

Student Name _____ Instructor Name _____

High School or Vocational Center _____ Grade _____

COMPETENCY RECORD FOR ARTICULATION
Muskegon Community College
Graphic Arts

Please check below each skill the student has mastered as described, with 80 percent accuracy, or with an A or B grade. The skills needed for articulation of each course are listed.

GRD 120
Introduction to Graphic Design
3 Credit Hours

Task	Satisfactory	Unsatisfactory
Can identify unique shapes, representing cool colors, warm colors, complementary colors, and analogous colors, and can demonstrate how they work together.		
Can identify typographic categories; decorative/serif /sans serifs, and can demonstrate the ability to use typography in effective manner.		
Demonstrates the ability to combine typography with color, and show how together they create a variety of moods, voices and tones.		
Demonstrates knowledge and ability to use InDesign CC to create an event poster demonstrating the (4) points above, plus hierarchy of information.		
Demonstrates knowledge of grid structure, typographic hierarchy, balance of text, graphics and photos, and ability to tell a visual story within the framework of publication design, in the InDesign CC environment.		
Can identify various logo categories, understands branding versus identity, demonstrates the ability to create a unique logo, and identity kit.		
Can identify elements and components of an advertising campaign, and demonstrates the ability create an effective campaign message to reach a specific target audience through print, and digital media.		
Demonstrates a base knowledge of current versions of Adobe InDesign, Illustrator, and Photoshop.		

Task	Satisfactory	Unsatisfactory
Has an introductory-level portfolio containing pieces that demonstrate all of the above requirement.		
Can identify significant works that have influenced the profession of design and visual communication.		
Demonstrates the ability to work independently, and completing a project from start to finish. Also demonstrates the ability to work on a designated portion of a project, within a group setting to contribute to the group's overall success.		

Instructor's Signature _____ Date _____