are still a frustratingly bureaucratic, resource-constrained college, but within those limits, he has framed the highly successful program we have today.”*

— **Barry Katz**, Historian, Professor of Industrial and Interaction Design



*“Kristian built on great work at the best Interaction Design programs, like CIID and Ivrea.*

*Then he went a step further, adding deep community engagement. This has many benefits, among them creating space for students to grapple with the messy reality of practice—  
stakeholders, resource constraints, conflict, history, and all the rest—  
which are difficult to replicate in the classroom.”*

— **Christina Wodtke**, Associate Professor



*“It’s heartening to see an interaction design program that has ethics as part of its core.*

*CCA is molding professionals that bring to the world not just great craft, but also great care.*

*...*

*Kristian infused this DNA into the program from its inception.”*



— **Jorge Arango**, Adjunct Faculty

*“[Kristian} spread[s] positive energy and thoughtfulness to those around him.*

*...*

*He also shares his wisdom freely with students, and is very supportive of his colleagues. ... he has built a powerful and visionary program, and a culture of collaborative engagement that celebrates diversity and creative exploration.”*

— **Haakon Faste**, Associate Professor, IxD





*“Kristian worked hard to open the program to students from around the world ... getting the program its coveted STEM designation, ... 21 of the 32 students in the 3rd MDES Cohort are international students from China, Hong Kong, Korea, Brazil, Lebanon, India, Puerto Rico, Denmark, and Italy.*

*[Two-thirds] of the incoming cohort of 38 (!) students are international students from China, India, Korea, and Lebanon, making this a growing global program with worldwide impact.”*

— **Sharon Green**, Associate Professor, IxD



*“Quotes are great,  
but quotes don’t measure impact.”*

— **Kristian Simasarian**, Founding Chair



# Graduates

**73 BFA grads, in 5 class years**

**58 MDes grads, in 3 class years**

# Program growth

**From 0 to over 100 students per year  
(combined IxD, BFA + MDes)**

**From 0 to over 70 faculty  
In less than 8 years**

# Recognition

**UX Magazine: best IxD program**

**Amazing numbers of applicants  
(200+ per year for MDes)**

# Revenue contribution

## **BFA**

**~\$20 million over 7 years (5 full years)**

**run rate ~\$3.75 million per year**

## **MDes**

**~\$3.5 million over 3 years**

**run rate ~\$1.9 million per year**

# Practice

**130+ grads, each with 40+ years of practice ahead**

**Working at Adobe, AirBnB, Amazon, Audi, Bosch,  
Carbon5, Collective Health, Cooper, Facebook,  
Frog, Fitbit, FuseProject, GE, Google, HP, IDEO,  
Intuit, LinkedIn, Method, Uber, and many more**

# Theory

**Framing IxD around systems, stories, and research  
with enough visual design to communicate  
and enough coding to prototype —  
in a context of social awareness**

**Special thanks to**

**Barry Katz**

**Peter Coughlan**

**Christina Wodtke**

**Jorge Arango**

**Haakon Faste**

**Sharon Green**

**Aynne Valencia-Brooks**

**Tim Sheiner**

**David Meckel**

**Leslie Becker**

**Lucille Tenazas**

**Peg Leary**

**Mindy Kaplan**

**Emeric Kennard**

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