
Student Name

High School or Vocational Center

COMPETENCY RECORD FOR ARTICULATION

**Graphic Communications Program
Baker College of Muskegon**

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.

GRC101A INTRODUCTION TO GRAPHIC COMMUNICATIONS

Task	Satisfactory	Unsatisfactory
Demonstrate the three units of form: point, line, plane.		
Define the following color terms (in practical and verbal means):		
a. Hue		
b. Value		
c. Saturation		
d. Shade		
e. Tint		
f. Primary		
g. Secondary		
h. Tertiary		
i. Analogous		
j. Complementary Colors		
Demonstrate the principles of value gradation of a unit form.		
Create designs to demonstrate cool/warm color contrast principles.		
Create a 12-point color wheel.		
Demonstrate relationships of shape, size, value, and texture, relative to visual relational elements.		
Demonstrate principles of basic repetition structures.		
Understand and apply the various structural ordering concepts.		

Task	Satisfactory	Unsatisfactory
Understand and apply a basic knowledge of typography into design concepts:		
a. Upper and lowercase type.		
b. Serif vs. San Serif fonts.		
c. Classifications of fonts.		
Demonstrate the knowledge of subtractive and additive color principles.		
Exhibit the ability to apply proper research techniques when solving a design problem.		
Demonstrate the understanding and the purpose of a logo:		
a. Different types of logos.		
b. The importance of a logo in graphic communication.		
Demonstrate the basic principles of design and how they relate to graphic communication:		
a. Emphasis.		
b. Rhythm.		
c. Alignment.		
d. Unity.		
e. Spacing/Illusion of Spatial Depth.		
f. Balance/Harmony		
Demonstrate knowledge of the following design terms:		
a. Picture plane		
b. Contrast		
c. Geometric		
d. Alignment		
e. Rhythm		
f. Focal point		
g. Proportion		
h. Logo		
i. Balance		
j. Symmetry		
k. Asymmetry		
l. Line		
m. Point		

Task	Satisfactory	Unsatisfactory
n. Rotation		
o. Thumbnail sketches		
p. Roughs		
q. Final comprehensive (comp.)		
r. Positive/negative space		
s. Illusory space		
t. Texture		
u. Repetition		
v. Visual hierarchy		
Demonstrate an understanding and proper use of a Pantone Formula Guide.		
Demonstrate knowledge of proper methods of and uses for Project Critiques, including oral presentations.		
Use proper Design Procedures when creating assigned exercises and projects.		
Demonstrate knowledge of the design profession and career possibilities.		

Teacher signature _____ Date _____