PATHWAY AGREEMENT

PENNSYLVANIA COLLEGE OF TECHNOLOGY

AND

BUTLER COUNTY AREA VOCATIONAL TECHNICAL SCHOOL

Secondary Classification of Instructional Program (CIP) 50.0402 – Commercial & Advertising Art

I. PURPOSE

The purpose of a Pathway Agreement is to demonstrate a valuable partnership between Pennsylvania College of Technology (Penn College) and a high school, career technology center (CTC) or career and technical education (CTE) sending institution.

This agreement establishes a mechanism for students of BUTLER COUNTYAVTS to earn credit for the below defined coursework at Penn College in Graphic Design, B.S. (BGD) or Advertising Art, A.A.A. (AR).

II. GOALS

A. To attract qualified students to Penn College who will enter with earned credit.

B. To provide a well-defined mechanism for students of BUTLER COUNTY AVTS to earn Penn College credit for work completed at the high school, CTC or CTE sending institution.

C. To recruit students whose career goals include the acquisition of degrees offered at Penn College.

III. ELIGIBILITY/ADMISSION REQUIREMENTS

Penn College will accept BUTLER COUNTY AVTS coursework for Penn College credit for the courses listed in Appendix A if students meet the following requirements.

A. Students must have gained admission to Penn College and met placement requirements.

B. Students must demonstrate they have met the required competencies for the Secondary Classification of Instructional Program (CIP) 50.0402 – Commercial & Advertising Art. Documentation to Penn College must include all the following items:

   a. Final official BUTLER COUNTY AVTS transcript to Penn College prior to enrollment to receive credit for their BUTLER COUNTY AVTS coursework.

   b. Official transcript showing a minimum cumulative GPA of 'C' (2.0 on a 4.0 scale).

   c. Completed *Pathway Agreement Secondary Competency Task List* units as signed by the technical program instructor as outlined in Appendix B. All tasks must be achieved to industry proficiency level.

C. Penn College will accept BUTLER COUNTY AVTS coursework for Penn College credit for students who enroll at the College within two (2) academic years of graduation from BUTLER COUNTY AVTS.

D. Penn College will only consider those credits earned through BUTLER COUNTY AVTS for the terms of this agreement. Students must request transcripts from additional institutions to be evaluated on an individual basis at Penn College.

E. Credits will post on the student's official academic transcript upon the successful completion of twelve (12) credits of academic work at Penn College. Whether Penn College credits will be accepted by another college or university is at the discretion of the receiving college or university.

IV. COURSE CREDIT OUTLINE

A. Appendix A will outline block course equivalency as it relates to the coursework associated with this Pathway Agreement at Penn College.

V. MARKETING AND PROMOTION

A. Marketing and promotion of this Pathway Agreement is the joint responsibility of both institutions. At a minimum:

I. Both institutions should provide information about the Pathway Agreement in the appropriate prominent locations on their public websites and any internal sites.

II. The sending institution should actively promote the Pathway Agreement with students and parents, counselors, teachers, college fairs, and marketing materials. Additionally, the sending institution will help ensure that students provide the proper documentation to Penn College.

III. Penn College staff and/or faculty will visit the site or provide virtual meetings with students when/if it is mutually agreeable to both institutions.

VI. UPDATES AND EXPIRATION

This Pathway Agreement has been reviewed and approved by those indicated on this signature page. A representative from each institution will inform the other party of any curriculum changes, which will then be reviewed to re-establish this Pathway Agreement. This Pathway Agreement is effective the date signed and will be reviewed annually by both institutions. Either institution may terminate the Pathway Agreement by notifying the other party.

SIGNATURE PAGE

PENNSYLVANIA COLLEGE OF TECHNOLOGY

Kathryn Anderson
Co-Department Head, Graphic Design

Kathryn Anderson — Apr 30 2026

Signature — Date

Nicholas Stephenson
Co-Department Head, Graphic Design

May 01 2026

Signature — Date

Barb Di Marco
Assistant Dean, Arts, & Sciences

Barbara F. Di Marco — Apr 21 2026

Signature — Date

Joanna Flynn
Vice President for Academic Affairs & Provost

Joanna K Flynn — May 01 2026

Signature — Date

BUTLER COUNTY AREA VOCATIONAL TECHNICAL SCHOOL

Dr. Regina Hiler

Executive Director

APR 09 2026

Signature — Date

APPENDIX A – COURSE EQUIVALENCIES

BUTLER COUNTY AVTS	Penn College Coursework	Number of Credits
CIP 50.0402 – Commercial & Advertising Art **Must present Completer status from CTC (listed on Transcript per PA Code 339)*	ART180 Drawing	3
	PHO150 Digital Photography	3
	TOTAL CREDITS	6

APPENDIX B – *Pathway Agreement Secondary Competency Task List*

Pennsylvania College of Technology
A Penn State Affiliate

Pathway Agreement Secondary Competency Task List

CTE Program of Study	**50.0402**
CIP Program Name	**Commercial & Advertising Art**
Student Name	
Secondary School Name	
Student Date of Birth	
Secondary School Address	
Overall Cumulative Grade Point Average	
Signature – Secondary School Representative	
Printed Name	
Title	
Date	

Competency Task List – Secondary Component
Commercial & Advertising Art CIP 50.0402
High School Graduation Years 2025, 2026, 2027

100 Orientation

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
101	Investigate career paths and occupational requirements within the profession.		
	RESERVED (102-103)		
104	Apply copyright laws in communication.		

200 Safety

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
201	Follow safety protocols related to ergonomics.		
202	Follow safety requirements for use of hardware, software, and equipment.		
203	Use and maintain hand tools following established safety protocols.		
204	Use, store, and dispose of paints, solvents, and chemicals according to OSHA regulations.		
205	Follow cutting procedures using established safety protocols.		
206	Investigate hazard communication, environmental, and SDS laws.		

300 Drawing and Illustration

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
301	Draw using perspective.		
302	Draw basic geometric and organic forms showing texture and tone.		
303	Draw line art.		

304	Apply anatomy concepts in drawing.
305	Draw from direct observation.
306	Produce illustrations using various media.
307	Illustrate using value.

400 Color Theory and Application

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
401	Apply the structure of color (hue, saturation, brightness) to generate color solutions.		
402	Apply appropriate color schemes to generate design solutions.		
403	Identify color models including additive and subtractive color.		

500 Digital Imaging

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
501	Execute image scanning procedures.		
502	Identify the properties of vector and raster images.		
503	Utilize basic functions of a page layout software.		
504	Utilize intermediate functions of a page layout software.		
505	Utilize basic functions of a vector-based drawing program.		
506	Utilize intermediate functions of a vector-based drawing program.		
507	Utilize basic functions of a raster-based image editing software.		
508	Utilize intermediate functions of a raster-based image editing software.		
509	Utilize use of input, output, and storage devices.		
510	Utilize different file formats.		
511	Organize and manage digital files.		
512	Investigate basic functions of web or mobile design software.		

600 Design, Layout, and Production

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
601	Research the history of advertising design.		
602	Apply elements and principles of design.		
603	Interpret a creative or design brief.		
604	Produce thumbnails, roughs, and comprehensive.		
605	Design a logo.		
606	Create a design for a 3-D package.		
607	Utilize basic knowledge of printing processes.		
608	Design promotional materials.		
609	Prepare files for output.		
610	Utilize printer's marks and color separations.		
611	Utilize basic math functions, proportions, and measurements.		

700 Typography

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
701	Identify the anatomy and classification of type.		
702	Identify typographic styles.		
703	Manipulate type through character and paragraph formatting.		
704	Choose and apply an appropriate typeface.		

800 Digital Photography

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
801	Operate a digital camera and accessories.		
802	Compose a photograph through the lens.		
803	Determine lighting options and their effects.		
804	Stabilize a camera.		
805	Download and manage digital images.		
806	Utilize principles of the exposure triangle.		

900 Professional Practices

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
901	Prepare and present a portfolio.		
902	Prepare and present a visual concept presentation.		
903	Estimate time, materials and cost for a project.		
904	RESERVED		
905	RESERVED		
906	Participate in critiques of commercial art projects.		
907	Explore current industry trends.		
908	Demonstrate research, employability, and organizational skills.		
909	Create personal branding materials.		
910	Explore the importance of social media as it relates to employability.		

[1] Student Demonstrated Entry-Level Industry Proficiency as Indicated by (X)

Secondary CTE Instructor Signature _____ Date _____

Student Signature _____ Date _____

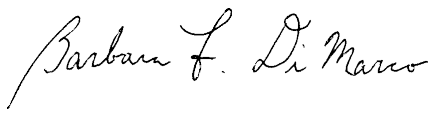
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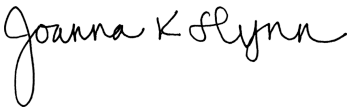
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