



Memorandum

To: Career-Technical Center Directors and Superintendents

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

Date: June 10, 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 from Ohio’s public secondary career-technical institutions to Ohio’s Public Colleges and Universities in the area of Visual Design and Imaging. This memo provides an overview of the Visual Design and Imaging CTAG and also addresses the need for the participation of secondary institutions.

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 Technical 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 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.

Table A: Visual Design and Imaging CTAG Crosswalk to ODE Courses

Career-Technical Articulation Numbers (CTANs)	Ohio Department of Education (ODE) EMIS Numbers and Course Names
CTVDI001 - Design and Typography Fundamentals	340315 - Visual Creation or 340320 - Digital Print Design
CTVDI002 - Fundamentals of Advertising and Communication	340340 - Advertising and Communication
CTVDI003 - Beginning Digital Image Editing	340120 - Digital Image Editing
CTVDI004 - Fundamentals of Illustration and Layout	340330 - Visual Distribution

With the Ohio Department of Education’s shift from offering programs to courses, the CTAG submission and approval process, in some cases, has changed for secondary institutions. For the Visual Design and Imaging CTAG, the Certificate of Affirmation can be used for all aforementioned CTANs listed in Table A above.

Qualifying Web Exam Scores for CTANs:

The qualifying scores required for each CTAN are noted with the corresponding CTAN and ODE EMIS Code. **For CTVDI001 - Design and Typography Fundamentals, [Digital Print Design (EMIS CODE 340320), requires a qualifying score of 49 and higher or Visual Creation (EMIS CODE-**

340315), requires a qualifying score of 52 or higher]. **CTVDI002 - Fundamentals of Advertising and Communication**, [Advertising and Communication (EMIS CODE-340340) requires students to earn a qualifying score of 44 or higher]. CTAN **CTVDI003 - Beginning Digital Image Editing** [Digital Image Editing (EMIS CODE-340120), requires a qualifying score of 44 or higher]. Lastly, for **CTAN CTVDI004 - Fundamentals of Illustration and Layout**, [Visual Distribution (EMIS CODE-340330) requires a qualifying score of 39 or higher].

Process for Students to Earn Credit:

The following steps must occur for secondary students to have the opportunity to access college credit for these courses:

1. Secondary institutions must submit their course information to the Course Equivalency Management System (CEMS) for each ODE course taught at the institution and according to the submission requirements for each CTAN. Faculty panels working with the ODHE will review the submissions and determine the institution's approval status for the Visual Design and Imaging CTANs. Course alignments are shown in Table A.
2. Students must accomplish both a & b outlined below:
 - a) pass the ODE aligned course(s) with a "C" or better
 - b) pass the corresponding End-of-Course examination with a qualifying score [for those CTANs requiring the examination].
3. Students must then work with their secondary institution(s) to ensure that their official high school transcript, official WebXam™ scores (where applicable), and the (CT)² Verification Form (available on our website), <https://www.ohiohighered.org/node/5076>, are submitted to the post-secondary institution where the student chooses to enroll. The post-secondary institution must also be a part of the statewide agreement or offer the career-technical discipline to facilitate transfer.

If your institution offers any of the CTANs listed in Table A, please submit the course(s) and affirmation form (if applicable), through the Course Equivalency Management System ([CEMS](#)) for review. Providing a submission upon receipt of this correspondence and no later than September 26th will allow the course and required documentation 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.

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 in reference to content of the Visual Design and Imaging CTAG, please contact Jamilah Tucker, Director of Career-Technical Transfer Initiatives, jjones@highered.ohio.gov, 614-466-0543 or Monique Menefee-Proffitt, Associate Director of Career-Technical Transfer Initiatives, mmenefeeproffitt@highered.ohio.gov, 614-387-1022. For technical assistance with a submission, please contact Ryan Cupp, Administrator Career-Technical Transfer Initiatives, rcupp@highered.ohio.gov, 614-752-9474.

Enclosures (1)