



2020-2021

Technical Skills Assessment

Digital Communications

Results by Standard

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

Assessment: Digital Communications Number tested: 36	% Correct 17-18	% Correct 18-19	% Correct 20-21
CONTENT STANDARD 1.0: ELEMENTS AND PRINCIPLES OF DESIGN AND VISUAL COMMUNICATION	56.25%	66.43%	64.01%
Performance Standard 1.1: Elements of Design	25.00%	37.14%	32.76%
1.1.1 Identify, analyze, and implement the application of color, line, shape, texture, size, and value in design.	25.00%	37.14%	32.76%
Performance Standard 1.2: Principles of Design	75.00%	68.57%	79.31%
1.2.1 Analyze and incorporate the principles of design (i.e. balance, contrast, alignment, rhythm, repetition, proximity, movement, harmony, emphasis, unity, etc.) in graphic works.	75.00%	68.57%	79.31%
Performance Standard 1.3: Principles of Typography	41.67%	62.86%	60.34%
1.3.2 Apply and adjust formatting to type.	41.67%	62.86%	60.34%
Performance Standard 1.4: Principles and Elements of Design to Layout	75.00%	79.05%	72.99%
1.4.6 Explain the importance of usability.	75.00%	79.05%	72.99%
CONTENT STANDARD 2.0: PROFESSIONAL COMMUNICATION	71.67%	78.48%	72.41%
Performance Standard 2.1: Basic Communication Skills	71.67%	78.48%	72.41%
2.1.1 Demonstrate effective business communication skills in a clear, courteous, concise, and correct manner.	50.00%	61.43%	58.62%
2.1.2 Demonstrate through vocal expression and listening skills in a clear, courteous, concise, and correct manner.	85.00%	84.29%	75.86%
2.1.3 Demonstrate ability to give and receive constructive feedback, i.e. debrief not defend	95.00%	90.00%	89.66%
2.1.4 Demonstrate appropriate communication skills i.e. telephone, texting, social media.	68.75%	78.57%	68.97%
2.1.5 Converse appropriately in a business, social, and media situations.	85.00%	98.57%	83.62%
2.1.6 Explain the importance of developing a message for a specific audience.	67.50%	82.86%	76.72%
2.1.7 Synthesize information collected from communications with various stakeholders.	57.50%	61.90%	59.77%
CONTENT STANDARD 4.0: ETHICAL AND LEGAL ISSUES RELATING TO DIGITAL	68.75%	65.71%	64.37%
Performance Standard 4.1: Copyright and Intellectual Property Law	68.75%	65.71%	64.37%
4.1.2 Understand the use of Creative Commons, (including font usage, image, and video rights).	69.17%	62.86%	63.79%
4.1.4 Understand laws governing brand issues, trademark, and other proprietary rights.	68.33%	68.57%	64.94%

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CONTENT STANDARD 5.0: PORTFOLIO	72.50%	78.10%	81.61%
Performance Standard 5.2: Evaluating Portfolios	72.50%	78.10%	81.61%
5.2.2 Understand the elements of the critique process, including a respect for peer work.	72.50%	78.10%	81.61%
CONTENT STANDARD 6.0: CONTENT STRATEGY	48.13%	65.00%	66.16%
Performance Standard 6.1: Content	47.50%	74.29%	70.00%
6.1.2 Understanding the appropriate distribution method for content.	47.50%	60.00%	58.62%
6.1.3 Understand your audience and their needs.	36.67%	72.38%	68.39%
6.1.4 Understand how to develop consistent voice, e.g. creative content feels the same across mediums.	80.00%	94.29%	86.21%
Performance Standard 6.2: Branding and Corporate Identity	49.17%	49.52%	59.77%
6.2.1 Analyze branding and corporate identity, its purpose and constituents.	68.75%	72.86%	79.31%
6.2.2 Create a visual that appropriately represents the brand's identity in multiple media.	10.00%	2.86%	20.69%
CONTENT STANDARD 7.0: GRAPHIC COMMUNICATION PRODUCTION	51.07%	58.23%	57.31%
Performance Standard 7.2: Image Creation and Manipulation	57.75%	70.29%	67.59%
7.2.1 Demonstrate the use of appropriate applications of vector-based and bitmap images.	44.17%	65.71%	63.79%
7.2.4 Apply nondestructive image editing techniques such as layering and masking.	64.17%	75.24%	70.69%
7.2.7 Practice composition and cropping.	63.13%	70.00%	68.10%
Performance Standard 7.3: Media Outputs	45.00%	47.27%	47.96%
7.3.1 Use appropriate resolution, compression, and file formats for various media outputs.	47.92%	52.38%	54.89%
7.3.2 Incorporate appropriate industry standard color modes in graphic works (RGB, HEX, CMYK and Pantone)	20.00%	14.29%	15.52%
7.3.3 Understand the difference between gray scale, spot color, and process colors.	55.83%	59.05%	55.75%
CONTENT STANDARD 8.0: VIDEO EDITING	67.50%	85.71%	78.16%
Performance Standard 8.3: Pre-Production and Planning	67.50%	85.71%	78.16%
8.3.3 Identify of the goal of the video.	67.50%	85.71%	78.16%
CONTENT STANDARD 9.0: UNDERSTAND WEB PAGE DEVELOPMENT	67.80%	57.14%	53.79%
Performance Standard 9.1: Use Standards-Compliant HTML to Create Basic Web Pages	64.58%	56.67%	55.32%
9.1.1 Describe how the Internet and the World Wide Web work.	78.13%	73.57%	65.95%
9.1.2 Understand the Web site development process.	60.00%	61.43%	50.86%
9.1.6 Create conventions for filenames and URLs and directory structure.	46.67%	26.67%	43.68%
9.1.7 Identify and use tags on a Web page.	67.50%	60.95%	55.75%
Performance Standard 9.2: Use Styles to Format Web Pages	70.00%	54.29%	47.70%
9.2.1 Identify the differences between HTML and CSS.	65.00%	50.00%	45.69%
9.2.2 Write CSS Styles.	80.00%	62.86%	51.72%
Performance Standard 9.3: Demonstrate an Understanding of Advanced CSS Selectors and Properties	71.00%	58.57%	53.79%
9.3.1 Identify and create dependent and independent classes.	50.00%	44.29%	47.41%

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9.3.2 Use external style sheets to format several Web pages.	85.00%	62.86%	60.34%
9.3.3 Understand how to position text on a Web page.	81.25%	72.86%	62.07%
9.3.7 Explore the padding, margin, and border properties.	90.00%	62.86%	62.07%
9.3.9 Use CSS to style links.	80.00%	65.71%	57.76%
9.3.10 Create a stylized navigation.	56.25%	47.14%	40.52%
CONTENT STANDARD 11.0: UNDERSTAND INTEGRATION OF WEB PAGE CONTROLS	61.67%	49.52%	47.99%
Performance Standard 11.1: Demonstrate the Ability to Use Design and Layout Web Forms	61.67%	49.52%	47.99%
11.1.1 Create an HTML form.	72.50%	42.86%	46.55%
11.1.2 Create fields for text.	51.25%	40.00%	43.10%
11.1.3 Create text boxes.	47.50%	40.00%	25.86%
11.1.5 Create radio buttons, check boxes, and list boxes.	73.75%	67.14%	64.66%
CONTENT STANDARD 12.0: UNDERSTAND WEB RELATED PLANNING AND ORGANIZATIONAL STANDARDS	68.00%	73.14%	68.97%
Performance Standard 12.1: Demonstrate Understanding of Site Organization and Navigation Principles	68.00%	73.14%	68.97%
12.1.1 Create usable navigation.	73.75%	65.71%	65.52%
12.1.5 Build horizontal navigation bars.	83.75%	78.57%	68.97%
12.1.6 Build vertical navigation bars.	25.00%	77.14%	75.86%