

**Graphic Design Program Standards**

<b>1. Personal Qualities and People Skills</b>					
<b>Answer Options</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>	<b>Response Count</b>
Demonstrate a positive work ethic by coming to work every day on time, a willingness to take direction, and motivation to accomplish the task at hand.	2	2	22	2.77	26
Demonstrate integrity by abiding by workplace policies and laws and demonstrating honesty and reliability.	1	6	19	2.69	26
Demonstrate teamwork skills by contributing to the success of the team, assisting others, and requesting help when needed.	1	12	13	2.46	26
Demonstrate positive self-representation skills by dressing appropriately and using language and manners suitable for the workplace.	4	12	10	2.23	26
Demonstrate diversity awareness by working well with all customers and co-workers.	2	12	12	2.38	26
Demonstrate conflict-resolution skills by negotiating diplomatic solutions to interpersonal and workplace issues.	2	17	7	2.19	26
Demonstrate creativity and resourcefulness by contributing new ideas and working with initiative.	3	4	19	2.62	26
<i>answered question</i>					<b>26</b>
<i>skipped question</i>					<b>0</b>

<b>2. Professional Knowledge and Skills</b>					
<b>Answer Options</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>	<b>Response Count</b>
Demonstrate effective speaking and listening skills by communicating effectively with customers and employees and following directions.	1	13	12	2.42	26
Demonstrate effective reading and writing skills by reading and interpreting workplace documents and writing clearly.	4	14	8	2.15	26
Demonstrate critical-thinking and problem-solving skills by analyzing and resolving problems that arise in completing assigned tasks.	0	9	17	2.65	26
Demonstrate healthy behaviors and safety skills by following safety guidelines and managing personal health.	13	8	5	1.69	26
Demonstrate understanding of workplace organizations, systems, and climates by identifying "big picture" issues and fulfilling the mission of the workplace.	7	13	6	1.96	26
Demonstrate lifelong-learning skills by continually acquiring new industry-related information and improving professional skills.	1	14	11	2.38	26
Demonstrate job acquisition and advancement skills by preparing to apply for a job and seeking promotion.	8	11	7	1.96	26
Demonstrate time, task, and resource management skills by organizing and implementing a productive plan of work.	2	14	10	2.31	26
Demonstrate mathematical skills by using mathematical reasoning to accomplish tasks	13	11	1	1.52	25
Demonstrate customer service skills by identifying and addressing the needs of all customers and providing helpful, courteous, and knowledgeable service.	2	16	8	2.23	26
<i>answered question</i>					<b>26</b>
<i>skipped question</i>					<b>0</b>

3. Technology Knowledge and Skills					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
safely using technological resources to accomplish work responsibilities in a productive manner.	1	12	13	2.46	26
Demonstrate proficiency with information technology by using computers, file management techniques, and software/programs effectively.	0	9	17	2.65	26
Demonstrate proper Internet use and security by using the Internet appropriately for work.	2	11	12	2.40	25
Demonstrate proficiency with telecommunications by selecting and using appropriate devices, services, and applications.	5	13	8	2.12	26
<i>answered question</i>					<b>26</b>
<i>skipped question</i>					<b>0</b>

CONTENT STANDARD 1.0: THE GRAPHIC DESIGN INDUSTRY					
Performance Standard 1.1: History of the Graphic Design Field					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
1.1.1 Research the history of technologies that advanced the graphic design industry.	16	8	2	1.46	26
1.1.2 Describe past and present styles, and how they will affect future styles in the graphic design industry.	11	11	4	1.73	26
1.1.3 Identify art movements of the past and current societal trends, and describe how they impact graphic design.	12	9	5	1.73	26
1.1.4 Describe the importance of graphic design's influence on society.	8	11	7	1.96	26
<i>answered question</i>					<b>26</b>
<i>skipped question</i>					<b>0</b>

Performance Standard 1.2: Industry Terminology					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
1.2.1 Formulate written and verbal communications using industry standard terms.	4	16	6	2.08	26
1.2.2 Prepare and deliver a visual presentation of a product utilizing appropriate industry terminology.	2	16	8	2.23	26
<i>answered question</i>					<b>26</b>
<i>skipped question</i>					<b>0</b>

Performance Standard 1.3: Career Exploration					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
1.3.1 Investigate graphic design careers, training, and associated opportunities.	9	12	5	1.85	26
1.3.2 Participate in a career-related experience that could include internships, job shadowing, work site visits.	5	9	12	2.27	26
1.3.3 Participate in a career-related client service project.	9	10	7	1.92	26
<i>answered question</i>					<b>26</b>
<i>skipped question</i>					<b>0</b>

**CONTENT STANDARD 2.0: ELEMENTS AND PRINCIPLES OF DESIGN AND VISUAL COMMUNICATION**

**Performance Standard 2.1: Elements of Design**

	Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
2.1.1	Identify the applications of color, line, shape, texture, size, and value in samples of graphic work.	1	11	14	2.50	26
2.1.2	Analyze the use of color, line, shape, texture, size, and value in samples of graphic work.	2	9	15	2.50	26
2.1.3	Incorporate color, line, shape, texture, size, and value in student-generated graphic work.	0	13	13	2.50	26
2.1.4	Understand the concepts of color theory.	2	14	10	2.31	26
2.1.5	Demonstrate the elements of design through manual sketching.	9	10	7	1.92	26
2.1.6	Demonstrate the elements of design through digital sketching.	6	15	5	1.96	26
<i>answered question</i>						<b>26</b>
<i>skipped question</i>						<b>0</b>

**Performance Standard 2.2: Principles of Design**

	Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
2.2.1	Analyze the principles of design (i.e. balance, contrast, alignment, rhythm, repetition, proximity, movement, harmony, emphasis, unity, etc.) in samples of graphic works.	2	9	15	2.50	26
2.2.2	Incorporate principles of design (i.e. balance, contrast, alignment, rhythm, repetition, proximity, movement, harmony, emphasis, unity, etc.) in student-generated graphic works.	0	12	14	2.54	26
2.2.3	Demonstrate the principles of design through various design techniques.	1	11	14	2.50	26
<i>answered question</i>						<b>26</b>
<i>skipped question</i>						<b>0</b>

**Performance Standard 2.3: Principles of Typography**

	Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
2.3.1	Identify the anatomical components and qualities of type (i.e., x-height, ascenders, descenders, counters, etc.)	6	12	8	2.08	26
2.3.2	Apply and adjust formatting to type.	0	11	15	2.58	26
2.3.3	Construct graphic works utilizing and manipulating type.	0	11	15	2.58	26
2.3.4	Demonstrate knowledge of the history of typography.	15	8	3	1.54	26
<i>answered question</i>						<b>26</b>
<i>skipped question</i>						<b>0</b>

Performance Standard 2.4: Principles and Elements of Design to Layout					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
2.4.1 Apply effective use of negative space, composition, message structure, graphics, etc., to graphic works.	0	12	14	2.54	26
2.4.2 Create graphic works utilizing grids.	4	14	8	2.15	26
2.4.3 Create graphic works utilizing templates.	7	14	5	1.92	26
2.4.4 Utilize rule of thirds, simplicity, and/or complexity, etc. in layout.	5	11	10	2.19	26
2.4.5 Demonstrate layout skills for print collaterals (i.e., magazines, newspapers, packaging, yearbook, etc.).	3	11	12	2.35	26
2.4.6 Demonstrate layout skills for current digital media (i.e. mobile devices, tablets).	1	12	13	2.46	26
2.4.7 Explain the importance of consistency of design.	1	15	9	2.32	25
2.4.8 Explain the importance of usability.	3	14	9	2.23	26
2.4.9 Apply measurement tools and ratio analysis to image positioning in graphic works.	10	12	4	1.77	26
2.4.10 Solve aspect ratio proportion measurement in video and animation development.	10	13	3	1.73	26
2.4.11 Describe visual hierarchy and how it is used to control the viewer's eyes through a document/webpage.	2	10	14	2.46	26
2.4.12 Explain the methods used to control visual hierarchy.	1	15	10	2.35	26
<i>answered question</i>					<b>26</b>
<i>skipped question</i>					<b>0</b>

CONTENT STANDARD 3: PRODUCTION USING INDUSTRY STANDARD SOFTWARE					
Performance Standard 3.1: Concept Development					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
3.1.1 Generate project ideas through the use of brainstorming, thumbnails, roughs, mock-ups, wireframes, etc.	1	13	12	2.42	26
3.1.2 Create a storyboard for a project.	5	16	5	2.00	26
3.1.3 Explain the importance of developing a message for a specific audience.	0	17	9	2.35	26
3.1.4 Synthesize information collected from communications with various stakeholders.	5	17	4	1.96	26
<i>answered question</i>					<b>26</b>
<i>skipped question</i>					<b>0</b>

Performance Standard 3.2: Image Creation and Manipulation					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
3.2.1 Analyze differences and appropriate applications of vector-based and bitmap images.	3	10	13	2.38	26
3.2.2 Use a variety of devices and media to import/download photos, images, and other digital media content.	1	11	14	2.50	26
3.2.3 Incorporate the use of image manipulation and illustration software into final products.	2	11	13	2.42	26
3.2.4 Apply nondestructive image editing techniques such as layering and masking.	2	11	13	2.42	26
3.2.5 Practice using different selection tools and techniques to manipulate images.	2	13	11	2.35	26
3.2.6 Practice image composition, cropping, and the use of vector paths and raster channels in saving and creating complex masks.	3	12	11	2.31	26
3.2.7 Practice composition and cropping.	2	13	11	2.35	26
3.2.8 Analyze differences and appropriate applications of vector-based and bitmap images.	6	11	9	2.12	26
3.2.9 Use a variety of devices and media to import/download photos, images, and other digital media content.	3	12	11	2.31	26
<i>answered question</i>					<b>26</b>
<i>skipped question</i>					<b>0</b>

Performance Standard 3.3: Media Outputs					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
3.3.1 Use appropriate resolution, compression, and file formats for various media outputs including web, video, audio, and print.	3	5	18	2.58	26
3.3.2 Incorporate appropriate current industry standard color modes in graphic works (e.g., RGB, HEX, LAB, CMYK and Pantone), and explain how they relate to HSB.	1	8	17	2.62	26
3.3.3 Understand the difference between gray scale, spot color, and process colors.	3	7	16	2.50	26
<i>answered question</i>					<b>26</b>
<i>skipped question</i>					<b>0</b>

Performance Standard 3.4: Graphic Design Workflow					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
3.4.1. Develop a workflow for a project.	6	14	6	2.00	26
3.4.2. Describe project management.	5	16	5	2.00	26
3.4.3. Create projects that address the message and conceptual ideas for a specific audience.	2	12	12	2.38	26
<i>answered question</i>					<b>26</b>
<i>skipped question</i>					<b>0</b>

Performance Standard 3.5: Design and Production Process					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
3.5.1. Demonstrate the use of the graphic design process (define the project, develop budget and schedule/deadline, presentation and critique, revisions, final presentation, client approval, pre-press, production and final product delivery).	3	13	10	2.27	26
3.5.2. Explain the design process in different media formats.	4	16	6	2.08	26
3.5.3. Apply the design process to generate different media formats.	4	14	8	2.15	26
<i>answered question</i>					<b>26</b>
<i>skipped question</i>					<b>0</b>

Performance Standard 3.6: Branding and Corporate Identity					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
3.6.1. Analyze branding and corporate identity, its purpose and constituents.	3	13	9	2.24	25
3.6.2. Create a visual that appropriately represents the brand's identity in multiple media formats.	2	13	11	2.35	26
<i>answered question</i>					<b>26</b>
<i>skipped question</i>					<b>0</b>

CONTENT STANDARD 4: ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN					
Performance Standard 4.1: Copyright and Intellectual Property Law					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
4.1.1. Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing.	4	12	10	2.23	26
4.1.2. Research laws governing brand issues, trademark, and other proprietary rights.	4	13	9	2.19	26
4.1.3. Discuss consequences of violating copyright, privacy, and data security laws.	5	10	11	2.23	26
4.1.4. Define and debate fair use including authorships, rights of use for work and likeness, and credit lines.	6	13	7	2.04	26
4.1.5. Model fair use in production of visual communication products.	3	15	8	2.19	26
4.1.6. Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form.	3	12	11	2.31	26
<i>answered question</i>					<b>26</b>
<i>skipped question</i>					<b>0</b>

CONTENT STANDARD 5: PORTFOLIO					
Performance Standard 5.1: Portfolio Development					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
5.1.1 Research and compare the various types of portfolios.	10	9	7	1.88	26
5.1.2 Develop portfolios that include various types of media.	7	8	10	2.12	25
5.1.3 Recognize that portfolios are dynamic and require maintenance.	6	9	11	2.19	26
<i>answered question</i>					26
<i>skipped question</i>					0

Performance Standard 5.2: Evaluating Portfolios					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
5.2.1 Conduct peer- and self-evaluations.	5	9	12	2.27	26
5.2.2 Understand the elements of the critique process, including a respect for peer work and the ability to give and receive dispassionate and constructive criticism.	4	6	16	2.46	26
<i>answered question</i>					26
<i>skipped question</i>					0

CONTENT STANDARD 6: MATHEMATICAL SKILLS					
Performance Standards 6.1: Mathematical Skills for Visual Communications					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
6.1.1 Apply addition, subtraction, multiplication and division of whole numbers, fractions, and decimals.	7	15	4	1.88	26
6.1.2 Apply fraction to decimal and decimal to fraction conversion problems.	11	13	2	1.65	26
6.1.3 Apply decimal to percent and percent to decimal conversion problems.	10	13	3	1.73	26
6.1.4 Apply basic ratio and proportion problems.	6	16	4	1.92	26
6.1.5 Apply basic linear measurement problems.	6	15	5	1.96	26
6.1.6 Apply basic inches to picas and picas to inch conversion problems.	12	11	3	1.65	26
6.1.7 Apply inches to points and points to inch conversion problems.	12	12	2	1.62	26
6.1.8 Apply points to picas and picas to points conversion problems.	14	9	3	1.58	26
<i>answered question</i>					26
<i>skipped question</i>					0

CONTENT STANDARD 7: COMMUNICATION SKILLS					
Performance Standard 7.1: Communication Skills for Visual Communications					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
7.1.1. Write logical and understandable statements or phrases to fill out documents used in business and industry (i.e. forms, invoices, proposals, etc.).	2	19	4	2.08	25
7.1.2. Read and follow written and oral instructions.	0	10	16	2.62	26
7.1.3. Articulate and write concise and accurate instructions/step by step process.	6	14	6	2.00	26
7.1.4. Demonstrate appropriate communication skills (i.e. telephone, e-mail, texting, social media, etc.).	0	12	14	2.54	26
<i>answered question</i>					26
<i>skipped question</i>					0

CONTENT STANDARD 8: EDITING AND PROOFREADING SKILLS					
Performance Standard 8.1: Proofreading Skills					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
8.1.1. Demonstrate ability to proofread and edit various forms of copy for different audiences.	7	12	7	2.00	26
8.1.2. Demonstrate knowledge of proofreaders' marks.	11	13	2	1.65	26
8.1.3. Demonstrate knowledge of electronic forms of editing and correcting.	8	16	2	1.77	26
<i>answered question</i>					26
<i>skipped question</i>					0

CONTENT STANDARD 9: DIGITAL MEDIA					
Performance Standard 9.1: Graphic Design in Digital Media					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
9.1.1. Understand the relationship of graphic design in context of web design.	2	14	10	2.31	26
9.1.2. Understand the relationship of graphic design in context of video production.	7	12	7	2.00	26
9.1.3. Understand the relationship of graphic design in context of audio production.	13	11	2	1.58	26
9.1.4. Understand the relationship of graphic design in context of animation.	8	16	2	1.77	26
<i>answered question</i>					26
<i>skipped question</i>					0

CONTENT STANDARD 10: APPLIED ART					
Performance Standard 10.1: Traditional and Digital Design					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
10.1.1. Demonstrate creation of simple, tone, or color illustration with traditional and digital tools.	8	14	4	1.85	26
10.1.2. Create 2D or 3D works of design in analog and digital formats.	13	11	2	1.58	26
<i>answered question</i>					26
<i>skipped question</i>					0