

Utah Valley University
Curriculum Items
Board of Trustees
January 4, 2016

Proposal:

It is proposed that the following name change be approved—Department of Art and Visual Communications to Department of Art & Design and all the degrees associated with the department to have their names changed as well.

Background:

It is difficult for prospective students and others to understand what “Visual Communications” means. A broader term needs to be used to allow for the diversity of subject matter and programs taught in the department. The term chosen is **Department of Art & Design**. This is also a trend nationally, with renowned programs at North Carolina State University (Department of Art + Design), University of Washington: (School of Art + Art History + Design) pairing together the words art and design. Additionally, within the state of Utah, Weber State University (Visual Art & Design), SUU (Department of Art and Design) and Utah State University (Department of Art + Design) all include art and design in their department name and degree names. The national accrediting body bears the name National Association of Schools of Art and Design.

Recommendation:

The President and the Senior Vice President for Academic Affairs recommend that the Board of Trustees approve the proposed actions as summarized above and detailed in the attached documents.