



Memorandum

To: Chief Academic Officers and Provosts

From: Dr. Paula Compton, Associate Vice Chancellor, Articulation and Transfer

Date: March 24, 2016

Subject: New Career-Technical Assurance Guide (CTAG): Visual Design and Imaging

I am pleased to announce a new Career-Technical Assurance Guide (CTAG) that facilitates transfer within Ohio's Public Colleges and Universities in the area of Visual Design and Imaging.

This memorandum will discuss the Visual Design and Imaging CTAG.

Visual Design and Imaging

The Visual Design and Imaging CTAG was created through the Secondary Career-Technical Alignment Initiative (SCTAI), a collaborative effort between the Ohio Department of Higher Education (formerly, Ohio Board of Regents) and the Ohio Department of Education (ODE), which supports the legislative mandates in ORC 3333.162. Faculty experts from two-year and four-year institutions across the state worked on the initiative to ensure similar academic content by examining and providing input into ODE Content Standards and then aligning those standards with post-secondary learning outcomes. A survey was sent to all of Ohio's Public Colleges and Universities member institutions for review, comment, and endorsement. Findings favored the creation of a statewide agreement in Visual Design and Imaging and the addition of four new Career-Technical Articulation Numbers (CTANs) for statewide articulation. The attached assurance guide details the criteria that will provide secondary career-technical students the opportunity to earn credit for the approved CTANs below. This letter addresses the need for post-secondary participation. A separate announcement will address the alignment of secondary institutions.

The Visual Design and Imaging CTAG includes the following courses (CTANs):

CTVDI001 Design and Typography Fundamentals (3 credits)
CTVDI002 Fundamentals of Advertising and Communication (3 credits)
CTVDI003 Beginning Digital Image Editing (3 credits)
CTVDI004 Fundamentals of Illustration and Layout (3 credits)

All four (4) CTANs are new, to review the learning outcomes please see the attached CTAG document. Also attached to this correspondence is an expected compliance chart which shows courses institutions revealed, in audit, which matched the learning outcomes of the four CTANs, as well as, courses found through desk audit. If your institution offers a course(s) with similar content please submit the course(s) through the Course Equivalency Management System (CEMS) for review.

Providing a submission prior to April 4, 2016, and no later than April 30, 2016, will allow the course(s) to be reviewed in the next review cycle. All institutions will need to make a submission for the aforementioned CTANs if they have comparable courses.

Please see attached CTAG document for course descriptions and identified learning outcomes.

There will be a statewide Visual Design and Imaging discipline-specific teleconference. The purpose of this teleconference is to familiarize institutions with the CTAG process, facilitate timely submissions, and provide an overview of what is required from institutions making submissions. The meeting will be held on April 1, 2016 and will convene at 2:00 p.m. Faculty are encouraged to complete the registration for the teleconference, <https://www.surveymonkey.com/r/5XMKGJD>.

PLEASE NOTE: A faculty panel will also be composed in order to conduct reviews for institutional courses submitted through CEMS. If you are aware of a faculty member who could potentially serve as a faculty review panel member for the Visual Design and Imaging course equivalency review process, please follow the link to submit your nomination <https://www.surveymonkey.com/r/5LXDK38>. Nominations should be submitted no later than April 13, 2016.

I would like to thank all of those involved in this process for their dedication and support. The names of the faculty participants are listed on page 6 of the Visual Design and Imaging CTAG. If you have any questions, please feel to contact Monique Menefee-Proffitt, Associate Director of Career-Technical Transfer Initiatives, mmenefee-proffitt@highered.ohio.gov, 614-387-1022 or Jamilah Tucker, Director of Career-Technical Transfer Initiatives, jjones@highered.ohio.gov, 614-466-0543.

Enclosures (2)