FITCHBURG STATE UNIVERSITY

ARTICULATION AGREEMENT

COMMUNICATIONS MEDIA

AND

DESIGN AND VISUAL COMMUNICATION PROGRAM

FITCHBURG STATE UNIVERSITY

AND

NASHOBA VALLEY TECHNICAL HIGH SCHOOL

Based upon the mutual concern for the continued growth of students, and to provide a continuing articulated program that builds on past learning experience and eliminates unnecessary duplications of instruction, we mutually subscribe to the following:

1. Nashoba Valley Technical High School students who have completed the Design and Visual Communication Program have acquired academically verifiable college-level knowledge and skills equal to the learning outcomes in Fitchburg State courses COMM 1120 Message Design and COMM 3810 Introduction to Graphic Design. This is demonstrated through the Course Crosswalks at the end of this agreement.
2. Students who have earned at least a 3.0/B average for the Design and Visual Communication Program will be granted Fitchburg State University college credit for COMM 1120 Message Design and COMM 3810 Introduction to Graphic Design for a total of six credits).
3. Applicants for credit must meet all Fitchburg State University admissions requirements and submit an official final high school transcript, which shows the Design and Visual Communication Program, completed.

4. At the end of the school year, Derik Rochon, Design and Visual Communication Instructor at Nashoba Valley Technical High School, will send a list of eligible students who will be attending Fitchburg State University to the Communications Media department. This list will be shared with Fitchburg State's MassTransfer and Articulation Coordinator and Registrar so that these students to receive transfer credit.
5. Graduation requirements will be no different from the graduation requirements of all other students.
6. Fitchburg State University will honor this agreement for four years after the student's date of high school graduation. In cases where a student's graduation exceeds four years, Fitchburg State University will determine eligibility on a case by case basis.
7. This agreement will be in effect for three years and is subject to an annual review by both parties.

Agreed to this _____ 27 _____ day of __March_____, 2024.

Articulation Agreement

Fitchburg State University

Patricia A. Marshall

Dr. Patricia A. Marshall
Provost and Vice President

[signature]

Dr. Sara Levine
Dean of Arts and Sciences

Nashoba Valley Technical High School

Dr. Denise Pigeon 3/7/24

Dr. Denise Pigeon
Superintendent

Jeremy Slotnick

Jeremy Slotnick
Principal

Gabriella White

Gabriella White
Curriculum Coordinator

Fitchburg State Course Objectives	Nashoba Tech Course (Covering the same objectives)
Message Design COMM 1120 3 Credits	1. Graphic Design I-Introduction to Graphic Design 2. Graphic Design II-Conceptualization & Color Theory 3. Graphic Design III – Typography & Publication Design 4. Design Software II-Image Editing & Illustration 5. Graphic Design VI-Mood, Messaging, and Target Audience 6. Graphic Design IV-Animation & Timed Design 7. Career Development and Communication 8. Social Media and Alternative Marketing 9. Digital Photography 10. Graphic Design VIII-Group Design and Solutions 11. Portfolio Preparation 12. Design Software IV -Animation & Timed Design
Student will become **knowledgeable** in the following:	
• Describe the differences, similarities, and overlap between the department's communications media concentrations and majors	Courses 1 - 12
• Describe several theories of human creativity	1, 2, 5
• Use visual literacy principles as a framework for media study	1, 2, 5
• Think critically about truth in media imagery	8
• Describe the limits of human-media perception	1, 2, 5
• Apply Gestalt theories to an analysis of images	1, 2, 5
• List visual communication elements and several attributes of each	1, 2, 5
• Describe several semiotic concepts	1, 2, 5
• Distinguish formal and informal balance	1, 2,

• Present a series of visual techniques and/or concepts	1, 2, 5
• Construct a composition using image editing software	4, 9
• Differentiate three dimensions of color perception	1, 2, 5
• Describe how color can be used in media as an emotional trigger	1, 2, 5
• List and define several factors that influence a photographer's photograph	4,9
• Describe what typography is and how it is used for various effects	3
• Analyze a print piece using course concepts	1,2,3,5,8,9
• Analyze a film using course concepts and film terminology	9, 12

Fitchburg State Course Objectives	Nashoba Tech Course (Covering the same objectives)
Introduction to Graphic Design COMM 3810 3 Credits	1. Basics of Computer Literacy 2. Graphic Design I-Introduction to Graphic Design 3. Design Software I 4. Graphic Design II-Conceptualization & Color Theory 5. Design Software II-Image Editing & Illustration 6. Graphic Design III – Typography & Publication Design 7. Design Software III – Layout & Design 8. Graphic Design IV-Animation & Timed Design 9. Design Software IV -Animation & Timed Design 10. Graphic Design V-Branding and Business Development 11. Art History Before 1500 12. Digital Photography
Student will become knowledgeable in the following:	
• To control how visual form to express content	2, 8
• To follow a methodical, iterative, and linear design process to reach an outcome	2, 4
• To be able to develop multiple solutions to a given design problem	2, 4
• To understand basic design tools and software	1, 3, 5, 7, 9, 10
• To demonstrate aesthetic sensitivity of color, form, line, typography	2, 4, 6
• To demonstrate an understanding of asymmetry, balance, alignment, and eye flow in composition	6, 7
• To be able to structure positive and negative space through understanding of figure-ground	2, 6
• To be able to create basic visual	7

hierarchy	
• To analyze art and design objects and articulate their form and function	4, 11
• To simplify complexity and ignore irrelevant detail (understand function vs. ornamentation)	4, 10
• To understand abstraction as a graphic device	2, 8, 10
• Intro general	8, 9, 12