

**Career-Technical Credit Transfer (CT)²
 Visual Design and Imaging Career-Technical Assurance Guide (CTAG)
 March 24, 2016**

The following courses, indicated by a Career-Technical Articulation Number (CTAN), are eligible for postsecondary 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 postsecondary learning outcomes is available on the ODHE website at <https://www.ohiohighered.org/transfer/ct2/ctags>.

CTVDI001 - Design and Typography Fundamentals	Credits: 3 Semester Hours
<p>Advising Notes: In order to access postsecondary college credit for this CTAN, the student must:</p> <ul style="list-style-type: none"> • Matriculate to an institution of higher education with an approved or comparable program within 3 years of graduating from an approved career-technical education institution. • Successfully complete <u>ODE secondary course Digital Print Design (340320)</u> and earn a qualifying score of 49 or higher on the end-of-course examination OR <u>ODE secondary course Visual Creation (340315)</u> and earn a qualifying score of 52 or higher on the end-of-course examination. <p>This course will utilize Adobe software</p> <p>Student taking this course will earn credit for <u>either</u> 340320 Digital Print Design or 340315 Visual Creation</p>	<p>Secondary institutions must have pathway approval from the Ohio Department of Education. Certificate of Affirmation assurances are now incorporated into the CTE-26 application process.</p>
CTVDI002 - Fundamentals of Advertising and Communication	Credits: 3 Semester Hours
<p>Advising Notes: In order to access postsecondary college credit for this CTAN, the student must:</p> <ul style="list-style-type: none"> • Matriculate to an institution of higher education with an approved or comparable program within 3 years of graduating from an approved career-technical education institution. • Successfully complete <u>ODE secondary course Advertising and Communication (340340)</u> and earn a qualifying score of 44 or higher on the end-of-course examination. <p>This course will utilize Adobe software</p>	<p>Secondary institutions must have pathway approval from the Ohio Department of Education. Certificate of Affirmation assurances are now incorporated into the CTE-26 application process.</p>

Each 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 programs and the state institutions of higher education must document that their course/program content matches the learning outcomes in the CTANs. In accordance with Ohio Revised Code 3333.162, industry standards and certifications provide documentation of student learning.

Requirements and Credit Conditions:

1. The receiving institution must have a comparable program, major, or course(s) 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 they successfully completed a course that has been approved through the (CT)² approval process and that they earned a qualifying score on the end-of-course examination.
4. A career-technical student seeking credit under the terms of this CTAG must matriculate to an institution of higher education with an approved or comparable program within 3 years of graduating from an approved career-technical education institution.
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 Visual Design and Imaging CTAG Faculty Review Panel. All submissions for approval must be submitted electronically through the Course Equivalency Management System (CEMS).

CTVDI001 – Design and Typography Fundamentals

General Course Description: This course introduces students to typography and how to use typography as a critical part of page layout. As they continue to build upon the concept of type and the basic principles of designing with type. This course trains students to define how the printed or viewed page looks as an integrated graphic element.

Credits: 3 Semester Hours

Learning Outcomes:

1. *Analyze typographic and design vocabulary to discuss application of design principles and analyze solutions to design problems.
2. *Develop a completed design and type project.
3. *Employ strategies for choosing appropriate type.
4. *Identify the basic fundamentals of typographic design.
5. *Recognize characteristics of type and how its functions in relationship to anatomy, measurements, and classification.

****Asterisk Indicates Essential Learning Outcomes***

CTVDI002 – Fundamentals of Advertising and Communication

General Course Description: Course will focus on the importance, power and dynamics of visual design directed to a specific target audience. Visual communication in relationship with advertising takes on many forms in graphic design, poster design, interior and exterior environmental design, digital painting, logo development, brand identity, outdoor advertising, web page development and digital photography.

Credits: 3 Semester Hours

Learning Outcomes:

1. *Analyzing the power of visuals in advertising campaigns through research.
2. *Demonstrate effective application of core visual communications concepts through various advertising tactics.
3. *Design, develop, and produce effective visual communication strategy for the purpose of advertising.
4. *Discuss and review effective logos, images, and type in advertising: print ads, posters, outdoor and interior environments, digital paintings, and websites.
5. *Understand principles of advertising and visual communications and the key roles of advertising as a business process.

****Asterisk Indicates Essential Learning Outcomes***

**Visual Design and Imaging Panel Participants
Spring 2015**

Gene Burleson	Columbus State Community College	SCTAI Panel Expert
Scott Dawson	Clark State Community College	SCTAI Panel Expert
Amy Fidler	Bowling Green State University	SCTAI Panel Expert
Jon Lundquist	Columbus State Community College	SCTAI Panel Lead Expert
Gene Strickland	Columbus State Community College	SCTAI Panel Expert
Christian Wolken	Cuyahoga Community College	SCTAI Panel Expert
Diane Miller	Rhodes State Community College	Item Writer
Gabriela Rosu	Stark State College	Item Writer
Dennis Ryan	Lorain Community College	Item Writer
Cyndi Brill	Ohio Department of Education	Program Specialist
Pat Huston-Holm	Ohio Department of Education	Career Field Consultant
Jim Austin	Center on Education and Training for Employment at OSU	
Pete Ross	Ohio Department of Higher Education	SCTAI Special Coach
Anne Skuce	Ohio Department of Higher Education	Senior Associate Director, SCTAI
Misty McKee	Ohio Department of Higher Education	Assistant Director, SCTAI
Jessi Spencer	Ohio Department of Higher Education	Administrative Coordinator of SCTAI