

Contact: Diana Gonzalez

**REQUEST FOR A DEPARTMENT NAME CHANGE AT IOWA STATE UNIVERSITY:  
FROM DEPARTMENT OF INTEGRATED STUDIO ARTS TO  
DEPARTMENT OF ART AND VISUAL CULTURE**

**Action Requested:** Consider recommending approval of the request by Iowa State University to change the name of the Department of Integrated Studio Arts to the Department of Art and Visual Culture in the College of Design.

**Executive Summary:** The proposed department name change will align the program offerings in the department with a more appropriate title. This request has been reviewed by the Board Office and the Council of Provosts and is recommended for approval. This request addresses the Board of Regents Strategic Plan priority to pursue “educational excellence and impact” and Goal #8 – “Iowa’s public universities and special schools shall be increasingly efficient and effective.”

**Background:**

- ◇ **Description of department.** The Department of Integrated Studio Arts provides undergraduate instruction in visual arts, including courses in studio arts, art history, biological and pre-medical illustration, and art education, as well as graduate instruction in visual arts.
- ◇ **Reason for proposed name change.** The proposed name change will reflect the content of the curricula offered by the department. The word *art* is well understood and *visual culture* is the study of multiple aspects of culture that rely on a medium having a crucial visual component. Integrated Studio Arts is the title of the Bachelor of Fine Arts program. The proposed name will allow prospective students to recognize that the department offers more than one program and is more inclusive of the Bachelor of Arts programs. The proposed name change recognizes that contemporary departments of art are now multidisciplinary; many use the terms art and visual culture in their department titles to provide prospective students, current students, and the public a comprehensive vision of their department mission. The proposed name change will reflect the integrative and broad scope of the department’s offerings.
- ◇ **Comparable name at other institutions.** In addition to universities and colleges with department names similar to the proposed name, there are a number of programs within colleges and universities with those words in the title. The following institutions have the same or similar name: Rhode Island School of Design (Department of History of Art and Visual Culture); Bates College (Department of Art and Visual Culture); University of Wisconsin-Madison (Center for Visual Culture); and Duke University (Department of Art and Art History).
- ◇ **Consistency with accreditation requirements.** The department is accredited through the National Association of Schools of Art and Design (NASAD). Recently, the NASAD director stated that the association approves departments using a name that best fits their circumstances. The unit name should reflect the content of the programs and not their location. The name should be all encompassing and the proposed change to Art and Visual Culture will have their approval.

- ◇ Effect on program configuration. There will be no program configuration changes as a result of the department name change.
- ◇ Effect on students. Current students will not be affected. When approved, the new name will become part of the catalogue cycle; new students will enter under the new department name. The program names will remain the same.
- ◇ Effect on resources. No new resources are anticipated as a result of the proposed department name change.
- ◇ Proposed name consistent with College mission. The proposed department name change will create greater opportunities for interdisciplinarity and collaboration across departments and colleges as art and visual culture is taught. It aligns the curricula in the department with the shift in contemporary pedagogy addressing new media and issues related to present and future challenges locally, nationally, and internationally. The proposed name change is aligned with the primary mission of the College of Design.
- ◇ Date of implementation. The proposed name change will become effective upon approval by the Board of Regents and will be included in the University's General Catalog. The anticipated implementation date is Spring 2015.