



NORTH CAROLINA COMMUNITY COLLEGE SYSTEM
H. Martin Lancaster, President

RESPONSE DEADLINE: 4:00 p.m., FEBRUARY 23, 2006

MEMORANDUM

DATE: January 13, 2006

TO: Select Advertising and Graphic Design Dept. Heads

FROM: Delores A. Parker, Vice President
Academic and Student Services

SUBJECT: Request for Proposal - Program Cover Design
2006 North Carolina Community College System Conference

The 2006 North Carolina Community College System Conference will be held October 8-10, 2006, at the Joseph S. Koury Convention Center in Greensboro, North Carolina. In keeping with the theme “**Celebrating Learning Colleges: Showcasing Our Success,**” the System office is soliciting program cover proposal designs from students enrolled in the Advertising and Graphic Design (A30100) curriculum.

By embracing the concept of the Learning College we place the student first and provide educational experiences for learners any place and any time. This commitment represents a significant dedication to changing the traditional architecture of education.

The sub-themes are:

Organizational Culture: The refining of an organizational culture in which policies, programs, and personnel support learning as the major priority;

Staff Recruitment and Development: Utilization of methods in recruitment and hiring of staff and faculty to ensure that they are learning centered. Staff development activities that prepare all staff and faculty to be more effective facilitators of learning are provided;

Under prepared Students: Implementation of practices that will ensure success of under prepared students;

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Learning Outcomes: Presentations on best practices for improving learning outcomes. This includes assessment prior to measuring the acquisition of learning and documentation of achievement; and,

Technology: Utilization of information technology to improve and ensure student learning will occur.

Guidelines

The design proposal must relate to the theme “Celebrating Learning Colleges: Showcasing Our Success”, and linkage of the sub-themes must be evident.

Additionally, it is required that:

- 1) The size of the proposal be 8 1/2 by 11,
- 2) Utilize not more than three colors,
- 3) Be submitted electronically to whitehurstk@nccommunitycolleges.edu using a **.jpg** format, and
- 4) Be submitted by **4:00 p.m. on February 23, 2006.**

The designer of the selected proposal will be credited on the inside cover of the 3,000 printed programs.

Please contact Ken Whitehurst at 919/807-7098, whitehurstk@nccommunitycolleges.edu or Sharon J. Tanner at 919/807-7108, tanners@nccommunitycolleges.edu with any questions.

DAP/pck

Attachment

- c: Select Presidents
Select Chief Academic Officers
Select Student Services Personnel

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***Advertising and Graphic Design (A30100)**

The Advertising and Graphic Design curriculum is designed to provide students with knowledge and skills necessary for employment in the graphic design profession, which emphasizes design, advertising, illustration, and digital and multimedia preparation of printed and electronic promotional materials.

Students will be trained in the development of concept and design for promotional materials such as newspaper and magazine advertisements, posters, folders, letterheads, corporate symbols, brochures, booklets, preparation of art for printing, lettering and typography, photography, and electronic media.

Graduates should qualify for employment opportunities with graphic design studios, advertising agencies, printing companies, department stores, a wide variety of manufacturing industries, newspapers, and businesses with in-house graphics operations. The program is offered at the following colleges:

Alamance Community College
Catawba Valley Community College
Central Piedmont Community College
Fayetteville Technical Community College
Guilford Technical Community College
Halifax Community College
Isothermal Community College
James Sprunt Community College
Johnston Community College
McDowell Technical Community College
Pitt Community College
Randolph Community College
South Piedmont Community College
Southwestern Community College
Stanly Community College
Surry Community College
Wake Technical Community College
Wilkes Community College