

**CHANGE THE NAME OF THE JAMES PEARSON  
DUFFY DEPARTMENT OF ART AND ART HISTORY TO THE JAMES PEARSON  
DUFFY DEPARTMENT OF ART, ART HISTORY, AND DESIGN**

**Request**

It is recommended that the Board of Governors change the name of the James Pearson Duffy Department of Art and Art History to the James Pearson Duffy Department of Art, Art History, and Design in the College of Fine Performing and Communication Arts, effective fall term 2023.

**Background**

The Department of Art and Art History is divided into 3 curricular groups: Fine Art, Art History, and Design. The Department of Art and Art History bylaws formally recognize the 3 groups: Fine Art, Art History, and Design. Design is the department's newest undergraduate degree program. The Department of Art and Art History faculty voted to approve the BFA in Design degree, which went into effect in the 2017/2018 University Bulletin. The Design BFA Degree includes concentrations in Graphic, Design, Interior Design, Industrial Design, and Fashion Design and Merchandising. In addition to the BFA in Design the department also offers a BA and BS in Design and Merchandising. The Department of Art and Art History has also added a significant roster of Design minors. These include Textile Design, Industrial Design, Interior Design, Illustrations, Graphic Design, Fashion Design, and Design. This proposed name change reflects changes to the structure of the department and formally recognizes in the department name the degrees offered. It also reflects growing Design areas, which now represent the majority of our department majors.

This proposed name change has been part of an ongoing conversation in the department. The goal of changing the department name to add Design was included in the Department of Art and Art History 2016 Academic Program Review Self-Assessment. Changing the name would fulfill this outstanding goal established by the faculty of the department.

The Department and College have consulted with the CFPCA Director of Major Gifts to confirm that the steward/donor approval is not required for this renaming.

**Current Students**

Since its launch the BFA Design Degree has been a popular undergraduate major. The degree currently enrolls approximately 280 Design majors. This name change will have no curricular impact on current students, instead it reinforces formally recognizes the degree tracks they are already on. It also will serve to advertise the degree offerings in an effort to more efficiently recruit students interested in Design majors, minors, and coursework.

**Budget and Resource Requirements**

The operating budget of the department will not be significantly affected by this name change. Minimal one-time expenditures will be required for changes to physical signage and recruitment materials.

**Approvals**

The proposed name change of the department has been approved by the faculty of the James Pearson Duffy Department of Art and Art History, by the CFPCA Faculty Council, and the Dean of the College of Fine, Performing and Communication Arts and the Provost.