FORM G
BOARD OF REGENTS, STATE OF IOWA
PROPOSAL FOR PROGRAM NAME CHANGE
(Revised April 22, 2009)

Institution: Iowa State University
CIP Discipline Specialty Title: Art History, Criticism, Conservation
CIP Discipline Specialty Number (six digits): 50.0703
Level: B ________ X ________ M ________ D ________ FP ________

Current Title of Program: Art and Design
Proposed Title of Program: Art and Visual Culture
Degree Abbreviation (e.g., B.S., B.A., M.A.): BA
Approximate date to change name: Month December Year 2015

Contact person: (name, telephone, and e-mail) John Cunnally 515-294-7702 cunnally@iastate.edu

1. Describe reasons for the proposed name change.
The original title of this BA program was a repetition of the name of the Department, “Art and Design,” one of four departments in the Iowa State University College of Design. In 2012 the College was reorganized into seven departments, with the old Art and Design unit split into three new ones, including the Department of Art and Visual Culture, where this BA is housed. The old name of the BA program is no longer an accurate description of the mission of the department. Changing its name to the BA in Art and Visual Culture will dispel any confusion about its scope or which department in the College of Design it belongs to.

2. Identify other institutions that have the same or similar name to the proposed name. Is the proposed name consistent with association/accreditation designations?
The program name is unique in the Regents system. In recent years the term “Visual Culture” has been included in titles of courses, concentrations and degree programs throughout the U.S. to describe the study of a wide range of designed objects beyond the fine arts covered by traditional art history, including popular and commercial images, cinema and television, comics, video games, and the new electronic media. Visual Culture Studies has become a recognized academic discipline with organizations, conferences, and journals, along with textbooks and readers designed for college courses.

3. Describe program configuration changes that will result from the proposed name change, e.g., change in number of credit hours required, etc.
No changes to the current BA curriculum are needed or required by this name change.
4. Describe how current students will be affected by the proposed program name change. Current students who graduate after the name change is approved will have the option of graduating with the old BA title or the new one.

5. Identify new resources that will be needed in connection with the proposed name change, e.g., facilities, faculty, funds, etc. No new resources will be needed in order to implement this name change.
April 16 18, 2015

John Cunnally  
Associate Professor of Art History  
Dept. of Art and Visual Culture  
College of Design  
Iowa State University

Dear John,

Having supported the name change two years ago with my review of Ingrid Liigram’s request, I’m glad to restate the School of Art & Art History’s support, this time for the B.A. degree name change. Procedurally, last time I submitted my review to both the University of Iowa Graduate College Dean, John Keller, and Chaden Djalali, Dean, College of Liberal Arts and Sciences. I’ve cc’d both Dean John Keller and Dean Chaden Djalali.

The School of Art & Art History review of the ISU proposal to change the B.A. degree name from Art and Design to Art and Visual Culture focused on whether there are changes to the degree offerings that would result in program duplication of the School of Art and Art History. My understanding is that this is a name change that seeks to capture the existing ISU fine arts curricular offerings, a much smaller curriculum than ours. This is not a duplication of our studio program in scope and sequence. Additionally, ISU will not be offering an Art History major.

The University of Iowa School of Art & Art History supports the name change.

Sincerely,

Steve McGuire  
Interim Director  
School of Art and Art History  
The University of Iowa  
Iowa City, IA  52242-1223  
(319) 335-3011  
s-mcguire@uiowa.edu

c: John Keller, Dean, Graduate College  
c: Chaden Djalali, Dean College of Liberal Arts & Sciences
Hello John

It was nice chatting with you. As I mentioned, there are no issues on our end regarding the name change.

Best,

Jeffery Byrd
Professor & Department Head
UNI Art

Dear Jeff: thank you for contacting me by phone today concerning our Department’s proposal to change the name of our BA degree to "BA in Art and Visual Culture." Can I report, then, to my colleagues here that the art faculty at UNI have had a chance to review the proposal and its relevant documents, and they have no objection to this degree name change at Iowa State?

Thanks,

John Cunnally
Assoc. Prof. of Art History
Dept. of Art and Visual Culture
College of Design
Iowa State University
Ames, IA 50011
Academic Program Approval Voting Record

This document is to be appended as the last page of the proposal for any new or revised academic program to record the successive votes of approval as the proposal moves through its required review and approval steps. Consult Faculty Handbook Section 10.8 or the Faculty Senate Curriculum Committee website for information regarding Committee review and voting requirements for each action.

Curricular Action: (check appropriate boxes below)

1. □ New Program   x Name Change   □ Discontinuation   □ Concurrent Degree for:
2. x Undergraduate Major   □ Graduate Major   □ Undergraduate Minor   □ Graduate Minor
   □ Undergraduate Certificate   □ Graduate Certificate   □ Other: ___________________

3. Name of Proposed Change: ___BA in Art and Visual Culture__________________________

4. Name of Contact Person: ___John Cunnally_______ e-mail address: cunnally@iastate.edu___

5. Primary College: _____Design________________ Secondary College: ____________________

6. Involved Department(s): ___Art and Visual Culture_______ __________________________
   _____________________________ _____________________________

Voting record for this curricular action:

<table>
<thead>
<tr>
<th>Voting Body</th>
<th>For</th>
<th>Against</th>
<th>Abstain</th>
<th>Date of Vote</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dept. or Program Committee</td>
<td>15</td>
<td>0</td>
<td>0</td>
<td>Nov. 14, 2014</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>College Curriculum Committee</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>March 6, 2015</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>College Approval Vote</td>
<td>39</td>
<td>1</td>
<td>0</td>
<td>May 1, 2015</td>
</tr>
<tr>
<td>Graduate Council</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faculty Senate Curriculum Committee</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>May 1, 2015</td>
</tr>
<tr>
<td>Faculty Senate Academic Affairs Council</td>
<td>11</td>
<td>0</td>
<td>0</td>
<td>September 1, 2015</td>
</tr>
<tr>
<td>Faculty Senate</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[FSCC – November 2013]