

ARTICULATION AGREEMENT

Between

Northwestern Michigan College

A.A.S. Degree in Visual Communications

And

Northern Michigan University

College of **Arts and Sciences**

B.F.A. Degree in **Graphic Design**

Article I

Agreement on Principle

Northern Michigan University (NMU) and **Northwestern Michigan College** agree that students who choose to transfer from a community college to a senior college or university to earn a bachelor's degree should be provided with a smooth curriculum transition that minimizes loss of credit and duplication of coursework. Therefore, **Northern Michigan University** and **Northwestern Michigan College** agree to enter into this curriculum articulation agreement for students who complete the **A.A.S. in Visual Communications** at **Northwestern Michigan College** and transfer to NMU to complete the **Bachelors of Fine Arts in Graphic Design**. Both institutions enter into this agreement as cooperating, equal partners who shall maintain the integrity of their separate programs.

Article II

Agreement on Program Specifics

Northern Michigan University (NMU) and **Northwestern Michigan College** agree that any student who has successfully completed the minimum requirements outlined on the attached articulation guide may transfer the course credits indicated toward the **Bachelors of Fine Arts in Graphic Design** at Northern Michigan University. Students who follow this articulated program agreement must apply and be admitted to Northern Michigan University. **Northwestern Michigan College** students will receive equal consideration with other students seeking admission and financial aid. The bachelor's degree graduation requirements for students who follow this articulated program agreement are listed on the attached articulation guide.

Article III

Agreement on Communication

Northern Michigan University (NMU) and **Northwestern Michigan College** agree to cooperate in communication with each other and with their common and respective publics concerning the established relationship between the two institutions. Communication may include the development of various kinds of publications to inform those who might benefit personally or professionally from the opportunities provided by this agreement. Faculty and staff at both institutions will share the information in this agreement with interested and qualified students and both institutions will provide counseling and advising to students and prospective students.

Article IV

Agreement on Maintenance and Review Procedures

At least one administrative or faculty member from each institution will be appointed to act as agents for the implementation of this agreement, to speak for the institutions and to communicate changes to respective faculty members, advisors, counselors, and others to whom the information is pertinent. Responsibility for oversight of this agreement rests with the **Visual Communications Program Coordinator** at **Northwestern Michigan College** and the Associate Provost for Academic Affairs at Northern Michigan University

Both parties agree to communicate annually any changes in their respective programs that may affect this articulation agreement. During the third year, both parties will review the agreement for revision and possible renewal. If the agreement is not reviewed by the end of the effective agreement, **B.F.A. Graphic Design** students who started the articulated program prior to termination of the agreement, will be given three additional years to be admitted to NMU under terms of this agreement.

Note Regarding Michigan Transfer Agreement (MTA): Students who transfer to Northern Michigan University from a Michigan community college and who have Michigan Transfer Agreement Satisfied posted on their transcript will be considered to have met the requirements of NMU's Liberal Studies/General Education program. Students will still be expected to complete all other degree requirements, including graduation requirements (world cultures, lab, and composition and math competencies) and any courses listed as "Other Required Courses" that may also be Liberal Studies/General Education courses. Degree requirements can be found at www.nmu.edu/catalog. Transfer students who do not complete the entire block of courses required by the MTA will receive credit for courses they do complete on the basis of individual evaluation and established transfer equivalencies.

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Effective Dates of this Articulation Agreement **August 20 - August 20**

Introduction:

The purpose of this articulation agreement is to provide a smooth transition for students who want to earn an A.A.S. degree in **Visual Communications** at **Northwestern Michigan College** Community College prior to a transfer to Northern Michigan University to complete a **B.F.A. degree in Graphic Design**. As displayed in this document, the first and second years of coursework are completed at **Northwestern Michigan College** and third and fourth years at NMU.

The Graphic Design Major at NMU

The discipline of graphic communication requires graphic communicators (designers) to solve communication problems by interpreting ideas and translating them into visual systems. These ideas are intended to convey meaning to an audience. The audience may become inspired, informed, or persuaded by the message. The designer creates and directs large projects where by a design may be applied systematically. The designer's work often involves collaboration between many individuals including the client purchasing the communication, programmers to develop interactive elements and research and development teams to provide content and data. Teamwork and communication skills are essential for the success of the designer. In the development of the solution, design objectives must allow for the constraints of time, space, budget, and technology.

The translation of ideas using visual structure such as pattern and color can be represented in two or three-dimensional form and are instrumental in crafting interactive experiences. Graphic design represents visual layout using typography, photography, and illustration that is applied to a variety of media, from printed materials to web page design and other modes of digital media.

Most design projects involve a process that starts with research and planning. As design objectives are formulated to determine the needs of communication, visual structure is used to manipulate how the audience should perceive the information. Figure ground relationships, contrast, direction, size, shape and responsiveness, are just some of the visual concepts that can create a structural information hierarchy.

The AD 118 Introduction to Graphic Communication is the first course in the concentration studio core. In it students explore basic typographic principles and figure ground relationships with both electronic and hand techniques. The next course AD 218 Graphic Communication: Typographic Systems involves the design of typographic layout and continued computer-based learning for print and Web. In the junior level course, AD 318 Graphic Communication: Production and Layout, students design advanced publication layouts for tablet-based devices like the iPad, learn production processes and create responsive web layouts using HTML5, CSS3 and jQuery. The seniors in the AD 418 Graphic Communication: Seminar course design corporate identity campaigns and use information graphics and data visualization techniques to present vast quantities of data. Lastly, the AD 455 BFA Seminar, prepares students for finding a job through self-promotion and portfolio preparation.

The graphic communication program is also home to the Presque Isle Press (PIP), a letterpress printing facility that helps expose students to the rich tradition of printing. Students are encouraged to pursue alternative methods of production using the letterpress and digital platemaker. Other classes that will support these core offerings are drawing, illustration, photography, digital cinema and computer art.

There are a variety of jobs available in this field. Everything from design firms and ad agencies to corporations to non-profit groups require graphic designers. Graduates have obtained jobs at design firms in Detroit, Chicago, Madison, Minneapolis, and San Francisco. There is an increasing need and understanding of the role of graphic communication in business.

Effective Dates:

The effective dates of this agreement are from **January 10th, 2022 - January 10th, 2025**. If this agreement is not renewed at the end of the effective period, students who have already started this articulated program at **Northwestern Michigan College** will be given three additional years to be admitted to NMU under the terms of this agreement. Students, who began the program prior to the effective date, may use the agreement to the extent that the requirements completed are consistent with this agreement.

First and Second Years at Northwestern Community College:

The first and second years of NMU's Graphic Design, B.F. A. degree is Northwestern Michigan College, A.A.S. degree. A maximum of 90 semester credits may transfer to NMU from a two-year college. Unless otherwise designated, a grade of C- or higher is required for transfer to NMU. The following section Northwestern Michigan College 's A.A.S degree with restricted selections to meet requirements within NMU's General Education Program:

(INSERT into the chart below the community college courses required for the A.A.S. degree. After doing so, delete blank portions of the chart.)

NMC Course #	Northwestern Michigan College Course Title	Credit Hours	NMU Equivalent	NMU Degree Requirements
ART 121	DRAWING 1	3CR	AD102	
ART 131	2D DESIGN	3CR	AD101	
VCA 127	DIGITAL IMAGING	3CR	AD117	
VCA 150	DIGITAL GRAPHIC DESIGN	3CR	AD118	
VCA 100	MATERIALS AND TECHNIQUES	3CR	AD119	
VCA 146	INTERACTIVE ANIMATION	3CR	AD134	
VCA 125	TYPOGRAPHY 1	3CR	AD ELECTIVE	
VCA 126	TYPOGRAPHY 2	3CR	AD218	
VCA 147	WEB DESIGN	3CR	AD ELECTIVE	
VCA 247	WEB DESIGN II	3CR	AD318A or B	
VCA 200	VISUAL COMM II	3CR	AD ELECTIVE	
VCA 220	VISUAL COMM III	3CR	AD ELECTIVE	
VCA 225	VISUAL COMM STUDIO	3CR	AD ELECTIVE	
VCA 235	VISUAL COMM PORTFOLIO	3CR	AD ELECTIVE	
VCA 230	VISUAL COMM 5	3CR	AD ELECTIVE	
VCA 250	TIME BASED MEDIA	3CR	AD112	
ENG 111	ENGLISH COMPOSITION	4CR	EN111	English Comp
ENG 112	ENGLISH COMPOSITION	4CR	EN211	English Comp
ART 112	HISTORY OF WESTERN ART II	4CR	AD110	
	SOCIAL SCIENCE	3CR	(PERS) CREDIT	
	LAB SCIENCE	4CR	(SCII) CREDIT	LAB
Total Credit Hours:		67 CR		

(INSERT: If admission into this B.F.A. degree at NMU requires more than general admission to NMU, insert those requirements and procedures.)

Third and Fourth Years at NMU...

The third and fourth years of NMU's Graphic Design, B.F.A. degree is comprised 60 credits. To qualify for a bachelor's degree at NMU, students must meet all graduation requirements, which include the courses listed below at NMU.

NMU Course #	NMU Course Title	Credit Hours	NMU Degree Requirements
VARIABLES	3D Foundations Requirement	4cr	
VARIABLES	Art History Course	4cr	
AD285	History of Graphic Expression	4cr	
AD270	Concepts and Culture	4cr	INTT
AD418A	Graphic Design: Interactivity Seminar	4cr	
AD418B	Graphic Design: Branding Seminar		
AD303	Individual Art Review	2cr	
AD485	Theories and Practices	4cr	

AD499	Senior Capstone	4cr	
QUAR	Quantitative Reasoning and Analysis	4cr	
SOCR	Social Responsibility Divers World	4cr	
HUME	Human Expression	4cr	
PERS	Perspectives on Society	4cr	
SCII	Scientific Inquiry	4cr	
Total Credit Hours:		60 CR	

Suggested Course Sequence:

Third Year	Fourth Year
<u>Fall Semester:</u> AD 3D Foundation 4cr AD270 Concepts and Culture 4cr QUAR GEC Course 4cr PERS GEC Course 4cr Semester Total: 16 cr	<u>Fall Semester:</u> AD 318A or B Graphic Design Seminar 4cr AD285 History of Graphic Expression 4cr HUME GEC Course 4cr SCII GEC Course 4cr Semester Total: 16 cr
<u>Winter Semester:</u> AD Art History Course 4cr AD 418A or B Graphic Design Seminar 4cr AD303 Individual Art Review 2cr SOCR GEC Course 4cr Semester Total: 16 cr	<u>Winter Semester:</u> AD499 Senior Capstone 4cr AD 418A or B Graphic Design Seminar 4cr AD485 Theories and Practices 4cr Semester Total: 12 cr

Additional Graduation Requirements:

1. At least 8 credits of the major and 4 credits of the minor must be earned at NMU.
2. A total of 120 credit hours and a minimum NMU GPA of 2.0 must be earned for any degree.
3. Any minimum grade or GPA requirements for the major and/or minor must be met.
4. NMU's General Education Program and all graduation requirements must be completed by the student, including the World Cultures requirement, Laboratory Science requirement, and Math and English Competency requirement.

Notes to Students:

1. Complete the articulated program as indicated in this articulation guide. Any course substitutions should only be made with the guidance of an advisor or counselor to assure that all requirements are met;
2. Students are encouraged to meet with the **Art & Design** coordinator at NMU early, before completing an admission application to NMU; and
3. A copy of the articulation agreement should be brought to all advising sessions. Copies of this agreement are available at the **Academic Affairs Office, NMU**.

Based on NMU's 20__-20__ University Bulletin

For further information regarding the selection and transfer of courses, contact one of NMU's Transfer Admissions Counselors, at 1-800-682-9797 or transfer@nmu.edu.

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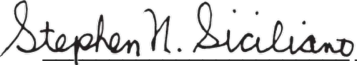
College of **Arts & Sciences**

B.F.A. Degree in **Graphic Design**

We the representatives of **Northwestern Michigan College** and **Northern Michigan University** agree to the terms of this agreement, which will be for an initial period of three (3) years.

Signatures

Northwestern Michigan College

 12/10/2021
Stephen Siciliano Date
Vice President for Educational Services

Glenn Wolff Date
Art Department Head

Sean Ruane Date
Social Science and Humanities Academic Chair

 12/10/2021
Caroline Schaefer-Hills Date
Visual Communications Program Coordinator

Northern Michigan University

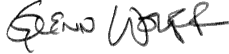
Kerri Schuiling Date
Provost and Vice-President for
Academic Affairs

Dale Kapla Date
Associate Provost for
Undergrad Programs/Faculty Affairs

Rob Winn Date
Dean of College of Arts and Sciences

Daric Christian Date
Director School of Art & Design

CC: NMU Registrar
NMU Director of Admissions
NMU Transfer Admissions Counselor
NMU Director of ACAC

Signature: 
Email: gwolff@nmc.edu

Signature: 
Sean Ruane (Dec 11, 2021 15:14 EST)
Email: sruane@nmc.edu