**PROGRAM CHANGES**

WEBER STATE UNIVERSITY

**Submission Date: January 7, 2014**

**College: A&H**

**Department**: Visual Arts

**Program Title:** Visual Communication

Check all that apply:

\_\_\_\_New course(s) required for major, minor, emphasis, or concentration.

\_\_\_\_Modified course(s) required for major, minor, emphasis, or concentration.

\_\_\_\_Credit hour change(s) required for major, minor, emphasis, or concentration.

\_\_\_\_Credit hour change(s) for a course which is required for the major, minor, emphasis, or concentration.

\_\_\_\_Attribute change(s) for any course.

\_X\_\_Program name change.

\_\_\_\_Deletion of required course(s).

\_\_\_\_Other changes (specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**JUSTIFICATION:**

The Department of Visual Arts proposes a title change to the Visual Communication emphasis.

Proposed title: Graphic Design.

The Visual Communication emphasis was originally entitled “Graphic Design” during the 1970s. It was thought during the 1980s that this title was restrictive and too mired in specific historical precedent to be current. Even though the program focus wasn’t likely to change from traditional graphic design education it was re-titled “Visual Communication,” a term which was in use at the time by several similar programs in the U.S., although not in Utah, and seemed to reflect a growing trend. Since that time the title has caused problems:

1. The term “Communication” is used to identify a program which is not part of the COMM department. Visual Arts has historically objected to COMM implementing the term “Visual Communication” in titling nomenclature even though that term is frequently employed by COMM programs at other universities where such conflicts don’t exist. This creates confusion with advisement and credit. Ironically, COMM currently offers a course in “Communication Graphic Design” which is partially the result of above stated concerns over duplication. *(Concurrently with this proposal, COMM will propose to replace this course title with one referencing “Visual Communication” and Visual Arts will propose to re-title an existing Visual Communication course to “Graphic Design.”*

The term “Graphic Design” has, over time and on a nation-wide scale, remained the more familiar and ubiquitous term in describing our program focus and yet is not used at all in WSU program titles. The fact that WSU does offer a graphic design program, existing in the Visual Arts department, under the title Visual Communication, has required explanation and reinforcement for incoming students and central advisement alike. On occasion, the program receives queries from upperclassmen who were originally sent to another college, or to the BIS program, and did not realize that a graphic design program was offered at WSU.

Re-titling the program to “Graphic Design” will clarify our offerings for central advisement and for both on and off-campus constituencies. It will reduce nomenclature confusion between two A&H departments, improving the clarity and appropriateness of program and course titling along the following lines:

1. Visual Arts will employ terms related to “Graphic Design” in program / course titles instead of “Visual Communication.”
2. COMM will employ terms related to “Visual Communication” instead of “Graphic Design.”

A sampling of universities within our region or athletic conference offering majors, emphases or concentrations in “graphic design” housed in departments of visual art:

California Polytechnic State University

Portland State University

Utah State University

Southern Utah University

Northern Colorado University

University of Utah

University of North Dakota.

The Department of Visual Arts is accredited by the National Association of Schools of Art and Design. Although NASAD does not specify a preference for one title over another they utilize the term “graphic design” in referencing programs such as ours.

QUOTE FROM NASAD PROGRAMMING STANDARDS DOCUMENT:

National Association of Schools of Art and Design

An Advisory for Art and Design Faculty and Administrators: Undergraduate Programs in Graphic Design

The NASAD standards for graphic design and all other programs in the visual arts

and design are found in the NASAD Handbook. This statement is advisory only,

intended to assist institutional personnel applying various NASAD standards to

programs that include a focus in graphic design.

Copy the present program from the current catalog and add the required changes (exactly as you wish them to appear in the catalog). Use strikeout (~~strikeout~~) when deleting items in the program and highlight (highlight) when adding items. If multiple changes are being proposed, please provide a summary.

No changes to credits or courses are proposed. This is a title change only.

**INFORMATION PAGE**

Did this program change receive unanimous approval within the Department? \_Y\_\_\_ If not, what are the major concerns raised by the opponents?

Explain any effects this program change will have on program requirements or enrollments in other departments including the Bachelor of Integrated Studies Program. In the case of similar offerings or affected programs, **you should include letters from the departments in question stating their support or opposition to the proposed program**.

This proposal is one of several submitted concurrently by both COMM and Visual Arts to resolve longstanding confusion with regard to each department’s course and program titles. Both departments are concurrently proposing changes to existing titles to affect this. Although 60 or more WSU course titles include the word “design,” Visual Arts houses the only WSU program focused specifically upon graphic design professional preparation.

No effects on other programs beyond improved advisement are expected.

Support from Sheree Josephson, Chair of COMM, and from Dave Ferro, Dean of COAST follow below.

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To whom it may concern,

The Communication Department supports two changes requested by the Department of Visual Arts.

First, we support the program title change from Visual Communication to Graphic Design.

Second, we support the class title change from Visual Communication to Graphic Design.

Communication is reclaiming Visual Communication, while the Art Department is taking the words Graphic and Design. We think these changes better reflect what is taught in these classes and are less confusing to students.

Thank you,

sheree

Sheree Josephson, Ph.D.

Chair and Professor

Department of Communication

Weber State University

Ogden, UT 84408-1407

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Looks like you are good as far as we are concerned.  Go forth and change names!

David L. Ferro, PhD, Dean,

College of Applied Science and Technology

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Indicate the number of credit hours for course work within the current program. (Do not include credit hours for General Education, Diversity, or other courses unless those courses fulfill requirements within the current program.) \_75\_