Articulation Agreement
Between

VALENCIA COLLEGE

A.S. degree in Graphic and Interactive Design

and

SCHOOL DISTRICT OF OSCEOLA COUNTY, FLORIDA
OSCEOLA TECHNICAL COLLEGE

Digital Design

In a continuing effort to provide career ladder opportunities for students in career and technical education programs, Valencia College agrees to extend full college credit at no cost to eligible students who have completed the following articulated program at Osceola Technical College and met all of the requirements.

COURSE EQUIVALENCY IN SPECIALIZED COURSES

OSCEOLA TECHNICAL COLLEGE	VALENCIA COLLEGE PROGRAM
	(Based on Portfolio Assessment)
Digital Design	**Graphic & Interactive Design A.S. Degree (9 Credits)**
(1200 Hours)	GRA 1142C Graphic Design Essentials (5)
	GRA 1413 Professional Development for Designers (1)
	GRA 1203C Layout, Design & Copy Preparation (3)

MAXIMUM AWARD OF CREDIT

This agreement makes it possible for a student to receive nine (9) semester hours of college credit towards the Graphic & Interactive Design program at Valencia College which is in accordance with commonly accepted good practice in higher education.

ASSESSMENT AND COURSE EQUVALENCY

Valencia and Osceola Technical College faculty and staff with responsibility for supervision and coordination of the articulated programs have reviewed and assessed the program curriculum for alignment of learning outcomes and determined that the learning outcomes, performance standards, and assessment procedures meet the college standards for college credit course work.

The following materials were reviewed to align the program learning outcomes and determine the equivalency of the content and course work to be articulated*: (curriculum frameworks, samples of instructional materials, syllabi with learning outcomes, various assignments and assessments, and textbooks).*

VALIDATION MECHANISM

The validation mechanism for awarding college credit is based on the following student assessments that are identified for each articulated program: *(portfolio review, special projects, performance-based, industry certifications/licensure, written assessments skills inventory assessments or a combination).*

TRANSFERRING PROCESS

To receive college credit for the articulated programs completed at Osceola Technical College, transferring students must meet the following requirements:

1. Work with the Tech Express Coach to review and prepare the documentation needed to ensure a seamless transition to Valencia College.

2. Apply for admission to Valencia College and meet the College entrance requirements (Tech Express Coach can assist students with this process).

3. Submit a completed Valencia College application for Admission, satisfy the requirements for Degree-Seeking Status, including submission of all official transcripts, and declare a major in the articulated program.

4. Be accepted into Valencia within three years of completing the Osceola Technical College program. *(Note: If it's been longer than 3 years, an exception will be considered if the student can demonstrate they have current industry knowledge (i.e. through an employer letter, etc.)*

5. Complete orientation and comply with the appropriate placement, course prerequisites and requirements of the college.

6. Following enrollment at the college, student must meet with the Valencia Student Success Coach to review and verify all of the required documentation that has been submitted, and determine eligibility. (*Students must submit their official transcripts verifying completion of the articulated program, as well as all of the documentation that is required for evaluation of their assessment(s) identified below before the college credit can be awarded).*

   Required Student Assessment:
   - Students must present an acceptable portfolio of work to be assessed and evaluated by the Graphics and Interactive Design Program Chair. The portfolio should include examples of work that are identified in Addendum A of this agreement.

7. After verifying the required documentation and evaluating the approved assessments(s), the Valencia Student Success Coach or Program Chair for the articulated program will determine eligibility, and notify the Registrar's Office of acceptable credit to be awarded. *(Credit will be awarded after the drop/add date, and the evaluation process has been completed).*

TERMS OF AGREEMENT

This agreement will be reviewed on an ongoing basis to ensure that it remains current and up-to-date. The Valencia Tech Express Coach will work collaboratively with the Osceola Technical College and Valencia College faculty and staff to stay informed of any curriculum/program changes that may impact this agreement and require it to be modified or terminated. If it is determined that an agreement needs to be modified or terminated due to program changes, both institutions will be notified accordingly.

<p align="center">**ADDENDUM A**</p>

<p align="center">**SAMPLES OF WORK FOR PORTFOLIO REVIEW**</p>
<p align="center">**(Up to 9 credits)**</p>

Overview of GRA 1142C Graphic Design Essentials:
(5 credits / 7 contact hours):

Course focus:
Technical: 60%
Visual/Creative: 35%
Employability: 5%

This is an introductory course, however, it introduces a great deal of visual and technical concepts and has a heavy workload (students spend 6 hours a week in the classroom and are expected to spend 15 hours each week outside of class completing projects and assignments). Students complete this homework either at home or in our campus open graphic's lab facilities.

- Introduction to the design/creative process
- Form follows function and other design-related principles (textbook: Universal Principals of Design by Lidwell, et. al.).
- Presentations on color theory and color technical considerations
- Presentations on logo design
- Presentations on corporate stationery packaging (letterhead, business card, envelope).
- Presentations on layout/publication design
- Introduction to using and following a healthy creative process: Researching and defining the problem, establishing communication goals, brainstorming and ideation, choosing and refining based on defined goals, proofing and prototyping, technical execution.
- Technical foundation in MacOS and industry-standard software (Adobe Creative Cloud: Photoshop, Illustrator, InDesign).
- Technical foundation in scanning: file formats, resolution, scaling, color models appropriate for purpose of scan.
- Technical foundation in Photoshop: file formats for print and web as well as retouching projects, resolution for print and web, color models for print and web, proper cropping, scaling basics (no scaling up or image distortion), retouching and file setup, layers and layer masks, layer styles, accurate selection control, layer management, brushes and retouching tools, saving files for placement in page layout software.

- Technical foundation in Illustrator: creating template layers, using and knowing when to use Pathfinder, color models (including CMYK and PMS and when to use/not use each), drawing with the pen tool, creating the correct type of anchor points, converting points with anchor point tool, creating simplified paths, correctly applying fill/stroke colors, knowing how to control stroke appearances, expanding stroke appearances and effects, proper scaling, avoiding stray points/paths, keeping shapes closed, applying correct fill/stroke to shapes and lines, knowing the difference between transparency and tinting colors, converting type to outlines.

- Technical foundation in InDesign: correct file setup for facing pages, application of and use of a layout grid, use of master pages for grids and other repeating elements, multiple page layouts, positioning and scaling, cropping, placing images, managing and updating links, type formatting (headings, subheadings, by lines, photo captions, drop caps, first paragraph, etc.) and typesetting, avoiding default type settings (controlling size, leading, typeface selection), legibility, organization of space, hierarchy, proper indenting (not tabs), proper hanging punctuation for bulleted lists, number lists, pull quotes, etc., understanding typography basics regarding type sizes and ratios, text wraps, text insets, proper type alignment, spell check, proper file packaging to include placed images and fonts used, proper file organization, proper submission of packaged files.

- Grading considerations given to students include: quizzes, hands-on computer exam (3 hour, timed), tutorials, scanning & photo retouching, logo design and execution, corporate stationery package (letterhead, envelope, business card, layout design (4+ page newsletter). All projects (except for scanning & photo retouching require design/creative process).

- Professional presentation of work.

- Critique: providing and receiving constructive feedback.

- Foundation principles in industry expectations regarding employability traits deemed important by the industry (this is actually part of their course grading criteria): comprehension (verbal and written instructions), independent learning, problem solving, progressive learning, design process, initiative/motivation, self evaluation, improvement, professionalism and presentation, respects opinions, verbal interaction, express concepts, participation, in-class conduct, preparation, out of class work, meeting deadlines, time management, attendance, responsibility.

Overview of GRA 1413 Professional Development for Designers:
(1 credit – offered online only)

Course focus:
Industry expectations: 100%

This is an introductory course where students learn directly from industry professionals what the expectations are for entry-level workers in the industry.

Although the focus is heavy on employability traits (the industry expectations noted above – last bullet for GRA 1142C overview), additional time is spent helping students understand how graphic design expectations are unique from other industries. Topics covered include:

- Understanding the design expectations of a graphic designer's resume
- Expectations for personal logo
- Portfolio expectations
- Workplace environments
- Different positions and roles for entry-level workers in the industry
- Organizational differences in different types of workplaces
- Pay and salary information
- Course/program advising
- Difference between our two degree specializations at Valencia (graphic design focus in print design or interactive design focus in web design).
- Basic information about our internship requirements
- Learning the basics for how to take an online course for students who have never taken a course online before.
- Understanding how their classwork contributes to possible portfolio work
- Understanding how they are being prepared for their capstone course, GRA 1951C Portfolio Review and what they expectations are when they finally get to that course.

Overview of GRA 1203C Layout, Design & Copy Preparation:
(3 credits – 4 contact hours)

Course focus:
Technical: 60%
Visual/creative: 40%

A practical course in utilizing industry-standard layout software (currently, Adobe InDesign) to convert rough layout ideas into technically sound print-ready layouts. Students are encouraged to apply various design fundamentals, such as color, balance, hierarchy, with a heavy focus on creating and applying typographic grids to layouts. This course picks up where GRA 1142C Graphic Design Essentials leaves off both with the technical execution of projects (primarily file creation for typical offset lithographic press printing) as well as further development of the design process: Research, Ideation, Roughs, Refined Roughs, Execution, Proofs/Drafts, Critique, and Presentation. Topics and project opportunities students might consider for their portfolio:

- Logo design and logo design process
- Process books
- Strategic branding

- Brand standards manual
- Working with presentation comps for branding
- Multi-page layouts with demonstrated fluency in grid development and application, use of master pages for grid consistency, control of hierarchy, legibility, use of color/value, attention to detail, control of type formatting tools using industry standard layout software, use of spell check.
- Design and creative process development for layout and concept development
- Proper application and placement of vector and raster imagery in layout
- Proper application of resolution, color models, file formats for print layouts
- Daily, quick, in-class, technical exercises designed to build proficiency and speed
- Students take a hands-on computer exam focusing on proper use of typographic formatting tools (indents, leading, tracking, kerning, drop caps, threading text, runarounds, text inset, etc.) and file creation for a multi-page printed document
- Presentation and articulation of ideas as well as giving/receiving constructive criticism
- File organization, linking graphics, placing appropriate file types, resolutions and color models into page layout software
- Pre-press and preflighting
- Proper packaging
- Proper use of and selection of fonts
- Writing, understanding, interpreting creative briefs
- Advertising campaign layouts, including full creative/design process development, process books, concept development, technical execution, and well rationalized visual solutions of ideas as a campaign.
- This course strongly discourages the use of default type formatting and color settings.
- This course provides students with the possibility of developing portfolio pieces.