



# 2022-2023

## Technical Skills Assessment

### Graphic Design

## Results by Standard

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

Assessment: Graphic Design	% Correct 20-21	% Correct 21-22	% Correct 22-23
Number tested: 65			
<b>CONTENT STANDARD 1.0: THE GRAPHIC DESIGN INDUSTRY</b>	41.82%	43.57%	30.71%
Performance Standard 1.1: History of the Graphic Design Field	41.82%	43.57%	30.71%
1.1.1 Research the history of technologies that advanced the graphic design industry.	67.27%	74.29%	54.29%
1.1.4 Describe the importance of graphic designs influence on society.	16.36%	12.86%	7.14%
<b>CONTENT STANDARD 2.0: ELEMENTS AND PRINCIPLES OF DESIGN AND VISUAL COMMUNICATION</b>	71.26%	71.87%	66.70%
Performance Standard 2.1: Elements of Design	61.41%	64.44%	59.52%
2.1.1 Identify the applications of color, line, shape, texture, size, and value in samples of graphic work.	64.55%	67.14%	66.43%
2.1.2 Analyze the use of color, line, shape, texture, size, and value in samples of graphic work.	72.73%	67.86%	66.43%
2.1.3 Incorporate color, line, shape, texture, size, and value in student generated graphic work.	92.73%	98.57%	91.43%
2.1.4 Understand the concepts of color theory.	46.36%	52.86%	44.64%
Performance Standard 2.2: Principles of Design	80.61%	80.00%	74.05%
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.	85.45%	80.48%	79.52%
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.	78.18%	81.43%	71.43%
2.2.3 Demonstrate the principles of design through various design techniques.	70.91%	75.71%	62.86%
Performance Standard 2.3: Principles of Typography	68.26%	67.01%	60.65%
2.3.1 Identify the anatomical components and qualities of type (i.e., x height, ascenders, descenders, counters, etc.)	77.82%	74.86%	67.14%
2.3.2 Apply and adjust formatting to type.	51.52%	52.86%	48.10%
2.3.3 Construct graphic works utilizing and manipulating type.	76.36%	79.29%	72.86%
2.3.4 Demonstrate knowledge of the history of typography.	54.55%	45.71%	41.43%
Performance Standard 2.4: Principles and Elements of Design to Layout	75.34%	76.34%	72.14%

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2.4.1 Apply effective use of negative space, composition, message structure, graphics, etc., to graphic works.	55.45%	62.86%	53.57%
2.4.2 Create graphic works utilizing grids.	69.09%	74.29%	64.29%
2.4.4 Utilize rule of thirds, simplicity, and/or complexity, etc. in layout.	63.64%	57.14%	57.14%
2.4.5 Demonstrate layout skills for print collaterals (i.e., magazines, newspapers, packaging, yearbook, etc.).	66.36%	66.43%	61.07%
2.4.6 Demonstrate layout skills for current digital media (i.e. mobile devices, tablets).	82.73%	87.86%	87.14%
2.4.7 Explain the importance of consistency of design.	91.82%	90.00%	91.43%
2.4.8 Explain the importance of usability.	89.09%	94.29%	84.29%
2.4.9 Apply measurement tools and ratio analysis is to image positioning in graphic works.	83.64%	85.71%	82.86%
2.4.11 Describe visual hierarchy and how it is used to control the viewers eyes through a document/webpage	90.91%	87.14%	85.71%
2.4.12 Explain the methods used to control visual hierarchy.	83.64%	75.71%	71.43%
<b>CONTENT STANDARD 3.0 PRODUCTION USING INDUSTRY STANDARD SOFTWARE</b>	67.08%	66.88%	65.83%
<b>Performance Standard 3.1: Concept Development</b>	56.36%	59.80%	63.67%
3.1.1 Generate project ideas through the use of brainstorming, thumbnails, roughs, mock ups, wireframes, etc.	49.70%	53.33%	53.33%
3.1.2 Create a storyboard for a project.	61.82%	77.14%	72.86%
3.1.3 Explain the importance of developing a message for a specific audience.	54.55%	53.57%	64.29%
3.1.4 Synthesize information collected from communications with various stakeholders.	74.55%	74.29%	84.29%
<b>Performance Standard 3.2: Image Creation and Manipulation</b>	75.20%	74.40%	72.74%
3.2.1 Analyze differences and appropriate applications of vector based and bitmap images.	54.55%	54.52%	56.19%
3.2.2 Use a variety of devices and media to import/download photos, images, and other digital media content.	77.73%	79.29%	69.64%
3.2.3 Incorporate the use of image manipulation and illustration software into final products.	88.64%	87.86%	88.93%
3.2.4 Apply nondestructive image editing techniques such as layering and masking.	92.27%	92.50%	90.36%
3.2.5 Practice using different selection tools and techniques to manipulate images.	75.76%	71.90%	69.05%
3.2.6 Practice image composition, cropping, and the use of vector paths and raster channels in saving and creating complex masks.	75.45%	70.00%	65.71%
3.2.7 Practice composition and cropping.	89.09%	88.57%	92.86%
3.2.8 Analyze differences and appropriate applications of vector based and bitmap images.	50.91%	50.00%	54.29%
<b>Performance Standard 3.3: Media Outputs</b>	53.41%	56.25%	50.36%
3.3.1 Use appropriate resolution, compression, and file formats for various media outputs including web, video, audio, and print.	67.27%	68.57%	63.21%

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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.	40.00%	43.81%	37.62%
3.3.3 Understand the difference between gray scale, spot color, and process colors.	38.18%	44.29%	37.14%
Performance Standard 3.4: Graphic Design Workflow	74.55%	69.29%	68.57%
3.4.1 Develop a workflow for a project.	86.36%	80.00%	80.71%
3.4.3 Create projects that address the message and conceptual ideas for a specific audience.	62.73%	58.57%	56.43%
Performance Standard 3.5: Design and Production Process	38.18%	24.29%	32.86%
3.5.2 Explain the design process in different media formats.	38.18%	24.29%	32.86%
Performance Standard 3.6: Branding and Corporate Identity	60.61%	60.00%	61.90%
3.6.1 Analyze branding and corporate identity, its purpose and constituents.	43.64%	44.29%	47.86%
3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats.	94.55%	91.43%	90.00%
<b>CONTENT STANDARD 4.0 ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN</b>	78.55%	81.14%	78.00%
Performance Standard 4.1: Copyright and Intellectual Property Law	78.55%	81.14%	78.00%
4.1.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing.	82.73%	87.14%	85.71%
4.1.2 Research laws governing brand issues, trademark, and other proprietary rights.	65.45%	67.14%	64.29%
4.1.3 Discuss consequences of violating copyright, privacy, and data security laws.	67.27%	70.00%	68.57%
4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form.	94.55%	94.29%	85.71%
<b>CONTENT STANDARD 5.0 PORTFOLIO</b>	87.27%	88.57%	87.14%
Performance Standard 5.2: Evaluating Portfolios	87.27%	88.57%	87.14%
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.	87.27%	88.57%	87.14%
<b>CONTENT STANDARD 6.0 MATHEMATICAL SKILLS</b>	72.73%	68.57%	84.29%
Performance Standards 6.1: Mathematical Skills for Visual Communications	72.73%	68.57%	84.29%
6.1.4 Apply basic ratio and proportion problems.	72.73%	68.57%	84.29%
<b>CONTENT STANDARD 7.0 COMMUNICATION SKILLS</b>	81.82%	81.43%	80.00%
Performance Standard 7.1: Communication Skills for Visual Communications	81.82%	81.43%	80.00%
7.1.4 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, etc.).	81.82%	81.43%	80.00%
<b>CONTENT STANDARD 9.0 DIGITAL MEDIA</b>	40.00%	42.86%	41.43%
Performance Standard 9.1: Graphic Design in Digital Media	40.00%	42.86%	41.43%
9.1.1 Understand the relationship of graphic design in context of web design.	40.00%	42.86%	41.43%
<b>CONTENT STANDARD 10.0 APPLIED ART</b>	96.36%	94.29%	91.43%
Performance Standard 10.1: Traditional and Digital Design	96.36%	94.29%	91.43%
10.1.2. Create 2D or3D works of design in analog and digital formats.	96.36%	94.29%	91.43%