



Celebrating 100 Years of Career Readiness

2018-2019

Technical Skills Assessment Digital Communications

Results by Standard

Legend (%)		
0-50%	51-75%	76-100%

Assessment: Idaho Digital Communications	% Correct 17-18	% Correct 18-19
Number tested: 35		
1) CONTENT STANDARD 1.0: ELEMENTS AND PRINCIPLES OF DESIGN AND VISUAL COMMUNICATION	56.25%	66.43%
1) Performance Standard 1.1: Elements of Design	25.00%	37.14%
1.1.1 Identify, analyze, and implement the application of color, line, shape, texture, size, and value	25.00%	37.14%
2) Performance Standard 1.2: Principles of Design	75.00%	68.57%
1.2.1 Analyze and incorporate the principles of design (i.e. balance, contrast, alignment, rhythm,	75.00%	68.57%
3) Performance Standard 1.3: Principles of Typography	41.67%	62.86%
1.3.2 Apply and adjust formatting to type.	41.67%	62.86%
4) Performance Standard 1.4: Principles and Elements of Design to Layout	75.00%	79.05%
1.4.6 Explain the importance of usability.	75.00%	79.05%
2) CONTENT STANDARD 2.0: PROFESSIONAL COMMUNICATION	71.67%	78.48%
1) Performance Standard 2.1: Basic Communication Skills	71.67%	78.48%
2.1.1 Demonstrate effective business communication skills in a clear, courteous, concise, and correct manner.	50.00%	61.43%
2.1.2 Demonstrate through vocal expression and listening skills in a clear, courteous, concise, and correct manner	85.00%	84.29%
2.1.3 Demonstrate ability to give and receive constructive feedback, i.e. debrief not defend	95.00%	90.00%
2.1.4 Demonstrate appropriate communication skills i.e. telephone, texting, social media.	68.75%	78.57%
2.1.5 Converse appropriately in a business, social, and media situations.	85.00%	98.57%
2.1.6 Explain the importance of developing a message for a specific audience.	67.50%	82.86%
2.1.7 Synthesize information collected from communications with various stakeholders.	57.50%	61.90%
4) CONTENT STANDARD 4.0: ETHICAL AND LEGAL ISSUES RELATING TO DIGITAL	68.75%	65.71%
1) Performance Standard 4.1: Copyright and Intellectual Property Law	68.75%	65.71%
4.1.2 Understand the use of Creative Commons, (including font usage, image, and video rights).	69.17%	62.86%
4.1.4 Understand laws governing brand issues, trademark, and other proprietary rights.	68.33%	68.57%
5) CONTENT STANDARD 5.0: PORTFOLIO	72.50%	78.10%
2) Performance Standard 5.2: Evaluating Portfolios	72.50%	78.10%
5.2.2 Understand the elements of the critique process, including a respect for peer work.	72.50%	78.10%

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6) CONTENT STANDARD 6.0: CONTENT STRATEGY	48.13%	65.00%
1) Performance Standard 6.1: Content	47.50%	74.29%
6.1.2 Understanding the appropriate distribution method for content.	47.50%	60.00%
6.1.3 Understand your audience and their needs.	36.67%	72.38%
6.1.4 Understand how to develop consistent voice, e.g. creative content feels the same across mediums.	80.00%	94.29%
2) Performance Standard 6.2: Branding and Corporate Identity	49.17%	49.52%
6.2.1 Analyze branding and corporate identity, its purpose and constituents.	68.75%	72.86%
6.2.2 Create a visual that appropriately represents the brand's identity in multiple media.	10.00%	2.86%
7) CONTENT STANDARD 7.0: GRAPHIC COMMUNICATION PRODUCTION	51.07%	58.23%
2) Performance Standard 7.2: Image Creation and Manipulation	57.75%	70.29%
7.2.1 Demonstrate the use of appropriate applications of vector-based and bitmap images.	44.17%	65.71%
7.2.4 Apply nondestructive image editing techniques such as layering and masking.	64.17%	75.24%
7.2.7 Practice composition and cropping.	63.13%	70.00%
3) Performance Standard 7.3: Media Outputs	45.00%	47.27%
7.3.1 Use appropriate resolution, compression, and file formats for various media outputs.	47.92%	52.38%
7.3.2 Incorporate appropriate industry standard color modes in graphic works (RGB, HEX, CMYK and Pantone)	20.00%	14.29%
7.3.3 Understand the difference between gray scale, spot color, and process colors.	55.83%	59.05%
8) CONTENT STANDARD 8.0: VIDEO EDITING	67.50%	85.71%
3) Performance Standard 8.3: Pre-Production and Planning	67.50%	85.71%
8.3.3 Identify of the goal of the video.	67.50%	85.71%
9) CONTENT STANDARD 9.0: UNDERSTAND WEB PAGE DEVELOPMENT	67.80%	57.14%
1) Performance Standard 9.1: Use Standards-Compliant HTML to Create Basic Web Pages	64.58%	56.67%
9.1.1 Describe how the Internet and the World Wide Web work.	78.13%	73.57%
9.1.2 Understand the Web site development process.	60.00%	61.43%
9.1.6 Create conventions for filenames and URLs and directory structure.	46.67%	26.67%
9.1.7 Identify and use tags on a Web page.	67.50%	60.95%
2) Performance Standard 9.2: Use Styles to Format Web Pages	70.00%	54.29%
9.2.1 Identify the differences between HTML and CSS.	65.00%	50.00%
9.2.2 Write CSS Styles.	80.00%	62.86%
3) Performance Standard 9.3: Demonstrate an Understanding of Advanced CSS Selectors and Properties	71.00%	58.57%
9.3.1 Identify and create dependent and independent classes.	50.00%	44.29%
9.3.2 Use external style sheets to format several Web pages.	85.00%	62.86%
9.3.3 Understand how to position text on a Web page.	81.25%	72.86%
9.3.7 Explore the padding, margin, and border properties.	90.00%	62.86%

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9.3.9 Use CSS to style links.	80.00%	65.71%
9.3.10 Create a stylized navigation.	56.25%	47.14%
11) CONTENT STANDARD 11.0: UNDERSTAND INTEGRATION OF WEB PAGE CONTROLS	61.67%	49.52%
1) Performance Standard 11.1: Demonstrate the Ability to Use Design and Layout Web Forms	61.67%	49.52%
11.1.1 Create an HTML form.	72.50%	42.86%
11.1.2 Create fields for text.	51.25%	40.00%
11.1.3 Create text boxes.	47.50%	40.00%
11.1.5 Create radio buttons, check boxes, and list boxes.	73.75%	67.14%
12) CONTENT STANDARD 12.0: UNDERSTAND WEB RELATED PLANNING AND ORGANIZATIONAL	68.00%	73.14%
1) Performance Standard 12.1: Demonstrate Understanding of Site Organization and Navigation Principles	68.00%	73.14%
12.1.1 Create usable navigation.	73.75%	65.71%
12.1.5 Build horizontal navigation bars.	83.75%	78.57%
12.1.6 Build vertical navigation bars.	25.00%	77.14%