

Contact: Rachel Boon

REQUEST FOR A PROGRAM NAME CHANGE AT IOWA STATE UNIVERSITY: FROM GRAPHIC DESIGN TO EXPERIENTIAL GRAPHIC DESIGN IN THE COLLEGE OF DESIGN

Action Requested: Consider recommending approval of the request by Iowa State University (ISU) to change the name of Master of Arts in Graphic Design to Master of Arts in Experiential Graphic Design in the College of Design.

The Council of Provosts and Board Office reviewed this request and recommend approval.

Background:

Description of program. At the Master's level Iowa State currently offers three degrees in Graphic Design: a Master of Arts degree in Graphic Design (MAGD), a Master of Arts degree in Graphic Design with a Specialization in Environmental Graphic Design (MAGD with specialization), and a Master of Fine Arts in Graphic Design (MFA). The MA differs from the MFA in that it focuses on creating a smaller body of professionally oriented work, and does not dig as deeply into research and creative scholarship. The MFA is a more in-depth research degree and is considered a terminal degree, for those interested in future university-level teaching. Total graduate student enrollment is 23.

Proposed name. Master of Arts in Experiential Graphic Design (MAXGD).

Reason for proposed change. The primary reason for the proposed program name change is to align more clearly with best practices in the discipline and provide a degree that best fits the increasing need for professionals with expertise in Experiential Graphic Design. The name change reflects the changes in the profession and helps set ISU apart from all other Graphic Design degrees across the country since no one else uses this recently popularized title. The graphic design profession has itself changed its name to reflect the evolving and broadening work demands on designers. Eliminating the specialization and changing the programs' name from the MA in Graphic Design (with or without a specialization in Environmental Design) to the MA in Experiential Graphic Design benefits students' future employment possibilities. The proposed name change gives our MA students a more unique and focused degree title, making it easier to recruit students and easier for alumni to define their unique point of difference.

Consistency with accreditation requirements. This change does not impact accreditation.

Effect on program configuration. There are no changes to the program configuration.

Effect on students. We do not anticipate disruption for the students since their degree of study will not change in focus.

Effect on resources. All future marketing and informational material will be changed when new items are needed. This slight change will not require any major revamping of material.

Date of implementation. August 2019.