



# 2022-2023

## Technical Skills Assessment

### Digital Communications

### Results by Standard

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

<b>Assessment:</b> Digital Communications	<b>% Correct</b>	<b>% Correct</b>	<b>% Correct</b>
<b>Number tested:</b> 79	<b>20-21</b>	<b>21-22</b>	<b>22-23</b>
<b>CONTENT STANDARD 1.0: ELEMENTS AND PRINCIPLES OF DESIGN AND VISUAL COMMUNICATION</b>	64.01%	67.97%	64.94%
<b>Performance Standard 1.1: Elements of Design</b>	32.76%	48.75%	54.88%
1.1.1 Identify, analyze, and implement the application of color, line, shape, texture, size, and value in design.	32.76%	48.75%	54.88%
<b>Performance Standard 1.2: Principles of Design</b>	79.31%	82.50%	70.73%
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.	79.31%	82.50%	70.73%
<b>Performance Standard 1.3: Principles of Typography</b>	60.34%	61.67%	54.88%
1.3.2 Apply and adjust formatting to type.	60.34%	61.67%	54.88%
<b>Performance Standard 1.4: Principles and Elements of Design to Layout</b>	72.99%	75.83%	76.42%
1.4.6 Explain the importance of usability.	72.99%	75.83%	76.42%
<b>CONTENT STANDARD 2.0: PROFESSIONAL COMMUNICATION</b>	72.41%	72.92%	72.20%
<b>Performance Standard 2.1: Basic Communication Skills</b>	72.41%	72.92%	72.20%
2.1.1 Demonstrate effective business communication skills in a clear, courteous, concise, and correct manner.	58.62%	61.25%	54.27%
2.1.2 Demonstrate through vocal expression and listening skills in a clear, courteous, concise, and correct manner.	75.86%	80.00%	80.49%
2.1.3 Demonstrate ability to give and receive constructive feedback, i.e. debrief not defend	89.66%	85.00%	84.76%
2.1.4 Demonstrate appropriate communication skills i.e. telephone, texting, social media.	68.97%	76.88%	67.68%
2.1.5 Converse appropriately in a business, social, and media situations.	83.62%	86.25%	85.37%
2.1.6 Explain the importance of developing a message for a specific audience.	76.72%	77.50%	75.61%
2.1.7 Synthesize information collected from communications with various stakeholders.	59.77%	53.33%	62.20%
<b>CONTENT STANDARD 4.0: ETHICAL AND LEGAL ISSUES RELATING TO DIGITAL</b>	64.37%	59.79%	59.55%
<b>Performance Standard 4.1: Copyright and Intellectual Property Law</b>	64.37%	59.79%	59.55%
4.1.2 Understand the use of Creative Commons, (including font usage, image, and video rights).	63.79%	58.33%	61.38%
4.1.4 Understand laws governing brand issues, trademark, and other proprietary rights.	64.94%	61.25%	57.72%

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<b>CONTENT STANDARD 5.0: PORTFOLIO</b>	81.61%	79.58%	79.27%
<b>Performance Standard 5.2: Evaluating Portfolios</b>	81.61%	79.58%	79.27%
5.2.2 Understand the elements of the critique process, including a respect for peer work.	81.61%	79.58%	79.27%
<b>CONTENT STANDARD 6.0: CONTENT STRATEGY</b>	66.16%	68.13%	65.85%
<b>Performance Standard 6.1: Content</b>	70.00%	69.00%	66.10%
6.1.2 Understanding the appropriate distribution method for content.	58.62%	45.00%	43.90%
6.1.3 Understand your audience and their needs.	68.39%	70.00%	65.04%
6.1.4 Understand how to develop consistent voice, e.g. creative content feels the same across mediums.	86.21%	90.00%	91.46%
<b>Performance Standard 6.2: Branding and Corporate Identity</b>	59.77%	66.67%	65.45%
6.2.1 Analyze branding and corporate identity, its purpose and constituents.	79.31%	85.00%	83.54%
6.2.2 Create a visual that appropriately represents the brand's identity in multiple media.	20.69%	30.00%	29.27%
<b>CONTENT STANDARD 7.0: GRAPHIC COMMUNICATION PRODUCTION</b>	57.31%	56.73%	53.54%
<b>Performance Standard 7.2: Image Creation and Manipulation</b>	67.59%	65.63%	63.90%
7.2.1 Demonstrate the use of appropriate applications of vector-based and bitmap images.	63.79%	66.67%	59.76%
7.2.4 Apply nondestructive image editing techniques such as layering and masking.	70.69%	69.58%	70.73%
7.2.7 Practice composition and cropping.	68.10%	61.88%	61.89%
<b>Performance Standard 7.3: Media Outputs</b>	47.96%	48.64%	44.12%
7.3.1 Use appropriate resolution, compression, and file formats for various media outputs.	54.89%	52.50%	46.95%
7.3.2 Incorporate appropriate industry standard color modes in graphic works (RGB, HEX, CMYK and Pantone)	15.52%	24.38%	18.29%
7.3.3 Understand the difference between gray scale, spot color, and process colors.	55.75%	57.08%	55.69%
<b>CONTENT STANDARD 8.0: VIDEO EDITING</b>	78.16%	82.50%	82.52%
<b>Performance Standard 8.3: Pre-Production and Planning</b>	78.16%	82.50%	82.52%
8.3.3 Identify of the goal of the video.	78.16%	82.50%	82.52%
<b>CONTENT STANDARD 9.0: UNDERSTAND WEB PAGE DEVELOPMENT</b>	53.79%	55.50%	53.71%
<b>Performance Standard 9.1: Use Standards-Compliant HTML to Create Basic Web Pages</b>	55.32%	57.40%	56.81%
9.1.1 Describe how the Internet and the World Wide Web work.	65.95%	67.50%	69.82%
9.1.2 Understand the Web site development process.	50.86%	59.38%	53.66%
9.1.6 Create conventions for filenames and URLs and directory structure.	43.68%	43.75%	46.34%
9.1.7 Identify and use tags on a Web page.	55.75%	56.25%	52.03%
<b>Performance Standard 9.2: Use Styles to Format Web Pages</b>	47.70%	50.42%	51.63%
9.2.1 Identify the differences between HTML and CSS.	45.69%	46.25%	45.73%
9.2.2 Write CSS Styles.	51.72%	58.75%	63.41%
<b>Performance Standard 9.3: Demonstrate an Understanding of Advanced CSS Selectors and Properties</b>	53.79%	54.75%	50.61%
9.3.1 Identify and create dependent and independent classes.	47.41%	57.50%	46.34%

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9.3.2 Use external style sheets to format several Web pages.	60.34%	61.25%	53.66%
9.3.3 Understand how to position text on a Web page.	62.07%	53.13%	62.20%
9.3.7 Explore the padding, margin, and border properties.	62.07%	55.00%	54.88%
9.3.9 Use CSS to style links.	57.76%	58.13%	53.66%
9.3.10 Create a stylized navigation.	40.52%	46.88%	36.59%
<b>CONTENT STANDARD 11.0: UNDERSTAND INTEGRATION OF WEB PAGE CONTROLS</b>	47.99%	45.21%	39.84%
<b>Performance Standard 11.1: Demonstrate the Ability to Use Design and Layout Web Forms</b>	47.99%	45.21%	39.84%
11.1.1 Create an HTML form.	46.55%	45.00%	29.27%
11.1.2 Create fields for text.	43.10%	30.63%	28.66%
11.1.3 Create text boxes.	25.86%	43.75%	29.27%
11.1.5 Create radio buttons, check boxes, and list boxes.	64.66%	60.63%	61.59%
<b>CONTENT STANDARD 12.0: UNDERSTAND WEB RELATED PLANNING AND ORGANIZATIONAL STANDARDS</b>	68.97%	63.00%	63.90%
<b>Performance Standard 12.1: Demonstrate Understanding of Site Organization and Navigation Principles</b>	68.97%	63.00%	63.90%
12.1.1 Create usable navigation.	65.52%	57.50%	59.76%
12.1.5 Build horizontal navigation bars.	68.97%	63.75%	68.90%
12.1.6 Build vertical navigation bars.	75.86%	72.50%	62.20%