Career-Technical Credit Transfer (CT)²
Media Arts Career-Technical Assurance Guide (CTAG)
June 1, 2016

The following courses, indicated by a Career-Technical Articulation Number (CTAN), are eligible for post-secondary credit and transfer among Ohio's public secondary career-technical institutions and state institutions of higher education. The SCTAI alignment document with ODE competencies and post-secondary learning outcomes can be found on the ODHE website at https://www.ohiohighered.org/sctai/ctags.

CTMDA001 Introduction to Digital Media Arts and Media Design	Credits: 3 Semester Hours
Advising Notes: In order to access post-secondary college credit for this CTAN, the student must: • Matriculate to an institution of higher education with an approved or comparable program within 3 years after completing the approved secondary program • Successfully complete the <u>ODE secondary course</u> **[Digital Media Art (340325)]** and earn a *qualifying score of 49 or higher* on the corresponding End of Course examination	**CERTIFICATE OF AFFIRMATION:** Can be used for course submission through CEMS. https://www.ohiohighered.org/transfer/ct2/affirmation

CTMDA002 Introduction to Audio Production (OAN OCM007)	Credits: 3 Semester Hours
Advising Notes: In order to access post-secondary college credit for this CTAN, the student must: • Matriculate to an institution of higher education with an approved or comparable program within 3 years after completing the approved secondary program. • Successfully complete the <u>ODE secondary course</u> **[Audio Broadcast (340130)]** and earn a *qualifying score of 77 or higher* on the corresponding End of Course examination **The coursework identified in this CTAN is guaranteed to transfer and** • May apply toward a Bachelor of Arts (BA) or Bachelor of Science (BS) in a Media Arts degree • It is not guaranteed to count for credit to count toward a Bachelor of Fine Arts (BFA) in Media Arts • Will be evaluated on a course-by-course basis in addition to audition, portfolio, or ensemble requirements that the receiving institution requires of its own students	**CERTIFICATE OF AFFIRMATION:** Can be used for course submission through CEMS. https://www.ohiohighered.org/transfer/ct2/affirmation

CTMDA003 Introduction to Single Camera Video Production (OAN OCM008)	Credits: 3 Semester Hours
Advising Notes: In order to access post-secondary college credit for this CTAN, the student must: • Matriculate to an institution of higher education with an approved or comparable program within 3 years after completing the approved secondary program. • Successfully complete the <u>ODE secondary course **[Video Production (340145)]**</u> and earn a *qualifying score of 59 or higher* on the corresponding End of Course examination **The coursework identified in this CTAN is guaranteed to transfer and** • May apply toward a Bachelor of Arts (BA) or Bachelor of Science (BS) in a Media Arts degree. • It is not guaranteed to count toward a Bachelor of Fine Arts (BFA) in Media Arts. • Will be evaluated on a course-by-course basis along with any audition, portfolio, or ensemble requirements that the receiving institution requires of its own students.	**CERTIFICATE OF AFFIRMATION:** Can be used for course submission through CEMS. https://www.ohiohighered.org/transfer/ct2/affirmation
CTMDA004 Multi-Media Production for the Web	Credits: 3 Semester Hours
Advising Notes: In order to access post-secondary college credit for this CTAN, the student must: • Matriculate to an institution of higher education with an approved or comparable program within 3 years after completing the approved secondary program. • Successfully complete the <u>ODE secondary course **[Multi-Media Web Production (340160)]**</u> and earn a *qualifying score of 53 or higher* on the corresponding End of Course examination **The coursework identified in this CTAN is guaranteed to transfer and** • May apply toward a Bachelor of Arts (BA) or Bachelor of Science (BS) in a Media Arts degree. • It is not guaranteed to count toward a Bachelor of Fine Arts (BFA) in Media Arts. • Will be evaluated on a course-by-course basis along with any audition, portfolio, or ensemble requirements that the receiving institution requires of its own students.	**CERTIFICATE OF AFFIRMATION:** Can be used for course submission through CEMS. https://www.ohiohighered.org/transfer/ct2/affirmation

The CTAN identifies the learning outcomes that are equivalent or common in introductory technical courses. In order for students to be able to receive credit under these agreements, the career-technical secondary programs and the post-secondary institutions must document that their course/program content matches the learning outcomes in the CTANs. In accordance with ORC 3333.162, industry standards and certifications provide documentation of student learning. Recognized industry standards are expectations established by business, industry, state agencies, or professional associations that define training program curricular requirements, establishes certification or licensure criteria, and often serves as the basis for program accreditation.

Requirements and Credit Conditions:

1. The receiving institution must have a comparable program, major, or courses that have been approved through submission to the Ohio Department of Higher Education (CT)[2] approval process for the CTANs listed in this document.
2. Credits apply to courses in the specified technical area at Ohio's public institutions of higher education, provided that the institution offers courses in the specific technical area. In the absence of an equivalent course, and when the institution offers the technical program, the receiving institution will guarantee to grant and apply an equivalent credit value of the Career-Technical Articulation Number (CTAN) toward the technical requirements of the specific degree/certificate program.
3. The applicant must provide proof to the receiving institution that she/he completed a course or program that has been approved through the (CT)[2] approval process and that she/he holds the appropriate credential or has passed the end-of-course assessment(s).
4. A career-technical student seeking credit under the terms of this CTAG must apply and be accepted to the college within three years of completing a career-technical education program/course or within the currency of the industry certificate or license.
5. A career-technical student who meets all eligibility criteria will receive the credit hour value for the comparable course(s) as offered at the receiving state institution of higher education.
6. The admission requirements of individual institutions and/or programs are unaffected by the implementation of (CT)² outcomes.
7. The transfer of credit through this CTAG will not exempt a student from the residency requirements at the receiving institution.
8. Public/State-assisted institutions seeking participation in these statewide articulations must document course equivalency (how learning outcomes are met and measured). Review will be conducted by the Media Arts CTAG Faculty Review Panel. All submissions for approval must be submitted electronically through the Course Equivalency Management System (CEMS).

Secondary Career-Technical students must complete the courses in the Media Arts Pathway to be eligible for credit under this CTAG. This pathway is outlined in the Ohio Department of Education's *Arts and Communications Career Field Technical Content Standards.*

CTMDA001 – Introduction to Digital Media Arts and Media Design	Credits: 3 Semester Hours

General Course Description: An overview of the aesthetics, history, and business aspects of Media Arts as they are created, manipulated, and distributed. Examples of the Media Arts include, but are not exclusive to, the production of animation, digital games digital photography, interactive design, illustration, traditional print design, music, sound design, and video/film.

Credits: 3 Semester Hours

Learning Outcomes:

1. Analyze the creative and commercial decisions of production in the Media Arts, and evaluate the success/failure of those decisions
2. Compare and contrast media innovations to appraise production choices and distribution options
3. Consider the philosophical and ethical issues that arise in digital communication specific to the Media Arts
4. Develop an effective media presentation incorporating a variety of digital tools
5. Develop an historical perspective of how Media Arts technologies evolved
6. Employ formative evaluation to the production process in Media Arts
7. List and describe the principle aesthetic fields in the Media Arts (e.g. light and color, two-dimensional space, three-dimensional space, time-motion, and sound, rule of thirds)
8. Qualitatively evaluate mediated messages
9. Understand the role of the Media Arts in a contemporary, political, and cultural context

Asterisk Indicates Essential Learning Outcomes

	Credits: 3 Semester Hours
CTMDA002 (OAN OCM007) – Introduction to Audio Production	

General Course Description: This course covers how to record, edit, and design with audio through a combination of lecture, lab, and student projects. Upon completion of this course, the student will be able to design, capture, and create audio for a variety of media including TV, web, and CD.

> **Credits:** 3 Semester Hours
>
> > **Learning Outcomes:**
> >
> > 1. Acquire skills in mixing, microphone techniques, recording and editing
> > 2. Demonstrate command of theory and skills by completing audio projects
> > 3. Understand principles of audio production
> > 4. Understand the relationships among aesthetics, narrative, and technologies of audio production

Asterisk Indicates Essential Learning Outcomes

CTMDA003 (OAN OCM008) – Introduction to Single Camera Video Production	Credits: 3 Semester Hours

General Course Description: This course covers the production of digital video in its three stages: pre-production, production, and post-production. Studio practice will include screenwriting, storyboarding, single camera operation, lighting, and digital video editing. Working independently and in groups, students work on projects including commercials, short subject narratives, and documentaries.

> **Credits:** 3 Semester Hours
>
> > **Learning Outcomes:**
> >
> > 1. Acquire skills in single camera production styles, in lighting techniques, editing techniques, graphic design, creative collaboration and storytelling
> > 2. Demonstrate understanding and skill acquisition by completing projects
> > 3. Understand principles of the production process

Asterisk Indicates Essential Learning Outcomes

CTMDA004 – Multi-Media Production for the Web   **Credits: 3 Semester Hours**

General Course Description: This course is designed to integrate a variety of production techniques that include audio, video and still image acquisition and manipulation, as well as, the creation and use of animation, and graphic design to develop interactive websites. Course will present an overview of principles, techniques and tools for multimedia production and distribution. Aspects of visual aesthetics and theory, lighting, cinematography, audio acquisition, non-linear audio/video editing, simple animation design, and interactive interface should all be addressed. Student must be provided an opportunity for a variety of hands-on exercises and projects.

Credits: 3 Semester Hours

Learning Outcomes:

1. Apply skills in audio/video acquisition and editing as it applies to the web
2. Apply skills in still image acquisition and manipulation as it applies to the web
3. Choose appropriate media and design an interactive website
4. Demonstrate basic skills in graphic design and animation as it applies to the web
5. Demonstrate creative collaboration and storytelling in a multimedia environment as it applies to the web
6. Understand principles of the production process as it applies to the web
7. Understand relationships among aesthetics, narrative, and technologies in multimedia production as it applies to the web

Asterisk Indicates Essential Learning Outcomes

Media Arts Panel Participants
Spring 2015

Maria Bleahu	Stark State College	SCTAI Lead Panel Expert
Andy Curran	University of Cincinnati	SCTAI Panel Expert
Donald Moore	Ohio University	SCTAI Panel Expert
David Smeltzer	Kent State University	SCTAI Panel Expert
Eric Williams	Ohio University	SCTAI Lead Expert (Former)
Miriam Bennett	Cuyahoga Community College	Item Writer
Cyril Ibe	Central State University	Item Writer
Donald Moore	Ohio University	Item Writer
Sarah Morganstein	Cuyahoga Community College	Item Writer
Amanda Romero	Sinclair Community College	Item Writer
Gabriela Rosu	Stark State Community College	Item Writer
Cyndi Brill	Ohio Department of Education	Program Specialist
Pat Huston-Holm	Ohio Department of Education	Program Specialist
Jim Austin	Center on Education and Training for Employment at OSU	
Mr. Pete Ross	Ohio Department of Higher Education	SCTAI Special Coach
Tonya Ervin	Ohio Department of Higher Education	Associate Director, Career-Technical Transfer Initiatives
Misty McKee	Ohio Department of Higher Education	Assistant Director, SCTAI
Anne Skuce	Ohio Department of Higher Education	Senior Associate Director, SCTAI
Jessi Spencer	Ohio Department of Higher Education	Administrative Coordinator of SCTAI