

**Tech Express Articulation Agreement  
Between  
VALENCIA COLLEGE**

**A.S. degree in Graphic and Interactive Design  
and**

**THE SCHOOL BOARD OF ORANGE COUNTY, FLORIDA O/B/O  
ORANGE TECHNICAL COLLEGE**

**Digital Media/Multimedia 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 Orange Technical College and met all of the requirements.

**COURSE EQUIVALENCY IN SPECIALIZED COURSES**

**ORANGE TECHNICAL COLLEGE**

**VALENCIA COLLEGE PROGRAM**

*(Based on Statewide Agreement – Portfolio Assessment)*

**Digital Media/Multimedia Design**  
(1050 Hours)

**Graphic & Interactive Design A.S. Degree (Up to 9 Credits)**  
GRA 1142C Graphic Design Essentials (5)  
GRA 1413 Professional Development for Designers (1)  
GRA 2156C Vector Illustration or GRA 2201 Electronic Imaging (3)

**MAXIMUM AWARD OF CREDIT**

This agreement makes it possible for a student to receive up to 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 EQUIVALENCY**

Valencia and Orange 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).*

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**TRANSFERRING PROCESS**

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

1. Meet with the Tech Express advisor as part of the Exit process for graduation from Orange Technical College to review and prepare documentation for transition to Valencia College.
2. Apply for admission to Valencia College and meet the College entrance requirements (Tech Express advisors 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 Orange 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 Valencia's Career Program Advisor 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 Assessments:**

- 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 reviewing the required documentation and evaluating the approved assessments(s), the Valencia Career Program Advisor 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 Advisors will work collaboratively with the Orange 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.

**ADDENDUM A**

**SAMPLES OF WORK FOR PORTFOLIO REVIEW  
(Up to 9 credits)**

**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 Principles 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.

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- 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),

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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 their expectations are when they finally get to that course.

**Overview of GRA 2156C Vector Illustration:  
(3 credits – 4 contact hours)**

Course focus:  
Technical: 50  
Visual/creative: 45  
Employability: 5

This is an intermediate to advanced-level course that focuses heavily on visual problem solving/design/illustration as well as the technical execution of illustrative ideas using vector software (Adobe Illustrator). Students spend 3.45 hours per week in class and are expected to spend 8 hours per week outside of class completing projects and assignments. Topics covered include:

- Any intermediate or advanced level technical topics beyond the basics covered in GRA 1142C (please refer to the items listed for that course).
- Students are expected to apply the fundamentals learned in GRA 1142C regarding vector basics, color, resolution (or lack of), file saving formats, etc.
- Heavier focus on design/creative process and documenting that process (process books),
- Heavier focus on vector illustration techniques for type and imagery (minimal layout design as that is covered more heavily in another course).

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- Required to further refine their design/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.
- Developing refined roughs that can then be translated to vector
- Projects students work on in this class, by their nature, force them to apply these more advanced concepts. Those projects are, but are not limited to:
  - Illustrations and layouts for book covers,
  - CD covers and layouts,
  - Product packaging illustrations/layouts/templates,
  - Designing for and prototyping packaging (can be cartons, boxes, etc.),
  - Poster design (often includes a gradient mesh constraint).

**Overview of GRA 2201 Electronic Imaging:  
(3 credits – 4 contact hours)**

- Required to further refine their design/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.
- Developing refined roughs that can then be translated to final design
- Projects students work on in this class, by their nature, force them to apply these more advanced concepts. Those projects are, but are not limited to:
  - Digital image retouching and colorization
  - Digital illustration techniques for book covers
  - Web advertisements designed at a variety of proportions for online advertisement to include web advertisement animation
  - Designing a nonprofit advertising campaign for print, outdoor advertisement, and non-traditional (students research media kits to determine size & cost)
- Intermediate to advanced technical concepts:
  - Layers, layer styles, layer masks, layer modes
  - Brushes / including custom brushes
  - Color models
  - Resolution as it relates to print and web
  - File saving formats and their appropriate usage
  - Advanced color correction
  - Importing vector and smart objects