Division of Career Technical Education

Results by Standard

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

Assessment: Graphic Design Number tested: 52	% Correct 17-18	% Correct 18-19	% Correct 20-21
CONTENT STANDARD 1.0: THE GRAPHIC DESIGN INDUSTRY	39.29%	42.45%	41.82%
Performance Standard 1.1: History of the Graphic Design Field	39.29%	42.45%	41.82%
1.1.1 Research the history of technologies that advanced the graphic design industry.	60.20%	66.04%	67.27%
1.1.4 Describe the importance of graphic designs influence on society.	18.37%	18.87%	16.36%
CONTENT STANDARD 2.0: ELEMENTS AND PRINCIPLES OF DESIGN AND VISUAL COMMUNICATION	67.59%	68.42%	71.26%
Performance Standard 2.1: Elements of Design	60.09%	57.86%	61.41%
2.1.1 Identify the applications of color, line, shape, texture, size, and value in samples of graphic work.	63.78%	53.77%	64.55%
2.1.2 Analyze the use of color, line, shape, texture, size, and value in samples of graphic work.	74.49%	66.98%	72.73%
2.1.3 Incorporate color, line, shape, texture, size, and value in student generated graphic work.	86.73%	96.23%	92.73%
2.1.4 Understand the concepts of color theory.	44.39%	45.75%	46.36%
Performance Standard 2.2: Principles of Design	75.17%	78.93%	80.61%
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.	80.27%	84.28%	85.45%
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.	74.49%	75.47%	78.18%
2.2.3 Demonstrate the principles of design through various design techniques.	61.22%	69.81%	70.91%
Performance Standard 2.3: Principles of Typography	58.26%	58.66%	68.26%
2.3.1 Identify the anatomical components and qualities of type (i.e., x height, ascenders, descenders, counters, etc.)	64.49%	66.04%	77.82%
2.3.2 Apply and adjust formatting to type.	46.94%	44.65%	51.52%
2.3.3 Construct graphic works utilizing and manipulating type.	69.39%	69.81%	76.36%
2.3.4 Demonstrate knowledge of the history of typography.	38.78%	41.51%	54.55%
Performance Standard 2.4: Principles and Elements of Design to Layout	75.38%	77.12%	75.34%

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2.4.1 Apply effective use of negative space, composition, message structure, graphics, etc., to graphic works.	58.16%	64.15%	55.45%
2.4.2 Create graphic works utilizing grids.	71.43%	81.13%	69.09%
2.4.4 Utilize rule of thirds, simplicity, and/or complexity, etc. in layout.	63.27%	66.04%	63.64%
2.4.5 Demonstrate layout skills for print collaterals (i.e., magazines, newspapers, packaging, yearbook, etc.).	66.33%	66.04%	66.36%
2.4.6 Demonstrate layout skills for current digital media (i.e. mobile devices, tablets).	85.71%	83.96%	82.73%
2.4.7 Explain the importance of consistency of design.	89.80%	90.57%	91.82%
2.4.8 Explain the importance of usability.	91.84%	90.57%	89.09%
2.4.9 Apply measurement tools and ratio analysis is to image positioning in graphic works.	87.76%	92.45%	83.64%
2.4.11 Describe visual hierarchy and how it is used to control the viewers eyes through a document/webpage.	89.80%	88.68%	90.91%
2.4.12 Explain the methods used to control visual hierarchy.	69.39%	73.58%	83.64%
CONTENT STANDARD 3.0 PRODUCTION USING INDUSTRY STANDARD SOFTWARE	64.88%	66.59%	67.08%
Performance Standard 3.1: Concept Development	62.68%	63.88%	56.36%
3.1.1 Generate project ideas through the use of brainstorming, thumbnails, roughs, mock ups, wireframes, etc.	57.48%	59.75%	49.70%
3.1.2 Create a storyboard for a project.	80.61%	73.58%	61.82%
3.1.3 Explain the importance of developing a message for a specific audience.	59.69%	62.26%	54.55%
3.1.4 Synthesize information collected from communications with various stakeholders.	66.33%	69.81%	74.55%
Performance Standard 3.2: Image Creation and Manipulation	72.41%	73.43%	75.20%
3.2.1 Analyze differences and appropriate applications of vector based and bitmap images.	50.17%	51.26%	54.55%
3.2.2 Use a variety of devices and media to import/download photos, images, and other digital media content.	72.45%	75.00%	77.73%
3.2.3 Incorporate the use of image manipulation and illustration software into final products.	89.54%	87.74%	88.64%
3.2.4 Apply nondestructive image editing techniques such as layering and masking.	91.33%	90.09%	92.27%
3.2.5 Practice using different selection tools and techniques to manipulate images.	70.75%	75.47%	75.76%
3.2.6 Practice image composition, cropping, and the use of vector paths and raster channels in saving and creating complex masks.	76.53%	79.25%	75.45%
3.2.7 Practice composition and cropping.	88.78%	90.57%	89.09%
3.2.8 Analyze differences and appropriate applications of vector based and bitmap images.	41.84%	41.51%	50.91%
Performance Standard 3.3: Media Outputs	47.96%	50.24%	53.41%
3.3.1 Use appropriate resolution, compression, and file formats for various media outputs including web, video, audio, and print.	56.63%	61.32%	67.27%

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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.	40.48%	40.88%	40.00%
3.3.3 Understand the difference between gray scale, spot color, and process colors.	35.71%	33.96%	38.18%
Performance Standard 3.4: Graphic Design Workflow	67.35%	69.34%	74.55%
3.4.1 Develop a workflow for a project.	74.49%	82.08%	86.36%
3.4.3 Create projects that address the message and conceptual ideas for a specific audience.	60.20%	56.60%	62.73%
Performance Standard 3.5: Design and Production Process	33.67%	39.62%	38.18%
3.5.2 Explain the design process in different media formats.	33.67%	39.62%	38.18%
Performance Standard 3.6: Branding and Corporate Identity	59.52%	64.78%	60.61%
3.6.1 Analyze branding and corporate identity, its purpose and constituents.	45.41%	50.00%	43.64%
3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats.	87.76%	94.34%	94.55%
CONTENT STANDARD 4.0 ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN	78.57%	78.11%	78.55%
Performance Standard 4.1: Copyright and Intellectual Property Law	78.57%	78.11%	78.55%
4.1.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing.	79.59%	83.02%	82.73%
4.1.2 Research laws governing brand issues, trademark, and other proprietary rights.	79.59%	69.81%	65.45%
4.1.3 Discuss consequences of violating copyright, privacy, and data security laws.	62.24%	69.81%	67.27%
4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form.	91.84%	84.91%	94.55%
CONTENT STANDARD 5.0 PORTFOLIO	88.78%	86.79%	87.27%
Performance Standard 5.2: Evaluating Portfolios	88.78%	86.79%	87.27%
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.	88.78%	86.79%	87.27%
CONTENT STANDARD 6.0 MATHEMATICAL SKILLS	52.04%	62.26%	72.73%
Performance Standards 6.1: Mathematical Skills for Visual Communications	52.04%	62.26%	72.73%
6.1.4 Apply basic ratio and proportion problems.	52.04%	62.26%	72.73%
CONTENT STANDARD 7.0 COMMUNICATION SKILLS	79.59%	77.36%	81.82%
Performance Standard 7.1: Communication Skills for Visual Communications	79.59%	77.36%	81.82%
7.1.4 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, etc.).	79.59%	77.36%	81.82%
CONTENT STANDARD 9.0 DIGITAL MEDIA	44.90%	38.68%	40.00%
Performance Standard 9.1: Graphic Design in Digital Media	44.90%	38.68%	40.00%
9.1.1 Understand the relationship of graphic design in context of web design.	44.90%	38.68%	40.00%
CONTENT STANDARD 10.0 APPLIED ART	89.80%	94.34%	96.36%
Performance Standard 10.1: Traditional and Digital Design	89.80%	94.34%	96.36%
10.1.2. Create 2D or3D works of design in analog and digital formats.	89.80%	94.34%	96.36%