

Cover/Signature Page - Abbreviated Template/Abbreviated Template with Curriculum

Institution Submitting Request: Utah Valley University
 Proposed Title: Department of Art & Design
 Currently Approved Title: Department of Art and Visual Communications
 School or Division or Location: School of the Arts
 Department(s) or Area(s) Location: Department of Art and Visual Communications
 Proposed Beginning Date (for new programs): Fall 2016
 Institutional Board of Trustees' Approval Date: Pending

Proposal Type (check all that apply):

Regents' General Consent Calendar Items	
<i>R401-5 OCHE Review and Recommendation; Approval on General Consent Calendar</i>	
SECTION NO.	ITEM
5.1.1 <input type="checkbox"/>	Minor*
5.1.2 <input type="checkbox"/>	Emphasis*
5.2.1 <input type="checkbox"/>	Certificate of Proficiency*
5.2.3 <input type="checkbox"/>	Graduate Certificate*
5.4.1	<input type="checkbox"/> New Administrative Unit
	<input checked="" type="checkbox"/> Administrative Unit Transfer - Rename
	<input type="checkbox"/> Administrative Unit Restructure
	<input type="checkbox"/> Administrative Unit Consolidation
5.4.2	<input type="checkbox"/> New Center
	<input type="checkbox"/> New Institute
	<input type="checkbox"/> New Bureau
5.5.1 <input type="checkbox"/>	Out-of-Service Area Delivery of Programs
5.5.2	<input type="checkbox"/> Program Transfer
	<input type="checkbox"/> Program Restructure
	<input type="checkbox"/> Program Consolidation
5.5.3 <input checked="" type="checkbox"/>	Name Change of Existing Programs
5.5.4	<input type="checkbox"/> Program Discontinuation
	<input type="checkbox"/> Program Suspension
5.5.5	<input type="checkbox"/> Reinstatement of Previously Suspended Program
	<input type="checkbox"/> Reinstatement of Previously Suspended Administrative Unit

*Requires "Section V: Program Curriculum" of Abbreviated Template

Chief Academic Officer (or Designee) Signature:

I certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Signature

Date: MM/DD/YEAR

Printed Name: Jeffery Olson

Program Request - Abbreviated Template
Utah Valley University
Department of Art and Visual Communications
MM/DD/YEAR

Section I: Request

The Department of Art and Visual Communications at Utah Valley University requests to be renamed as the Department of Art & Design and to rename all the degrees associated with the department effective Fall 2016.

Section II: Need

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. 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.

Section III: Institutional Impact

The change will impact the names of all degrees associated with the department, including:

Art and Visual Communications - Graphic Design Emphasis, B.F.A. to Art & Design – Graphic Design Emphasis, B.F.A.

Art and Visual Communications - Illustration Emphasis, B.F.A. to Art & Design - Illustration Emphasis, B.F.A.

Art and Visual Communications - Painting and Drawing Emphasis, B.F.A. to Art & Design - Painting and Drawing Emphasis, B.F.A.

Art and Visual Communications - Photography Emphasis, B.F.A. to Art & Design Photography Emphasis, B.F.A.

Art and Visual Communications - Sculpture and Ceramics Emphasis, B.F.A. to Art & Design Sculpture and Ceramics Emphasis, B.F.A.

Art and Visual Communications, B.A. to Art & Design, B.A.

Art and Visual Communications, B.S. to Art & Design, B.S.

Art and Visual Communications - Design/Illustration Emphasis, A.A.S. to Art & Design - Design/Illustration Emphasis, A.A.S.

Art and Visual Communications - Graphic Design Emphasis, A.A.S. to Art & Design - Graphic Design Emphasis, A.A.S.

Art and Visual Communications - Photography Emphasis, A.A.S. to Art & Design - Photography Emphasis, A.A.S.

Art and Visual Communications, A.A. to Art & Design, A.A.

Art and Visual Communications, A.S. to Art & Design, A.S.

Art and Visual Communications, Certificate of Completion to Art & Design, Certificate of Completion

The only other impact would be to signage on campus. The organizational structure of the department would remain intact, including faculty and staff.

Section IV: Finances

There would be minor costs associated with printing new letterhead, business cards and envelopes. There is some existing internal directional signage that would need to be changed.