

UNIVERSITY of
HOUSTON

School of Art

UC 12673 13F

APPROVED APR 23 2014

To: Sarah Fishman, Associate Dean
College of Liberal Arts and Social Sciences

Via: Rex Koontz, Director, School of Art

From: Cheryl Beckett, Associate Professor and Coordinator, Graphic Communications
School of Art

Date: September 13, 2013

Subj: Justification for Name Change from Graphic Communications to Graphic Design

The major program in the School of Art currently titled Graphic Communications is requesting a name change to Graphic Design. Graphic Design is the name of the profession and is the proper designation that encompasses the broad range of design, including print design, web design, interactive design, environmental graphics, type design, branding, film/TV titling and more. Designers work to advance business and society, and serve as a major force in culture. As practitioners, designers work on environmental issues, global strategies and address social concerns. Graphic Design is a globally accepted term for the profession. The name change will support our graduates as they enter their careers since Graphic Design as their degree major will be readily understood. The term "graphic communications" represents a tool and methodology, and while it has been the name of the program since the 1970's, it leaves out the key word of what this curriculum teaches—design.

CIP Code: 50.0409.00

RECEIVED OCT 15 2013

Approved
CLASS U.S.C. 10/14/13

YOU ARE THE PRIDE

100 Fine Arts Building • Houston, TX 77204-4019
Office: 713.743.3001 • Fax: 713.743.2823 • www.art.uh.edu