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TO: Local Directors of Career and Technology Education

FROM: Katharine M. Oliver  
Assistant State Superintendent  
Division of Career and College Readiness

SUBJECT: Articulation Agreement with Bridgemont Community and Technical College

DATE: November 29, 2010

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I am pleased to announce that the Maryland State Department of Education (MSDE) has entered into a statewide articulation agreement with Bridgemont Community and Technical College in Montgomery, West Virginia for the Maryland Graphic Communications (PrintED) Career and Technology Education Program of Study. Attached is a copy of the agreement, which gives students the opportunity to earn up to 16 credits toward an Associates of Science Degree in Bridgemont Community and Technical College's Digital Design and Print Communications program. This program articulates with the Bachelors of Science in Printing Technology and the Bachelor of Arts in Interdisciplinary Studies – Graphic Design at the West Virginia University Institute of Technology. More information may be found on the Bridgemont Community and Technical College's website: <http://www.bridgemont.edu/>.

This is a wonderful opportunity for students in the PrintED program to gain advanced standing in a challenging postsecondary program. The chart below shows the number of credits that may be earned:

MSDE PrintED Course(s)	Bridgemont CTC Course(s)	Credit
Introduction to Graphic Communication	PRNT-111 Intro To Printing	3 Credit Hours
Digital File Preparation	PRNT-114 Intro to Computers	1 Credit Hour
Offset Press Operations	PRNT-115 Text and Type	1 Credit Hour
Binding and Finishing	PRNT-116 In Design I	1 Credit Hour
Digital Production Printing	PRNT-126 Elect. Image Capture	1 Credit Hour
Digital File Output	PRNT-127 Image Reproduction	1 Credit Hour
Advanced Graphic Communications	PRNT-131 Sheedfed Presses	4 Credit Hours
	PRNT-134 Graphics Creation	1 Credit Hour
	PRNT-142 Intro to Photoshop	1 Credit Hour
	PRNT-145 Safety/Env. Issues	2 Credit Hours
<b>Total</b>		<b>16 Credit Hours</b>

Articulation Agreement

November 29, 2010

Page 2

Please review the articulation agreement, and note the responsibilities of all involved parties, including the school system, the student, the Maryland State Department of Education and Bridgemont Community and Technical College. Questions about the articulation agreement and/or the CTE program of study may be directed to the MSDE Arts, Media and Communication Cluster Team. Please contact Marquita Friday at 410-767-0183 or via email at [mfriday@msde.state.md.us](mailto:mfriday@msde.state.md.us), Rosemary Bitzel at 410-767-0165 or via email at [rbitzel@msde.state.md.us](mailto:rbitzel@msde.state.md.us), or Luke Rhine at 410-767-0177 or via email at [lrhine@msde.state.md.us](mailto:lrhine@msde.state.md.us).

Attachment

c: Beverly Jo Harris  
William Arnold  
Paul Foster  
CTE Staff

# **PRINTING TECHNOLOGY ARTICULATION AGREEMENT BETWEEN**

## **MARYLAND STATE DEPARTMENT OF EDUCATION, LOCAL SCHOOL SYSTEMS\ AND BRIDGEMONT COMMUNITY AND TECHNICAL COLLEGE**

This articulation agreement is entered into by the **Maryland State Department of Education**, herein after referred to as MSDE, and **Bridgemont Community and Technical College**, hereinafter referred to as Bridgemont CTC. This agreement was developed after a review of materials and meetings between Bridgemont CTC and MSDE staff.

### **I. TERMS OF AGREEMENT**

This agreement, upon fixation of appropriate signatures from both institutions, shall become effective during the Fall Semester 2010 and shall be reviewed yearly and amended as deemed necessary.

### **II. NATURE OF AGREEMENT**

The purpose of this agreement is to affect a spirit of mutual cooperation between *MSDE* and *Bridgemont CTC* and to provide for the easy transfer of students from Maryland Public Local School Systems (*LSS*) to *Bridgemont CTC* for the continuation of education. Each institution remains solely responsible for the development and design of its own curriculum.

### **III. AREAS OF EDUCATION TO BE INCLUDED**

This agreement is intended to pertain only to students who initially undertake hereinafter specified courses at the *LSS* while they are regularly enrolled at the *LSS* and who subsequently seek to enter *Bridgemont CTC* as college students to further the education initiated at their local high school. A specific addendum shall be attached to this agreement to place in detail the understandings related to each course; and nothing that is stated herein shall be applicable to programs not outlined in the addendum or to students who do not complete the education programs specified by MSDE.

### **IV. NATURE OF ARTICULATION**

At such time as any student has graduated from the PrintED Graphic Communications Program at the *LSS* and subsequently seeks to enroll at *Bridgemont CTC* in the Digital Design and Printing Communications program (formerly Printing Technology), the student may apply to the Department Chair for advanced standing via the Articulation process below. The student will have two pathways for articulation. They are:

1. A student must finish the PrintED program with a "Certification of Completion" and pass the PrintED/SkillsUSA Skill Connect assessment for Introduction to Graphic Communications.
2. A student must have at least a 3.0 GPA overall in the Graphic Communications courses.

### **ARTICULATION PLAN**

On the basis of having received a "B" or higher in the stipulated grade in certain courses (see Addendum) at the *LSS*, the students will be entitled to apply for credit (hours only) for competency based coursework completed at *LSS*. Credit will be awarded upon the student's completion of at least 15 additional credit hours in the *Bridgemont CTC Digital Design and Printing Communications program (formerly Printing Technology)* with attainment of at least a two-point grade average on a four-point scale. However, if taking a subsequent course for which a prerequisite is being awarded, credit will be granted for the prerequisite course only after the higher level course has been successfully completed with a grade of "C" or higher.

A provision of this agreement is that students enter the *Digital Design and Printing Communications program (formerly the Printing Technology program) at Bridgemont CTC* within two (2) academic years after graduation from LSS.

- a. The competencies/courses shall be these identified in this document, and shall be agreed to jointly by the *MSDE* and the *Bridgemont CTC* faculty in the programs involved.
- b. A full record of the grade and credit hours to be awarded and the title of each course shall be provided to the Registrar of *Bridgemont CTC* for inclusion in the student's permanent records.

**V. PERIODIC REVIEW**

All specific addendum that are appended to this agreement shall be reviewed by appropriate faculty and/or administration at both *LSS* and *Bridgemont CTC* before the end of each academic year, and faculty in articulated programs at *LSS* and *Bridgemont CTC* shall remain in contact to discuss and evaluate the agreements that they have reached. To provide a channel for such communication, it is recommended that faculty from the involved programs serve on an advisory committee of the respective articulated programs.

**VI. REVISIONS/TERMINATION**

This agreement shall remain in effect until it is specifically revised or terminated. Either party to the agreement may request meetings with appropriate persons from the other party to discuss revisions to this agreement, and such meetings shall be discussed in a timely manner. Revisions shall be implemented in a timely manner. Either party may, upon a minimum of one year's written notice, terminate the agreement, such termination to become effective on the next June 30 following the date of written notice.

**VII. ON-DISCRIMINATION**

The parties to this agreement shall maintain a policy of equal opportunity employment and shall prohibit the discrimination on the basis of race, color, creed, national origin, sex, handicap, or veteran status and shall not tolerate sexual harassment of any form in its programs and activities pursuant to this agreement. Further, the parties shall not discriminate for the purposes of this agreement on the basis of sexual orientation in the admission of any student or employment of any persons.

**ADDENDUM TO THE PRINTING TECHNOLOGY  
ARTICULATION AGREEMENT WITH MSDE and BRIDGEMONT CTC**

It is agreed that specific articulation between the Maryland State Department of Education (MSDE) and the *Digital Design and Printing Communications department* (formerly the *Printing Technology department*) at **Bridgemont Community and Technical College (Bridgemont CTC)** shall become effective at the beginning of the Fall Semester, 2010.

MSDE agrees to impress on students wanting to take advantage of this agreement the need to use every opportunity to better develop their math, science, and communication skills. Students without one unit of algebra, one unit of geometry, and one-half unit of trigonometry and an ACT math score of 19 or higher; an ACT English score of 18 or higher; and an ACT Reading score of 16 or higher may be required to remove deficiencies prior to being accepted into the program. Deficiencies in math may prevent students from entering directly into some technical courses at *Bridgemont CTC*.

**ARTICULATION PLAN**

On the basis of having received a grade of "B" or higher in the courses listed below at the LSS, the students will be entitled to apply for credit (hours only) for competency-based course work completed at the LSS. Credit will be awarded upon the student's completion of at least 15 additional credit hours in the *Bridgemont CTC Digital Design and Printing Communications program* (formerly the *Printing Technology program*) with attainment of at least a two-point grade average on a four-point scale. However, if taking a subsequent course for which a prerequisite is being awarded, credit will be granted for the prerequisite course only after the higher level course has been successfully completed with a grade of "C" or higher. A provision of this agreement is that students enter the *Digital Design and Printing Communications program* (formerly the *Printing Technology program*) at *Bridgemont CTC* within two (2) academic years after graduation from LSS.

- a. The competencies/courses shall be these identified in this document, and shall be agreed to jointly by the MSDE and *Bridgemont CTC* faculty in the programs involved.
- b. A full record of the grade and credit hours to be awarded and the title of each course shall be provided to the Registrar of *Bridgemont CTC* for inclusion in the student's permanent records. Credit hours only may be awarded by articulation of the following courses :

<b>MSDE PrintED Course(s)</b>	<b>Bridgemont CTC Course(s)</b>	<b>Credit</b>
Introduction to Graphic Communication	PRNT-111 Intro to Printing	3 Credit Hours
Digital File Preparation	PRNT-113 Intro to Graphic Design	1 Credit Hour
Offset Press Operations	PRNT-115 Text and Type	1 Credit Hour
Binding and Finishing	PRNT-116 InDesign I	1 Credit Hour
Digital Production Printing	PRNT-126 Elect. Image Capture	1 Credit Hour
Digital File Output	PRNT-127 Image Reproduction	1 Credit Hour
Advanced Graphic Communications	PRNT-131 Sheedfed Presses	4 Credit Hours
	PRNT-134 Graphics Creation	1 Credit Hour
	PRNT-142 Intro to PhotoShop	1 Credit Hour
	PRNT-145 Safety/Env. Issues	2 Credit Hours
Advertising and Design	<b>To Be Considered</b>	
<b>Total</b>		<b>16 Credit Hours</b>

## **Graphic Communications (PrintED) Course Descriptions**

### **Program Description**

The Graphics Communication Program (PrintED) is designed to give students an overall understanding of the graphics communication industry and its major operations while teaching competencies that lead to national PrintED certification. PrintED is administered by the Graphic Arts Education and Research Foundation (GAERF), and is a national accreditation program based on industry standards for graphic communications courses of study at the secondary and postsecondary levels. In Maryland, PrintED is supported by the Printing and Graphics Association MidAtlantic, ([www.pgama.com](http://www.pgama.com)), an industry organization that assists with professional development, curriculum, work based learning, and the SkillsUSA contest. Students can gain certification in up to seven areas: Introduction to Graphic Communications, Digital File Preparation, Digital File Output, Offset Press Operations, Binding and Finishing, Digital Production Printing, and Advertising and Design.

The Graphics Communication Program - PrintED consists of three components that students are required to complete: 1) The program of study which consists of the Introduction to Graphic Communications course and two or more PrintED courses; 2) The PrintED competencies for each course (these range from 36 to 103 competencies per course, and students must master 80% of the competencies); 4) PrintED end-of-course certification exams.

### **Secondary Courses**

#### **Introduction to Graphic Communications**

This required foundation course provides an overview of the graphic communications industry. Students demonstrate 103 competencies while developing an overall understanding of the industry and its major operations.

#### **Advertising and Design**

Course Description: Students demonstrate knowledge in 45 competencies in advertising and design. The competencies address copyright, ethics and intellectual property rights; creating a digital portfolio, typefaces, page layout, image capture, digital illustration and design principles, and corporate branding. Students demonstrate an understanding of additive and subtractive color, design a logo, create an illustration, and pitch an advertising concept.

#### **Digital File Preparation**

In this course, students demonstrate 80 competencies that are procedures required in each step of file preparation. These include basic design elements and principles, file construction, fonts, page layout, image capture, illustration, and PDF creation. Many of the competencies require students to describe, identify, explain, measure and/or distinguish file-related issues. Approximately half the competencies require students to demonstrate various skills in creating and exporting images and laying out a page in appropriate software.

#### **Digital File Output**

The 40 competencies in this accreditation area require that students have an understanding of the steps needed to prepare a client file for printing, from preflighting through platemaking. Most of the competencies require students to define specific activities and identify various procedures and equipment components. Students are also expected to prove their ability to perform the following functions: repair a native digital file, repair a PDF, make a folding dummy, make a digital hard and soft proof, and output a digital file to a platesetter.

**Offset Press Operations**

This course covers 42 competencies that ensure a sound knowledge of platemaking, ink, paper, and fountain solution used for offset lithography. Some competencies require students to identify press parts and basic operations procedures, while 20 of the competencies require student to demonstrate their ability to perform makeready steps, print different types of one- and two-color jobs, evaluate and adjust print quality, color measurement, and perform clean-up functions.

**Digital Production Printing**

Students master 36 competencies in digital production printing that are designed to teach concepts and competencies that ensure that the student is able to operate any vendor's digital press. Students will understand and apply the digital workflow concepts to print production. The competencies range from introductory skills such as describing the types of jobs that use a digital press to more advanced skills such as printing two- and four-color jobs, printing and finishing a perfect-bound booklet and printing a variable data print job.

**Binding and Finishing**

Students master 57 competencies to learn about the equipment, materials and procedures for folding, cutting, stitching, adhesive binding, case binding, foil stamping coating and laminating, and spiral and wire binding. Students demonstrate the use of folding equipment to make different folds and perform preventative maintenance on folders and cutters. They demonstrate knowledge of paper types as well as the tools and procedures for quality control. Students identify and solve common bindery and finishing problems.

**Advanced Graphic Communications**

This project-based course has three components: Advanced File Preparation, Advanced Printing Procedures and Advanced Page Imposition. Projects may be substituted for course content and senior projects to keep pace with changing industry standards as advised by the Printing and Graphics Association MidAtlantic.

## ARTICULATION TERMS

### **Maryland Local School Systems will:**

- Offer the Graphic Communications PrintED program as stated in the Maryland State Department of Education's Maryland Career and Technology Education Program of Study proposal;
- Communicate details of this agreement to principals, teaching staff, school counselors and students;
- Encourage students in the Graphic Communications PrintED program to take higher level mathematics and science as well as develop good communication skills;
- Identify a Graphic Communications PrintED contact person at the local school system's central office who will communicate with *Bridgemont CTC* regarding this agreement; and
- Send a letter to *Bridgemont CTC* verifying the student has fulfilled the requirements of this agreement.

### **Students will:**

- Complete and pass the entire program of study by completing either the graphic communications pathway;
- Take and pass one or more of the PrintED certification exams including Introduction to Graphic Communications certification examination;
- Apply for admission to *Bridgemont CTC*.

### **Bridgemont Community and Technical College will:**

- Communicate details of this agreement to admissions staff, chairs of academic departments and faculty;
- Award the appropriate number of academic and technical credits upon completion of the student's requirement as specified in this agreement upon appropriate review of the student's transcript and standing at the college or university;
- Ensure credits are recorded on the student's transcript;
- Supply MSDE and local school systems with promotional literature that will be used to assist students with the application and/or transfer process; and
- Provide a list to MSDE of the students who are awarded credit.

### **Maryland State Department of Education will:**

- Communicate details of this agreement with local school systems;
- Provide *Bridgemont Community and Technical College* with a list of approved Maryland Career and Technology Education PrintED programs through the Graphic Arts Education and Research Foundation (GAERF) website [http://www.gaerf.org/printed/printed\\_schools.htm#mar](http://www.gaerf.org/printed/printed_schools.htm#mar) and
- Verify the approved list on the GAERF website annually.