

Idaho Digital Communications Criticality Survey - 2016

**WORKPLACE READINESS STANDARDS**

Personal Qualities and People Skills					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
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.	1	0	12	2.85	13
Demonstrate integrity by abiding by workplace policies and laws and demonstrating honesty and reliability.	0	0	13	3.00	13
Demonstrate teamwork skills by contributing to the success of the team, assisting others, and requesting help when needed.	0	1	12	2.92	13
Demonstrate positive self-representation skills by dressing appropriately and using language and manners suitable for the workplace.	2	3	8	2.46	13
Demonstrate diversity awareness by working well with all customers and co-workers.	0	2	10	2.83	12
Demonstrate conflict-resolution skills by negotiating diplomatic solutions to interpersonal and workplace issues.	1	3	8	2.58	12
Demonstrate creativity and resourcefulness by contributing new ideas and working with initiative.	0	2	10	2.83	12
<i>answered question</i>					13
<i>skipped question</i>					0

Professional Knowledge and Skills					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
Demonstrate effective speaking and listening skills by communicating effectively with customers and employees and following directions.	1	3	8	2.58	12
Demonstrate effective reading and writing skills by reading and interpreting workplace documents and writing clearly.	1	4	7	2.50	12
Demonstrate critical-thinking and problem-solving skills by analyzing and resolving problems that arise in completing assigned tasks.	0	2	10	2.83	12
Demonstrate healthy behaviors and safety skills by following safety guidelines and managing personal health.	2	4	6	2.33	12

Demonstrate understanding of workplace organizations, systems, and climates by identifying "big picture" issues and fulfilling the mission of the	3	4	5	2.17	12
Demonstrate lifelong-learning skills by continually acquiring new industry-related information and improving professional skills.	1	6	5	2.33	12
Demonstrate job acquisition and advancement skills by preparing to apply for a job and seeking promotion.	4	3	5	2.08	12
Demonstrate time, task, and resource management skills by organizing and implementing a productive plan of work.	1	4	7	2.50	12
Demonstrate mathematical skills by using mathematical reasoning to accomplish tasks	6	4	2	1.67	12
Demonstrate customer service skills by identifying and addressing the needs of all customers and providing helpful, courteous, and knowledgeable	0	4	8	2.67	12
<i>answered question</i>					12
<i>skipped question</i>					1

<b>Technology 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 proficiency with job-specific technologies by selecting and safely using technological resources to accomplish work	1	4	7	2.50	12
Demonstrate proficiency with information technology by using computers, file management techniques, and software/programs effectively.	1	4	7	2.50	12
Demonstrate proper Internet use and security by using the Internet appropriately for work.	0	6	6	2.50	12
Demonstrate proficiency with telecommunications by selecting and using appropriate devices, services, and applications.	3	5	4	2.08	12
<i>answered question</i>					12
<i>skipped question</i>					1

CONTENT STANDARD 1.0: ELEMENTS AND PRINCIPLES OF DESIGN AND VISUAL COMMUNICATION						
Performance Standard 1.1 Elements of Design						
	Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count
1.1.1	Identify, analyze and implement the application of color, line, shape, texture, size and value in design.	1	6	5	2.33	12
	<i>answered question</i>					12
	<i>skipped question</i>					1

Performance Standard 1.2: Principles of Design						
	Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count
1.2.1	Analyze and incorporate the principles of design (i.e. balance, contrast, alignment, rhythm, repetition, proximity, movement, harmony, emphasis, unity,	0	8	4	2.33	12
1.2.2	Demonstrate the principles of design through various design techniques.	2	6	4	2.17	12
	<i>answered question</i>					12
	<i>skipped question</i>					1

Performance Standard 1.3: Principles of Typography						
	Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count
1.3.1	Identify the anatomical components and qualities of type (i.e., x-height, ascenders, descenders, counters, etc.).	2	6	4	2.17	12

1.3.2	Apply and adjust formatting to type.	0	6	6	2.50	12
1.3.3	Demonstrate the relationship of typography and design through the construction of graphic works utilizing and manipulating type.	1	7	4	2.25	12
	<i>answered question</i>					12
	<i>skipped question</i>					1

Performance Standard 1.4: Principles and Elements of Design to Layouts						
	Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count
1.4.1	Apply effective use of negative space, composition, message structure, graphics etc., to graphic works.	1	7	4	2.25	12
1.4.2	Create graphic works utilizing grids and templates.	2	6	4	2.17	12
1.4.3	Utilize rule of thirds, simplicity and/or complexity, etc. in layout.	3	5	4	2.08	12
1.4.4	Demonstrate layout skills for print (i.e. magazines, yearbooks) and digital media (i.e. mobile devices, tablets).	2	7	3	2.08	12
1.4.5	Explain the importance of consistency of design.	2	6	4	2.17	12
1.4.6	Explain the importance of usability.	2	3	7	2.42	12
1.4.7	Describe visual hierarchy and how it is used in design to control the viewer's eyes.	2	7	3	2.08	12
1.4.8	Explain the methods used to control visual hierarchy.	3	6	3	2.00	12
	<i>answered question</i>					12
	<i>skipped question</i>					1

CONTENT STANDARD 2.0: PROFESSIONAL COMMUNICATION						
Performance Standard 2.1: Basic Communication Skills						
	Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count
2.1.1	Demonstrate effective business communication skills in a clear, courteous, concise and correct manner on personal and professional levels.	0	4	8	2.67	12
2.1.2	Demonstrate vocal expression and listening skills in a clear, courteous, concise and correct manner on personal and professional levels.	0	5	7	2.58	12
2.1.3	Demonstrate ability to give and receive constructive feedback, i.e. debrief a project not defend a project.	0	1	11	2.92	12
2.1.4	Demonstrate appropriate communication skills i.e. telephone, texting, social media.	1	5	6	2.42	12
2.1.5	Converse appropriately in business, social and media situations.	0	5	7	2.58	12
2.1.6	Explain the importance of developing a message for a specific audience.	1	4	7	2.50	12
2.1.7	Synthesize information collected from communications with various stakeholders.	1	5	6	2.42	12
	<i>answered question</i>					12
	<i>skipped question</i>					1

CONTENT STANDARD 3.0: PROOFREADING SKILLS						
Performance Standard 3.1: Proofreading Skills						
	Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count
3.1.1	Demonstrate ability to proofread and edit various forms of copy for different audiences.	1	8	3	2.17	12
3.1.2	Demonstrate knowledge of electronic proofreading skills.	2	5	5	2.25	12

3.1.3	Demonstrate knowledge of digital copy proofing, editing and correcting.	1	7	4	2.25	12
3.1.4	Understand how to use software to track changes.	2	7	3	2.08	12
	<i>answered question</i>					12
	<i>skipped question</i>					1

CONTENT STANDARD 4.0: ETHICAL AND LEGAL ISSUES RELATING TO DIGITAL COMMUNICATIONS						
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	Understand copyright law, fair use, and intellectual property.	2	4	5	2.27	11
4.1.2	Understand the use of Creative Commons, (including font usage, photography, illustration audio and video rights).	0	6	5	2.45	11
4.1.3	Understand laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software	2	3	6	2.36	11
4.1.4	Understand laws governing brand issues, trademark and other proprietary rights.	1	4	6	2.45	11
4.1.5	Discuss consequences of violating copyright, privacy and data security laws.	2	5	4	2.18	11
4.1.6	Define and debate fair use, including authorships, rights of use for work and likeness, and credit lines.	3	5	3	2.00	11
4.1.7	Model fair use in production of visual communication products.	3	4	4	2.09	11
4.1.8	Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form.	1	6	4	2.27	11
	<i>answered question</i>					11
	<i>skipped question</i>					2

CONTENT STANDARD 5.0: 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	Develop portfolio and include various types of media, i.e. video, print, web or graphic design.	2	5	4	2.18	11
5.1.2	Recognize that portfolios are dynamic: they require variety and frequent updates.	2	7	2	2.00	11
<i>answered question</i>						11
<i>skipped question</i>						2

Performance Standard 5.2: Evaluating Portfolios						
Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count	
5.2.1	Use a self-evaluation rubric.	5	5	0	1.50	10
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	1	5	5	2.36	11
<i>answered question</i>						11
<i>skipped question</i>						2

CONTENT STANDARD 6.0: CONTENT STRATEGY						
Performance Standard 6.1: Content Strategy						
Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count	
6.1.1	Develop and use project plans e.g. goal, concept development, calendar, timelines, final deadlines.	1	6	5	2.33	12

6.1.2	Understanding the appropriate distribution method for content.	0	7	5	2.42	12
6.1.3	Understand your audience and their needs.	0	1	10	2.91	11
6.1.4	Understand how to develop consistent voice, e.g. creative content feels the same across mediums.	0	5	7	2.58	12
	<i>answered question</i>					12
	<i>skipped question</i>					1

	<b>Performance Standard 6.2: Branding and Corporate Identity</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>
6.2.1	Analyze branding and corporate identity, its purpose and constituents.	0	7	5	2.42	12
6.2.2	Create a visual that appropriately represents the brand's identity in multiple media formats.	0	8	4	2.33	12
	<i>answered question</i>					12
	<i>skipped question</i>					1

<b>CONTENT STANDARD 7.0: GRAPHIC COMMUNICATION PRODUCTION</b>						
	<b>Performance Standard 7.1: History of Graphic Design</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>
7.1.1	Identify are movements of the past and current societal trends, and describe how they impact graphic design.	5	5	1	1.64	11



7.1.2	Describe the presence of graphic design in our culture.	3	7	1	1.82	11
7.1.3	Knowledge of the terminology used in the graphic design industry.	1	4	6	2.45	11
	<i>answered question</i>					<b>11</b>
	<i>skipped question</i>					<b>2</b>

<b>Performance Standard 7.2: Image Creations and Manipulation</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>
7.2.1	Demonstrate the use of appropriate applications of vector-based and bitmap images.	1	5	5	2.36	11
7.2.2	Use a variety of devices and media to import/download photos, images and other digital media content.	2	5	4	2.18	11
7.2.3	Incorporate the use of image manipulations and illustration software into final products.	1	6	4	2.27	11
7.2.4	Apply nondestructive image editing techniques such as layers and masking.	1	5	5	2.36	11
7.2.5	Practice using different selection tools and techniques to manipulate images.	1	6	4	2.27	11
7.2.6	Practice image composition, cropping and the use of vector paths and raster channels in saving and creating complex masks.	1	6	4	2.27	11
7.2.7	Practice composition and cropping.	0	7	4	2.36	11
7.2.8	Analyze differences and appropriate application of vector-based and bitmap images.	1	6	4	2.27	11
7.2.9	Use a variety of devices and media to import/download photos, images and other digital media content.	2	6	3	2.09	11
	<i>answered question</i>					<b>11</b>
	<i>skipped question</i>					<b>2</b>

Performance Standard 7.3: Media Outputs						
Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count	
7.3.1 Use appropriate resolution, compression, and file formats for various media outputs, including web, video, audio and print.	1	2	8	2.64	11	
7.3.2 Incorporate appropriate current industry standard color modes in graphic works (e.g., RGB, HEX, LAB, CMYK and Pantone), and explain how they relate to	0	3	8	2.73	11	
7.3.3 Understand the difference between gray scale, spot color and process colors.	1	4	6	2.45	11	
<i>answered question</i>					11	
<i>skipped question</i>					2	

CONTENT STANDARD 8.0: VIDEO EDITING						
Performance Standard 8.0: Industry Terminology and Roles						
Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count	
8.1.1 Knowledge of the terminology used in the video industry.	3	4	3	2.00	10	
8.1.2 Understand the roles and responsibilities of the digital video industry.	3	5	2	1.90	10	
<i>answered question</i>					10	
<i>skipped question</i>					3	

Performance Standard 8.2: History of the Video Industry						
	Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count
8.2.1	Research the history of technologies that advanced the video, web and graphic industry.	6	2	1	1.44	9
8.2.2	Describe the past and present styles, and how they will affect future styles in the graphic design industry.	7	1	1	1.33	9
8.2.3	Identify art movements of the past and current societal trends, and describe how they impact graphic design.	5	3	1	1.56	9
8.2.4	Describe the importance of graphic design's influence on society.	5	2	2	1.67	9
	<i>answered question</i>					9
	<i>skipped question</i>					4

Performance Standard 8.3: Pre-Production and Planning						
	Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count
8.3.1	Demonstrate consistent and logical naming conventions and document filing skills.	2	2	5	2.33	9
8.3.2	Demonstrate storyboard design and implementation.	3	2	4	2.11	9
8.3.3	Identify the goal of the video.	2	1	6	2.44	9
8.3.4	Develop, read, write and understand a script.	4	1	4	2.00	9
8.3.5	Determining the right format for the content e.g. promo, PSA, documentary.	2	3	4	2.22	9
8.3.6	Coordinate and communicate with an on-air talent.	4	2	3	1.89	9
	<i>answered question</i>					9
	<i>skipped question</i>					4

Performance Standard 8.4: Production						
	Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count
8.4.1	Preparing and scouting a location.	3	2	4	2.11	9
8.4.2	Identify how to implement film theory i.e. knowing the type of shots and why you need those kind of shots.	4	3	2	1.78	9
8.4.3	Understand how and when to use lighting.	2	2	5	2.33	9
8.4.4	Understand how to produce quality audio.	2	2	5	2.33	9
	<i>answered question</i>					9
	<i>skipped question</i>					4

Performance Standard 8.5: Post Production						
	Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count
8.5.1	Produce video: import video, edit video, sound, music, visual effects and motion graphics.	2	3	4	2.22	9
8.5.2	Export video: choose appropriate file format for display medium.	2	4	3	2.11	9
8.5.3	Demonstrate editing techniques that present continuity, emphasis and pace.	2	2	5	2.33	9
	<i>answered question</i>					9
	<i>skipped question</i>					4

CONTENT STANDARD 9.0: UNDERSTAND WEB PAGE DEVELOPMENT						
Performance Standard 9.1: Use Standards-Compliant HTML to Create Basic Web Pages						
	Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count
9.1.1	Describe how the Internet and the World Wide Web work.	1	2	6	2.56	9
9.1.2	Understand the Web site development process.	1	2	6	2.56	9
9.1.3	Investigate Accessibility Standards.	3	2	4	2.11	9
9.1.4	Investigate roles and responsibilities behind the development of a Web site.	3	3	3	2.00	9
9.1.5	Understanding the Web design environment.	2	3	4	2.22	9
9.1.6	Create conventions for file names and URLs and directory structure.	0	4	5	2.56	9
9.1.7	Identify and use tags on a Web page.	2	1	6	2.44	9
9.1.8	Document HTML code using comments.	3	2	4	2.11	9
9.1.9	Save a text document as an HTML file.	2	3	4	2.22	9
9.1.10	Specify headings.	2	3	4	2.22	9
9.1.11	Format Web page text.	1	4	4	2.33	9
9.1.12	Insert HTML entities, superscripts and subscripts.	2	3	4	2.22	9
9.1.13	Create a horizontal rule.	3	3	3	2.00	9
9.1.14	Create ordered and unordered lists.	2	3	4	2.22	9
9.1.15	Create tables.	3	2	4	2.11	9
9.1.16	Learn where to place anchors on a web page.	2	2	5	2.33	9

9.1.17	Create links.	1	4	4	2.33	9
9.1.18	Create links to e-mail.	2	3	4	2.22	9
9.1.19	Embed Widgets on a Web page.	3	3	3	2.00	9
9.1.20	Use the <img> element.	2	3	4	2.22	9
9.1.21	Use and mage as a link.	2	3	4	2.22	9
9.1.22	Organize file in your web directory.	2	3	4	2.22	9
9.1.23	Understand paths and their application to links.	1	4	4	2.33	9
9.1.24	Demonstrate an understanding of traffic and analytics.	3	2	4	2.11	9
<i>answered question</i>						<b>9</b>
<i>skipped question</i>						<b>4</b>

Performance Standard 9.2: Use Styles to Format Web Pages						
	Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count
9.2.1	Identify the differences between HTML and CSS.	1	3	5	2.44	9
9.2.2	Write CSS Styles.	2	2	5	2.33	9
9.2.3	Create an embedded style.	3	2	4	2.11	9
9.2.4	Understand and use the font property.	1	4	4	2.33	9
9.2.5	Control line spacing and white space.	2	3	4	2.22	9
9.2.6	Change foreground and background colors on a Web page with and without CSS.	2	3	4	2.22	9

9.2.7	Create and apply inline styles.	3	3	3	2.00	9
9.2.8	Use classes to style several tags.	1	4	4	2.33	9
	<i>answered question</i>					9
	<i>skipped question</i>					4

Performance Standard 9.3: Demonstrate an Understanding of Advanced CSS Selectors and Properties						
	Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count
9.3.1	Identify and create dependent and independent classes.	1	3	5	2.44	9
9.3.2	Use external style sheets to format several Web pages.	0	3	5	2.63	8
9.3.3	Understand how to position text on a Web page.	1	3	5	2.44	9
9.3.4	Use the <span> tag.	1	5	3	2.22	9
9.3.5	Use the <div> tag.	1	4	4	2.33	9
9.3.6	Investigate the box model.	2	2	4	2.25	8
9.3.7	Explore the padding, margin and border properties.	1	4	4	2.33	9
9.3.8	Group links on a page.	2	4	3	2.11	9
9.3.9	Use CSS to style links.	1	3	5	2.44	9
9.3.10	Create a stylized navigation.	1	3	5	2.44	9
	<i>answered question</i>					9
	<i>skipped question</i>					4

CONTENT STANDARD 10.0: UNDERSTAND WEB PAGE DESIGN AND LAYOUT						
Performance Standard 10.1: Demonstrate Understanding of Color Theory as it Applies to Web Design and Development						
	Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count
10.1.1	Explore Web Design Fundamentals and design theory.	2	3	3	2.13	8
10.1.2	Understand graphics file formats (vector versus raster).	0	5	3	2.38	8
10.1.3	Utilize graphics editors.	2	4	2	2.00	8
10.1.4	Understand computer color basics.	2	4	2	2.00	8
<i>answered question</i>						<b>8</b>
<i>skipped question</i>						<b>5</b>

CONTENT STANDARD 11.0: UNDERSTAND INTEGRATION OF WEB PAGE CONTROLS						
Performance Standard 11.1: Demonstrate the Ability to Use Design and Layout Web Forms						
	Answer Options	Nice to know	Need to know	Critical to know	Rating Average	Response Count
11.1.1	Create an HTML form.	1	3	5	2.44	9
11.1.2	Create fields for text.	1	3	5	2.44	9
11.1.3	Create text boxes.	1	3	5	2.44	9
11.1.4	Understand how to choose appropriate form controls.	1	4	4	2.33	9
11.1.5	Create radio buttons, check boxes and list boxes.	1	3	5	2.44	9



11.1.6	Create selection lists.	1	4	4	2.33	9
11.1.7	Talk about HTML form validation (but don't use).	1	4	4	2.33	9
	<i>answered question</i>					<b>9</b>
	<i>skipped question</i>					<b>4</b>

<b>CONTENT STANDARD 12.0: UNDERSTAND WEB RELATED PLANNING AND ORGANIZATIONAL STANDARDS</b>						
<b>Performance Standard 12.1: Demonstrate Understanding of Site Organization and Navigation Principles</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>
12.1.1	Create usable navigation.	1	3	5	2.44	9
12.1.2	Build text-based navigation.	1	4	4	2.33	9
12.2.3	Use graphics for navigation and linking.	3	1	5	2.22	9
12.1.4	Use lists for navigation.	2	3	4	2.22	9
12.1.5	Build horizontal navigation bars.	2	1	6	2.44	9
12.1.6	Build vertical navigation bars.	2	1	6	2.44	9
12.1.7	Use background color and graphics to enhance navigation.	2	2	5	2.33	9
12.1.8	Create hover rollovers.	2	2	5	2.33	9
	<i>answered question</i>					<b>9</b>
	<i>skipped question</i>					<b>4</b>