TO: Paul Turman, Ph.D.  
System Vice President for Academic Affairs

FROM: Laurie Stenberg Nichols, Ph.D.  
Provost and Vice President for Academic Affairs

DATE: February 5, 2015

SUBJECT: New Prefix Request for SDSU: GDES (Graphic Design)

The purpose of this memo is to request a new prefix for South Dakota State University. SDSU is proposing a new academic unit entitled the School of Design to bring together existing programs in Architecture, Landscape Architecture, Interior Design and Visual Arts. The current Department of Visual Arts includes majors in both graphic design and studio art.

For years graphic design and studio art have shared similar prefixes: ART and ARTD. Historically, graphic design studies had its beginning in art departments. Today graphic design is recognized as an independent profession with a growing body of scholarly work. To better distinguish between majors and reflect the growing professional status of graphic design, SDSU is requesting the new prefix of GDES (Graphic Design). The use of the GDES prefix establishes ease in course identification, more accurately communicates course content, and recognizes the professional growth of the field of graphic design. A review of existing prefixes across the SDBOR system reveals that this prefix is not currently in use.

Thank you for your time and consideration of this request.

CC: Mary Kay Helling, Associate Vice President for Academic Affairs